



January 2011

Dear Members and Friends of the Western Candy Conference:

It's my pleasure to invite you to join your colleagues for the 2011 Western Candy Conference in Carmel, California at the newly renovated Carmel Valley Ranch (www.carmelvalleyranch.com). Plans are well under way for an informative and relaxing Conference being held March 30th–April 3rd.

The Western Candy Conference Board of Directors has put together two days of business sessions that are sure to be educational and inspirational. Thursday morning, March 31st, will focus on industry issues including commodities pricing, consumer demographics and behavior, and candy taxes.

Our Saturday, April 2nd business sessions will cover industry regulatory issues and keynote speaker Steven Kowalski, Ph.D., "*Creative Agility for Business and Work/Life Success*".

Speaker testimonials are included in this packet.

As always, the Saturday Business session will feature our annual **Suppliers' Table Top Exhibit**.

Social events begin Wednesday afternoon with the Suppliers' Cocktail Reception. Thursday afternoon and evening are open so you can enjoy Carmel Valley and the Monterey Peninsula. Winery tours and tastings, hiking, and of course golf are all activities for which the region is famous.

Friday, April 1st will feature the Western Candy Conference Golf Tournament that is being held at the Carmel Valley Ranch Golf Club, which is on property. Friday night's theme dinner should be amazing. We have exclusive run of the world-renown Monterey Aquarium. Food, fun and a dive show in the aquarium's main tank will be the highlights of the evening.

The banquet Saturday evening will be held at the resort and will be highlighted by a performance of magician Jay Alexander followed by live music and dancing.

To register, please complete the enclosed registration form and return it with your payment to Mark Spini at Guittard Chocolate Company, in the enclosed envelope. Please register by February 10th to take advantage of early registration rates. Also note that all registration materials can also be found on line at www.WesternCandyConference.org.

To reserve your room accommodations, either complete and return the enclosed form or call Carmel Valley Ranch reservations at (831) 625-9500. **Please reserve your room accommodations no later than January 30th to assure our special conference room rate.** If you would like additional information on Carmel Valley Ranch, check them out on line at www.carmelvalleyranch.com

Kindly review all material provided in this packet. Enclosed are the Western Candy Conference registration form, hotel registration form, a tentative agenda, Suppliers' table information and registration form.

If you have any questions, please feel free to contact me at mrkay@sweetcandy.com. I look forward to seeing you in March.

Sincerely,

Rick Kay
Chairman
2011 Western Candy Conference

