

WESTERN *Candy* CONFERENCE

Fostering Communication and Innovation in the Candy Industry—Our 77th Anniversary!
January 6, 2010

Dear Members and Friends of the Western Candy Conference:

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It's my pleasure to invite you to join your friends and colleagues for the 2010 Western Candy Conference on Oahu's sunny western shore at the JW Marriott's Ihilani Resort and Spa. Plans are well under way for an informative and relaxing Conference being held March 24 – 28th in beautiful Ko Olina, Hawaii.

Your Western Candy Conference Board of Directors is putting together another great two days of business sessions that are sure to be educational and inspirational. Thursday morning, March 25th, there will be a round table session discussing the commodities that affect everyone's bottom line as well as some informative speakers from the Honolulu area. Our Saturday business sessions will cover industry regulatory issues and we will have an excellent keynote speaker. We will also hold our annual Suppliers' Table Top Exhibit on Saturday, March 27th.

Social activities will include our Wednesday evening Suppliers' Cocktail Reception, and Thursday, we will spend the afternoon and evening with the wonderful people at The Dole Plantation. We'll leave the hotel in the early afternoon for a tour of the Dole Cacao Plantation and then go on to their Visitors' Center where we will have a chance to explore the world's largest maze and have a wonderful evening with a cocktail reception, dinner and entertainment. We can't come to Hawaii without a Luau, so Saturday night have your grass skirts ready for a Polynesian night's Luau!

The Western Candy Conference Golf Tournament is being held on Friday, March 26th, at the Kapolei Golf Club, a 15-minute drive from the hotel. Transportation will be provided for those who need it. For anyone interested in playing additional golf rounds, there is a world-class Ko Olina Golf Club adjacent to the hotel property. Golf tee times can be arranged through the hotel concierge. The lagoon where the hotel is situated has a large beach where beach toys are available for rent and snorkel equipment is free for the first hour. There is also a full service spa on site.

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, call Marriott reservations at 1-800-626-4446 or 1-808-679-0079. Please reserve your room accommodations no later than February 26th to assure that your desired room type and our special conference room rate is available. If you would like additional information on the Ihilani Resort and Spa, you may check them out on line at www.ihilani.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 dsimons@enstrom.com. I look forward to seeing all of you in Hawaii! Until then, have a very wonderful and safe New Year.

Sincerely,



Doug Simons
Western Candy Conference Chairman, 2010

J.W. Marriott Ihilani Resort & Spa . Kapolei, Hawaii . March 24-28, 2010



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www.westerncandyconference.org