



**Fostering Communication and
Innovation in the Candy Industry**

Western Candy Conference

The Western Candy Conference is a non-profit association that promotes the common interests of the confectionery manufacturers and those who supply goods and services to the confectionery industry. An annual conference gives executives from all sectors of the industry and representatives from national organizations, including the National Confectionery Association, an opportunity to meet in a relaxed atmosphere to discuss common concerns and to learn from an informative educational program. Business sessions focus on critical issues and legislation affecting the confectionery industry and its suppliers. Recreational events and social activities provide the opportunity for informal discussion and the development of friendships. Governed by a volunteer Board of Directors, the WCC supports initiatives as appropriate to address legislative or regulatory issues as well as common business concerns.



WCC Supports UC Davis Food Science Facility

The WCC commitment to the future technical strength of the confectionery industry is demonstrated by the associations support of the new Wine and Food Science facility at UC Davis. Since its inception, the WCC has donated time, technology, equipment and monetary support. This new facility will house a pilot plant, teaching and researching laboratories, offices and meeting rooms. It will foster collaborative relationship between education and industry and will enhance the UC Davis' students work toward continuous improvement in the field of food science, food technology and food development.

Membership Support

The Western Candy Conference has a history of involvement in issues affecting the candy industry. Prior efforts include the repeal of sales tax on candy in California and lobbying efforts on behalf of Workers' Compensation reform. The WCC Board of Directors is investigating the formation of partnerships with other groups and organizations in order to leverage WCC efforts on behalf of member companies. A recent member survey indicates high interest in the topics of Workers Compensation Reform, energy, obesity, government training funding and regulations regarding sales taxes, GMOs, food allergens and OSHA. The WCC will focus on these issues in upcoming conference business sessions and through support of pro-industry lobbying and public relations.

Past Topics: A sample of past topics presented at the Western Candy Conference

- Leadership in a Rapid Business Growth Environment - *Panel Discussion*
- Bitter or Sweet: The Health Facts about Sugar - *Dr. Liz Applegate, Dir. of Sports Nutrition, UC Davis*
- How to Lobby Your Legislature - *George Buffet, former New Mexico State Legislator*
- Industry Issues: Candy Safety and Lead - *Alison Bodor, NCA Regulatory Affairs*
- Confectionery & Chocolate Education & Research at UC Davis
- *Prof. Michael J. McCarthy, Dept. of Food Science & Technology, UC Davis*
- Showley Bros. Candy Factory 1905-1951, A Historical Look
- *Roger Showley, San Diego Union-Tribune*
- Excellence in Execution: Leadership and Teambuilding - *Admiral Ray Smith, United States Navy*
- Seizing Regional and Global Trade Opportunities - *Marietta Bernott, International Trade Service*
- State of the Industry Report - *Lawrence Graham, NCA*
- Hawaiian Commercial Sugar Mill Tour

WCC Man of the Year Recipients





Supplier Member Exhibits



Nationwide Membership is open to manufacturers of candy and those who supply them. For more information on becoming a member contact Mark Tuerffs at (714) 524-0550 • (714) 524-0982 • Mark@ssflavors.com

For general information please write to Steve Delahunty c/o WCC
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Want to Step Back in Time?

DO YOU EVERY YEAR

for the "good old days?" You know, when things seemed so much simpler and possibly friendlier, before we got all got cell phones, PDAs, wireless networking and the like.

Did you enjoy the industry gatherings which provided an opportunity to network, where you could get to know your competitors personally, rather than just their items?

Do you wish you could attend meetings where you wouldn't have to worry about racing to the next business session?

Suppose, recognizing modern-day realities, you could still get useful business information and also socialize with the wide range of category colleagues, from regional sales managers to company CEOs? And what about industry suppliers? Would they be an interesting additive to the meeting's mix?

And did I mention the meetings would be held somewhere warm and inviting? Sound good? If so, you should check-out the annual Western Candy Conference which maintains a friendly, intimate atmosphere despite today's increasing business pressure.

For example, category suppliers put out table-top displays within the business session room. No fuss and free-of-charge, the displays are only up for an hour but make a valuable contribution to the event.

Don't get me wrong - I'm not saying you can learn nearly as much at a Western meeting as at a NCA Management Conference, but I am saying it's different type of event with a relaxed atmosphere that is extremely popular among attendees.

However, one business presentation at the Western was far more informative than when given earlier at an NCA meeting because the Western's schedule provided the speaker with more time.

I'll be at the Western next year. How about you?

Teresa Tarantino

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WCC Conference 2008

Wednesday March 26th-Sunday March 30th



Loew's Lake Las Vegas Resort
Henderson Nevada

Register online at
www.WesternCandyConference.org