Please accept my invitation to attend the **NACUFS 2020 National Conference** in Atlanta!

While in Atlanta, you will hear “Rise Up!” “Rise Up” is more than just a rally cry or a summons. “Rise Up” emboldens you to look into your soul, galvanize, and exceed expectations. “Rise Up” is an attitude; it is a mentality for achieving success. “Rise Up” calls for us to come together for a common purpose and ascend to excellence. This aligns with the mission of NACUFS — to support and promote excellence in collegiate dining. With that spirit in mind, the 2020 National Conference Task Force invites you to “Rise Up & Inspire” in Atlanta.

Designed with learning at its core, this is the first conference to incorporate the NACUFS Collegiate Dining Body of Knowledge™ as guiding principles for education and content. Every learning opportunity aligns with one of the five Body of Knowledge domains: Business Administration, Guest Experience, Talent Management, Campus & Community Engagement, and Professional Intelligence. The Education chairpersons have collaborated with the Learning Committee to bring you laser-focused initiatives that are relevant, high quality, and engaging. You won’t want to miss these interactive and fun learning opportunities.

As a backdrop to the National Conference, Atlanta allows you to experience various cultural venues, unique heritage, and Southern cuisine. The conference highlights local attractions during the Edutours, such as visiting local markets and Georgia State University’s Dining Services. And for the closing event, prepare to be amazed at the largest aquarium in the Western Hemisphere as we celebrate NACUFS at the Georgia Aquarium.

I hope you will attend the **2020 National Conference in Atlanta** this July 8–11, where we will “Rise Up & Inspire!”

Best Regards,
Susan van Gigch
2020 National Conference Chair
To fulfill your upcoming menu, programs, and operational needs, meet with NACUFS industry members at the National Showcase and NACUFS Café.

REGISTRATION FEE

Early Bird Rates (Discount Deadline May 29)
Member $770
Non-Member $1,250

Regular Conference Registration
Member $990
Non-Member $1,480

Member Daily Rates
Early Bird $325 per day
Regular $360 per day

Visit NACUFS.org/2020 for the latest conference updates!

Conference AGENDA

Wednesday, July 8
9:00 a.m. – 2:00 p.m. Edutours (Atlanta area locations)
11:00 a.m. – 4:00 p.m. NACUFS Café
3:30 p.m. – 4:45 p.m. First-Time Conference Attendees Orientation
6:00 p.m. – 7:00 p.m. Theodore W. Minah Reception
7:00 p.m. – 9:30 p.m. Theodore W. Minah Dinner & Award Presentation

Thursday, July 9
7:30 a.m. – 8:30 a.m. Regional Breakfaests
8:45 a.m. – 10:30 a.m. General Session: Mary-Frances Winters
11:00 a.m. – 12:30 p.m. Super Sessions: CREDO Higher Ed and Dr. Branson Ritchie
12:45 p.m. – 4:45 p.m. Showcase at the Georgia World Congress Center — more than 320 exhibitors!
5:00 p.m. – 7:00 p.m. Culinary Challenge
5:00 p.m. – 7:00 p.m. Industry Appreciation Reception

Friday, July 10
7:00 a.m. – 8:30 a.m. Awards Breakfast
9:00 a.m. – 10:30 a.m. General Session: Horst Schulze
10:50 a.m. – 1:50 p.m. Showcase at the Georgia World Congress Center — more than 320 exhibitors!
2:00 p.m. – 3:00 p.m. Learning Sessions
3:20 p.m. – 4:30 p.m. Super Sessions: John Mount and Technomic
4:45 p.m. – 6:30 p.m. General Membership Assembly
9:00 p.m. – 11:00 p.m. NACUFS After Hours Networking

Saturday, July 11
7:30 a.m. – 8:00 a.m. Continental Breakfast
8:15 a.m. – 9:15 a.m. Learning Sessions
9:40 a.m. – 10:40 a.m. Learning Sessions
11:10 a.m. – 12:40 p.m. General Session: Mary-Frances Winters
1:00 p.m. – 2:30 p.m. Awards Luncheon
7:00 p.m. – 10:00 p.m. Closing Event at Georgia Aquarium

Note: Times and events are subject to change. Events take place at the Omni Atlanta Hotel at CNN Center unless otherwise specified.
MARY-FRANCES WINTERS, President & CEO, The Winters Group, Inc.
Thursday, July 9 – Inclusion Starts with “I”
Dubbed as a thought leader in the field for the past three decades, Mary-Frances Winters has impacted hundreds of organizations and thousands of individuals with her thought-provoking message, and her approach to diversity and inclusion.
This session will explore specific steps that leaders and/or individual contributors can take daily to continue to foster inclusion in the workplace and their communities. Using humor and storytelling, Ms. Winters will examine the role of self-understanding and barriers, like unconscious bias, that can impede our strides towards inclusion. This session will specifically address eight steps that we can take as individuals on our inclusion journey.

Saturday, July 11 – Inclusion Happens with “Us”
Keeping the conversation going, Ms. Winters will continue the discussion on inclusion by building on the opening keynote presentation. The existential search for meaning and purpose is the core of our being. An inclusive world is only possible if each of us is willing to examine our hearts, shed narrow perceptions, seek out opportunities to experience difference, and commit ourselves to continual learning.
Creating inclusive cultures is a critically important business imperative as the demographics of the U.S. become more diverse and as organizations operate increasingly in global contexts.

HORST SCHULZE, Former President & COO of the Ritz-Carlton Hotel Company
Friday, July 10 – Creating Excellence
A legend and leader in the hotel world, Horst Schulze’s teachings and vision have reshaped the concepts of service and hospitality across industries. His principles have transformed the concepts of excellence, service, and competitive advantage, transcending divisions of industry across the business landscape. In “Creating Excellence” Horst Schulze shares expertise on excellence: Finding excellence for an organization as an individual is not the result of luck, but careful focus, planning, and processes will guarantee that you accomplish excellence in what you do.
Super SESSIONS

MATT TRAINUM, Ed.D., Senior Consultant for Strategy, CREDO
Thursday, July 9 – More than D-Hall: Becoming a True Campus Partner
Imagine a world where campus dining is valued not just as an effective side operation but as a powerful campus partner. In these tumultuous times, higher education leaders are looking for allies across the institution to anticipate, navigate, and accelerate change with student success at the heart. This entertaining session will share with you the research-based Thriving Framework for colleges, and the Lens of the President, presidential priorities based on thousands of institutional leader surveys. We will then match these with how NACUFS members contribute, highlighting ways to elevate your work, help students, better serve our campuses, and ultimately claim a rightful spot at the (non-dining) table.

BRANSON W. RITCHIE, DVM, Ph.D, DABVP AND DECZM, University of Georgia
Thursday, July 9 – Avoiding Plasticosis Through Use of Bio-Sourced Alternative Plastics
The consumer addiction to petroleum-derived products results in the production of approximately 520 billion pounds per year of environmentally damaging plastics. Single use consumer items and packaging account for half of this production. As petroleum-based plastics degrade into increasing smaller particles, a process called micronization, they become an increasing health hazard to animals and potentially humans. The health consequences of plasticosis and our research team’s advances in the development of bio-sourced, microbially digestible polymers to replace petroleum-derived plastics will be discussed.

JOHN MOUNT, Vice President, Sports Marketing, Coca-Cola North America
Friday, July 10 – Brand Management – Why It Is So Important
Brand management is important because it builds a loyal customer base through positive brand associations or a strong awareness of the brand. General factors in the branding strategy of Coca-Cola Company have forever been related with the sense of joy, unity, and togetherness and has been a synonym to ‘Happiness and Sharing’ for over 100 years. This session will provide examples and components important to building and growing a brand.

KATHRYN FENNER AND WADE HANSON, Technomic
Friday, July 10 – How to Win Over the Gen Z Student
Generation Z visits restaurants more frequently than previous generations. This session will demonstrate what restaurant concepts and trends are winning these students over and how to apply it in your operation.

Visit NACUFS.org/2020 for the latest conference updates!
Learning SESSIONS

BUSINESS ADMINISTRATION
Sessions in this domain focus on planning, systems, and business functions required to operate, enhance and fund a campus-valued dining program.
- Strategies and Innovations for Sustainable Composting
- Robotic Delivery Is right for your campus
- Waste Not: How to Manage Lean Food Operations
- Developing A Successful Plant-Forward Menu Strategy

GUEST EXPERIENCE
Sessions in this domain focus on providing an exceptional collegiate dining guest experience.
- Shifting the Customer Service Experience with Self-ordering Kiosks
- The Ideal Dining Hall: Perception and Self-Efficacy
- How UC San Diego Created the Largest Halal-Certified Residential Dining Facility in the Country
- Using Guidelines, Policy and Behavioral Design to Create a Healthy and Appealing Campus Dining Experience

TALENT MANAGEMENT
Sessions in this domain focus on recruitment & selection, development, and engagement of personnel (including student employees) in order to operate a successful collegiate dining operation.
- Engagement: It’s a Belief Not a Program
- Success is Never Final

CAMPUS & COMMUNITY ENGAGEMENT
Sessions in this domain focus on collaborative alignment with campus culture, mission, and strategies (including student engagement) as well as developing successful brand recognition through effective marketing.
- Knowing What to Stand For - A Process Toward Inspirational Strategy
- Reinventing a Brand
- The Ties That Bind! - Rising to Outstanding Campus Alliances - And Keeping Them There!
- Applied Principles of Inclusivity in Dining Design and Operation
- Creating Campus & Student Engagement with Indigenous Cuisines

PROFESSIONAL INTELLIGENCE
Sessions in this domain focus on driving an ethical, organized environment that promotes high standards of integrity & inclusivity, effectively modeling responsible stewardship of campus resources, and leading and promoting organization initiatives & change.
- Defining Diversity, Equity and Inclusion in Campus Dining
- Higher Education and Global Food Systems

Micro Sessions AT SHOWCASE
Located on the showcase floor, subject matter experts will deliver exciting bursts of industry education you won’t want to miss!
Networking AT THE CONFERENCE

A good professional network can help you get the answers you need, when you need them. The NACUFS foodservice community is comprised of professionals at all levels—from managers to culinary and nutrition experts—giving you and each member of your staff a peer network that understands the industry. With more than 750 attendees representing hundreds of colleges and universities across the country, the national conference is one of the best ways to make connections and build your network within the association. NACUFS quickly connects you to an active and engaged group of foodservice professionals who ask questions, receive feedback, and share ideas and resources. With NACUFS, you can spend less time looking for answers and more time focusing on what matters—serving your customers and improving your bottom line.

NACUFS CAFÉ
Wednesday, July 8 • 11:00 a.m. – 4:00 p.m.

This is your welcome to the National Conference. When you pick up your badge packet at the Omni, be sure to stop by the NACUFS Café to try new items, interact with vendors, and see friends, new and old.

MEMBER FORUMS
Friday and Saturday during learning sessions

Share ideas and challenges in a roundtable format centered on several predetermined hot topics for our industry. Discover areas of interest and connect with like-minded colleagues during these interactive networking sessions.

CLOSING RECEPTION AT GEORGIA AQUARIUM
Saturday, July 11 • 7:00 p.m. – 10:00 p.m.

Spend the evening at the largest aquarium in the Western Hemisphere with new and long-standing colleagues. You’ll have time to explore the aquarium filled with 100,000 sea creatures and the only aquarium outside Asia to host whale sharks. Don’t miss the Beluga Whales! You just might make a new friend!

FIRST-TIME CONFERENCE ATTENDEES ORIENTATION
Wednesday, July 8 • 3:30 p.m. – 4:45 p.m.

Kick off the conference right by attending the first-time conference attendee orientation. Meet association leadership, volunteers, and staff to learn what being a member of NACUFS is all about. A short presentation explaining the benefits of being a member will be followed by a fun game. Meet new friends, learn about NACUFS, and get excited for the remainder of the conference with fellow first-time attendees.

SHOWCASE

See hot new products and services while visiting with more than 320 industry suppliers who serve collegiate dining during our two-day tradeshow. Visit NACUFS.org/showcase for the complete list of exhibitors.

NACUFS NETWORKING AFTER HOURS

Gather and grow your peer circle during this laid back and enjoyable networking opportunity.
WHY ATTEND NACUFS 2020 NATIONAL CONFERENCE?

• Keynote speakers that will motivate and inspire you!

• Education sessions designed for you to learn new ideas and techniques.

• Networking designed specifically to help you build your contacts across the collegiate platform.

• A chance to meet more than 750 professionals within the collegiate dining field.

• Discover the newest trends all in one place.

• Meet with industry professionals who can educate and guide you on taking your dining operations to the next level.

• Support your regional chef in the Culinary Challenge.

• Improve your productivity and regain your focus by investing in your future.

• Renew your excitement about your profession: Rise Up & Inspire!

Register Today! NACUFS.org/2020
CONFERENCE CLOSING EVENT AT GEORGIA AQUARIUM

Your NACUFS 2020 Rise Up & Inspire experience will culminate with the closing event at Georgia Aquarium, the largest aquarium in the Western Hemisphere. You and your NACUFS family will have access to all the exhibits at the aquarium, featuring the mesmerizing Ocean Voyager exhibit, in which you can walk through an acrylic tunnel and feel like a scuba diver in an endless blue sea surrounded by thousands of fish swimming above. Georgia Aquarium’s Ocean Voyager exhibit is the only place in the Western Hemisphere to house whale sharks and manta rays. At this event, you’ll be wowed by the culinary masterpieces of Wolfgang Puck Catering, and after the aquarium exhibits close, we’ll ramp up the party Atlanta-style to ensure you have an unforgettable evening.

EXPLORE ATLANTA, GEORGIA!

Atlanta is known for many things: home to the busiest airport in the world, 55 streets named Peachtree, and a history deeply rooted in civil rights. The Chick-fil-A College Football Hall of Fame and CNN Towers are adjacent to the Omni Hotel. Just a short distance away is Centennial Olympic Park, home of the 1996 Summer Olympic Games, the Jimmy Carter Presidential Library and Museum, the National Center for Civil and Human Rights, and the King Center. “City of Trees” refers to Atlanta’s unique tree canopy and green space evident throughout the city with ample parks that offer entertainment. Fans of the AMC show “The Walking Dead” may just see a zombie or two! Edutours are planned to Georgia State University and Ponce City Market, one of many food halls in Atlanta.

Whatever your interests, Atlanta has something for everyone!

Visit NACUFS.org/2020 for the latest conference updates!
**Hotel & TRAVEL**

Access the hotel reservation websites and make your hotel reservations online at www.NACUFS.org/2020.

**WHY BOOK AT AN OFFICIAL NACUFS CONFERENCE HOTEL?**

Each year, NACUFS works hard to keep your overall conference costs as low as possible. Our group arrangements with the official conference hotels provide you with discounts allowing NACUFS to keep your registration fees low. The conference registration discount applies to the NACUFS room blocks at the hotels shown here and any other official NACUFS conference hotel that may be designated. You must provide your hotel confirmation number to receive the discounted registration rate.

**IMPORTANT NOTE:**
The only way to stay in a NACUFS room block at a conference hotel is to book your reservation directly through links on the NACUFS website.

**Reservation Deadline:**
June 12, 2020. Reservations made after this date are subject to availability at prevailing rates.

**Deposit Policy:**
All rooms must be guaranteed. You must provide complete credit card information. One night’s room and tax will be charged to your credit card on or before June 12, 2020.

**Cancellation Policy:**
Cancellation of entire reservation after June 12, 2020 will forfeit the deposit of one night’s room and tax.

**Early Departure Fee:**
Changes to departure date after check-in are subject to an applicable fee and vary by hotel.

Register Today! NACUFS.org/2020


**HOTELS**

*All rates noted are single or double occupancy*

**Headquarter Hotel:**
Omni Atlanta Hotel at CNN Center
100 CNN Center
Atlanta, GA 30303
Nightly room rate: $189 plus taxes and fees

The Westin Peachtree Plaza, Atlanta
210 Peachtree St NW
Atlanta, GA 30303
Nightly room rate: $189 plus taxes and fees

Hilton Garden Inn Atlanta Downtown
275 Baker St
Atlanta, GA 30313
Nightly room rate: $195 plus taxes and fees

Embassy Suites by Hilton Atlanta at Centennial Olympic Park
267 Marietta St NW
Atlanta, GA 30313
Nightly room rate: $205 plus taxes and fees

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**GENERAL CONFERENCE INFORMATION**

**Conference and Event Attire**
General Conference: Business Casual
Theodore W. Minah Award Dinner: Business/Cocktail
Closing Event: Casual

**Awards Recognition**
Set aside time to browse through the awards recognition area. On display will be the winners of the Loyal E. Horton Dining Awards Contest, Sustainability Awards, Nutrition Awards, and the Culinary Challenge competitors.

**Travel Information**
Book your flight into the Atlanta International Airport (ATL). A range of services offering travelers transportation to and from the airport are available including taxi, van, Lyft, Uber, and shuttle services. You can also catch a ride on the MARTA.

For more details on transportation, including rail service and driving directions, visit the conference website at www.NACUFS.org/2020.

**Conference Registration Early Bird Deadline:** May 29, 2020
Register online for conference and Edutours using the NACUFS Member Gateway. You may also use the registration form on page 15. Stay at an official conference hotel and receive your registration discount! (See registration form for full details.)

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Visit NACUFS.org/2020 for the latest conference updates!
2020 National CONFERENCE TASK FORCE

Susan van Gigch, National Conference Chair
University of Georgia

Janet Adams, Education Co-Chair
Fair Market Inc.

Garrett DiStefano, Education Co-Chair
University of Massachusetts

Jason Ensign, Food and Beverage Chair
University of Illinois at Urbana - Champaign

Deb Hydock, Marketing/Protocol Chair
Gettysburg College

Chris Fagan, Registration/Volunteers Chair
University of Georgia

Houston Freeman, Showcase Chair
Georgia State University

Darla Stewart, Special Events Chair
Sushi with Gusto

Mark Kraner, Sponsorship Co-Chair
George Mason University

Dean Masuccio, Sponsorship Co-Chair
Central Washington University

Greg Hetfield, At-Large Member
Hormel Foods

VOLUNTEERS MAKE IT HAPPEN!

Volunteering at the National Conference is a fantastic way to make connections with members and staff and get involved with NACUF. Volunteers are needed to assist with many aspects of the conference.

To get involved, contact Chris Fagan, registration chair at chfagan@uga.edu.

Register Today! NACUF.S.org/2020
WHAT’S INCLUDED IN A FULL REGISTRATION?

Meals
Wednesday: Theodore W. Minah Reception & Dinner
Thursday: Regional Breakfasts; Industry Appreciation Reception
Friday: Awards Breakfast
Saturday: Continental Breakfast; Awards Luncheon; Closing Reception at Georgia Aquarium

Education
General Sessions: Mary-Frances Winters, Horst Schulze
Super Sessions: CREDO, Dr. Branson Ritchie, Technomic, John Mount
Learning Sessions
Culinary Challenge
Micro Sessions at Showcase

Other Events
First-Time Conference Attendees Orientation
NACUFS Café
Awards Recognition Display
Member Forums
Showcase: Seven hours over two days

WHAT’S NOT INCLUDED IN A FULL REGISTRATION?
Edutours (see page 14)

WHAT’S INCLUDED IN A DAILY REGISTRATION?
All conference activities and scheduled meals for that day. Edutours require a separate registration form and fee.

CONFERENCE REGISTRATION HOURS & EXHIBITOR BADGE PICK UP

Pick up your conference registration materials and exhibitor personnel badges during the following times.

Conference registration will be located at the Omni Atlanta Hotel at CNN Center (North Tower M4)
Tuesday, July 7 3:00 p.m. – 5:00 p.m.
Wednesday, July 8 7:30 a.m. – 7:00 p.m.
Thursday, July 9 7:30 a.m. – 5:00 p.m.
Friday, July 10 7:30 a.m. – 4:00 p.m.

Exhibitor badge pick up will be located at the Georgia World Congress Center
Wednesday, July 8 8:00 a.m. – 5:00 p.m.
Thursday, July 9 8:00 a.m. – 5:00 p.m.
Friday, July 10 8:00 a.m. – 12:00 p.m.

Visit NACUFS.org/2020 for the latest conference updates!
Edutour INFORMATION

WEDNESDAY, JULY 8

Georgia State University Piedmont Central Dining Hall Tour
Tour size is limited to 50 participants.

GSU’s Panther Dining is committed to maintaining sustainable practices throughout their various locations. Piedmont Central Dining Hall is the newest dining location added to GSU’s downtown campus, and was awarded the prestigious 3-star green certification from the Green Restaurant Association based on the categories of disposables, energy, food, furnishings and building materials, pollution and chemical reduction, and waste and water use.

Mercedes-Benz Stadium Tour
Tour size is limited to 25 participants.

Home of the Atlanta Falcons and known as the Heart of Atlanta, Mercedes-Benz Stadium was the first professional sports stadium in the U.S. to achieve LEED Platinum status for sustainability. This behind-the-scenes tour will feature many of the sustainability practices and engineering feats of this unique landmark.

Ponce City Market Tour
Tour size is limited to 25 participants.

Come experience Atlanta’s most buzzed about food hall, Ponce City Market. Set inside a historic Sears & Roebuck store, PCM has some of Atlanta’s best restaurants, including one of America’s favorite burgers. At the heart of Ponce City Market, the Central Food Hall is becoming the most vibrant food hall and market in the Southeast. James Beard Award-winning chefs the likes of Anne Quatrano, Linton Hopkins, and Sean Brock join Atlanta’s most exciting young purveyors and restauranteurs to offer everything from Georgia and Carolinas-caught seafood, to classic burgers, cold-pressed juice, house-made pasta and freshly milled heirloom grain bread.

Back of House Tour of the Omni Atlanta at CNN Center
Tour size is limited to 20 participants.

In depth, chef-guided tour of the expansive catering operation at this luxury four-diamond hotel.

For more information, pricing, and to register for an Edutour, visit www.NACUFS.org/2020.
# CONFERENCE REGISTRATION

Please send completed form to one of the following:
Email: natl_conference@NACUFS.org
Fax: 517.332.8144
Address: NACUFS, 1515 Turf Lane, Suite 100; East Lansing, MI 48823

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**REGISTRATION FEES (full conference or daily rate)**

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**PAYMENT INFORMATION**

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Special assistance or dietary requirements?  □ Yes  □ No (If yes, please attach a letter specifying your requirements.)
Is this your first NACUFS national conference?  □ Yes  □ No  Are you a voting delegate?  □ Yes  □ No

*Discount applies to hotels listed on hotel registration form and any other official NACUFS conference hotel that may be designated. You must provide a hotel confirmation number to receive discount.

**Cancellation Policy:** All cancellations must be received in writing. Cancellations received by June 12, 2020, will be refunded minus a $100 administrative fee. There will be no refunds for cancellations after June 12, 2020. There will be no refunds for no-shows at the conference. No refunds will be given for individual conference events not attended.
To become a sponsor and support the NACUFS 2020 National Conference in Atlanta, please contact sponsorship chairs Dean Masuccio and Mark Kraner at natl_conference@NACUFS.org or Jim Marovec, Director of Business Development at jmarovec@NACUFS.org. You can find the sponsorship brochure online at NACUFS.org/2020.

### 2020 NATIONAL CONFERENCE SPONSORS*

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<td>Bakergroup Foodservice Consulting &amp; Design</td>
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<tr>
<td></td>
<td>BSI, LLC</td>
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<tr>
<td>Ecolab, Inc.</td>
<td>Frank Brunkhorst Co, LLC</td>
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<td>Huhtamaki Foodservice North America</td>
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<td>Islamic Food and Nutrition Council of America (IFANCA)</td>
<td>J&amp;J Snack Foods Corp.</td>
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<td>Jackson Warewashing Systems, Inc</td>
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<td>Ricca Design Studios</td>
<td>Sushi with Gusto</td>
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<td></td>
<td>BUNN</td>
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<td>HPSI Purchasing Services, LLC</td>
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<tr>
<td></td>
<td>Lantmannen Unibake USA, Inc.</td>
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</tbody>
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* list as of 2/17/2020