

**20TH ANNUAL
TORTILLA INDUSTRY
ASSOCIATION
CONVENTION &
TRADE EXPOSITION**



*20 Years
1989 - 2009*

Removing Obstacles

**JOIN TIA IN THE MOST
IMPORTANT INDUSTRY
EVENT OF THE YEAR!**



SEPTEMBER 20-21, 2009



LAS VEGAS

ADVANCED REGISTRATION & AGENDA

20TH ANNUAL
TORTILLA INDUSTRY ASSOCIATION
CONVENTION & TRADE EXPOSITION

Removing Obstacles

The TIA 2009 Convention will give you the edge in meeting with all the important tortilla industry contacts who attend our event every year.

TIA CELEBRATES 20 YEARS!

You are invited to the 20th Annual Tortilla Industry Association Convention & Trade Exposition, "Removing Obstacles" at Bally's in fabulous Las Vegas. This convention become recognized as the most important event for tortilla producers, suppliers and everyone involved in the industry to attend. TIA provides the only annual trade show featuring materials, equipment, and services exclusively for the tortilla industry with all the major contacts to network with in one place. This convention is the only one-stop shopping venue for the tortilla producer.



20 Years
1989 - 2009

Unique business lectures and keynote speakers will provide knowledge to impact your bottom line! TIA's 2009 convention will feature business sessions on Sunday and Monday mornings. These presentations will provide useful information on a variety of topics to help ensure your success. We will address business specific concerns such as valuing your business and transitioning from family business.

YOUR BENEFITS IN ATTENDING:

- » See the latest in equipment and components, ingredients, packaging and systems
- » Learn about advances in tortilla technology and supplies
- » Find out about the latest products and services
- » Increase your business and personal knowledge through seminars, training sessions and exhibits
- » Make the contacts you need to improve your business and increase sales

WHO ATTENDS?

TIA participants are involved in ANY aspect of the industry in *tortillas*, *wraps*, or *chips*. Whether you are a *producer*, *supplier*, or provide *supporting services* in any functional area, this is where you need to be!

IMPORTANT DEADLINES:

Economic Stimulus Discount Deadline: **August 24**

Advanced (early-bird) Registration Deadline: **August 3**

Exhibit Booth & Sponsorship Registration Deadline: **September 1**

Hotel Reservation Deadline: **August 20**

**For convention registration questions, please contact:
TIA 2009 Convention at: Info@Tortilla-Info.com or 703-610-9036.**

REGISTER TODAY!

Just visit www.Tortilla-Info.com. Register on or before August 24, 2009, and receive the 10% ECONOMIC STIMULUS DISCOUNT.

TIA THANKS THIS YEAR'S SPONSORS!



HOT TOPIC!

Employee Free Choice Act,
Randel K. Johnson,
Vice President,
US Chamber of Commerce

FOR INFORMATION ON SPONSORSHIP OR EXHIBIT OPPORTUNITIES please contact: Stephanie Wood at Info@Tortilla-Info.com or 703-610-0209.

TIA 2009 CONVENTION PRELIMINARY AGENDA

Times are subject to change

FRIDAY, SEPTEMBER 18

8:00 am – 5:00 pm

Exhibitor Registration & Set-up

SATURDAY, SEPTEMBER 19

8:00 am – 5:30 pm

Registration Opens, *Bally's Events Center*

12:00 – 6:00 pm

TIA Golf Outing, Boulder Creek Golf Club
(transportation provided)

7:30 – 10:00 pm

Welcome Reception & Raffle,
Bally's Skyview Room

SUNDAY, SEPTEMBER 20

7:30 am – 5:00 pm

Registration, *Bally's Events Center*

9:00 am – 12 Noon

Industry Sessions

12 Noon – 5:00 pm

Exhibit Hall Grand Opening and Lunch

6:30 – 10:00 pm

TIA Annual Entertainment Banquet, *Bally's Skyview Room*
Featuring Johnny Fortuno!



MONDAY, SEPTEMBER 21

8:30 am – 4:00 pm

Registration, *Bally's Events Center*

9:00 – 11:00 am

Industry Sessions

11:00 am – 12 Noon

TIA Annual Business Meeting & Hall of Fame

Learn more about TIA accomplishments for the year and future plans to keep TIA moving forward. We also celebrate our 2009 Hall of Fame candidates as they are inducted into TIA's Hall of Fame.

11:45 am – 4:00 pm

Exhibits and Lunch (Noon)

INDUSTRY SESSIONS WILL INCLUDE:

Preventing the "Employee Free Choice Act" From Unionizing Your Workforce, *Randel K.*

Johnson, Vice President of Labor, Immigration, and Employee Benefits, US Chamber of Commerce

Turbulent Times – Making Employee Development Pay Off, *Dr. Cecilia*

Maldonado, Ph.D., Associate Professor, Workforce Education and Development, UNLV

How To Do Business with Costco, *John Eagan*,

Vice President and Senior General Merchandising Manager, Costco Wholesale Corporation

Getting Funding from SBA and Other Government Agencies Through Economic Stimulus

Emergency Preparedness Workshop: Dealing with Reporters when Problems Occur

Immigration Roundtable



HOTEL INFORMATION-BOOK YOUR ROOM NOW!

A room block has been reserved at **Bally's Las Vegas** at a discounted group rate of \$169 per night, plus taxes. Please refer to the group code, **SRTIA09**, when making your hotel room reservation.

Visit www.Tortilla-Info.com to book your room online or call hotel reservations at **1-800-634-3434**.

Hotel Reservation Deadline: August 20, 2009



TIA'S GOLF OUTING!

Boulder Creek Golf Club
Saturday, September 19, 2009

12:00 – 6:30 pm

(time is subject to change)

Don't forget to sign up when you register for the convention. Tickets are only \$140 each and include round trip transportation. All golfers must check in at the TIA Registration Desk prior to departing for Boulder City.

Win Great Prizes!!! You don't want to miss the Welcome Reception & Raffle at Bally's following the golf outing. Reception tickets are \$75 each and already included with a full registration.

TIA'S ANNUAL ENTERTAINMENT BANQUET

Bally's Skyview Room
Wednesday, September 12

An evening to remember! You'll not want to miss this, so be sure to register! After dinner, enjoy an evening of entertainment featuring Johnny Fortuno...the King himself! Tickets are now on sale at \$110 each. (Banquet tickets are included with a full registration.)



I. ATTENDEE CONTACT INFORMATION

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip Code _____ Country _____
 Phone _____ Fax _____
 E-mail _____ ◀ Important- we need your E-Mail Address

II. REGISTRATION INFORMATION

FULL CONVENTION REGISTRATION All events except Golf (if received after Sept 11 will be handled on site; regular fee will apply)

	ADVANCE On or before Aug 24	REGULAR After August 24
_____ TIA Member	\$395	\$470
_____ Additional member from same company	\$195	\$350
_____ Non-Member	\$650	\$750
_____ Additional non-member from same company	\$350	\$495

Additional Attendee Name _____ Phone _____
 Email _____ (other contact info will be same as above)

ONE DAY ONLY REGISTRATION Business sessions, breaks, trade-show, and luncheon only.

_____ TIA Member Sunday	\$225	\$275
_____ TIA Member Monday	\$225	\$275
_____ Non-member Sunday	\$375	\$475
_____ Non-member Monday	\$375	\$475

SPOUSE This includes the welcome reception and trade-show only. Banquet and golf tickets must be purchased separately.

_____ Spouse \$150 \$150
 Spouse Name _____ Email _____

III. ADDITIONAL EVENT TICKETS

GOLF REGISTRATION: SATURDAY, SEPT. 19 DEADLINE TO REGISTER: TUESDAY, SEPT. 1, 2009 (will continue after this date)

_____ All golf registrants: \$140
 Name _____ Handicap/Score _____
 Pairing Request(s), if any _____
 Club Rental, Boulder Creek Golf Club- Please call: (702) 294-6534

WELCOME RECEPTION SATURDAY, SEPT. 19. NOT INCLUDED WITH ONE DAY REGISTRATION.

_____ Reception Tickets \$75

ENTERTAINMENT BANQUET SUNDAY, SEPT. 20. INCLUDED WITH FULL REGISTRATION ONLY. ALL OTHERS MUST PURCHASE.

_____ Banquet Tickets \$110

IV. PAYMENT INFORMATION

Note: Registration will not be confirmed until payment is received.

Registration \$ _____ + Event Tickets \$ _____ + Spouse \$ _____ + Golf \$ _____ = Total: \$ _____

(Please select) Visa Master Card American Express Check Payable to the TIA Enclosed

Card Number _____ Expiration Date _____

Card Holder Name _____ Signature _____

Name Change Substitutions: Prior to July 31, 2009, send any name changes to TIA via fax (703-610-0251) or via e-mail (Info@Tortilla-Info.com). Include the registration confirmation for the original and the information on the replacement. Substitutions received after July 31, 2009, will be handled on-site and may be subject to a \$50 admin fee. Registrations are only transferable within an organization. Cancellation Policy: Cancellations received in writing via fax (703-610-0251) or e-mail (Info@Tortilla-Info.com) by COB July 31, 2009, will be refunded minus a \$50 admin fee. No refund will be provided for cancellations or no-shows received after the deadline. If you do not cancel your registration in writing and do not attend, you will not receive a refund.

ECONOMIC STIMULUS DISCOUNT - Get an Extra 10% off attendee registration rates when you register before June 30th!

I. INFORMACIÓN DEL ASISTENTE

Nombre _____ Título _____
 Compañía _____
 Dirección _____
 Ciudad _____ Estado _____ Código Postal _____ País _____
 Teléfono _____ Fax _____
 Correo Electrónico _____ ◀ Importante- proporcionar correo electrónico

II. INFORMACIÓN PARA INSCRIPCIÓN

INSCRIPCIÓN PARA CONVENCION COMPLETA

Todos los eventos, menos golf (Si se recibe después del 24 de Septiembre se procesará in situ; se cobrará la tarifa regular)

	ADELANTADA Hasta el 3 de Agosto	REGULAR 4 de Agosto al 11 de Septiembre
_____ Miembro	\$395	\$470
_____ Asistente adicional de la misma compañía	\$195	\$350
_____ No-miembro	\$650	\$750

INSCRIPCIÓN DE UN SOLO DÍA *Solamente las sesiones, refrigerios, exposición y almuerzo*

_____ Miembro - Domingo	\$225	\$275
_____ Miembro - Lunes	\$225	\$275
_____ No miembro - Domingo	\$375	\$475
_____ No miembro - Lunes	\$375	\$475

CÓNYUGUE *Incluye la recepción de bienvenida y exposición solamente. Boletos para el banquete y golf se compran por separado.*

_____ Cónyugue \$150 \$150
 Nombre de cónyugue _____ Correo electrónico _____

INSCRIPCIÓN PARA GOLF: Fecha Límite: Sábado 19 de Sept. del 2009 - Todos los participantes: \$140 (1 de Sept)

Nombre _____ Hándicap/Puntaje _____
 Solicitud de pareja(s), Si la hay _____ Alquiler de palos: (702) 294-6534

RECEPCIÓN DE BIENVENIDA *Sábado, 19 de Septiembre (No está incluido para un solo día de registro)*

_____ Entrada a la Recepción \$75

CENA *domingo, 20 de Septiembre (gratis a las personas registradas. Otros deberán pagar.)*

_____ el banquete etiqueta \$110

III. INFORMACIÓN DE PAGO

Inscripción \$ _____ + Boletos - Evento \$ _____ + Cónyugue \$ _____ + Golf \$ _____ + Otróf \$ _____ = Total: \$ _____

(Seleccione) Visa Master Card American Express Cheque pagado a TIA (adjunto)

(Nota: Se confirmará la inscripción cuando se reciba el pago)

Número de Tarjeta _____ Fecha de vencimiento _____

Nombre de la tarjeta _____ Firma _____

Sustituciones, cambio de nombre: antes del 31 de Julio del 2009, envíe por fax cualquier cambio a TIA (703-610-0251) o por correo electrónico Info@Tortilla-Info.com. Incluya la confirmación de inscripción de la persona original y la infamación del reemplazo. Las sustituciones que se reciban después del 31 de Julio del 2009, se procesarán in situ y estarán sujetas a una cuota administrativa de \$50.00. Las inscripciones son transferibles solo dentro de la misma organización. **Política de Cancelación:** Las cancelaciones que se reciban por escrito vía fax al (703-610-0251) o por correo electrónico (Info@Tortilla-info.com) al final del día laboral del 31 de julio del 2009 serán reembolsadas, menos los \$50 de cuota administrativa. No habrá reembolso por cancelaciones o no asistencia después de la fecha límite. Si no se cancela la inscripción por escrito o no asiste, no se harán reembolsos.