



TIA

NEWS

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**TIA TECH 2010: Sept 25 & 26 at the Las Vegas Convention Center
DON'T MISS A UNIQUE OPPORTUNITY TO
LEARN MORE & SEE MORE!**

In the last 2 years since it has been launched, TIA's Technical Conference quickly gained a great reputation as an event that helps our members learn important things which help them be more successful.

"We started having problems with our Tortilla production, but when we came to the TIA Tech conference last year, not only did we learn how to fix them but also how to make new kinds of tortillas" said Lydia Gutierrez, President of Hacienda Foods.

In addition to a great program of very informative classroom sessions, the field trips are a highly useful part of these events. So for our 2010 Tech Conference, we have arranged one of the best field trips you could imagine for seeing everything in the entire world-wide baking industry: We are going to the IBIE convention!



For those not familiar with IBIE, it is the International Baking Industry Exposition and it only happens once every 3 years. Over 700 companies will be exhibiting this year, and over 10,000 people attending. You can't beat that for a great way to see so much under one roof, and the networking opportunities are tremendous. By partnering with IBIE this year, TIA is co-locating its Tech Conference in the same building and on overlapping dates. Best of all, your registration to the TIA Tech Conference gives you a *free admission to IBIE!* This way when you finish the TIA classroom sessions at Noon on Sunday September 26th, you are free to roam and explore the IBIE convention and exhibit hall for the next 3 days.



Also included with your TIA Tech registration is the working luncheon on Saturday sponsored by MINSA, and a Saturday evening Cocktail Reception featuring Tabletop Exhibits from many TIA member companies. As you can see from the TIA Tech Program Agenda below, we have great sessions on important topics with great speakers – so register today, attendance is limited! Use the enclosed registration form and fax it, or register on-line at www.tortilla-info.com

se puede ver tanto bajo un mismo techo, y las oportunidades de socialización son tremendas. Como parte de nuestra asociación con IBIE este año, la Conferencia Técnica TIA se llevará a cabo en el mismo local durante las mismas fechas. ¡Lo mejor de todo es que al registrarse para la Conferencia Técnica TIA usted recibirá una entrada gratis a la IBIE! De esta manera después que termine sus clases de TIA a medio día, el domingo 26 de septiembre, usted podrá vagar y explorar la convención IBIE por 3 días, completamente gratis.

Delegation of 25 buyers from Mexico Coming to TIA Tech as Guests of the US Dept. of Commerce



TIA TECH 2010: 25 & 26 DE SEPTIEMBRE EN EL CENTRO DE CONVENCIONES DE LAS VEGAS

¡UNA OPORTUNIDAD PARA APRENDER Y VER MAS!

Sólo han pasados 2 años desde que introducimos la Conferencia Técnica TIA que se a convertido en uno de los eventos donde nuestros miembros aprenden destrezas importantes que contribuyen a su éxito. “Comenzamos a tener problemas con la producción de tortillas, pero no fue hasta que asistimos a la conferencia técnica TIA el año pasado, donde no sólo aprendimos a resolver nuestro problema pero también a producir nuevas tortillas” dijo Lydia Gutierrez, Presidenta de Hacienda Foods.

En adición a un gran programa lleno de abundantes clases informativas, varios viajes forman parte de estos eventos. Durante la Conferencia Técnica del 2010, hemos coordinado el mejor viaje que pueda imaginar para ver toda la industria de repostería: ¡Vamos a participar de la Conferencia IBIE!

Para aquellos que no conocen de IBIE; ésta es la Exposición Internacional de la Industria de la Repostería y sólo toma lugar cada 3 años. Más de 700 compañías exhibirán este año; y más de 10,000 personas se presentarán. No hay comparación cuando

Con su registro de “TIA TECH” usted recibirá un almuerzo auspiciado por MINSA el sábado, y esa noche disfrutará de una recepción con coctéles con exhibiciones de mesa de varios miembros de TIA. Como puede notar en la agenda del programa Técnico TIA (debajo), tendremos varias sesiones sobre tópicos relevantes con grandiosos oradores—así que regístrese hoy mismo, ¡los espacios son limitados! Use el documento atachado y envíelo via facsímil, ó regístrese via nuestra página de web: www.tortilla-info.com.

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PROGRAM AGENDA

DAY 1 - SATURDAY SEPT 25TH

THEME = “Constant Improvement”

8:30 - 9:30

FDA Issues: Front Of The Bag Claims - In the face of increasing government pressure to make sense out of what today's bakery products say they are and what they do, this session will help you clear up confusion about product claims and labeling.
SPEAKER: DONNELL SCOTT, AIB

9:45 - 10:45

What You Need to Know about HACCP - Today food processors can't afford not to know the latest on safety and security within their markets. Listen and learn about the implementation of Hazard Analysis and Critical Control Points, “the systematic approach to food safety.”
SPEAKER: RICHARD IRVING FROM TYSON FOODS

11:00 - 12:00

Case Studies on Turning Waste into Profits - What you do with your waste products has never been more important to your company's bottom line. Learn how manufacturers reduce costs and increase profits using the latest techniques as they answer the question, what do I do with my waste?
MODERATOR: DAVID BRICKNER, RUIZ FOODS, WITH PANEL

12:00 - 1:00

Working Lunch: Formulation for Today's Trends - Low sodium, high fiber, whole grain, low fat, gluten-free and other trends have diversified the market for today's flatbreads. Learn how to find your niche among these trends and to profit from it
SPEAKER: DANIEL BROOKER, BROOKER LABORATORIES

1:15 - 2:15

Making Preventive Maintenance Pay Off - Learn proven ways to get a great return on your investment by preventing downtime in your processing operations. Rather than just putting out ‘fires’ all day you can prevent them with a good program in place.
SPEAKER: JOHN LASECKI, ASHWORTH BROTHERS

2:30 - 3:30

Quality Control through Metal Detection, X-Ray and Check-Weighing - Quality is about maintaining safety and consistency. Hear about how to integrate these techniques to improve your plant operations.
SPEAKER: ROBERT ROGERS, METTLER-TOLEDO

3:45 - 5:00

How To Benefit From “Lean Manufacturing” Techniques - You've heard a lot of talk about Lean Manufacturing and you know that the big companies use it to have a competitive edge but what does it mean to your business and are there quick easy ways to apply some of its principles to reduce costs and increase profits?
SPEAKER: BILL BROWNE, MANEX CONSULTING

5:00 - 7:30

Networking & Tabletops Cocktail Reception - Included in Tech Seminar registration, \$25 extra for non-Tech registrants (limited to 60 additional people)

DAY 2 - SUNDAY SEPT 26TH

THEME = “Exploring The Tortilla Industry”

8:30 - 9:00

Industry Overview, Statistics & Opportunities - Whether you are thinking of expanding into the lucrative tortilla market or you're a veteran seeking to stay on top of your game, review and recap the last decade of trends and statistics on the unprecedented growth in the tortilla market and hear how tortillas became the next sandwich bread.
SPEAKER: JIM KABBANI, TIA EXECUTIVE DIRECTOR

9:00 - 9:30

“Tortillas 101” - How to be a Successful Tortillero - Hear from successful entrepreneurs within the industry as they share their stories in the tortilla business and help guide your path to excellence.
SPEAKER: GEORGE PUENTES, FOUNDER DON PANCHO FOODS

9:45 - 10:45

Processing Technologies of Today: Equipment Innovations - The evolution of equipment capabilities for the tortilla industry continues and here you will see what both today and tomorrow's possibilities can bring.
SPEAKERS: PANEL FROM CASA HERRERA, JC FORD AND LAWRENCE EQUIPMENT.

11:00 - 12:00

Impact of Tortillas on Overall Baking Industry - How are tortillas and flatbreads re-shaping the baking industry, and will your company be able to profit from these trends?
SPEAKERS: SHANE WHITAKER OF BAKING & SNACK, MARINA MAYERS OF SNACK FOOD & WHOLESALE BAKERY

TIA 2010 CONVENTION GROWS AS ECONOMY IMPROVES

Our TIA Annual Convention, which used to be in September but was moved to May starting this year, was very successful and exceeded our projections. In a sign of economic recovery, all available booth space was sold out and attendee registrations were higher than for 2009, in fact at almost the same level as our record attendance numbers in 2008.

Many exhibitors expressed pleasant surprise at the increase in qualified prospects and serious buyers that came to their booths. The educational sessions were highly informative too, including one on how the new health care reform laws will impact TIA members given by the former Chief of Staff of the US Dept. of Health & Human Services, Mr. Rich McKeown.

And of course the entertainment banquet was a lot of fun! We had a lovely singer, plus a comedian-magician who put on a great show. There was also a surprise raffle, in which 6 winners got an all-expense paid trip to Acapulco's beautiful "B Pichilingue" resort (www.bpichilingue.com) sponsored by MINSa. You can find photos of this year's Convention, as well as many of the speaker's presentations, on the TIA website.

LA CONVENCION TIA 2010 CRECIO MIENTRAS LA ECONOMIA MEJORA

Nuestra Convención Anual TIA, la cual se llevaba a cabo en septiembre pero se cambió a mayo este año, fue un gran éxito, sobrepasando nuestras proyecciones. Como señal de que la economía está mejorando, todos los kioscos se vendieron y las inscripciones aumentaron desde el 2009, de hecho casi empatamos este año con el 2008 cuando vendimos el record más alto de éstas.

Los exhibidores expresaron su sorpresa al ver cuántos prospectos bien cualificados y compradores serios visitaron sus kioscos. Las sesiones de educación fueron sumamente informativas, incluyendo una clase dedicada a cómo las nuevas pólizas de la reforma de salud, provistas por el Jefe del Departamento de salud y servicios humanos, Mr. Rich McKeown, impactarán a los miembros de TIA.

¡Y por supuesto el banquete fue sumamente divertido! Disfrutamos de la participación de un cantante y un comediante-mago. También hubo una rifa en la cual 6 personas ganaron un viaje al magnífico "B Pichilingue" en Acapulco (www.bpichilingue.com) con todos los gastos pagos, cortesía de MINSa. Usted puede ver fotos de la convención de este año al igual que las presentaciones de los oradores a través de nuestra página de web.

LA CONVENCION TIA 2011 SERA EL

SAVE THE DATE

TIA's 2011 CONVENTION IS MAY 16-17

Ooh-la-la, tortillas in Paris? Yes! Because for 2011, the TIA Convention will be at the Paris Casino & Convention Center in Las Vegas Nevada, on May 16th & 17th. So be sure to mark your calendars and make plans to attend. Exhibits are already selling fast. Details and floorplans are now available on the TIA website. For more information, contact us at 1-800-944-6099 or write to: info@tortilla-info.com

16 & 17 DE MAYO

Ooh-la-la, tortillas en París? ¡Sí! Porque en el 2011, la Convención TIA será en el París Casino y Centro de convenciones en Las Vegas, Nevada el 16 y 17 de mayo. Asegúrense de marcar sus calendarios. Los espacios para exhibir ya se están vendiendo rápido. Para más detalles y mapas visite nuestra página de web. Si desea más información, contáctenos al 1-800-944-6099 o escriba a: info@tortilla-info.com.



TIA \$1,000 SCHOLARSHIPS AVAILABLE TO HELP YOUR FAMILY DEADLINE EXTENDED

For the 3rd consecutive year now, TIA is making financial help available for your family's educational expenses in the form of the TIA Scholarship Program. Scholarships are in the amount of \$1,000 per student. Students must be enrolled at or accepted into an accredited secondary educational institution. The student or one of their parents must be employed at a company that is a current TIA Member. You can download an Application from TIA's website, or contact TIA's Executive Director Jim Kabbani at 1-800-944-6099 for more information or e-mail jkabbani@tortilla-info.com. **The deadline of August 16th has been extended till September 15th.**

LAS BECAS TIA DE \$1,000 DISPONIBLES PARA AYUDAR A SU FAMILIA

Por el tercer año consecutivo, TIA continúa ofreciendo ayuda financiera a su familia para cubrir gastos escolares en forma de nuestro Programa Escolar TIA. Las becas son de \$1,000 por estudiante. Los estudiantes deben estar matriculados o deben ser aceptados por una institución educacional secundaria acreditada. El estudiante o algún familiar deben ser empleados de una de las compañías con membresía TIA. Usted puede bajar la aplicación por nuestra página de web, o contactar al Director ejecutivo de TIA, Jim Kabbani llamando al 1-800-944-6099, o por correo electrónico jkabbani@tortilla-info.com. **El plazo terminaba el 16 de agosto, pero se extendió al 15 de septiembre.**

TIA BOARD ELECTIONS

Ballots are in the mail for the TIA Board elections. If you are the "primary contact" at a TIA Member company, look for it in the mail and please fill it out & return it as soon as possible. We are voting for one Supplier opening and two Producer openings. If you would like to serve on the TIA Board in the future, please contact Jim Kabbani, TIA's executive Director.

ELECCIONES PARA LA JUNTA DE DIRECTORES DE TIA

Las formas para elegir la junta TIA se enviaron por correo. Si usted es el "contacto primario" de la membresía de TIA en su compañía, busque su boleto en el correo, complételo y devuélvalo lo antes posible. Esta vez su voto será para elegir a un Suplidor y 2 Productores. Si usted tiene interés en servir en la junta de directores TIA en un futuro, contacte a Jim Kabbani, Director ejecutivo de TIA.

ELECTRONIC VERSION OF TIA NEWSLETTER COMING SOON

In order to help protect the environment and make more efficient use of the Association's funds, we will be soon launching an electronic version of the TIA Newsletter. And by sending it electronically, we hope to publish it more frequently and therefore cover a wider variety of news and information. Initially, this will be in addition to the paper version, not instead. Advertising opportunities will be available as well. For more information, or to make sure we have your current e-mail address to send it to, please send a message to: info@tortilla-info.com

LA VERSION ELECTRONICA DE NUESTRO BOLETIN INFORMATIVO VIENE PRONTO

Para conservar el ambiente y hacer uso más eficiente de los fondos de la Asociación pronto presentaremos la versión electrónica de "TIA Newsletter". Por este medio esperamos publicarle más seguido y por lo tanto cubrir una mayor variedad de noticias e información. Su inicio será en adición a la copia imprimida; no será su sustituto. También ofreceremos oportunidades de promoción. Para más información o para asegurarse de que tenemos su dirección de correo electrónico más reciente para recibir su "Newsletter" electrónicamente, por favor mande un mensaje a info@tortilla-info.com.

Jose Tamayo passed away on Thursday June 10th 2010

We regret to announce that Mr. Jose Tamayo, founder of La Tortilla Factory in Santa Rosa, CA died on Thursday June 10th at age 86. He had left his native Mexico as a young man when the US was experiencing a shortage of workers during World War II and later opened a Santa Rosa "Mexicantessen". This business eventually evolved into La Tortilla Factory, and at the 2008 TIA Convention they won the "Worlds Largest Tortilla" contest. Tamayo was the patriarch of a family recognized for its many contributions to Sonoma County community causes – for example Social Advocates for Youth named its residence for former foster kids The Mary and Jose Tamayo House. His grandson Sam Tamayo currently serves on the TIA Board of Directors as our Treasurer. He died at Kaiser Medical Center of Santa Rosa from complications of pneumonia. He was 86.



José Tamayo falleció el jueves, 10 de junio de 2010

Lamentamos informales que el Sr. José Tamayo, fundador del "La Tortilla Factory" en Santa Rosa, CA falleció el jueves, 10 de junio a los 86 años de edad. El Sr. Tamayo emigró desde Méjico a temprana edad durante el tiempo en que los Estados Unidos carecía de trabajadores por la Segunda Guerra Mundial, y luego abrió "Mexicantessen" en Santa Rosa. Este negocio eventualmente evolucionó para convertirse en "La Tortilla Factory", y en el 2008 ésta fue recipiente del premio "La Tortilla Más Grande el Mundo" durante la Convención TIA. Tamayo fue el patriarca de una familia reconocida por sus numerosas contribuciones a Sonoma-por ejemplo grupos de ayuda social para jóvenes llamaron la casa de adopción "The Mary" y la casa José Tamayo. Su nieto, Sam Tamayo, sirve en la Junta de directores como Tesorero. El Sr. José Tamayo falleció en Kaiser Medical Center en Santa Rosa debido a complicaciones relacionadas a neumonia.

FREE CLASSIFIEDS

INGREDIENT SALES JOB OPPORTUNITY

CLABBER GIRL CORPORATION, a leading supplier of chemical leaveners and value added encapsulated ingredients to the Baking Industry, is seeking a "Sales Manager – Ingredient Division". Qualified candidates should have the following:

- A degree in Food Science or related fields
- Minimum of 10 years experience in Technical and Food Ingredient Sales
- Be a highly motivated individual that accepts challenges
- Have strong relationships at existing baking & mix manufacturers and tortilla producers.

Position requires travel. All interested Ingredient Sales Professionals should email resumes to: markrice@clabbergirl.com

INTERNATIONAL CONSULTING OPPORTUNITY

BAKTAT FOOD COMPANY N TURKEY (www.baktat.com) is seeking person who is well experienced in producing flour Tortillas especially with Lawrence Equipment systems to consult on-site for at least 6 months.

Please contact Mr. Bulent en at +90 224 513 1358 Ext 120 or E-mail bulentsen@baktat.com.tr

NATIONAL SALES REP

FOOD MANUFACTURING COMPANY, specializing in tortillas, chips and taco shells seeks experience National Sales Rep. Specializing in Private Label. Co. Pack Products. Must be able to travel, set up and participate in Food Shows for Distributors, or private label etc. Develop and sell snack line, prepare sales reports.

Send resume to Anita's Mexican Foods Corp. Attn: Human Resources, 1390 West 4th Street, San Bernardino, C.A. 92411

TORTILLA LINE FOR SALE

Used for about six months, in the Sacramento, California area, for \$27,950.

CONSISTS OF:

- Corn Cooking & Cooling Tank** \$8,800
- Washing Tank** \$1,200
- Stone Mill** \$1,300
- Mixer** \$1,750
- Tortilla Machine** (Celorio 200KS) \$11,500
- Cooling Conveyor Belt** \$3,500.

For more information, contact us at (916) 267-9242 or (916) 672-8820 or info@ricatortillasinc.com



DON'T MISS IT - REGISTER NOW!
SEPT 25 - 26TH, LAS VEGAS CONVENTION CENTER

REGISTRATION FORM ENCLOSED INSIDE

..... **NEWS**

TIA

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