

17TH ANNUAL

TORTILLA INDUSTRY ASSOCIATION

CONVENTION AND TRADE EXPOSITION



SEPTEMBER 15-17, 2006

THE RIVIERA HOTEL & CASINO
LAS VEGAS, NEVADA



PRELIMINARY REGISTRATION & AGENDA



THE ONLY NATIONAL ONE-STOP SHOPPING
VENUE FOR THE TORTILLA PRODUCER

COME TO VEGAS ♦ EXPERIENCE THE *PASSION* ♦ THE NEW TIA



COME TO VEGAS EXPERIENCE

TIA'S ANNUAL CONVENTION, A MAJOR, GROWING EVENT FOR TORTILLA PRODUCERS AND SUPPLIERS, HAS BECOME RECOGNIZED AS THE MOST IMPORTANT INDUSTRY EVENT TO ATTEND. THE CONVENTION PROVIDES THE ONLY ANNUAL TRADE SHOW FEATURING MATERIALS, EQUIPMENT, AND SERVICES EXCLUSIVELY FOR THE TORTILLA INDUSTRY, PLUS PROGRAMS AND TRAINING SESSIONS TO ASSIST IN IMPROVING YOUR BUSINESS AND PERSONAL KNOWLEDGE.

SEE THE LATEST IN EQUIPMENT AND COMPONENTS, INGREDIENTS, PACKAGING AND SYSTEMS AND LEARN ABOUT ADVANCES IN TORTILLA TECHNOLOGY AND SUPPLIES AT THE ONLY NATIONAL ONE-STOP SHOPPING VENUE FOR THE TORTILLA PRODUCER.

YOU SHOULD ATTEND IF...

...YOU 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!

PRELIMINARY AGENDA

FRIDAY, SEPTEMBER 15:

Golf Scramble:

12:30 – 5:00pm

Silverstone Golf Club

Welcome Reception:

6:30 – 8:30pm

Riviera Hotel and Casino

Registration Opens:

2:00 – 6:00pm

Riviera Hotel and Casino

SATURDAY, SEPTEMBER 16:

(Mexican Independence Day)

Registration:

7:30am – 3:00pm

Business Sessions

- ◆ **Session 1: 9:00 – 9:45am**
Annual TIA Meeting
Member Orientation & Review of Current and Future Plans - TIA Board
- ◆ **Session 2: 9:45 – 10:30am**
Kickoff Session!
"Marketing and Hispanic Growth in Our Industry"
- Maite Quilez-D'Amico, President and Chief Creative Officer of cruz/kravetz:IDEAS
- ◆ **Session 3: 10:30 – 11:15am**
Keynote Speaker!
Robert Salazar, Administrator
USDA Food and Nutrition Service
- ◆ **Session 4: 11:15 – 12 Noon**
Research funded by a grant from The Tortilla Industry Association
"Devising Strategies to Control Stickiness in Flour Tortillas"
- Dr. Jozef L. Kokini, Rutgers University

AS ♣ EXPERIENCE THE PASSION



THE NEW TIA

Exhibit Hall Opening and Lunch: **12 Noon – 5:00pm**

Entertainment Banquet: **7:00 – 11:00pm**

*Featuring: Latin Divas and the Sue McDonald Band
Top of the Riv*

SUNDAY, SEPTEMBER 17:

Registration: **7:30am – 2:00pm**

Continental Breakfast: **8:30am**

Industry Seminars: **9:00am – 12 Noon**

♦ **Session 1: 9:00 – 9:40am**

- Session 1A: "The Essential Omega 3's in Tortilla Production"
- Valerie Sanders, Omega Protein, Inc.
- Session 1B: "The Art of Selling Your Business"

♦ **Session 2: 9:45 – 10:20am**

- Session 2A: "The Latest Wrap about Kosher Tortillas."
- Steve Sichel
Star-K Kosher Certification
- Session 2B: "Sanitation Strategies to Minimize Fungal Spoilage in Tortillas"
- Melissa L. Calicchia, M.S.
Food Safety Solutions, Inc.

♦ **Session 3: 10:25 – 11:00am**

- Session 3A: "What You Need to Know About Allergens in the Production of Tortillas"
- Daniel Brooker, M.S.,
Chem Mex Ind.
- Session 3B: "Tortilla Production Quality Control Programs That Work"
- Mandy Shephard
Discovery Foods

♦ **Session 4: 10:05 – 11:40am**

- Session 4A: "Super Tortillas – New Ingredients / Innovative Products"
- Jennifer Roberts, Pea and Lentil Board
- Session 4B: "The Basics & More: Flour Tortilla Trouble Shooting"
- Steve Bright
AB Mauri Ingredients, Inc.

Trade Show and Lunch (Noon): **10:00am – 2:00pm**

**NOTE: Times are subject to change*

ON-SITE REGISTRATION INFORMATION

The Registration Counter for the TIA 2006 Annual Convention and Exhibition will be located at the West Desk of the Riviera Hotel and Casino. Attendees can pick up their badge, conference bag and program at the Registration Counter during the following times:

On-Site Registration Hours

- *Friday, September 15, 2006 2:00 – 6:00pm
- *Saturday, September 16, 2006 7:30am – 5:00pm
- * Sunday, September 17, 2006 7:30am – 3:00 pm

**Times Subject to Change*



♠ ATTRactions

It's hard to find a dull moment in Las Vegas. Highlights to check out during free time include:

Shows at the Riviera: Splash- a Variety Show, the Comedy Club, and La Cage. Receive discount coupons at TIA attendee registration for shows at The Riviera. Reservations are not necessary, sign up at the Riviera Entertainment Desk to redeem coupons.

The Liberace Museum: The main building houses Mr. Showmanships' costumes, jewelry, some home furnishings, a café and a performance hall. Across the parking lot, you will find a building with his cars and pianos. Exhibits include the 200-pound, sable-trimmed Neptune costume he wore for the 1984 World's Fair in New Orleans and a 115,000-carat Austrian rhinestone, which is the largest in the world.

Elvis - A - Rama: This museum dedicated to The King also hosts live performances daily, except for Sundays at 2 p.m. and 4 p.m. that are free with paid admission to the museum.

TIA'S GOLF SCRAMBLE!

Silverstone Golf Club Friday, September 15

Don't forget to register...Tee time is at 12:30 pm. Round trip transportation has been arranged from Riviera to Silverstone Golf Club. Motorcoaches will pick up and drop off at convention level entrance. Scheduled time back at Riviera is at 6:00 pm. Sign up now for \$135 each.

You don't want to miss the Welcome Reception at 6:30 pm in Riviera Hotel's "Top of the Riv," just following TIA's golf scramble. Reception tickets are \$50 each.

TIA's Entertainment Banquet

Top of the Riv, Riviera Hotel

Saturday, September 16

An evening to remember! You'll not want to miss this, so be sure to register! TIA will honor and recognize past and new candidates for the TIA Hall of Fame. After dinner, enjoy your favorite Latin Divas as they perform with the Sue McDonald Band. Tickets are now on sale at \$110 each.

O by Cirque Du Soleil performs daily at the Bellagio at 7:30 p.m. and 10:30 p.m.

Zoological - Botanical Park: This three acre zoo is most often noted for the variety and rarity of the animals it houses - it has over 200 species of plants and animals, including the last family of Barbary apes in the United States.

Madame Tussauds displays over 100 wax figures of famous stars from around the world.

The Las Vegas Outlet Center features two food courts and a carousel on top of a variety of stores such as Off 5th, the Saks 5th Avenue outlet, Nine West and Lennox.

For details on performances such as Hairspray, Mama Mia!, a variety of comedy shows, or information on where to find the best places to shop, museums to see, and Nevada ghost towns to visit, check out www.visitlasvegas.com. There is something for everyone!

HOTEL INFORMATION

A room block has been reserved at the Riviera Hotel and Casino for this convention. The group rate is \$99 per night during the week and \$109 per night on the weekend, plus taxes. Please refer to TIA 2006 when making your reservation.

RIVIERA HOTEL AND CASINO

The Entertainment Center of Las Vegas
2901 Las Vegas Blvd.,
Las Vegas, Nevada 89109

Hotel: 702-794-9412

Reservations: 1-800-634-6753

www.RivieraHotel.com

HOTEL RESERVATION DEADLINE

Tuesday, August 15, 2006

TRAVEL ARRANGEMENTS

Airline Carrier

TIA has negotiated group rates with United Airlines for this convention. Attendees will receive a 2-10% discount, with a larger discount given for reserving tickets in advance. Reservations can be made by calling United at 1-800-United-1 and using the Meeting ID of 537TG when booking your flight.

Ground Transportation

Airport shuttles to the Riviera cost approximately \$4.00 each way. Taxi service is also easily accessible and on average costs between \$11 and \$15 to travel between the airport and the hotel.

TIA has arranged for a group discount with AVIS if you wish to rent a car. Reservations can be made by calling 1-800-331-1600 or online at www.avis.com. Please refer to the AWD Number D188938 to receive the discounted rate.

FOR MORE TIA CONVENTION INFORMATION

Web Site: www.Tortilla-Info.com

E-mail: Info@Tortilla-Info.com

MEXICAN INDEPENDENCE DAY

Saturday, September 16, 2006

Live Mariachi Music plays as people start gathering in town plazas on the evening of September 15th to begin the celebration. Many are dressed in green, white and red or in traditional garb and have already decorated their houses and other buildings with Mexican flags and colors, as well as set up stands with an abundance of delicious food.

At 11 pm, bells are rung in every town in Mexico and a government official gives the grito – cry of Independence - to reenact the moment that Father Hidalgo summoned everyone to fight for their country's freedom. In 1810, this began the Independence War – a ten year struggle that freed their country from three centuries of Spanish rule.

The crowd shouts out the names of heroes of the Independence, ending with a cry of "Viva Mexico!" Fireworks illuminate the sky to end the ceremony.

Mexico celebrates September 16th – the official Independence Day – with rodeos, parades, bullfights, and feasts. People decorate statues to Father Hidalgo with flowers.

TAKE A LOOK AT WHO'S ALREADY EXHIBITING THIS YEAR!

SHOULDN'T YOUR COMPANY BE LISTED HERE?

- ◆ 21st Century Grain
- ◆ AC Horn & Company
- ◆ AIB International
- ◆ Allied Blending & Ingredients
- ◆ AM Manufacturing
- ◆ Archer Daniels Midland
- ◆ Arr-Tech
- ◆ Ashworth Bros, Inc.
- ◆ Azteca Milling LP
- ◆ Baking & Snack
- ◆ Caravan Products
- ◆ Casa Herrera, Inc.
- ◆ Chem-Mex Industries
- ◆ Clabber Girl Corporation
- ◆ Dipix Technologies
- ◆ Fleischmann's Yeast

- ◆ Formost
- ◆ Genpak
- ◆ Greenbelt Industries
- ◆ Gum Technology Corporation
- ◆ Habasit
- ◆ Heat and Control
- ◆ HydroCal Inc.
- ◆ Innoseal Systems Inc
- ◆ Intralox
- ◆ JC Ford Co.
- ◆ Kaak Group North America
- ◆ Kemin Food Ingredients
- ◆ KVP Inc
- ◆ Kwik Lok Corporation
- ◆ Lallemand / Galliator
- ◆ Lawrence Equipment

- ◆ Miller Milling Company
- ◆ Minsa Corporation
- ◆ Murzan, Inc.
- ◆ O'Malley Grain, Inc
- ◆ Pendleton Flour Mills
- ◆ Penny Newman Grain Co.
- ◆ Roplast
- ◆ Spray dynamics, Ltd
- ◆ Stagnito Communications
- ◆ Star-K Kosher Certification
- ◆ Taconic Plastics
- ◆ TIC Gums
- ◆ Urschel Laboratories, Inc
- ◆ USA Dry Pea & Lentil
- ◆ Wire Belt Company of America
- ◆ Zip Pak

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REGISTER ON LINE AT:
WWW.TORTILLA-INFO.COM

SEPTEMBER 15-17, 2006 • THE RIVIERA HOTEL & CASINO • LAS VEGAS, NEVADA

Name _____ Title _____
 Spouse/Companion _____
 Company _____
 Address _____
 City _____ State _____ Zip Code _____ Country _____
 Phone _____ Fax _____ E-mail _____

ADDITIONAL REGISTRANTS FROM THE SAME COMPANY

Name _____ Title _____
 Name _____ Title _____

FULL CONVENTION REGISTRATION (All events except golf)

	On or before July 24	After July 24
___ TIA Member	\$350 w/spouse add \$75	\$425 w/spouse add \$75
___ Additional TIA Member from same company	\$150 w/spouse add \$75	\$300 w/spouse add \$75
___ Non-member	\$600 w/spouse add \$75	\$700 w/spouse add \$75
___ Additional Non-Member from same company	\$300 w/spouse add \$75	\$450 w/spouse add \$75

ONE DAY ONLY REGISTRATION (Morning events, trade show and luncheon)

	___ Saturday, September 16	___ Sunday, September 17
___ TIA Member	\$200 per day; w/spouse add \$75	\$250 w/spouse add \$75
___ Non-member	\$350 per day; w/spouse add \$75	\$450 w/spouse add \$75

EXHIBITS DAY PASS REGISTRATION (Trade show and luncheon)

	___ Saturday, September 16	___ Sunday, September 17
___ TIA Member	\$150 per day	x _____ = _____
___ Non-member	\$170 per day	x _____ = _____

ADDITIONAL EVENT TICKETS

(Note: Only Full or One Day Registrants & Exhibitors may purchase additional Reception and Banquet Tickets)

___ Cocktail Reception, Friday, September 15	\$50 each
___ Entertainment Banquet, Saturday, September 16	\$110 each

GOLF REGISTRATION (Note: Only Full or One Day Registrants & Exhibitors may play golf)

All golf registrants..... \$135

Name _____
 Handicap _____ If no handicap, avg. score for 18 holes _____ Pairing Request, if any _____
 Name _____
 Handicap _____ If no handicap, avg. score for 18 holes _____ Pairing Request, if any _____
 Name _____
 Handicap _____ If no handicap, avg. score for 18 holes _____ Pairing Request, if any _____

Club Rental: There are a limited number of golf club rentals available for a fee of \$50. Rentals (not included in the registration fee and must be paid for individually at the golf course). To reserve clubs- Robb Rizor at (877) 888-2127 x103.

ATTENDEE DEMOGRAPHICS (Please select which best suits your profession)

___ Manufacturer ___ Supplier ___ Associate/Trade partner ___ Other (association, university, etc...)

PAYMENT INFORMATION

SUMMARY: Registration _____ + Golf _____ + Additional Event Tickets = Total Paid \$ _____

Charge to Credit Card (check one): Visa _____ Master Card _____ American Express _____

Card Number _____ Expiration Date _____

Card Holder Name _____ Signature _____

Name Change

Substitutions: Prior to July 31, 2006, any name change substitutions should be sent to TIA via fax (703-610-9005) or via e-mail (Info@Tortilla-Info.com) including the registration confirmation for the original and the information on the replacement. Substitutions received after July 31, 2006, will be handled on-site and may be subject to a \$50 administrative fee.

Registrations are only transferable within an organization.

Cancellation Policy:

Cancellations received in writing via fax (703-610-9005) or e-mail (Info@Tortilla-info.com) by close of business July 31, 2006, will be refunded minus a \$50 administrative 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.

Registration Questions?

Please call TIA at 703-610-9036 or e-mail at Info@Tortilla-Info.com
 ONCE COMPLETE PLEASE SEND VIA FAX TO 703-610-9005 OR to SRaven@MeetingsManagementGroup.com