

WELCOME!



20 Years

AGENDA

June 3rd, 2009 | Day 1 (Wednesday)

8:00 AM-1:00 PM	Arrival, Check-in, Registration – EL PRADO Grand Foyer
12:00 - 1:00 PM	Working Lunch & Presentation – PLAZA “D” “Protect Your Business From Disaster by Workers Comp Law Changes” (Ricardo Robles & Jim Baiseri)
1:00 - 2:00 PM	“Loss Prevention & Risk Reduction” – PARK “D” (Chuck Vancura)
2:00 - 3:00 PM	“Recent Developments in HACCP/GMP - PARK “D” (Robin Amsbary)
3:00 - 4:00 PM	“In-Plant Efficiency & Preventive Maintenance” - PARK “D” (David Brickner – Ruiz Foods, Andy Pfeifer – Tyson’s Foods)
4:00 - 5:00 PM	“Getting Certified for Kosher & Organic” - PARK “D” (Steve Sichel)
5:00 - 7:00 PM	Table Top Tradeshow & Reception - PLAZA “D” Light fare & Cocktails - Sponsored By Jose Cazares
	(Dinner On Your Own – Free Evening)

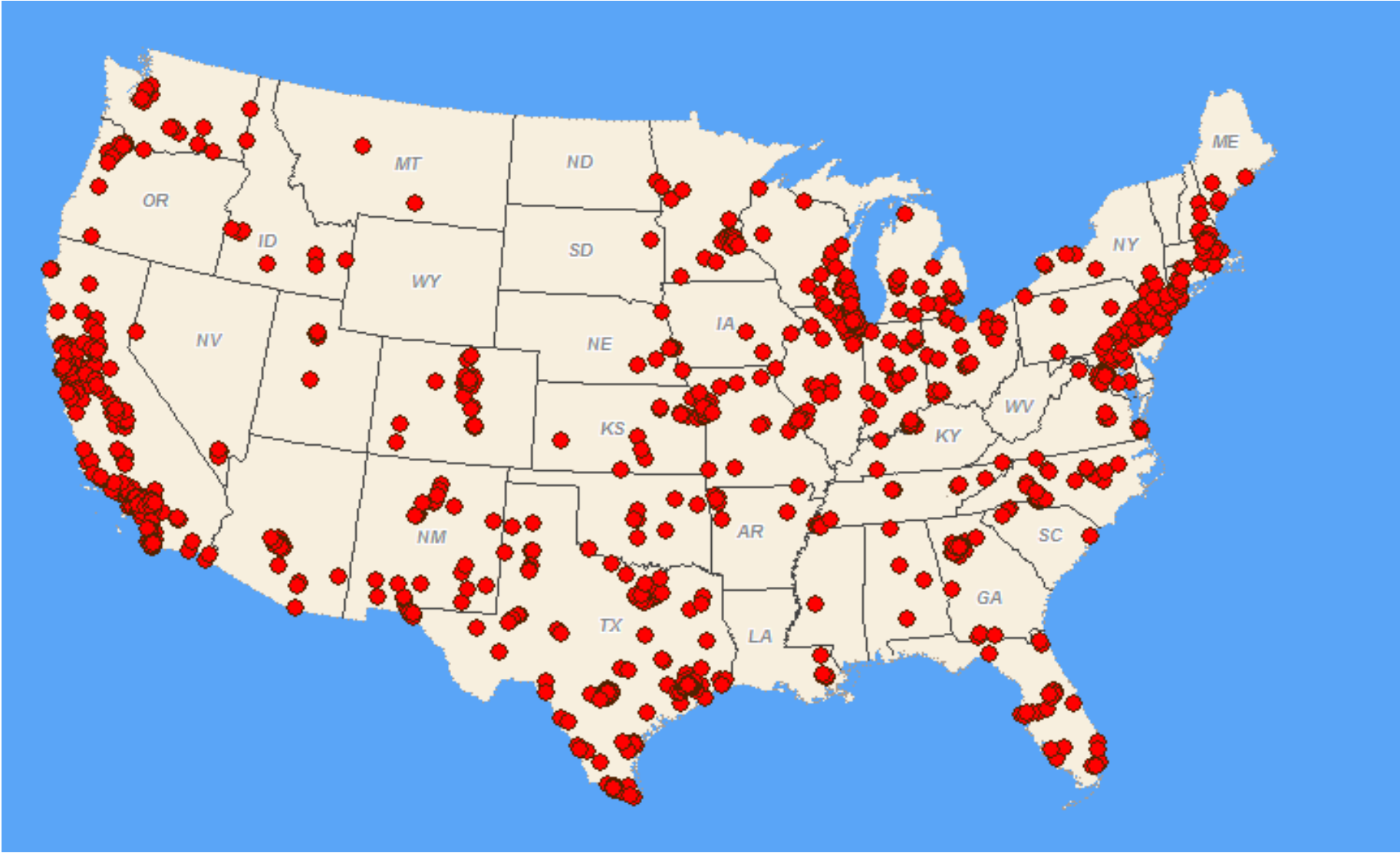
AGENDA

(continued)

June 4th , 2009 | Day 2 (Thursday)

8:00 - 8:30 AM	Board Bus for Filed Trip – MAIN LOBBY (Light Continental Breakfast & Coffee Provided) Bus Sponsored By Leavitt Insurance Group
9:15 - 11:15 AM	Facility #1 Visit & Educational Session – Hosted by Casa Herrera Topic: Oven Maintenance, Adjustment, Combustion and Operation (Refreshments Provided)
11:15 - 12:00 PM	Board Bus, Travel To Next Facility
12:00 - 2:00 PM	Facility #2 Visit & Educational Session – Sponsored by Lawrence Equipment at <u>Arevalo Tortilleria Inc's</u> Factory Topic: Flour tortilla press shimming and adjustment demonstration (Lunch Provided)
2:00 PM – 2:30 PM	Board Bus, Travel To Next Facility
2:30 PM – 4:45 PM	Facility #3 Visit & Educational Session – Hosted by JC Ford Topic: Corn Tortilla <u>Sheeter</u> Adjustment Demonstration (Certificates of Completion Awarded Here) Beer & Refreshments Provided
4:45 PM – 5:15 PM	Board Bus, Travel Back to Hotel. Conference Ends.

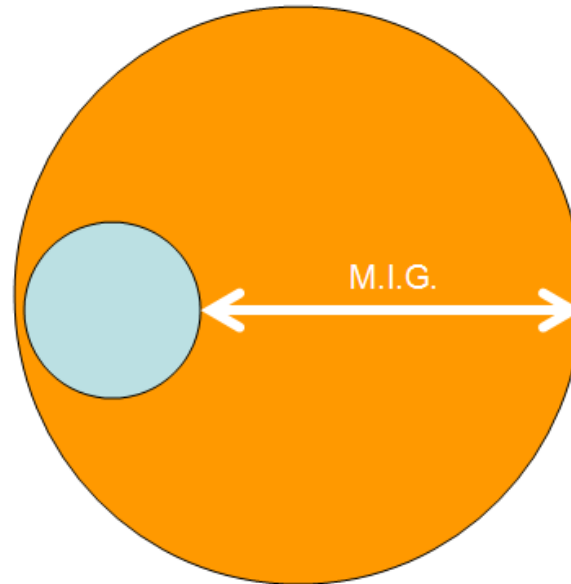
Tortilla Industry Nationwide



TIA 2009

- GOAL: Grow Membership
 - By 2011, should have 500+
- STRATEGY:
 - Make Membership more Valuable to YOU
 - Offer Key New Benefits that **SAVE MONEY**
 - Help Members **Learn & Earn** More
 - Enhance Prestige of Our Industry
 - Band Together Against Common Challenges
- TACTICS:
 - Shut Down the MIG (Mutual Ignorance Gap)
 - Show “WIFM” (What’s In it For Me”)

Mutual Ignorance Gap



Mutual Ignorance Gap

People who don't know about us or whose info is outdated, or/and we don't know about them – it's a "Mutual Ignorance Gap".

WE NEED EVERYONE'S HELP CLOSING THIS GAP !

TIA's Mailing List Grew From 800 Names to 3,200 Names In Last 18 Months!

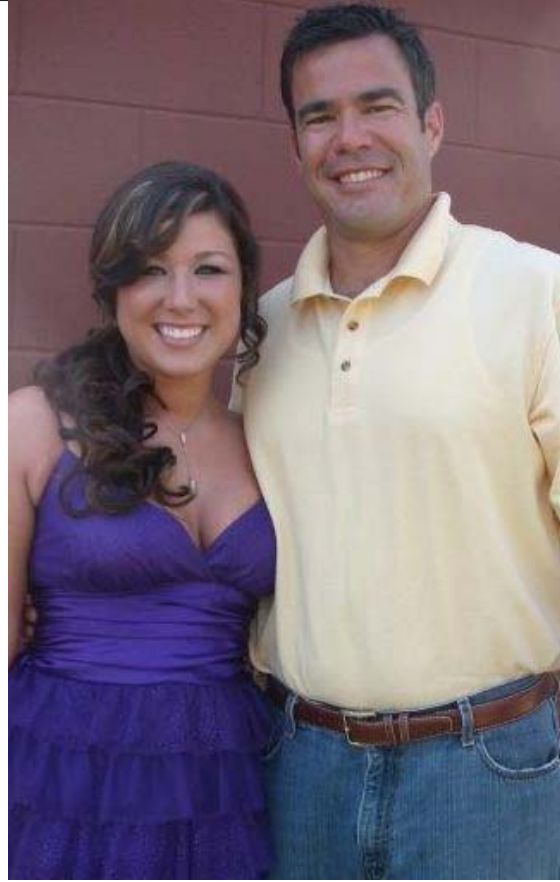
“WIFM” :

- Save a lot more than the amount spent on Annual Dues
 - Record (so far) is \$120,000 !
- Remember Dues are Tax-deductible – Pay TIA or IRS?
- Continuously Improve Educational Content
 - Spring Tech Conference
- Membership Plaques
- **Enlarged** Scholarship Fund!
 - FIVE Scholarships of \$1,000 Each
 - Available to Children & Spouses of Members
- Legislative Advocacy Programs
- Make the Convention **Even Better** Each Year

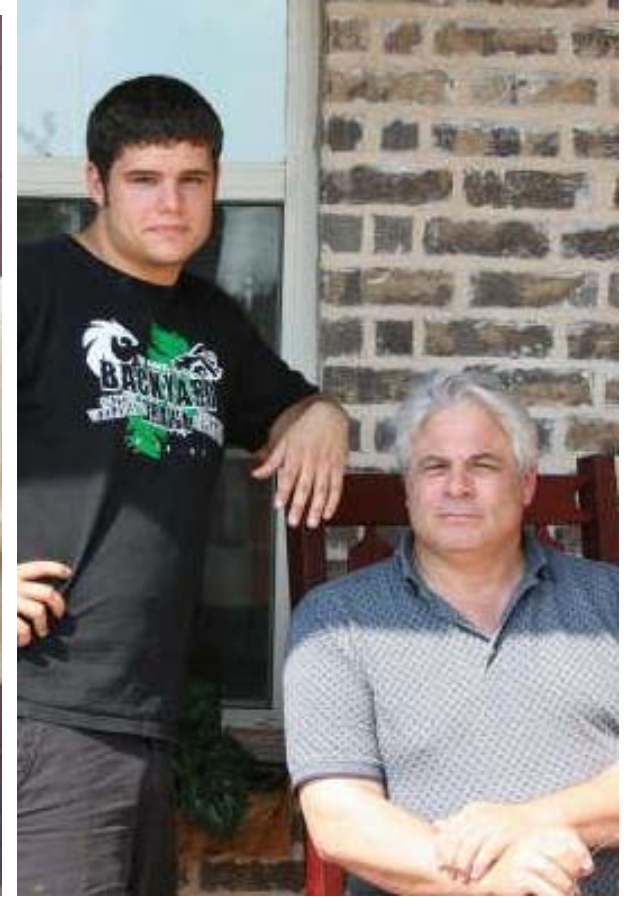
TIA Scholarship Fund Winners 2008



LINDSEY AHRENS



JENNIFER FROUD



LUCAS LOZANO

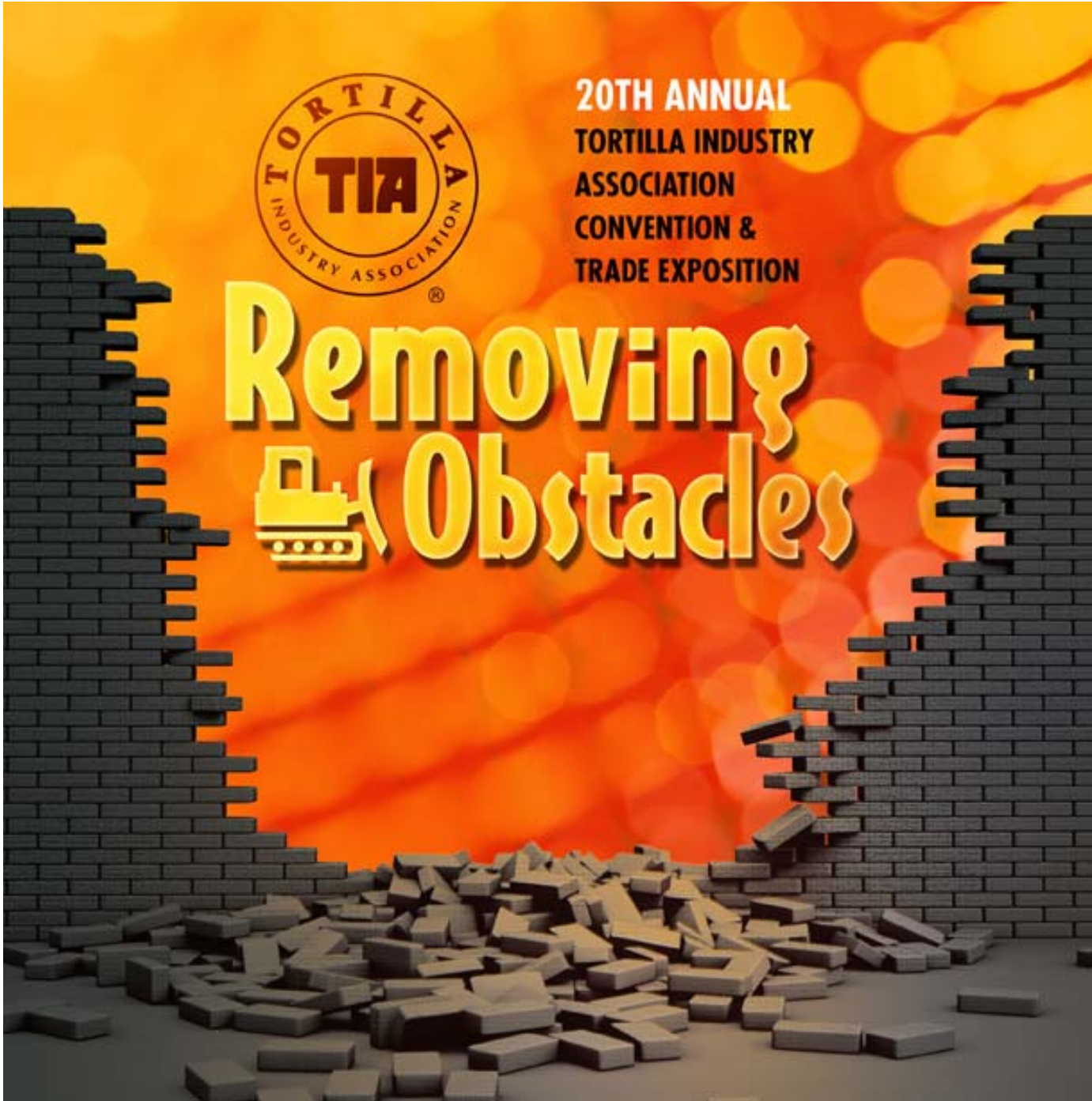
Membership Plaques





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

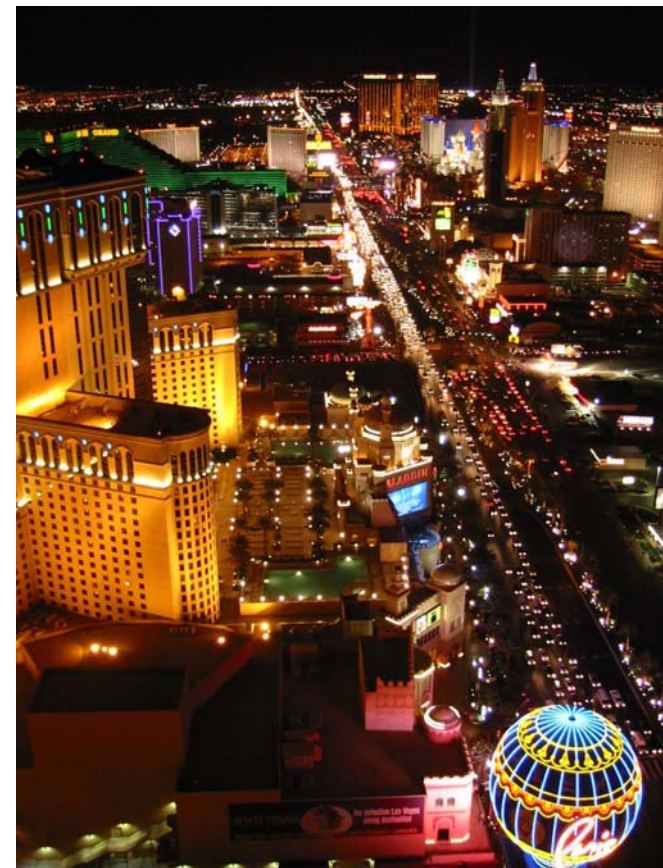
Removing Obstacles



TIA ANNUAL CONVENTION

Sept 19th – 21st

- Moved Convention to Bally's – Directly on the Las Vegas Strip



TIA Convention

- Broke Record for Exhibits In 08 – Sold Out
- Returning to Bally's This Year – Sept 19-21
- ***Even Better*** this year:
 - Speakers:
 - Costco Senior Executive
 - VP of US Chamber of Commerce (Free Choice Act)
 - Media “Boot-Camp”
 - Guinness Book of Records Coming To Judge
 - Opened Attendance to All Flatbread types
 - 50% More People Will Be Invited to Attend!
- Important Announcements about 2010

Convention 08

RIBBON CUTTING



IRWIN STEINBERG

Worlds **BIGGEST** Tortilla Contest!



ADVOCACY EFFORTS

- September Made “National Tortilla Month” By Resolution in US Congress



ADVOCACY - Continued



- ***“Food Before Fuel” Coalition***
 - Lobbying Against Corn Ethanol Subsidy
 - Lobbying Against Tariff on Brazil Sugarcane Ethanol
- ***WIC Program***
 - Tortillas Added to WIC Program
 - 8,000,000 New Customers a Month!
 - TIA Lobbying To Change Serving Size Rules
- ***“Employee Free Choice” Act***
 - Working Against Proposed Legislation on Unionizing

Categories - Member Benefits

What Are Your Biggest Costs?

If your Margin is 10%, every Dollar you save equals \$9 in Sales...

For example – saving \$10,000 on Insurance is like making a \$90,000 sale!

- **Insurance**
 - Significant savings on Premiums
 - Reductions between \$5,000 to \$50,000 a Year Reported So Far
 - Workman's Comp, Health, Liability, etc.
- **Equipment Leasing & Financing**
 - Frees up cash versus buying
 - Reduced rates, waived fees, quick & easy approval
- **Vehicles**
 - Truck Rentals for Large Orders & Peak Demand
 - Fleet Backup during Repairs & Maintenance
 - Discounted Rates, Nationwide on "Less Than Truckload"
- **Office Supplies**
 - Discounts between 15% and 25% on Office Supplies, PC's etc
- **Freight & Shipping**
 - Reduce Shipping Costs & Fuel Surcharges
- **Corrugated Boxes**
 - Temple Inland Partnership for Discounts

SOME PARTNERS AGREED TO PAY NEW MEMBER'S DUES !

TIA Program Partners:



ZIONS CREDIT
CORPORATION

THE
LEAVITT
GROUP




Stanton Leasing




TempleInland

“Members Only” Section of Web Page

The Tortilla Industry Association



LOGISTICS MANAGEMENT Inc.



Logout

- Home
- My LMI
- Lookup Invoice
- Rate Quote
- Reports
- + Sales Profile
- Shipment Tracking
- Shippers Advantage
- About LMI
- Why Choose LMI
- Contact Us

My LMI - Rate Quote

LO999-LOGISTICS MANAGEMENT (Default Pricing) ▼

Rate Quote...

LTL Rating

Expedited

Origin Zip:

Shipment Date:

Destination Z:

Class	Weight	Class	Weight	
▼	0	▼	0	<div style="background-color: #2c4e64; color: white; padding: 5px; text-align: left;"> Direction <input type="radio"/> Inbound <input checked="" type="radio"/> Outbound <input type="radio"/> Drop </div>
▼	0	▼	0	
▼	0	▼	0	
▼	0	▼	0	

Accessorials (Optional):

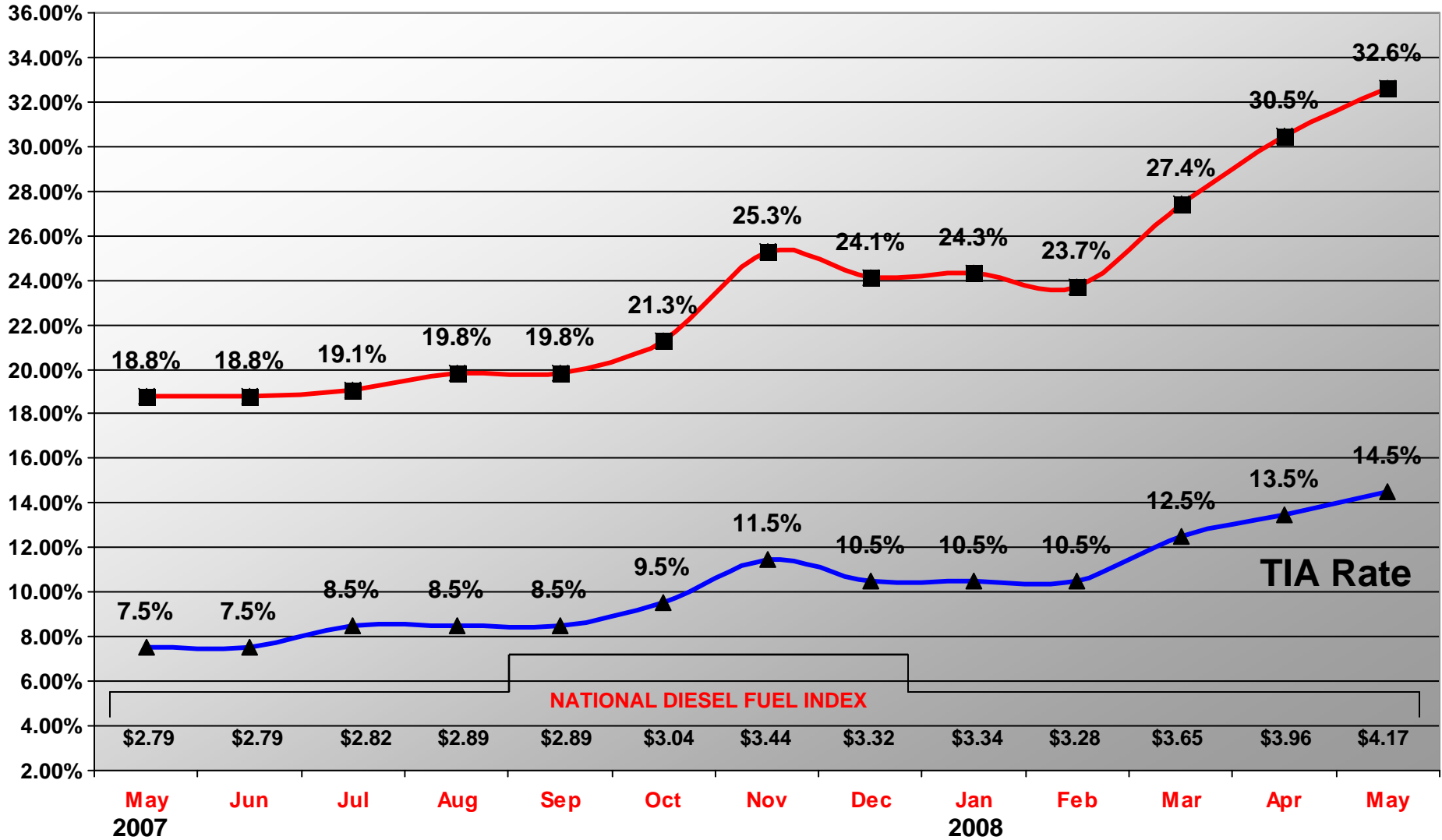
Services

Construction Site Delivery
 Lift Gate (Truck) or Forklift Service at Delivery



LMI Less-Than-Truckload (LTL) Fuel Program

Contracted Fuel Surcharges Produce Big Savings vs. Major Carriers



- Major Carrier LTL Fuel Surcharge
- ▲ LMI LTL Fuel Surcharge

LMI Proprietary Information



LMI Consolidated Providers



**WE
THANK
YOU FOR COMING !**

Luncheon Speaker:

Jim Baiseri
TRAC