



American Spice Trade Association
1101 17th Street NW, Suite 700
Washington, DC 20036



2014
*Annual Meeting
& Exhibits*

St. Regis Monarch Beach Resort
Dana Point, CA
April 27-30



General Information

Education

Our speakers will cover the key issues impacting the spice industry today, from FDA's draft risk profile on spices and ASTA's response to spice trends and issues related to pesticide residues. Our keynote speaker, Dr. Wendy Bazilian, will look at the many positive aspects of spices...from flavor to health. We've listened to your feedback and made some changes in the schedule. Crop reports will run in one track on Tuesday with concurrent sessions for attendees not quite as interested in the crop reports! And we'll wrap up the educational programming Tuesday afternoon.

Social Events

Welcome Reception

Don't miss the moment we're all waiting for – the first networking event of the meeting! Enjoy drinks and light fare in ASTA's Exhibit Hall on Sunday, April 27 from 6:30pm to 8:00pm.

Exhibits

The ASTA Exhibit Hall is an opportunity for exhibitors and suppliers to present their products and services to key industry decision-makers. For more information about exhibiting, please visit www.astaspice.org.

Monday Reception

ASTA's exhibitors will host a reception in the Exhibit Hall on Monday evening, April 28, from 6:00pm to 7:00pm before dinner on your own.

The California Experience – Farm to Fork with Wine Pairings

Join us Tuesday evening, April 29, 2014, from 7:00pm to 11:00pm on the Grand Lawn for a culinary and wine journey through California. Enjoy fresh California-style cuisine, much of it sourced from nearby farms, paired with tastings of California wines.

Golf Tournament

Talega Golf Club, located in the hills of San Clemente is one of the best golf experiences in Southern California. Established in 2001, Talega features an 18-hole, par 72, Fred Couples "Signature" championship ranked golf. The \$125 fee includes greens and cart fees with tee times beginning at 9:44 am, lunch, and a beverage ticket. The Talega golf course is about 20 minutes from the hotel. ASTA will not be providing transportation, however, we will help to arrange carpools. We will have a list available at registration of those golfers with cars so that we can pair you up for a ride.

Meeting Attire

Business casual attire is appropriate for all daytime meeting sessions and the Welcome Reception. Tuesday evening's event will be held outside, weather permitting, and the attire is resort casual. You may want a light jacket, sweater or wrap, depending on evening temperatures.

Pre-Conference Workshop

From HACCP to HARPC – What's Best-In-Class and How to Get There (separate registration required). This hands-on and interactive workshop will provide an in-depth look at FSMA's Hazard Analysis Risk-Based Preventive Controls rule. Attendees will leave with a better understanding of HARPC requirements; the key differences between HACCP and HARPC; what makes a world-class HARPC plan; how to get your organization from HACCP to HARPC; how does GFSI prepare you for HARPC; and how to leverage technology to promote compliance and automate audit-readiness.

Hotel & Location

Location

The St. Regis Monarch Beach Resort is located in Dana Point, California, in Orange County.

Transportation

There are three airports with easy access to Dana Point. John Wayne - Orange County Airport (SNA) is just a 22 minute drive from the resort. Los Angeles International Airport (LAX) and San Diego International Airport (LINDBERGH FIELD - SAN) are both about an hour drive away. Cabs and shuttle service are readily available at all airports locations. Major rental car companies are also offered at all three locations if you prefer to drive. Please see ASTA's Website for more information.

Hotel Reservations

Reservations can be made by phone at (949) 234-3200, or through the ASTA Website at www.astaspice.org – click on hotel information. If you are making reservations by phone, be sure to mention you are an ASTA attendee. ASTA Room Rate: \$255 single/double occupancy. Room rates are valid Friday, April 25, 2014 through Wednesday, April 30, based on availability.

Hotel Reservation Deadline

Please make reservations by Friday, March 28, 2014. ASTA recommends you make your room reservations as early as possible to ensure rooms are available.

Weather

The average temperatures in Dana Point, California during late April are in the low 70s during the day and the upper 60s overnight. While most days are sunny, you may need a jacket or sweater for the ocean breezes.

Acknowledgments

Program Committee

Greg Sommerville (Chair), McCormick Global Ingredients Ltd.
Alison Azar, M.F. Cachat Company
Raju Boligala, High Quality Organics, Inc.
Kevin Bull, Wixon, Inc.
Tom Erd, Spice House, Ltd.
Elizabeth Kurpe, Elite Spice, Inc.
Greg Lightfoot, ConAgra Foods (Board Liaison)
Pete Sayia, A.A. & Sayia & Co., Inc.
Tom Schmidt, Van DeVries Spice Corporation,
J. C. Solazzo, Jain (Americas) Limited, Cascade Specialties



2014 Annual Meeting & Exhibits

St. Regis Monarch Beach Resort
Dana Point, CA - April 27-30

Online Registration Deadline
Thursday, April 17, 2014

Registration will be available in Dana Point on Sunday, April 27, 2014 from 9:00am to 6:00pm and Monday, April 28, 2014 from 8:00am - 9:00am.

To Register By Mail
Complete this form & return it with your payment by Friday, April 17, 2014:

American Spice Trade Association
1101 17th Street, NW Suite 700
Washington, DC 20036 USA

To Register By Fax
Complete this form & fax to (202-463-8998) by Friday, April 17, 2014.

For faster confirmation, be sure to include your return fax number on your registration.

To Register Online
Visit www.astaspice.org

Registration
Spouse registration is intended for family members who are not employed by the member's firm or active in the business. Family members active in the spice trade must submit the full member registration fee.

Cancellations
All refund/cancellation requests must be received in writing. Cancellations received on or before Friday, April 11 will receive a full refund less \$35 processing fee. Cancellations received after April 11 will receive a 50% refund less \$35 processing fee. Cancellations received after April 17 will not be issued a refund. All refunds will be processed after May 5.

Registration Questions
Phone: (202) 367-1173
Email: info@astaspice.org
Website: www.astaspice.org

Registration Information

**Please Print Clearly*

Full Name _____

Preferred Name for Badge _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Email _____

Phone _____ Fax _____

(Please include area or country and city codes)

Everyone attending all or part of the Annual Meeting must register. Family members active in the spice trade and all exhibitors must register at the annual meeting registration rate. Register by Friday, April 11, 2014 to avoid a late registration fee.

Is this your first ASTA Annual Meeting? Yes No

	Early Registration (Received on/before April 11, 2014)	Regular Registration (Received after April 11, 2014)	
<input type="radio"/> Member	\$665	\$765	\$ _____
<input type="radio"/> Non-Member	\$1665	\$1765	
Spouse/Dependent (age 18 & over)			
	____x \$395 each		\$ _____
Name _____	Name _____		
Children (ages 12-17)			
<i>*Children under 12 are not permitted at ASTA functions</i>			
	____x \$110 each		\$ _____
Name _____	Age _____		
Name _____	Age _____		
Name _____	Age _____		
Golf (Please list players)			
	____x \$125 each		\$ _____
Name _____	Handicap _____		
Name _____	Handicap _____		
Name _____	Handicap _____		
Workshop Registration (Member/Non-Member)		\$125	\$ _____

Payment Information

Check. # _____

Checks should be made payable to the American Spice Trade Association in US dollars and drawn on a US Bank. Payment is required prior to admission.

Credit Card. Please charge total due to the credit card indicated:

Card Type: American Express Master Card Visa

Credit Card Number _____ Expiration Date _____

Name of Cardholder _____

Signature of Cardholder _____ Date _____

Special Needs

It is important to ASTA that you enjoy this event. If you have any special needs or dietary requirements, please let us know so that we can do our best to accommodate you.

Program-At-A-Glance

Sunday, April 27	Monday, April 28	Tuesday, April 29	Wednesday, April 30
	8:00-9:00am Continental Breakfast & Registration	8:00-9:00am Continental Breakfast	
9:00am-6:00pm Registration	9:00-9:15am Welcome	9:00-10:30am ASTA Business Meeting <i>(Members Only)</i>	9:00am-2:00pm Golf Tournament Talega Golf Course
	9:15-10:00am Keynote - The Transformative Power of Flavor <i>W. Bazilian</i>		
	10:00-10:30am Break in Exhibit Hall		
	10:30-11:15am FDA's Draft Risk Profile on Pathogens and Filth in Spices <i>J. Dixon, M. Hermida</i>	10:30-11:00am Break	
	11:15am-12:00pm The Role of Crop Protection in an Increasing Global Food Supply <i>J. Vroom</i>	11:00-12:00pm Defining Validation Protocols for Pathogen Reduction Processes Used to Treat Spices <i>L. Post</i>	
1:00-5:00pm Pre-Conference Workshop From HACCP to HARPC – What's Best-In-Class and How to Get There <i>B. Levin, D. Newslow</i>	12:00-2:00pm Lunch on Own	12:00-2:00pm Lunch	
	2:00-3:00pm ASTA Member Social Development and Sustainability Projects in Source Countries <i>R. Clarke, T. Eck, C. Daily</i>	2:00-2:30pm Origin Country Issues - Paprika <i>P. Sabater</i>	2:00-3:45pm Red Pepper Crop Report <i>V. Sreekumar, J. Albarracin</i>
	3:00-3:45pm The Global Lifestyle of Spices <i>N. Narine</i>	2:30-3:45pm Influence EVERYBODY! The Secret Communication Technique Used by Global Leaders <i>D. Lewis</i>	Black Pepper Crop Report <i>A. v Gulick</i> Onion & Garlic Crop Report <i>S. Lu, K. DeFranchi</i>
6:00-6:30pm 1st Timer's Reception <i>(Invitation Only)</i>	6:00-7:00pm Associate Group Reception Exhibit Hall	7:00-11:00pm The California Experience – Farm to Fork with Wine Pairings	
6:30-8:00pm Welcome Reception Exhibit Hall	Dinner on Own		