

Program-at-a-Glance

Sunday April 12	Monday April 13	Tuesday April 14	Wednesday April 15	
	8:00am - 9:00am Continental Breakfast Registration	8:00am - 9:00am Continental Breakfast		
9:00am - 6:00pm Registration	9:00am - 9:15am Welcome	9:00am - 10:30am ASTA Business Meeting <i>(Members Only)</i>	9:00am - 2:00pm 2015 Golf Tournament RiverTowne Country Club	
	9:15am - 10:00am Can Agriculture Save the Planet Before It Destroys It? <i>J. Bobo</i>			
	10:00am - 10:30am Break			
	10:30am - 11:15am Sustainability in the Supply Chain: What Food Buyers Need and Why <i>T. Green</i>	10:30am - 11:00am Break		
	11:15am - Noon A Journey Through the Past: Applying Lessons Learned From Food Safety Incidents to Current Strategies <i>B. Chapman</i>	11:00am - Noon Barriers to International Trade <i>K. Kochenderfer</i>		11:00am - Noon Herbs, Seeds and Spices Crop Report
	1:00pm - 5:00pm Pre-Conference Workshop: Responsible Sourcing	Noon - 2:00pm Lunch on Own		Noon - 2:00pm Lunch on own
	2:00pm - 3:00pm Chili Peppers! <i>M. Swenson</i>	2:00pm - 3:15pm Winning in Social Media <i>B. Rissman</i> <i>J. LaFrance</i> <i>M. Andrews</i>	2:00pm - 2:45pm Garlic and Onion Crop Reports <i>U.S. Onion/Garlic -</i> <i>S. Rojas</i> <i>Chinese Garlic -</i> <i>V. Narain</i>	
	3:00pm - 3:45pm The Flavor Imperative <i>K. Nielsen</i>		2:45pm - 3:15pm Red Pepper Crop Report <i>Capsicums -</i> <i>R. RamKumar</i> <i>Paprika -</i> <i>P. Sabater</i>	
	4:00pm - 4:30pm Associate Group Meeting			
6:00pm - 6:30pm 1st Timer's Reception <i>(Invitation Only)</i>	6:00pm - 7:00pm Exhibitor's Reception			
6:30pm - 8:00pm Welcome Reception		3:15pm - 3:45pm Global Taste and Empty Stomachs <i>G. Hernandez</i>	3:15pm - 3:45pm Black Pepper Crop Report <i>T. Overby</i>	
	Dinner on Own	7:00pm - 11:00pm Old Hollywood at the Riviera Theater		



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

*2015 ASTA
Annual Meeting
& Exhibits*

*Charleston, SC
April 12-15, 2015*

Belmond Charleston Place Hotel



General Information

Education

A diverse group of speakers is lined up for this year's program to cover a range of topics from the important role of technology in feeding the world to food safety and flavor trends. We'll also have an in-depth look at chili peppers, including their history, the science behind the heat, a market analysis and a sensory test.

Based on overwhelmingly positive feedback from last year's meeting, we will once again feature the crop reports in a separate track. The concurrent sessions will include a look at regulatory barriers to international trade and an in-depth look at social media: what is it, how are member companies using it and what might your company consider.

Social Events

All social events are open to registered attendees and guests. Children under 12 are not permitted at ASTA functions.

Welcome Reception

Join us as we kick-off the meeting with the first networking event of the program! Enjoy drinks and light fare in ASTA's Exhibit Hall on Sunday, April 12 from 6:30 pm to 8:00 pm.

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 13 from 6:00 pm to 7:00 pm before dinner on your own.

Old Hollywood at the Riviera Theater

The historic Riviera Theater provides the perfect setting to step back in time to the glamorous days of Old Hollywood. Join us Tuesday evening, April 14, 2015, from 7:00 pm to 11:00 pm for cocktails and food from another era.

Golf Tournament

The golf tournament will be held at RiverTowne Country Club in nearby Mt. Pleasant. Awarded 4.5 stars by Golf Digest, it is the only Arnold Palmer Signature golf course in the Charleston area. The \$145 fee includes greens and cart fees, lunch, and a beverage ticket. The golf course is about 30 minutes from the hotel and transportation will be arranged.

Meeting Attire

Business casual attire is appropriate for all events except for Tuesday evening. Cocktail attire is requested for Tuesday evening's Old Hollywood event.

Pre-Conference Workshop

ASTA's new Social Responsibility Guide will be rolled out at the workshop. The half-day session will feature a compelling look at why every company should be asking questions about their suppliers as well as a look at the reality of implementing such a program. Participants will also engage in group discussions as they work through a series of scenarios.

Hotel & Location

Location/Transportation

Located in the heart of the historic district of Charleston, South Carolina the Belmond Charleston Place is on renowned King Street and adjacent to the City Market.

If traveling by air, you will fly into Charleston International Airport. The airport is about 12 miles from the hotel, just a 22 minute drive. Cabs and shuttle service are readily available at the airport. Major rental car companies are also offered if you prefer to drive. Please see ASTA's Web site for more information.

Hotel Reservations

Reservations can be made by phone at (843) 722-4900, or through the ASTA Web site 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: \$299 single/double occupancy

Hotel Reservation Deadline

Please make reservations by **Thursday, March 19, 2015**. ASTA cannot guarantee the rooms will be available after this date. ASTA recommends you make your room reservations as early as possible to ensure rooms are available.

Weather

Expect springtime weather in Charleston with average daytime temperatures between 65 and 70 degree, dipping into the 50s during the evening. While most days are sunny and mildly humid, you may need a light jacket or sweater for the evenings.

Acknowledgments

Program Committee

Phil Kaczmarek (Chair), Kalsec, Inc.
Gaspere Colletti (Board Liaison), Cell Foods Inc.
Cole Daily, Frontier Natural Products Co-Op
Jennifer Haberman, Sensient Natural Ingredients
Elizabeth Kurpe, Elite Spice, Inc.
Larry Lichter, McCormick & Co., Inc.
Pete Sayia Jr., A.A. Sayia & Co., Inc.



2015 Annual Meeting & Exhibits

The Belmond Charleston Place Hotel
Charleston, SC - April 12-15

Online Registration Deadline
Friday April 3, 2015

After this date registration will be available in Charleston on Sunday, April 12, 2015 from 9:00 am to 6:00 pm and Monday, April 13, 2015 from 8:00 am to 9:00 am.

To Register By Mail
Complete this form & return it with your payment by Friday, April 3, 2015:

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 3, 2015.

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. Spouse/guest registration is for social functions only.

Cancellations
All refund/cancellation requests must be received in writing. Cancellations received on or before Friday, March 13, 2015 will receive a full refund less \$35 processing fee. Cancellations received after March 13 through March 27 will receive a 50% refund less \$35 processing fee. Cancellations received after March 27 will not be issued a refund. All refunds will be processed after April 24, 2015.

Registration Questions
Phone: (202) 331-2460
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, March 27, 2015 to avoid a late registration fee.

Is this your first ASTA Annual Meeting? Yes No

	Early Registration (Received on/before March 27, 2015)	Regular Registration (Received after March 27, 2015)	
<input type="radio"/> Member	\$695	\$795	\$ _____
<input type="radio"/> Non-Member	\$1,695	\$1,795	

<input type="radio"/> Spouse/Guest (age 18 & over)		_____x \$425 each	\$ _____
Name	Name		
<input type="radio"/> Children (ages 12-17) <small>*Children under 12 are not permitted at ASTA functions</small>		_____x \$110 each	\$ _____
Name	Age		
Name	Age		
Name	Age		
<input type="radio"/> Golf (Please list players)		_____x \$145 each	\$ _____
Name	Handicap		
Name	Handicap		
Name	Handicap		
<input type="radio"/> Workshop Registration (Member/Non-Member)		\$135	\$ _____

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.