

# 2016 Flavor Experience Program

Current as of 05/11/17

## Monday, August 8th

### 8:00am

CORE (Children Of Restaurant Employees) Official Charity of The Flavor Experience.

CORE Silent Auction goes live online for bidding.

(Newport Coast Registration)

### 1:00pm - 6:30pm

Conference Registration Check-in

(Newport Coast Registration)

### 1:00pm - 5:00pm

CORE table open for Silent Auction and general information.

### 5:00pm - 6:30pm

Meet & Greet Welcome Reception

(Rose Garden)

## Tuesday, August 9th

### 7:00am - 5:00pm

Registration and Attendee Service Hours

(Newport Coast Registration)

## 7:30am - 8:30am

### CALIFORNIA SUNSHINE BREAKFAST

(Served in Atrium, seating in Rose Garden)

## 8:00am - 5:00pm

CORE table open for Silent Auction and general information.

## 8:30am - 8:55am

### GREETING & OPENING REMARKS

Sharyn Iler, President, BSI Conferences, Inc.

David Commer, President, Commer Beverage, reviews daytime drinks

CORE intro & check presentation

Intro of Celebrity Chef & The Flavor Experience Emcee, Jet Tila

(Grand Pacific Ballroom)

## 8:55am - 9:20am

Chef Jet Tila, Emcee, The Flavor Experience 2016

Returning by popular attendee request

### **Jet Tila**

(Grand Pacific Ballroom)

## 9:20am - 10:20am

Street-Level Trends: The Next Foods & Flavors for Your Menu

### **Gerry Ludwig • Gordon Food Service**

After scouring yet another 100+ carefully targeted new restaurants in major U.S. cities, Chef Gerry returns to take The Flavor Experience audience on a fast, deep dive into his latest findings, featuring a broad array of intriguing new dishes and ingredients that offer significant menu differentiation and first-to-market potential. Gerry's presentation will also include references to nearly two dozen menu items being served throughout the conference that

reflect the highlighted trends, providing you with the opportunity to get a firsthand taste of the most exciting new sales-building menu ideas.

(Grand Pacific Ballroom)

### 10:20am - 10:30am

Quick Break

### 10:30am - 10:45am

Deadliest Catch

#### **Capt. Casey McManus**

Did you ever wonder how those giant Alaskan Red King Crabs can easily be served? Fresh off the Cornelia Marie Commercial Crab Fishing Boat, Captain Casey McManus of The Deadliest Catch is here to show & tell us how to crack, prepare and serve this King of the Sea in your restaurants or your home. Captain Casey will also be available for pictures and autographs and he will be at the Trident Seafoods' station on Tuesday Evening's Premier Partners' Food & Beverage Showcase to talk crab and more.

(Grand Pacific Ballroom)

### 10:45am - 11:35am

Designing Personal Brands...How Today's Consumer Products & Services are Influencing Individuals' Identities

#### **Steven Goldstein • The Culinary Edge**

Whether consciously or not, we build personal brands from the clothing labels we wear, models of cars that we drive, and the foods & beverages we choose to eat and drink. What are the implications for today's restaurant operators, and how can they capitalize on this consumer behavior? By popular demand, brand strategist and culinary consultant Steven Goldstein returns to The Flavor Experience to discuss the relationship between consumers and the brands they choose. He'll bust some long-held marketing myths, present a point of view on the drivers and influences behind today's consumer choices, and examine how some of the hottest restaurant concepts are seizing the moment.

(Grand Pacific Ballroom)

**11:35am - 12:00pm**

The Consumer's 360 Degree Flavor Experience

**Robert Danhi • RDC – Research. Development. Consumers**

What is flavor anyway? Chef Danhi believes “It is not what you taste, it’s how you taste it”. This goes far beyond the common belief that aroma combined with the 5, or 6, tastes makes up our perception of flavor. Who dictates what is best? Does genetics play a role? How can I speed up the R&D process? In this provocative talk, he will discuss & illustrate how it’s all about context.

Robert will explore how your team can evolve from the common consumer insights into a deeper and more valuable customer understanding. Technology guided, structured & flexible contextual observation and capture of qualitative data with quantitative verification enables your organization make more confident decisions and deliver on your brands 360 degree flavor experience

(Grand Pacific Ballroom)

**12:00pm - 1:30pm**

**FLAVOR INNOVATION LUNCHEON**

Your chance to peruse and choose from a delicious array of flavor forward culinary & beverage selections created by sponsor chefs and mixologists.

(Served in Atrium, seating in Rose Garden)

**1:30pm - 2:30pm**



**Toolbox Sessions #1**

**FLAVOLUTION: The Past, Present and Future of Flavor through Preservation**

**Rafael Stein • Nestle Professional**

Throughout history, food has evolved much more than we may think. In reality, our preference for food and beverage has been greatly influenced by environmental challenges, survival needs, simple accidents and the desire to take things to the next level, resulting in how we experience flavors. This session focuses on how this flavor evolution has progressed through food preservation. It’s as simple as keeping food edible for longer periods of time to authentic & bold flavors which have been introduced by chefs into modern cultures. This flavor evolution has made it to contemporary kitchens in unique ways which, paired with technology and changing eating habits, brings a vision of the future

that keeps on defining us.

(Grand Pacific Ballroom)

Hitting the Mark on Consumers' Demands for Seafood

**Jack Li • Datassential**

**Linda Cornish • Seafood Nutrition Partnership**

Today's consumers demand menu options that are craveable, sustainable, local, healthy, and fresh – and all at an affordable price. Meanwhile, restaurant operators are looking for options that not only satisfy those demands but also offer consistency and year-round availability. In this session, Datassential will analyze current trends and will explain why seafood is the perfect protein for the modern consumer. Among the topics of conversation: the consumer's expectation for a sustainable menu; is frozen seafood or fresh seafood better, and the Food-Away-from-Home "Health Gap," which is one of the biggest reasons consumers choose to eat at home instead of dining out. In addition, Seafood Nutritional Partnership Executive Director Linda Cornish will discuss functional health benefits that only seafood can provide, including an extended life expectancy, improved brain development and function, and a reduced risk of depression, anxiety, and other mental issues. As an added bonus, attendees will be able to "taste the difference" (or not) with a fresh fish vs. frozen fish comparison.

(Salon 1/2/3)

Next-Level Wine Program Implementation: The Time Is Now

**Dave Pennachetti • Wine Guru Services, LLC**

**Donna Hood Crecca • Technomic, Inc**

Is your wine program delivering the higher guest satisfaction, increased check average and profitability bump you're seeking? What's more, can it compete in today's environment where the consumer has myriad choices for on-premise wine occasions across multiple segments? As competition intensifies, it's crucial to understand today's wine consumer and how menu dynamics and other factors influence their path to purchase. This interactive session covers on-premise consumer trends, along with relevant wine offerings and tactics for building an effective program that will drive traffic, sales, and guest enjoyment, both crucial elements of all restaurant and hotel beverage programs.

(Salon 1/2/3)

## ROUND TABLE

Flavor & The Menu Annual Flavor Trends

### **Cathy Nash Holley • Flavor & The Menu**

In this popular session, Flavor & The Menu's Cathy Holley will lead a lively and interactive roundtable discussion on trends. Attendees will participate in an open-forum discussion of food and beverage trends having an impact on menu development in the coming years. Attendance limited to 20 participants.

(Cardiff Patio)

## ROUND TABLE

Building Your Brand Story Beyond Your Menu

### **Steven Goldstein • The Culinary Edge**

Storytelling, whether written or visual, has emerged as a key device that today's most successful brands leverage to communicate their value proposition, provide guests with a glimpse into their "behind the scenes" operations, and engage with their audiences at a deeper level. In this interactive working session, learn tips and tools to connect with your guests beyond your menu or product offering and how to incorporate storytelling elements into your brand and content marketing strategies. Attendance is limited to 20 people.

(Laguna)

**2:30pm - 2:50pm**

P.M. BREAK

**2:50pm - 3:50pm**



### **Toolbox Sessions #2**

How Modern Flavor Systems can Ignite Menu Innovation

**Katie Ayoub • Flavor & The Menu**

## **Mindy Armstrong • Food IQ**

What flavor systems offer the most menu potential? And once you invest in the ingredients that make up those profiles, how much menu innovation can you get out of them? Through the consumer insights-driven expertise of Mindy Armstrong, Food IQ, and the flavor trends insight from Katie Ayoub, Flavor & The Menu, this session will explore modern flavor systems. How far can profiles like banh mi, Buffalo and pho go on menus today? Once embraced by consumers in one format, like a sandwich, is there potential in a bar bite, cocktail or salad? Mindy and Katie will look at what flavor systems are trending, which ones boast staying power, and how they translate into other parts of the menu—both extending versatility and creativity. You'll walk away with a new perspective on gathering inspiration for menu innovation, and a few on-trend ideas to get you started.

(Cardiff)

Hybrids, Fusion, & the Fringe: The Newest Playground

## **Suzy Badaracco • Culinary Tides**

Economic recovery is always signaled by the return of fusion. As consumers move from recession to recovery, their palate moves from comfort to confidence, initiating food and beverage choices that are more adventurous or extreme. The first sign right now is “comfort fusion”; fusion between two or more familiar foods or beverages ala Hybrids and Mashups. Industry Wizard, Suzy Badaracco’s objective is to help the audience identify current and upcoming fringe food and beverage trends and how to translate them for the guests. She will forecast the drivers of fringe food and beverage trends in order to successfully navigate it, reinterpreting food and beverage trends as consumer palates moves from comfort to confidence.

(Grand Pacific Ballroom)

Clean Label: what it means to operators

## **Charlie Baggs • Charlie Baggs Culinary Innovations**

## **Greg Dollarhyde • Veggie Grill**

## **Mac Gregory • Saint Marc USA**

## **David Goldstein • Sharky’s Woodfired Mexican Grill**

With the new laws and guidelines upon us, this team will discuss and demonstrate the process of creating a clean label sauce for both retail and foodservice and will discuss sauces and sides as a clean label option for your menu. The take-away will be the trend, advantages, cost implications and flavor opportunities. A focus on a good for you dressing

with reduced calories, fortified with vitamins and packed with flavor will be sampled along with a sauce and side. Build your menu with clean label ingredients today and get ahead of the curve. Our panel of foodservice operators will discuss the “clean label” movement and how it affects the operator, what is expected of operators today and where do we see “clean labels” in the next five years.

(Salon 1/2/3)

A modern look at the Highball - How this classic evolved into the trends of today

**Otis Florence • Many Thanks Inc.**

Have you ever noticed that the chase for the latest and greatest can sometimes draw its passion from the past? Take the Highball for instance; created in late 19th century Highballs although very simple were an immediate success. Regularly ordered from coast to coast this sweeping sensation was a hit behind any type of bar. What was true then is still true now, but now with the addition of some cool techniques and applications. Join Mixologist, Otis Florence of New York City’s Attaboy (rated among the “Top 50 Bars of the World” by Drinks International two years running) as he shares some ways these easy and profitable drinks have been modernized to fit today's palate.

(Salon 4/5)

## ROUND TABLE

Building Your Brand Story Beyond Your Menu

**Rachel Kalt • The Culinary Edge**

Storytelling, whether written or visual, has emerged as a key device that today’s most successful brands leverage to communicate their value proposition, provide guests with a glimpse into their “behind the scenes” operations, and engage with their audiences at a deeper level. In this interactive working session, learn tips and tools to connecting with your guests beyond your menu or product offering and how to incorporate storytelling elements into your brand and content marketing strategies. Attendance is limited to 20 people.

(Laguna)

## ROUND TABLE

Annual Flavor Trends

**Cathy Nash Holley • Flavor & The Menu**

In this popular session, Flavor & The Menu's Cathy Holley will lead a lively and interactive roundtable discussion on trends. Attendees will participate in an open-forum discussion of food and beverage trends having an impact on menu development in the coming years.  
Note: Attendance limited to 20 participants.

(Cardiff Patio)

### 3:50pm - 4:10pm

P.M. BREAK

Travel back to Grand Pacific Ballroom for a Special Closing Session

### 4:10pm - 5:00pm

Whole Foods + Full Fat = Full Flavor...and it's Good for You Too!?

**James Painter, PhD, RD • The University of Texas, Health Sciences Center at Houston, Brownsville Campus**

Nothing is static in the world of eating and drinking when it comes to our health. So it should be no surprise that the world just made another revolution! Fat has been THE Diet Enemy for fifty years. We knew that it was bad, so we worked hard to remove fat from our foods. In most cases, the flavor left with it. But now Fat is Back...with all of its creaminess, texture, and flavor. So we reached out for the renowned expert on this subject, Dr. Jim Painter who will take us on a fun trip through the history of science and learn why we had it all wrong about fat. We will discover that butter isn't bad and that corn oil isn't good, and that life really is a balance. Cholesterol in your blood is important but cholesterol on your plate isn't. Eat it if you like. And let's look at nuts, and Pulses, and Pork. And find out the real truth about coconut oil - and what all this mean means to your healthier menu.

(Grand Pacific Ballroom)

### 5:30pm - 6:00pm

Premier Partners Food & Beverage Flavor Showcase – Open to Operators Only

(Seaview Terrace)

### 6:00pm - 8:00pm

Premier Partners Food & Beverage Flavor Showcase – Open to All

(Seaview Terrace)

## Wednesday, August 10th

### 7:00am - 3:00pm

Registration and Attendee Service Hours

(Newport Coast Registration)

### 7:30am - 8:30am

CALIFORNIA SUNSHINE BREAKFAST

(Served in Atrium, seating in Rose Garden)

### 8:00am - 2:00pm

CORE table open for Silent Auction and general information.

### 8:30am - 8:50am

OPENING REMARKS

**Jet Tila**

(Grand Pacific Ballroom)

### 8:50am - 9:00am

Prostart recognition & support

(Grand Pacific Ballroom)

### 9:00am - 9:55am

KEYNOTE: "Nobody Ever Died Wishing They Had Spent More Time Behind A Desk"

**Will Gadd**

Will Gadd ranks as one of the top outdoor adventure athletes in the world. He's a man who lives by his mantra, and he's here to share some incredible outdoor adventure stories that will enlighten us about the value of risk & reward and how to use it to better in our business and personal lives. The equation that "every new situation creates opportunity" is true...we just have to know how to deal with it! Will explains how to gain positive power from negative thinking and how to use it to help build true confidence and success that can turn ideas into realities. To accomplish this he says we need motivation and the passion & desire to achieve "IT" .....what is that "IT"? Will Gadd is a National Geographic "Adventurer of the Year" and recently became the first person to climb a frozen Niagara Falls. He has produced more than 100 global television projects and is an awarding-winning writer for too many publications to mention. You will be awed, amazed, and inspired by this special man.

(Grand Pacific Ballroom)

### 9:55am - 10:15am

TAKE A BREAK; TASTE SOME TREATS; MAKE NEW FRIENDS; ENJOY THE CA SUNSHINE

### 10:15am - 11:05am

Coming of Age with GenZ: Capture them Now for Next-level Growth

**Darren Tristano • Technomic Inc.**

**Donna Hood Crecca • Technomic, Inc**

Move over Millennials...Gen Z, often referred to as Generation Next, is really Generation NOW! Consumers 23 and younger are gaining independence and demonstrating food and beverage savvy unseen before in such youthful diners. Demanding and discerning, these consumers are far from restaurant neophytes – they're already influencing other consumers as well as the dynamics and direction of the foodservice industry. Technomic President Darren Tristano and Associate Principal Donna Hood Crecca will share current insights on Generation Z's palate, preferences and priorities along with strategies for engaging them now, as they're moving towards or into adulthood and forming brand, format and flavor allegiances.

(Grand Pacific Ballroom)

### 10:55am - 11:20am

High Tech Takeover

**Ben Salisbury**

There is a major shift taking place in the role technology plays in the professional kitchen, bar, and front of the house. Back by overwhelming request, this multi industry guru (Chef,

Sommelier, and Technology) is back with another fast-paced presentation that explores the latest innovations and insights into how all of this will impact your business. Ben takes us on a flyover of the most relevant segments and suggests how you can position yourself to not only survive the shift but thrive within it which will be followed by an interactive Toolbox session in the afternoon.

(Grand Pacific Ballroom)

## 11:20am - 12:00pm

The Future Dozen...12 Trends that Spell Opportunity

**Cathy Nash Holley • Flavor & The Menu**

**Kathy Casey • Food Studios-Liquid Kitchen**

**Maeve Webster • Menu Matters**

This intuitive, high energy team covers a dozen trends worthy of consideration for menu growth in the near future, presented in a way that will highlight opportunities in different segments, day parts, and across all menu sections from drinks through desserts. There is a take-away morsel for every menu and every guest to enjoy.

(Grand Pacific Ballroom)

## 12:00pm - 1:30pm

FABULOUS FLAVORS LUNCHEON

(Served in Atrium, seating in Rose Garden)

## 1:30pm - 2:30pm



### Toolbox Sessions #3

Whole Foods + Full Fat = Full Flavor

...and it's Good for You Too!?

**James Painter, PhD, RD • The University of Texas, Health Sciences Center at Houston, Brownsville Campus**

**Carol Berg-Sloan RDN, FAND • California Walnut Board and Commission**

**Trent Page • California Walnut Board**

**L.J. Klink • USA Dry Pea & Lentil Council/American Pulse Association**

**Jessie Hunter, MPH, RD • USA Dry Pea & Lentil Council/ American Pulse Association**

As if Dr. Painter's upstart information on FATS at the closing session yesterday was not enough, he is joined by other "in the know" "good fat experts" for a deeper dive and interactive discussion with the audience into what's coming next, options, ideas, and answers that remind us that there is nothing static in the world of eating and drinking when it comes to our health.

(Grand Pacific Ballroom)

**How to Maximize Your Beer Business...AHA Moments from Successful on-premise Beer Executives and leading Chain Beverage Executives**

**Jason Stone • MarkeTeam**

**Joe Abegg • MillerCoors**

**Scott Hempstead • Boston Beer Co.**

**Stuart Melia • Craftworks**

**Kip Snider • Lazy Dog Restaurants**

**Brian Lebrede**

**Dan Parr • Constellation Beer**

The now expanded selection of flavors and types of beer has piqued the interest and taste buds of adults of all ages. Certified Cicerone Jason Stone leads a panel of corporate Beer Beverage Executives from leading chains with highly successful beer programs - and Executives from three leading beer companies with strong on-premise programs, each with a wide portfolio. The group will share their knowledge and experience with interested attendees. You can use their findings to increase your own beer sales and enhance the guest experience, whether it's tasting beer with spirits, pairings with emerging food trends, or simply getting a better understanding of beer's role across different types of restaurants. There's something here for everybody, including insights, back stories, and a sneak peek at beer & food pairings.

(Salon 4/5)

## High Tech Takeover...How to Put it to Work for you (Interactive Audience)

### **Ben Salisbury**

You want to know more?...OK then...join this user-generated conversation about how technology and innovation are being used today and how they will be used in the future. This nuts-and-bolts session expands on the major topics presented in the “High Tech Takeover” segment of the General Session by looking at practical steps you can take right now and what it can mean for your business and bottom line.

(Cardiff)

## When it comes to Cocktails...It Pays to Sweat The Small Stuff

### **David Commer • Commer Beverage Consulting**

Real flavor is often in the details. Seemingly small changes in ingredients can impact the overall flavor and texture of a beverage, as well as broaden the consumer appeal of your drink offerings. “Familiar with a twist” and a “twist on a classic” are still common themes in restaurants today. David Commer keeps his finger on the pulse of industry trends and how to effectively integrate them into beverages on menus worldwide. Join him as he guides you through several examples and lets you experience how variations of ingredients can impact the overall flavor, aroma and texture of a cocktail.

(Salon 1/2/3)

## ROUND TABLE

Growth in Food service at Home

### **Jack Li • Datassential**

Datassential will moderate a discussion about consumers’ demand for restaurant experiences at home and how 3rd party services are disrupting the category potentially placing our brands at risk. Discuss how is your firm addressing the need? What innovations are suppliers (packaging to food) bringing forth to help ensure a quality brand experience? What are the top challenges and top successes? Who is leading and doing well? What does it take to win and earn your fair share? Attendance is limited to 20 people.

(Laguna)

**2:30pm - 2:50pm**

P.M. BREAK

**2:50pm - 3:50pm**



## **Toolbox Sessions #4**

Menu Solutions For The Modern Mindful Mentality

**Gerry Ludwig • Gordon Food Service**

**Cathy Nash Holley • Flavor & The Menu**

Consumer interaction with food has evolved toward more mindful culinary consumption, and chefs are addressing the opportunities this movement presents in ways that are redefining the meaning of “healthy” on commercial menus. Some are increasing the wholesomeness of dishes, focusing on ingredient quality and clean labeling rather than simple calorie counts, while others are broadening the range of ingredients used, trading strict nutritional for the ability to produce dishes with bolder and more craveable flavors. In this session, Cathy and Chef Gerry will provide insightful profiles of new dining concepts that are attracting an expanding range of consumers with fresh approaches to healthier fare, along with practical recommendations and action steps for crafting menus that match today’s mindful eating mentality.

(Grand Pacific Ballroom)

Show Me the money

**Charlie Baggs • Charlie Baggs Culinary Innovations**

You won’t want to miss learning about this new, systematic approach designed to carve out more PROFIT from your menu. The system is based on years of experience, analysis, and feedback from some major thought leaders throughout the industry. The result is an in-depth modular model that zeros in on guest satisfaction, cost control, and quality of product; all with a keen eye on profitability. Each element has been well tested among over a dozen foodservice leaders to ensure that the insights are relevant and drive profit for the concept. And they all worked! Don’t miss the research results and sharing of a life time of experience.

(Cardiff)

## Building Business with “All Day Bakery”

**Dan Follese • CSM Bakery Solutions**

**Lucy Berman-Edelman • CSM Bakery Solutions**

Looking for ways to drive traffic and increase check average? A strong sweets and treats menu drives impulse sales and leads to higher guest satisfaction. Two highly-qualified chefs embarked on a national culinary trend tour to uncover the secrets to operators' crave-able bakery programs and merchandising solutions. They cross-referenced their findings with industry bakery category research and are here to share the results. Your take-away: a recipe of proven menu and display ideas to be used as inspiration for creating a unique and differentiated all day bakery program. You will find answers to how and why certain bakery items can enhance the guest experience, the best ways for treats and indulgences to be positioned on the menu, and how to create “customized” made-for-me offerings that appeal to a broad consumer base.

(Salon 1/2/3)

**HOW TO BETTER YOUR BAR BUSINESS & PROFITS from the inside out. Ask the experts!**

**Phil Wills • The Spirits in Motion**

**Tony Pereyra • The Spirits In Motion**

The Spirits in Motion have been lending their knowledge and insights from 30+ years of combined experience in the bar and cocktail business, working with major chains, industry publications and media outlets, including as Spike T.V.'s Bar Rescue expert for season 3, 4, and 5. This team has been around the block and around the world literally, working with leading national account chains across segments to enhance their business and bottom line. At The Flavor Experience, Phil & Tony lead this interactive session, encouraging dialogue and audience idea exchange with the objective that everyone walks away with a new look at your bar business from the outside in as well as the inside out. Take a ways include how to best analyze and revamp a beverage program, best server and bartender training, working with designers and architects from planning through build out to ensure that this money-making segment of your business is most efficient, inviting, and profitable.

(Salon 4/5)

## ROUND TABLE

Growth in Foodservice at Home

## Jack Li • Datassential

Datassential will moderate a discussion about consumers' demand for restaurant experiences at home and how 3rd party services are disrupting the category potentially placing our brands at risk. Discuss how is your firm addressing the need? What innovations are suppliers (packaging to food) bringing forth to help ensure a quality brand experience? What are the top challenges and top successes? Who is leading and doing well? What does it take to win and earn your fair share?

(Laguna)

## 3:50pm - 4:00pm

P.M. BREAK

Travel back to Grand Pacific Ballroom for a Special Closing Session

## 4:00pm - 5:00pm

Voice of the Next Foodservice Consumer: Gen Z – LIVE!

**Melissa Wilson • Technomic**

Due to the overwhelming popularity of last year's "live" consumer session on stage, and written feedback in post conference attendee evaluations, The Flavor Experience presents a new and different live session from our friends at Technomic again this year. In their morning session Technomic shared current data and insights about this influential generation's palate, preferences and priorities. In this dynamic session, you'll have the opportunity to hear firsthand what is important to these consumers and how to engage with them at key life stages - when they are in high school, in college and out of college/in the workforce. This on stage focus group session moderated by Technomic Principal Melissa Wilson offers YOU the opportunity to ask questions of members of this influential generation to provide additional insights and context for shaping your strategies to win their patronage and loyalty.

(Grand Pacific Ballroom)

## 5:00pm

CORE Silent Auction ends. Winners will be notified by email after auction ends.

## 5:30pm - 8:30pm

Ultimate Flavor Festival...PARTY BY THE POOL

Don't miss our great sunset soiree at the beautiful pool and surrounding area. It's our last chance together to enjoy Fabulous Culinary Sensations from our food sponsors, incredible libations - cocktails, wines, and beers from our Beverage Suppliers, and the best networking in the industry! What would a California Sunset party be without some Beach Music and Oldies! We asked WOODY & THE LONG BOARDS to join us to make this happen. ENJOY! We hope to see you here again next year, August 14-16, 2017!

(Pool and Outdoor Bar)