

NEWS

For Immediate Release
February 15, 2010

For Additional Information
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The Western Candy Conference Committee is pleased to announce a dynamic lineup of events for this year's conference which will be held at the beautiful Ihilani Resort and Spa, on O'ahu in Hawaii on March 24-28, 2010. The WCC committee has secured a respected group of experts who will address current issues that are important to the confectionery industry. The business sessions will deliver invaluable information for all who attend. Included will be the topics "What's Up With Commodities," "Snacking Across America," and, "Legislative Update and Candy Tax Review." The keynote speaker, Mr. Paul H. Brewbaker, of respected TZ Economics, will deliver a presentation titled "Challenges and Opportunities for the Economic Future." Suppliers will once again have the opportunity to showcase their products during the tabletop display portion of the meeting. Fun social and networking events are also scheduled for the upcoming conference.

Conference Details:

Chairpersons: Doug & Jamee Simons, Enstrom Candies, (800)367-8766,
jamee@enstrom.com

Date: March 24-28, 2010

Location: Ihilani Resort & Spa, Ko Olina, O'ahu Hawaii

Wednesday, March 24

1:00 – 5:00PM Registration

6:30 – 8:00PM Opening Night Suppliers' Reception

Thursday, March 25

7:15 – 8:00AM Continental Breakfast

8:00 – 12:00PM Business Session #1

Speakers:

8:00 John Radcliffe – Radcliffe & Assoc., "When Your Only Problem Solver is a Hammer, All Problems Look Like Nails"

9:15 Kevin Combs and Michael Caughlan – McKeany-Flavell Co., Inc., "What's Up With Commodities" ***"Sweetener Outlook- Sweet or Sour?" ***"Cocoa Outlook: A Simple Pleasure Fundamentally Different"

10:30 Joe Derochowski – Executive Director, NPD Group, "Snacking Across America...A look into the macro factors influencing our behaviors"

12:00 Adjourn

1:30 – Theme Afternoon/Dinner: Dole Plantation Tour

Friday, March 26

8:00AM Golf Tournament

Open Evening

Saturday, March 27

7:15 – 8:00AM Continental Breakfast

8:00 – 12:00PM Business Session #2

Speakers:

8:15 Alison Bodor – VP Scientific & Regulatory Affairs, NCA, “Legislative Update & Candy Tax Review”

9:00 – 10:30 Suppliers Table Top Exhibition

10:30 Keynote Speaker: Paul H. Brewbaker – TZ Economics, “Challenges and Opportunities for the Economic Future”

12:00 Adjourn

4:00-6:00PM Cocktail Reception

6:15-8:00 Polynesian Nights Luau

Sunday, March 28

Depart

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