

# NEWS

For Immediate Release  
February 15, 2011

For Additional Information  
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The Western Candy Board is pleased to announce a dynamic lineup of events for this year's conference which will be held at the beautiful Carmel Valley Ranch, March 30 – April 3, 2011. The WCC 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 "*Sugar, the preferred sweetener – Market Outlook for 2011 and beyond*," "*Understanding the benefits when Candy goes Natural*," and "*Industry Issues / Legislative Update*." The Keynote Speaker, Dr. Steven Kowalski, PhD., from the Creative License Company will deliver a presentation titled "*Creative Agility for Business and Work/Life Success*." 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:

Chairman: Rick Kay, Sweet Candy, (800)669-8669, mrkay@sweetcandy.com

Date: March 30 – April 3, 2010

Location: Carmel Valley Ranch, Carmel, CA

#### Wednesday, March 30

1:00 – 5:00PM Registration

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

#### Thursday, March 31

7:15 – 8:00AM Continental Breakfast

8:00 – 9:00AM Registration

8:00 – 12:00PM Business Session #1

Speakers:

Marcia Mogelonsky, Mintel; and Gary Halfyard, C. Czarnikow Sugar, Inc.

12:00 Adjourn

Afternoon & Evening Open

#### Friday, April 1

8:00AM Golf Tournament – Carmel Valley Ranch Golf Club

1:00 – 2:30PM Golf Lunch and Awards

6:00PM Buses leave for Monterey Bay Aquarium

7:00 – 11:00PM Theme Dinner – Monterey Bay Aquarium

**Saturday, April 2**

**7:15 – 8:00AM Continental Breakfast**

**8:00 – 12:00PM Business Session #2**

**Speakers:**

**8:00AM President's Welcome & Business Meeting**

**8:15AM Keynote Speaker, Dr. Steven Kowalski**

**9:00 - 10:30AM Suppliers Table Top Exhibition**

**10:30AM Larry Graham, President, NCA**

**12:00PM Adjourn**

**6:00 – 7:00PM Cocktail Reception**

**7:00 - 11:00PM Banquet featuring magician Jay Alexander and the band Vibe**

**Sunday, April 3**

**Depart**

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