Our Leadership

EXECUTIVE COMMITTEE

Joe DiMaggio
Acosta Sales & Marketing Chairman
Kevin Inquiry
The Fiechter Company Chairman
Steve Maple
General Mills Vice Chairman-Frozen
Bob Kinsdall
P.P. Jacob, Inc. Vice Chairman-Refrigerated
John Arnold
Sargento Foods, Inc. Secretary
Mark Tarxwell
Alberto Inc/Arts T’s Parmigians Treasurer
Dave Jones
Kellogg Company (Retail) Immediate Past Chairman
John Farmer
Dairy Farmers of America Past Chairman
Neil Ritchey
Innovations Online Enterprises Convention Chairman
Bill Kitchens
Anar Food Group LLC General Counsel, NFRA

BOARD OF DIRECTORS

Tye Anthony
Associated Wholesale
Joey Bates
Harry Teitel, LLC
Bob Rollbach
RDQ Associates, LLC
Bob Brown
Jewett Cheese
Tony Calero
Schmidt & Asso.
Angie Christina
Tyson Food, Inc.
Rob Cohen
Bozoat, Inc.
Kristina Cole
Dannon North America
Debra Drath
Milk Products Sales
George Derman
Graeter’s Ice Cream
Tom DeFrenza
Pepperidge Farm/Baylands & Foods
Sue Dorfan
Tarts Market, LLC
Tom Fim
Rippey Food Products, Inc.
Chris Grill
Florida Natural Growers
Brian Haley
Burris Logistics
Risa Jenkins
C & S Wholesale Grocers, Inc.
Randy King
Lowes Foods, Inc.
Bill Kinyon
Dolphin Global Holdings, Inc.
Cathy Magazzini
Waldfried Food Corporation
Jim Mata
Rich’s Consumer Brands
Joe Muizlar
Kellogg Company
Jeff Farnell
Trapez Group
Matt O’Hare
CHI
David Panter
Associated Food Stores, Inc.
Paul Peterson
Laritakis American Group
Tom Robakowski
Aneta Inc (Bays, Lender’s)
Kellie Shetler
Cofiga Brands
Ron Slominski
Schwan’s Consumer Brands
Tom Robaczewski
ConAgra Brands
Kellie Shetler
Cofiga Brands
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Schwan’s Consumer Brands
Tom Robaczewski
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Kellie Shetler
Cofiga Brands

DISCOUNTS

• Significantly reduced rate to attend the NFRA Convention and Executive Conference (Retailers receive complimentary registration)

• 50% discount on digital advertising rates for websites and e-newsletters

• Retailers receive complimentary meeting room at the NFRA Convention

• Discounted rate on fast recipe videos in first year of membership

• Small and medium-sized manufacturers and retailers receive $2,000 credit for Nielsen’s Syndicated Data Program

RECOGNITION

• Listing in online membership directory and link on NFRAWeb.org

• Member profile featured in industry insider e-newsletter

• Opportunity to showcase products at the NFRA Convention

• Compete for the prestigious Golden Penguin Award for best merchandising during the annual March Frozen Food Month. June Dairy Month and Summer Favorites Ice Cream & Novelties promotions

• Access to searchable online member database

• Access to members-only industry data including an in-depth NFRA/Nielsen State of the Industry report (updated in late 2019)

• Exclusive association and industry information in Industry Insider monthly e-newsletter

• New product updates in quarterly New Products e-newsletter

• Access to promotional resources such as POS materials, artwork and consumer information

• Opportunities for involvement in NFRA committees that support special interests of the membership

• Mentor program for first-year members

EXPERIENCE the value in MEMBERSHIP

Mission:

The mission of the National Frozen & Refrigerated Foods Association (NFRA) is to promote the sales and consumption of frozen and refrigerated foods through education, training, research, sales planning and providing a forum for industry dialogue.

What is NFRA?

Headquartered in Harrisburg, PA, the National Frozen & Refrigerated Foods Association (NFRA) is uniquely positioned as an all-industry promotions and marketing trade association. Membership consists of all segments of the frozen and refrigerated industries. The Board of Directors list truly exemplifies the strength and diversity of our membership base, including:

Manufacturers
Retailers/Wholesalers
Sales Agents
Logistics Providers
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Our mission is straightforward: to promote the sales, consumption and awareness of frozen and refrigerated foods. With a number of Local Association chapters across the country, there are many ways to get involved.

2021
Experiences the value in membership

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**OUR LEADERSHIP**

Joe DiCillo
President & CEO

**EXECUTIVE COMMITTEE**

- Mark Tarwitz
  Alexco Inc/NoNo.T’s Pangagurs
- Dan Jones
  Kellogg Company (Retired)
  Immediate Past Chairman
- John Farmer
  Dairy Farmers of America
  Past Chairman
- Neil Ritchey
  Innovation Cuisine Enterprises
  Convention Chairman
- Bill Kitchens
  Anbal Golden Gregory LLP
  General Counsel, NFRA

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Bob Brown
Jewett-Osco

Tony Calero
Schreiber & Assoc.

Angie Christina
Tyson Foods, Inc.

Rob Cohen
Bosticarts, Inc.

Kristina Cole
Dannon North America

Devin Demuth
Philly’s Sandwich Co.

George Demman
Graeter’s Ice Cream

Tom DeFrege
PepsiCo Benjamins & Foods

Suz Dorfer
Total Marken, LLC

Tom Finn
Reppa Food Products, Inc.

Chris Grill
Florida’s Natural Growers

Brian Haley
Burns Logistics

Risa Jenkins
C&J Wholesale Grocers, Inc.

Randall King
Loews Food Stores, Inc.

Bill Kinnon
Churchill Global Holdings, Inc.

Cathy Magazzini
Wabakken Food Corporation

Jim Motza
Rich’s Consumer Brands

Joe Mueller
Kellogg Company

Jeff Nelson
TCA/ACF Group

Matt O’Hare
COI

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Laritlll American Group

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Corrigan Brands

Ron Slominski
ConAgra Brands

Con Acura Inc/Mrs. T’s Pierogies

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PLAN

LEARN from long-term members and mentors
Experienced members are assigned to work with new members and guide them through the first year of membership.

EXPERIENCE a convention like no other
You will find this is not your typical industry meeting - it is truly a ‘working convention’

• All the major companies in our industry in one place
• Focus on customer business meetings
• Members enjoy a discounted registration fee

Keep UP-TO-DATE on industry trends
Unlike your discounted registration fee to attend the annual NFRA Executive Conference
• Provides one-of-a-kind networking opportunities that emphasize professional development and are targeted at key business relationships
• Brings together top industry executives in a smaller, relaxed setting to discuss the most recent trends, challenges and opportunities facing the industry

Gain ACCESS to key research
Members have access to NFRA’s Members-Only Research site which includes:
• Nielsen dollar and unit sales stats for Nielsen dollar and unit sales stats
• Complimentary NFRA/Nielsen State of the Industry Report with valuable Nielsen dollar and unit sales stats

ADVANCE your career
Strengthens your career by keeping up with the latest industry information and taking advantage of the many NFRA networking and mentoring opportunities, educational and professional meetings, and developing key business relationships with industry colleagues.

NETWORK with industry leaders
• Unique all-industry membership
• Connect with top industry leaders in all segments of the industry
• Access to online Membership Directory
• Open invitation to get involved in NFRA’s meetings and forums

COLLABORATE with the industry’s best
• Get in touch with over 3,100 contacts from top companies
• Work with industry leaders to grow your business and gain a competitive edge
• Participate in industry forums.

LEVERAGE consumer outreach with our Easy Home Meals brand
Actively communicate with consumers daily through our:
• Consumer website and blog, EasyHomeMeals.com
• Consumer e-newsletter reaches thousands with key messaging
• Easy Home Meals social media including:
  - Facebook
  - Twitter
  - Google+
  - Instagram
  - Pinterest
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Stay CONNECTED
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• Association website: NFRAweb.org
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PARTNER

LIFT category and store sales
The broad reach of NFRA’s three all-industry national promotions engage consumers to learn about and experience the products the frozen and refrigerated aisles have to offer.

• Be featured on NFRA and Easy Home Meals websites and all social media platforms
• Have your products highlighted in the New Products Newsletter
• Access all PR materials and messaging
• Priority placement at Taste of Excellence during the NFRA Convention

SPOTLIGHT your company/brand
• Member listing in Online Directory and profile in Industry Insider e-newsletter
• Sponsors are recognized on NFRA and Easy Home Meals websites and across all social media platforms
• Convention sponsorship and product sampling opportunities
• Compete to win a Golden Penguin Award for best merchandising and marketing

UTILIZE NFRA promotional resources
Promote frozen and refrigerated foods as well as your own brand through:
• Digital PR tools
• Social media content
• POS materials
• Consumer e-newsletters
• Artwork and food photography

PFRA is an easy way to get the most justifiable ROI that we have
This is a membership that spares retailers, manufacturers and the whole supply chain the need to bring opportunities to engage with colleagues and gain a better understanding of business issues and opportunities. The Fall convention provides an efficient and effective opportunity to have multiple customer meetings in a single trip.

NFRA is an organization that I am extremely proud to be associated with and the passionate about what we have accomplished as well as what it does for our industry.

- NFRA Retailer Member

- NFRA Retailer Member

- NFRA Manufacturer Member

How to connect with NFRA

Industry News & Resources
• NFRAweb.org
• NFRA on LinkedIn & Flickr
• Subscribe to our newsletters by visiting the NFRAweb.org homepage and entering your email address at the bottom

Consumer Information
• EasyHomeMeals.com website & blog
• Easy Home Meals on Facebook, Twitter, Instagram, Pinterest & YouTube

Or reach us at:
(717) 657-8601 • Fax (717) 657-9862
Nfra@nfraweb.org
4755 Linglestown Road, Suite 300
Harrisburg, PA 17112

Join today by visiting nfraweb.org
We often say that the frozen and dairy industry is a community and NFRA is easily the partner that we have with colleagues.

**NFRA Convention**
- All the major companies in our industry in one place
- Focus on customer business meetings
- Members enjoy a discounted registration fee

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- Provides one-of-a-kind networking opportunities that emphasize professional development and creating deeper business relationships
- Brings together top industry executives in a smaller, relaxed setting to discuss the most recent trends, challenges and opportunities facing the industry

**GAIN ACCESS to key research**
- Members have access to NFRA Members-Only Research site which includes:
  - Nielsen dollar and unit sales data
  - Complimentary NFRA/Nielsen State of the Industry Report with valuable broad-based insights on how the frozen and refrigerated food departments are positioned for sustained growth
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**ADVANCE your career**
- Strengthens your career by keeping up with the latest industry information and taking advantage of the many NFRA networking and mentoring opportunities, educational and professional meetings, and developing key business relationships with industry colleagues.

**LEVERAGE consumer outreach with our Easy Home Meals brand**
- Actively communicate with consumers daily through our:
  - Consumer website and blog, EasyHomeMeals.com
  - Consumer e-newsletter reaches thousands with key messaging
- Easy Home Meals social media including:
  - Facebook
  - Twitter
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  - YouTube

**Stay CONNECTED**
- Stay in touch and up-to-date on industry happenings through:
  - Association websites: NFRAweb.org
  - Monthly Industry Insider e-newsletter
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- NFRA Retailer Member
- NFRA Retailer Member
- NFRA Manufacturer Member

**LIFT category and store sales**
- The broad reach of NFRA’s three all-industry national promotions engage consumers to learn about and experience the products the frozen and refrigerated aisles have to offer. The promotions aim to drive more consumers to the aisles and increase sales across all categories.

**PARTICIPATE in all-industry PR campaigns**
- Real Food, Frozen Dairy...and Beyond
- Of featured on NFRA and Easy Home Meals websites and all social media platforms
- Have your products highlighted in the New Products Newsletter
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- Promote frozen and refrigerated foods as well as your own brand through:
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  - Consumer e-newsletters
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**How to connect with NFRA**
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- NFRA on LinkedIn & Flickr
- Subscribe to our newsletters by visiting the NFRAweb.org homepage and entering your email address at the bottom

**Consumer Information**
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**PARTNER**
- Unique all-industry membership
- Connect with top players from all segments of the industry
- Access to online Member Directory
- Open invitation to get involved in NFRA’s meetings and forums

**COLLABORATE with the industry’s best**
- Get in touch with over 3,100 contacts from top companies
- Work with industry leaders to grow your business and gain a competitive edge
- Participate in industry forums.

**NETWORK with industry leaders**
- Members enjoy a discounted registration fee
- Exclusive access to key research
- Stay connected with our Easy Home Meals brand
- LEVERAGE consumer outreach
- NFRA Retailer Member
- NFRA Manufacturer Member

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## EXPERIENCE the value in MEMBERSHIP

Our mission is straightforward: to promote the sales, consumption, awareness, and availability of frozen and refrigerated foods. With over 1,500 members representing all segments of the industry, NFRA provides a forum for industry dialogue and leadership engagement. Memberships are available for numerous types of organizations, including:

<table>
<thead>
<tr>
<th>Representatives</th>
<th>Membership Consists of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailers/Wholesalers</td>
<td>all segments of the industry</td>
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<tr>
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<td>refrigerated foods</td>
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</tr>
<tr>
<td>Sales Agents</td>
<td>frozen and refrigerated foods</td>
</tr>
<tr>
<td>Logistics Providers</td>
<td>through trade association</td>
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<tr>
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## Benefits

### RESOURCES & TOOLS

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- Mentor program for first-year members

### RECOGNITION

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| Paul Petersen | Larrick American Group |
| Tom Robaczewski | Atlantic Inc. (Bays, Lenders) |
| Kellie Shetler | Conagra Brands |
| Bob Slomonski | Schwan’s Consumer Brands |
| Greg Somerville | United States Cold Storage |
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Colleagues.

and professional meetings, and developing key business relationships with industry

Strengthen your career by keeping up with the latest industry information and taking 

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UTILIZE NFRA promotional resources

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- NFRA Manufacturer Member

NFRA Convention.org and NFRAExecutiveConference.org

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  • Dedicated event websites:
  • Industry Insider e-newsletter

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