



# 2009 National Conference

SOCIETY FOR FOODSERVICE MANAGEMENT  
On-Site Dining Experts

## REGISTRATION FORM

The Westin St. Francis • San Francisco, CA • **Pre-registration deadline: August 18, 2009**

Attendee Information • Badge and mailing address information (Please print)

First Name:

Last Name:

Company:

Mailing Address:

City:  State:  Zip Code:

Phone:  E-mail:

Please update my official membership record with this new contact information.

Please check the category that best represents your current job description under the appropriate membership/attendee segment:

### ACTIVE MEMBER/ATTENDEE

- Client Liaison — Contact between client and outside agency providing foodservice
- Self-Operator — Operates own foodservice facility
- Foodservice Contractor — Provides manual and/or vended food service to client
- Educator — Teachers HRI curriculum on a full time basis

### ASSOCIATE MEMBER/ATTENDEE

- Consultant Services
- Equipment Manufacturer
- Food Manufacturer or Processor
- Foodservice Distributor/Broker
- Technology Provider
- Trade or Professional Association
- Other

### PLEASE CHECK ALL OF THE FOLLOWING THAT APPLY:

- This is my first SFM National Conference
- I am a new SFM member
- I serve on an SFM committee
- I would like to receive information on taking the FMP certification exam during the National Conference in San Francisco

Please check if you plan to attend the following events included in your registration:

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> New Member/First-Time Attendee Reception<br>TUESDAY, SEPTEMBER 29<br>6:15 pm — 7:30 pm | <input type="checkbox"/> Opening Reception<br>TUESDAY, SEPTEMBER 29<br>7:30 pm — 9:30 pm | <input type="checkbox"/> President's Luncheon<br>THURSDAY, OCTOBER 1<br>12:00 pm — 1:30 pm | <input type="checkbox"/> President's Banquet<br>THURSDAY, OCTOBER 1<br>8:00 pm — 10:00 pm |
|---|--|--|---|

### REGISTRATION FEES

Primary Attendee Only — For Spouse/Guest registration, See Reverse

All attendees must register for the conference. SFM offers a discounted registration fee if you register on or before August 18, 2009. Registration form, including complete payment, must be received by August 18, 2009 to qualify for the early registration discount. Pre-registration ensures timely processing of your registration and helps avoid lengthy on-site registration lines.

	Pre-Registration On or Before August 18	Regular Registration On or After August 19	On-site Registration On or After September 7	*Group
Member	\$650	\$700	\$800	\$2,600
Non-Member	\$800	\$850	\$950	\$3,200
Wednesday, September 30 Day Pass	\$225	\$275	\$325	\$900
Thursday, October 1 Day Pass	\$350	\$400	\$450	\$1,400
Student Registration	\$300	\$350	\$400	-
Guest	\$200	\$200	\$300	-

**\*New This Year** Group Rates: Buy 4 get 1 free! To take advantage of the group rate, all registrants must be from the same organization. Please contact SFM to take advantage of these special rates!

**continued on reverse**

**OPTIONAL SOCIAL EVENTS** Optional social events are an extra fee in addition to the regular conference fee.  
*(Please indicate the optional events you wish to attend.)*

**TUESDAY, SEPTEMBER 29**

Restaurant Tour \$65    Quantity 1 2 3 4    Total \_\_\_\_\_

**WEDNESDAY, SEPTEMBER 30**

Hunger Awareness Walk \$25    Quantity 1 2 3 4    Shirt Size and Quantity S  M  L  XL   
*Please place a number corresponding to the number of people walking next to your desired shirt size. All sizes are in men's sizes.*

**FRIDAY, OCTOBER 2**

Post Conference Sustainable Seafood Tour \$70    Quantity 1 2 3 4    Total \_\_\_\_\_

**Please check our website, [www.sfm-online.org](http://www.sfm-online.org) for more information and to sign up for the Dine-Around!**

**EDUCATIONAL SESSIONS** *(Primary Attendee Only)*

Attendance for these sessions is included in the price of a full conference registration. To ensure available seating at the session of your choice, pre-registration is required. Please mark only one session during each time period.

**TUESDAY, SEPTEMBER 29**

12:30 pm – 3:15 pm

Liaison & Self-Operator Section Forum

*Please do not register for the Liaison & Self-Operator Section Forum unless you are a liaison or self-operator*

**WEDNESDAY, SEPTEMBER 30**

9:45 am – 11:00 am

- Shades of Green...and How to Deepen Your Commitment to Sustainability
- Mystery Solved – Finding Hidden Catering Sales During Economic Downturn
- Speaking the Universal Language of Service – How to Motivate Across the Cultural Spectrum

1:00 pm – 2:30 pm

- What Your Tongue Won't Tell You Your Nose Will – The Physiology of Taste with the Culinary Institute of America
- We Are All In This Together – How Strategic Partnerships Are Better Than Contracts
- High Performance People, High Performance Attitudes – How to Create a High Performance Culture For Good Times and Bad

**THURSDAY, OCTOBER 1**

1:45 pm – 3:00 pm

- Pennies from Heaven – Strategies to Improve Profitability for Little or No Cost
- Speaking the Universal Language of Service – How to Motivate Across the Cultural Spectrum
- Frontiers of Flavor – World Street Food Traditions, World Comfort Food

**GUEST REGISTRATION**

To accommodate spouses or guests accompanying fully registered conference participants, SFM has established a guest registration fee of \$200. The guest registration includes all meal functions, the opening reception, and the Innovations Fair. Guests wishing to attend general sessions or educational workshops must purchase a full conference registration at the appropriate member or non-member price.

Name of Guest:

**PAYMENT INFORMATION** *A confirmation will be sent when your registration is processed with payment.*

Primary Attendee-Conference Registration	\$ <input type="text"/>	Do you wish to make a donation?
Primary Attendee-Optional Events	\$ <input type="text"/>	SFM Foundation \$ <input type="text"/>
Guest Registration	\$ <input type="text"/>	Dress for Success \$ <input type="text"/>
Total of all donations	\$ <input type="text"/>	Hunger Awareness \$ <input type="text"/>
<b>TOTAL CONFERENCE FEES DUE TO SFM</b>	<b>\$ <input type="text"/></b>	

Check payable to SFM Enclosed     Please charge my credit card     American Express     Mastercard     VISA

Card Number     Expiration Date

Signature

**CANCELLATION / REFUND POLICY**

Cancellations submitted in writing to SFM by August 31, 2009 will be refunded, less a \$75 processing fee. There will be no refunds for cancellations received after this date. All refunds will be processed after the conference. Registrations are non-transferable.

Please complete all information and return this form to:  
 Society for Foodservice Management  
 Registration Manager  
 15000 Commerce Parkway, Suite C  
 Mt. Laurel, NJ 08054  
 Fax: (877) 716-6404

**QUESTIONS?**

Call SFM Headquarters at 856-380-6829.  
 Please make sure to return both pages of the registration form.