



Press Release
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FOR IMMEDIATE RELEASE
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Frozen & Refrigerated Associations in the Northeast Collaborate on Joint Business Conference for the Fall

The Board of Directors of EFRA, FRANE and WNYFRFA have unanimously voted to host a joint Northeast Convention & Business Conference this fall. The event, scheduled for Thursday, September 29- Sunday, October 2 at The Sagamore in Bolton Landing, NY will bring together decision makers from all three associations for three jam packed days.

The event is chock full of networking and business opportunities for all who attend. Kicking off on Friday with pre-scheduled one-one-one retailer meetings, the sessions are designed to accommodate those who cannot participate in the National Convention and/or those looking to get a jump start or offer a pre-planning for the National event. Following the afternoon, the joint memberships will honor this year's 10 Under 30 Executives. These executives are on the cutting edge of creativity, innovation and consumer insights driving the Northeast sales.

Saturday's Business Session will feature the return of Kevin Coupe from Morning News Beat. As the Content Guy, his insight and trend analysis are key to those looking to get ahead of their competition. With us for the last 3 years, Kevin's discussion is a sold out venue. In addition, this year, the group welcomes Julie Henderson, Vice President of Communications for NFRA. Julie is on the cutting edge of reaching our consumers, and providing relevant information in real time. With her hand on the pulse of trends, millennials and the new ways to reach consumers, she will have guests rethinking their own strategies to maximize sales!

And of course, guests will have ample time to enjoy the Adirondacks. With Friday morning's Fall Golf Tournament, Saturday's boat cruises, exploration of the area and plenty of time to relax, this year's event, offers the perfect mix of business and casual networking for all. To register for this soon-to-be-sold-out-event, go to www.frane.org or call 203-597-7215. Exclusive Sponsorship opportunities are available. For more information, contact your association at www.efraweb.org, www.frane.org or www.wnyfrfa.com.

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Each Association is proudly affiliated with the National Frozen & Refrigerated Association, established in 1945. Serving the entire Northeast as a whole, each offers unique programming and opportunities for all members of dairy, frozen and ice cream companies to get involved locally and throughout the entire region.

For information on membership:



FRANE – www.frane.org, PH 20-597-7215, frane@frane.org



EFRA – www.efraweb.org, PH 973-835-1710, efra@efraweb.org



WNYFRFA – www.wnyfrfa.com