



MHAIA / AFM Annual Board Meetings
March 3-4 2020

HOTEL INFORMATION:

The Westin Irving Convention Center
400 West Las Colinas Blvd.
Irving, TX 75039
Phone:(855) 258-7016

AFM OFFICES:

URBAN TOWER
222 W. Las Colinas Blvd. Ste. 850e
Irving, Texas 75039
Phone: (469) 930-5700

Monday, March 2

7:30 PM Dinner – AvoEatery 3011 Gulden Lane, Dallas (in the Trinity Groves development)

Tuesday, March 3
AFM / JEC Board Meeting
AFM Culinary Center

12:00 PM Lunch

1:00 PM Call to Order / Roll Call / Minutes / Antitrust Policy

1:15 PM AFM Treasurers Report

2:00 PM AFM Administration Update

3:00 PM Foodservice Volumetric Results

3:30 PM Foodservice Restaurant and Concession Concepts

4:00 PM New Business

4:30 PM Adjourn

7:00 PM Dinner



Wednesday March 4
MHAIA Board Meeting Continued

- 8:30 AM Breakfast
- 9:00 AM Call to Order / Roll Call / Antitrust Policy / Minutes
- 9:15 AM Treasurers Report and Financial Position
- 10:00 AM Crop Report Discussion – Jesus Jasso, Bachelor of Statistics
- 11:00 AM National Economic Update – Arjun Chakravarti, Illinois Institute of Technology
- 12:00 PM Lunch
- 1:00 PM Social Responsibility Messaging in General Marketing – Pablo Payro Ogarrio
President & CEO, Mezcal Institute
- 1:30 PM AFM Marketing Presentation and Super Bowl Results
- 4:00 PM New Business
- 4:15 PM Adjourn



GUEST CARD

**Conference Call
Service**

Guest Code 309138

Toll Free Dial In #: 1-866-851-9754

Direct Dial In #: 1-913-643-3051

Conference Call: Dial number and enter Guest Code

In Conference Features

Press

- *6 Mute/Un-Mute line
- *5 Increase Volume
- *8 Decrease Volume
- *0 For assistance
- * To return from assistance



ANTITRUST POLICY

MHAIA and AFM seek to comply with all antitrust laws. To that end, we require that those that attend this meeting comply with the following rules:

- Participation in the meeting is voluntary and any failure by anyone to either attend or participate shall not be used to penalize any company;
- At no time during this meeting or during any breaks or any subsequent meetings shall there be any discussion of (a) prices, (b) the allocation of customers, markets, or products, (c) boycotts, (d) refusals to deal, or (e) market shares;
- This meeting (and all subsequent meetings) shall be governed by a written agenda prepared in advance, and shall be memorialized by a written report of what took place prepared promptly after the meeting;
- Pilot tests and data collection shall be governed by protocols developed in consultation with, and monitored by, counsel;
- Any recommendations from these organizations to industry members are just that -- recommendations. Each company remains free to make its own independent, competitive business judgments.