



SPONSORED BY AMERICAN SUGAR ALLIANCE

The Sugar Industry: Facing Future Policy

AUGUST 3-8, 2018

GRAND TRAVERSE RESORT | TRAVERSE CITY, MICHIGAN



2111 WILSON BLVD., SUITE 700, ARLINGTON, VA 22201



35TH INTERNATIONAL SWEETENER Symposium

SPONSORED BY AMERICAN SUGAR ALLIANCE

August 3-8, 2018

GRAND TRAVERSE RESORT
TRAVERSE CITY, MI

► **Optional Tours**

Optional Tours are being promoted to help you fully experience Michigan's Lower Peninsula. The Symposium schedule allows free time on Friday, Saturday and Sunday to explore this beautiful area and to meet with your industry colleagues. See page 5 for details.

► **Friday, August 3**

1:00 P.M.–5:00 P.M.

LOBBY

Registration

EVENING

ON YOUR OWN

Dinner

► **Saturday, August 4**

8:00 A.M.–7:00 P.M.

LOBBY

Registration

6:00 P.M.–7:00 P.M.

PAVILION

Meet & Greet Reception

Business casual attire. See page 4 for details.

► **Sunday, August 5**

8:00 A.M.–9:00 P.M.

LOBBY

Registration

8:00 A.M.–1:00 P.M.

BEAR GOLF COURSE

Golf Tournament—Optional

Register with ASA. Please check in by 7:30 a.m. See page 4 for details.

6:30 P.M.–9:00 P.M.

PLAZA

Welcome Reception Gala

Business casual attire. See page 4 for details.

► **Monday, August 6**

7:30 A.M.

BREAKFAST SESSION

Farm Bill Update: Steady Determination

In addition to welcoming you to her beautiful state, Senator Debbie Stabenow will share her thoughts on the difficult task of passing a Farm Bill. Senator Stabenow, then-Chairman of the Agriculture Committee, had to pass the last Farm Bill not once but twice. Now-Ranking Member Senator Stabenow will share her thoughts regarding her efforts to fend off attacks against U.S. farm policy while working on a range of other issues in the current political environment. Will the Committee pass a Farm Bill this year, or is an extension more likely? Senator Stabenow's steady determination will no doubt see agriculture through.

MODERATOR:

Luther Markwart, ASA Chairman; Executive Vice President, American Sugarbeet Growers Association – Washington, DC

SPEAKER:

Senator Debbie Stabenow (D-MI), Ranking Member, Senate Committee on Agriculture, Forestry and Nutrition; Senate Budget Committee; Senate Committee on Energy & Natural Resources; Senate Finance Committee *Invited

9:00 A.M.–3:30 P.M.

SPOUSE TOUR

Pure Michigan Day Trip

Spouses will enjoy touring several of the Lower Peninsula's most prized attractions. This special day will include a VIP tour of the Music House, wine tasting on Old Mission Peninsula, a private luncheon at the Boathouse at Bowers Harbor, and a shopping excursion in Traverse City. See page 4 for details.

9:00 A.M.

GENERAL SESSION

The Sugar Market Outlook: World Market Wallowing but North America Stable?

The world sugar market has moved abruptly from deficit to surplus. How long will the oversupply and unrealistically low prices persist? The North American market, on the other hand, seems to have transitioned from U.S.-Mexican turbulence to stability. Is stability now the standard for North America? These noted market experts are uniquely qualified to help us gauge the outlook.

MODERATOR:

Daniel Colacicco, Managing Member, Cicco Commodities, LLC – Washington, DC

PANELISTS:

Frank Jenkins, President, JSG Commodities – Wilton, CT

Ben Fessler, Market Analyst, International Trade and Development, C. Czarnikow Sugar, Inc. – Miami FL

10:00 A.M.

GENERAL SESSION

U.S. Sugar Policy Panel: Working for All?

At this writing, the 2018 Farm Bill is coming up for consideration. While the sugar producers and sugar users have been embroiled in a long-standing debate over U.S. sugar policy, this year's debate has already proven to be especially heated. When and where will the dust settle? Our panel of experts in August will help us assess either the prospects for Farm Bill passage, or, if already enacted, the after effects of the debate and the implications for the U.S. sugar market.

MODERATOR:

Brian Baenig, President, United States Beet Sugar Association – Washington, DC

PANELISTS:

Barbara Fecso, Director, Dairy & Sweeteners Analysis, Farm Service Agency, U.S. Department of Agriculture – Washington, DC

Paul Steed, Senior Global Price Risk Lead for Sugar, Mars Wrigley Confectionery – Hackettstown, NJ

Jack Roney, Director of Economics & Policy Analysis, American Sugar Alliance – Arlington, VA

11:30 A.M.

GENERAL SESSION

**Report from Key Congressional Staff:
The Legislative Outlook for Agriculture**

Congress is in the midst of efforts to reauthorize farm programs before they expire at the end of September. Congressional staff members will share their insights regarding the challenges likely to arise in a House-Senate conference to resolve differences between their competing visions of agricultural policy for the next five years. These Hill veterans will provide their perspective on agriculture's challenges and opportunities with the Farm Bill, the looming elections, and the FY2019 spending decisions likely to be delayed until year-end.

MODERATOR:

Jack Pettus, Vice President of Government Relations, American Sugar Cane League – Washington, DC

PANELISTS:

Key congressional staff members have been invited to participate on this panel.

12:30 P.M.

ASA ANNUAL MEETING & LUNCHEON

**Cultivating Agriculture's Role
in a State's Economy**

In Michigan, agriculture, including sugar production, is one of the largest economic drivers, contributing over \$101 billion to the state's economy. And since Rep. Bergman represents the second-largest congressional district east of the Mississippi River which is also primarily rural in nature, he fully understands the importance of a strong agricultural policy to a state's economy. And to help implement that policy, his post on the House Budget Committee tasks him with the significant responsibility of setting overall spending guidelines for Congress as it develops the annual federal appropriations bills. He will share his thoughts on the state of play with agricultural policy, the House Budget Committee and the Congressional outlook.

MODERATOR:

Luther Markwart, ASA Chairman; Executive Vice President, American Sugarbeet Growers Association – Washington, DC

SPEAKER:

Rep. Jack Bergman (R-MI-1st), House Budget Committee; House Committee on Veterans' Affairs; House Committee on Natural Resources

2:00 P.M.

AFTERNOON & EVENING

On Your Own

Dinner reservations recommended. See page 4 for details.

► **Tuesday, August 7**

7:30 A.M.

BREAKFAST SESSION

Outlook for the Congressional Elections

Is today's tops-turvy political world in for another big shift with the upcoming mid-term elections? Will the House or Senate experience a change in majority? As the go-to political analyst for several major TV networks and a chief handicapper and analyst for *The Cook Political Report*, David Wasserman is uniquely qualified to provide you his nonpartisan, timely insight into the upcoming mid-term elections, as well as the 2020 Congressional and Presidential elections.

MODERATOR:

Luther Markwart, ASA Chairman; Executive Vice President, American Sugarbeet Growers Association – Washington, DC

SPEAKER:

David Wasserman, U.S. House Editor, *The Cook Political Report*; Political Analyst for ABC, NBC, CNN, C-SPAN, and NPR – Washington, DC

9:00 A.M.

GENERAL SESSION

Pursuing a New Path for U.S. Trade Negotiations

Newly appointed as USTR's Chief Agricultural Negotiator, Ambassador Doud brings an extensive background in commodities and ag policy to this important post. This experience will serve him well as he navigates the intricacies of trade policy as it relates to the agricultural community. With the Administration's new trade agenda underway, how will President Trump's ambitious goal of reshaping trade policy be implemented? How will the agricultural community be effected?

MODERATOR:

Ryan Weston, Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

SPEAKER:

The Honorable Gregg Doud, Chief Agricultural Negotiator, Office of the United States Trade Representative *Invited

9:30 A.M.

GENERAL SESSION

**U.S.-Mexico Sugar Trade: Are the Years
of Living Dangerously Behind Us?**

Turbulence and uncertainty dominated U.S.-Mexican sugar trade for the last several years. But the U.S.-Mexican government Suspension Agreements appear to have stilled the waters. One year into their existence, are the SAs working for sugar producers in both countries? What does the future hold? We'll hear from leaders in the U.S. and Mexican sugar industries.

MODERATOR:

Robert Cassidy, Partner, Cassidy Levy Kent LLP – Washington, DC

PANELISTS:

Mike Gorrell, President and CEO, Imperial Sugar Company – Port Wentworth, GA

Humberto Jasso, Executive President, Mexican Sugar Chamber – Mexico City, Mexico

11:00 A.M.

GENERAL SESSION

Understanding the Food Industry Market, Balancing the Consumer Story

Consumer choice has taken center stage and we know that they are bombarded with information and choices, but are still confused. So, what does this mean for the sugar industry and how can we cut through the noise to effectively restore consumer confidence about consumption in moderation? Everyone in the industry has a part to play in balancing the dialogue and it's important that our messages are consistent and meet consumers where they are. These industry experts will share their insights and help to lay out a path forward.

MODERATOR:

Chris Hogan, Vice President of Communications, The Sugar Association – Washington, DC

PANELISTS:

Lynn Dornblasser, Director of Innovation and Insight, Mintel – Chicago, IL

Rob Levine, Partner and Vice President, Strategy, Marriner Marketing – Columbia, MD

12:30 P.M.

LUNCH & AFTERNOON

On Your Own

6:00-10:00 P.M.

DINNER EVENT

True North Dinner Event

During this special evening, you'll take a culinary journey through Michigan and experience several local wines and farm-to-table cuisine. Music will be provided by the popular Bluewater Kings for an evening of dancing. See page 4 for details.

► Wednesday, August 8

7:30 A.M.

BREAKFAST SESSION

Agriculture at a Crossroads

With low commodity prices, falling farm incomes, and a looming trade war with China, the agricultural community's jitters are

reverberating throughout rural America. How will American farmers and ranchers retain their future access to overseas markets and compete with subsidized foreign countries? How can they drown out the critics who are pressing to eliminate the farm safety net? This savvy agricultural political analyst will share his thoughts on what farmers and ranchers can do to weather the storm.

MODERATOR:

Luther Markwart, ASA Chairman; Executive Vice President, American Sugarbeet Growers Association – Washington, DC

SPEAKER:

James Wiesemeyer, Washington Policy Analyst, Pro Farmer/Farm Journal – Washington, DC

9:00 A.M.

GENERAL SESSION

Politics and Plows

As the two premier agricultural associations, these policy veterans have been on the front line to witness production agriculture's struggles to achieve past Farm Bills. What can be done to help unite the ag community to ensure a strong ag voice? What do American farmers need to do to re-enforce the public's view of their importance, economically and politically?

MODERATOR:

Brian Baenig, President, United States Beet Sugar Association – Washington, DC

PANELISTS:

Rob Larew, Senior Vice President of Public Policy and Communications, National Farmers Union – Washington, DC

Andrew Walmsley, Director of Congressional Affairs, American Farm Bureau Federation – Washington, DC

10:00 A.M.

Special Drawing & Adjournment

Drawing to win two coach class round-trip tickets for air travel to the 2019 Symposium at the Omni Grove Park Inn Resort & Spa in Asheville, North Carolina. Must be registered to participate and must be present to win.

► ASA Executive Committee

Luther Markwart – ASA Chairman

Executive Vice President, American Sugarbeet Growers Association

Ryan Weston – ASA Vice Chairman

Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers

Brian Baenig – ASA Secretary/Treasurer

President, United States Beet Sugar Association

Jack Pettus

Vice President of Government Relations, American Sugar Cane League

► Statement of Purpose

The American Sugar Alliance is a national coalition of beet and cane farmers, processors, and refiners; industry suppliers; organized labor; and others dedicated to preserving a strong domestic sugar industry. The ASA annually sponsors the International Sweetener Symposium to provide a timely and provocative forum on issues affecting the sweetener industry. For more information on ASA, the Symposium or membership, contact American Sugar Alliance, 2111 Wilson Blvd., Suite 700, Arlington, VA 22201, Tel: (703)351-5055, Fax: (703)351-6698.



WWW.SUGARALLIANCE.ORG

► Travel Information

The Traverse City Area

This year's location will be the world-class Grand Traverse Resort in Traverse City, Michigan.



Located on Michigan's scenic Lower Peninsula along the stunning shores of Lake Michigan's Grand Traverse Bay, this area offers the best of both

worlds. Named as "one of five top foodie towns in America" by *Bon Appetit* magazine, Traverse City offers world-class dining within a friendly small-town setting. While Traverse City has long been known as the cherry capital of the world, its rolling hills are now home to chic local wineries and craft breweries. And its vast array of area activities and attractions include everything from water sports to the majestic Sleeping Bear Dunes National Lakeshore, voted "Most Beautiful Place in America" by *Good Morning America*. Located just 6 miles from downtown Traverse City, the Grand Traverse Resort is ranked as a top 50 travel destination by *Conde Nast Traveler*. It features a full-service spa, distinctive dining venues, a shopping complex, a tennis and sports complex, a children's program, and three spectacular championship golf courses, including its crown jewel and signature course,

the Jack Nicklaus designed "Bear" Golf Course. You can also opt for several day trip itineraries to explore the spectacular Lower Peninsula.

Symposium Lodging

Due to the popularity of this event, the room block at the Grand Traverse Resort is expected to sell out. Please visit ASA's website for updates on lodging options. **The Grand Traverse Resort** is the headquarter hotel of the year's Symposium where all business and social events will be held.

Call 231-534-6000 and refer to the "American Sugar Alliance" room block to receive the discounted Symposium rate. Alternate hotels are located within a short drive of the Grand Traverse Resort.

For updated lodging information, visit www.sugaralliance.org/symposium.

Pre- or Post-Symposium Travel Option

For a pre- or post-Symposium stay, consider visiting the Grand Hotel on Mackinac Island,

located 2 hours north of Traverse City. A small block of rooms has been reserved based on availability.

Call ASA (703-351-5055) to request a special reservation form for the pre- or post-Symposium stay at the Grand Hotel on Mackinac Island.



Air Transportation

The Cherry Capital Airport (TVC) in Traverse City is located just 10 minutes from the Grand Traverse Resort and is serviced by most major carriers. Other area airports include the Gerald Ford International Airport (GRR) located in Grand Rapids which is a 2.5-hour drive; MBS International Airport (MBS) located in Freeland, Michigan which is a 2.5-hour drive; and Detroit International Airport (DTW), a 4-hour drive; and more.

Ground Transportation

Upon arrival at the Cherry Capital Airport, ground transportation options include rental cars or the resort's complimentary shuttle service. To make airport shuttle reservations, call the resort's bell stand at 231-534-6420. A 24-hour notice is required for all transportation needs. If you plan to explore the area, a rental car is recommended. Parking at the Grand Traverse Resort is complimentary.

Attire

The dress code for all business sessions will be business casual, which includes long pants and golf shirts for men, and skirts, dress shorts or slacks and blouses for women. Traverse City's bayside location yields mild summertime temperatures with the average August temperatures ranging from 78° (high) and 59° (low). Therefore, a layering of clothing is recommended.

► Symposium Social Events

Meet & Greet Reception

SATURDAY, AUGUST 4, 6:00 P.M., PAVILION

This one-hour reception will provide the perfect opportunity to meet your colleagues before venturing on to your dinner plans. Light hors d'oeuvres and refreshments will be served. Recommended attire is business casual. Dinner reservations recommended.



Golf Tournament

SUNDAY, AUGUST 5, 8:00 A.M., BEAR GOLF COURSE

The Symposium Golf Tournament will be held on Grand Traverse Resort's signature course, the Bear. The course is a tribute to its designer, famed PGA champion Jack Nicklaus, also known as "the Golden Bear," who is a legend both as player and course designer. Opening in 1985, Nicklaus' signature design features Scottish terraced fairways, tiered greens, deep grassy roughs, moguls and mounds, and deep pot bunkers. The Bear's unique design incorporates a mixture of different elements golfers rarely see on

one course. Tournament play will again be the popular scramble format where all members of the foursome play the "best ball." Prizes will be awarded to the low net score foursome, low gross score foursome, closest to the pin, and longest drive during the awards luncheon which will be held at the Clubhouse immediately following the tournament. **Please register with ASA on the enclosed Conference Registration Form.**

Welcome Reception Gala

SUNDAY, AUGUST 5, 6:30 P.M., PLAZA

During this elegant reception, refreshments and a dinner hors d'oeuvres buffet will be served. The menu will include a range of international cuisine. Recommended attire is business casual.

Spouse Tour

MONDAY, AUGUST 6, 9:00 A.M.

During this Pure Michigan Day Trip, spouses will experience the best of the Lower Peninsula. Buses depart the hotel's main entrance at 9:00 a.m. for a day of local history, culture, dining and shopping. The first stop will be the Music House. Recognized as "one of the ten reasons to visit Michigan's Lower Peninsula," the Music House Museum features a unique collection of instruments that provides guests a walk through the history, the artistry and the engineering of automated music. You'll then take a short drive along beautiful

Old Mission Peninsula to a winery for a special tour and tasting. The next stop will be the famed Boathouse Restaurant, located on the scenic shores of Bowers Harbor, where you'll be treated to a private gourmet luncheon. After lunch, travel to downtown Traverse City to explore the bounty of unique shops and boutiques. **Register with ASA on the enclosed Conference Registration Form.**

Dinner On Your Own

MONDAY, AUGUST 6

Symposium attendees have a free evening to dine with family, friends and colleagues. No official Symposium function is planned. The Traverse City area offers a range of casual to fine dining. Advance dining reservations recommended. **For dining suggestions, contact the Grand Traverse Resort's concierge at 231-534-6430.**

Dinner Event

TUESDAY, AUGUST 7, 6:00 P.M.

Experience Michigan's True North during the Symposium's final evening. This fun event will start with a cocktail reception, followed by a special dinner, dancing and fun for the entire family. Your culinary journey through Michigan will include several local wines from Old Mission and Leelanau Peninsulas, as well as farm-to-table cuisine. Musical entertainment will be provided by the popular Michigan-based Bluewater Kings band.

► Optional Tours

Guided and self-guided optional tours are being promoted to help you fully experience this unique area in the company of your sweetener colleagues. Registration for all guided tours should be directed to the tour operators noted. Optional tours are not official Symposium events. The Grand Traverse Resort's concierge can also provide additional information. For a wealth of information on area key attractions and activities, visit www.traversacity.com and www.grandtraverseresort.com/play/overview. Additionally, be sure to visit ASA's website www.sugaralliance.org/symposium for more detailed information on optional tours.

Guided Tours

► Wine Tours

DAILY, SCHEDULE VARIES

Traverse City Wine and Beer Tours

Named among the "top 10 places to enjoy local wines" by *USA Today*, experiencing the Wine



Trails on Leelanau and Old Mission Peninsulas are a must-do activity. These two glacially formed peninsulas boast 105 miles of shoreline surrounded by the tranquil waters of Lake Michigan. The perfect combination of temperate climate and acidic soil have yielded ideal winemaking conditions. Today the Wine Trails are home to over 45 winery and tasting rooms, many with fantastic water views. To fully experience the Wine Trails, Traverse City Wine and Beer Tours offers daily private or group join-in tours. Relax in their luxury vans and enjoy the stunning views while being chauffeured to your peninsula of choice. At each winery, you'll have the opportunity to enjoy a tasting, explore the winery and soak in the scenery. Tour cost is \$49.50 per person (exclusive of driver gratuity and tax) and includes round-trip door-to-door transportation, bottled water and snacks, and reservations at the wineries. Wine tasting (\$5-10 per tasting) is additional so be sure to bring cash or credit card, as well as ID to show proof of age. To make reservations, visit wineandbeertours.com or call (231) 499-2656. Be sure to identify yourself as being with American Sugar Alliance so they may try to place you with the ASA group. *Note: Tours sell out in August so don't delay in making your reservations.*

► Sailing Adventures

DAILY, HOURS VARY

Traverse Tall Ship Company, 13258 S.W. Bay Shore Drive, Traverse City, MI (11 miles / 20 min. by car)

Experience the splendor of the Bay's open waters with the Traverse Tall Ship Company. Set sail on the Manitou, a replica of an 1800's "coasting" cargo schooner. This 59 passenger vessel is over 114 feet in length and offers smooth sailing out of Traverse City on three daily excursions including a noon sail, an afternoon ice cream sail and an evening sail with picnic lunch. Each sail is 2 hours. Prices range from \$40-48 for adults and \$20-\$27 for children under age 12. For a more intimate charter, try the Scout Sailing Yacht which accommodates up to 6 people. For more information, visit www.tallshipsailing.com.

► The Village at Grand Traverse Commons

DAILY, HOURS VARY

830 Cottage View Drive, Traverse City, MI (11 miles / 20 min. by car)

Located in downtown Traverse City, The Village at Grand Traverse Commons is a truly unique property where one of the largest historic preservation and adaptive reuse redevelopments in the country is underway. Formerly known as the Traverse City State Hospital, this complex consists of dozens of historic buildings which are now home to a collection of shops, boutiques, galleries,

restaurants, and tasting rooms. To view the shops, restaurants and events at The Village, visit www.thevillageetc.com. Additionally, The Village offers historic tours of the campus where you'll explore unrenovated buildings and a brick steam tunnel built in 1883, all while learning about The Village's unique history and current happenings. For tour information, visit www.thevillageetc.com/tour.

Self-Guided Tours

► Leelanau Peninsula Day Trip

DAILY, AT YOUR LEISURE (Plan 4-5 hours)

We've put together a wonderful self-guided tour itinerary to help you experience the essence of the Leelanau Peninsula. Most of your journey will snug the peninsula's spectacular coastline on M-22, rated one of America's most scenic highways. Your itinerary will start with Sleeping Bear Dunes National Lakeshore's Piece Stocking Scenic Drive (see below). Your next stop will be the enchanting coastal town of Glen Arbor where you can enjoy the local art scene, shopping and restaurants, as well as the Cherry Republic's store and tasting room. Venturing north, you'll visit Leland, also known as Historic Fishtown, to explore the "shops in the seaside shanties." Continue around the peninsula to the seaside town of Suttons Bay which will be hosting its annual Arts Festival on August 4th & 5th. During your Leelanau day trip, plan to stop in several wineries along the way, especially Black Star Farms, 45 North and L. Mawby. For the perfect end to your Leelanau excursion, stop in Moomer's Ice Cream shop before heading back to the resort. Since this tour is self-guided, you can experience the attractions at your own pace; however, plan at least 4-5 hours. *Note: Transportation is on your own.*

► Sleeping Bear Dunes National Lakeshore

DAILY, HOURS VARY

9922 Front Street, Empire, MI (32 miles/45 min. by car)

Voted "Most Beautiful Place in America" by *Good Morning America*, Sleeping Bear Dunes National



Lakeshore sits on the northwestern shore of Michigan's Lower Peninsula. This national treasure attracts over 1 million people each year to visit its massive shoreline sand dunes, clear lakes, beech-maple forests, sandy beaches and glacially formed bluffs. Experience famous Pierce Stocking Scenic Drive, a 7.1-mile drive featuring 12 stops which provides a sampling of history, vegetation and scenic overlooks. For the adventurous, plan to climb to the top of Sleeping Bear Dunes or explore the 100 miles of hiking trails. Visit www.nps.gov/slbe to plan your trip.

► Traverse City Film Festival

JULY 31 – AUGUST 5, SCHEDULE VARIES

Downtown Traverse City (6 miles / 15 minutes by car)

The Traverse City Film Festival brings films and filmmakers from around the world to downtown

Traverse City for this popular annual event. The festival also presents classic movies free of charge on a giant, inflatable outdoor screen overlooking Grand Traverse Bay in the Open Space at dusk. Free panel discussions with directors, writers, actors, and other members of the film industry are offered daily. For more information, visit www.traversacityfilmfest.org.

► 39th Sutton's Bay Arts Festival

AUGUST 4TH, 10AM-6PM;

AUGUST 5TH, 10AM-5PM

Suttons Bay, MI

(25 miles/40 min. by car)

Enjoy an art-filled weekend at beautiful Suttons Bay Marina Park where this popular annual art fair will be held. This juried art show features 100 artists in fine arts and crafts from around the country. The festival also includes community groups, a community library book sale, food vendors and a children's area, and even a pancake breakfast on Sunday. For more information, visit www.suttonsbayartfestival.org.



► Water Sports with Blue Sky Rentals

DAILY, HOURS VARY

The Shores @ Grand Traverse Resort

Located at Grand Traverse Resort's "Shores Beach Club," Blue Sky Rentals offers watercraft and water sports rentals to fully enjoy the Lower Peninsula's blue waters. Rentals include kayaks, stand-up paddleboards, water trampolines, jet skis, ski boats, deck boats, and pontoon boats. Boats are late model, well-maintained and ready for a fun day on the water. Rentals are available on an hourly, daily, 3-day or weekly basis. Advance reservations are highly encouraged. Please contact Jamie Bush via telephone at 231-645-2628 or email jamie.bush@bluesky-tvc.com. For more information, visit www.bluesky-tvc.com

► Farmers Market

SATURDAYS - 7:30 AM TO NOON

Downtown Traverse City, across from Clinch Park (8 miles/15 min. by car)

A favorite activity in downtown Traverse City on Saturday mornings is the Sara Hardy Farmers Market. Featuring local area farmers, this market has grown to one of the top 3 largest markets in Michigan. Serving over 115 local area farmers, the market offers fresh produce and other specialties. The Market takes place across from Clinch Park in parking lot "B" at the southwest corner of Cass and Grandview Parkway in downtown Traverse City.

► Grand Traverse Resort Spa

Listed in *Spas of America's* top 25 spas, The Grand Traverse Spa features a wide array of services including massage therapies, skin care, nail care, and hair salon. For more information or to book online, visit www.grandtraverseresort.com/spa/ or call 231-534-6750. Be sure to identify yourself with American Sugar Alliance to receive special discounts.



SPONSORED BY AMERICAN SUGAR ALLIANCE

AUGUST 3-8, 2018 | GRAND TRAVERSE RESORT | TRAVERSE CITY, MI

Conference Registration Form

To register for the International Sweetener Symposium, please choose one of the following methods:

FAX: Complete this form and fax to: 703-351-6698

MAIL: Complete this form and mail to: American Sugar Alliance, 2111 Wilson Blvd., Suite 700, Arlington, VA 22201 USA

Participant Name _____

Nametag (*name as you wish to appear on your nametag*) _____

Affiliation _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ E-mail _____

Secondary Email: (*to receive a copy of all correspondence*) _____

Spouse (*if attending/registering*) _____

Children (*if attending/registering*) (1) _____ age: _____ (2) _____ age: _____

(3) _____ age: _____ (4) _____ age: _____

Participant Registration

ADVANCE: \$875 (*By June 20*)\$ _____

REGULAR: \$975 (*After June 20*)\$ _____

Spouse Registration

SPOUSE FEE: \$325 \$ _____

Child Registration

AGES UNDER 12: _____ x \$Comp \$ _____

AGES 12-20: _____ x \$175 \$ _____

AGES 21 & OLDER: _____ x \$275 \$ _____

Golf Registration

PARTICIPANT: \$190\$ _____

SPOUSE: \$190\$ _____

GOLF CLUB RENTALS: \$35 per person\$ _____

Recreational Tours

(*Register with tour vendors. See enclosed program.*)

TOTAL FEES\$ _____ *

Payment Information

Payment must be included with registration form. Checks must be made in U.S. funds payable to the American Sugar Alliance.

Check OR MC Visa AMX

Account #: _____

Expiration date: _____

Signature: _____

Billing Address (*where statement is received*):

Street Address: _____

City: _____ State: _____ Zip: _____

Country: _____

***Please complete reverse side.**

More information on registration types, cancellation policy, optional tours and lodging is listed on the reserve side.

OVER →

COMPLETE BOTH SIDES OF FORM, DETACH AND RETURN

► **Golf Tournament: Sunday, August 5, 2018, 8:00 a.m. (Shotgun Start)**

Register me to play in the ASA Symposium Golf Tournament as follows:

	PARTICIPANT:	SPOUSE:
MY LEVEL OF PLAY IS: (Level A being the best):	A B C D	A B C D
I WILL NEED RENTAL CLUBS IF YES, SPECIFY TYPE (e.g. Men's RH, Women's LH)	<input type="checkbox"/> YES* <input type="checkbox"/> NO _____	<input type="checkbox"/> YES* <input type="checkbox"/> NO _____
MY PAIRING CHOICE IS:		
	1. _____	1. _____
	2. _____	2. _____
	3. _____	3. _____

***NOTE:** The Grand Traverse Resort offers Calloway rental sets at the rental fee of \$35. Please designate your rental preference above and include your rental fee(s) on the front page of this form. Grand Traverse Resort will require you to sign a liability waiver prior to the tournament.

► **Spouse Tour: Monday, August 6, 2018, 9:00 a.m.**

The spouse tour is included in the spouse registration fee. For more information, see enclosed Symposium program. The registered spouse listed on the front of this form will participate in the spouse program on Monday, August 6: YES NO

- **CANCELLATION POLICY:** Cancellation of any registration type received by July 13 is fully refundable. Cancellations received July 14-20, will receive a 50% refund. No refunds will be issued after July 20. All cancellations must be received in writing.
- **OPTIONAL TOURS:** ASA is advertising several optional tour activities to help you fully experience Traverse City and the Lower Peninsula area. The optional tours have been arranged via independent tour operators or are self-guided activities. Registration for the guided tours should be directed to the tour operators as noted in the program. Please make your reservations early to ensure the tours will run. *Note: Optional tours are not official ASA-sponsored events.*
- **PARTICIPANT REGISTRATION:** Register now by completing and faxing or mailing the registration form. To receive a discounted registration, your completed form and registration fee must be received no later than June 20.
- **SPOUSE REGISTRATION:** The spouse registration fee covers the spouse tour, two receptions, three breakfasts, and the Tuesday dinner event, as outlined in the program. Spouses are welcome at all general sessions as well. Spouses must be registered to attend any of the Symposium functions. *Events cannot be sold separately and tickets are not transferable.*
- **CHILD REGISTRATION:** The child registration fee covers the evening events (Saturday reception, Sunday reception and Tuesday dinner event). Children must be registered to attend the Symposium evening functions. *Events cannot be sold separately and tickets are not transferable.*
- **HOTEL ACCOMMODATIONS:** A large block of rooms is being held at the Grand Traverse Resort. To make reservations, please call the hotel at 231-534-6000 and refer to the "American Sugar Alliance room block." Due to the popularity of this event, the room block at the Grand Traverse is expected to sell out; however, there are alternate hotels in the area. Please check the ASA website www.sugaralliance/symposium for updated information regarding Symposium lodging options.



www.sugaralliance.org

RETURN TO: American Sugar Alliance, 2111 Wilson Blvd., Suite 700, Arlington, VA 22201.

Contact Vickie Myers for any additional questions. TELEPHONE (703) 351-5055. FACSIMILE (703) 351-6698.