

2012 NACC ANNUAL CONFERENCE AND TRADE SHOW

HOSTED BY:

**University of Oregon
Eugene, OR
June 12-15, 2012**

This is the only conference and trade show exclusively for College Stadium, Arena and Special Event Concessions, Catering and Merchandise.

For over 25 years this group of food service professionals have gathered together during the third week of June to talk shop, interact with peers and relax at a conference.

The NACC is a nonprofit, educational association that is governed by University administrators and volunteers.

- Exclusive Trade Show
- Educational Sessions
- Great Networking Opportunities
- Exclusive Tours of the University of Oregon Athletic Facilities
- Member/Vendor Golf or Sand Dune Experience



16022 26th Ave NE
Shoreline, WA 98155

**Go to www.NACC-Online.com
For Updated Conference Information**

2012 Conference Information

EDUCATIONAL SESSIONS FOR 2012

New Member Orientation - Hosted by Hope Kaser, Past President of the NACC, and Theresa Traulsen, Executive Director of the NACC as well as other NACC Board members. This will be an open forum for all members. We encourage all new members to participate and ask any questions they have regarding the NACC organization or about concessions food service in general. The orientation will be held in the hospitality room at the host hotel.

Concession Management Sales Survey - Fill out the entire survey, online for 2012, and you will receive one printed copy at the conference. You can fill in the information throughout the year online at the NACC web site, on the members only side of the site. The online system will enable you to begin entering information into the system, save what you have and then continue entering or update information at a later date. The **deadline** to have a completed survey entered is **MAY 16th 2012**. Late information will not be included in the printed copy but will still be available online. Access to either printed and/or online survey results will only be provided to members who have entered a complete survey and are in good standing with their membership.

Open Forum - This session will be facilitated by Bill McQuerry - University of Arizona - If there is a topic that you would like to discuss with your concession peers, forward the topic to the NACC office via email, fax or phone and we will add it to the open forum session. Email: info@nacc-online.com

Fan Experience - Discussion will include defining 'fan experience.' How to best utilize your resources to provide the ultimate experience for your fans.

Suite Catering - How to build a catering business with minimal infrastructure and personnel resources. Tips and insights from an operation that has done both.

Opening a new facility - Topics will include anticipating equipment and staffing needs, working with contractors to get your desired results and forecasting sales to be ready for your opening. Discussion will also include the importance of a dry-run with staff and vendors.

Alcohol Sales - Speakers will address importance of strong relationships with local liquor control agency, alcohol monitoring and non-profit serving. What you need to know to safely and effectively use non-profits to serve alcohol.

Volunteer Recruitment/Retention - How to effectively recruit non-profit organizations. Rules of thumb for determining an ideal fit between a non-profit organization and your operational needs. Tips for ensuring longevity with your non-profit organizations.

Going Green - Speakers from University of Oregon and local waste management company will discuss challenges and rewards of starting a "green" program at your school. Topics will include deciding the scope of the program,



2011 Conference Attendees at UMASS.

implementation of the program, purchasing practices and using local vendors and products to reduce your environmental footprint.

Credit Cards - Discussing the importance of accepting credit/debit cards in a cash-free society. How to determine when to start accepting credit cards, return on investment/paying for your equipment, post-event settlements and credit card company processing fees.

Menu Diversity/Selecting a menu - Speakers will discuss the importance of speed of service; limiting menu choices to get your customers through the line more quickly. Also discussed will be how much menu variety is too much? When and should we be offering food choices for fans with food allergies or restricted diets?

Social Media - Discussion topic will be what place does social media have in the concessions world? Can Facebook and Twitter be used effectively to help increase awareness of menu variety, promote your stand locations and food quality and will this ultimately increase your sales?

UNIVERSITY CONCESSIONS MANAGER TRAINING COURSE (UCMT)

This three day course covers a wide variety of topics including: sales forecasting, setting & measuring results of management goals, employee relations (recruiting, training, retaining valuable employees, corrective action), managing concessions stands, inventory controls, and sales reporting. Our financial reporting section covers basic accounting, purchasing, financial reports (weekly, monthly, quarterly, and annual), budgeting, and forecasting. We also cover some catering topics: menu management, break even analysis, sales, and set up basics.

Our interactive learning environment encourages each student to share their ideas & experience. A big part of the class is learning from each other and how different concessions operations handle facility restrictions, special events, staff or NPO issues, information related to design problems, and other practical solutions that can be immediately applied.

Each day will end with a quiz of that day's material and the 2nd & 3rd day begin with a question & answer session from topics covered the previous day. The fee for this course is \$500; it is available to all NACC members. Class manual, daily snacks, one dinner are included in your course fee. If your organization has three or more members participating, we give a discounted price of \$450 per person.

WELCOME RECEPTION

The member/vendor welcome reception dinner is being held at the Autzen Stadium Club Room. The view of the valley, cascade mountains from the football stadium club is spectacular. The club was added to the 56,400 seat stadium when it was expanded in 2002.

Dinner will include pacific northwest favorites from one of Eugene local catering companies. A relaxing evening at the club will be a great opportunity to catch up with other NACC members and vendors.

MEMBER/VENDOR DINNER WEDNESDAY

After a day of education sessions and our annual Trade-show we will have an opportunity to stretch our legs and learn a little bit about local businesses. We will be stopping by a local coffee roaster, Vineyard and finish up at the Ninkasi Brewery where we'll have a tour of the small brewery and partake in their tasting room. Dinner will be served on the outdoor patio at the brewery.

MEMBER/VENDOR DINNER THURSDAY

Our Thursday night dinner will be held at the Oregon Electric Station Restaurant and Lounge. This historic location is a great way to finish off the day of education sessions. We will be sitting down to a gourmet dinner with entrée choices such as Prime Rib, Salmon, Chicken Cordon Blue, Penne Primavera, and Sweet Pepper Ravioli.

UNIVERSITY MEMBER PRIZES

Members will have to answer questions about conference sponsors during the trade show. Those members that get all of the questions answered will exchange their completed answer sheet for a numbered ticket at the end of the trade show. The University of Oregon is in the back yard of Nike and members can look forward to leaving Eugene with few nice Nike gifts.

TRADE SHOW

The trade show will be held on the upper concourse at the new Matthew Knight Arena Wednesday on June 13, 2012 from 11:00 am to 2:00 pm. Because we don't schedule any other events at this time, vendors will have the undivided attention of the University members. We will be drawing University member names every half hour on the trade show floor and giving away great prizes including a few from Nike!

NACC vendor members can advertise your new products on the NACC's web site's new products page. This service is included in your membership. Go to www.NACC-Online.com to see what other vendor members are promoting.

Sponsor booths will have a question to answer for the prize drawings, fill out the questionnaire completely and qualify for more prizes at the end of the Tradeshow.

Below is the list of 2011 trade show vendors and sponsors.

Agilysys
Berk
Better Baked Foods, Inc.
Casio
Churchill Container - Sponsor
Concession Solutions, Inc.
Corsair Display
Dynamic Drinkware - Sponsor
French's Foodservice
Gehl's Guernsey Farms- Sponsor
Go Picnic
Gold Medal
Golden Link
Goodsorce - Sponsor
Hershey's Candy - Sponsor
Iowa Rotocast Plastic - Sponsor
J & J Snack Foods - Sponsor
Johnsonville Sausage Co. - Sponsor
Kernel Season's - Sponsor
Klements
Micros System, Inc.- Sponsor
Perdue Farms- Sponsor
Peters Pretzels
Pratt Industries - Sponsor
Promotion In Motion, Inc.- Sponsor
SCA
Tailgater Toby - Sponsor
The Fremont Co.
Twist-I-Twist Bakers
Ultra Green
Vistar - Sponsor
Weaver Media
Whirley DrinkWorks- Sponsor
White Castle - Sponsor



Brand Points PLUS® is an exciting, easy way to earn your NACC membership and conference registration. There is no commitment required and it remains 100% free for as long as you chose to participate. In other words, it's FREE forever. Simply purchase eligible branded products from your normal distributor and earn points that can be redeemed for membership or conference registration.

HOTEL AND CONFERENCE HEADQUARTERS

The Hilton Eugene Hotel Conference Center is ideally situated in the heart of downtown Eugene, Oregon just minutes from I-5 (Interstate 5) and nearby Springfield, Oregon. Eugene, OR is home to the University of Oregon Ducks and is also known as 'Track Town USA' and 'The World's Greatest City for the Arts and Outdoors'.

The downtown Hilton is located just minutes away from the U of O campus, Autzen Stadium, Hayward Field, PK Park, Matthew Knight Arena, Lane Events Center and Fairgrounds, and adjacent to the Hult Center for Performing Arts.

The Hilton Eugene Hotel Conference Center offers WIFI, complimentary business center, complimentary shuttle service to and from the Eugene Airport and is located two blocks from the Amtrak station. The Hilton is located in the city center and the Eugene shopping district. Nearby shopping is just blocks from the hotel and include 5th Street Public Market, downtown boutiques, as well as Valley River Center Mall, Oakway Mall, and Gateway Mall.

The downtown Hilton is in the heart of the Eugene city arts district adjacent to the Hult Center for the Performing Arts, home of the Eugene Symphony, Eugene Ballet Company, Oregon Mozart Players, Eugene Opera, Oregon Bach Festival, Eugene Concert Choir and Jacobs Art Gallery. There are also many art galleries and performing arts centers within walking distance, including the SHEDD Institute for the Arts and McDonald Theater.



VISTAR

Vistar has made available funds for both existing Vistar customers or new NACC members that can be used for your conference fee. There is a limit of one per University. Vendor members are not eligible.



MEMBER/VENDOR SAND DUNE EXPERIENCE

We have a one of a kind activity for our member/vendors this year, a dune buggy at the Oregon Dunes. Tuesday, June 12th at 7:00 am we will leave the Hilton Hotel for the Oregon Coast. We have 4 seven passenger dune buggies reserved for a thrilling one ride out on the dunes. Take a fantastic Oregon Coast dune buggy tour on our 7 passenger Long Travel Sand Rails. With over 20" of suspension travel and plenty of horsepower, our professional drivers will take you on an exhilarating dunes ride. These 300'-500' towering, deceiving dunes will excite and impress you. The 1 hour tour includes 19 miles of dunes and 1 mile of beach, view an impressive natural wonder of endless shifting sand, unique tree islands, various wildlife and the spectacular Siuslaw River. Our professional drivers will show you a great time while you travel across miles of dunes. Our one hour dunes tours also include traveling down our Pacific Ocean beach.

Before heading back to Eugene we will stop for lunch along the coast and have time to wonder through a few little shops. The cost per person for the day at the coast is \$100. Only the first 28 members to register and pay for the trip will be able to go on this exiting trip.

MEMBER/VENDOR GOLF OUTING

A member/vendor scramble golf outing will be held at Emerald Valley Gold Club on Tuesday, June 12th vans will leave the hotel at 7:30 am. The cost will be \$100 per person which will include range balls, cart, lunch and two beverages. Registration and fees must be received by May 7th, 2012.

Emerald Valley Golf & Resort is a place where the entire family can enjoy the lush & scenic Willamette Valley. Situated on the famous Willamette River and located just 12 minutes from Downtown Eugene you will find everything you need here. Emerald Valley Golf Club is one of the premier championship golf courses in the pacific northwest. Emerald Valley has hosted more USGA, PPGA and OGA championships in the last 25 years than any other golf course in Oregon. Emerald Valley is known for its lush fairways and firm fast greens. Nestled by the gently flowing Coast Fork of the Willamette River, Emerald Valley is dedicated to making your visit an enjoyable one.