



Foodservice Conference Committee

Committee Objective: The Foodservice Conference Committee provides strategic guidance and annual promotional support to the Foodservice Conference.

Committee Member Prerequisites:

- Broad industry knowledge of the supply chain dynamics for the produce industry; including an understanding of traditional as well as emerging segments
- Knowledge of the Foodservice Conference program and target audiences
- Ability to work successfully within a team environment
- Must have attended the event at least once

Roles and Responsibilities:

- Champion, promote and attend the Foodservice Conference
- Wear an 'industry hat' when necessary
- Stay aligned to PMA's overall strategic plan
- Provide input on ways to reach registration goals, sponsorship targets and major players
- Review and provide constructive input into educational programming
- Review event evaluation summaries and provide recommendations for improvements

Estimated Time Commitment and Meeting Format:

- Preparation for and participation in up to seven to eight conference call meetings per year
- Participation in email discussions

Term Limits:

- Chairman appointed to one-year term
- Committee members may be appointed for up to three consecutive one-year terms; Terms are structured to ensure sufficient continuity

Relationship with Other Leadership Groups:

- Reports directly to the Board of Directors
- Collaborates with other committees as necessary

Volunteer Expenses:

- Travel and lodging expenses (such as airfare, ground transportation, lodging, etc.) associated with attending committee meetings will be the responsibility of the committee member