



Annual Convention & Trade Show

February 11-13, 2027

DoubleTree and Kellogg Arena

BATTLE CREEK, MI

2027 Tentative Agenda

Thursday, February 11

7:00 am – 4:30 pm	Exhibitors set up - Kellogg Arena
5:00 – 6:30 pm	Registration / Welcome Reception (Hotel Atrium)
6:30 – 10:00 pm	Appetizers/Cocktails * Live Auction * Meet and Greet Outside Activity (TBD)

Friday, February 12

7:00 am – 11:00 am	Exhibitors set up – Kellogg Arena	
8:30 – 9:30 am	Continental Breakfast	
9:00 – 11:45 am	Education Sessions	
Stratus Ballroom	<u>Beginner Sessions</u> 9:00 – What Should I Buy? 10:00 – Food Costing 11:00 – The Struggle Years, <i>Joe Ericksen, Heavenly Creamery</i>	<u>Experienced Sessions</u> 9:00 – How to Expand Beyond Ice Cream 10:00 – Planning Your Exit Strategy, <i>Stan Stitton, Green Mountain Flavors</i>
12:00 pm	Trade Show Ribbon Cutting – 60 Years!	
12:00 – 4:00 pm	Trade Show (Free admission)	Cash drawings
12:15 – 1:15 pm	Lunch in Arena	
1:15 – 2:15 pm	Session on the show floor or Hospitality Room	
2:30 – 4:00 pm	Vendor Demonstrations	
5:00 - 6:00 pm	Cocktail Reception (DoubleTree Stratus Ballroom)	
6:30 pm (DoubleTree)	Banquet Dinner Scholarship Awards * The Andy Trophy and Other Live Auctions Open Networking and Games	

Saturday, February 13

8:30 – 9:30 am	Registration Continental Breakfast with Ice Cream (DoubleTree)
9:00 am Stratus Ballroom	Annual Business Meeting Board of Directors Election
9:30 – 12:00 pm	Education Sessions
Stratus Ballroom 9:30 am 10:45 am	<u>KEYNOTES</u> <i>AI Marketing, Marko Sosa, Terra Verde Coffee</i> <i>A Year in AI, Joe Ericksen, Heavenly Creamery</i>
12:00 – 4:00 pm	Trade Show (Free admission)
1:00 – 4:00 pm	Vendor Demos / Attendee Competitions
CONVENTION CONCLUDES ~ SEE YOU NEXT YEAR!	