



February 21, 2008

**FOR YOUR FEEDBACK
BY MONDAY, MARCH 3RD**

From: John Neupauer
Foodservice Rewards Coalition Manager

Phone: (952) 844-4566
E-Mail: john.neupauer@biworldwide.com

“ALL ABOARD!” April Sponsor Meeting Arrives At The Depot



The Depot in Minneapolis, that is. Our April 8th and 9th Sponsor meeting will take place at The Depot, a restored historic train station in downtown Minneapolis. There will be train loads of information and ideas to present, discuss, and learn. We'll have a guest speaker, Sponsor presentations, and plenty of program updates and best practices to discuss. In order to book hotel rooms, plan meals, and arrange transportation, **please respond to this update by Monday, March 3rd**.

► Your Ticket for Success

As always, we have a full agenda planned for you. In addition, you'll get to enjoy two fabulous parts of Minneapolis — the historic downtown area as well as the hip and trendy Uptown area. Here's what you have to look forward to in Minneapolis:

Tuesday, April 8th

Location - The Depot Minneapolis, Downtown

- 8:00 AM – 12:30 PM: One-on-One Sponsor sessions
- 12:00 PM – 2:15 PM: Sponsor check-in
- 2:15 PM – 3:00 PM: Meet & greet, bus to Uptown

Location – Brave New Workshop, Uptown

- 3:00 PM – 6:00 PM: Day 1 Program
 - Meeting kick-off
 - Foodservice Rewards metrics
 - Program changes and updates
 - Guest Speaker – John Sweeney

Location – TBD

- 6:00 PM – 10:00 PM: Drinks and dinner
- 10:00 PM – 10:15 PM: Transportation to hotel

Location – Downtown Minneapolis

- 10:15 PM – ????: Post dinner activities

Wednesday, April 9th

Location – The Depot Minneapolis, Downtown

- 8:00 AM – 4:00 PM: Day 2 Program
 - Distributor program updates and initiatives
 - FSR operator enrollment campaign
 - The new and improved Etelligence
 - Identifying and rewarding most valuable operators
 - Sponsor presentations
- 4:00 PM – 4:45 PM: Transportation to MSP Airport

► The Hotel



We have reserved a block of rooms at the Residence Inn at The Depot, 225 Third Avenue South, Minneapolis. Constructed in 1899, the depot served as a train station until 1971, then was converted into office space. In 1978, the depot was placed on the National Register of Historic Places and in 1998 converted to a hotel. You'll enjoy a smoke-free hotel with a wide variety of amenities including wireless high-speed access, exercise room, and indoor water park. Room rates are \$179 per night plus taxes and fees. **By responding to this update your hotel reservation will be made on your behalf. Please do not call the hotel to book a room.** For more hotel information, call 612-375-1700 or visit <http://www.thedepotminneapolis.com/default.asp>.

► Guest Speaker



John Sweeney is the owner of the Brave New Workshop, the nation's oldest satirical comedy theater, a corporate trainer, and author of *Innovation at the Speed of Laughter (8 Secrets to World-Class Idea Generation)* and *The Art of the Laugh*. His improvisational theater demands constant innovation, which he has taught to high-profile companies across America including Yahoo!, Microsoft, Target, HP, 3M, Disney Cruise Lines, McKinsey & Company, the National Basketball Association, Starbucks, and Visa, just to name a few. John went from a Wisconsin farm to college to corporate real estate, then left it all to become an actor and improviser. He enjoyed success at Chicago's Second City before performing at and buying the Brave New Workshop. You'll laugh, you'll cry, you'll learn – who could ask for anything more? For more, visit <http://www.speedoflaughter.com/Sweeney.htm>.

► Arrival and Departure

- Tuesday April 8th Arrival — For those flying to Minneapolis, plan to arrive at the Minneapolis-St. Paul International Airport by 1:00 PM. For those driving to the meeting, plan to arrive at the hotel by 1:30 PM. The bus to Uptown leaves the hotel at 2:30 PM.
- Wednesday April 9th Departure — Our meeting concludes at 4:00 PM. Transportation will be provided from the meeting to the airport. You'll arrive at the airport by 4:45 PM.

► One-On-One Meetings

On Tuesday morning you have the opportunity to meet with your Coalition Manager, Tiger Beaudoin, or Todd Crane to discuss program and promotion results, marketing plans and strategy, additional training needs, and other program issues. One-On-One sessions are available at 8:00 AM – 9:30 AM, 9:30 AM – 11:00 AM, and 11:00 AM – 12:30 PM and are reserved on a first-come-first served basis. Please contact your Coalition Manager for more information or to schedule a one-on-one meeting.

► Miscellaneous

- Attire - For all activities, dress is business casual.
- Expenses – Sponsors are responsible for expenses related to transportation to and from Minneapolis, transportation to the hotel, and all hotel charges. BI covers event transportation on Tuesday and Wednesday, meals during the event, and transportation back to the airport.
- Airport Transportation – Transportation options from the airport to the hotel include Taxi service (\$30 - \$40) and Super Shuttle (\$15). You can make a Super Shuttle reservation at www.supershuttle.com. Unless you plan to extend your stay, a rental car is not necessary.
- Special Needs – Please notify us if you have any special dietary, hotel, transportation or other needs that we can accommodate.

► Please Respond

Please respond to this update by Monday, March 3rd with the following information:

- Name(s) of staff attending from your company.
- Number of hotel rooms needed.
- Arrival and departure day of each attendee (the discounted hotel rate applies to additional days at the hotel)
- Special needs for any attendees.

As you finalize travel plans, please forward your travel itinerary to Erin Breczinski at erin.breczinski@biworldwide.com.

Please don't hesitate to contact Sandy, Heidi or me with questions, comments, and ideas. Thanks!