



PO Box 368  
Lake Forest, IL 60045

# AMERICAN PIE COUNCIL APC SPONSORS



Holton Food Products



Grab a slice of life at the Pie Industry Seminar

Thursday, April 22, 2010

# 2010 APC PIE INDUSTRY SEMINAR

THURSDAY, APRIL 22, 2010  
Omni Championsgate, Championsgate, FL

## Grab a slice of life.



### Registration Form & Schedule of Events



PieCouncil.org



# American Pie Council's Pie Industry Seminar

## TENTATIVE SCHEDULE

### Thursday, April 22, 2010

9:00AM-12:00PM	Introductions Kerwin Brown, BEMA  Current Pie Trends and Statistics Paula Frank, Baking Management Magazine  Social Networking for Your Company Chris Lau, Chisano Marketing Mary Deatrck, DPR Public Relations  Growing Your Business – Resources Are Available Jim Kline, The EnSol Group
12:00-1:30PM	Luncheon <b>Sponsored by Holton Food Products</b>
1:30-2:30PM	Guest Speaker Robb MacKie President & CEO, American Bakers Association The Alchemy Training System, John Norton, Alchemy Food Safety
5:00-7:00PM	California Raisin Reception Sponsored by the <b>California Raisin Marketing Board</b>

### Friday, April 23, 2010

6:00AM	<b>APC Crisco® National Pie Championships®</b> Commercial Pie Registration
8:00AM	Amateur Baking Sponsored by Sears
9:30AM	Pie Judging
6:00PM	<b>CM Packaging/Colborne Corporation</b> Pie Reception
7:30PM	Commercial Awards Ceremony

### Saturday, April 24, 2010

6:00AM	<b>APC Crisco® National Pie Championships®</b> Amateur Pie Registration
8:00AM	Professional & Jr. Chef Baking Sponsored by Sears
9:30AM	Pie Judging
11:00AM	<b>Great American Pie Festival®</b> Opens Sponsored by <b>Crisco</b> , Celebration, FL
2:00PM	Best of Show Judging
6:45PM	Amateur Awards Ceremony

### Sunday, April 25, 2010

7:00AM	<b>APC Crisco® National Pie Championships®</b> Professional Pie Registration
9:30AM	Pie Judging
12:00PM	Best of Show Judging
12:00PM	<b>Great American Pie Festival®</b> Opens Sponsored by <b>Crisco</b> , Celebration, FL
4:00PM	Professional/Jr. Chef Awards Ceremony
5:00PM	Great American Pie Festival Closes

## REGISTRATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### Registration fee:

Commercial Member	\$200
Non-Member	\$250

### Tabletop:

Member	\$300 includes seminar
Non-Member	\$400 includes seminar

### Includes:

Luncheon – sponsored by **Holton Food Products**  
 Two (2) tickets to Seminar Cocktail Party - sponsored by  
**California Raisin Marketing Board**  
 Two (2) tickets to the Never-Ending Pie Buffet  
 Two (2) tickets to the Cocktail Party sponsored by  
**CM Packaging and Colborne Corporation**

Send this form with a check, \_\_\_\_\_ Mastercard or \_\_\_\_\_ Visa

Number \_\_\_\_\_ Exp. \_\_\_\_\_

**Please send to:** American Pie Council  
 P.O. Box 368  
 Lake Forest, IL 60045  
 Phone: 847-371-0170, Fax: 847-371-0199

### Hotel Information:

**Omni Championsgate, Championsgate, FL, call 1-800-843-6664 before April 1, 2010 to get the \$129 American Pie Council rate.**



Crisco is a trademark of The J.M. Smucker Company. Great American Pie Festival and Great American Pie Championship are registered trademarks of the American Pie Council.