



Frozen & Refrigerated Food Council OF NORTHERN CALIFORNIA

ANNUAL GENERAL MEMBERSHIP LUNCHEON

Kevin Coupe, Guest Speaker

"Content Guy"/Prime Storyteller, MorningNewsBeat.com, Author,
"Retail Rules! 52 Ways To Achieve Retail Success,"
& Co-Author, "The Big Picture: Essential Business Lessons From The Movies"

NOVEMBER 10th, 2017 12:00 P.M.

Castlewood Country Club

707 Country Club Circle, Pleasanton, CA 94566 • (925) 846-2871

Registration 11:30 • Seating is Limited • Payment deadline November 1, 2017

"A conversation you don't want to miss!"



"GOOD IS NOT GOOD WHEN BETTER IS EXPECTED"

In this fast-paced, interactive and provocative presentation, Morning News Beat's Kevin Coupe will challenge the audience to see Main Street through a constantly evolving technological, demographic, competitive and cultural prism. These issues all combine to create an environment in which traditional thinking, fundamental execution, and just-good-enough strategies and tactics likely will pave a path to irrelevance; Coupe lays out a road map for the future that focuses on differential advantages and disruptive mindsets, using real-world examples that can be adopted and executed by enterprising and innovative leaders.

Kevin Coupe has been a working writer all his professional life, and for the past two decades has been bringing to audiences all over the world a wealth of experience, sharp storytelling skills, provocative and contextual insights, unique worldview and serious levity about the world of business and consumers.

He is the author of "Retail Rules! 52 Ways To Achieve Retail Success," a guidebook for competing effectively and efficiently on Main Street. And he is the co-author, with Michael Sansolo, of "The Big Picture: Essential Business Lessons from the Movies," which uses film narratives to teach about leadership, marketing and surviving the workplace.

For almost 16 years, he's had his own website/blog – MorningNewsBeat.com – that was launched almost before the word "blog" was coined. MNB provides what Kevin calls "business news in context, and analysis with attitude" to some 35,000 subscribers all over the world. An independent survey ranked MNB as the "top industry news and information site."

Kevin also is an adjunct faculty member of Portland State University's Center for Retail Leadership in Oregon, where he has been teaching a summer marketing course for five years.

In addition to speaking at hundreds of conferences in the U.S. and abroad and reporting from 49 states and six continents, Kevin has worked as a daily newspaper reporter, magazine writer and editor, video producer, bodyguard, and clothing salesman. He has supervised a winery tasting room (happily), run two marathons (slowly), driven a race car (badly), learned to box (painfully) and acted in a major (but obscure) motion picture.

At present, Kevin is working on a sequel to "The Big Picture," a novel, and a screenplay (that he describes as being a "black comedy about forward buying, just-in-time deliveries and slotting allowances.")

He is married with three grown children, and lives in Connecticut.



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ANNUAL GENERAL MEMBERSHIP MEETING

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\$ 75 – Members (Paid in Advance)

\$ 85 – Guests and Non-Members Paid in Advance* Seating Guaranteed

\$700 – Sponsor Table For 10 People Paid in Advance * Seating Guaranteed

\$ 90 – Paid at Door - Seating Not Guaranteed

*Advance payment must be received at the Council office by November 1, 2017

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