



Frozen & Refrigerated Food Council OF NORTHERN CALIFORNIA

THE FROZEN & REFRIGERATED FOOD COUNCIL PRESENTS



Michael Sansolo, Guest Speaker

Retail Food Consultant

NOVEMBER 5th, 2020 12:00 P.M.
Casa Real at Ruby Hill Winery

410 Vineyard Avenue, Pleasanton, CA 94566

Registration 11:30 • Seating is Limited

Advance payment must be received by October 22, 2020

Countless studies and years of work with some of the world's most innovative companies gives Michael Sansolo a unique and diverse view of the changing nature of trends impacting shoppers, employees, competition, economics, supply chains and management. A long-time senior vice president of the Food Marketing Institute and now a consultant, speaker and author, Sansolo has traveled the globe working with companies on adjusting to new market conditions.

Sansolo recently co-authored *The Big Picture: Essential Business Lessons from the Movies*, a book that identifies creative lessons in leadership, marketing and workplace dynamics gleaned from movies as varied as *The Godfather* and *Young Frankenstein*. Topics in the book include ethics, brand building, crisis management, outside-the-box thinking and diversity. Sansolo also writes a weekly column on wide-ranging business trends for www.MorningNewsBeat.com, a daily blog with nearly 28,000 readers.

Sansolo is a frequent speaker and moderator at conferences and company meetings in the United States and around the globe, addressing crowds from 20 to 5,000, from college students to CEOs of Fortune 100 organizations. He conducts strategic planning retreats for companies and has designed conferences for a number of trade associations, including the widely acclaimed FMI Future Connect leadership conference.

He currently serves as the research director of the Coca-Cola Retailing Research Councils of both North and Latin America, working with these groups on emerging business topics such as social networking. He is vice chairman of the board of The Food Institute, an industry research organization. Sansolo works with students at Western Michigan University, St. Joseph's University in Philadelphia, George Mason University in Virginia and Portland (Oregon) State University.



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LUNCHEON MEETING FEATURING MICHAEL SANSOLO

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\$ 80 – Members (Paid in Advance)

\$ 90 – Guests and Non-Members Paid in Advance* Seating Guaranteed

\$620 – Sponsor Table For 8 People Paid in Advance * Seating Guaranteed

\$100 – Paid at Door - Seating Not Guaranteed

*Advance payment must be received at the Council office by October 22, 2020

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Names Attending	Company	Email	\$
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