

2005

WORLD TEA FORUM

October 6-8, 2005

Business Session & Speaker Preview

The World Tea Forum business sessions are designed to spotlight key issues and concerns that affect the global tea trade. By offering a platform for the presentation of vital and engaging subjects, we aim to stimulate your mind and confront the pressing issues that face our trade today.

Friday October 7th

Keynote Address by Dr. Peter Rogers

“It’s Time For Tea –

An Outsider’s Perspective of the Opportunities for Tea in the US Marketplace”

Dr. Peter Rogers will review and analyze the decline of coffee as a hot beverage from 1940; trends in consumer behaviors and attitudes; the Starbucks Phenomenon; Consumer Fads & Fears; and the Attributes of tea. From these analyses he will highlight some lessons learned, and try to suggest some opportunities for the marketing of tea in the US.

After twenty-five years in executive management in the food and confectionery industries in the UK, Canada and the US. **Peter Rogers** branched out in 1989 into more entrepreneurial ventures, taking equity positions through Basildon Enterprises or Basildon Investments L.P., in businesses where he takes a moderately active role, based on the concept of "added value". Peter also has operated as Acting CEO of four companies during the past twelve years.

While in the corporate world, Peter was CEO or President of eleven companies/divisions, ranging in sales from \$65 million to \$6 billion. During most of his career, Peter has been involved with turn-around situations, or situations where structural changes were taking place within an industry.

In addition to actively running businesses, Peter has been responsible for managing support groups such as Commodity Trading Logistics, Information Technology, Corporate Engineering, Corporate Purchasing and Corporate R & D in large multi-division, multi-national corporations.

After a period in Academia, Peter began his business career in 1963 with M&M/Mars in the UK. He was recruited to Canada in 1967 to join the Weston organization, moving from there to John Labatt, and finally to Standard Brands as president of Walter M. Lowney. In 1973 Peter moved to the US and assumed the position of CEO of the Curtiss Candy Company in Chicago. Three years later he moved to New York as Group Exchange in charge of all US operations of Standard Brands. After three years in the Pacific Northwest, managing the country’s largest fish company through Chapter 11, Peter returned to the East Coast holding a variety of executive positions with Nabisco Brands including President of Life Savers, Chairman & CEO of the Nabisco Biscuit Co., President of Nabisco Brands USA, and President of International Nabisco Brands. Since becoming an entrepreneur, Peter has assumed the role of Acting CEO for Gist-Brocades USA, Brach/Van Houten, Tom’s Foods Inc., and Salerno Foods LLC, all companies in transition.

Peter received his BS and PhD degrees from the University of Leicester in the UK. He has served on the boards of several industry associations, including the National Confectionery Association, the Biscuit & Cracker Manufacturers Association, and the Tea Association. He has been, or is, a member of the boards of FICAH, (Food Industry Crusade Against Hunger), the Lupus Research Institute, Business

Network Israel, and the Information Technology Resource Center. He was also a Commissioner on the Economic Development & Planning Commission of the City of Chicago from 1991 through 1994. Since 1974, Peter has spent considerable time working on adult illiteracy and illiteracy in the workplace, developing innovative programs with trade unions, various State authorities and ABC/PBS. He was Chairman of the Illinois Literacy Foundation from 1993 to 1995.

He has been and is a director of several small private & public companies, where he believes that he "adds value". Peter is married, lives in downtown Chicago, has two married children, and five grandchildren.

CEO Meeting Panel Overview

Bob Zelnick will synopsise key points from the CEO Panel held on Wednesday, October 5th. In this panel, nearly a dozen top Tea Industry Executives from both the United States and abroad, representing most of the major segments of the industry will share their thoughts about the strengths and weaknesses of the industry. Further, they will discuss alternative strategies to capitalize on the positive elements while minimizing or eliminating obstacles to growth.

Bob Zelnick is president of Ashford Consulting Group based in Rockaway, New Jersey. Bob's organization provides strategic planning and leadership development services to small and mid-sized businesses, associations and non-profit groups. In addition, Bob facilitates ongoing peer advisory boards for CEO's seeking alternatives to paid boards of directors. In June, 2005, Bob conducted a strategic planning session for the board of directors of the Tea Association of the U.S.A.

World Tea Expo – Your Industry Trade Show

World Tea Expo President, **George Jage**, will define the proven benefits of participating in trade shows for both exhibitors and attendees alike. He will explore how trade shows differ from various other marketing efforts and why participation is so effective in not only increasing market share but also solidifying and maintaining brand awareness.

George Jage organized the founding of SFG Group LLC, 2003, specifically to launch a trade show dedicated to the tea industry. Debuted as the Take Me 2 Tea Expo, the inaugural event hosted 65 companies and over 1,200 attendees. After growing more than 200% in two years, the show re-branded as the World Tea Expo to more aptly describe the scope of the event. Now, in its fourth year, the World Tea Expo expects to host over 200 companies and 3, 000 attendees

George has over 12 years of trade show management experience and was named as one of *Tradeshow Week's* "Next Generation of Leaders" in 2004. He graduated from the University of Wisconsin at Oshkosh with a B.S. in Microbiology. He later attended the MBA program at Marquette University and is currently completing his CEM certification in Exhibiting Management. George has been a member of the Young Entrepreneurs Organization.

Operation USA - Update on Post-Tsunami Reconstruction Projects

Carinne Meyer will provide a brief update on Operation USA's rehabilitation projects in Sri Lanka which include the Village Reconstruction Project, Operation Kaladdi, Support for Orphanages and Schools Project, Restarting Livelihoods Program through Sarvodaya, as well as Preschool Construction.

Carinne Meyer is the former Program Officer for Operation USA as well as the Co-Project Coordinator for tsunami relief efforts in Sri Lanka. She is currently a Masters of International Affairs candidate at Columbia University with her academic focus on political and economic development.

Importer Panel Overview

During this session, **Vic Ferretti** will provide an overview of the key points discussed during the Marketing Panel meeting taking place on Wednesday, October 5th. The primary objectives of the Marketing Panel meter were to review the services that Tea Importers provide to the industry in the rapidly changing and more complex world of tea procurement. Also, to consider other services that they could/should be providing to their customers to increase the value of the services provided. And, finally, to consider proposals from outside organizations to help better manage the costs associated with importing tea in times of increased regulatory requirements.

Vic Ferretti has been in the tea business since 1958. He started his career as a QC Technician with Standard Brands Inc. and eventually rose to Department Supervisor for Package and Tea Bags manufacturing. After ten years, he left Standard Brands Inc. and joined the British-owned trading company, Dodwell & Co. Ltd. Vic started as Sales Manager and eventually became the Assistant Manager. Subsequently, another British Trading Co., INCHCAPE PLC, purchased Dodwell. In 1977 Inchcape decided to close their New York operation. Vic and his superior Ken Ikeda then formed Kentea Limited. In 1997, Vic along with Nick Salza purchased the controlling interest in Kentea Limited.

“Foodservice Trends in Hot & Cold Tea”

David Henkes’ presentation will explore overall trends in the foodservice channel as they relate to both hot and cold tea. Based upon recent research, this presentation will explore operator and consumer attitudes and behavior toward tea. It will also examine the outlook for tea over the next 3 to 5 years.

David Henkes is a senior principal at Technomic and is responsible for directing, consulting, and research assignments for clients in the foodservice channel. Since joining the firm nearly 10 years ago, he has done a wide variety of beverage studies in carbonated and non-carbonated soft drinks, tea, coffee and beverage alcohol.

“Social Welfare or Warfare”

In the Developed World there is growing scrutiny within Government, action groups and the media with regard to the ethical sourcing of products and services. There is hardly any industry that has escaped investigation, including our own, whether it be on moral grounds or from the shallower perspective of creating sensational press.

Is your company doing enough to satisfy both your moral obligation to those within the industry and are your efforts focused in a manner that protects you from allegations of exploitation?

John Snell’s in-depth and interactive presentation and discussion will ask these hard questions, explore the industry’s current position and look to offer solutions by explaining existing mechanisms and examining the effectiveness of current structures.

Mr. John Snell, Trading Manager for Van Rees (North America) and Chairman of the Tea Association of the U.S.A.’s Convention Committee, has been involved in the tea trade for more than 20 years both as

a Packer and as a Trader. He is a confessed tea addict and admits to getting involved in more projects to do with the trade than he should.

Saturday October 8th

“How to Use a Health Benefits Message to Market Your Brand”

Since it will be number of years before the tea industry can promote a government health claim, the time is right to “test the limits” of a reasonable health benefits marketing campaign.

The goal of this session is to show how tea companies are aggressively marketing their products by taking advantage of the tea & health research – through advertising –on pack and on websites. And to encourage more tea companies to consider incorporating a health message in their marketing efforts.

Louise Pollock, from our NYC based Public Relations Agency, Pollock Communications and Richard Mann, Tea Council legal counsel/advisor from Keller & Heckman, will lead this session.

As chairman of Pollock Communications, Inc., **Louise Pollock** helps clients develop targeted marketing campaigns that cultivate positive brand perceptions among key decision makers. She has received several awards including Silver Anvils by the Public Relations Society of America, the National Agriculture Marketing Association’s Best of NAMA and the President’s Circle Award from the American Dietetic Association. Louise also appears in Who’s Who in America, Who’s Who Among Marketing Executives, and Who’s Who Among American Women.

Marketing Panel Overview

During this session, **Melissa McAllister** will summarize the key findings/deliberations of the Marketing Panel meeting taking place on Wednesday, October 5th. The Marketing Panel meeting will be attended by many top marketing executives from the tea industry in the USA as well as several foreign countries. The primary goal of this session is to share the successful results of the Tea Council’s current public relations program; to review the business plan for 2006-2007; and to help participants understand the rationale behind the U.S. approach to marketing tea & health. Participants will explore additional strategies that may help increase the momentum of the campaign and consider how members may best apply some of the Tea Council’s strategies to their own marketing efforts.

Melissa McAllister is a vice president/account director at Pollock Communications where she counsels clients in the strategic development and implementation of marketing and nutrition education campaigns targeted to a variety of consumer and health professional audiences. Since joining Pollock Communications in 1997, Melissa has managed publicity and health professional education programs for the Tea Council and has overseen two International Scientific Symposia on the role of tea in the diet with partnership support from key research and governmental organizations. In addition to her work with Tea Council, Melissa has also executed nutrition education campaigns for a broad variety of food products ranging from orange juice and rice to chocolate.

Update on the Specialty Tea Institute (STI) Certification Program

The founders of APTI (which has now morphed into STI) once decided that, with the changes eminent in the specialty tea industry, an education program geared toward unifying the vast amount of information about tea was necessary. This program has now come to fruition and presently STI offers several multi-level seminars for the education of tea professionals and amateurs on a regular and formalized basis.

Richard Guzauskas' presentation will offer an overview of the program, known as the "STI Education and Certification Program". The presentation will include disclosures and discussion on the direction, possible impact and financial position of the program. The presentation will touch on the strengths and weaknesses of the program as it exists and on the programs benefits to the tea industry in general, as well it will outline a possible future of the program.

Don't miss this one; it's bound to be interesting as well as eye opening. A few power point slides will augment Richards' presentation.

Richard Guzauskas officially entered the main stream of the tea industry in 1991 by founding Leaves Pure Teas. He remained sole owner of the Leaves Pure Teas brand until April 2001, at which time China Mist Tea Company purchased the brand. Richard presently works as a consultant assisting the China Mist Tea Co. to grow the Leaves brand both domestically and overseas.

A well-healed traveler and well-received contributor to many tea publications, Richard lectures on tea and has taught many overflowing classes on the subject of tea. He continues to lead seminars on teas across the country and abroad.

Richard presently chairs the committee charged with creating a program of seminars for tea education and certification within the Specialty Tea Institute.

"Understanding the Consumer"

The Tea Industry is undergoing a period of rapid change involving many different products and forms of tea. While this is good for the industry because it broadens the customer base, it also places the burden of responsibility on the tea marketer to be aware of how changes in the target audience may necessitate changes in the marketing plan.

The Mintel Corporation, a research firm headquartered in Chicago, IL recently completed a consumer intelligence report on traditional tea and RTD tea. They have allowed **Joe Simrany** to summarize the information and invite our delegates to purchase the complete report should they require full details.

Joe Simrany is the President of the Tea Association of the U.S.A., Inc., the Tea Council of the U.S.A., Inc., and the Specialty Tea Institute. In these capacities, Joe tracks trends, disseminates information and represents the interests of the wholesale and retail tea industry on a broad spectrum of issues. As president of the Tea Council, he leads the industry's educational and public relations efforts relative to communicating the many attributes of tea to consumers.

Prior to joining the Tea Association of the U.S.A., Joe spent 25 years in the cookie & cracker business, most recently as the VP of Marketing of Sunshine Biscuit Company.