# 2008 (ONEENCE

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MARCH 12-15, 2008 • BONITA SPRINGS, FL  $f_{o}$ 

FOOD PROCESSING SUPPLIERS ASSOCIATION



Enjoy the **Conference Golf Tournament** on a course designed in the spirit of golf and respect for the land. Raptor Bay Golf Club captures the essence of nature at its best and delivers a tournament quality course, designed by golf legend Raymond Floyd. Each golf hole was carefully crafted to blend with the environment, leaving a beautiful course that accentuates its natural surroundings.

On the **Kayaking Adventure**, step into your kayak and explore some of Florida's most spectacular scenery. Our naturalist will lead you through the protected waters of numerous small, inner connected bays. Sightings of the area's diverse marine wildlife are all but guaranteed. As an added feature, you will dock your boats at Koreshan Park for a walk through this historical site, settled originally as a utopian community in the late 1800's. This historic site offers a true "Old Florida" experience for heritage and eco-travelers. The walk includes a nature trail that wanders along the Estero River and through pine flatwoods and scrub oak communities before returning to your kayaks to finish your adventure.

The MISA Foundation Banquet and Auction is a gala fundraiser where the action is fast and fun. Our esteemed auctioneers stop at nothing to raise money for the MISA Foundation Scholarship

Program and all auction proceeds go directly to the scholarship program.

The **Presidents' Cup Golf Challenge** was won by the team representing MISA in 2007 - its inaugural year. They are determined to hold on to the cup while other Councils are honing their skills to take it away. The Challenge is open to all attendees. Each will register the Council they will be representing for the team pairings in the "bragging rights" tourney.

Everglades Escapade is an adventure that begins as soon as you board the bus. A naturalist guide begins the trip with a brief narration on both the natural and human history of the Everglades and Southwest Florida. Don't expect your average airboat ride down alligator alley; instead imagine an exclusive glide along the pristine waters of Lake Trafford – the environmentally restored headwaters to the historic Everglades. These wetland resources have been targeted for protection and are not available to many. The quality of the lake and the associated watershed affects important wildlife species and offers a sanctuary for migrating birds. Keep an eye out for alligators, birds such as the roseate spoonbill, great white heron, and the golden-footed snowy egret. Lake Trafford accounts for half of all the water flowing to the "River of Grass."

# 2008 total (onterence acenda

FPSA Industry Councils provide an opportunity at Conference for presentations from key customers, interactive roundtables, and informal networking, all specifically tailored to the unique needs of the Councils. The 2008 Conference provides separate sessions for the Bakery, Dairy, and Meat (MISA) Councils. A fourth concurrent session labeled "General Food" will feature topics that are more broadly applicable. Industry Council sessions and networking activities are open to all Conference attendees. We encourage multiple registrants from one company to benefit from the crossover market intelligence available at the various Industry Council sessions.

#### **WEDNESDAY, MARCH 12**

**5:30 pm - 6:00 pm** *FIRST TIMERS RECEPTION* 

#### 6:00 pm - 7:30 pm START YOUR ENGINES

Greet old friends, make new connections and enjoy the warmth of Florida. It's a party with great food, great beverages, and you.

Race car provided by Siemens

#### **THURSDAY, MARCH 13**

7:15 am - 8:00 am

CONTINENTAL BREAKFAST

8:00 am - 8:15 am ANNUAL BUSINESS MEETING VIGGO NIELSEN, CHAIRMAN FPSA

#### 8:15 am - 9:15 am

VISION - DANIEL BURRUS, Technology
Futurist and Business Strategist, opens
Conference by helping participants to lead
with strategic foresight and certainty. By
improving the certainty upon which their
strategy is based, attendees learn how
to dramatically reduce risk and produce
superior results.

#### 9:30 am - 11:30 am

Council Sessions – Agendas determined by each council's leadership – will discuss the critical issues facing industry suppliers; hear directly from customers about their needs; and delve into the results of customer focus groups designed to provide future directions for research and educational activities of FPSA.

#### 12:30 pm - 5:30 pm CONFERENCE GOLF TOURNAMENT\*

A shot-gun start signals the beginning of hours of fun. It's a "shamble" format (all skill levels are welcome). So enjoy the sun, network, and release the "tiger" in you.

1:00 pm - 4:30 pm KAYAKING (see Optional Activities page)\*

7:00 pm - 8:00 pm CONFERENCE RECEPTION

## **8:00 pm – 11:00 pm** *MISA FOUNDATION BANQUET AND AUCTION\**

The action is fast, furious and fun at this auction raising money for the MISA Foundation Scholarship Program.

#### **FRIDAY, MARCH 14**

7:15 am - 8:00 am CONTINENTAL BREAKFAST

#### 8:00 am - 9:15 am

**EMPOWERMENT - JAMES MAPES**, has over thirty years experience coaching individuals and organizations to shape their future. He provides the tools to help attendees think out-of-the-box and takes them and their organizations to new heights by leveraging their greatest resource: themselves.

#### 9:30 am - 11:30 am

Council Sessions continue to delve into the topics that concern them most.

#### 1:00 pm - 6:00 pm PRESIDENTS CUP GOLF CHALLENGE\*

The Challenge is open to all attendees. Each will register the Council they will be representing for team pairings in this "bragging rights" tourney.



Trophy donated by Weber, Inc.

1:00 pm - 4:30 pm EVERGLADES ESCAPADE (see Optional Activities page)\*

#### 7:00 pm – 10:00 pm CONFERENCE GALA

After two days of hard work and networking, it's time to let your hair down, roll back the rug, and have some fun at the FPSA Conference Reception, Dinner and Party. Great food, libation, entertainment, dancing and fun.

#### **SATURDAY, MARCH 15**

8:30 am - 9:30 am BREAKFAST AND AWARDS

9:30 am - 10:45 am

ACTION - ALISON LEVINE closes out conference on an inspirational note with her riveting presentation focusing on the parallels between staying alive on the world's most dangerous mountains and succeeding in a fast-paced business world, learning that in both, willpower was her most essential piece of equipment.

\*All optional activities denoted by an (\*) require an additional fee. See registration form.

## *SPEUMEDS*

## STRATEGIC ADVANTAGE VISION+EMPOWERMENT+ACTION

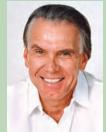
As business leaders, you know that to achieve and sustain a strategic advantage in today's competitive environment you need more than a few sheets of paper called the Strategic Plan. Developing a strategic advantage begins with a vision of the future and how your company will meet the challenges and opportunities that arise. You must empower your team to take the necessary actions to achieve these objectives.

The keynote speakers for the 2008 Conference have been carefully selected to address the key steps in achieving your Strategic Advantage.

Daniel Burrus, Technology Futurist and Business Strategist, has established a worldwide reputation for his exceptional record of accurately predicting how technological, social, and business forces are converging to create enormous, untapped opportunities.



James Mapes has coached hundreds of people through personal transformation in his 30 years of practice — showing them how to retool their thinking by applying their imagination to access a whole new world of possibilities.



Alison Levine, leader of the First American Women's Everest Expedition, is the embodiment of personal action as the key to strategic success. Alison Levine has successfully climbed the corporate ladder as well as the highest peaks on six continents.



### **Platinum Sponsors**

## **SIEMENS**



## CENERAL INFORMATION

We encourage attendees to bring their families to Bonita Springs. Come early and stay late – conference rates are available before and after the meetings. This offers a great opportunity to plan your family's Spring Break.

#### **CONFERENCE REGISTRATION**

Complete the Conference Registration Form and submit to FPSA via:

Fax: (703) 761-4334

Mail: FPSA; 1451 Dolley Madison Boulevard, Suite 200; McLean, VA 22101-3850, USA

Phone: (703) 761-2600

The form is also posted online at: http://www.fpsa.org

#### **HOTEL RESERVATIONS**

Contact the Hyatt Regency Coconut Point Resort and Spa at (800) 233-1234 to reserve a room today. Refer to the "FPSA 2008 Conference" to receive the single/double group rate of \$299 per night plus taxes. **The deadline to secure a reservation is February 12, 2008.** 

Rooms will be assigned on a first-come, first-serve basis. Please note that while we have secured a large block of rooms, once all rooms have been reserved, we cannot guarantee that additional space will be available.

All reservations must be guaranteed with a first night deposit by credit card. Rates are in US dollars and are subject to applicable state and local taxes (currently 11%) and applicable service, hotel specific fees in effect at the Hotel at the time of the meeting.

Check-in time is 4:00 pm, and check-out time is 11:00 am. Please be advised that cancellation/change of reservation must be received by the hotel 72 hours prior to arrival date to avoid a one-night room and tax charge.

#### RECOMMENDED DRESS

General Sessions: Attire for the business sessions is resort casual (comfortable khakistyle pants or shorts with a button down or collared shirt). Please note that meeting rooms may be cool.

Receptions and Dinners: For receptions and dinners, we suggest "business casual" attire (sport jackets with button down or polo-style shirt, no ties for men, and skirts or slacks for ladies). Bring a sweater or jacket for the evenings, though you might not need it.

#### **REFUND / CANCELLATION POLICY**

Registration fees, less a \$50 administration fee, will be refunded for written cancellations received no later than February 12, 2008. **No refunds will be made after February 12, 2008.** However, the registration may be transferred to a colleague with written notification.

All substitutions after February 12, 2008 will be handled on-site at the Hyatt Regency Coconut Point Resort and Spa conference registration counter. Bring a copy of the registration confirmation letter on-site. Event and tour tickets purchased are nonrefundable.

#### **SPECIAL ACCOMMODATIONS**

All FPSA programs are accessible to persons with disabilities. If you require special accommodations or auxiliary aids, please notify us in advance.

Note: In general, Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses undertaken to maintain or improve professional skills.



Signature \_

## MAOT HOITAATSIDJA

Please read the instructions and information before you complete the form.
Please print legibly or type.

FPSA 2008 Conference Wednesday, March 12 – Saturday, March 15, 2008 Hyatt Regency Coconut Point Resort & Spa 5001 Coconut Road, Bonita Springs, Florida, USA 34134 Hotel Tel 239.444.1234 www.coconutpoint.hyatt.com

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Conformed and Activity Food			
Conference and Activity Fees			
Qty		<b>*=</b> 0=	Cost
Delegate Attendee		\$795	
Spouse/Guest 1		\$450	
Children (16 and younger)		FREE	
<b>Optional Activities</b> <sup>2</sup> — Tickets required All tickets are nonrefundable. (Must also r	for entry. Tickets will be provided upon egister above)	conference check-in on-site.	
Qty	Name(s)	Qty	Cost
Thursday Golf Tournament		@ \$250 =	
Thursday Kayaking Adventure		@ \$125 =	
Thursday MISA Banquet/Auction		@ \$125 =	
Friday Presidents' Cup Golf		@ \$250 =	
Friday Everglades Escapade		@ \$100 =	
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#### INSTRUCTIONS AND INFORMATION

All registrations are subject to review and registration fee approval. FPSA reserves the right to adjust badge type and fee categorization and make the necessary financial adjustments.

Acknowledgement letters confirming registration will be sent to the registrant. Read the acknowledgement carefully. If corrections or changes are needed, note them on the confirmation and return by fax (703) 761-4334 no later than February 12, 2008.

Pre-registration closes on February 12, 2008. Badges will be available to pick up on-site at the Hyatt Regency Coconut Point Resort and Spa. After February 12, 2008, all changes must be made on-site at registration.

\*Spouses/companions who attend Conference, its social or optional events must register for the Conference.

\*All optional activities are available on a first-come, first-serve basis, and are subject to capacity restrictions and cancellation by FPSA. All tickets are nonrefundable.

#### **Hotel Reservations**

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All reservations must be guaranteed with a first night deposit by credit card. Rates are in US dollars and are subject to applicable state and local taxes (currently 11%) and applicable service, hotel specific fees in effect at the Hotel at the time of the meeting.

Check-in time is 4:00 pm, and check-out time is 11:00 am. Please be advised that cancellation/change of reservation must be received by the hotel 72 hours prior to arrival date to avoid a one-night room and tax charge.

#### **Refund / Cancellation Policy**

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#### SPECIAL ACCOMMODATIONS

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Note: In general, Treasury Regulation 1162-5 permits an income tax deduction for educational expenses undertaken to maintain or improve professional skills.

#### **Food Processing Suppliers Association**

1451 Dolley Madison Boulevard, Suite 200
McLean, Virginia 22101-3850
Tel (703) 761-2600
Fax (703) 761-4334
E-mail info@fpsa.org
Web http://www.fpsa.org







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www.fpsa.org





## OPTIONAL ACTIVITIES

**THURSDAY GOLF** 

MISA FOUNDATION BANQUET AND AUCTION

LIVING DESERT ZOO AND BOTANICAL GARDENS TOUR

#### PRESIDENT'S CUP GOLF TOURNAMENT

Join other event attendees as they play this "shamble" format tournament. The weather is certain to be beautiful and the networking and interaction will be worth the price of admission. All skill levels are welcome at this tournament, so come on out and join us.

The MISA Foundation Banquet and Auction is a wonderful event that supports the very important philanthropic efforts of the Foundation.

For almost four decades The Living Desert has been engaged in the important work of preserving, conserving and interpreting the desert and all its varied plant and animal life. This tour will expose you to native desert animals and fascinating desert foliage.

Friday brings The President's Cup. This trophy is awarded annually to the winner of this Friday golf tournament. Get your foursome together now and start practicing for this exciting event.





March 9-12, 2011 JW Marriott Resort & Spa, Desert Springs Palm Desert, CA

Navigating a Chair Nature 101

McLean, Virginia 22101-3850

Tel (703) 761-2600 Fax (703) 761-4334 E-mail info@fpsa.org

www.fpsa.org

Navigating a Changing Landscape

fpsa...

#### WEDNESDAY, MARCH 9

at the various Industry Council sessions.

5:30 pm - 6:00 pm FIRST TIMERS RECEPTION

6:00 pm - 7:30 pm WELCOME RECEPTION

Greet old friends, make new connections and enjoy the beauty of the California desert. This festive gathering is the perfect way to kick off the Conference.

#### **THURSDAY. MARCH 10**

7:15 am - 8:00 am CONTINENTAL BREAKFAST

8:00 am - 8:45 am ANNUAL BUSINESS MEETING -SCOTT SCRIVEN. CHAIRMAN FPSA

#### 8:45 am - 10:00 am **HOW TO SUCCEED IN BUSINESS AND IN LIFE**

In this motivational keynote speech, Bill Rancic shares his proven lessons about how to succeed in business and in life. Bill will share tips including: being agile, recognizing and seizing opportunities, how to distinguish yourself, striving to make each day count, and balancing high expectations with your shortcomings. Listen to stories from his early days as an entrepreneur, his experiences or "The Apprentice" and his personal philosophy revolving around hard work and not taking anything for granted.

## 2011 FPSA CONFERENCE AGENDA

#### 10:15 am - 12:00 pm COUNCIL SESSIONS

Agendas determined by each council's leadership attendees will hear directly from customers about their needs and discuss the critical issues facing industry

#### 12:30 pm - 5:30 pm CONFERENCE GOLF TOURNAMENT\*

A shot-gun start signals the beginning of hours of fun. It's a "shamble" format and all skill levels are welcome.

7:00 pm – 8:00 pm CONFERENCE RECEPTION

#### 8:00 pm - 11:00 pm MISA FOUNDATION BANQUET AND AUCTION\*

The food is good, the action fast, and our entertaining auctioneers can't be beat as we raise money for the MISA

#### FRIDAY, MARCH 11

7:15 am - 8:00 am CONTINENTAL BREAKFAST

#### 8:00 am - 9:15 am ETHNOMETRICS AND BOOTH MASTERY

No matter how great your display, the real power of an exhibit comes from the people chosen to staff your booth. A poorly trained or unprepared booth staff can spoil an otherwise successful exhibit marketing plan and contradict the impression your company has worked hard to create. Join us for this session with trade show marketing expert Marlys Arnold, author of Build a Better Trade Show Image, who will share tips for understanding the basics of in-booth behavior, the use of Ethnometrics qualifying visitors who come to your booth, collecting and

#### 9:15 am - 10:30 am THE ECONOMIC CYCLE: READING THE SIGNALS

managing quality leads, and much more.

Join the Institute for Trend Research economis Brian Beaulieu as he brings his unique and extensive

understanding of the business cycle, and his ability to explain the implications of expected change. Brian will explain how change can be signaled well in advance, and how you can read those signals. You will leave with an action plan and plenty of time to apply it before the economic shifts ahead.

#### 10:45 am - 12:00 pm COUNCIL SESSIONS

The Councils return with presentations from key customers, and another set of roundtable discussions.

#### 12:30 pm - 5:30 pm PRESIDENT'S CUP GOLE TOURNAMENT\*

Foursomes representing each Council compete for the coveted FPSA President's Cup trophy. Get your foursome together now or enter individually and be assigned to a

#### 1:00 pm - 5:00 pm LIVING DESERT ZOO AND BOTANICAL GARDENS TOUR\*

Tour members will take a journey through the deserts of the world. Witness countless desert animals and plants that are native to these arid climates.

#### 7:00 pm - 10:00 pm CONFERENCE GALA

After two days of hard work and networking, it's time to relax and have some fun at the FPSA Conference Reception, Dinner and Party. Help us close out Conference on a high note with great food, entertainment, and fun.

#### **SATURDAY. MARCH 12**

With business now concluded, we have left Saturday open for a leisurely breakfast on your own and time to enjoy the day or to make a hassle-free return home.

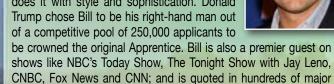
\*All optional activities denoted by an (\*) require an additional fee. See registration form.

## SPEAKERS •

#### KEYNOTE

#### Bill Rancic

Bill Rancic is one of the world's most extraordinary, respected, and in demand everyone from Donald Trump to the local professional with a dream and an idea. And he does it with style and sophistication. Donald of a competitive pool of 250,000 applicants to



#### **GENERAL SESSIONS**

national and daily newspaper outlets.

#### Marlys Arnold

For more than a decade, Marlys Arnold has helped hundreds of companies improve their professional image, either in workshops or private consultations. Combining experience, she travels the country working with exhibitors and show managers to help them maximize their trade show results. She

has been featured in both radio and television interviews, as well a included in numerous publications. In 2002, she authored her firs book, Build a Better Trade Show Image,

#### Brian Beaulieu

Brian Beaulieu has been an economist with ITR since 1982 and its CEO since 1987. He is also Chief Economist for Vistage International and FEC, global organizations comprised of over 13,000 CEO's, At ITR, Brian has been engaged in applied research regarding business cycle trend analysis and the utilization of that research at a practical business level. For the past 25

years, he has been giving workshops and seminars across the U and Canada to thousands of business owners and executives. Prio to joining the Institute, Brian was an economist in Washington, D or the US Department of Labor where he worked on the health care component of the Consumer Price Index



## GENERAL INFORMATION

## We encourage attendees to bring their families along to Palm Springs. Come early and stay late - conference rates are available before and after

the meetings. This offers a great opportunity to plan your family's Spring Break.

#### CONFERENCE REGISTRATION

Complete the Conference Registration Form and submit to FPSA via:

- Fax: (703) 761-4334
- Mail: FPSA: 1451 Dolley Madison Boulevard, Suite 101: McLean, VA 22101-3850, USA
- Phone: (703) 761-2600
- The form is also posted online at: http://www.fpsa.org

#### **HOTEL RESERVATIONS**

In order to better accommodate our attendees, FPSA has negotiated with the JW Marriott Desert Springs a special early-bird hotel rate of \$279 per night, plus taxes, up until December 31, 2010, after which the rate will be \$350 plus taxes. To reserve a room go to www.fpsa.org and click on the link on the homepage, or call the Marriott at 1-800-266-9432 and refer to the "Food Processing Suppliers Conference" Please note, the deadline to secure a reservation is February 2, 2011.

Rooms will be assigned in a first come, first serve basis. Please note that while we have secured a large block of rooms, once all rooms have beer reserved, we cannot guarantee that additional space will be available.

All reservations must be guaranteed with a first night deposit by credit card. Rates are in US dollars and are subject to applicable state and loca taxes (currently 9%) or applicable service, hotel specific fees in effect at the Hotel at the time of the meeting.

Check-in time is 4:00 pm, and check-out time is 12:00 pm. Please be advised that cancellation/change of reservation must be received by the hote 72 hours prior to arrival date to avoid a one-night room and tax charge.

#### RECOMMENDED DRESS

General Sessions: Attire for the business sessions is resort casual (comfortable khaki-style pants or shorts with a button down or collared shirt). Please note that meeting rooms may be cool.

Receptions and Dinners: For receptions and dinners, we suggest "business casual" attire (sport jackets with button down or polo-style shirt, no ties for men, and skirts or slacks for ladies). Bring a sweater or jacket for the evenings, though you might not need it.

#### **REFUND / CANCELLATION POLICY**

Registration fees, less a \$50 administration fee, will be refunded for written cancellations received no later than February 2, 2011. No refunds will be made after February 2, 2011. However, the registration may be transferred to a colleague with written notification.

All substitutions after February 2, 2011 will be handled on-site at the conference registration counter in the JW Marriott Desert Springs. Please bring a copy of the registration confirmation letter on-site. Event and tour tickets purchased are nonrefundable

#### SPECIAL ACCOMMODATIONS

All FPSA programs are accessible to persons with disabilities. If you require special accommodations or auxiliary aids, please notify us in advance.

Note: In general, Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses undertaken to maintain or improve

## Instructions and Information

IMPORTANT: Please read the instructions and information before you complete the form. Fill out all information requested. Incomplete forms will delay processing and may compromise your request.

#### REGISTRATION AND TICKET INFORMATION

All registrations are subject to review and registration fee approval. FPSA reserves the right to adjust badge type and fee categorization and make necessary financial adjustments.

Acknowledgement letters confirming registration will be sent to the registrant. Read the acknowledgement carefully. If corrections or changes are needed, note them on the confirmation and return by fax (703) 761-4334 no later than February 16, 2011.

Pre-registration closes on February 16, 2011. Badges will be available to pick up on-site at the JW Marriott. After February 16, 2011, all changes must be made on-site at registration

<sup>1</sup>Spouses/companions who attend Annual Conference, its social or optional events must register for the Conference

<sup>2</sup> All optional activities are available on a first-come first-serve basis; subject to capacity restrictions and cancellation by FPSA. All tickets are nonrefundable

#### **CANCELLATIONS**

Registration fees, less a \$50 administration fee, will be refunded for written cancellations received no later than February 2, 2011. No refunds will be made after February 2, 2011. However, the registration may be transferred to a colleague with written notification.

All substitutions after February 2, 2011 will be handled on-site at the JW Marriott conference registration counter. Bring a copy of the registration confirmation letter on-site. Event and tour tickets purchased are nonrefundable.

#### Food Processing Suppliers Association

1451 Dolley Madison Boulevard, Suite 101 Tel (703) 761-2600 Email: info@fpsa.org McLean, Virginia 22101-3850 Fax (703) 761-4334 Web: www.fpsa.org

### PLATINUM SPONSORS

## SIEMENS





FPSA 2011 Conference Wednesday, March 9 – Saturday, March 12, 2011 JW Marriott Resort & Spa, Desert Springs Palm Springs, CA

### REGISTRATION FORM

Please read the instructions and information before you complete the form. Please print legibly or type

First Time Attendee:	☐ Yes	□ No	Association Affiliation	(s): 🗖 FPSA 📮 FIS	SA	
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<b>Optional Activities</b> <sup>2</sup> – Tickets required for entry. Tickets will be provided upon conference check-in on-site
All tickets are nonrefundable. (Must also register above)

Early Bird Discount Registration (must register by December 31, 2010)

uly		ivallic(3)	uly
	Thursday Golf Tournament		@ \$200=
	Thursday Living Desert Zoo and Botanical Gardens Tour		@ \$65=
	Thursday MISA Banquet/Auction Friday President's Cup Golf		@ \$150 = @ \$200 =

Payment Information	
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Regular Registration

Children (16 and younger)

Spouse/Guest 1

DO NOT fax if paying by check. Payment must accompany registration.
☐ Check Enclosed (make payable to FPSA) ☐ AMEX ☐ MC ☐ VISA
Card #
Expiration Date CID#
Print Name

For Office Use Only:

Total Amount Due:

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