



EXECUTIVE LEADERSHIP FORUM

Elevating the Industry Together.



October 14-16, 2024



**The Ritz-Carlton Bacara
Santa Barbara, California**

Snacking. Nutrition. Convenience.





ELEVATING THE INDUSTRY TOGETHER

SNAC International's Executive Leadership Forum is the premier education, insights, and networking event for C-suite leaders from every segment of the snack value chain - producers, marketers, suppliers and thought leaders.

Join us for 2.5 days of networking, collaboration and strategic insights to navigate today's complex business landscape, while enjoying the breathtaking backdrop of the Pacific Ocean.

The Forum allows executives to sharpen their business strategy as well as to step back from the daily grind and build relationships through networking activities, with an agenda that creates a business-first approach while maintaining the connection opportunities that make the event unique.

WHAT TO EXPECT

Keeping with 2023, the Forum's format provides all the same great content and networking but with a schedule that allows participants to opt into, or out of, as much recreation as they like. For 2024, the Forum has shifted to take place from Monday to Wednesday, which means you can now travel without having to worry about interrupting your weekend plans. This change represents a departure from the previous schedule, which spanned from Sunday to Tuesday.

Optional networking opportunities will bookend the event on Monday and Wednesday. Attendees who only want to attend the conference portion of the event can arrive Monday evening and depart Wednesday afternoon. Attendees who want to take advantage of additional networking that allows them to explore the surrounding beauty of Santa Barbara can arrive Sunday evening and depart Thursday morning.



The Forum's **premier content** continues with industry-leading experts discussing the industry's most impactful trends, the 2024 election and 2025 economy, AI, consumer nutrition, sustainability, and other important management and global issues.

SNAC Rising Stars returns! Senior executives can identify and nominate up to two emerging leaders from within their companies to attend the Forum. Those who attend will benefit from high-level exposure to industry leaders and SNAC International's value on behalf of the industry.



These first-time attendees must be nominated by a SNAC member senior executive and will be provided a 50% discount to attend upon acceptance into the program.

Note: IT IS NOT required for the emerging leader nominee to have attended SNAC's Emerging Leaders Programs with Georgetown University.



WinS (Women in Snacks) remains an integral part of the Forum, as we look forward to continually growing our female attendance and fostering a pipeline for female executives.

As an incentive to attend, first-time female attendees will be provided a 50% discount off the normal registration rate.

We look forward to you joining us!



SCHEDULE *Subject to change*

MONDAY, OCTOBER 14

8:00 - 11:30am	SNAC Committee Meetings (by invitation only) 8:00 - 9:00am Executive Committee Meeting 9:30 - 11:30am Board of Directors Meeting
12:00 - 5:00pm	Forum Golf Tournament / Optional Recreation
6:00 - 9:00pm	Opening Reception and Dinner

TUESDAY, OCTOBER 15

7:30 - 9:00am	WinS (Women in Snacks) Breakfast Workshop with special guest Dr. Bobbi Thomason, Pepperdine Graziadio Business School
8:00 - 9:00am	Breakfast Buffet
9:00 - 9:30am	Welcome and Opening Remarks Christine Cochran, SNAC International
9:30 - 10:15am	The Economy Heading into 2025 Christopher Thornberg, Ph.D., Beacon Economics
10:15 - 10:30am	Break
10:30 - 11:15am	American Politics and the 2024 Election Mara Liasson, National Public Radio
11:15am - 12:00pm	Future of Snacking: Balancing Intent with Indulgence Davey McHenry, The Hartman Group
12:00 - 1:30pm	Lunch
1:30 - 3:00pm	WORKSHOP: Tapping the Power of Generative AI at Work Conor Grennan, NYU Stern School of Business
3:00 - 3:15pm	Break
3:15 - 4:00pm	Snack Packaging, Sustainability, and the Road Ahead Dan Felton, AMERIPEN
5:00 - 6:00pm	SnackPAC Reception with special guest, Former House Speaker Kevin McCarthy <i>*This is a ticketed event. Registration materials will be sent to authorized SNAC members on or before Sept. 6th.</i>
6:15 - 10:30pm	Open Evening & Dine Around

WEDNESDAY, OCTOBER 16

8:00 - 9:00am	Breakfast Buffet
9:00 - 9:45am	PANEL: Nutrition, Science, and the Health of the Consumer <ul style="list-style-type: none"> Maggie S. Gentile, MS, RD, LD, Food Directions Richard D. Mattes, MPH, PhD, RD, Purdue University Siddhartha Angadi, PhD, FACSM, University of Virginia
9:45 - 10:30am	PANEL: Innovating for Growth <ul style="list-style-type: none"> Poorvi Patodia, Biena Snacks Kirsten Sutaria, SkinnyDipped Matt Weiss, Rind Snacks Denise Woodward, Partake Foods
10:30 - 10:45am	Break
10:45 - 11:30am	How Unconventional Insights Drive Innovation <ul style="list-style-type: none"> Gunny Scarfo, Nonfiction Research Lindsay Wehking, Nonfiction Research
11:30am	Adjourn
12:15 - 5:30pm	Optional Recreation
6:30 - 9:00pm	Closing Reception and Dinner



Visit SNACintl.org to learn more about sessions and speakers.

REGISTRATION

Register online at [SNACintl.org/event/executive-leadership-forum/](https://snacintl.org/event/executive-leadership-forum/)

REGULAR REGISTRATION RATE

SNAC Members	\$2,630
Spouse/Guest	\$1,090
Non-Member	\$3,070
Spouse/Guest	\$1,530

Cancellations will be refunded, less a \$400 processing fee, until Friday, September 20, 2024. No registration fees will be refunded after that date.

BOOK YOUR STAY



The Ritz-Carlton Bacara | Santa Barbara

8301 Hollister Avenue
Santa Barbara, CA 93117



Book online at

<https://book.passkey.com/event/50469379/owner/13640/home>

Hotel rooms are limited. Make your reservation early to ensure your place at this exclusive event.



Hotel Reservation Deadline: Friday, September 13, 2024

Special Group Rate: \$399/night



Questions?

Please contact SNAC's Manager of Meetings and Events, Christina Briones.
cbriones@snacintl.org | 703.836.4500 ext. 206



SnackPAC Reception

Tuesday, October 15, 2024 | 5:00 - 6:00PM

The Ritz-Carlton Bacara, Santa Barbara, CA
Rotunda

Kevin McCarthy, Former House Speaker, to headline Executive Leadership Forum's 2024 SnackPAC Reception



SNAC International is excited to welcome special guest, 55th Speaker of the House, Kevin McCarthy to this year's 2024 SnackPAC Reception on Tuesday, October 15th from 5-6 PM. With the presidential election, and critical House and Senate races to be decided, less than a month away, McCarthy will offer his keen insights into the national political landscape. This is a unique chance to understand the evolving dynamics of Washington straight from a true insider.

Kevin McCarthy is described as a man exuding "true American grit." Prior to his election to Congress, McCarthy served as the fastest-rising Minority Leader in the California State Legislature. In Congress, he held nearly every elected leadership position in the House Republican conference and served under four Presidents, during two economic crises, and through consistent political upheaval while always maintaining his approach to governing as a Happy Warrior. After his election to Speaker, McCarthy went on to secure \$2T in deficit reduction. McCarthy's decade and a half at the pinnacle of U.S. government has imbued him with powerful insights into politics, leadership, and values.

SnackPAC is the snack food industry's political action committee and works to elect pro-business candidates to federal office.



FORUM SESSIONS

The Economy Heading into 2025

Tuesday, October 15 | 9:30 - 10:15am

Sought-after economist and speaker Chris Thornberg, PhD, will offer an overview of the macro-economy and trends that drive the business cycle and consumer behavior. Look past the politics and into the data to understand what's in store for our industry and consumers in 2025.



CHRISTOPHER THORNBERG, PhD

Beacon Economics

Chris is a renowned economist with a doctorate in business economics from UCLA. Known for exact economic forecasts, Chris predicted the 2007 subprime mortgage crash, the following global recession, and the rapid recovery from the 2020 COVID-19 shock. In 2007, he founded Beacon Economics, an independent research and consulting firm focused on providing objective economic analysis and data. His data-driven approach and commitment to objective analysis have proven him a trusted voice in economic policy, often emphasizing the importance of evidence-based conclusions over popular political narratives. Whether addressing business leaders or advising public agencies, Chris upholds the principle of unbiased economic examination.

American Politics and the 2024 Election

Tuesday, October 15 | 10:30 - 11:15am

A discussion of this historic election and what follows requires the wisdom and experience of an iconic American journalist and political reporter; so we are honored to be joined by Mara Liasson, who will share her view of the current moment, and what is to come. A veteran of National Public Radio and a longtime contributor to Fox News, Mara has covered every presidential election since 1992 and reports on Senate and House races every election year. She is an expert on elections, national policy, and on relations between the White House and Congress.



MARA LIASSON

Presented by Mara Liasson, Senior National Political Correspondent, NPR

Mara Liasson is the senior national political correspondent for NPR. For 25 years she was a contributor to FOX News Channel (FNC). She joined FOX in 1997 and served as a panelist on Special Report with Brett Baier and FOX News Sunday, FOX Broadcasting Company's public affairs program that airs nationwide each Sunday morning.

Liasson joined NPR in 1985 as a general assignment reporter and newscaster. She covered Congress and served as the White House correspondent during all eight years of the Clinton administration. Now, as the senior national political correspondent her reports can be heard on the award-winning news magazines, All Things Considered and Morning Edition. During her tenure, she has covered all the presidential elections since 1992 and reports on Senate and House races every election year. She is an expert on elections, national policy and on relations between the White House and Congress.

Liasson received a Bagehot Fellowship in Economics and Business Journalism from September 1988-June 1989 at Columbia University in New York. Shortly thereafter, she returned to NPR as its congressional correspondent. Liasson has received numerous awards and honors for her reporting, including the White House Correspondents' Association's "Merriman Smith Award" in 1994, 1995 and 1997 for excellence in daily news reporting. Her first reporting job was at The Vineyard Gazette, on Martha's Vineyard, Mass.

Liasson earned her bachelor's degree from Brown University.

FORUM SESSIONS

Future of Snacking: Balancing Intent with Indulgence

Tuesday, October 15 | 11:15am - 12:00pm

During this session, food industry analyst Davey McHenry will report on Hartman Group's recent findings about the ever-shapeshifting snacking occasion. Mini-meals, continuous grazing, leftovers, and snacks that become meals now blur the distinction between a meal and a snack. Hartman's new research details the role of intentional and healthy/premium snacks, the cultural importance of snacking, product development opportunities, and how your brand or company can make the greatest impact.



DAVEY McHENRY

The Hartman Group

Davey combines her passion for people and process as Senior Vice President of Operations for Hartman Group, a team of experts immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys, and deep study of trends.

With more than 15 years of industry experience and tenure at Hartman, Davey is responsible for driving the organization's operational strategy with a keen focus on its intersection with industry expertise, client relationships, and organizational growth.

Davey has an MBA from the Foster School of Business at the University of Washington and a BA in International Studies from Willamette University.

WORKSHOP: Tapping the Power of Generative AI at Work

Tuesday, October 15 | 1:30 - 3:00pm

Whether you're a novice or expert, there's more to ChatGPT than you think. Conor Grennan, the Chief AI Architect at the NYU Stern School of Business, unlocks the secrets to increased productivity and better outputs using generative AI. This interactive, hands-on session will introduce the capabilities (and limitations) of ChatGPT, a unique framework that will change how you and your team use AI, and help you stay ahead of the competition, no matter your role.



CONOR GRENNAN

Chief AI Architect, NYU Stern School of Business

Conor Grennan is Chief AI Architect at NYU Stern School of Business, where he builds generative AI fluency across the institution, including MBAs, faculty and administration. Prior to that role, he served as Dean of Students for the past 10 years.

Outside of NYU, Conor is the CEO and Founder of AI Mindset, an AI consulting company that trains professionals, leaders and organizations on a new and effective framework for generative AI. He has worked with teams across industry, including at OpenAI, McKinsey, NASA, PWC, SAP, JP Morgan, Deloitte, the US Department of Treasury, and more.

Conor is also a NY Times and #1 international bestselling author, published in 15 languages. He is a keynote speaker, TEDx speaker, and executive coach. His AI insights have been featured in *Entrepreneur*, *Business Insider*, *Vox* and other media. He co-hosts the AI Applied Podcast (top 20 in Business News) and is a Top Voice in Public Speaking on LinkedIn.

He has a BA from the University of Virginia and an MBA from NYU Stern, and lives in Connecticut with his wife Liz and two children.

FORUM SESSIONS

Snack Packaging, Sustainability, and the Road Ahead

Tuesday, October 15 | 3:15 - 4:00pm

Shifting public policy, retailer mandates, and evolving consumer demands combine to complicate the path for any snack food business trying to grow sustainably and stay ahead of the evolving landscape around food packaging. We are joined by a national leader, Dan Felton, in the dialogue about packaging sustainability to give us an executive-level view of this important topic and his forecast of what to expect in the years ahead.



DAN FELTON

Executive Director, AMERIPEN

Dan serves as Executive Director of AMERIPEN – the American Institute for Packaging and the Environment – where he develops and champions positions for the U.S. packaging industry on issues related to packaging and the environment, using sound science and a philosophy of material inclusiveness. A well-known leader in the U.S. government affairs arena for more than 20 years, Dan has represented multinational corporations, various coalitions, and trade associations representing several Fortune 500 companies. He is particularly passionate about environmental, sustainability, and packaging issues and has advocated extensively in those areas at the local, state, and federal levels in the U.S.

PANEL: Nutrition, Science, and the Health of the Consumer

Wednesday, October 16 | 9:00 - 9:45am

Moderated by food policy expert Maggie Gentile, this panel discussion of scientific and medical professionals will cover the leading topics in health and nutrition impacting the food industry, including GLP-1 drugs and their role in the American diet in the years ahead.



MAGGIE S. GENTILE, MS, RD, LD

Food Directions

Maggie Gentile is a Partner and the Vice President of Food and Nutrition Policy at Food Directions LLC. Gentile joined Food Directions in 2011 and in her current role she manages day to day client needs, executes client projects, participates in food industry coalitions, and monitors all activities in the food space. She previously has worked in public relations for Edelman and GolinHarris as well as for the National Restaurant Association where she maintained issue expertise for their Food and Healthy Living program and communicated the association's position on emerging nutrition public policy issues to key stakeholders. Gentile earned a registered dietitian credential and master's from Loyola University in Chicago and an undergraduate degree in Dietetics from Miami University. Gentile lives on Capitol Hill in Washington, DC with her husband and three daughters.

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FORUM SESSIONS

PANEL: Nutrition, Science, and the Health of the Consumer cont.

Wednesday, October 16 | 9:00 - 9:45am



RICHARD D. MATTES, MPH, PhD, RD

Purdue University

Dr. Mattes is a Distinguished Professor of Nutrition Science at Purdue University, Adjunct Associate Professor of Medicine at the Indiana University School of Medicine and Affiliated Scientist at the Monell Chemical Senses Center. His research focuses on the areas of taste function, hunger and satiety, food preferences, regulation of food intake in humans and human cephalic phase responses. At Purdue, Dr. Mattes is the Head of the Ingestive Behavior Research Center. He is a former president of the American Society for Nutrition and was a member of the 2020 Dietary Guidelines Advisory Committee. Dr. Mattes earned an undergraduate degree in biology and a master's degree in public health from the University of Michigan as well as a doctorate degree in Human Nutrition from Cornell University. He conducted post-doctoral studies at the Memorial Sloan-Kettering Cancer Center and the Monell Chemical Senses Center.



SIDDHARTHA ANGADI, PhD, FACSM

University of Virginia

Dr. Siddhartha (Sid) Angadi is an Assistant Professor at the University of Virginia and a physiologist who examines the cardiovascular effects and interactions of exercise, drugs, and diet in health and disease. His ongoing clinical trials are primarily focused on their interplay in conditions such as heart failure as well as the effects of exercise on mitigating the cardiotoxic effects of treatments for breast, ovarian, and prostate cancer. Dr. Angadi has published over 50 peer-reviewed articles and four book chapters, has more than 60 conference presentations, and his research has been featured in prominent lay publications such as *The New York Times*, *Science*, and *Time*.



FORUM SESSIONS

PANEL: Innovating for Growth

Wednesday, October 16 | 9:45 - 10:30am

Inflation, supply issues, and downsized portfolios have contributed to a stagnation in product launches and genuine innovation across the U.S. food and beverage marketplace. As inflation recedes, the next phase of category growth will be built on new products and real brand breakthroughs. We are joined by a panel of entrepreneurs and product developers to share their views on how to maintain a culture of innovation and a creative outlook when times are tough.



POORVI PATODIA

CEO and Founder, Biena Snacks

Poorvi Patodia launched Biena Snacks with a mission to help people Snack Better & Live Better. The brand's category-leading Chickpea Snacks and new Veggie Crisps have secured dozens of "best snack awards" and are consistently featured as a top, healthy snack. Biena has national distribution in over 12,000 retail locations and has been named to Inc 5000's Fastest Growing Companies multiple times.

Poorvi has been recognized as an emerging business leader, being featured as a "Rising Star" CEO among the Inc. 5000 fastest growing companies. She regularly speaks at industry conferences and events, offering guidance to help grow more successful businesses.



Kirsten Sutaria

Director of R&D + Innovation, SkinnyDipped

Kirsten, currently the Director of R&D + Innovation at SkinnyDipped, is a seasoned product development professional with over 15 years of experience bringing innovative products to market for renowned brands such as innocent drinks and Ben & Jerry's. In addition to working with larger brands, she spent four years building Doozy Pots, an award-winning, plant-based gelato company, from the ground up with a team of two.

Throughout her career, Kirsten has helped brands of all sizes navigate the complex landscape of bringing new ideas to market. In addition to her work for established brands, she has worked as a consultant assisting companies in creating and launching innovative products that resonate with today's conscious consumers. She is passionate about sustainable sourcing, recognizing the importance of ethical and environmentally responsible practices in the food industry. Kirsten holds a B.S. in Food Science from Cornell University and an MBA from the University of Vermont.

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FORUM SESSIONS

PANEL: Innovating for Growth cont.

Wednesday, October 16 | 9:45 - 10:30am



MATT WEISS

Founder and CEO, Rind Snacks

Matt is the Founder and CEO of RIND Snacks, a better-for-you CPG brand that makes nutritious whole fruit snacks with bold taste and zero waste. With over ten years of experience in the natural food industry, Matt leads RIND's vision, strategy, and operations, and oversees its creative partnerships and social impact initiatives.

Before launching RIND, Matt had a successful career in investment research at mutual fund firm Baron Capital. Matt also serves as a founding member of Naturally New York, an organization that fosters community among professionals in the natural products industry. He is also the Founder of Friends of Chelsea Green, a non-profit that supports a thriving park in lower Manhattan.



DENISE WOODARD

Founder and CEO, Partake Foods

Denise is the Founder and CEO of Partake Foods, a natural food company that was inspired by her daughter's experience with food allergies. Launched in 2017, Partake's first product — delicious, better for you, allergy-friendly cookies — can now be found in more than 14,000 retailers including Target, Kroger, and Whole Foods Market. Partake's offerings have since expanded to include graham crackers, vanilla wafers and pancake & waffle mixes.

Denise is the first Black woman to raise more than \$1 Million publicly for a CPG food startup. To date, the company has raised over \$25M from investors including HER, Rihanna, CircleUp Growth Partners, FF2032 and Marcy Venture Partners. Partake was named #151 on the Inc 5000 list in 2023.

Prior to launching Partake, Denise spent a decade in consumer packaged goods at various Fortune 100 companies. She is also the founder of 501c3, Black Futures Fellowship, an annual program that matches active HBCU students with paid internships in the CPG food and beverage industry. She lives in Los Angeles with her husband, Jeremy, and daughter, Vivienne. She graduated with her BA from the University of North Carolina at Chapel Hill and an MBA from Arizona State University.



FORUM SESSIONS

How Unconventional Insights Drive Innovation

Wednesday, October 16 | 10:45 - 11:30am

Are we using the right methods to understand consumers? Innovations that drive growth start with understanding people, their daily lives, and how products can meet their needs. Our speakers today are renowned for uncovering hidden truths about what everyday people need and desire by going where others won't: sitting with inmates in prison and patients in hospitals, rollerblading with rappers in Atlanta, throwing underground parties, studying music playlists, and other unconventional ways of understanding the reality of people's lives. Their revealing presentation will take us inside the movement toward more realistic consumer insights and share examples of how their work with organizations like Disney and Frito-Lay is inspiring innovation.



GUNNY SCARFO

Co-Founder, Nonfiction Research

Gunny is the co-founder of Nonfiction Research. He has authored and co-authored Nonfiction studies such as *The Secret Financial Lives of Americans*, *Intimacy in America*, *America's Secret Music Playlists*, and *Saving Americans from the News*.

Before Nonfiction, Gunny was the Head of Strategy at VICE Media's digital agency. Gunny is a founding board member of Brooklyn Poets - the literary nonprofit - and an advisory board member of DVRGNT Ventures, a venture capital fund dedicated to underestimated founders from underrepresented geographies. He's a graduate of Coatesville Area Schools and Columbia University. He splits time between New York City and Nashville, where he lives with his wife and daughter.



LINDSEY WEHKING

Chief Investigative Strategy Officer, Nonfiction Research

Lindsey Wehking is the Chief Investigative Strategy Officer at Nonfiction Research. She is the author of *The Invisible Weight*, a report and podcast on the hidden emotional experiences of pregnancy and the lack of emotional care in the U.S. Healthcare system. She has also authored *America's Secret Playlists*, a report on the secret lives hidden within Spotify playlists, and *Saving America from the News*, a study of what Americans really want from journalism. Her quest for more emotional realism in research has brought her into hip hop therapy groups, sex cults, ayahuasca retreats, illegal gas station casinos, Insane Clown Posse concerts, and deep into the inner lives of everyday Americans.



Women in Snacks (WinS) Breakfast Workshop

Tuesday, October 15 | 7:30 - 9:00am



Featuring Special Guest Dr. Bobbi Thomason

Associate Professor of Applied Behavioral Science at Pepperdine Graziadio Business School

Bobbi's research explores how women navigate their careers and the micro-mechanisms of how women overcome inequality and claim career rewards and resources. In her scholarship, Bobbi takes the perspective that women's career advancement is about agency in context. Even truly awful contexts. As such, her research involves understanding how women navigate not only career ladders, but more often, career jungle gyms. She examines how women use their agency to advance their climb upward, sideways, and, at times, even backwards through career jungle gyms.

Bobbi regularly teaches personal & career development, as well as negotiation and influence classes to MBA and Executive audiences. She has taught in Women's Executive Leadership programs at Wharton and Pepperdine. In all of her teaching, she takes a humanistic approach – teaching her students as whole people, with a range of ambitions, and perhaps most importantly, with vast and expandable capacity. Her classes take a strength-based approach – focusing on people's strengths and abilities, rather than their weaknesses or deficits, in order to further build strengths and thus reach their highest potential.

Prior to Pepperdine, Bobbi was on the faculty at the Wharton School of the University of Pennsylvania. She also worked as a researcher at Harvard Business School and Harvard Kennedy School. Bobbi was also the International Researcher for Sheryl Sandberg's books *Lean In* and *Option B*. Bobbi Thomason earned her Ph.D. from Stanford University, her M.A. from Columbia University and her B.S.F.S. from Georgetown University.

Bobbi regularly publishes in not only top academic journals, but also practice-oriented outlets, such as *Harvard Business Review* and *MIT Sloan Management Review*. Her research and commentary have been featured in international media, including *The Wall Street Journal*, *The Washington Post*, *TIME Magazine*, and *National Public Radio*.



OPTIONAL RECREATION

MONDAY, OCTOBER 14



Golf Tournament | 12:00 - 5:00pm

Golf Digest has rated the championship golf course at **Sandpiper** in the top twenty-five public golf courses in California and top 100 public courses in the Country. It was designed by William F. Bell and opened in 1972 featuring beautiful rolling fairways and challenging greens in a seaside links style layout. Sandpiper's dynamic design attracts players of all skill levels including players of the highest caliber.

**Lunch and transportation are included.
\$330 per person/\$60 Rental Clubs**

Hiking | 12:45 - 3:45pm

Kick off the Forum with a picnic lunch and hike at San Antonio Creek Trail. The trail begins at Tucker's Grove, the perfect picnic area to network with industry colleagues. This is one of the most pleasant of the short hikes in Santa Barbara. The cascading waters of the creek flow cool and clear, and the oak woodland and canyon vegetation provide just the touch of color, richness, and variety for an hour or two of relaxed hiking.

Trail Information

- Distance: 1.5 miles
- Elevation Gain: 148 feet to intersection with Highway 154
- Difficulty: Easy

**Lunch and Transportation are included.
\$295 per person**



TUESDAY, OCTOBER 15

Dine Around | 6:15 - 10:30pm

Join us at a few local favorites to enjoy food, drinks, and good company.

Transportation included. \$295 per person

Loquita

Loquita showcases authentic Spanish food including hot and cold tapas, wood-fired grilled seafood and meats, and seasonal paella.

PEARL SOCIAL
COCKTAIL CLUB

Pearl Social Cocktail Club is a vibrant, energetic cocktail bar offering a fusion of well-traveled inspiration and youthful energy, crafting cocktails that transport you across continents.

OPTIONAL RECREATION

WEDNESDAY, OCTOBER 16

Deep Sea Fishing | 12:15 - 5:30pm

Join us for an exhilarating deep-sea fishing excursion off the stunning coast of Santa Barbara! This fishing activity offers an unforgettable blend of adventure and sightseeing. Set sail on a fully equipped charter fishing boat, guided by experienced local captains who will help you navigate the best fishing spots. Whether you're an avid angler or a first-timer, you'll have the chance to reel in various impressive catches such as rockfish, snapper & often halibut! Knowledgeable guides will teach you about the region's fish and how to read the birds to find the best spots. They will share strategies and techniques that will be helpful to beginners and seasoned fishermen alike. Along the way, you'll likely see playful dolphins, California sea lions, and sometimes migratory whales. Don't miss out on this chance to experience breathtaking ocean views and the thrill of the catch in one of California's premier fishing destinations!



Lunch, Transportation, Fishing License included. \$495 per person

Santa Barbara Wine Country Tour | 12:15 - 5:30pm



Stop 1: Located a stone's throw away from the legendary Santa Rita Hills in the Santa Ynez Valley, **Vega Vineyard and Farm** offers breathtaking views in every direction. With a concentration in the estate vineyard, they have delivered wines with distinctive character and voice. From elegant Pinot Noirs to robust Nebbiolo's, every bottle is a testament to the artistry and passion infused into each vine. Family-owned and operated, Vega welcomes you in with country hospitality. Network over farm-fresh food for lunch, enjoy the sweeping vistas, and spend time feeding furry farm friends! Come, raise your glass, and toast to the beauty and bounty of Santa Barbara, one exquisite sip at a time.

Stop 2: Nestled within the picturesque Santa Ynez Valley, just north of the meandering Santa Ynez River and near the charming city of Buellton, lies the sprawling 35-acre expanse of the **Brick Barn Estate Vineyard**. Tucked away in a captivating wine-growing corridor, this hidden gem represents the epitome of viticultural discovery. Among serene vineyards, the property radiates sophistication and warmth, offering a tranquil escape for wine enthusiasts. Step into the elegant tasting room, meticulously designed to elevate your tasting experience with ample seating options indoors and outdoors. Outdoors is an expansive patio and tree-lined terrace providing an idyllic spot to enjoy these exquisite wines amidst nature's beauty, complemented by cozy fire pits and patio heaters for year-round comfort.



Lunch, Transportation and Wine Tasting at both stops included. \$365 per person

THANK YOU TO OUR DIAMOND SPONSORS



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Santa Barbara, California

Questions?

Please contact SNAC's Manager of Meetings and Events, Christina Briones.
cbriones@snacintl.org | 703.836.4500 ext. 206



1300 17th Street N, Suite 540, Arlington, VA
22209 snacintl.org