



2006 Chain Leader LIVE Sponsor Testimonials

Kerry Doughty
Vice President, Foodservice Sales
Perdue Farms

How do you like *Chain Leader LIVE* so far and what do you like best about it?

Well this is our first year and I am very excited. I think the opportunity for top level interaction with my peers on the restaurant side of the business has been very exciting.

Most of the attendees here are operators. What do you think about that aspect of the conference?

It's different than any other conference that we participate in. One of the things that really excited me was the ratio of operators to suppliers. Typically it's the other way around. As suppliers we're fighting for face time with operators at these events. In fact, we overwhelm the operators at many conferences. Not here. So I think it's fantastic.

What's your impression of the food as compared to other conferences?

Two things: The food is at a higher level from a quality standpoint. We've had an opportunity as a sponsor to provide food and input on the menu. It's great to see a creative culinary mind taking our products and serving them to our potential customers.

As a sponsor, are you happy with the event overall?

Absolutely. The one-on-one time in a relaxed, controlled environment where you're not fighting with other people for a couple minutes of face time with a key customer is very important.



Dean Conklin
Executive Director of Veal Marketing
National Cattlemen's Beef Association

How do you like *Chain Leader LIVE* so far and what do you like best about it?

I think *Chain Leader LIVE* really has brought people together in a very warm and comfortable atmosphere to discuss restaurant trends, menu strategies and all types of things that people can share about their experiences of running a successful restaurant chain. Learning from peoples' mistakes and capitalizing on the knowledge that they share is valuable. This is a very comfortable atmosphere. The food is fabulous, and the *Chain Leader LIVE* culinary team has done a tremendous job.

Most of the attendees here are operators. What do you think about that aspect of the conference?

At *Chain Leader LIVE* you have a really good mixture of operators of different sizes and different types of operations. The casual-theme segment is where the veal industry is spending most of its time, and this gives us a great chance to meet new people within the industry segment that we're really working on. I think there is a good mix of people here--some people that I already know and have worked with in the past, but a lot of new faces that I haven't had a chance to meet. I think our veal go-to-market strategy team really is benefiting from being exposed to some of these industry leaders.

What's your impression of the food as compared to other conferences?

The *Chain Leader LIVE* culinary team has done a tremendous job of taking our products from the veal industry and incorporating them into some new and creative menu concepts that have been displayed last night at the reception, today throughout the day at breakfast and lunch, and later tonight. We are very pleased with the way they have incorporated veal as part of the conference to give operators a new way of looking at some products that are brand new--like veal chorizo, veal sausage and other products--and do it in a contemporary, fun way.

As a sponsor, are you happy with the event overall?

We are very happy. We have had the opportunity to meet some really great industry leaders, and we're looking forward to a lot of great follow-up with these casual-theme operators and fine-dining operations that currently feature veal. We are really excited about making new relationships happen here, and I think *Chain Leader LIVE* gives us the opportunity to do that in a very relaxed and professional way.