



TIA

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Meet Our New President



At our recent Annual Conference in Las Vegas, David Brickner became our new President for the coming year. Dave is currently Senior Vice-President of Ruiz Foods. He holds a BS degree in Chemistry from Xavier University, Cincinnati, OH. Brickner has also attended the Graduate School of Chemistry and Business at Xavier University as well as the Engineering School at the University of Minnesota.

Brickner joined Ruiz Foods with over 25 years experience from a wide diversity of plant and corporate affiliations to include Carl Karcher Enterprises, Schulman Meats & Provisions/Andreas, The Bakery, Hunt Wesson Foods and The Pillsbury Company.

Prior to joining Ruiz Foods, Brickner held a variety of operations and engineering positions during his seven years with Chef America, Inc. in Denver, CO to include Vice President of manufacturing.



TORTILLA INDUSTRY ASSOCIATION
8201 GREENSBORO DRIVE
SUITE 300
MCLEAN, VIRGINIA 22102

Meet the new board members:

We have three new members that have joined TIA's Board of Directors this year: They are:

Matt Landes CEO of *Lobo Tortilla Factory, Inc* based in Dallas, Texas. Matt has a broad manufacturing background with 20 years experience for several major food companies. Matt is responsible for Lobo's day to day corporate operation.

Nate Fisher is President of *Don Julio Foods* based in Clearfield, Utah. Nate helped to start Don Julio in 1990. Nate is also actively involved in his community and church.

Alejandro Castro of *La Guadalupana* in Chicago, Illinois is joining the board in December. Alejandro is general manager of La Guadalupana and is also actively involved in the Chicago community.

Industry News

With the continued importance of healthy eating and a focus on overall wellness, the tortilla industry is continuing to grow and adapt. Many tortilla manufacturers have reformulated their products to include healthful ingredients and eliminate trans fats. Plus, the retail food industry's reliance on wraps as menu options has provided the tortilla industry with another stable base of consumers. (Baking Management magazine).

Bakeries impacted by OSHA National Emphasis Program

OSHA recently posted a new directive to its website containing policies and procedures for inspecting workplaces that create or handle combustible dust. The NEP can be found at: http://www.osha.gov/OshDoc/Directive_pdf/CPL_03-00-006.pdf.

Upon further review, bakeries are impacted in this OSHA NEP since flour dust is classified as Class II Group G (see pages 4-5). It appears that OSHA will be focusing on housekeeping issues (see page 16).

TIA President's Letter

As we begin a new year for TIA, we want to continue the great work started last year under the direction of Ricardo Baez. Again we will grow membership by at least 10% concentrating on bringing in more Tortillerias. Our plan is to increase member benefits setting up a chair position for this important benefit,

We will continue with the quarterly Newsletter and expanding its coverage. The Directory for suppliers and members will be expanded to get the message to the industry and beyond. Our annual convention was a success last year and we will build on making the show even better in the coming year.

This year we are adding a mid-year Educational & Technical seminar in Phoenix designed to help our tortillerias with the various production and cost saving issues they typically face.

If anyone has any ideas or suggestions I can be reached at 559-591-5510 X2298. We welcome your suggestions and ideas to grow TIA.

David Brickner

Mensaje del Presidente de la Junta:

Al comenzar un nuevo año para TIA, queremos continuar la gran labor iniciada el año pasado bajo la presidencia de Ricardo Baez. Una vez mas, incrementaremos nuestra membresía en un 10% al concentrarnos en atraer a mas tortillerías. Nuestro plan es aumentar los beneficios para los miembros, estableciendo una presidencia para este beneficio importante.

Continuaremos con nuestro Boletín de Noticias trimestral y ampliando su cobertura. El Directorio para suplidores y miembros se ampliará para llevar el mensaje a la industria y mas allá. Nuestra convención anual fue todo un éxito el año pasado y nos enfocaremos en preparar uno todavía mejor para el año entrante.

TEste año estamos agregando un Seminario Educativo y Técnico en Phoenix diseñado para ayudar a las tortillerías con los asuntos de producción y ahorro de costos que típicamente enfrentan.

Si alguno de ustedes tiene ideas o sugerencias, se pueden comunicar conmigo al 559-591-5510 X2298. Invitamos sus ideas y sugerencias para el crecimiento de TIA.

David Brickner

2007 ANNUAL CONFERENCE WRAP-UP



TIA
Is Reaching Out!
September 11-13, 2007
Las Vegas, NV
www.Tortilla-Info.com

As the convention chair of the 2007 TIA annual conference, I am happy to announce that this year's event was a record-breaking success! I would like to thank all of you for helping make it that way. We all owe special thanks to all the sponsors for their support and to all our members for helping make this event possible.

The growth in attendance we experienced this year broke all records. It not only helped make this event better for everyone but puts us in a stronger position for next year.

And the Banquet was great – the food and entertainment were among the best we've had. In fact on the day of the event we turned people away because it was sold out. At the same time, some of the folks that had paid the price to be there did not show up – so next year please keep in mind that your registration does include all these events and be sure to join us - there is always a lot of great information you can benefit from and sharing of recognitions that you will want to be involved in. If you are a vendor I'm particularly encouraging you to bring your customers and join us in our 2008 Banquet. I look forward to an even better turn out and a great convention this upcoming year!

Gustavo Gutierrez

2008 Annual Conference Preview

With the 2007 convention now a great memory, your Board and Staff have already begun work on our 2008 conference, scheduled for Sept 28th -30th.

We are happy to report that we have an opportunity to upgrade our location to a bigger and better facility. We are in final negotiations with a leading hotel that is right on the strip in Las Vegas. Besides the location, guest rooms, conference hall, banquet hall, meeting rooms and casino all being nicer, you can look forward to a much shorter walk between the elevators and the exhibit hall. Our exhibitors will also benefit from a larger exhibit hall that will enable them greater flexibility in the size and shape of their booths. Please stay tuned for updates on this in our upcoming issues of the TIA Newsletter!

Speakers Deliver at Convention

Speakers at the 2007 TIA Convention helped make the program "the best conference I've ever been to." This was according to one attendee that took the time to complete the seminar survey. In fact, a record number of TIA members attended the educational seminars and also filled out surveys. The surveys have been tallied and will be used by the 2008 TIA Convention committee to develop next year's convention program.

Overall, 95% of the survey respondents rated the convention speakers "good" to "best."

The speaker topics that received the best ratings were those that addressed the tortilla specific topics. Chem-Mex's Daniel Brooker's "Extending the Shelf Life of Four Torillas" was extremely well received by those in attendance and was rated "Very Good" or "Best" by 100% of the survey respondents.

Additionally, AIB's Kirk O'Donnell received very high marks for his presentations on "Leaders in the Tortilla Industry" and "Minimizing Production Costs", as did Bob King's presentation on how to "value" your business.

In an effort to get specific feedback from each seminar, each seminar attendee was requested to complete a separate survey for each seminar attended. Over 190 surveys were completed – some with comments that will also assist in next year's planning.

As we plan for the 2008 TIA Convention, a request for speakers will be sent to the TIA membership in the near future.

May 12th – 15th 2008 in Phoenix AZ

TIA Spring Educational & Technical Conference



Its back by popular demand - After a few years rest, our TIA Technical Seminar is coming in the spring of 2008. It will be held in the Phoenix area, at the beautiful Paradise Valley Doubletree Resort, May 12th -15th. There will be a wide array of sessions designed to help you take your business to the next level. You will learn how to grow your business by quickly and effectively by solving a variety of issues from production problems to cost saving opportunities. More details will follow soon but in the meanwhile please mark your calendars and save the dates of May 12-15 and plan to join us!



New Executive Director



As of early October, the responsibilities of TIA's Executive Director position were transferred to Jim Kabbani, a highly regarded executive with a long track record of successfully growing and managing businesses and in Association management.

Although he has spent large portions of his career leading business units of large organizations such as Lockheed-Martin and Cable & Wireless, Jim has a special place in his heart for entrepreneurs as he has started up several successful small businesses that became much larger and were either sold to a

bigger player or had an IPO. Additionally he was a partner in a venture capital fund for 3 years that focused on investing in minority owned companies. His area of expertise is revenue generation, customer acquisition, and strategic partnerships in rapidly changing and highly competitive industries. He has rolled out very successful Member Benefits programs to hundreds of the Washington DC area's leading Trade Associations. Jim has traveled to 23 countries and is fluent in 4 languages including Spanish.

Member Benefits Programs

As a way of making your membership in TIA even more valuable, and to help us attract more new members, we will be rolling out a Member Benefits program in early 2008. These would be special discounts on things you may already be purchasing for example insurance, shipping, etc, and your membership in TIA would enable you to get significant savings. As we evaluate potential programs, we would love to hear your suggestions on categories or programs you would find especially useful.

Please send me your comments by e-mail to: jkabbani@tortilla-info.com

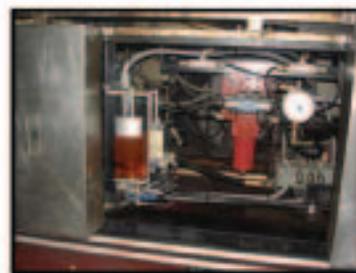
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FOR THE ONES WHO GET IT DONE

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- TIRED OF WASTING CURRENT CHAIN OILS?
- DO YOU WANT TO SAVE TIME AND MONEY BY INCREASING PRODUCTION?
- WOULD YOU LIKE TO INCREASE THE LIFE OF THE CHAINS?

SOLUTION...



PETROCHEM'S AUTOMATED TORTILLA OVEN CHAIN LUBRICATORS AND PETRO-GARD® 220 HIGH-TEMP SYNTHETIC OVEN CHAIN LUBRICANT

Available through your local Grainger Branch Part No. 2HTJ4 (PETRO-GARD® 220) & Food Grade Dry Proofer Chain Lubricant (ISO 15) Grainger Part No. 2HTJ9 (PR FG-15)



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TIA Calendar of Upcoming Events

December 5-7
Board Meeting
Dallas TX

February 21-22
Board Meeting
Phoenix AZ

May 12-15
Technical Conference
Phoenix AZ

May 15 – 16
Board Meeting
Phoenix AZ

September 28-30
Annual Conference +
Board Meeting
Las Vegas NV

NEWS

4th Quarter
2007

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