



IPIA 104TH ANNUAL CONVENTION & TRADE SHOW

November 11-14, 2021



**THE DIPLOMAT
BEACH RESORT & SPA
HOLLYWOOD, FLORIDA**

GOLD SPONSORS

Automatic ICE™
SYSTEMS



CHAIRMAN'S LETTER – Howard Mackie, Chairman of IPIA



We invite you to the 104th International Packaged Ice Association Convention being held at the iconic Diplomat Beach Resort in Hollywood, Florida on November 11-14, 2021. The industry has certainly experienced challenges the past year and it's time to come together. I am looking forward to finally reconnecting with fellow ice men and women!

The Diplomat is a hidden gem tucked between Miami and Fort Lauderdale, where you can experience the best of the surf and sunshine that the Florida Gold Coast has to offer.

With an untraditional year comes an untraditional Thursday – Sunday schedule, packed with exhibit hall time, engaging education sessions and a host of networking opportunities.

Our Associate/Supplier members will have equipment and new innovations for all to see on the show floor. Please spend time with our valued exhibitors and thank them for their support of the industry. Without them, our convention wouldn't be as successful.

I'm excited to announce this year's Keynote Speaker is NFL Hall of Famer, Derrick Brooks. Widely considered to be one of the best linebackers in NFL history, join us for an uplifting keynote session as he shares his motivating and inspirational journey to success.

We have an exciting, featured speaker joining us on Saturday morning! Lesley Jean, CEO of Moonshine Creative Group, will share her presentation, "Hot Website & Social Media Strategies for the Coolest of Businesses". Additional focus sessions will include a financial session with John Sullivan, a PIQCS update with Chris Dunn, and a hot topics discussion.

Christine invites the ladies/spouses of the IPIA to a light continental breakfast on Friday, November 12. We will also have a poolside cabana reserved for the day – please come join us!

On Friday, November 12, Reddy Ice has again opened their doors to tour their Davie, Florida plant. Lunch will be provided for all in attendance.

Throughout the convention, we will honor award recipients and look forward to celebrating deserving individuals. Don't miss the special times when awards will be presented.

This year, the Chairman's Party will be held on the last night, Saturday, November 13. Be ready to Party Through the Decades and enjoy the food, drinks, and fellowship of your packaged ice manufacturers and suppliers. Dress in your favorite 70's, 80's or 90's attire and get ready for some good music and good times! It will be a great way to end the week together - don't miss it!

We hope to see you all at the Diplomat in Hollywood this November!

THANKS TO OUR SPONSORS

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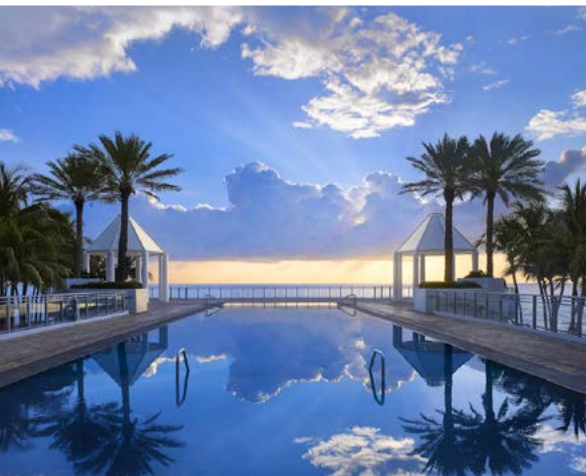


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HOST HOTEL

THE DIPLOMAT BEACH RESORT

Fresh off a \$100 million transformation in April 2017, The Diplomat Beach Resort is Hollywood, Florida's most iconic property. This retreat is a hidden gem tucked between Miami and Fort Lauderdale.

As part of Curio Collection by Hilton, a global set of remarkable upscale hotels handpicked for their exceptional character, the all-encompassing destination resort redefines comfort and style. Guests can recharge at Core Fitness Training Classes, the resort's newly renovated 24-hour fitness center, the full-service spa overlooking the Atlantic Ocean, or enjoy two beachfront pools. A variety of indoor and outdoor dining options will offer IPIA guests choices for relaxing, indulging, or mingling.

SOUTHEAST FLORIDA DESTINATION

HOLLYWOOD, FLORIDA

Hollywood, Florida is a classic Florida beach town nestled between Fort Lauderdale and Miami that has attracted visitors since the 1920's. Hollywood Beach is highlighted by a one-of-a-kind oceanfront promenade, the Hollywood Broadwalk, that stretches nearly two and a half miles along the Atlantic Ocean. Along with multiple golf courses, local parks, and miles of sandy beaches, this area is a can't-miss destination of outdoor fun!

GOLF – There are multiple options for golf enthusiasts in the Hollywood/Ft. Lauderdale/Miami area including The Club at Emerald Hills, the Fort Lauderdale Country Club, and the world-famous Trump National Doral Golf Club.

SHOPPING – The hotel is conveniently located near world-class shopping at Aventura Mall and Bal Harbour Shops, with Fort Lauderdale's Las Olas Boulevard and Miami's South Beach Art Deco District close by.

DINING – The area boasts a lively diverse dining scene ranging from fresh local seafood to international fare. There is something perfect for everyone in your group.

CASINO – Less than (11) miles away, Seminole Hard Rock Hotel & Casino offers the most popular slots, table games, and poker tables.

NATURAL FLORIDA EXPERIENCE – Everglades National Park is the largest subtropical wilderness in the U.S. and provides an important habitat for rare and endangered species like the manatee, American crocodile, and the Florida panther.

IPIA 104TH CONVENTION AGENDA

AGENDA SUBJECT TO CHANGE

WEDNESDAY, NOVEMBER 10, 2021 (Early Arrival Day)

9:00 am – 12:30 pm	Executive Committee Meeting
12:00 pm – 9:00 pm	Supplier Optional Exhibit Setup (<i>Restricted to Suppliers Only</i>)
2:00 pm – 5:00 pm	Board of Directors/Committee Meeting
6:30 pm	Board of Directors/Committee Dinner (<i>offsite</i>) or Dinner on Own

THURSDAY, NOVEMBER 11, 2021

6:30 am – 1:30 pm	16 th Annual Mel Eads Memorial Golf Tournament (<i>Meet in lobby at 6:30am; 7:45am shotgun start</i>)
7:30 am – 4:30 pm	Supplier Exhibit Setup (<i>Restricted to Suppliers Only</i>)
3:00 pm – 4:00 pm	Welcome Opening Session, Awards & Gold Sponsor Presentations
4:00 pm – 5:00 pm	Keynote Speaker – Derrick Brooks, NFL Hall of Famer
5:15 pm – 5:45 pm	First Timers/Applicants Reception
6:00 pm – 8:30 pm	Exhibit Hall Grand Opening & Reception

FRIDAY, NOVEMBER 12, 2021

7:00 am – 7:30 am	Roger Breisch Memorial Fun Run/Walk
8:00 am – 9:15 am	Canadian Association of Ice Industries (CAII) Breakfast Meeting
8:00 am – 9:15 am	Breakfast in the Exhibit Hall
8:00 am – 11:00 am	Exhibit Hall Open
9:00 am – 10:00 am	Ladies/Spouse Event (<i>Must be registered to attend</i>)
11:00 am – 11:15 am	Coffee Break
11:15 am – 12:45 pm	Annual Business Meeting & Awards
1:00 pm	Buses Depart for Ice Plant Tour
1:00 pm – 4:00 pm	Ice Plant Tour & Lunch
5:30 pm – 7:30 pm	Exhibit Hall Open – Light Cocktail Reception (<i>with cocktail challenge</i>)
7:30 pm	Open Night – Enjoy the local area on your own

SATURDAY, NOVEMBER 13, 2021

7:00 am – 7:30 am	Roger Breisch Memorial Fun Run/Walk
8:00 am – 9:15 am	Past Chairman Breakfast
8:00 am – 9:15 am	Breakfast in the Exhibit Hall
8:00 am – 10:00 am	Exhibit Hall Open
9:45 am – 10:00 am	Coffee Break
10:00 am – 4:00 pm	Exhibit Hall Teardown (<i>Restricted to Suppliers Only</i>)
10:00 am – 10:30 am	Focus Session – John Sullivan, LPL – <i>JLS Wealth Management</i>
10:30 am – 11:15 am	Featured Session – Lesley Jean Almonte – <i>Moonshine Creative Group</i>
11:15 am – 12:15 pm	Focus Session – PIQCS/FSMA Updates – <i>Chris Dunn & PIQCS Committee</i>
12:15 pm – 12:45 pm	Hot Topics Discussion
1:15 pm – 5:00 pm	Optional Tour OR Open Afternoon
6:30 pm – 10:00 pm	Chairman's Party

SUNDAY, NOVEMBER 14, 2021 – SAFE TRAVELS HOME!

KEYNOTE SPEAKER

**DERRICK BROOKS***NFL Hall of Famer & Former Tampa Bay Buccaneer***THURSDAY –
NOVEMBER 11, 2021
4:00 pm – 5:00 pm**

Widely considered to be one of the best linebackers in NFL history, Derrick Brooks was drafted by the Tampa Bay Buccaneers in the first round of the 1995 NFL Draft, where he remained to play his entire 14 season professional career. An 11-time Pro Bowl selection and nine-time All-Pro, Brooks was named AP NFL Defensive Player of the Year in 2002 and earned a Super Bowl ring with the Buccaneers in Super Bowl XXXVII. Prior to playing for the Buccaneers, Brooks attended Florida State University, where he was a member of the 1993 Seminoles National Championship team.

Recognized as often for his hard work in the community as he is for his hard hits on the football field, Brooks has been the recipient of several prestigious awards, including being a co-recipient of the 2000 Walter Payton/NFL Man of the Year award, the 2003 Bart Starr Award, the 2004 Bryon “Whizzer” White Award, and the 2008 JB Award through the NFL Players Association, all of which recognize an NFL player for their commitment to their community. Derrick also has received numerous community awards in Tampa, Florida for his work and dedication to the community.

Join us for an uplifting keynote session with #55 himself as he shares his motivating and inspirational journey to success and discusses how to build a “winning team” in your company.

“Character, teamwork, hard work, perseverance, greatness, success, failures, motivation, humility. Those are the things that this game has really taught me.” – Derrick Brooks

FEATURED SPEAKER

**HOT WEBSITE & SOCIAL MEDIA STRATEGIES FOR THE COOLEST OF BUSINESSES***Lesley Jean Almonte
Moonshine Creative Group***SATURDAY, NOVEMBER 13, 2021 – 10:30 am**

Lesley Jean is the CEO of Moonshine Creative Group, an agency of creative rebels and marketing distillers that are passionate about guiding entrepreneurs to launch successful brands and shine brighter online!

With the exponential rise of the internet and social media over the past decade or two, businesses have a host of online marketing tools at their fingertips. How is your company using these tools? Join Lesley as we explore how the “marketing machine” works – from website must-haves, to an industry-tailored, step-by-step social media strategy that any business can implement. Learn how to best promote your company and interact with your customers online!

FOCUS SESSIONS

**PUBLIC AFFAIRS – 2021 UPDATES***Chris Lamond, Thorn Run Partners***FRIDAY, NOVEMBER 12, 2021 – 11:15 am**
(during Annual Business Meeting)

Our public affairs consultant, Chris Lamond, will share the successes of the Public Affairs committee and outlook for the future.

**FINANCIAL OUTLOOK***John Sullivan, LPL, JLS Wealth Management***SATURDAY, NOVEMBER 13, 2021 – 10:00 am**

Join John Sullivan, LPL, JLS Wealth Management, as he shares an outlook on the financial market performance with a new administration, inflation, interest rates, the after-effects of COVID and more.

**PIQCS/FSMA UPDATES***Chris Dunn & PIQCS Committee***SATURDAY, NOVEMBER 13, 2021 – 11:15 am**

Chris Dunn & the PICQS Committee will share the latest on the PIQCS program as well as implementation of the Food Safety Modernization Act and its impact on the ice industry and PIQCS.

HOT TOPICS DISCUSSION**SATURDAY, NOVEMBER 13, 2021 – 12:15 pm-12:45 pm**

This session will provide the opportunity to share discussions on important topics impacting the ice industry.

ICE PLANT TOUR & LUNCH

FRIDAY, NOVEMBER 12, 2021 – 1:00 pm – 4:00 pm

(Buses depart at 12:45pm)



REDDY ICE COMPANY

5050 SW 51st Street, Davie, Florida

Type of Ice Makers: (4 -Vogt 200 tons, 2 - Morris 100 tons)

Tonnage: Rated at 300 ton

Vault capacity: 900 pallets

Age of facility: Built in 1984 on 4.5 acres of land



Other features:

- * Water treated with carbon, softeners, and UV
- * 100 Ton Keith Walking Floor bin
- * (2) 525 bagging lines
- * (1) Pasco robot palletizer

HOST HOTEL INFORMATION - DIPLOMAT BEACH RESORT



This hotel is the IDEAL location for our 104th Annual Convention & Trade Show! It is conveniently located between two international airports: Ft Lauderdale - FLL (9 miles) and Miami - MIA (23 miles).

IPIA SPECIAL RATE – \$259 and 13% tax. Upgrades are available based on availability.

AMENITIES INCLUDE

- * Recently-renovated modern guestrooms with options to upgrade to different room types and views.
- * Outdoor-bridged beachfront pool with infinity edge, see-through bottom, and waterfalls flowing into the 240-foot, lagoon-style pool below.
- * The Diplomat Spa + Wellness overlooking the Atlantic Ocean, featuring (10) different treatment rooms.

- * (8) restaurants & lounges featuring a wide variety of cuisine and venues.
- * Private marina with fishing charters and city trolleys to explore the local area.

RESORT FEE

The resort fee of \$35 will be **waived** for IPIA guests.

This resort fee covers the following amenities:

- * 10% discount at The Diplomat Spa + Wellness
- * Complimentary guestroom wi-fi access for up to 5 devices
- * Unlimited local and US domestic long-distance calls
- * Complimentary local & 800 phone calls
- * Daily 1 hour on all non-motorized water sports
- * (4) beach lounges per day

SLEEPING ROOM LOCATIONS AND TYPES – The IPIA room block consists of a combination of King and Double/Double (2 full-sized beds) rooms.

HOTEL RESERVATION LINK – For a link to the hotel sleeping room reservations, please visit the “Convention 2021” section on www.packagedice.com.

RESERVATIONS BY PHONE – We recommend using the online link. If you prefer to call, dial (954) 602-6000 and mention the International Packaged Ice Association (IPIA).

SLEEPING ROOM GUARANTEE – A credit card guarantee along with a first night's deposit will be required to hold your reservation. Any cancellations made within 72 hours of arrival day will forfeit (1) night's room & tax.

REGISTRATION OPTIONS

	EARLY BIRD (ends 9/7/21)	REGULAR (9/8/21 – 10/11/21)	LATE (10/12/21 - Convention)
Member Full Registration	\$650	\$700	\$750
Member Exhibit Hall Pass	\$425	\$475	\$500
Non-Member Full Registration	\$700	\$700	\$750
Non-Member Exhibit Hall Pass	\$500	\$550	\$575
Spouse/Guest Package (must be accompanied with full registration)	\$495	\$545	\$570

FULL REGISTRATION	EXHIBIT HALL PASS Member/Non-member	SPOUSE/GUEST PACKAGE (only available when accompanied by full registration from same company)
INCLUDES: <ul style="list-style-type: none"> * Access to all Convention & Trade Show events, except for optional tours and activities. * (2) Breakfasts, Welcome Reception, Ice Plant Tour/Lunch, Cocktail Reception, and Chairman's Party. * Access to all education sessions and events in the Exhibit Hall. * Ladies/Spouse Coffee & Light Breakfast. 	INCLUDES: <ul style="list-style-type: none"> * Access to all events in the Exhibit Hall: (2) Breakfasts, Welcome Reception, Ice Plant Tour/Lunch, and Cocktail Reception. <i>Supplier must first have (1) full registration from company.</i>	INCLUDES: <ul style="list-style-type: none"> * Afternoon and evening events in the Exhibit Hall (does not include breakfast or access in the AM). * Welcome Reception, Ice Plant Tour/Lunch, Cocktail Reception, and Chairman's Party. * Ladies/Spouse Coffee & Light Breakfast.

Suppliers must be an IPIA member and have an Exhibit booth to attend. The registration fees listed above are in addition to the Exhibit Hall booth fee.

REGISTRATION POLICIES

ATTENDEE BADGES – All paid registration categories (i.e., full registration vs. Exhibit Hall pass) will be identified by the attendee's badge holder color. Badges are monitored at all events. Badges are nontransferable and event no-shows are not allowed to transfer the rights of their paid registration to a non-paid attendee.

REGISTRATION PACKAGES – Attendees are allowed into the events for which they have paid for, as outlined under the "Registration Options" section.

- * For the online registration link, please visit the "2021 Convention and Tradeshow" section on www.packagedice.com.
- * Individual event tickets are not sold in advance.
- * Golf tournament and optional tour refunds are allowed up to 14 days prior to the convention. Name changes only are permitted after this date but no refunds.

PAYMENT – You have the option to pay by check or credit card. There is a 3% processing fee added to your invoice to pay by credit card. If you do not want to pay this fee, please be sure to send in check payment within

(30) days of submitting your registration and no later than October 1, 2021.

CHECKS – All checks should be made payable to IPIA and mailed to the IPIA office at 1519 Dale Mabry Highway, Ste. 202, Lutz, FL 33548.

CANCELLATION POLICY

Refunds for registration fees will be granted if they are received 30 days prior to the start of the Convention (Monday, October 11, 2021). There is no charge for substitutions/name changes. A \$40.00 processing fee will apply to all refunds requested more than 30 days prior to arrival date.

Cancellations prior to 7 days (but within a month) will be subject to a \$100 processing fee. There will not be any refunds within 7 days of arrival, although substitutions/name changes from the same company will be at no charge. Refunds for golf and optional tours require 14 days' notice before the 1st day of the Convention (Thursday, October 28, 2021).

If you need assistance with your registration or need a hard copy of the registration form, please contact Suncoast Meetings at ipia@suncoastmeetings.com or (813) 852-1977.



CHAIRMAN'S PARTY – "PARTY THROUGH THE DECADES"

SATURDAY, NOVEMBER 13 – 6:30 pm

Did you listen to KC & The Sunshine Band or Madonna? Maybe you rocked out to Nirvana. Was your music on 8-Track, cassette tape, or compact disc? Whether you spent your evenings watching The Love Boat, Miami Vice, or Friends, come celebrate your coming-of-age decade and "Party Through the Decades" at the IPIA Chairman's Party!

GROOVY 70s – Put on your bell bottoms or mini-skirts and get your best John Travolta moves ready!

BIG 80s – Grab your Members Only jackets and a pair of Z. Cavaricci jeans. Ladies, tease your hair and don't forget your leg warmers and jelly shoes because, like Cyndi Lauper sings, "Girls just want to have fun!"

FLY 90s – Find your favorite flannel or band t-shirt, or don your harem pants and a pair of Doc Martens.

Whether you do the Electric Slide, the Peewee Herman, or the Macarena, show us your decade's best moves on the dance floor!

OPTIONAL EVENTS



16TH ANNUAL IPIA MEL EADS MEMORIAL GOLF TOURNAMENT

THURSDAY, NOVEMBER 11, 2021

6:30 am – 1:30 pm

(Meet in lobby at 6:30am; 7:45am shotgun start)

Our IPIA annual golf tournament will take place at Jacaranda Golf Club in Plantation, Florida. The club has served as host for several PGA and USGA tournaments and qualifying events. This well-groomed course offers tropical views with plenty of swaying palm trees.

Cost: \$185 – Includes breakfast and transportation



LADIES/SPOUSE LIGHT BREAKFAST

FRIDAY, NOVEMBER 12, 2021

9:00 am – 10:00 am

(included in spouse package)
Advance RSVP is required.

All ladies/spouses are invited to join the Chairman's wife, Christine Mackie, for a light continental breakfast. We will also have a cabana reserved by the pool for IPIA – please come join us!



JUNGLE QUEEN CRUISE

OPTIONAL TOUR

SATURDAY, NOVEMBER 13, 2021

1:15 pm – 5:00 pm

(includes sightseeing cruise, box lunch & transportation)

Get to know Ft. Lauderdale from the water on the Jungle Queen River Cruise! This narrated sightseeing cruise takes place on the New River, known as the "Venice of America". You will see Millionaire's Row with its mega yachts and waterside mansions and learn about Ft. Lauderdale's history while enjoying views of the downtown area. The bus will depart hotel for the cruise at 1:00pm. The cruise is approximately 1.5 hours long.

Cost: \$55 – Includes box lunch on bus and transportation