

LONG-RANGE PLANNING

Long Range Planning/ Membership Committee

Ron Melvin, *Chairman*
LANCE, INC.
Dan Baird
BEMIS CONVERTER FILMS
Harold Blank
HERR FOODS, INC.
Alan Collette
ALAN COLLETTE POTATO CO.
Richard Duchesneau
TRI-SUM POTATO CHIP CO.
Darrel R. Gobble
NIBBLE WITH GIBBLE'S, INC.
Charles Murphy
FRITO LAY, INC.
Ray Riss
BORDEN SNACKS GRCLOVER CLUB
Peter Sheehan
EVANS FOOD PRODUCTS COMPANY

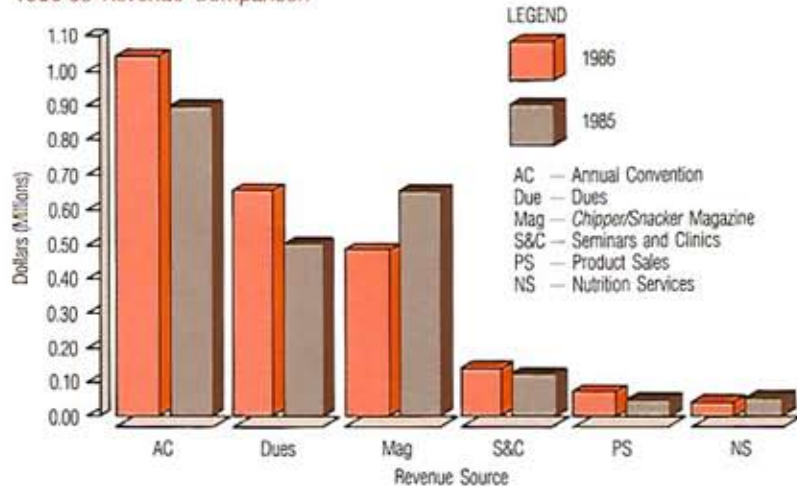
The association is entering its second half-century with a strong plan for the future, thanks to recent efforts by the Long Range Planning Committee. The long-range plan developed by the committee in 1985 was implemented in 1986 under committee Chairman G. Ron Melvin, vice president of manufacturing at Lance, Inc., Charlotte, North Carolina.

The most visible change implemented in 1986 was the name change—renaming the association the Snack Food Association. The committee's Mission Statement re-established SFA as "a national trade association that represents the snack food industry that will respond to the common needs of its members by providing programs to improve their professionalism and profitability and, through collective action, advocate governmental policies and influence consumer opinion to enhance the market environment of the industry.

The overall committee structure was streamlined as a result of the long-range plan, and committee responsibilities now include monitoring the implementation of long-range goals by the elected officers. The annual Management Survey was also revised by the committee to provide more pertinent industry data for the annual Management Report.

The committee will review the plan in 1987 to examine areas to update and take a stronger role in obtaining new members.

1986-85 Revenue Comparison



MARKETING & EDUCATION

Innovative marketing is a key element in any snack food manufacturer's sales efforts, and the Marketing Committee met this challenge by sponsoring a sales and marketing seminar last fall. The program covered such topics as selling to retail convenience stores, selling to public schools, increasing vending machine sales, sales accounting systems, and how to open new markets.

Chaired by William Sartain, director of marketing for U.S. Snack Foods at Sunshine Biscuits, Inc., Woodbridge, New Jersey, the committee also established a task force to plan a consumer market research study for the snack food industry. Under the leadership of Joseph Halligan, president of Laura Scudder's, Inc., Anaheim, California, the task force commissioned Touche Ross, a major accounting firm, to coordinate the study. The study will provide detailed information about consumer preferences and consumption patterns that will serve as a basis for a new consumer-oriented public relations program.

In 1987, the committee will evaluate the consumer market research study results for purposes of providing the Board of Directors with alternatives for further data research projects.

Marketing Committee

Bill Sartain, *Chairman*
SUNSHINE BISCUIT
Jim Clizbe
G. F. INDUSTRIES
Herb Frelag
LAND O'LAKES
Jim Greco
PRINTPACK INC.
Leonard Japp III
JAYS FOODS
Lee Sokol
HERCULES, INC.

1986 Revenue Sources

