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PAUL WILSON
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CROSSMARK

CROSSMARK

President

CHRISTOPHER FLYNN

31 MILK STREET, SUITE 518

BOSTON, MASSACHUSETTS 02109

(617) 542-3085

FAX: (617) 542-3505

Email: mafood@mafood.com

March 5, 2021

Dear Industry Colleague,

The Massachusetts Food Association hopes this message finds you, your family, and employees safe and well.

With COVID still among us, the MFA Executive Committee and Board of Directors have determined that the 2021 MFA Convention must be a virtual event again this year. While many of our industry colleagues will be vaccinated by May, others including children may not. Safety has always been MFA's Number #1 focus and unfortunately a safe 2021 Family Reunion Convention cannot be guaranteed.

MFA and the food industry have a strong and interdependent partnership. While MFA ensured the industry's views on many important issues continued to be heard by the legislature and various governmental agencies, navigating the COVID crisis demanded attention as well. Proceeds from the Convention fund over 40% of the MFA budget while at the same time provide a great networking opportunity for the industry.

In return, MFA is rewarded for its work with the industry's active participation and generous financial support. With the cancellation of the Convention, we are again forced to reach out to you for help. Please consider:

- 1) Donating funds that your company has paid or committed to MFA to date for the event (sponsorship, MFA registration fee, hotel rooming);
- 2) Submit payment for any Convention expenses which are already in your company's budget.

If you are unable to do so a refund will be issued.

We are planning to offer a limited Convention program virtually so please stay tuned for more details. In addition, mark your calendar now, May 27-30, 2022 as we promise to bring you THE BEST CONVENTION EVER in 2022. Your generosity and support will be acknowledged, greatly appreciated and will strengthen MFA's resolve to continue to serve you.

Sincerely,

The MFA Executive Committee

Michael Gold, Chair, Big Y Foods
 John Bierfeldt, Acosta Sales & Marketing
 Jacqui Buckley, Stop & Shop
 Jim Crosby, Crosby's Markets
 Ralph Crowley, Jr., Polar Beverages
 Christine Curtis, C&S Wholesale Grocers
 Cindy Garnett, Shaw's/Star Market

Mike Leary, Associated Grocers of New England
 Matt O'Hare, JOH
 Pat Oppedisano, Boston Retail Grocers
 Jay Rainville, Demoulas Super Markets
 Rick Roche, Roche Bros. Supermarkets
 Mike Violette, Associated Grocers of New England
 Chris Flynn, Massachusetts Food Association

