

***From Orphan to Opportunity:  
 The Rebirth of the Sunny Delight Beverages Company***

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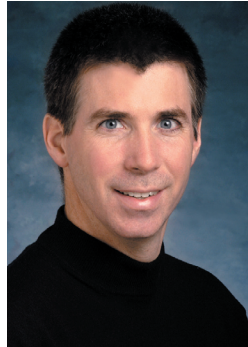
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William B. Cyr (Billy) is President & CEO of the Sunny Delight Beverages Company (SDBC). SDBC manufactures and markets juices, juice drinks and flavored waters in eight countries under the Sunny Delight, Fruit20, VeryFine, FruitSimple, Bossa Nova and Elations brand names. SDBC was created in 2004 when Billy partnered with JW Childs Associates, a Boston based private equity firm, to purchase the Sunny Delight brand from P&G.

Prior to joining SDBC in 2004, Billy spent 19 years at Procter & Gamble rising through the marketing organization to

ultimately become the Vice President and General Manager of P&G's North American Juice Drink business and Global Nutritional Beverages. Along the way, he managed brands such as Crisco, Folgers, Duncan Hines and Jif.

Billy will present how Sunny Delight was transformed from an orphan brand inside P&G to the anchor brand of one of the fastest growing beverage companies in North America in less than five years. The presentation will touch on the difficulties of carving the business out of P&G, the benefits of independence, and the growth strategies that are driving double digit earnings growth.

**Sponsored by:**



Tel: (866) 500-ACGC (2242)

Fax: (937) 222-5794

info@acgcincinnati.org

www.acgcincinnati.org

**For phone registration,  
 call ACG Cincinnati at  
 (866) 500-ACGC (2242)**

**RESERVATION DEADLINE**

Friday, January 8th at noon.  
 All programs must be paid in advance. Payment for reservations not cancelled by 4:00 pm, January 8th is due in full.

Unpaid **NO SHOWS** will be invoiced with payment due upon receipt.

Members with "all-inclusive plans" who make reservations and **NO SHOW** will be invoiced the member rate with payment due upon receipt. If you have any questions, please call the ACG Cincinnati office.

**WHEN:**

**Wednesday, January 13, 2010**

11:30 am Registration

Noon - 1:30 pm Luncheon Program

**WHERE:**

**Queen City Club**

331 East Fourth Street

Cincinnati, OH 45202

**SEATING IS LIMITED NO WALK-INS**

**COST:**

**Registration Fees**

ACG Cincinnati Member - \$0

Non-Member Guest-\$50

**PRE-REGISTRATION with ACG office is required before EACH luncheon you plan to attend this year.**

**Registration for ANY luncheon under the (IP)**

**Call or go on line to register.**

ACGC Inclusive \$00 x \_\_\_\_\_ = \$ - 0 -

Guest (Non-Member) \$50 x \_\_\_\_\_ = \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Check attached: **Make check payable and return to:** ACG Cincinnati, 136 South Keowee Street, Dayton, Ohio 45402

**YES! I'll attend the ACG Cincinnati Luncheon on Wednesday, January 13, 2010**

*Please print or type information*

**ACG MEMBER**  **GUEST**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone / Fax \_\_\_\_\_

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AmEx  MasterCard  Visa

Name on card (please print) \_\_\_\_\_

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Thank you.