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Tillamook County Creamery Association names 2008 'Broker of the Year'

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The 20th Annual Tillamook County Creamery Association (TCCA) Broker Meeting was held Feb. 17-19, in Rancho Mirage, Calif. Adam Zinsmeister, of Advantage Sales and Marketing in Ohio, and the Kroger team were awarded TCCA's 2008 National Broker of the Year recognition.

"Adam and the Kroger team did a great job representing the Tillamook brand corporately at Kroger Cincinnati, while at the same time coordinating efforts with the brokers in the individual regions," said Jay Allison, TCCA's vice president of sales and marketing. "He exceeded budget expectations and worked very hard to increase the Tillamook brand exposure in his core market."

TCCA's management, and sales and marketing teams meet with the cooperative's broker network every year, providing the brokers an update on the cooperative and dairy industry, and to set goals for the coming year. There were 29 brokers in attendance, representing the retail, food service and service deli sectors.

[editor Western DairyBusiness](#)

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