

Conference Schedule and Pricing

Please note, all events occur in CDT.

MONDAY — MAY 10, 2021

10:30 A.M. – 3:30 P.M.

FEDA COUNCIL AND COMMITTEE MEETINGS AND PRESENTATIONS

Advocacy Council Presentation 10:30 a.m. to 11:30 a.m.

Education Foundation Presentation* 11:30 a.m. to 12:30 p.m.

Young Industry Leaders Steering Committee 2:30 p.m. to 3:30 p.m.

** 1 Credit, FEDA Leadership Certification*

TUESDAY — MAY 11, 2021

10:30 A.M. – 11:35 A.M.

OPENING SESSION



WELCOME AND OPENING REMARKS

Michael Keck

Chairman, Board of Directors

FEDA and FEDA Education Foundation

President, Concept Services

FEATURED PRODUCT PRESENTATION

Mark Pumphret, Hatco Corporation*

SPONSOR PRESENTATION

David Greene, DDI System



KEYNOTE PRESENTATION WITH Q&A

Tom Benè, President and CEO

National Restaurant Association

After a year that upended the foodservice industry, Tom Benè will discuss the fundamental needs of operators and how equipment dealers and distributors can support new business models that arose out of the pandemic.



Moderator

Steve Don, President and CEO, Edward Don & Company

0.75 Credits, FEDA Operator Trends Certification

FEATURED PRODUCT PRESENTATION

Francesco Marra, Marra Forni*

** Attend both presentations and complete the tests to receive 0.25 credits toward FEDA's Product Education Certification.*

11:40 A.M. – 12:30 P.M.

PARTNER EXCHANGE SESSIONS

These three live concurrent sessions will connect foodservice equipment distributors, manufacturers, and other supply chain partners for discussions on new operator challenges as presented by Tom Benè in his keynote presentation.



David Greene
DDI System



Brian Kadel
ITW Food
Equipment Group



Steve Willoughby
Jackson WWS

0.75 Credits, FEDA Operator Trends Certification

12:30 P.M. – 1:00 P.M.

BREAK

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1:00 P.M. – 4:00 P.M.

PRODUCT EDUCATOR BOOTHS

Foodservice equipment manufacturers will share featured product videos and interact face-to-face with conference participants through FEDA's new *Product Educator Booths*. These booths will highlight a mix of the equipment most sought by operators and provide important product updates. Dealers won't want to miss visiting these new virtual booths.

Up to 3 Credits, FEDA Product Education Certification

2:30 P.M. – 4:00 P.M.

VIP SESSIONS

Invitation Only

These private sessions are hosted by FEDA's largest distributors and dealers. To learn how to become involved with FEDA's VIP programs please contact Tracy Mulqueen at tracy@feda.com or 224-293-6501.

WEDNESDAY — MAY 12, 2021

10:30 A.M. – 11:30 A.M.

OPENING SESSION



WELCOME AND OPENING REMARKS

Michael Keck

**Chairman, Board of Directors
FEDA and FEDA Education Foundation
President, Concept Services**

FEATURED PRODUCT PRESENTATION

Ronald van Bakergem, Irinox*

SPONSOR PRESENTATION

Sponsor Name, company



MODERN SALES STRATEGIES PANEL WITH Q&A

Moderator

Kathy Kimple, Chief Retail Officer, FitForCommerce

This will be an important discussion between sales leaders at foodservice equipment distribution companies who are successfully integrating new technology and digital marketing tools into their sales strategies. Panel members will share how their sales teams are using these tools from the beginning of the sales process through post-sale service to:

- Develop and qualify leads
- Market to new prospects and retain existing customers
- Monitor and follow up with online shoppers to provide sales support
- Track and move sales to closing and
- Provide customer service after purchases to encourage additional and future buys.



Mark Howes
President
Culinex



Anthony Yeung
COO
Action Sales



Mark Wallace
Vice President of
Sales and Marketing
Canadian Restaurant Supply

0.50 Credits, FEDA Sales Strategies Certification

WEDNESDAY — MAY 12, 2021 (Continued)

FEATURED PRODUCT PRESENTATION

John Nackley, Metro*

** Attend both presentations and complete the tests to receive 0.25 credits toward FEDA's Product Education Certification.*

11:30 A.M. – 12:30 P.M.

PRODUCT EDUCATOR BOOTHS

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1 Credit, FEDA Product Education Certification

12:30 P.M. – 1:00 P.M.



YOUNG INDUSTRY LEADERS Q&A WITH ROBERT HERJAVEC

Robert Herjavec, Investor and Lead Shark on ABC's Shark Tank

Robert Herjavec, previous keynote speaker at the 2020 FEDA Virtual Annual Conference, is back for an engaging and interactive Q&A discussion facilitated by FEDA's Young Industry Leaders with moderator Heather Kogan. All attendees are encouraged to participate.



Moderator

**Heather Kogan, Vice President of Sales
The Sam Tell Companies**

0.50 Credits, FEDA Leadership Certification

1:00 P.M. – 1:30 P.M.

BREAK

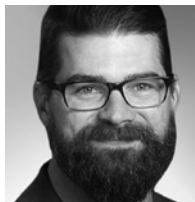
1:30 P.M. – 2:30 P.M.



END YOUR MARKETING RELIANCE ON FACEBOOK & GOOGLE'S DUOPOLY

**Rand Fishkin, CEO and Co-Founder
SparkToro**

Rand Fishkin will share his journey in becoming one of the world's foremost experts in search algorithms and digital marketing. He will discuss how to expand where we market and which tactics we employ to create higher ROI, more resilience, and more competitive marketing engines.



Moderator

**Paul Adams, Marketing & Media Nerd
Rapids Foodservice Contract and Design**

1 Credit, FEDA Digital Marketing Certification

1:30 P.M. – 3:00 P.M.

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2:45 P.M. – 3:45 P.M.



MENTOR UP MENTOR DOWN LEADERSHIP PANEL WITH Q&A

Moderator

**Jacob Morgan, Director of Demand Planning and Logistics
TriMark Strategic**

CEOs and young leaders from foodservice equipment distribution will describe their own successful real-world examples of learning from each other to lead together and make their companies stronger.

Burkett Restaurant Equipment & Supplies



**Jameel Burkett
President & CEO**



**Crystal Rinker
Director of
Sales & Marketing**



**Kristy Burns
Vice President of
Finance**

Zepole Restaurant Supply



**Gary Thiakos
President**



**Nayeli Aceves
Head of IT**



**Nina Garza
Director of Finance**

1 Credit, FEDA Leadership Certification

3:45 P.M.

CONFERENCE ENDS

Conference participants may earn FEDA Learn Institute certification credits by attending designated sessions and completing test questions available following each session. The questions will be available through the session link.

LEARN 2021 PRICING	Distributor Members	Complimentary
	Manufacturer Members with Product Educator Booths*	\$420
	Manufacturer Members without Product Educator Booths**	\$200
	Associate Members	\$200
	Non-Members	\$400
	* Includes a Product Educator Booth (limited number available) and 3 registrations	
** Contact Erin Bedell at erin@feda.com for promo code.		



MAY 10-12, 2021 • ONLINE EVENT



Learn 2021 FEDA Educational Conference