

# 2021 FEDA ANNUAL CONFERENCE

SEPTEMBER 21-24, 2021  
GRAND HYATT NASHVILLE

SEPTEMBER 21-24, 2021



*Finding the New Beat*



**FEDA**  
STRENGTH THROUGH ASSOCIATION

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# conference highlights



## FEDA Gold Awards

Kick off the 2021 FEDA Conference and celebrate industry achievements with other members, industry partners and friends. This special dinner, open to all attendees, is an opportunity to showcase and acknowledge the work accomplished by our industry colleagues. Awards will honor member companies and individuals that have demonstrated exemplary leadership and service in the industry.

## Wednesday Keynote and Opening General Session

The first full day of the 2021 FEDA Annual Conference will feature a general session packed with leading industry thinkers and trend-setting operators. FEDA is excited to welcome several notable names from the Nashville restaurant scene, including Food Network star Maneet Chauhan; Brandon Styll, host of the Nashville Restaurant Radio Podcast; and our keynote speaker Craig Barber, CEO of Restaurant Growth Services, an operator of more than 400 restaurant units, including O'Charley's Restaurant + Bar and Ninety Nine Restaurant & Pub.

## Thursday Keynote and General Session

The focus on supply chain and operator challenges will continue on the second full day of programming for the 2021 FEDA Annual Conference. The morning will begin with a keynote address from Jeff Sinelli, Founder, CEO & Chief Vibe Officer, Sinelli Concepts: Which Wich? Superior Sandwiches, Genghis Grill, Paciugo Gelato & Caffé, Burguesa Brands and Supernova Coffee. Later, Dr. Andrea Sordi of the Global Supply Chain Institute will moderate a panel discussion about the global supply chain issues impacting the foodservice equipment industry. The panel will build off the previous day's Partner Exchange Roundtables and will feature Tim Fitzgerald, CEO of The Middleby Corporation; Kirby Mallon, president of Elmer Schultz Services; and Brad Wasserstrom, president of The Wasserstrom Company.

**SEPTEMBER 22, 2021**

### Wednesday Keynote and General Session

September 22, 2021  
8:45 A.M. - 11:30 A.M.

**Operator Spotlight**



**Maneet Chauhan**  
Food Network Star, Restaurateur, Award-Winning Chef, Founding Partner and President, Morph Hospitality Group, Nashville, TN

**Welcome and Opening Remarks**



**Michael Keck**  
Chairman, FEDA Board of Directors, President, Concept Services



**Marie Ffolkes**  
Opening Speaker and Moderator, Chief Executive Officer, TriMark USA



**W. Craig Barber**  
Keynote Speaker, Chief Executive Officer, Restaurant Growth Services, LLC, O'Charley's Restaurant & Bar, Ninety Nine Restaurant & Pub, Village Inn Restaurants, and Legendary Baking

**Competing on Value in an Amazon World**



**Brandon Styll**  
Moderator, Host, Nashville Restaurant Radio Podcast, Owner, New Light Hospitality Solutions



**Paul Reilly**  
President, Tom Reilly Training



**Marc Tell**  
President, Sam Tell Companies



**Ben Whitlock**  
President, Mobile Fixture

**SEPTEMBER 23, 2021**

### Thursday Keynote and General Session

September 23, 2021  
9:00 A.M. - 11:30 A.M.

**Welcome and Opening Remarks**



**Michael Keck**  
Chairman, FEDA Board of Directors, President, Concept Services



**Jeff Sinelli**  
Founder, CEO & Chief Vibe Officer, Sinelli Concepts: Which Wich? Superior Sandwiches, Genghis Grill, Paciugo Gelato & Caffé, Burguesa Brands and Supernova Coffee



**Jamie Arguello**  
Moderator, Principal and CEO, Grady's Foodservice and Equipment



**Claire Crowell**  
Founder & CEO, Hattie Jane's Creamery



**Kechelle Williams**  
Owner and Founder, Early Eats Food Truck

**Operator Spotlight: Emerging Foodservice Models**

**Supply Chain Challenges: Partner Exchange Recap and Discussion**



**Dr. Andrea Sordi**  
Moderator, Haslam College of Business, Global Supply Chain Institute, University of Tennessee



**Tim Fitzgerald**  
CEO, Middleby Corporation



**Kirby Mallon**  
Owner and President, Elmer Schultz Services, President, Commercial Food Equipment Service Association (CFESA)



**Brad Wasserstrom**  
President, Wasserstrom Company

*Advocacy Council Presentation*

Meet and mix with industry advocacy leaders and congressional staff to share information about your company and encourage support for FEDA's legislative priorities.

*Legislative Reception*

Hear from the industry's top business and distribution advocacy experts and key congressional members and their staff.

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## Focused Learning Sessions

### Partner Exchange Roundtables

The partner exchange roundtables will connect foodservice equipment distributors, manufacturers and other supply chain partners to continue the discussion from Learn 2021 on new operator and supply chain challenges.

### Data Governance and Quality Project Presentation

FEDA's Data Governance and Quality consultants, committee and staff will provide information about how to use FEDA's new product data repository and the rules for entering product data, which have been designed to significantly improve data quality and uniformity in the industry over time.

### Free Time!

Friday September 23  
1:00pm-6:00pm

Use this extra time for meetings, networking or fun in Nashville.

## Networking, Fun, Food and Music

### Nashville Poolside Barbecue

Enjoy a Southern-style picnic on the pool deck overlooking Music City.

### Grand Terrace Cocktail Reception and Buffet

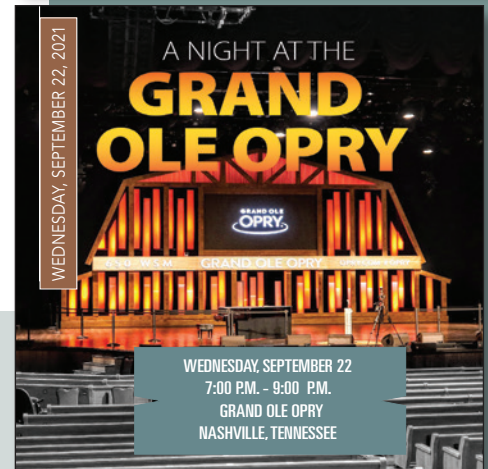
Soak in the sights, sounds and flavors of Music City with views overlooking the emerging Nashville Yards district. Enjoy refreshing cocktails and dinner as you mingle with fellow foodservice equipment and supplies industry professionals.

### A Night at the Grand Ole Opry

Join FEDA members, partners and friends for a night at the Grand Ole Opry! Registration is complimentary for up to three people per company and includes transportation from the hotel to the Opry and the return. Tickets are available on a first-come, first-served basis. Register early to ensure your seats!

### Dinner and Dancing on the Pool Deck

Join attendees in a casual setting overlooking the famous Broadway Historic District. Enjoy one last night of southern hospitality, live music, dancing, and fun!



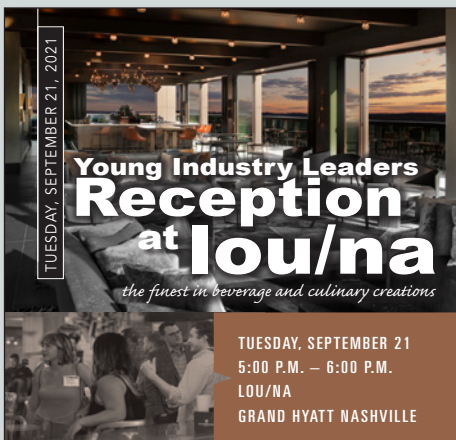
## Young Industry Leaders (YIL) Events

### YIL Reception

Reunite with young industry peers 25 floors above Music City. Enjoy breathtaking skyline views and creative cocktails. For any member of FEDA's Young Industry Leaders or conference attendees between ages 21 and 46.

### YIL Leadership Open Forum

In today's foodservice equipment and supplies industry, what skills and methods create enduring leaders? Marie Ffolkes, CEO of TriMark USA, and Paul Bartelt, CEO and president of The Vollrath Company, will share their experiences, define what it means to be a resilient leader and explain how effective leaders create opportunities for others.



# schedule of events

MONDAY, SEPTEMBER 20	
5:00pm-7:00pm	Early Arrivers Reception
TUESDAY, SEPTEMBER 21	
8:00am-4:00pm	Conference Registration, Information and Assistance
8:00am-4:00pm	Networking Lounge
12:00pm-4:00pm	Conference Exhibits and Product Educator Booths
2:00pm-2:45pm	YIL Steering Committee
4:00pm-5:00pm	Advocacy Council Presentation
5:00pm-6:00pm	Legislative Reception
5:00pm-6:00pm	Young Industry Leaders Reception
6:00pm-7:00pm	FEDA Gold Awards Welcome Reception
7:00pm-9:00pm	FEDA Gold Awards Dinner
WEDNESDAY, SEPTEMBER 22	
7:00am-8:30am	Tennessee Central Breakfast Buffet
8:00am-4:00pm	Conference Registration, Information and Assistance
8:00am-4:00pm	Networking Lounge
8:00am-5:00pm	Conference Exhibits and Product Educator Booths
8:45pm-11:30pm	Keynote and Opening General Session
11:30am-12:30pm	Nashville Poolside Barbecue
12:45pm-2:00pm	Partner Exchange Roundtables
12:45pm-1:45pm	YIL Leadership Development Open Forum
2:00pm-3:00pm	Data Governance and Quality Project Presentation
4:00pm-5:00pm	VIP Reception
5:00pm-6:00pm	Grand Terrace Cocktail Reception and Buffet
7:00pm-9:00pm	A Night at the Grand Ole Opry
THURSDAY, SEPTEMBER 23	
7:30am-8:45am	Grand Central Breakfast Buffet
8:00am-4:00pm	Conference Registration, Information and Assistance
8:00am-4:00pm	Networking Lounge
8:00am-5:00pm	Conference Exhibits and Product Educator Booths
9:00am-11:30am	Keynote and General Session
11:30am-12:30pm	Create your Own Box Lunch
12:00pm-1:30pm	Board of Directors Special Meeting and Lunch
1:00pm-6:00pm	FREE TIME Experience Nashville!
6:00pm-8:00pm	Dinner and Dancing on the Pool Deck
FRIDAY, SEPTEMBER 24	
7:30am-9:00am	Chattanooga Breakfast Buffet

## hotel and general information

### CONFERENCE VENUE AND HOTEL RESERVATIONS

Grand Hyatt Nashville  
1000 Broadway  
Nashville, TN 37203

To book a hotel reservation, please go to:  
<https://learn.feda.com/2021-hotel-information>.

### TRAVELING TO NASHVILLE

The Grand Hyatt Nashville is located 8 miles from the Nashville International Airport (BNA).

### TRANSPORTATION

Using rideshare services such as Uber and Lyft is encouraged, however valet parking is available at the Grand Hyatt. FEDA members will receive a discounted rate of \$35 per night for valet parking.

Ride App vehicles (Uber/Lyft) pick up at the Ground Transportation Center, Level 1 of Terminal Garage 2.

Directions to the Ground Transportation Center:

- Exit the Main Terminal on Level 1 and turn right.
- Follow the sidewalk and pedestrian canopy to Terminal Garage 2. Overhead signs will direct you.
- The Ground Transportation Center is on Level 1.

### CONFERENCE ATTIRE

Conference attire is business casual. Grand Ole Opry attendees may wear "everything from faded jeans to business suits, cowboy hats to your Sunday best!"

For more information, contact:  
Erin Bedell, [erin@feda.com](mailto:erin@feda.com),  
(224)293-6501.

TO REGISTER GO TO  
OUR WEBSITE  
[WWW.LEARN.FEDA.COM](http://WWW.LEARN.FEDA.COM)

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