

2022 FEDA ANNUAL CONFERENCE

# Driving a Great Comeback for a Great Industry



INTERCONTINENTAL SAN DIEGO

SEPTEMBER 20-23, 2022

**FEDA**  
STRENGTH THROUGH ASSOCIATION



**learn**  
feda learn institute

## 2022 FEDA ANNUAL CONFERENCE



**MICHAEL KECK**  
**2020-2022**  
**FEDA Board Chairman**  
**President**  
**Concept Services**

# Driving a Great Comeback for a Great Industry



**DAVID M. STAFFORD**  
**2022-2024**  
**FEDA Board Chairman**  
**President and CEO**  
**Stafford-Smith**

**The 2022 FEDA Annual Conference will be presented Sept. 20-23 at the InterContinental Hotel in San Diego.** As a world-class city, San Diego is known to draw visitors seeking the best of what California has to offer. Similarly, the conference will showcase many of the top minds in foodservice and bring together foodservice equipment and supplies dealers from across the country to share their insights and experiences as the industry works toward recovery. The city's upscale, ocean-side environment is the perfect place to make these connections. It offers a seamless blend of resort-style amenities with the excitement and energy only found in the thriving center of a modern city. Attendees are sure to find a variety of settings and nearby venues to reconnect with peers and talk business.

**FEDA is proud to announce some extraordinary guest speakers, chairman and editor-in-chief of Forbes Magazine Steve Forbes and Mayor of Flavortown Guy Fieri!** The other activities and programs during the conference are sure to be just as exciting. Golf is making a grand return in 2022 with an expedition to Torrey Pines South, one of the country's most scenic and celebrated courses. Torrey Pines' golfers and other early arrivers will also have a chance to mingle at a pre-event reception. The energizing Young Industry Leaders events will continue and FEDA will return to its large opening night reception and dinner. Attendees can enjoy a ballgame mid-week at Petco Park and this year's Gold Awards will be presented during a special breakfast event. The Last Night on Bayview Terrace, the latest iteration of FEDA's popular casual closing night party, will feature views of the sun setting over the Pacific Ocean.

**The conference's general session programs have also been enhanced for 2022.** Advocacy will play a key role in the opening session, with a focus on leaders who advocate on behalf of the restaurant industry and inspire distributors to reimagine what their industry can be. In addition, key manufacturers and dealers will pull apart some of the largest issues affecting the industry, including labor shortages and the need for new industry technology, in essential audience-involved discussions. The popular Partner Exchange Roundtables will also be expanded to focus on a wide range of critical industry issues while maintaining small group discussions.

**INTERCONTINENTAL SAN DIEGO**  
**SEPTEMBER 20-23, 2022**

**FEDA is very honored to present Steve Forbes as its keynote speaker on Sept. 21.** Forbes is a widely-respected economic prognosticator and his new book, *Inflation: What It Is, Why It's Bad and How To Fix It*, covers his latest analysis of our inflation rate, which recently hit a 40-year high of 8.6 percent. His popular webcast, *What's Ahead*, engages the world's leading newsmakers and politicians in critical conversations about the state of global business and economics, including current challenges that can impede economic recovery and hurt businesses, such as high inflation, dangerous foreign policy, the impending wave of antitrust actions, and proposed tax hikes and regulations.

**Guy Fieri will join the conference for a special guest presentation on Sept. 22.** Fieri is best known as the host of the Food Network shows *Diners, Drive-Ins & Dives*, *Guy's Grocery Games* and *Tournament of Champions* and he operates more than 80 restaurants worldwide. He also has been involved in extensive charitable programs. In 2011, he started the Guy Fieri Foundation, which supports culinary education for middle school and high school students, provides financial resources to aspiring chefs and feeds frontline workers, first responders and military personnel in the field. His support for the restaurant community only grew during the pandemic, as Fieri partnered with the National Restaurant Association Educational Foundation to raise more than \$21.5 million in aid for over 43,000 unemployed restaurant workers.

**Keynote  
Address  
Steve Forbes  
Chairman and  
Editor-in-Chief  
Forbes Magazine**



**Special Guest Presentation  
Guy Fieri  
Food Network Chef,  
Restaurateur and  
Emmy Award-Winning  
Television Host**



# Driving a Great Comeback for a Great Industry

## Conference Highlights

### SEPTEMBER 20, 2022

#### TORREY PINES GOLF OUTING

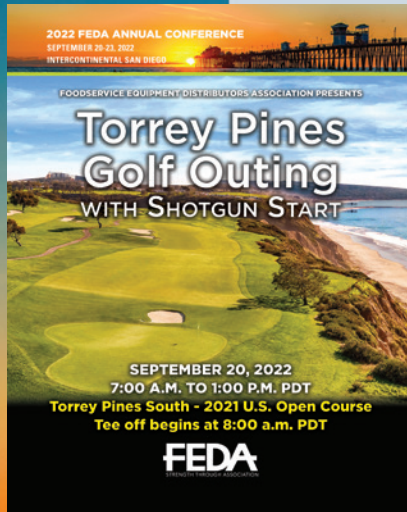
September 20, 7:00 a.m. to 1:00 p.m./Tee off at 8:00 a.m. PDT, Torrey Pines South  
Enjoy a day out on the greens of Torrey Pines, one of the country's most scenic and celebrated courses and venue for the 2021 U.S. Open. Work on your swing and network with your peers while taking in views of the Pacific Ocean from the coastal cliffs that run alongside the famed course's fairways. It's a complimentary golf experience like no other, so make sure to sign up as soon as possible. Golfers will register on a first-come, first-served basis to play and FEDA will arrange foursomes. Round-trip transportation, breakfast and lunch will be provided.



Honorary Co-Chair  
David M. Stafford  
President and CEO  
Stafford-Smith



Honorary Co-Chair  
Tom Wienclaw  
Chief Growth Officer  
EVP, North Region  
TriMark USA



#### YOUNG INDUSTRY LEADERS LEARN SESSION BUILDING WORKPLACE DIVERSITY AND INCLUSION

September 20, 4:30 p.m. to 5:30 p.m. PDT, Broadway A-B  
Young industry leaders will learn how one company has built a culture focused on diversity and inclusion, which includes leadership's strong commitment and accountability for creating opportunities for candidates of color, expanding global and diverse talent and building a more inclusive workplace. For any member of FEDA's Young Industry Leaders or conference attendees between ages 21 and 46.



Moderator  
Crystal Rinker  
Co-Chair  
Young Industry Leaders  
Director of Sales  
and Marketing  
Burkett Restaurant  
Equipment

#### YOUNG INDUSTRY LEADERS RECEPTION

September 20, 5:30 p.m. to 6:30 p.m. PDT, Sunset Terrace  
Young industry leaders reunite with their peers to enjoy breathtaking views and creative cocktails. For any member of FEDA's Young Industry Leaders or conference attendees between ages 21 and 46.

#### OPENING NIGHT RECEPTION

September 20, 6:30 p.m. to 7:30 p.m. PDT, Bayview Terrace  
Start networking at the conference's opening reception with drinks, hors d'oeuvres and an incredible view of the Pacific Ocean.

#### OPENING NIGHT DINNER AND PARTY

September 20, 7:30 p.m. to 9:00 p.m., Lane Field  
Kick off the 2022 FEDA Annual Conference on Lane Field, former home to the San Diego Padres. Enjoy coastal California flavors, live music from the Ben Mallare band, dancing, and fun!

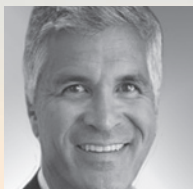


## OPENING GENERAL SESSION

September 21, 8:30 a.m. to 11:40 a.m. PDT, Pacific Ballroom A-B-C

### Operator Spotlight: State of the Foodservice Industry

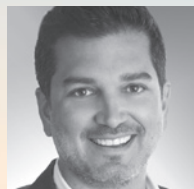
The conference will open by welcoming leaders working on behalf of foodservice operators, including President and CEO of the California Restaurant Association Jot Condie, who will provide an overview of the state of the foodservice industry and the policy and operational needs of its more than 22,000 members. He will also introduce new National Restaurant Association President and CEO Michelle Korsmo, who will share her next steps to represent foodservice operators nationwide. Finally, 30-year restaurant industry veteran and now Black Box Intelligence CEO David Cantu will discuss his views on restaurant recovery and what the data on over 87,000 restaurants is telling us about the foodservice challenges ahead.



**Jot Condie**  
President and CEO  
California Restaurant  
Association



**Michelle Korsmo** (Inv)  
President and CEO  
National Restaurant  
Association



**David Cantu**  
President and CEO  
Black Box  
Intelligence

### Dealer Focus: Why Independent Distributors Will Win the Future

Dirk Beveridge is the founder of UnleashWD, the premier design, strategy and innovation firm in wholesale distribution. Beveridge will share the insights he gained from traveling across the United States post-COVID to gather data from distributors in a variety of industries. This culmination of insights, called "Unapologetically You," from his We Supply America tour, asserts that independent distributors can and are competing effectively today and should be recognized as the "Noble Generation" for keeping the nation's economy, workforce and supply chain going strong despite unfathomable setbacks over the last several years. Beveridge will also discuss how dealers can overcome their own false narratives about their industry that keep them from having the confidence to forge ahead in new ways they never thought they could before.

### Manufacturer Insights: Working Together Toward Industry Recovery

Some of the FES industry's most successful manufacturers discuss manufacturer and dealer challenges and opportunities related to labor shortages, evolving industry technology, equipment innovation, and a focus on supply chain resiliency through sustainability, visibility and technology.



**Rob August**  
Senior Vice President  
Ali Group



**Axel Beck** (Inv)  
Executive Vice President/  
Group President  
ITW Food Equipment  
Group



**Steve Maahs**  
President and COO  
Alto-Shaam



**Moderator**  
**David M. Stafford**  
President and CEO  
Stafford-Smith

### Strategic Planning: Profitability Through Value-Added Services

Companies that follow the value-added philosophy of "add value, not cost; sell value, not price," can break the cycle of constantly lowering prices in favor of competing by offering a complete value-added package. Sales and value-add expert Paul Reilly drills down how distributor and manufacturer leaders can increase profitability by building a comprehensive plan for adding value to every step of their business process.

## BROADWAY PIER PICNIC LUNCH

September 21, 11:45 a.m. to 12:45 p.m. PDT  
Layover Terrace  
Enjoy lunch on the waterfront.



**DIRK BEVERIDGE**  
FOUNDER  
UNLEASHWD



**PAUL REILLY**  
TOM REILLY TRAINING



**STEVE FORBES**  
CHAIRMAN AND EDITOR-IN-CHIEF  
FORBES MAGAZINE

## SEPTEMBER 21, 2022

### KEYNOTE PRESENTATION

September 21, 1:00 p.m. to 1:45 p.m. PDT, Pacific Ballroom A-B-C

#### Challenging the Barriers to Economic Recovery

Steve Forbes is chairman and editor-in-chief of Forbes Magazine, one of the world's most successful business magazines for more than a century. An internationally recognized expert in global economics and finance and an advocate for businesses, Forbes will share his concerns about the most serious barriers impacting U.S. economic recovery, including inflation's effect on the current and coming stock market; proposed tax hikes; the impending wave of antitrust actions; and regulatory blunders that are crushing American ingenuity.



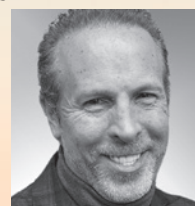
**Moderator**  
**Patricia Bible**  
Chairwoman  
FEDA Advocacy Council  
President  
KaTom

### PARTNER EXCHANGE ROUNDTABLES

September 21, 1:45 p.m. to 3:00 p.m. PDT, Bayview Ballroom

#### Focus on the Industry Topics

These discussions will bring together foodservice equipment and supplies distributors, manufacturers and partners to discuss a variety of current industry topics.



**Moderator**  
**David Greene**  
Director of Business  
Development  
DDI System

### FEDA DATA GOVERNANCE AND QUALITY PROJECT PRESENTATION

September 21, 3:00 p.m. to 4:00 p.m. PDT, Balboa A-B and Broadway A-B

#### What's Next for the FEDA Data Repository

*Distributors, Manufacturers and Project Partners Only*

The FEDA data repository was designed by dealers and manufacturers using universal data governance standards that help everyone in the industry work more efficiently and improve product data quality over time. This new database also opens up competition for innovative technology that dealers and manufacturers have not had before.

Learn about the repository's latest project enhancements, how well it is now serving the needs of both dealers and manufacturers, and how they can use this new tool to improve their operations.



**Norman Mackay**  
Project Consultant  
Infoverity



**Brad Pierce**  
President  
Restaurant Equipment  
World



**Rich Walsh**  
CEO  
Bird Analytics



### SOUTHERN CALIFORNIA COCKTAIL RECEPTION

September 21, 5:30 p.m. to 6:30 p.m. PDT, Sunset Terrace

Soak in the sights and sounds of Southern California while overlooking the Bay. Enjoy refreshing cocktails and hors d'oeuvres as you mingle with fellow foodservice equipment and supplies industry professionals.

### A NIGHT AT THE BALLPARK

September 21, 5:30 p.m. to 10:00 p.m. PDT, PETCO Park

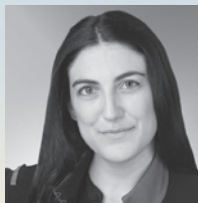
Join other attendees for a night of fun and networking at the ballpark! Watch the San Diego Padres play the St. Louis Cardinals from Petco Park's Skyline Patio. Enjoy a traditional ballpark-style buffet with snacks, drinks and dinner. Transportation will be provided and the bus departs the hotel for the game at 5:30 p.m. Tickets are complimentary and available on a first-come, first-served basis and you must pre-register. Three tickets maximum per company.

**SEPTEMBER 22, 2022**

### **GOLD AWARDS BREAKFAST**

**September 22, 8:00 a.m. to 9:45 a.m. PDT, Pacific Ballroom A-B-C**

The day will open with a celebratory breakfast that includes volunteer leadership recognition and individual and company industry achievements. A presentation by celebrity chef and Food Network Star Guy Fieri follows.



**Emcee**  
**Morgan Tucker**  
Social Events Chair  
Young Industry Leaders  
Vice President  
Marketing  
Singer Equipment  
Company



### **SPECIAL GUEST PRESENTATION**

**September 22, 10:00 a.m. to 11:00 a.m. PDT, Pacific Ballroom A-B-C**

#### **A Great Comeback for a Great Industry**

Chef, restaurateur, New York Times Best Selling author and Emmy Award-winning TV host, Guy Fieri is one of the world's most recognizable and influential culinary stars. Fieri will share how he helped lead an inspiring and successful campaign to support and rebuild the restaurant industry during and after COVID.



**Moderator**  
**Heather Kogan**  
Co-Chair  
Young Industry Leaders  
Vice President of Sales  
Sam Tell Companies

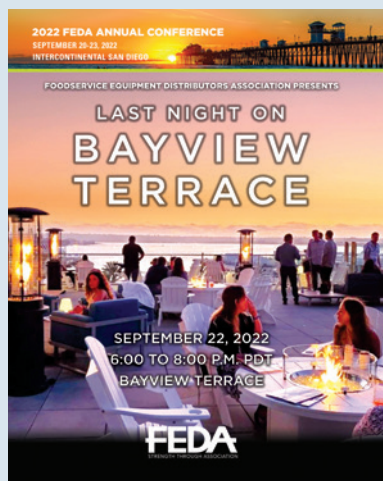


**GUY FIERI**  
CHEF, RESTAURATEUR,  
NEW YORK TIMES BEST  
SELLING AUTHOR AND EMMY  
AWARD-WINNING TV HOST

### **LAST NIGHT ON BAYVIEW TERRACE**

**September 22, 6:00 p.m. to 8:00 p.m. PDT, Bayview Terrace**

Join attendees in a casual setting with live music, food and drinks and that one last night of final conversations and watching the sun set over the Pacific Ocean.



### **HOTEL AND GENERAL INFORMATION**

InterContinental San Diego  
901 Bayfront Court  
San Diego, CA 92101

#### **HOTEL RESERVATIONS**

(619) 501-9400

#### **PARKING**

Discounted Overnight Self-Parking: \$30

#### **CONFERENCE REGISTRATION FEES**

*Early Bird/After July 29*

**Distributor Members:**

\$854/\$899 (in-person) \$200 (virtual)

**Manufacturer Members:**

\$2,346/\$2,470 (in-person) \$400 (virtual)

**Others (Associate Members, etc.):**

\$2,346/\$2,470 (in-person) \$400 (virtual)

**Buying Groups:**

\$921/\$970 (in-person) \$400 (virtual)

**Media Companies:**

\$921/\$970 (in-person) \$400 (virtual)

**Spouses/Guests:**

\$550/\$579 (in-person)

Registration fees include access to all conference activities. Please submit requests for member and discount pricing promo codes to [conference@feda.com](mailto:conference@feda.com).

#### **AIRPORT INFORMATION**

San Diego International Airport (SAN) is located three miles from the InterContinental San Diego.

#### **RECOMMENDED TRANSPORTATION**

Taxis or rideshare services are recommended between the airport to the venue. For those using a rideshare service, the airport pickup location at Terminal 1 is at the transportation island closest to the terminal. The pickup location at Terminal 2 is on the transportation island farthest from the terminal on the Arrivals level.

#### **DRESS CODE**

The dress code is business casual during the daytime sessions.

#### **SPECIAL ACCESSIBILITY**

If you have a disability and require assistance, please email [conference@feda.com](mailto:conference@feda.com).

#### **QUESTIONS AND MORE INFORMATION**

For any questions regarding registration or the 2022 FEDA Annual Conference, please email [conference@feda.com](mailto:conference@feda.com) or call 224-293-6500.

MONDAY, SEPTEMBER 19		Location
4:30 p.m. – 7:00 p.m.	Conference Registration, Information and Assistance	Pacific Foyer
5:00 p.m. – 7:00 p.m.	Reception for Torrey Pines Golfers and Early Arrivers	Garibaldi Terrace
TUESDAY, SEPTEMBER 20		
8:00 a.m. – 4:00 p.m.	Conference Registration, Information and Assistance	Pacific Foyer
8:00 a.m. – 4:00 p.m.	Networking Lounge	Business Lounge
12:00 p.m. – 4:00 p.m.	Conference Exhibits and Product Educator Booths	Bayview and Pacific Foyers
7:00 a.m. – 1:00 p.m.	Torrey Pines Golf Outing with Shotgun Start	Torrey Pines South
3:30 p.m. – 4:15 p.m.	Young Industry Leaders Committee Meeting	Harbor
4:30 p.m. – 5:30 p.m.	Young Industry Leaders Learn Session Building Workplace Diversity and Inclusion	Broadway A-B
5:30 p.m. – 6:30 p.m.	Young Industry Leaders Reception	Sunset Terrace
6:30 p.m. – 7:30 p.m.	Opening Night Reception	Bayview Terrace
7:30 p.m. – 9:00 p.m.	Opening Night Dinner and Party	Lane Field
WEDNESDAY, SEPTEMBER 21		
7:00 a.m. – 8:30 a.m.	Opening Breakfast Buffet	Bayview Terrace
8:00 a.m. – 4:00 p.m.	Conference Registration, Information and Assistance	Pacific Foyer
8:00 a.m. – 4:00 p.m.	Networking Lounge	Business Lounge
8:00 a.m. – 4:00 p.m.	Conference Exhibits and Product Educator Booths	Bayview and Pacific Foyers
8:30 a.m. – 11:40 a.m.	Opening General Session	Pacific Ballroom A-B-C
	Welcome and Opening Remarks	
	Operator Spotlight -State of the Foodservice Industry -Jot Condie, Michelle Korsmo and David Cantu	
	Featured Product Presentation	
	Dealer Focus -Why Independent Distributors Will Win the Future -Dirk Beveridge	
	Featured Product Presentation	
	Manufacturer Insights -Working Together Toward Industry Recovery -Panel with Moderator David Stafford	
	Strategic Planning -Increasing Profitability Through Value-Added Services -Paul Reilly	
	Closing Remarks and Featured Product Presentation	
11:45 p.m. – 12:45 p.m.	Broadway Pier Picnic Lunch	Layover Terrace
1:00 p.m. – 1:45 p.m.	Keynote Presentation - Challenging the Barriers to Economic Recovery Steve Forbes, Chairman and Editor-In-Chief, Forbes Magazine	Pacific Ballroom A-B-C
	Audience Q&A with Steve Forbes - Moderator Patricia Bible	
	Featured Product Presentation	
1:45 p.m. – 3:00 p.m.	Partner Exchange Roundtables	Bayview Ballroom
3:00 p.m. – 4:00 p.m.	Data Governance and Quality Project Presentation	Balboa A-B and Broadway A-B
4:30 p.m. – 6:30 p.m.	VIP Reception - Invitation Only	Garibaldi Terrace
5:30 p.m. – 6:30 p.m.	Southern California Cocktail Reception	Sunset Terrace
5:30 p.m. – 10:00 p.m.	A Night at the Ballpark	PETCO Park
THURSDAY, SEPTEMBER 22		
8:00 a.m. – 12:00 p.m.	Conference Registration, Information and Assistance	Pacific Foyer
8:00 a.m. – 4:00 p.m.	Networking Lounge	Business Lounge
8:00 a.m. – 4:00 p.m.	Conference Exhibits and Product Educator Booths	Bayview and Pacific Foyers
8:00 a.m. – 9:45 a.m.	Gold Awards Breakfast - Emcee Morgan Tucker	Pacific Ballroom A-B-C
10:00 a.m. – 11:00 a.m.	Special Guest Presentation with Opening Remarks	Pacific Ballroom A-B-C
	Featured Product Presentation	
	A Great Comeback for a Great Industry with Guy Fieri! - Moderator Heather Kogan	
11:00 a.m. – 12:00 p.m.	Customize Your Lunch to Go	Bayview Foyer
12:00 p.m. – 5:00 p.m.	FREE TIME	
6:00 p.m. – 8:00 p.m.	Last Night on Bayview Terrace Dinner and Party	Bayview Terrace
FRIDAY, SEPTEMBER 23		
7:00 a.m. – 8:30 a.m.	Closing Breakfast Buffet	Bayview Terrace