

# 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.

**Industry Technology Committee Presentation** 1:30 p.m. to 2:30 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

One of the industry's top manufacturers highlights featured foodservice equipment.\*

#### SPONSOR PRESENTATION



#### 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

One of the industry's top manufacturers highlights featured foodservice equipment.\*

*\* 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

## Conference Schedule and Pricing Please note, all events occur in CDT.

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](mailto: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

One of the industry's top manufacturers highlights featured foodservice equipment.\*

#### SPONSOR PRESENTATION



#### 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*

## Conference Schedule and Pricing **Please note, all events occur in CDT.**

**WEDNESDAY — MAY 12, 2021 (Continued)**

### FEATURED PRODUCT PRESENTATION

One of the industry's top manufacturers highlights featured foodservice equipment.\*

*\* 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**

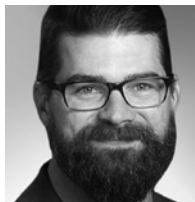
1:30 P.M. – 2:30 P.M.



### 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.

<b>LEARN 2021 PRICING</b>	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