

2022 FEDA ANNUAL CONFERENCE

# Driving a Great Comeback for a Great Industry



INTERCONTINENTAL SAN DIEGO

SEPTEMBER 20-23, 2022

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STRENGTH THROUGH ASSOCIATION

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# 2022 FEDA ANNUAL CONFERENCE



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

## Driving a Great Comeback for a Great Industry

**Welcome to the 2022 FEDA Annual Conference 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 is set to 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.



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

**FEDA is proud to present some extraordinary guest speakers, chairman and editor-in-chief of Forbes Media 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 this year with an expedition to Torrey Pines South, one of the country's most scenic and celebrated courses. Torrey Pines' golfers and other early arrivers should be sure to mingle at a pre-event reception. The energizing Young Industry Leaders events are back and FEDA returns 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, promises to feature views of the sun setting over the Pacific Ocean.

**The conference's general session programs have also been enhanced for 2022.** Advocacy plays 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 are ready to 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 have also been expanded to focus on a wide range of critical industry issues while maintaining small group discussions.

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**EXHIBITORS**

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**FEDA is very honored to present Steve Forbes as its keynote speaker on Wednesday, 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.

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



**Guy Fieri will give a special guest presentation on Thursday, 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.

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



# Conference Highlights

## SEPTEMBER 20, 2022

### TORREY PINES GOLF OUTING

September 20, 6:45 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

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### 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.

**ELLEN STEELE KAPOOR**  
 DIRECTOR OF DIVERSITY  
 & INCLUSION  
 ITW FOOD EQUIPMENT  
 GROUP



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!



SEPTEMBER 21, 2022

**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**  
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



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



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

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

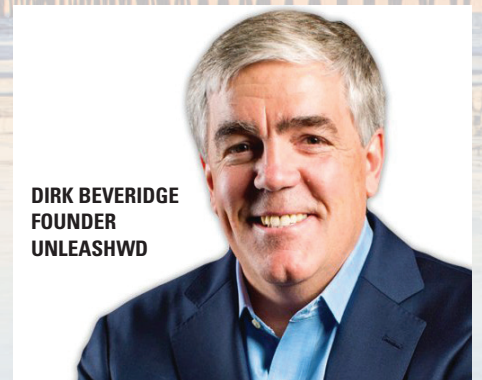
Companies that follow the value-added philosophy of "add value, not cost; sell value, not price," can break the cycle of constantly lowering prices in favor of competing by offering a complete value-added package. Sales and value-add expert Paul Reilly drills down how distributor and manufacturer leaders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



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**BROADWAY PIER PICNIC LUNCH**

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



**DIRK BEVERIDGE**  
FOUNDER  
UNLEASHWD



**PAUL REILLY**  
REILLY SALES TRAINING



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

## 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.



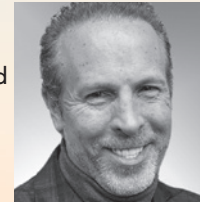
**Moderator**  
**Patricia Bible**  
Chairwoman  
FEDA Advocacy Council  
President  
KaTom

### 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 and how dealers and manufacturers can use this new tool to strengthen their operations.



**Norman Mackay**  
Project Consultant  
Infoverity



**Brad Pierce**  
President  
Restaurant Equipment  
World



**Rich Walsh**  
CEO  
SmartSource  
Management



### 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  
**Jordan Emerick**  
ITW Hobart



## 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.



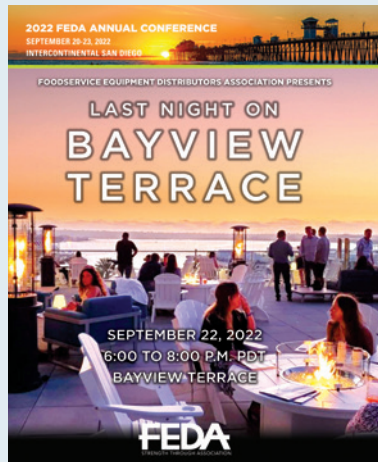
Moderator  
**Heather Kogan**  
Co-Chair  
Young Industry Leaders  
Vice President of Sales  
Sam Tell Companies



## 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	Hospitality B
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	Bayview 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 Media Audience Q&A with Steve Forbes -Moderator Patricia Bible	Pacific Ballroom A-B-C
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. – 5:30 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	Pacific Ballroom A-B-C
10:00 a.m. – 11:00 a.m.	Special Guest Presentation with Opening Remarks A Great Comeback for a Great Industry with Guy Fieri! -Moderator Heather Kogan	Pacific Ballroom A-B-C
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

