

2023 FEDA ANNUAL CONFERENCE

*The Premier Executive
Networking Event for the
Foodservice Equipment
and Supplies Industry*

October 24-27, 2023
Omni PGA Frisco Resort
Frisco, TX

90 YEARS • 1933-2023
FEDA

driving business



2023 FEDA ANNUAL CONFERENCE

October 24-27, 2023
Omni PGA Frisco Resort
Frisco, TX

The Premier Executive
Networking Event for the
Foodservice Equipment
and Supplies Industry



Dave Stafford
Chairman
FEDA Board of
Directors
President and CEO
Stafford-Smith, Inc.

As a member and volunteer leader of FEDA, I feel a great deal of responsibility, not only to my own company but to the industry and everyone in it. Like all FEDA members and partners, I want to help strengthen our industry's viability and ensure we evolve and thrive going forward.

The 2023 FEDA Annual Conference, presented Oct. 24-27 at the new Omni PGA Frisco Resort, will facilitate opportunities for executives from all over the industry to come together to network and build on our current performance. This type of top-level executive networking, especially between dealers and manufacturers, is a unique and exceptional experience among industry events. This year's conference sessions will also drill down deep into how to achieve more for our own companies in the years ahead, as well as how to better execute and manage the work we do with each other throughout the supply chain.

There's always more to know. I, myself, learn more each day about how to improve and grow as a leader. I also recognize the tremendous strength, complexity and potential of this industry. As such, I ask you to join us at this year's FEDA conference because we truly need your involvement to make the industry the best it can possibly be — and to make all of us the best we can be.

2023 FEDA ANNUAL CONFERENCE HIGHLIGHTS

tuesday, october 24, 2023 All times are CT.

PGA FRISCO GOLF TOURNAMENT

PGA Frisco Golf Tournament
October 24, 2023
7:00 a.m. – 1:00 p.m.

Located right next door to the new Professional Golfers Association of America (PGA) headquarters, the Omni PGA Frisco Resort bills itself as the new home of modern American golf. FEDA Annual Conference attendees will have an opportunity to test out their skills on one of the resort's two unspoiled 18-hole championship-caliber golf courses during the conference's golf tournament. Golfers will register on a first-come, first-served basis to play and FEDA will arrange foursomes. Breakfast and lunch will be provided. The golf tournament is open to dealers, manufacturers and FEDA associate members who have registered for the conference. Golf registrations without conference registration will not be accepted. Remember to register for the conference first and then for golf.



Tom Wienclaw
Co-Chair
President
TriMark USA



Dave Stafford
Co-Chair
President and CEO
Stafford-Smith, Inc.



instant rebates.
powered by Energy Solutions

ADVOCACY COUNCIL PRESENTATION AND LEGISLATIVE RECEPTION

October 24, 4:00 p.m. – 6:00 p.m.

Hear from the industry's top business and distribution advocacy experts and key congressional members and their staff. Afterward, meet and mix with industry advocacy leaders and congressional staff to share information about your company and encourage support for FEDA's legislative priorities.



YOUNG INDUSTRY LEADERS RECEPTION

October 24, 5:30 p.m. – 6:30 p.m.

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.



WELCOME RECEPTION

October 24, 6:30 p.m. – 7:30 p.m.

Start networking at the conference's opening reception with drinks and hors d'oeuvres and Texas hospitality.



OPENING NIGHT DINNER AND PARTY

October 24, 7:30 p.m. – 9:00 p.m.

Kick off the 2023 FEDA Annual Conference with this opening night networking event!



90 YEARS • 1933-2023
FEDA

OPENING GENERAL SESSION

October 25, 8:30 a.m. - 11:55 a.m.



Opening Remarks



Dave Stafford
Chairman
FEDA Board of Directors
President and CEO
Stafford Smith, Inc.



Patricia Bible
Chairwoman
FEDA Advocacy Council
President and CEO
KaTom Restaurant Supply



The Honorable John Cornyn
United States Senate
Invited



The Honorable Dan Crenshaw
United States House of Representatives
Invited

Operator Spotlight

9:05 a.m. – 9:25 a.m.

Dr. Emily Williams Knight is the president and CEO of the Texas Restaurant Association (TRA), which represents more than 53,000 restaurants generating a combined \$87 billion in sales and employing 1.3 million people in the Lone Star State. Since moving into the position in 2019, Knight's efforts on behalf of the industry have earned her a reputation as a fierce and effective leader, and she has furthered the TRA's mission of safeguarding and advancing the interests of members while closely monitoring a broad range of legislative issues. Knight has held executive leadership positions across the globe in several multinational companies, in which she found success by building high-performing teams, a passion for winning and a tireless work ethic. Leveraging her empathy for others, Knight has driven change at the state and national levels, culminating in 2021 with the most sweeping success the TRA had ever achieved when the association helped drive the passage of six bills supporting restaurants in the Texas legislature.



Emily Williams Knight Ed.D
President and CEO
Texas Restaurant Association



Keynote Presentation and Q & A

9:25 a.m. – 10:00 a.m.

Kevin Hochman serves as CEO and president of Brinker International, one of the world's leading casual dining companies and home of *Chili's Grill & Bar* and *Maggiano's Little Italy*. He is also president of Chili's and a member of Brinker's Board of Directors. As CEO, he leads more than 60,000 team members who strive to make millions of guests feel special every week. Hochman is responsible for driving Brinker's growth strategy, ensuring the company's core values and culture are embedded in every restaurant and the Restaurant Support Center, and overseeing restaurant operations worldwide.



Kevin Hochman
President and CEO
Brinker International



Industry Tech and Innovation Panel

10:25 a.m. – 11:00 a.m.

Several of the industry's strongest tech visionaries will discuss the state of foodservice equipment technology – and the tech initiatives that can help ensure sustainability, growth and success for dealers and manufacturers.



James K. Pool III
Chief Technology and Operations Officer
Middleby Corporation



Christina Wegner
Co-Chair
FEDA Data Governance & Standards Committee
VP of Marketing
Vollrath



Brad Pierce
Moderator
Co-Chair
FEDA Data Governance & Standards Committee
President
Restaurant Equipment World



Dealer Focus: FEDA Boot Camp Sessions

11:00 a.m. – 11:55 a.m.

These sessions will include the latest best practices and tools on bid work, procurement, design-build and contracts, and strategic partner development.



powered by Energy Solutions



TEXAS BARBECUE LUNCH

October 25, 12:00 p.m. to 1:00 p.m.

Enjoy a special lunch featuring Texas dishes.



FEDA DATA PORTAL AND SUPPORT CENTER

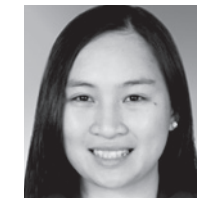
October 25, 1:15 p.m. – 2:00 p.m.

Current Topics and Tech Support Presentations

Two sessions – one for dealers and one for manufacturers – to hear about the latest enhancements and tools for the FEDA Data Portal and meet with the FEDA Data Portal Support Center team. FEDA's tech partners will also provide presentations on new CPQ options for dealers.



Rich Walsh
Chief Technology Consultant
SmartSource



Olive Entuna
Customer Support and Quality Assurance
Smart Source



BEVERAGE-AIR



INDUSTRY TOPICS ROUNDTABLES

October 25, 2:00 p.m. – 3:15 p.m.

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.



FRISCO COCKTAILS AND NETWORKING RECEPTION

October 25, 5:30 p.m. – 6:30 p.m.

Enjoy refreshing cocktails and hors d'oeuvres as you mingle with fellow



Free Time
3:15 P.M. – 5:30 P.M.



Featured Product Presentation



4

Networking Coffee Break



Featured Product Presentation



2023 FEDA ANNUAL CONFERENCE
The Premier Executive Networking Event for the Foodservice Equipment and Supplies Industry

5



thursday, october 26, 2023 All times are CT.

GOLD AWARDS BREAKFAST

October 26, 8:00 a.m. – 9:30 a.m.

The day will open with a celebratory breakfast that includes volunteer leadership recognition and individual and company industry achievements.



Gary Simpson
Co-Emcee
Senior Vice President
of US Sales
ITW Food Equipment
Group



Dave Stafford
Co-Emcee
Chair
FEDA Board of Directors
President and CEO
Stafford-Smith, Inc.

Special Guest Presentation

October 26, 10:00 a.m. – 11:00 a.m.

General John F. Kelly U.S. Marine Corps (RET)

Retired four-star General John Kelly is a 45-year Marine veteran who headed the U.S. Southern Command, where he focused on U.S. border security, organized crime, terrorist organizations and drug traffickers in his Latin American region for more than three years.



General John Kelly
U.S. Marine Corps (RET)



Kevin Woods
Moderator
President
Globe Food Equipment
Company

Less than a year after retiring in 2016, General Kelly was offered the opportunity to serve the nation and its people again, now as the secretary of Homeland Security. After he and his family served a lifetime in service to the nation — and knowing no other life — the opportunity to serve again was welcomed. The U.S. Senate gave him and his family the great honor of confirming him on January 20, 2017, and he was immediately sworn in as the fifth secretary of Homeland Security. After six months, he was selected to serve as White House chief of staff, a position he held until January 2019. Kelly earned a reputation for being an aggressive enforcer of ethics, established

Homeland Security policy, and, most importantly, the law.



Box Lunch on The Go

October 26, 11:00 a.m. – 12:00 p.m.



Last Night in Frisco Dinner and Party

October 26, 6:00 p.m. – 8:00 p.m.

FEDA will close out the 2023 conference with one final chance for attendees to network and meet with their peers and colleagues in a relaxed setting, perfect for decompressing after three days of learning and connecting. The Last Night event will offer live music, food and drinks amidst the seclusion of the Omni PGA Frisco Resort.



HOTEL AND GENERAL INFORMATION

Omni PGA Frisco Resort
4341 PGA Parkway
Frisco, TX 75034
469-305-4500

HOTEL RESERVATIONS

To guarantee your room, all room reservations must be made by Friday, September 29. You may call 1-800-THE-OMNI to book your reservation.

PARKING

The resort will offer complimentary self-parking to FEDA guests. There is a charge for valet parking.

CONFERENCE REGISTRATION FEES

Early Bird/After May 31

Distributor Members*: \$854/\$899

Manufacturer and Associate Members:
\$2,099/\$2,210

Non-Members: \$2,610/\$2,750

Media Companies**: \$944/\$995

Guests (Spouses/family members not
employed by an attending company):
\$550/\$579

* Dealer/Distributor Members: Register 3 or more and receive 10% off each registration. Email isabelle@feda.com for assistance and promo code.

** Media Companies: First registration is \$944 (early bird) or \$995 (after May 31). Additional registrations are at the non-member price of \$2,610 (early bird) or \$2,750 (after May 31) per person. Email isabelle@feda.com for assistance and promo code.

Registration fees include access to all conference activities. Please submit requests for member and discount pricing promo codes to isabelle@feda.com.

AIRPORT INFORMATION

The resort is a 30-mile drive from Dallas Fort Worth International Airport. If you plan on using rideshare services, the average price is \$50-\$93.00.

DRESS CODE

The dress code is business casual during the daytime sessions.

SPECIAL ACCESSIBILITY

If you have a disability and require assistance, please email isabelle@feda.com.

QUESTIONS AND MORE INFORMATION

For any questions regarding registration or the 2023 FEDA Annual Conference, please email isabelle@feda.com or call 224-293-6504.

CANCELLATIONS

Cancellations must be made before Oct. 13. Registrations will not be refunded after this date.

2023 FEDA ANNUAL CONFERENCE

October 24-27, 2023
Omni PGA Frisco Resort
Frisco, TX

The Premier Executive
Networking Event for the
Foodservice Equipment
and Supplies Industry



driving business

schedule

All times are CT.

MONDAY, OCTOBER 23

5:00 p.m. – 7:00 p.m. Reception for Early Arrivers and PGA Frisco Golfers

TUESDAY, OCTOBER 24

7:00 a.m. – 1:00 p.m. PGA Frisco Golf Tournament

12:00 p.m. – 4:00 p.m. Registration Open

12:00 p.m. – 4:00 p.m. Exhibits Open

4:00 p.m. – 5:00 p.m. Advocacy Council Presentation

5:00 p.m. – 6:00 p.m. Advocacy Council Legislative Reception

5:30 p.m. – 6:30 p.m. Young Industry Leaders Reception

6:30 p.m. – 7:30 p.m. Welcome Reception

7:30 p.m. – 9:00 p.m. Opening Dinner and Party

WEDNESDAY, OCTOBER 25

7:00 a.m. – 8:30 a.m. Opening Breakfast Buffet

8:00 a.m. – 4:00 p.m. Registration Open

8:00 a.m. – 4:00 p.m. Exhibits Open

8:30 a.m. – 11:55 a.m. GENERAL SESSION

8:30 a.m. – 9:00 a.m. Opening Remarks

9:00 a.m. – 9:05 a.m. Featured Product Presentation

9:05 a.m. – 9:25 a.m. Operator Spotlight

9:25 a.m. – 10:05 a.m. Keynote Presentation and Q&A

10:05 a.m. – 10:20 a.m. Networking Coffee Break

10:20 a.m. – 10:25 a.m. Featured Product Presentation

10:25 a.m. – 11:00 a.m. Industry Tech and Innovation Panel

11:00 a.m. – 11:55 a.m. Dealer Focus: Boot Camp Sessions

12:00 p.m. – 1:00 p.m. Texas Barbecue Lunch

1:15 p.m. – 2:00 p.m. FEDA Data Portal and Support Center - Current Topics and Tech Support Presentations

2:00 p.m. – 3:15 p.m. Industry Topics Roundtables

3:00 p.m. – 4:00 p.m. Data Governance and Standards Committee Meeting

3:15 p.m. – 5:30 p.m. FREE TIME

4:30 p.m. – 5:30 p.m. VIP Reception

5:30 p.m. – 6:30 p.m. Frisco Cocktails and Networking Reception

THURSDAY, OCTOBER 26

8:00 a.m. – 4:00 p.m. Exhibits Open

8:00 a.m. – 9:30 a.m. Gold Awards Breakfast

9:30 a.m. – 10:00 a.m. Networking Coffee Break

10:00 a.m. – 11:00 a.m. Special Guest Presentation

11:00 a.m. – 12:00 p.m. Box Lunch on the Go

12:00 p.m. – 6:00 p.m. FREE TIME

12:00 p.m. – 1:00 p.m. Board of Directors Meeting

6:00 p.m. – 8:00 p.m. Last Night in Frisco Dinner and Party

FRIDAY, OCTOBER 27

7:00 a.m. – 8:30 a.m. Closing Breakfast Buffet

Welcome Bags



KUEHNE+NAGEL

FEDA
STRENGTH THROUGH ASSOCIATION

5600 North River Road
Suite 740
Rosemont, IL 60018

90 YEARS • 1933-2023
FEDA