



# MEMBERSHIP HAS ITS BENEFITS



The **Convenience Distribution Association (CDA)**, formerly AWMA, is the trade organization working on behalf of convenience products wholesale distributors in the United States: the vital link between retailers and manufacturers.

CDA's distributor members account for more than \$92 billion in U.S. convenience product sales, serving a wide variety of retail formats. CDA's membership also includes leading manufacturers, importers and suppliers of convenience products as well as suppliers of distributor solutions, technologies, business services and equipment, along with brokers and retailers.

# Member-Only Communications, Reports, Education and Research

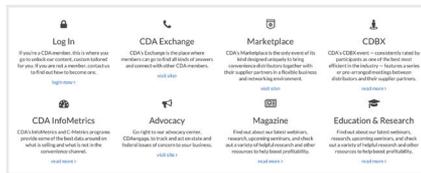
CDA provides a host of member-only published products. Subscriptions are available free of charge to all member company associates.



**Convenience Distribution™**, the official magazine of the CDA, is available in print, online and via the CDA App. The magazine provides detailed coverage of the convenience products distribution industry. Our focus is on providing editorial that improves the bottom lines of distributors with features including profitability, sales strategies, sales data analysis, category management, technology, industry trends and regulatory updates: all key to distributor success.



**Convenience Distribution News** is the weekly e-newsletter covering the latest news for the convenience products distribution industry.



**CDAweb.net** is the online home of CDA, and members' connection to the full host of CDA programs and services, from the online member directory to programs and tools to strengthen distributors' businesses.



**CDA Exchange** is CDA's online community forum, allowing members real-time connections with colleagues and peers on a variety of topics.

## DEF, Education and Industry Reports

CDA's **Distributor Education Fund (DEF)** is a non-profit organization that sponsors educational programs and research, as well as awarding the annual **Ray Foley Memorial Scholarships** and more: all for the benefit of convenience products distributors and their trading partners.

CDA also publishes a variety of reports for members, including the **Hershey Industry Performance Analysis (HIPA) Report**, providing participating distributors with a comprehensive financial performance analysis of the industry, and the **CDA Employee Compensation Report**, allowing distributor members to compare their compensation levels and benefits policies with other convenience products distributors.

## CDA InfoMetrics™ Program



The **CDA InfoMetrics™ Program** is a centralized portal for the collection and processing of distributor-to-retail store sales and shipment data from participating distributors. This up-to-date data is provided to participating distributors, enabling them to make fact-based decisions regarding optimum warehouse inventory. Distributors can provide this information to retailer customers, helping them improve sales and profit by making smart product selection and category management decisions. The data is also for sale by CDA to the manufacturing community. InfoRhythm is CDA's exclusive partner for the delivery of this important CDA initiative.

# CDA Business Programs and Industry Affairs

## CDA Industry Affairs Committee

CDA is an important bridge between distributor members and the manufacturers who serve them. The **CDA Industry Affairs Committee** establishes and maintains positive working relationships between distributors and suppliers so that both may benefit and prosper. The committee works to improve working relationships between distributors and suppliers.

## CDA Joint Industry Warehouse-Delivered Snacks Committee

The **CDA Joint Industry Warehouse-Delivered Snacks Committee** aggressively promotes warehouse-delivered candy and snacks, emphasizing their value, developing effective tools for merchandising, and sponsoring research designed to help distributors increase sales and profit. Using the results of this research developed by the

committee's expert consultants, the committee encourages distributors to work with retailer customers to improve management of the candy and snacks categories within their stores and, thus, improve their bottom line. Warehouse-delivered candy and snacks offer this opportunity, and the committee provides the tools to help distributors take advantage.

## CDA Cigarette Tax Bond Program

The **CDA Cigarette Tax Bond Program** allows wholesalers to post bonds to purchase state and local excise tax stamps for cigarettes on credit. Without this credit, distributors would have to pay cash for the tax stamps before receiving payment from customers, presenting serious cash flow problems. The program provides more than \$150 million in bonds to nearly 100 distributors. It is funded through the generous support of R.J. Reynolds Tobacco Co. and Liggett Vector Brands.

## CDA Insurance Program

The **CDA Insurance Program** is tailored specifically for convenience distributors. Despite their solid track records, it is tough for distributors to find affordable property and liability insurance coverage, or to receive the rates and coverage they deserve. The CDA Insurance Program is available in all 50 states through William R. Seide Agency LLC.

## Discounted Business Services

Your membership in CDA also provides a host of discounted programs and services available through the National Association of Wholesale-Distributors.

## CDA Government Relations

**CDA's Government Relations Department** works every day to represent our members' interests and concerns in both the legislative and regulatory sectors in Washington, DC and in the states. CDA represents the convenience distribution industry on Capitol Hill. We keep on top of bills being introduced to Congress and track their movement—then use *Convenience Distribution News* and CDA White Papers to keep members apprised of this information. Through our Political Action Committee we raise money for pro-business candidates and lobby for issues that affect our industry, paying particular attention to legislation on tobacco, food and food safety, taxes, labor and other small-business issues.

The **CDA Advocacy Center** found on [cdaweb.net](http://cdaweb.net) is a powerful tool allowing members a multitude of ways to get involved and impact both federal and state legislation critical to our industry. With just a few clicks members can get the most current, complete and reliable information on your legislators' voting records, election coverage, full texts of bills and much more.

In addition to these online action tools, CDA also hosts the **CDA Day on the Hill** each May, bringing members to Washington, DC for direct contact with their legislators.

# CDA Industry Events

CDA hosts the premier national events for the convenience products wholesale distribution each year. CDA's events are unmatched in connecting the nation's distributors with their top trading partners.

## Convenience Distribution MARKETPLACE

The Convenience Distribution Marketplace, held each February, is the annual celebration of the convenience products wholesale distribution industry. Drawing distributors from across the country, attendees learn in distributor-focused education sessions, meet up with peers and partners at CDA's annual awards luncheon, take part in great networking events and do business on the highly-targeted one-day Marketplace floor.

## Convenience Distribution BUSINESS EXCHANGE

The Convenience Distribution Business Exchange (CDBX), held each September, is the convenience products wholesale distribution industry's business exchange, where top trading partners meet with the nation's distributors in highly productive one-on-one meetings over three days.

## CDA's DAY ON THE HILL

The CDA Day on the Hill, held annually in May, is designed to give distributor members a unique opportunity to meet with their congressional representatives and their staff to discuss issues of importance to our industry. The event is restricted to our wholesale distributor members.



CDA's Webinar Series, offered monthly, brings member-company associates the opportunity for valuable distributor-focused education on a host of topics including sales, leadership, merchandising, food safety, category management and more. Webinars are live, but are also archived online for members to come back to time and time again.

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