



February 7-9, 2022

Schedule at a Glance

Schedule is Eastern Standard Time and subject to change

Sunday, February 6, 2022

2:00 pm–4:00 pm	Executive Committee
4:15 pm–5:15 pm	Finance & Audit Committee
7:00 pm–9:00 pm	Manufacturer's Advisory Council Dinner (<i>invite only</i>)

Monday, February 7, 2022

7:00 am–5:00 pm	Registration Open
7:00 am–8:00 am	InfoMetrics Advisory Council
7:00 am–7:00 pm	Exhibitor Move-In
8:00 am–8:30 am	Governance & Nominating Committee
8:30 am–9:15 am	Events Planning Committee
9:30 am–10:45 am	Education & Research Committee
9:30 am–10:45 am	Industry Affairs Committee
9:30 am–10:45 am	Government Affairs Committee
11:00 am–12:00 pm	CDA & DEF Board of Directors Meetings
11:45 am–1:15 pm	Lunch
12:30 pm–1:15 pm	CBD/Cannabis Task Force
1:30 pm–2:45 pm	Opening Keynote: <i><u>Economic Trends & Forecast: The Snapshot You Need to See Today</u></i> Mary Kelly, PhD, Leadership & Business Growth, CEO, Productive Leaders
3:00 pm–4:00 pm	Education Session: <i><u>Building a World Class Sales Organization</u></i> Jack Daly, CEO and International Thought Leader, Professional Sales Coach Inc.
4:15 pm–5:30 pm	Education Session: <i><u>Tobacco: The State of the Industry</u></i> Tom Briant, Executive Director, National Association of Tobacco Outlets
5:30 pm–7:30 pm	Gasparilla Fest: A Tampa Tradition

Tuesday, February 8, 2022

6:45 am–8:00 am	Breakfast
7:00 am–5:30 pm	Registration Open
8:00 am–9:00 am	Industry Keynote: <i><u>Focus on Foodservice: The Latest Insights into the C-Store Channel</u></i> Tim Powell, Managing Principal, Foodservice IP (FSIP)
9:00 am–4:00 pm	<u>The Marketplace Trade Show</u>
9:00 am–4:00 pm	CDA Lounge Open
10:00 am	1st Prize Wheel Drawing
11:00 am	2nd Prize Wheel Drawing
12:00 pm	3rd Prize Wheel Drawing
12:00 pm–1:30 pm	Lunch in the CDA Lounge
2:00 pm	4th Prize Wheel Drawing
3:45 pm	Grand Prize Drawing
5:30 pm–9:00 pm	Awards Reception, Dinner & Afterglow

Wednesday, February 9, 2022

7:00 am–8:00 am	Breakfast
8:00 am–9:00 am	Diversity, Equity & Inclusion Keynote: <i><u>Seven Keys to Transform Workplace Diversity</u></i> David McLauren, PhD, Diversity Specialist
9:15 am–10:45 am	Closing Session: <i><u>Cannabis and CBD Update</u></i> Andrew Freedman, Executive Director, Coalition for Cannabis Policy, Education, and Regulation (CPEAR); Shannon Campagna, Policy Advisor, CDA
10:45 am	Marketplace - That's a Wrap!