



February 7-9, 2022

Tampa, FL

JW Marriott Tampa Water Street
510 Water Street

Schedule at a Glance

JW Marriott Floor Plan

Schedule is Eastern Standard Time and subject to change

Sunday, February 6, 2022

2:00 pm–4:00 pm **Executive Committee** (*Pasco, 4th Floor*)
4:15 pm–5:15 pm **Finance & Audit Committee** (*Pasco, 4th Floor*)
7:00 pm–9:00 pm **Manufacturer's Advisory Council Dinner** (*invite only; SiX, 6th Floor*)

Monday, February 7, 2022

7:00 am–5:00 pm **Registration Open** (*HB Plant Foyer, 2nd Floor*)
7:00 am–7:00 pm **Exhibitor Move-In** (*Tampa Bay Ballroom, 4th Floor*)
7:00 am–8:00 am **InfoMetrics Advisory Council** (*Ybor Salon 2-3, 2nd Floor*)
8:00 am–8:30 am **Governance & Nominating Committee** (*MacDill, 2nd Floor*)
8:30 am–9:15 am **Events Planning Committee** (*Ybor Salon 2-3, 2nd Floor*)
9:30 am–10:45 am **Education & Research Committee** (*Ybor Salon 2-3, 2nd Floor*)
9:30 am–10:45 am **Government Affairs Committee** (*Ybor Salon 1, 2nd Floor*)
9:30 am–10:45 am **Industry Affairs Committee** (*HB Plant Ballroom A, 2nd Floor*)
11:00 am–12:00 pm **CDA & DEF Board of Directors Meetings** (*HB Plant Ballroom C-D, 2nd Floor*)
11:45 am–1:15 pm **Welcome Lunch** (*HB Plant Foyer + Ybor 4-5, 2nd Floor*)
12:30 pm–1:15 pm **CBD/Cannabis Task Force - Task Force Members Only** (*HB Plant Ballroom C-D, 2nd Floor*)
1:30 pm–2:45 pm **Opening Keynote** (*HB Plant Ballroom E-F, 2nd Floor*)
Economic Trends & Forecast: The Snapshot You Need to See Today
Mary Kelly, PhD, Leadership & Business Growth, CEO, Productive Leaders
2:45 pm–3:00 pm **Afternoon Break** (*HB Plant Foyer, 2nd Floor*)

Concurrent Education Sessions

3:00 pm–4:00 pm	Concurrent Education Session (<i>HB Plant Ballroom E-F, 2nd Floor</i>) <u><i>Building a World Class Sales Organization</i></u> Jack Daly, CEO and International Thought Leader, Professional Sales Coach Inc.	3:00 pm–5:30 pm	Concurrent Education Session (<i>Ybor Salon 2-3, 2nd Floor</i>) <u><i>Focus on Foodservice: Convenience Best Practices and Proven Strategies</i></u> This session is geared toward c-store foodservice professionals
4:15 pm–5:15 pm	Concurrent Education Session (<i>HB Plant Ballroom E-F, 2nd Floor</i>) <u><i>Tobacco and Beverages: The State of the Convenience Industry</i></u> Bonnie Herzog, Managing Director and Senior Consumer Analyst, Goldman Sachs		
5:30 pm–7:30 pm	Gasparilla Fest: A Tampa Tradition (<i>Tampa Bay Foyer, 4th Floor</i>)		

Tuesday, February 8, 2022

7:00 am–5:30 pm	Registration Open (<i>HB Plant Foyer, 2nd Floor</i>)
7:00 am–8:00 am	Breakfast (<i>HB Plant Foyer + Ballroom A-D, 2nd Floor</i>)
8:00 am–9:00 am	Industry Keynote (<i>HB Plant Ballroom E-F, 2nd Floor</i>) Focus on Foodservice: The Latest Insights into the C-Store Channel Tim Powell, Managing Principal, Foodservice IP (FSIP)
9:00 am–4:00 pm	The Marketplace Trade Show (<i>Tampa Bay Ballroom, 4th Floor</i>)
9:00 am–4:00 pm	Refreshments in the Dining & Refreshments Area
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 Dining & Refreshments Area
2:00 pm	4th Prize Wheel Drawing
3:45 pm	Grand Prize Drawing
5:00 pm–5:30 pm	Past Chair's Advisory Council Meeting & Photo (<i>Pasco, 4th Floor</i>)
5:30 pm–9:00 pm	Reception (<i>HB Plant Ballroom A-D, 2nd Floor</i>) Awards Dinner (<i>HB Plant Ballroom E-F, 2nd Floor</i>) Afterglow (<i>HB Plant Foyer, 2nd Floor</i>)

Wednesday, February 9, 2022

7:00 am–8:00 am	Breakfast (<i>HB Plant Foyer + Ballroom A-D, 2nd Floor</i>)
8:00 am–9:00 am	Diversity, Equity & Inclusion Keynote (<i>HB Plant Ballroom E-F, 2nd Floor</i>) Seven Keys to Transform Workplace Diversity David McLauren, PhD, Diversity Specialist
9:15 am–10:45 am	Closing Session (<i>HB Plant Ballroom E-F, 2nd Floor</i>) As Many Questions as Answers: Cannabis & CBD 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!