



February 27-March 1, 2023
The Woodlands, TX

The Woodlands Waterway Marriott
Hotel & Convention Center

Schedule at a Glance

Schedule is preliminary and subject to change. All times are Central Time Zone.

Sunday, February 26, 2023

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 (*invite only*)**

Monday, February 27, 2023

7:00 am–5:00 pm **Registration Open**
7:00 am–7:00 pm **Exhibitor Move-In**
7:00 am–8:00 am **InfoMetrics Advisory Council**
8:00 am–10:45 am **Committee Meetings**
11:00 am–12:00 pm **CDA & DEF Board of Directors Meeting**
11:45 am–1:15 pm **Opening Lunch**
12:30 pm–1:15 pm **CBD/Cannabis Task Force (*Task Force Members Only*)**
1:30 pm–3:15 pm **Opening Keynote**
6 Key Factors for Driving Success & Employee Engagement
Shawn Burcham, Founder & CEO, PFSbrands; Founding Partner, GRITT Business Coaching

Concurrent Education Sessions

3:30 pm–4:30 pm	Concurrent Education Session <i>Focus on Foodservice: What's Next in C-Store Foodservice</i> Joe Pawlak, Managing Principal, Technomic	3:30 pm–5:45 pm	Concurrent Education Session <i>The Predictive Index: Understanding Yourself and Others</i> Alexa Lott, Dir., Talent Optimization, GRITT Business Coaching
4:45 pm–5:45 pm	Concurrent Education Session <i>Focus on Foodservice: Foodservice Development from the Retailers' Perspective</i> John Matthews, President & CEO, Gray Cat Enterprises		
5:45 pm–7:45 pm	Networking Event & Reception		

Tuesday, February 28, 2023

7:00 am–8:00 am	Breakfast
7:00 am–5:30 pm	Registration Open
8:00 am–9:00 am	Business Keynote <i>Smart Technology Investments for Wholesale Distributors to Drive the Bottom Line</i> Jason Bader, Principal, The Distribution Team
9:00 am–4:00 pm	Trade Show Open
9:00 am–4:00 pm	Marketplace 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 Dining & Refreshments area of the Trade Show
2:00 pm	4th Prize Wheel Drawing
3:45 pm	Marketplace Grand Prize Giveaway
5:00 pm–5:30 pm	Past Chair's Advisory Council
5:30 pm–9:00 pm	Reception, Awards Dinner & Afterglow

Wednesday, March 1, 2023

7:00 am–8:00 am	Breakfast
8:00 am–9:00 am	Industry Keynote <i>Tobacco: The State of the Industry</i> Tom Briant, Executive Director, National Association of Tobacco Outlets (NATO)
9:15 am–10:15 am	Education Session <i>Growing Your Business and Financial Literacy</i> Patrick Carpenter, President, GRITT Business Coaching
10:30 am–11:30 am	Closing Session <i>Emerging Products (CBD and Cannabis)</i>
11:30 am	Marketplace Concludes