



[www.cdaweb.net](http://www.cdaweb.net)

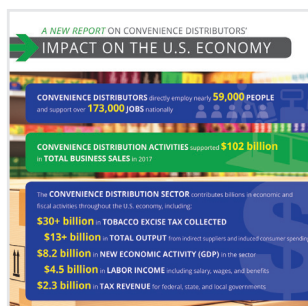
CDA is the trade association working on behalf of convenience products wholesale distributors in the United States. Convenience distributors represent more than \$102 billion in annual sales.



# INDUSTRY-FOCUSED Education, Research, Scholarships & More

## MEMBER-ONLY REPORTS

CDA offers a variety of member-only industry reports. Reports include **CDA's Economic Impact Study of Convenience Distributors**, which details the economic and fiscal impacts of convenience distributors across the United States; the **CDA Hershey Industry Performance Report**, a financial benchmarking tool exclusively for participating distributors; **CDA's Profit Improvement Report**, which regularly covers factors that impact convenience distributor profitability and is featured online for all members and published in each issue of CDA's member magazine; the **CDA Employee Compensation Report**, a powerful cross-industry study of compensation and benefits programs at wholesale distribution companies across the country; and **An Analysis of Financial Performance in Distribution**, which analyzes the profitability and operational statistics for distributors in twenty-eight different lines of trade.



## WEBINARS

CDA hosts webinars for all members that provide useful tools and insights, industry research, business ideas and professional development strategies. Topics range from category management, sales management, regulation, logistics and warehousing to tobacco, driver recruitment, category updates and more.

## SCHOLARSHIPS

Each year, the **Distributors Education Foundation's Ray Foley Memorial Scholarship Program** awards four \$5,000 scholarships to deserving students. Applicants must either work for a CDA distributor member, or be the spouse, son or daughter of a CDA distributor member, and be enrolled full-time in an undergraduate or graduate program in an accredited college or university.

CDA's **Distributors Education Foundation (DEF)** is a non-profit organization that sponsors educational programs, research, scholarships and more—all for the benefit of convenience distributors and their trading partners.

CDA and DEF offer industry-specific, timely educational programming and research designed to help convenience distributors in all aspects of their business and encourage an exchange of ideas to improve profitability and efficiency.

## EDUCATIONAL RESOURCES

CDA offers a wealth of educational opportunities online and in person.

CDA's membership in the **National Association of Wholesaler-Distributors (NAW)** provides CDA members access to a number of NAW resources built for the wholesale distribution industry.



Through CDA's sponsorship of the **University of Innovative Distribution (UID)** and membership in the **Association Education Alliance (AEA)**, CDA members can experience distributor-focused, in-person education at both UID, supported by Purdue University, held each March and Sales Professional Training Camps held in both the summer and fall.

In addition, CDA offers members an abundance of resources and education on emerging categories such as cannabis and cannabis derived products, food safety and more.

## DIVERSITY, EQUITY AND INCLUSION (DE&I) RESOURCES

CDA provides a variety of resources including promoting racial equity through the pursuit of a well-being approach, inclusion as a competitive advantage, welcoming back retired employees, 10 tips for hiring and retaining Gen Z employees, combating disability discrimination in the workplace and more.

## FOODSERVICE RESOURCES

CDA's focus on foodservice includes a resource page on our website. These resources support members in their foodservice endeavors through articles, data trends, reports and other tools that offer insights and research from CDA and industry partners. Find new ways to capitalize on opportunities within foodservice and solidify partnerships.

# MEMBER-ONLY Communications, Business Programs, Industry Affairs & Government Relations



## INFOMETRICS™ PROGRAM

Data has tremendous value, and through **InfoMetrics** distributors are able to leverage their data to increase profits and provide insights and key metrics throughout the supply chain. **Participants receive five FREE reports including Distributor Overview, Product Information, Customer Information, System/Product Information, System/Customer Information.**



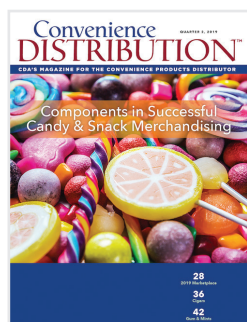
Advantages to participating manufacturers include, but are not limited to, standardization of all stores and brands, mapped and coded; store volume, size information and other key metrics available for sales force coverage; the ability to track, execute and make payments on retail incentive trade programs; and a single source for Convenience channel marketplace measurement.

MSA's new business reporting tool, **Extreme Insights (EXi)**, brings together the power of distributor data with a guided analytical experience. EXi works across multiple browsers and has a more intuitive, updated interface with enhanced reporting capabilities.

## MEMBER-ONLY PUBLISHED PRODUCTS & ONLINE DIRECTORY

**CDAweb.net** is the online home of CDA, and members' connection to the full host of CDA programs and resources, including the member directory, online education and webinars, data and more.

**Convenience Distribution®**, published quarterly, is the official magazine of CDA, available in print and online to members only. Editorial focus is on improving the bottom line of distributors through category analysis, technology, trends, regulatory coverage and profitability.



## Convenience Distribution News

is CDA's member-only, weekly e-newsletter covering the industry, from the latest regulatory, government affairs and industry news to key new product releases in the channel.



## CDA GOVERNMENT RELATIONS

CDA advocates year-round to represent member interests and concerns in both the legislative and regulatory sectors in Washington, DC. Whether it's face-to-face meetings with lawmakers and regulators, testimony before congressional and regulatory committees, or phone calls and personal contacts with government officials and staff, CDA works at the highest levels of government to represent distributors.

CDA works closely with **state and regional associations** to promote and protect the industry, and hosts the annual **State Association Executive Summit**.

CDA maintains a wealth of resources at [cdaweb.net](http://cdaweb.net) for members to stay informed and take action on issues critical to the industry.

## DAY ON THE HILL ADVOCACY PROGRAM

CDA advocates on the federal level for members throughout the year. The Day on the Hill (DOTH) advocacy program provides the platform for members to engage with federal legislators and regulators on key issues that affect their business and the industry. The DOTH Advocacy Program provides meeting preparation and execution that includes education and training on legislative issues, how to lobby, and scheduling of meetings for participants. Ensure that your voice is heard on key issues by participating in this important program.

## CDA INDUSTRY AFFAIRS

CDA harnesses the collective voice of our distributor members in the **Industry Affairs Committee**. Members on the committee identify and address common ground issues of distributors in productive dialogue with key trading partners.

## CDA Industry Events

CDA hosts the only national events exclusively for the convenience products wholesale distribution industry each year. CDA's events are unmatched in connecting distributors with their top trading partners and solution providers.



The Convenience Distribution Business Exchange (CDBX), held each September in Chicago, is a member-only business exchange. The event affords distributors and their top trading partners with one-on-one, top-to-top meetings over the course of three days: the industry's most powerful business-building event.



CDA's Day on the Hill program is the premier event where distributor members meet with their legislators on Capitol Hill in an effort to influence actions that can affect their businesses.



The Convenience Distribution Marketplace, held each February in resort locations across the U.S., is a member-only event bringing together distributors, manufacturers, brokers and others allied to the industry to network, learn, share solutions and do business on the Marketplace trade show floor.



CDA hosts state and regional distribution association executives from around the country each year. The Summit provides a forum for the exchange of ideas and solutions to protect and promote the convenience distribution industry.

## CDA Membership Categories

**CONVENIENCE WHOLESALE DISTRIBUTOR** Open to broad-line convenience products wholesale distributors servicing retailers, including convenience stores and other small retail formats, in addition to fund-raising, cash and carry, vending, hospitality and institutional. Dues are based on annual gross sales, beginning at \$750 annually.

**BROKERS & SALES REPRESENTATIVES** Open to companies representing and selling products and services from a broad range of manufacturers, importers and suppliers. Dues are \$450-\$750 annually.

**MANUFACTURERS, IMPORTERS, SUPPLIERS OF PRODUCT** Open to manufacturers, importers or product suppliers that sell to convenience products wholesale distributors. Dues are based on annual gross sales, beginning at \$750 annually.

**OTHERS ALLIED TO THE INDUSTRY** Open to companies, other than consumer goods suppliers, that provide various business goods and services to convenience products wholesale distributors. Dues are \$750 annually.

CDA  
MEMBERSHIP  
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