



Convenience
Distribution
ASSOCIATION

PRESS RELEASE

January 4, 2018

CONVENIENCE DISTRIBUTION ASSOCIATION WELCOMES NEW VICE PRESIDENT, THOUGHT LEADERSHIP & STRATEGY



RESTON, VA. - The Convenience Distribution Association (CDA), a not for profit organization supporting convenience product distributors in the United States, welcomes Carrie Abernathy CMP, CEM, CSEP, as its new vice president, thought leadership & strategy to the team. Most recently, Abernathy has led the Association for Women in Events as their president, and she has worked in education, events and strategic management for over a decade prior to joining CDA. Abernathy is a member of several industry advisory boards and was most recently named as one of *Smart Magazine's* Top 50 Smart Women in Meetings 2017. Abernathy is well versed in online and in-person education and events, with over a decade building world class learning programs.

"We are excited to welcome a seasoned professional to the team," said Kimberly Bolin, CDA president and CEO. This newly created position will be responsible for the development, organization and dissemination of industry thought leadership materials in a variety of formats (education and events) that improve productivity and profitability for member companies in the convenience products distribution industry.

About CDA:

The Convenience Distribution Association (CDA), formerly AWMA, is the trade organization working on behalf of convenience product distributors in the United States. Its distributor members represent more than \$92 billion in U.S. convenience product sales, serving a wide variety of small retail formats. Associate members include leading convenience product manufacturers, brokers, retailers, suppliers, and others allied to the industry. For more information visit: www.cdaweb.net.

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