



# PRESS RELEASE

## Kellie Janssen to Chair Convenience Distribution Association



**SEPTEMBER 21, 2021** - The Convenience Distribution Association (CDA) announced today that Kellie Janssen, Henry's Foods, Inc., Alexandria, MN, was elected as Chair for 2022 at the association's Annual Membership Meeting.

Janssen was presented with the customary green jacket and gavel by 2021 CDA Chair John Prickette, Grocery Supply Co., Sulphur Springs, TX, symbolizing the position of CDA Chair, during the 2021 CDA Annual Membership Meeting, taking place at the association's Convenience Distribution Business Exchange (CDBX) in Chicago, IL.

"Kellie brings a wealth of experience and passion to CDA. Her knowledge in foodservice, retail, operations and finance will provide CDA fresh insights into maintaining relevance and creating new conversation as to how CDA can provide increased value to supplier and distributor members,"

said Prickette. "Her nine years at Henry's Foods and six on the CDA Board and Executive Committee are achievements that demonstrate the commitment Kellie has to the industry. I look forward to serving alongside Kellie and benefiting from her leadership."

Janssen joined the Henry's Foods team in 2012 as director of business development and, thereafter, assumed the title of president. She has a passion for people and customer development and thrives on driving new opportunities to support Henry's Foods' strong strategic growth plan. She is a strong leader, guiding many industry and company initiatives. Janssen has served on the CDA Board of Directors and various committees over the years, and is currently on the association's Executive Committee.

"Kellie brings exceptional knowledge and experience in business, finance and leadership to the chairmanship of CDA," said Kimberly Bolin, CDA president and CEO. "In addition to her involvement in CDA, she brings her passion and in-depth knowledge of foodservice in the convenience industry to this role."

"I am very excited to serve in this capacity. I am honored to represent CDA and all of our dedicated partners," said Janssen. "My energy for the coming year will be applied to aligning and growing foodservice partnerships for CDA and its members. I want to bring diversification opportunities to each warehouse across the country. The c-store space and its purpose, therefore our purpose, has evolved beyond measure and we need to ensure we are prepared to engage our retail partners where and when they need us."

Janssen grew up in rural Minnesota and attended the University of Minnesota and MSUM, where she studied business administration and finance, and she worked in finance for 15 years before stepping into the world of distribution. She loves the industry and all that CDA represents. She continues to call Minnesota home with her two children, Arianna and Maxwell.

### **About CDA:**

The Convenience Distribution Association (CDA) is the trade organization working on behalf of

convenience product distributors in the United States. Its distributor members represent more than \$102 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](http://www.cdaweb.net) .

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