



Convenience  
Distribution  
ASSOCIATION

# PRESS RELEASE

## Jebb Maginnis, Creative Data Research (CDR), Honored as 2025 Dean of the Industry by the Convenience Distribution Association



**SEPTEMBER 9, 2025 – PHOENIX** - Jebb Maginnis, Creative Data Research (CDR), Covington, LA, was named the Convenience Distribution Association's (CDA) 2025 Dean of the Industry today at the Convenience Distribution Business Exchange (CDBX) in Phoenix.

The Dean of the Industry recognition highlights the value and importance of distributors' many trading partners. It honors manufacturers and other industry members who have demonstrated a strong, continual partnership with, and support of, the distribution class of trade. The Dean designation is a mark of excellence—in industry relations, initiative and understanding of the distribution industry—and a sign of wholehearted appreciation from fellow industry members.

Maginnis learned the c-store business working by his father's side. After graduating from Louisiana State University in 1975, he joined his family's business—a wholesale fuel distributor that also owned and operated convenience stores. He started at the ground floor, driving fuel delivery trucks and working shifts in c-stores.

By the time the business was sold in 1990, Maginnis had streamlined and computerized the company's operations. He soon joined Creative Data Research, or CDR, which was then a software startup with a small staff and a handful of customers. Through constant innovation and solid software development practices, CDR now provides an all-in-one software solution to more than 70 convenience distributors from coast to coast.

Maginnis has been involved with CDA throughout his entire tenure with CDR. He attended his first CDA – then the American Wholesale Marketers Association – event in 1990 and has been in attendance every year since. He views CDA events as opportunities for building relationships as much as making sales. He spends time with current clients, renews friendships and looks for ways CDR might be able to help distributors.

"I admire someone who sticks to a job for a long time," said Frank D'Amico III, BTC Wholesale Distributors, Inc., Alabaster, AL. "Jebb worked diligently and made the transition to a new system easy. CDR has always been quick to respond to calls for help. Jebb has a fine reputation throughout the industry."

"Jebb is a great leader with integrity, who brought the company where it is today," said Ricky Jones, Andalusia Distributing Company, Inc., Andalusia, AL. "Over the years, he and his team built the best convenience distributor software in the industry."

"Jebb is a man of quiet strength and steady integrity," said Kimberly Bolin, CDA president and CEO. "Although he is not one to seek the spotlight, his presence is felt through the meaningful connections he creates and the dependable support he gives to those around him. He leads by example, consistently following through on commitments and approaching every task with care and diligence."

The concept of partnership extends from business to home for Maginnis. He and wife Liz are partners in every way and share a love of landscaping and renovating old houses. His daughter Jessica and granddaughter Chloe live nearby, while son Thorne and his wife, Sarah, reside in Washington, D.C. Thorne and his dad indulge their shared interest in music with road trips to concerts around the country.

### **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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