



Convenience
Distribution
ASSOCIATION

PRESS RELEASE

For Release: 12 Noon ET September 13, 2016

Contact: Bob Gatty
(703) 208-1644
BobG@CDAweb.net

RJR's Dave Riser Wins CDA's Dean of the Industry Award



SCOTTSDALE, AZ - Dave Riser, vice president external relations-trade marketing at the R.J. Reynolds Tobacco Co., was presented the Dean of the Industry Award Sept. 13 at the Convenience Distribution Business Exchange (CDBX) in Scottsdale, AZ.

Riser, known in the trade as "the doctor" because of his vast knowledge of the distribution and tobacco industries and his specialty, government relations, was presented the award by Jode Bunce, vice president, cigarettes at Eby-Brown Co., Naperville, IL.

Riser's 33-year career with Reynolds is marked by positions of increasing responsibility. Before assuming his current post in 2006, he was vice president for the Mid-West area. Along the way he immersed himself in the workings of distribution and how it relates to the manufacturer. He cultivated partnerships with his company's customers and became actively involved in the trade associations at the state, regional, and national levels. In doing so, he became a trusted friend to and invaluable resource for distributors.

"Dave is very committed," said Mike Auger, executive vice president of trade marketing for RJR. "Everything is important. He goes 110 percent in. That is why he's so good at what he does and why he is so respected. He takes everything very seriously."

The Dean of the Industry Award is presented annually by CDA in recognition of an industry executive's longstanding service and commitment to his company and the convenience distribution industry.

"I'm very fortunate to have genuine relationships with many customers around the country, but especially with distributors," Riser said. "They are friends. They know about my life, my kids. I cherish those relationships. They have helped me all along the way."

Active involvement in trade associations, especially CDA, has been a pathway to forging effective partnerships with distributors and retailers for Riser.

"CDA greatly appreciates Dave Riser's dedication and commitment to both the industry and our association," said Kimberly Bolin, CDA's president and CEO. "He is an incredibly valuable partner and committed friend. We place great value on Dave's friendship as well as his service to the distribution industry at large."

##

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