



Convenience  
Distribution  
ASSOCIATION

# PRESS RELEASE

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## **Kevin Barney to Chair Convenience Distribution Association**



CHICAGO, IL - The Convenience Distribution Association (CDA) announced Sept. 12 that Kevin Barney, executive vice president, sales and marketing, Atlantic Dominion Distributors, Inc., Virginia Beach, VA, will be the association's new chair for 2018.

Barney was presented with his green jacket and gavel symbolizing the position of CDA chair during the 2017 Convenience Distribution Business Exchange (CDBX) awards luncheon by 2017 Chair Susie Douglas Munson, Douglas Cos., Conway, AR.

"I have had the privilege to serve with Kevin Barney over the last several years on the executive committee and I have witnessed his dedication to our organization and industry," said Munson. "Kevin is going to bring a diverse perspective, smart leadership and amazing energy to CDA as he leads our Board and committees in 2018. I am excited and confident in Kevin's ability to strengthen our industry partnerships and direct the initiatives that are important to our members."

"Kevin comes into the chairmanship as a strong, seasoned leader having served on CDA's Executive Committee for three years," commented Kimberly Bolin, CDA president and CEO. "He brings tremendous insight to the leadership and recognizes the importance of healthy relationships between distributor, supplier and those allied to the industry. He will continue to lead us down the path of success."

Barney has been involved in the industry since he was a child. His father, Frank Barney, was in sales with R.J. Reynolds Tobacco Co. for 37 years and would often put him to work calling wholesalers and retailers to help put together deals and build displays. Barney would follow in his father's footsteps in 1980, beginning work for Reynolds after

college, where he would stay until his move to Old Dominion Tobacco Co./Atlantic Dominion Distributors, Virginia Beach, VA, in 1998, where he is currently executive vice president of sales and marketing.

"I am honored to serve as CDA Chair and look forward to working with Kimberly Bolin and staff, The Executive committee, the Board of Directors and all members of the CDA," said Barney. "As a member of the Executive Committee over the last three years, we have implemented many measures that allow the CDA to serve its members. We have enhanced and are continuing to develop the Marketplace event. The CDBX continues to be an important event connecting members with manufacturers to review business and uncover opportunity for mutual growth. The CDA educational platform has allowed members to access information and participate in online educational seminars at the click of a mouse."

Barney goes on to recognize CDA's re-structured legislative arm and emphasis on working in conjunction with state association directors to address legislative issues as they arise, all in an effort to better serve CDA's membership. "Now more than ever we need member involvement in helping shape the laws effecting our businesses."

"I would say in the grand scope of things these times are really not that much different than in the past," continued Barney. "I have a simple request for all members: open your arms to change, be a part of it, hold onto your values and enjoy life as it is fleeting."

Barney earned a B.S. in Business Administration from the University of Dayton, and well as his MBA from the University of Charleston. He and his wife Karen have been married for 36 years and have six children and two grandchildren. He is an avid fisherman and enjoys golf and exercise. "But like most in the business," says Barney, "I work."

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*The Convenience Distribution Association (CDA) is the national trade association working on behalf of convenience products distributors. Distributor members represent more than \$92 billion in US convenience product sales, serving a wide variety of retail formats. Associate members include leading convenience product manufacturers, brokers, suppliers and others allied to the industry.*

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