



2023 Midwest Wholesale Distributors Conference

AUGUST 9 - 11, 2023



FLORENCE, INDIANA

BELTERRA CASINO RESORT



Welcome to Belterra Casino Resort

"What started a few years ago as an idea to explore has finally evolved into a tri-state partnership of which we can all be proud." These are the opening words from the September 1998 first annual Tri-State Tobacco and Candy Distributors Convention program.

Here we are, 25 years later. A lot has changed in that time. Some of our industry friends have moved on to other chapters in their careers or are living their best lives as retirees. Some have passed on, leaving us with memories and our own thanks for having known them. The names of our three state associations have changed, the names of some of our companies have changed and even the name of this event has changed. What has not changed is the importance of relationships and the fact that we can still be proud of this great partnership with our state associations.

"Over the next several days you will have many opportunities to visit with old friends and make new acquaintances with distributors and suppliers from your neighboring states." Words also taken from that first convention program and that still hold true today. I look forward to this event every year, in part because of the friendships that have come from the conference golf tournaments, sitting next to someone at industry sessions and just connecting at any of the networking opportunities.

This annual event would not be possible without our sponsors whose generous support makes it possible for us to come together for conversation and action that benefits all of our businesses, or without our association boards, everyone who joins us at the conference, and the staff of our associations. A very sincere thank you for always stepping up and showing up for our industry.

Time does fly. *"This Tri-State Convention marks the first of what we hope will be many more joint conventions. Enjoy this year's program ... and best wishes for continued success."*

And here we are today. This Midwest Wholesale Distributors Conference marks the 25th of what we hope will be many more joint conferences. On behalf of our state associations, enjoy this year's program and best wishes for continued success.

Sincerely,

Charlie Hutson, President
Ohio Wholesale Marketers Association



Schedule At-A-Glance

WEDNESDAY, AUG 9

12:00 pm **Registration Open** Oak Room

1:00 - 5:00 pm **News & Brews** Oak Room

Sponsored by ITG Brands

- **Tobacco Trends: CDA Webinar**
Break

- **Category Conversation**
Break

- **More Than Numbers**
Break

- **Help Wanted**

Dinner on your own or with clients

7:00 - 9:00 pm **Hospitality Lounge** Lobby Bar

Stop in for a snack and conversation

Sponsored by Hershey and S. Abraham & Sons

THURSDAY, AUG 10

7:30 - 8:30 am **Breakfast Buffet** Ballroom A

Sponsored by Philip Morris International

9:00 am **Golf Tournament** Belterra Golf Course

3:00 - 6:00 pm **Registration Open** Ballroom A

4:30 - 6:00 pm **Concurrent State Meetings**
Indiana - Poplar Room; Kentucky - Cedar Room;
Ohio - Buckeye Room

6:00 pm **Reception** Poolside

7:00 pm **Cigar Dinner & Awards** Ballroom A
Sponsored by Swisher

9:00 pm **Karaoke Lounge** Lobby Bar
Sponsored by Liggett Vector Brands

FRIDAY, AUGUST 11

7:00 - 9:00 am **Breakfast** Lobby Bar

TOBACCO TRENDS

We're starting News & Brews by joining the Convenience Distribution Association's popular Tobacco Update Webinar, presented by Don Burke, senior vice president of Management Science Associates (MSA). You'll get an indepth look at what is happening in tobacco, vapor and other popular c-store products, a snapshot of trends in the industry, insights about which segments are growing and declining as the pandemic subsides and what it all means for convenience distributors and retailers.

Don Burke, Senior Vice President, Management Science Associates
Management Science Associates (MSA) is a leading-edge information management, statistical analysis, and business intelligence firm. Don has 20 years of experience with MSA, delivering business insights derived from a variety of sources, including retail scanner data, manufacturer and distributor shipment data, consumer data and transactional market basket information.



CATEGORY CONVERSATION

Whether it is legislation or agency regulations, policy issues targeting any part of the tobacco category have a direct impact on the retail backbar and your business. Knowing more about what is happening at the federal, state and local levels can help your business plan for the future.

Kurt Gottfried, Senior Director of Regulatory Advocacy, Altria
Kurt is a leader for Altria's regulatory team, currently as the senior director of regulatory advocacy. His almost 16 years of experience with the company has included political law compliance, political outreach and communications and, since 2017, regulatory strategy, program management and advocacy.



Kyle May, Director of External Relations, Reynolds American
Kyle's career with Reynolds American began in 2012 as a territory manager in North Carolina. He advanced within the company to account manager and senior division manager in Texas and Georgia, before returning to North Carolina for opportunities in external relations. Kyle is part of the team that strategizes and executes advocacy plans, coalition building and legislative strategy.



MORE THAN NUMBERS

Your enterprise resource planning system is more than a compilation of inventory, sales and pricing data. Knowing how to leverage the data to incentivize employee performance in the warehouse and at the sales and marketing levels can improve efficiencies and profits for your business.

Jebb Maginnis, President, CDR Software

CDR Software is a leading provider of fully integrated software solutions designed specifically for distribution companies in the convenience products industry. As President of the company, Jebb has focused on delivering industry-specific software solutions to convenience distributors since 1990. He is on the Board of Directors of the SAWD, and represents CDR at numerous trade events.



HELP WANTED

Finding and keeping good employees continues to rank as a top problem for businesses. Understanding the military veteran experience and mindset can bring you some of your best and most loyal employees. Join military veteran, business owner and advocate, A-Jay Orr, for an engaging conversation about connecting with veterans and tapping into their unique skillsets that will make them some of your best hires.

A-Jay Orr, Ohio Chamber of Commerce for Veterans

A-Jay is a husband, father, author, United States Army Veteran, cancer survivor, internationally certified project manager, founding member of the Ohio Chamber of Commerce for Veterans and CEO of Simple Plan IT, a digital risk management company. As a military veteran and business owner, he offers firsthand knowledge and expertise about how and why veterans can be your best employees.



MWDC STATE ASSOCIATIONS

INDIANA WHOLESALE DISTRIBUTORS ASSOCIATION

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MWDC COMMUNITY GIVING



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Freestore Foodbank / Attn: Nicki Roe
3401 Rosenthal Way
Cincinnati, OH 45204-3500



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