

2015 IS ALL ABOUT EDUCATION!

AWMA Marketplace & Solutions Expo

THE Conference for
Convenience Distributors

February 24-26, 2015
Paris Las Vegas



MORE
NETWORKING

RELEVANT
EDUCATION

BUSINESS ON
THE EXPO FLOOR



Pre-register for **FREE SPECIAL EDUCATION SEMINARS** at awmamarketplace.com!

The 2015 AWMA Marketplace & Solutions Expo is designed with you in mind and the education you want!

The AWMA Marketplace & Solutions Expo brings you and your staff **fast-paced education in multiple settings covering a variety of topics** key to distributors' success, daily networking opportunities, the latest technology and equipment solutions, and great buying opportunities with the nations' top manufacturers across all segments.

ALL NEW CONVENIENCE DISTRIBUTOR SAVINGS!

ONE LOW REGISTRATION FEE OF JUST \$100, exclusively for convenience distributor companies, covers your entire team at the AWMA Marketplace & Solutions Expo. Bring all of your buyers, key sales staff and valued employees to the only trade show exclusively for convenience distributors.

SAVE EVEN MORE—Each distributor attendee who stays at our host hotel, Paris Las Vegas, receives a **\$100 hotel room credit!**

RETAILER & BROKER REGISTRATION DISCOUNTS

After your first registration, remaining registrations are half price.

For hotel and registration information, visit www.awmamarketplace.com

ALL OF THE ACTION IS ON THE EXPO FLOOR!

Schedule at a Glance

Tuesday, February 24, 2015

- 8:30 AM–10:00 AM AWMA Committee Meetings
- 10:00 AM–5:00 PM Special Education Seminars
- 10:30 AM–12:00 N AWMA Board of Directors Meeting
- 5:00 PM–5:30 PM First Time Attendee & Exhibitor Welcome Reception
- 5:30 PM–7:00 PM Industry Welcome Reception

Wednesday, February 25, 2015

- 8:00 AM–10:00 AM Opening Program
 - Chairman's Welcome Address by Rob Sincavich, President, Team Sledd
 - Hall of Fame Award Presentation to Elvin Smythers, CEO, Merchants Grocery Company
 - Keynote Presentation: Convenience Retail Outlook
- 10:00 AM–4:00 PM AWMA Marketplace & Solutions Expo Floor Open Category Spotlight Sessions/Knowledge Bar/Buyer's Circle/Silent Auction & Networking Lounge
- 4:00 PM–5:00 PM *Convenience Distribution*TM Expo Reception

Thursday, February 26, 2015

- 7:30 AM–8:30 AM Women's Leadership Breakfast and Small Distributors Circle
- 8:30 AM–9:30 AM General Session
- 9:30 AM–1:30 PM AWMA Marketplace & Solutions Expo Floor Open Category Spotlight Sessions/Knowledge Bar/Buyer's Circle/Silent Auction & Networking Lounge
- 1:00 PM Grand Prize Drawings

"These Expo floor seminars are a great idea. It doesn't draw people off the Expo floor for too long, yet we have an opportunity to learn."

John Scardina, senior vice president, merchandising,
Eby-Brown Co., Naperville, IL

TUESDAY, FEBRUARY 24

Special Education Seminars

These special education seminars are **FREE** of charge. You must be registered to attend the Expo.

Pre-registration is required to attend.

InfoMetrics Distributor Users Training Seminars

10:00 AM—4:30 PM

Distributors Only

These training seminars will provide specific examples of using InfoMetrics by the personnel within a distributor organization, including live demonstrations of how to address key business needs and goals, and “do-it-yourself” training using specific case studies with one-on-one training assistance. Participants will be able to attend TWO InfoMetrics training tracks by choosing from the following options:

- InfoMetrics Introductory Overview
- Sales and Customer Management
- Category and Procurement Management

InfoMetrics Distributor User Training Seminar

Tuesday, February 24, 2015
10:00 AM—4:30 PM

Paris Las Vegas
Las Vegas, NV

The **INFOMETRICS DISTRIBUTOR USER TRAINING SEMINAR** will focus on providing real world examples of using InfoMetrics by various personnel within a distributor organization.

Participants will be able to attend TWO InfoMetrics training tracks. All three sessions will be repeated, allowing participants to attend two sessions of their choice.

The InfoMetrics Distributor User Training Seminar is **FREE OF CHARGE** to AWMA distributor members registered to attend the AWMA Marketplace & Solutions Expo!

The seminar takes place the day before the AWMA Expo, so stay the night at the Paris Hotel and attend the Expo! For more information and to register for the Expo, please visit www.awmamarketplace.com.

IMPORTANT NOTE

A working lunch will be provided to seminar attendees. Attendees should bring their laptop computers, as they will be required to work on individual and group exercises.



Next Generation Conference

1:00 PM—4:00 PM

Open to All Registrants

AWMA and The Southern have joined forces to launch a Next Generation Group to help young professionals in the industry develop their leadership potential and get to know fellow distributors from across the country. The focus of this year's Next Generation Conference is **Costly Distractions: Finding Focus in a World at War for Your Attention**.

We receive hundreds of emails each day, attend meeting after meeting, get pinged with Tweets and notifications from multiple social networks and feeds. Water cooler conversations are no longer confined to the break room; they're everywhere all the time. Distraction has become the leading cause of under performance.

The Digital Age has given us all A.D.D.—Always Distracted Disorder—and it impacts our level of engagement, productivity, emotions, and even relationships. For the first time in history, the devices we rely upon for work are also the easiest source of stimulation and entertainment. The good news is that there is a way to leverage how our brains are wired to turn distraction into functional action. Curt Steinhorst gives his audience the tools needed to make this transition and succeed in a workplace gone A.D.D.

Speaker: Curt Steinhorst, Founder, Promentum Group

Join AWMA and The Southern for the first-ever

NEXTGeneration CONFERENCE

TUESDAY, FEBRUARY 24, 2015 | 1:00 PM—4:00 PM | PARIS LAS VEGAS | LAS VEGAS, NV
| HAPPY HOUR RECEPTION IMMEDIATELY FOLLOWS CONFERENCE |

We receive hundreds of emails each day, attend meeting after meeting, get pinged with Tweets and notifications from multiple social networks and feeds.

Costly Distractions: Finding Focus in a World at War for Your Attention

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The Digital Age has given us all A.D.D.—Always Distracted Disorder—and it impacts our level of engagement, productivity, emotions, and even relationships. For the first time in history, the devices we rely upon for work are also the easiest source of stimulation and entertainment.

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WHY ATTEND? As the convenience distribution industry continues to change, it's important to develop connections within the next generation for future interaction and growth. AWMA and The Southern have joined forces to create the Next Generation Group to help young professionals develop their leadership potential, meet and network with fellow distributors and manufacturers in a fun social environment, apart from, but in conjunction with, traditional AWMA and The Southern events.

WHO SHOULD ATTEND? Open to all young professionals in the convenience distribution industry—distributors and manufacturers.

COST Free of charge to all registered AWMA Expo participants.

QUESTIONS Contact Meredith Kimbrell at meredith@awmamet.org.

Sponsored by  

Executive Leaders Forum

1:00 PM—4:00 PM

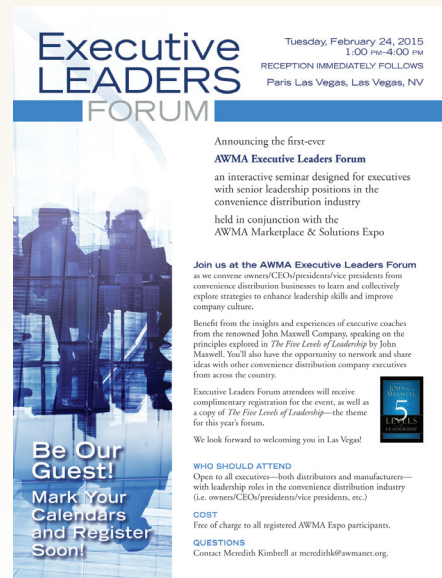
Distributors Only

Join us at the first ever AWMA Executive Leadership Forum as we convene owners/CEOs/presidents/vice presidents from convenience distribution businesses to learn and collectively explore strategies to enhance leadership skills and improve company culture.

Benefit from the insights and experiences of executive coaches from the renowned John Maxwell Company, speaking on the principles explored in *The Five Levels of Leadership*. You'll also have the opportunity to network and share ideas with other convenience distribution company executives from across the country.

Executive Leadership Forum attendees will receive a copy of John Maxwell's book, *The Five Levels of Leadership*—the theme for this year's forum.

Speakers: Chris Fuller and Christine Roberts, Executive Leadership Coaches, The John Maxwell Company



Tuesday, February 24, 2015
1:00 PM—4:00 PM
RECEPTION IMMEDIATELY FOLLOWS
Paris Las Vegas, Las Vegas, NV

Executive LEADERS FORUM

Announcing the first-ever
AWMA Executive Leaders Forum
an interactive seminar designed for executives with senior leadership positions in the convenience distribution industry held in conjunction with the AWMA Marketplace & Solutions Expo

Join us at the **AWMA Executive Leaders Forum** as we convene owners/CEOs/presidents/vice presidents from convenience distribution businesses to learn and collectively explore strategies to enhance leadership skills and improve company culture.

Benefit from the insights and experiences of executive coaches from the renowned John Maxwell Company, speaking on the principles explored in *The Five Levels of Leadership* by John Maxwell. You'll also have the opportunity to network and share ideas with other convenience distribution company executives from across the country.

Executive Leaders Forum attendees will receive complimentary registration for the event, as well as a copy of *The Five Levels of Leadership*—the theme for this year's forum.


We look forward to welcoming you in Las Vegas!

WHO SHOULD ATTEND
Open to all executives—both distributors and manufacturers—with leadership roles in the convenience distribution industry (i.e. owners/CEOs/presidents/vice presidents, etc.)

COST
Free of charge to all registered AWMA Expo participants.

QUESTIONS
Contact Meredith Kimbrell at meredith@awmamet.org.

Be Our Guest!
Mark Your Calendars and Register Soon!



STEPS 2.0: Driving Sales and Profits at Retail— The Workshop: Next Steps

1:00 PM—5:00 PM

This special half-day seminar is created exclusively for graduates of the STEPS 2.0 program held on Nov. 2–5, 2014 in Richmond, VA. Executives from the graduates' distribution companies are invited and encouraged to attend and join the wrap-up and discussion portion of the program to be held towards the end of the seminar.

Why attend? It's a chance to continue conversations, share success stories, and discuss challenges and issues that have arisen after the conclusion of STEPS 2.0. In essence, what's worked, what hasn't worked, and what's next for your approach?

Speaker: Doug MacKay, President, The Glen Douglas Group

AWMA Distributors Education Foundation Sales Training Program:

STEPS 2.0

Driving Sales & Profits at Retail

The Workshop—Next Steps

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Tuesday, February 24, 2015, 1:00 PM–5:00 PM

In conjunction with the 2015 AWMA Marketplace & Solutions Expo

AWMA DEF

Digital Stamping Panel Discussion

1:00 PM—3:00 PM

Join us for an update on the latest issues surrounding the complicated nationwide encrypted stamping initiative. Hear from industry stakeholders from the affected states and those involved in digital stamping systems.

Moderator: Tom Briant, Executive Director, NATO

Panelists: TBD

WEDNESDAY, FEBRUARY 25

Category Spotlight Sessions

(WEDNESDAY AND THURSDAY)

Incorporating the AWMA Convenience Industry Outlook Forum into the AWMA Marketplace, using data from the AWMA InfoMetrics and C-Metrics programs, we will take a hard look at what is happening in specific categories in the convenience channel. If you make buying and purchasing decisions, you don't want to miss these one-hour sessions on the Expo floor. Find out what's hot in top c-store categories—for warehouse-delivered products by category, sub-category, manufacturer, brand and SKU level—with current data and analysis on:

- **Candy**
- **Cigarettes & OTP**
- **E-Cigarettes & Vaping**
- **Salty & Alternative Snacks**

Tobacco Update

11:00 AM—11:45 AM

As a leading expert in state and federal tobacco legislation and FDA regulations, Tom Briant will review the current state legislative environment on tobacco issues and provide a critical update on the FDA tobacco regulations, including the proposed deeming regulations. Plan to attend this information-packed presentation and come away with a much better understanding of the legislative landscape and regulatory environment for tobacco products.

Tom Briant, Executive Director, NATO

THURSDAY, FEBRUARY 26

AWMA Women's Leadership Initiative

7:30 AM—8:30 AM

Join us for a special presentation by Charlotte Beers, named "the most powerful woman in advertising" and



called "the queen of Madison Avenue." Featured on the covers of *Fortune* and *Businessweek* as one of the most powerful women in America, her mantra of the difference between products and brands revolutionized major ad campaigns, bringing unprecedented success to her clients and the advertising agencies she managed.

Speaker: Charlotte Beers, Former Under Secretary of State for Public Diplomacy and Public Affairs, Legendary Advertising CEO of Ogilvy & Mather and Tatham-Laird & Kudner

Small Distributors: Operations Super Session

7:30 AM—8:30 AM

Back by popular demand, this interactive session is open to executives from small distributors from across the country. This roundtable provides an opportunity to learn and share ideas that could help address operations issues or challenges you may be facing. Topics such as driver shortages, key metrics that drive out costs, delivery system economics, and compliance issues will be discussed.

Speaker: Dr. Tony Vercillo, President, IFMC, Inc.

General Session

8:30 AM—9:30 AM

Keynote Presentation by Blind Adventurer, Motivational Speaker Eric Weihenmayer

Despite losing his vision at age 13, **Erik Weihenmayer** has become one of the most accomplished adventurers in the world. Redefining what it means to be blind, Erik has opened the minds of people around the world. He is the only blind person who has reached the summit of Mount Everest and the tallest peak on each continent. Today, Erik continues to inspire others with motivational talks, charity work, and wild adventures such as whitewater kayaking.

