

IAICDV 51<sup>st</sup> Annual  
**CONVENTION**  
OCTOBER 18-20, 2021



**TOGETHER**  
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**TOMORROW**



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*We are doing our part to make moments sweeter in this time of uncertainty. If our frozen treats can bring a little joy to consumers and their families, we are doing things right. From our classic favorites to innovative creations, we are here to partner with you to fill freezers and ice cream trucks across the country.*



## Welcome...



It seems like it's been years, although only two, since we last came together to learn from one another and expand our businesses. Challenges have come quickly, but we must be willing and able to meet them head on. Our new Division structure, put in place by our former president, Bruce Ginsberg, can appropriately tackle these industry challenges and help to strengthen our association.

To ensure success, we need to think outside the box and encourage new thoughts and ideas. Our convention programming is full of material to help us grow, but more importantly, to think about the obstacles and opportunities within this rapidly changing landscape.

Just as our Founding Fathers embraced change many years ago, we must now do the same. Attend the seminars. Be an active participant. Bring positive change to your business.

I look forward to a great convention and to seeing everyone this week!

**Ken Schwartz**

2021, 2022 IAICDV President  
1999, 2000 Past President



## New for 2022!

**Renew your IAICDV membership at the IAICDV booth in the exhibit hall for a chance to win a \$250 Amazon gift card.**

*Membership dues must be processed on-site. You do not need to be present to win. Drawing will take place following the convention.*



# 2021 IAICDV Leadership

## EXECUTIVE COMMITTEE

### President

Ken Schwartz  
*Simco Logistics, Inc., Jack & Jill DSD*

### President-Elect

Mike Gardner  
*Rich's Ice Cream*

### Secretary/Treasurer

Bailey Jordan  
*Southern Ice Cream & Gourmet Foods*

### Immediate Past President

Bruce Ginsberg  
*New England Ice Cream Corp.*

## MANUFACTURER DIVISION DIRECTORS

Scott Nance  
*Dreyer's Grand Ice Cream*

Dharmesh Vadchedia  
*Unilever*

Dave Wilcox  
*Wells Enterprises, Inc.*

## DISTRIBUTOR DIVISION DIRECTORS

Marc Santini (Lead)  
*Yumi Ice Cream*

John Corrao  
*Simco Logistics, Inc., Jack & Jill DSD*

Luconda Dager  
*Velvet Ice Cream*

Mike DaPonte  
*New England Ice Cream Corp.*

Jonathan Touhill  
*IntegraSys*

## VENDOR DIVISION DIRECTORS

Mark Farina (Lead)  
*Ice Cream on Wheels*

Michael Barone, Jr.  
*Marina Ice Cream*

Nick DeConna  
*DeConna Ice Cream*

Daniel Morales, Jr.  
*Big Boy Ice Cream Phoenix/  
Fruitiki*

Alina Palenzuela  
*Ice Cream Distributors of Florida*

## HONORARY DIRECTORS

Steve Feldman  
Jay Schwartz  
Eric Walsh

## IAICDV HEADQUARTERS TEAM

### Executive Director

Amanda Bolinsky, CMP  
amanda@iaicdv.org

### Associate Director

Kim Shaw  
kim@iaicdv.org

### Association Coordinator

Lindsey Reynolds  
info@iaicdv.org

**MISSION:** The IAICDV's mission is to provide expertise in full-service distribution.



### IN MEMORY OF James E. Roberts

IAICDV Hall of Fame Inductee (2011),  
Honorary Director and Legal Counsel (1974-2021)

**FEBRUARY 6, 1944 - SEPTEMBER 4, 2021**

Jim was a great man and considered a mentor by many. The IAICDV community will miss him and are thankful for his friendship and long-time generosity to the association.

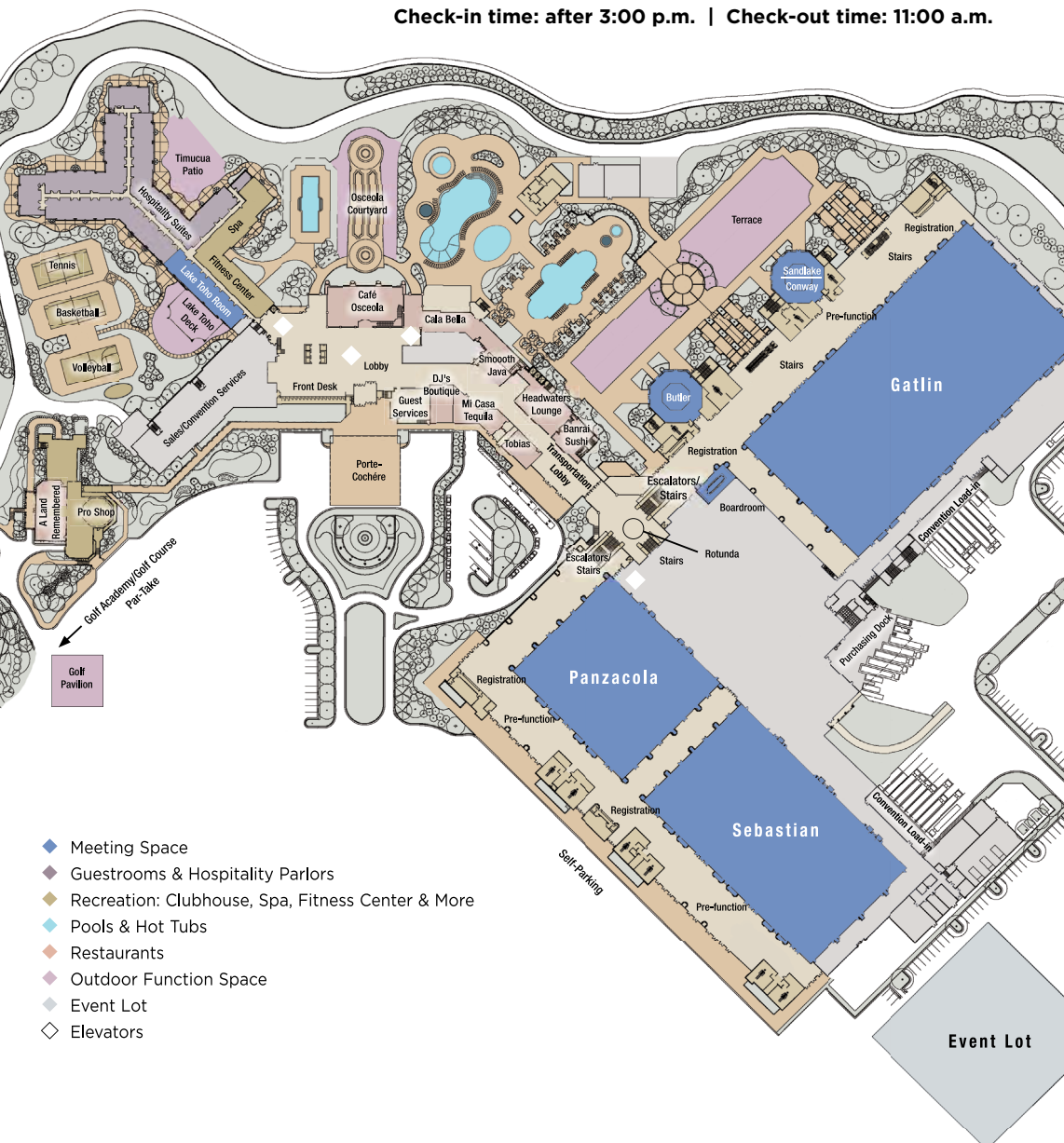
A celebration of life will take place Tuesday, October 19 at 3:15 PM in the Butler meeting room.



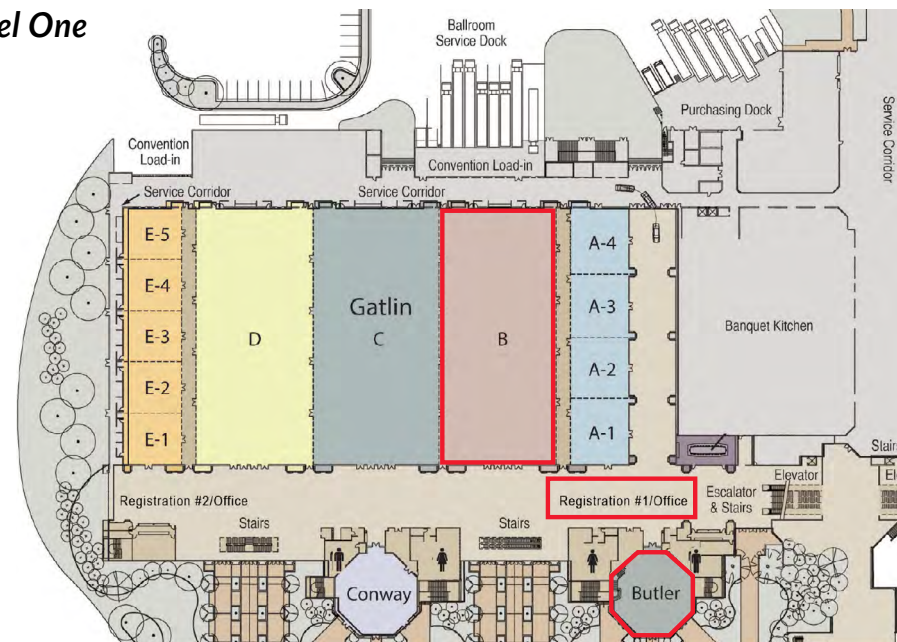




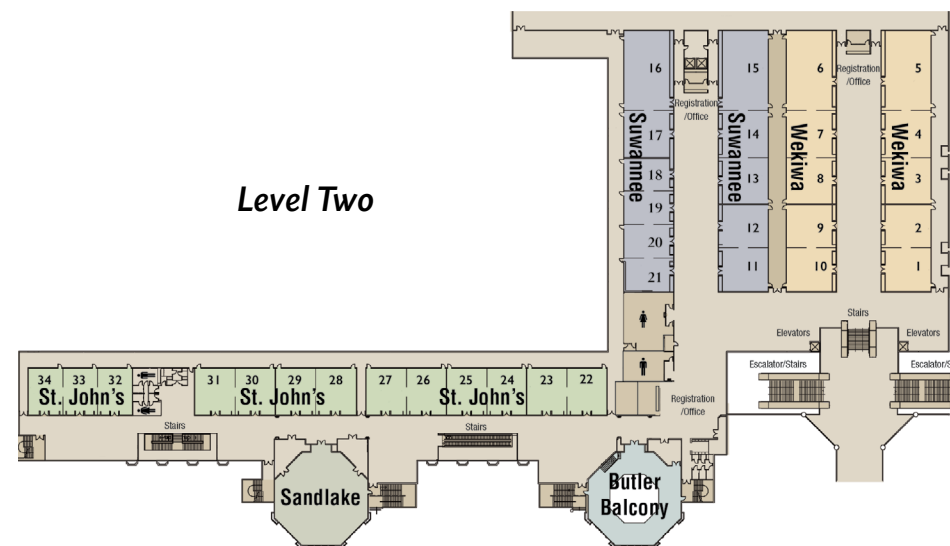
Check-in time: after 3:00 p.m. | Check-out time: 11:00 a.m.



## Level One



## Level Two







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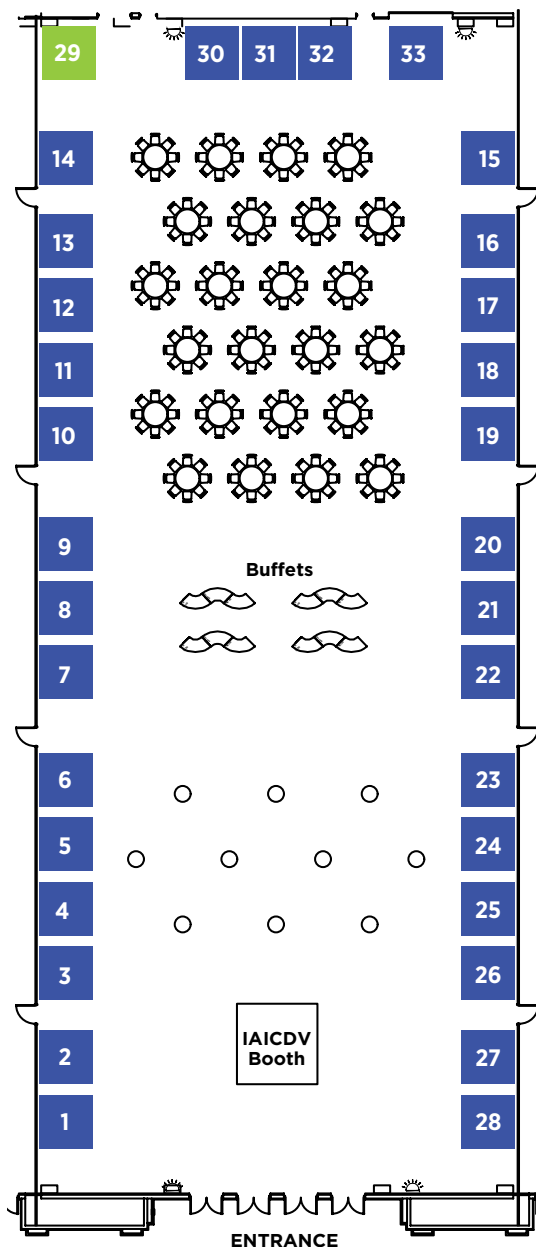


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# Exhibit Hall Floorplan GAITLIN B

**DON'T FORGET YOUR NAME BADGE!** It's required for entry into the exhibit hall as well as all convention events and social functions.



## Exhibitors & Booth Numbers

*Sponsors are noted in bold.*

Bassetts Ice Cream Company .....	17
Bubbies Homemade Ice Cream & Desserts, Inc. ....	9
C. Nelson Manufacturing .....	14
<b>Cold Car USA</b> .....	22
<b>Dellfrio (Liebherr)</b> .....	25
<b>Dreyer's Grand Ice Cream</b> .....	3/4
<b>Excellence Industries</b> .....	20
Georgeo's Water Ice .....	16
<b>Great Dane</b> .....	11
Hershey's Ice Cream .....	10
<b>IntegraSys</b> .....	24
IttiBitz .....	15
Mini Melts Ice Cream .....	7
Minus Forty Technologies Corp. ....	31
Mobile Vendors Insurance Program by McNeil & Co .....	18
My/Mochi Ice Cream .....	26
Oatly .....	32
Philadelphia Water Ice .....	12/13
Richie's Classic Italian Ice .....	21
<b>Rich's Ice Cream</b> .....	23
Smucker Away From Home .....	19
Tropicale Foods .....	5/6
Turkey Hill Dairy .....	8
<b>Unilever</b> .....	1/2
<b>Wells Enterprises, Inc.</b> .....	27/28
GEMS - Gilbert Exposition Management Services .....	29

# Schedule of Events

## MONDAY, OCTOBER 18

**9:00 AM-2:00 PM** - *St. John's 22/23*  
**Board of Directors Meeting with Lunch**

**2:00 PM-5:00 PM** - *Gatlin B*  
**Exhibitor Registration & Set-Up**  
IAICDV's videographer will be visiting exhibit booths to record 30-second exhibitor introductions.

**3:00 PM-5:00 PM** - *Gatlin 1 Registration*  
**Convention Registration & Info Desk Open**  
Pick up your name badge and convention materials.

**6:00 PM-8:00 PM** - *Lap Pool & Osceola Courtyard*  
**Convention Registration & Info Desk Open**

**6:00 PM-9:00 PM** - *Lap Pool & Osceola Courtyard*  
**Welcome Celebration - Sponsored by Unilever**  
Enjoy a dinner reception, an open bar, music and more at this celebratory event.

## TUESDAY, OCTOBER 19

**8:00 AM-4:00 PM** - *Gatlin 1 Registration*  
**Convention Registration & Info Desk Open**

**8:15 AM-9:00 AM** - *Butler Courtyard*  
**Breakfast**

**9:00 AM-9:30 AM** - *Butler*  
**Opening Ceremony**  
Welcome and presidential remarks, followed by exhibitor introductions video.

**9:30 AM-10:30 AM** - *Butler*  
**Educational Session 1: IT Transformation: "If You Knew Better, You Would Do Better"**  
Jonathan Touhill, IntegraSys, Director, Sales & Marketing

**10:30 AM-10:45 AM** - *Butler Foyer*  
**Coffee and Networking Break**

**10:45 AM-11:45 AM** - *Butler*  
**Educational Session 2: Addressing Current Labor Challenges**  
Dave Brenner, The David Brenner Consulting Company

**11:45 AM-1:45 PM** - *Gatlin B*  
**Exhibit Hall Luncheon**

**1:45 PM-3:15 PM** - *Butler*  
**Distributor Member Division Meeting**  
DSD Standards of Excellence  
George Crocker, Brickyard Associates  
Open to all members.

**3:15 PM- 4:00 PM** - *Butler*  
**A Tribute Honoring James E. Roberts, Esq. (Jim)**

**4:00 PM-6:00 PM**  
**FREE TIME**

**6:00 PM-8:00 PM** - *Lake Toho & Deck*  
**Casual Networking Dinner**  
All convention attendees welcome!

## WEDNESDAY, OCTOBER 20

**8:00 AM-12:00 PM** - *Gatlin 1 Registration*  
**Convention Registration & Info Desk Open**

**8:15 AM-9:00 AM** - *Butler Courtyard*  
**Breakfast**

**9:15 AM-9:45 AM** - *Butler*  
**Vendor Member Division Meeting**  
Open to all members.

**9:45 AM-10:15 AM** - *Butler*  
**Manufacturer Member Division Meeting**  
Open to all members.

**10:15 AM-10:45 AM** - *Butler Foyer*  
**Coffee & Networking Break**

**10:45 AM-11:45 AM** - *Butler*  
**Educational Session 3: Consumer Transformation & E-Commerce Trends**  
Patricia Biswas, Wells Enterprises, Inc., Channel Marketing Manager-Alternative Channels

**11:45 AM-1:30 PM** - *Gatlin B*  
**Exhibit Hall Luncheon**

**1:30 PM-4:30 PM**  
**Exhibitor Breakdown**  
Donation arrangements will be made for any leftover ice cream.

**2:00 PM-3:30 PM** - *Butler*  
**7-Eleven Presentation: Accelerating Growth for 7-Eleven Frozen Treats**  
Sharla Stevanovic, 7-Eleven, Senior Category Manager-Dairy/Frozen

Private business meeting rooms for Platinum Manufacturer Sponsors (Dreyer's Grand Ice Cream, Unilever, Wells Enterprises, Inc.) will be available all day. To schedule a meeting, contact your rep directly.

*Paid exhibitors as of September 30, 2021. Visit the website for the most current registrant list.*



## Educational Sessions

### SESSION 1: IT Transformation

#### "If You Knew Better, You Would Do Better"



**Tuesday, October 19 | 9:30 AM-10:30 AM | Butler**

**Presented by: Jonathan Touhill**

*Director, Sales & Marketing, IntegraSys*

Learn how a Business Intelligence software tool, like the Microsoft Power BI, can instantly shine a spotlight on what is growing and what is at risk in your distribution business. By setting the right KPI's, you can instantly measure your company's health, sales progress, and patterns over time. It allows you to quickly make strategy adjustments in order to keep your company on track, solve problems and take advantage of new opportunities.

### SESSION 2: Addressing Current Labor Challenges



**Tuesday, October 19 | 10:45 AM-11:45 AM | Butler**

**Presented by: Dave Brenner**

*Owner, The David Brenner Consulting Company, LLC*

Today's labor market is especially tight with more jobs available than people to fill them. Retaining existing employees and attracting new talent to fill openings is especially challenging and requires some creative approaches.

This session will be highly interactive and sharing ideas will be strongly encouraged. Three interrelated topics will be covered: defining and embracing your company's culture or guiding principles; strategies for retaining your employees; and novel approaches for attracting new employees.

Come prepared to share what your organization is doing and learn from others.

### SESSION 3: Consumer Transformation & E-Commerce Trends



**Wednesday, October 20 | 10:45 AM-11:45 AM | Butler**

**Presented by: Patricia Biswas**

*Wells Enterprises, Inc., Channel Marketing Manager-Alternative Channels*

Join us for an insightful category review, including channel impacts and trends both pre-COVID-19 and current. We will cover dynamic consumer changes, the most recent shifts in e-commerce, and the effects of the evolving digital footprint across the consumer channels.

## Division Meetings and Presentations

In these open forum meetings, members discuss their challenges, goals, and new ideas related to their focus areas. Members from all Divisions are welcome to attend all meetings. Being open to all members allows for sharing, with the ultimate goal of helping the industry continue making full-service distribution sustainable.

### DISTRIBUTOR MEMBER DIVISION MEETING

**Tuesday, October 19 | 1:45 PM-3:15 PM | Butler**

Members of this Division include distributors of product that sell to retail or food service locations, including DSD.



**FEATURED PRESENTATION: DSD STANDARDS OF EXCELLENCE**

**George Crocker, Brickyard Associates** | Open to all members

Join us as special guest, George Crocker, Independent Strategy Consultant & Founder of Brickyard Associates, LLC elaborates on his findings from the recent *DSD Standards of Excellence* research study.

### MANUFACTURER MEMBER DIVISION MEETING

**Wednesday, October 20 | 9:45 AM-10:15 AM | Butler**

Members of this Division manufacture their own product or have produced private label product, sold directly to a Vendor or Distributor, or through a Broker, who sells product or services to the ice cream vending and distribution industry.

### VENDOR MEMBER DIVISION MEETING

**Wednesday, October 20 | 9:15 AM-9:45 AM | Butler**

Members of this Division distribute product that sell to the vending trade, operate mobile vending vehicles (trucks, pushcarts, bicycles), and/or distribute products to their own fleet or independent fleet. Not DSD.

### 7-Eleven Presentation

**ACCELERATING GROWTH  
FOR 7-ELEVEN FROZEN TREATS**

**Wednesday, October 20 | 2:00 PM-3:30 PM | Butler**

**Sharla Stevanovic, Senior Category Manager Dairy/  
Frozen, 7-Eleven Corporate, Irving, Texas**

Topics of discussion include a 2021 category review, best practices, and 2022 programming to win in the marketplace.





# New Member Spotlights

New IAICDV members paid as of September 30, 2021.

## 2020

**Damian's Enterprises, Inc.**  
Pensacola, Florida  
DISTRIBUTOR DIVISION MEMBER

**HP Hood**  
Lynnfield, Massachusetts  
MANUFACTURER DIVISION MEMBER

## 2021

**Alpine Distribution**  
St. Louis, Missouri  
DISTRIBUTOR DIVISION MEMBER

**Bubbies Homemade Ice Cream & Desserts, Inc.**  
Chandler, Arizona  
MANUFACTURER DIVISION MEMBER

**Florentino Foods**  
Charlotte, North Carolina  
DISTRIBUTOR DIVISION MEMBER

**Gillette Creamery**  
Gardiner, New York  
DISTRIBUTOR DIVISION MEMBER

## 2021

**IttiBitz**  
Mentor, Ohio  
MANUFACTURER DIVISION MEMBER

**Kemm & Wonka Ice Cream**  
Baton Rouge, Louisiana  
DISTRIBUTOR DIVISION MEMBER

**KMQ, Inc.**  
Surf City, North Carolina  
DISTRIBUTOR DIVISION MEMBER

**My/Mochi Ice Cream**  
Los Angeles, California  
MANUFACTURER DIVISION MEMBER

**Oatly**  
New York, New York  
MANUFACTURER DIVISION MEMBER

**Texas Ice Cream**  
Justin, Texas  
VENDOR DIVISION MEMBER

**The J.M. Smucker Co. (Smucker Away From Home)**  
Orrville, Ohio  
MANUFACTURER DIVISION MEMBER



**Connect with the IAICDV!**

Keep up to date with us through our social networks.

We regularly post industry-specific articles, as well as information on our members and upcoming events and programs.



**We Want Your Feedback!**

**How was your experience at the 51st Annual Convention?**

Please take a moment to participate in the survey which will be emailed to registrants on the last day of the convention. Your feedback will help us plan for future conventions.

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**October 31–November 2, 2022**

**Green Valley Ranch Resort, Spa & Casino  
*Las Vegas, Nevada***



**3601 East Joppa Road  
Baltimore, Maryland 21234 USA**



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