



International Association of Ice Cream Distributors & Vendors



52ND ANNUAL
Convention

CHANGE *on* PURPOSE

Las Vegas November 8-10, 2022



GREEN VALLEY RANCH™

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YOUR ICE CREAM TRUCK FAVORITES
— SINCE 1920 —



Welcome...

IAICDV 52nd Annual Convention Attendees



Hello and welcome to our 52nd Annual Convention in Las Vegas. The IAICDV Headquarters, Executive Committee, and Board of Directors look forward to seeing everyone in the coming days. Our theme this year is *"CHANGE ON PURPOSE."* Its meaning is determined by you and may be different for each individual. Is it all about labor issues or supply chain? Is it about inflation and rising costs? How will you *"CHANGE ON PURPOSE"* to ensure success?

For me, my *"CHANGE ON PURPOSE"* was more personal and started four (4) years ago when I realized that my company needed more. We needed to be bigger and stronger to continue on our current growth plan. So, I began to investigate and search for the right partner. A partner with the same vision I was seeking and with the financial resources to make it happen. I got close a few times but never crossed the finish line until last year when I sold the company.

When you really think about it, *"CHANGE ON PURPOSE"* is constantly evolving. I will be exiting the business at year's end with countless memories and friendships, to seek new adventures. This was my *"CHANGE ON PURPOSE."* What is yours?

Our convention program is full of material to help us grow, but more importantly, to think about the obstacles and opportunities within our rapidly changing landscape. Attend the seminars. Be an active participant. Bring *"CHANGE ON PURPOSE"* 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

IAICDV 2022 LEADERSHIP

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GlacierPoint Enterprises

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Rich's Ice Cream

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Alina Palenzuela
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IAICDV HEADQUARTERS

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

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DOWNLOAD THE IAICDV MOBILE APP



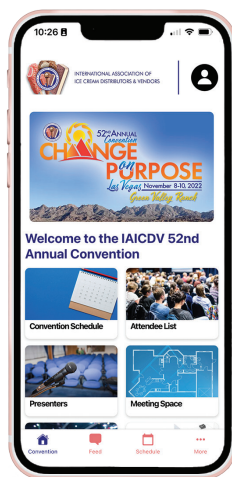
The IAICDV is thrilled to unveil its NEW and IMPROVED Mobile App!

For the first time, members have the tools to connect and stay up to date with the IAICDV in the palm of their hands.

- ▶ Easily search for and contact members in the directory
- ▶ Access members-only resources and industry news
- ▶ Receive alerts with the latest association announcements
- ▶ *And more*

Navigate the Annual Convention like a pro with the mobile app

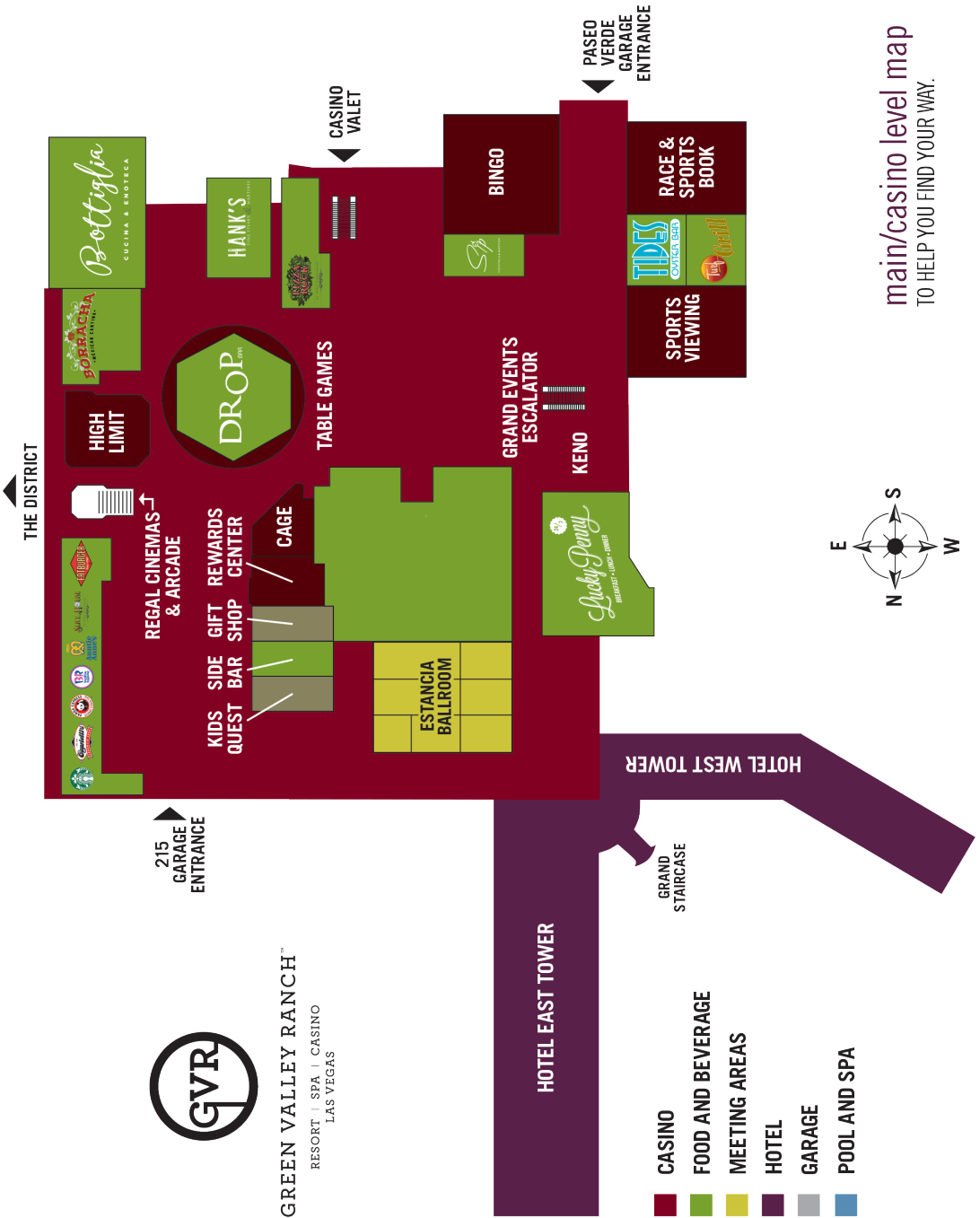
- ▶ Stay organized with up-to-the-minute exhibitor, speaker, and event information
- ▶ Build a personalized schedule
- ▶ Connect with convention attendees
- ▶ Receive important notifications and event updates
- ▶ View convention maps and the exhibit hall floor plan
- ▶ *And more*



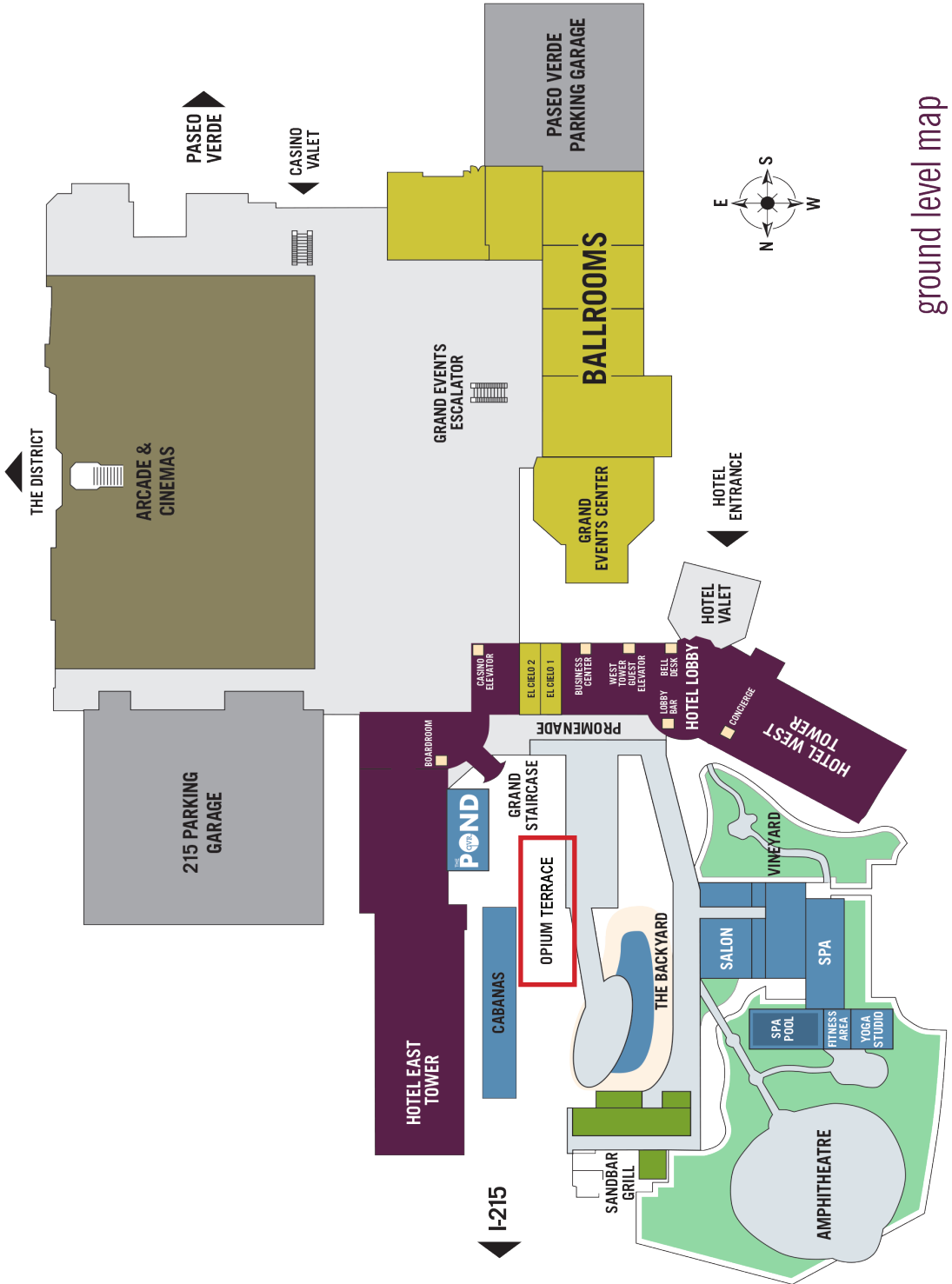
Downloading the IAICDV Mobile App is easy!

Search the App Store or Google Play Store for “**IAICDV**”



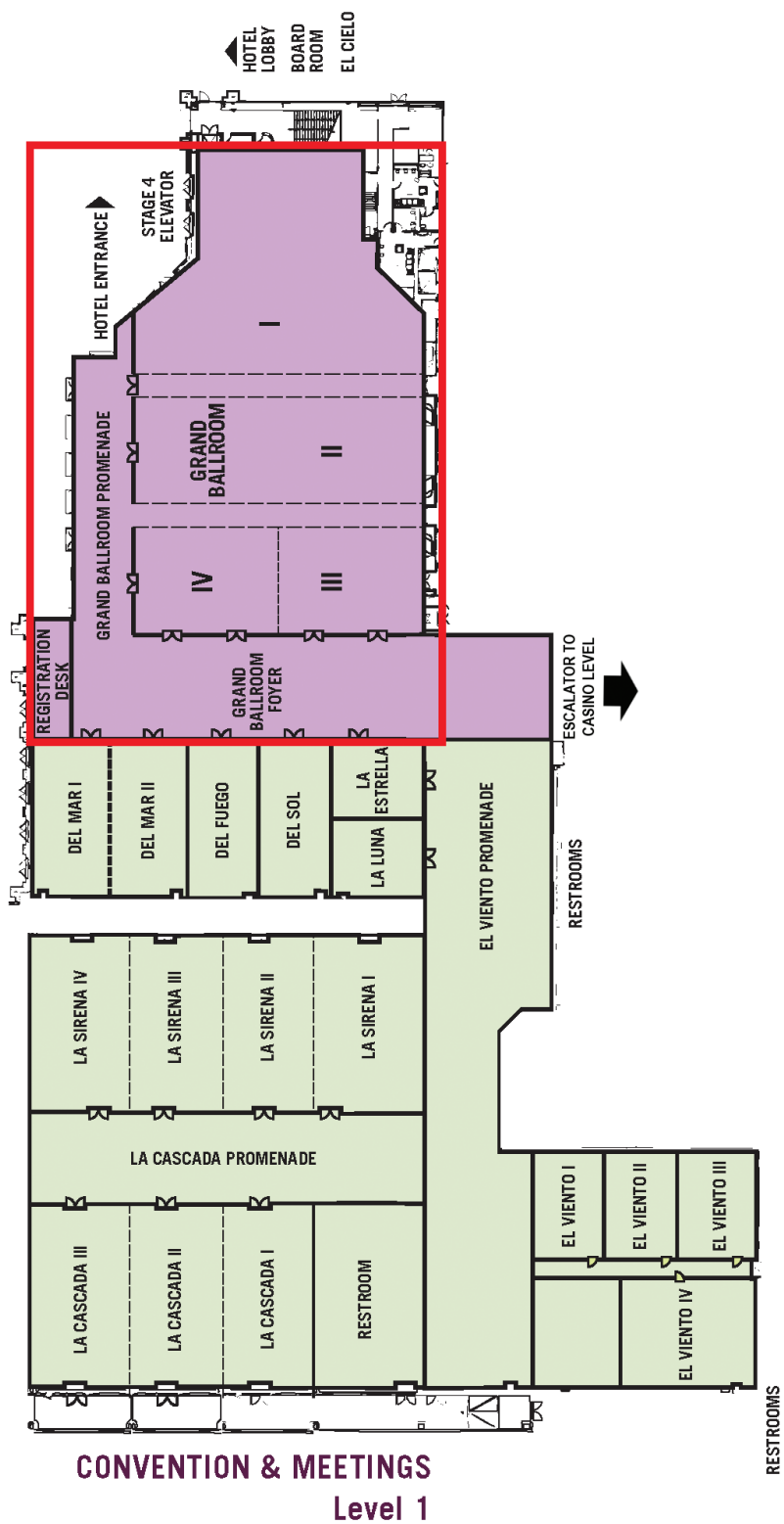


GREEN VALLEY RANCH



ground level map

MEETING SPACES



INTRODUCING

HELADOS
MEXICO™



**churro
cookie
sandwiches**

AVAILABLE
FLAVORS:

**vanilla
ice cream**

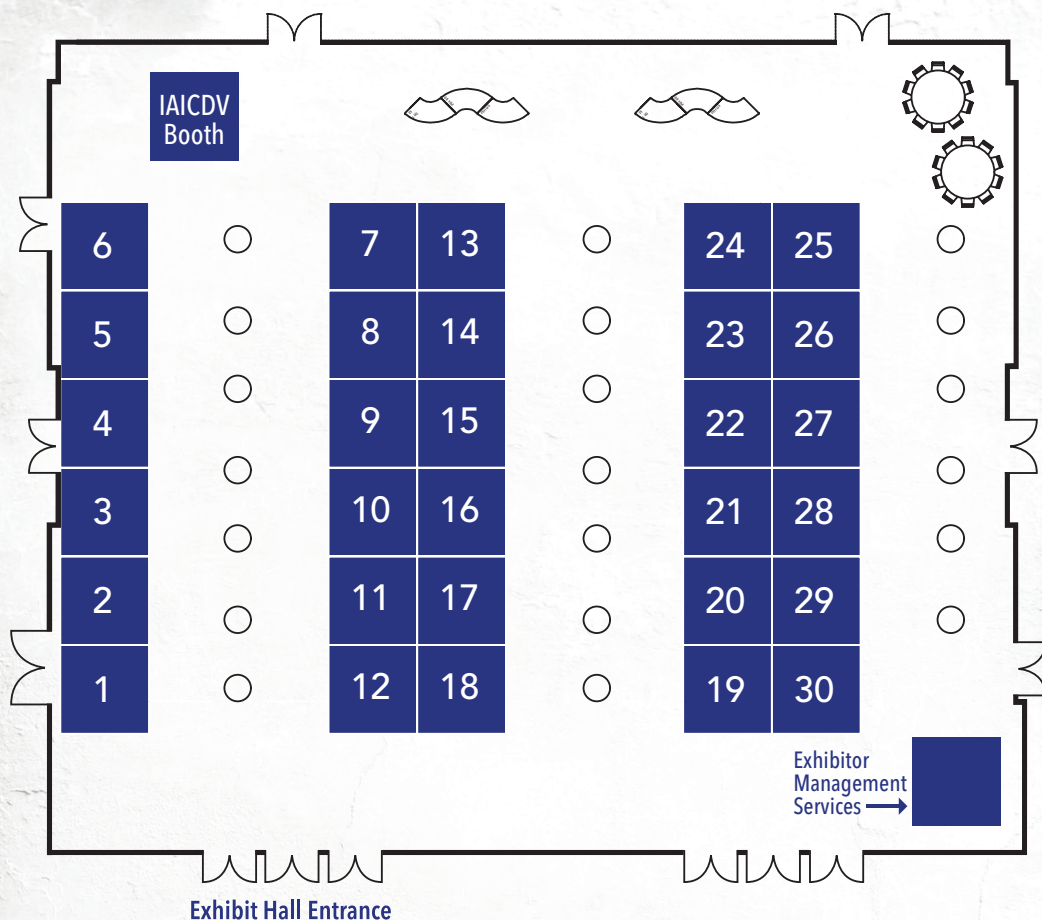
con delicious MILK CHOCOLATE pieces

**churro
ice cream**

con REAL CHURRO pieces



info@tropicalefoods.com



Bubbies Homemade Ice Cream & Desserts, Inc. 16/17
Cold Car USA **30**
Delfrio (Liebherr) **23**
 Due North - Minus Forty Technologies Corp. 15
 Dream Pops Inc. 6
Dreyer's Grand Ice Cream **13/14**
 Eclipse Foods 26
 Elcold Freezers 21
Excellence Industries **11**
Great Dane **18**
IntegraSys **24**
 JM Smucker Co. 8

Laceup Solutions, Inc. 5
 Lemon Chill 22
Mars Ice Cream **12**
 Mobile Vendors Insurance Program by McNeil and Co 27
 My/Mochi 4
Rich's Ice Cream **10**
 Richie's Classic Italian Ice 3
 Ronald McDonald House Las Vegas ... 7
 Rosati Ice 29
 Ruby Jewell 9
 Ticoy USA Inc. 28
 Tropicale Foods 25
Unilever **19/20**

SPONSORS ARE NOTED IN BOLD.

SCHEDULE OF EVENTS

MONDAY November 7

1:30 PM - 4:30 PM *Ronald McDonald House Las Vegas*
Community Service Project
 The IAICDV is partnering with the Ronald McDonald House Las Vegas for this year's community service project.



TUESDAY November 8

9:00 AM - 2:00 PM *Del Mar I*
Board of Directors Meeting

2:00 PM - 5:00 PM *Grand Ballroom II, III, IV*
Exhibitor Registration & Set-Up
 IAICDV's videographer will be visiting booths to record 30-second exhibitor introductions.

3:00 PM - 5:00 PM *Grand Registration*
Convention Registration & Info Desk Open
 Stop by to pick up your name badge and other registration materials. Your badge will serve as your ticket of entry to all convention events and social functions.

6:00 PM - 8:00 PM *Opium Terrace*
Welcome Celebration
 Enjoy an outdoor dinner reception with an open bar, music, and more at this celebratory event. Featuring an Ice Cream Sundae station with some of Ben & Jerry's favorite flavors..

Sponsored by:



WEDNESDAY November 9

8:00 AM - 3:30 PM *Grand Registration*
Convention Registration & Info Desk Open

8:00 AM - 8:45 AM *Grand Ballroom I*
Breakfast

9:00 AM - 9:45 AM *Grand Ballroom I*
Opening Ceremony
 Welcome and presidential remarks, Hall of Fame induction, followed by exhibitor introductions video

9:45 AM - 10:15 AM *Grand Ballroom I*
Marketing Committee Update

10:15 AM - 11:45 AM *Grand Ballroom I*
Retailer Session: 7-Eleven Ice Cream/Frozen Treats Category Overview
 Presenter: Randon McNeil, Category Manager for Ice Cream, Frozen Treats, and Frozen Food, 7-Eleven

WEDNESDAY November 9 Cont'd

11:45 AM - 2:00 PM *Grand Ballroom II, III, IV*
Exhibit Hall Luncheon

2:15 PM - 2:45 PM *Grand Ballroom I*
Educational Session: The Importance of a Warehousing Management System
 Presenter: Mickey Hernandez, Sales Manager, LaceUp Solutions, Inc.

2:45 PM - 3:15 PM *Grand Ballroom I*
Educational Session: Fleet Challenges
 Presenters: Alex Delgado, Sales Manager, Cold Car USA
 Eduardo Navarro, National Accounts Manager, Great Dane

6:00 PM - 8:00 PM *Del Mar I*
Casual Networking Dinner
 Network and relax with fellow convention attendees while enjoying a casual dinner and drinks.

THURSDAY November 10

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

8:00 AM - 8:45 AM *Grand Ballroom I*
Breakfast & Closing Remarks

9:00 AM - 10:30 AM *Grand Ballroom I*
Distributor Division Update

10:30 AM - 10:45 AM *Grand Ballroom Foyer*
Break

10:45 AM - 11:45 AM *Grand Ballroom I*
Educational Session: Cyber Stories from the Ice Cream Capital of the World
 Presenter: Ryan Schaap, Chief Information Officer, Wells Enterprises, Inc.

11:45 AM - 1:45 PM *Grand Ballroom II, III, IV*
Exhibit Hall Luncheon

2:00 PM - 3:30 PM *Grand Ballroom I*
Educational Session & Manufacturing Division Update: Inflation Effects on the Category
 Presenters: Scott Nance, Associate Director, Dreyer's Grand Ice Cream & Patrick Geiger, Sales Director Mars Ice Cream

3:30 PM - 4:30 PM *Grand Ballroom II, III, IV*
Exhibitor Breakdown
 Ice cream donations will go to the Ronald McDonald House Las Vegas. Thank you to Great Dane for arranging transportation for the donations!

Sponsored by:



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.

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All division meetings and educational sessions take place in Grand Ballroom I.

Retailer Session:

7-Eleven Ice Cream/Frozen Treats Category Overview

Wednesday, November 9 ▲ 10:15 AM - 11:45 AM



PRESENTER:

Randon McNeil

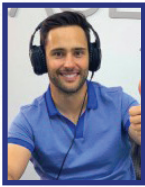
*Category Manager for Ice Cream, Frozen Treats, and Frozen Food
7-Eleven*

Topics of discussion include a 2022 category review, best practices, and 2023 programming to win in the marketplace.

Educational Session:

The Importance of a Warehousing Management System

Wednesday, November 9 ▲ 2:15 PM - 2:45 PM



PRESENTER:

Mickey Hernandez

*Sales Manager
LaceUp Solutions, Inc.*

Most distributors view Warehouse Management Systems (WMS) as expensive scanners that move inventory in and out of the warehouse. Warehouses that use paper or scanning alone have hidden costs embedded within these processes. The reality is that a good WMS will fully automate the warehouse, accurately report inventory levels, and increase profits substantially.

Educational Session:

Fleet Challenges

Wednesday, November 9 ▲ 2:45 PM - 3:15 PM



PRESENTER:

Alex Delgado

*Sales Manager
Cold Car USA*



PRESENTER:

Eduardo Navarro

*National Accounts Manager
Great Dane*

This session will discuss the current fleet replenishment status for parts, refrigerated bodies and chassis. The presenters will also review solutions and recommendations for adjusting to the changing economic landscape.

52ND ANNUAL CONVENTION PROGRAMMING

All division meetings and educational sessions take place in Grand Ballroom I.

Distributor Division Update:

Action is the Key to Foundational Success

Thursday, November 10 ▲ 9:00 AM - 10:30 AM

Join the Distributor Division during this group roundtable as they review 2022 market issues like supply chain, operational, and establishing a sales cadence. All member types are welcome to attend! Being open to all members allows for open sharing with the ultimate goal of helping the industry to continue making full-service distribution sustainable.

DIVISION MEMBERS:



John Corrao ▶ DIVISION LEAD

Executive Vice President of Sales & Field Operations
GlacierPoint Enterprises



Luconda Dager

President
Velvet Ice Cream



Mike DaPonte

Executive Vice President
New England Ice Cream



Darrell Roberts

Senior Director of Sales
Yumi Ice Cream



Jonathan Touhill

Director, Sales & Marketing
IntegraSys

Educational Session:

Cyber Stories from the Ice Cream Capital of the World

Thursday, November 10 ▲ 10:45 AM - 11:45 AM



PRESENTER:

Ryan Schaap

Chief Information Officer
Wells Enterprises, Inc.

Spend some time with the CIO of Wells Enterprises, Inc., makers of Blue Bunny, Halo Top, Bomb Pop, and Blue Ribbon Classics, as he shares stories from the cybersecurity world in Le Mars, Iowa. Hear about real cyber events, risks, and protections. Take away practical tips that you can utilize in your own business to protect yourself from hackers, credential theft and ransomware.

All division meetings and educational sessions take place in Grand Ballroom I.

Educational Session & Manufacturing Division Update:

Category Outlook: Effects of Inflation, Equipment Evolution, and Dark Kitchens

Thursday, November 10 ▲ 2:00 PM - 3:30 PM

This session will focus on the outlook of the ice cream category over the next 3-5 years and the effects of inflation on the category. The discussion will then transition to equipment updates and evolution followed by an informational session on dark kitchens.

Thirty years ago, ice cream refrigeration equipment was oversized, energy inefficient, and expensive. With advancements in refrigeration technology, design and engineering, refrigeration equipment today merchandises products better, is more reliable, uses less energy and is better for the environment. This evolution has provided the ice cream industry an improved vehicle to help grow their business.

In 2019, the global ghost kitchen market size was \$43.1 billion. By 2027, it's estimated to increase to \$71.4 billion. Dark kitchens can provide multiple cuisines from one kitchen to a wider customer base. Dark Kitchens are a way for restaurants to pool resources and reduce overheads to increase their capacity to serve the food delivery market.

DIVISION MEMBERS



Randy Martin

Director of Sales
Wells Enterprises, Inc.



Scott Nance ► DIVISION LEAD

Associate Director, Distributor Management
Dreyer's Grand Ice Cream



Sean Quintana

Customer Team Lead
Mars Ice Cream



Mark Servaes

Distributor Sales Manager
Tropicale Foods, Inc.



Dharmesh Vadchhedia

Head of Operations
Unilever

GUEST PRESENTERS



Steve Honsinger

Business Development Manager
Due North-Minus Forty Technologies Corp.



Kim Solana

Senior Director
Numerator



Shelby Rouse

Senior Solutions Consultant
Numerator



Lyndon Young

National Sales Manager
Excellence Industries

WELCOME TO OUR 2022 NEW MEMBERS

DISTRIBUTOR DIVISION

Ace Foods

Long Beach, California

Cedar Crest Dairy

Hudsonville, Michigan

Eight Point Distributors

Honolulu, Hawaii

Jolin Foods Inc

Kenilworth, New Jersey

Liquorem Distributors

Columbia, South Carolina

Perry's Ice Cream Co., Inc.

Akron, New York

Pint Size Hawaii

Aiea, Hawaii

Smile Ice Cream Distributors

Norfolk, Virginia

MANUFACTURER DIVISION

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Eclipse Foods

Oakland, California

Raymond James & Associates

San Francisco, California

Ruby Jewel, LLC

Portland, Oregon

Thelma's

Des Moines, Iowa

Ticoy USA Inc

The Woodlands, Texas

Unity Beverages LLC

Carrollton, Texas

United Dairy Farmers

Cincinnati, Ohio

VENDOR DIVISION

Clementine's Creamery

St Louis, Missouri

Cowabunga Ice Cream Truck

Valley Springs, California

Ice Cream Express WA

Renton, Washington

Mr Frosty Inc

Langley, British Columbia

New members as of October 25, 2022



We Want Your Feedback!

How was your experience at the 52nd Annual Convention? Please take a moment to fill out the evaluation 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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Save the Date
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