

2020 FEDA ANNUAL CONFERENCE Schedule of Events

MONDAY, SEPTEMBER 21

5:30 P.M.-7:00 P.M. **Early Arrivers Reception**

Join other early arrivers for a reception featuring drinks and heavy hors d'oeuvres as we welcome you to San Diego for the 2020 annual conference.

TUESDAY, SEPTEMBER 22

8:00 A.M.-5:00 P.M. **Conference Registration, Information, and Assistance**

10:30 A.M.-11:30 A.M. **Industry Technology Committee Meeting**

11:30 A.M.-1:00 P.M. **Board of Directors Meeting and Lunch**

12:00 P.M.-5:00 P.M. **Exhibitors on Display**

2:00 P.M.-2:45 P.M. **Young Industry Leaders Steering Committee Meeting**

3:00 P.M.-4:00 P.M. **Young Industry Leaders LEARN Session Organizational Excellence: Leading the Way in the 2020s**

5:00 P.M.-6:00 P.M. **VIP Reception - Garibaldi Terrace**

5:30 P.M.-6:30 P.M. **Young Industry Leaders Reception**

Connect over drinks with other young leaders within and outside of your distribution circle. For any member of FEDA's Young Industry Leaders or conference attendee under or around age 40.

6:00 P.M.-7:00 P.M. **Welcome Reception - Bayview Terrace**

Pre-dinner reception for all attendees

7:00 P.M.-9:00 P.M. **FEDA Gold Awards Dinner - Pacific Ballroom**

This elevated opening night awards dinner recognizes distributors and manufacturers for industry achievement.

WEDNESDAY, SEPTEMBER 23

7:15 A.M.-8:30 A.M. **Breakfast Buffet - Bayview Ballroom and Terrace**

7:15 A.M.-8:15 A.M. **Young Industry Leaders and CEOs Mentor Up Mentor Down Breakfast**

8:00 A.M.-5:00 P.M. **Conference Registration, Information, and Assistance**

8:00 A.M.-5:00 P.M. **Exhibitors on Display**

8:30 A.M.-11:45 A.M. **Opening Keynote and General Session - Pacific Ballroom**

Welcome keynote speaker Mark King, CEO of Taco Bell Division, and a 2030 restaurant industry forecast panel including Chipotle's Jason Cochran and the National Restaurant Association's top research expert, Hudson Riehle. Moderated by FES magazine Editorial Director Joe Carbonara.

12:00 P.M.-1:00 P.M. **Advocacy Council Meeting and Lunch**

12:00 P.M.-1:00 P.M. **Broadway Pier Lunch - Lane Field**

WEDNESDAY, SEPTEMBER 23 (CONTINUED)

1:15 P.M.-2:15 P.M.	LEARN Session I – Mapping the Client Experience to Life-Long Advocate
1:15 P.M.-2:15 P.M.	LEARN Session II – The Overperforming Salesperson: Traditional Sales Re-Engineered
1:15 P.M.-2:45 P.M.	LEARN Session III – Partner Exchange Operator problem-solving discussions between distributor, manufacturer and service professionals
2:15 P.M.-5:00 P.M.	Free Time
5:00 P.M.-6:00 P.M.	Cocktail Reception - Sunset Terrace

THURSDAY, SEPTEMBER 24

7:15 A.M.-8:30 A.M.	Breakfast Buffet - Bayview Ballroom and Terrace
8:00 A.M.-12:00 P.M.	Conference Registration, Information, and Assistance
8:00 A.M.-5:00 P.M.	Exhibitors on Display
8:30 A.M.-11:45 A.M.	Opening Keynote and General Session – Pacific Ballroom Thursday's keynote speaker is entrepreneur, investor and leading shark on ABC's <i>Shark Tank</i> Robert Herjavec! Join us for this exciting keynote address, followed by restaurant and distribution technology experts; Jim Contardi, CEO of AutoQuotes; and Josef Matosevic, EVP and COO of Welbilt. Moderated by FES magazine Vice President Kathy Langlois.
11:45 A.M.-12:30 P.M.	Box Lunch - Bayview Ballroom and Terrace
12:00 P.M.-1:00 P.M.	Education Foundation Presentation
12:30 P.M.-6:00 P.M.	Free Time
6:00 P.M.-8:00 P.M.	The Last Night on Lane Field

FRIDAY, SEPTEMBER 25

7:30 A.M.-9:00 A.M.	Closing Breakfast Buffet - Bayview Ballroom and Terrace
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