

BACK  ANNUAL CONVENTION
TO THE  FUTURE

50TH



November 11-13, 2019  Las Vegas



INTERNATIONAL ASSOCIATION OF ICE CREAM DISTRIBUTORS AND VENDORS (IAICDV)

CELEBRATING 50 YEARS



*Our mission is to provide expertise
in full-service distribution.*

.....

“Back to the Future” is the theme for our 50th anniversary as we celebrate the IAICDV’s long and rich history as well as our bright and promising future.

The Association was founded in 1969 as the National Association of Ice Cream Vendors, the NAICV. It later became known as the International Association of Ice Cream Vendors, the IAICV. In 2008, the organization formally welcomed distributors, changing to the International Association of Ice Cream Distributors & Vendors (IAICDV). The IAICDV now represents approximately 100 member companies worldwide.

BENEFITS OF MEMBERSHIP

- **A STRONG united voice.** Small businesses speak louder when their voices are joined as one through the “muscle” of an international association.
- **The IAICDV Annual Convention** is a member-only event and the best opportunity to network with peers and other industry leaders from around the globe!
- **Publications** including the Chimes Newsletter and the IAICDV Monthly Refresher. Our newsletters provide the latest Association information, member news, industry news and legal regulatory updates.
- **The IAICDV Member Directory.** All members receive the annual member directory, which contains important contact information.
- **Access to online resources** including an archive of publications and past convention session recordings, Meltwater News, webinar recordings, legislative and business resources and more!
- **Legal support** with a responsive Legislative Committee to help with municipal ordinance matters and other business challenges.
- **Member-only discount programs** offered by our Associate members.

www.IAICDV.org • [#IAICDV](https://twitter.com/IAICDV)

IAICDV Headquarters | 3601 East Joppa Road, Baltimore, Maryland 21234 USA | P: (410) 931-8100 | E: info@iaicdv.org

Welcome,



Fifty years ago our Associations' Founding Fathers gathered to discuss business.

While they came from varied geographic regions with different backgrounds and interests, they all had a common view that together much could be accomplished.

Through discussion and debate they learned from one another and as a result, each one of their businesses became bigger and stronger. Challenges to their industry came fast and through our Association, obstacles became opportunities. Our Founding Fathers embraced change as did many members who helped strengthen our Association along the way.

With motivation deeply seeded by our roots, the Association's Board has purposely transformed our operating structure to meet membership's current and future needs. The IAICDV now has three distinct Divisions that can be appropriately focused on obstacles and opportunities within the rapidly changing world. I trust you will embrace the new Divisional Structure and be an active participant to ensure its success.

I look forward to a great convention and beyond.

Bruce C. Ginsberg

Current IAICDV President

IAICV President, 1995–1996

Loving Son of Manny Ginsberg, a Founding Father of the original NAICV

DOWNLOAD THE IAICDV ANNUAL CONVENTION MOBILE APP

Navigate the Annual Convention like a pro with the IAICDV Mobile App!

- Stay organized with up-to-the-minute exhibitor, speaker, and event information
- Build a personalized schedule and bookmark favorite exhibitors
- Receive important notifications and event updates
- View convention maps and exhibit hall floor plan
- Share your event photos
- Find Las Vegas local places
- And much more!

Downloading the IAICDV Mobile App is easy!

SEARCH: Search the App Store or Google Play for "IAICDV50."



Planet Hollywood

RESORT & CASINO

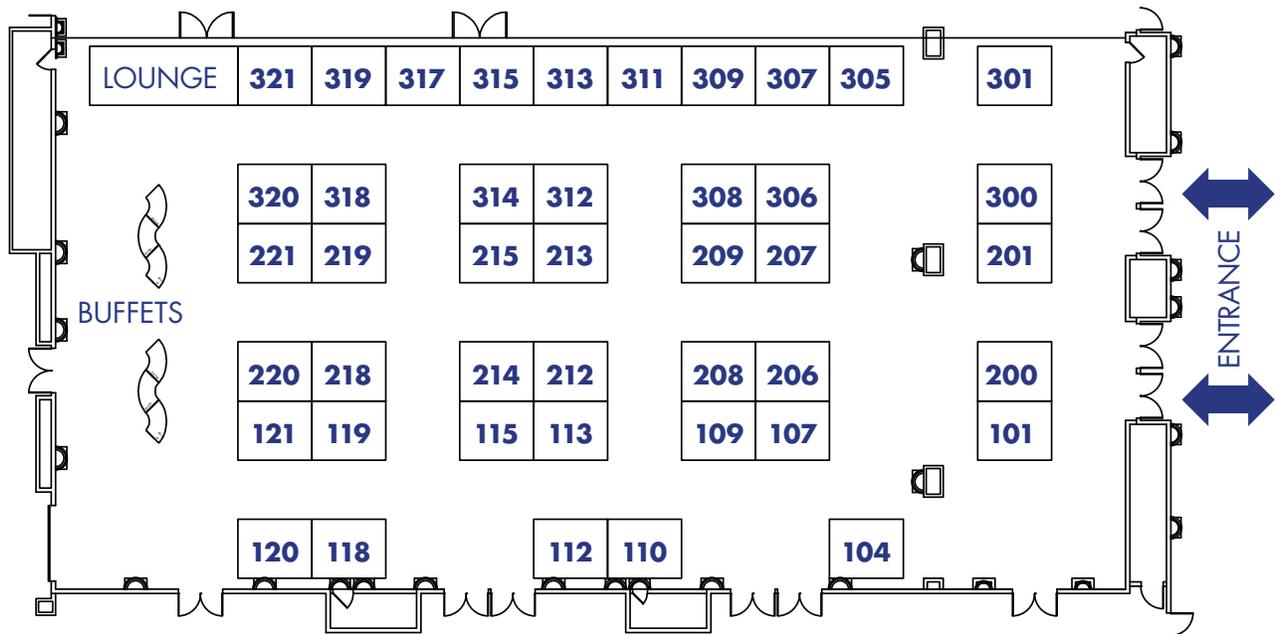


As one of the trendiest hotels in Las Vegas, Planet Hollywood makes you feel famously hip. Enjoy our newly remodeled rooms, multiple headliners, Miracle Mile Shops as well as a slew of cool restaurants and rockin' bars. Visit the hotel front desk for more information.



Exhibit Hall Floorplan

CELEBRITY BALLROOMS 1-3



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

NEW THIS YEAR! Networking Suites will be available throughout the exhibit hall for semi-private business meetings. Visit the website or mobile app to find designated booths. Be considerate of others! Keep your meetings to 45 minutes or less and keep these spaces clean.

COMPANY	BOOTH #	COMPANY	BOOTH #
Alamo Refrigeration, LLC	317	Mars Ice Cream ^S	313
Bassetts Ice Cream	107	Minus Forty Technologies Corp.	311
C. Nelson Manufacturing Co.	115/214	Nestlé - Edy's/Dreyer's Ice Cream ^S	321
Cold Car USA ^S	201	OJEDA USA	315
Dellfrio - Liebherr	306	Phononic Counter Top Freezers ^S	312
Elcold Freezers	208	Rich's Ice Cream ^S	207
Excellence Industries ^S	104	Rosati Ice	118
Fruitiki, Inc.	301	Sambazon, Inc.	300
Great Dane ^S	206	Samsara ^S	110
Helados Mexico	213	Serendipity Brands	308
Ice Cream Specialties, Inc.	215	Troverco / Triple Sticks Food	309
IntegraSys ^S	113	Unilever Ice Cream ^S	305
ITS-IT Ice Cream	212	Wells Enterprises, Inc. ^S	101/200
La Michoacana	314	Windward Brands, LLC	307

^S — Sponsors

Paid exhibitors as of October 14, 2019. Visit the website or mobile app for the most current registrant list.

Schedule of Events

MONDAY NOVEMBER 11

12:00 PM – 4:30 • *Celebrity Foyer*

Convention Registration Desk Open

All Day • *Westwood*

Private Business Meeting Room

Wells Enterprises, Inc.

(By appointment only. Contact your representative to schedule meetings.)

10:00 AM – 3:00 PM • *Sunset 2*

Board Meeting with Lunch

12:00 PM – 5:00 PM • *Celebrity Ballroom 1-3*

Exhibitor Set-up

IAICDV's videographer will be coming around to exhibitor booths between 1:00–5:00 PM to record 30-second exhibitor introductions.

5:00 PM – 7:00 PM • *London Club Foyer*

Convention Registration Table Open

5:00 PM – 6:00 PM • *London Club (back corner)*

Newcomer's Happy Hour

Newcomers meet with assigned board ambassadors. Past Presidents and Honorary Directors are also invited to attend.

6:00 PM – 9:00 PM • *London Club*

50th Anniversary Celebration Bash

Sponsored by: *Wells Enterprises, Inc. Unilever Ice Cream, and Mars Ice Cream*

Enjoy a dinner reception, an open bar, a sundae station, music and more at this celebratory event.

TUESDAY NOVEMBER 12

8:00 AM – 5:00 PM • *Celebrity Foyer*

Convention Registration Desk Open

All Day

Private Business Meeting Rooms

Reserved for 50th Anniversary Celebration Bash Sponsors

Wells Enterprises, Inc. - *Westwood*

Mars Ice Cream - *Sunset 6*

Unilever Ice Cream - *Sunset 2*

IAICDV President - *Brentwood*

(By appointment only. Contact your representative to schedule meetings.)

8:00 AM – 8:45 AM • *Celebrity Ballroom 4*

Breakfast

Hosted by: *Wells Enterprises, Inc. and Unilever Ice Cream*

8:45 AM – 9:45 AM • *Celebrity Ballroom 4*

Opening Ceremony

Welcome and presidential remarks, followed by exhibitor introductions video

9:45 AM – 10:45 AM • *Celebrity Ballroom 4*

KEYNOTE SPEAKER: ANTONIO NEVES

(Re)Discover: Reengage and Do Your Best Work

10:45 AM – 11:15 AM • *Celebrity Ballroom 4*

Coffee and Networking Break

Hosted by: *Cold Car USA, Great Dane, IntegraSys, Nestlé - Edy's/Dreyer's Ice Cream, Phononic Counter Top Freezers, Rich's Ice Cream, Mars Ice Cream and Samsara*

11:15 AM – 12:15 PM • *Melrose 4*

Division Meeting – Associates

Open to all members

12:15 PM – 1:45 PM • *Celebrity Ballrooms 1-3*

Exhibit Hall Luncheon

Hosted by: *Wells Enterprises, Inc. and Unilever Ice Cream*

1:45 PM – 2:45 PM • *Melrose 4*

Division Meeting – Vendors

Open to all members

3:00 PM – 4:00 PM • *Celebrity Ballroom 4*

Town Hall Meeting with Daniel Folkman, VP of Business, goPuff

6:00 PM – 8:00 PM • *Gallery Lounge (access from Casino floor)*

Casual Networking Dinner

6:00 PM – 8:30 PM • *Melrose 3*

Wells Enterprises, Inc. Cocktail Reception and Dinner

By invitation only

WEDNESDAY NOVEMBER 13

8:00 AM – 12:00 PM • *Celebrity Foyer*

Convention Registration Desk Open

8:00 AM – 9:00 AM • *Celebrity Foyer*

Continental Breakfast

Hosted by: *Wells Enterprises, Inc. and Unilever Ice Cream*

8:30 AM – 9:30 AM • *Melrose 4*

Division Meeting – Distributors

Open to all members

9:45 AM – 10:45 AM

CONCURRENT WORKSHOPS

Breaking out of the Freezer Bank: Driving Ice Cream Sales through Distributed In-Store Placement

Melrose 4

The Growth Dilemma

Celebrity Ballroom 4

10:45 AM – 2:00 PM • *Celebrity Ballrooms 1-3*

Exhibit Hall Brunch

Hosted by: *Wells Enterprises, Inc. and Unilever Ice Cream*

All Walgreens Summit attendees invited to attend

12:00 PM – 1:00 PM • *Brentwood*

Private Business Meeting Room

Reserved for *Walgreens/Nestlé - Edy's/Dreyer's Ice Cream*

2:00 PM – 4:00 PM • *Celebrity Ballrooms 1-3*

Exhibitor Break-down

Donation arrangements will be made for any leftover ice cream.

1:00 PM – 5:00 PM • *Celebrity Ballroom 4*

Walgreens Summit

By Invitation Only

Schedule is subject to change. Check the website and mobile app for the latest information.

Keynote Speaker

TUESDAY, NOVEMBER 12, 2019 | 9:45 AM - 10:45 AM | BALLROOM 4

(Re)Discover: Reengage and Do Your Best Work

More than 50% of employees are actively disengaged at work, according to Gallup. This costs companies on average 7 billion dollars a year. It also costs employee turnover, poor morale and average results.

In this keynote, internationally recognized speaker, award-winning journalist and author Antonio Neves sets audiences up on the path of increased workplace engagement and results. Attendees learn the three critical steps they can take to drive personal growth, discovery, and accountability. Backed by research and proven results, this talk helps audiences understand how to avoid mediocrity and instead set themselves for epic success. Attendees are empowered with clear action steps to take that will prepare them to stand out, deliver measurable results and be associated with greatness.

“Antonio Neves is a natural storyteller. He has the ability to engage and connect with your audience and provides relevant advice and guidance to young professionals. He infused positive energy to an audience that was feeling pressure and concern about their future careers.”

—Diana Dabdub
American Society of Health System-Pharmacists (ASHP)



ANTONIO NEVES is an internationally recognized speaker, author, and award-winning journalist. He's the author of three books including, *50 Ways To Excel In Your First Job (and in Life)*.

For nearly 10 years, Antonio has helped organizations increase workplace engagement, create strong cultures of accountability, and tell stories that make people lean in. Antonio's clients and audiences are some of the largest brands in the world including: Google, Starwood Hotels & Resorts Worldwide, Stryker, Booking.com, Stanford University, major trade associations, conferences and more.

An award-winning journalist, Antonio worked as a correspondent, host, and producer for more than 10 years in New York City with top networks including NBC, PBS, BET Networks and Nickelodeon. His message focuses on leadership, engagement and career success.

Along with his successes, Antonio was also involved as:

A former NCAA Division I student-athlete, Antonio is the author of the student-athlete best-seller, *Student Athlete 101*.

An Ivy League graduate, Antonio holds a bachelors degree from Western Michigan University and a Masters degree from Columbia University.

More information is available at: www.TheAntonioNeves.com
Check out Antonio Neve's social media @TheAntonioNeves

Meetings

Division Meetings

To meet the current, and, more importantly, the future needs of membership and the industry, IAICDV implemented a new Division structure this year that provides members with a better opportunity to work within areas of personal or corporate interest.

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

ASSOCIATE MEMBER DIVISION

Manufactures their own product or has 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.

(Previously Supplier and Broker Members)

ASSOCIATE DIVISION MEETING

TUESDAY, NOVEMBER 12 | 11:15 AM – 12:15 PM
MELROSE 4

VENDOR MEMBER DIVISION

Distributors of product that sell to the vending trade, operates mobile vending vehicles (trucks, pushcarts, bicycles,) or distributes product to own fleet or independent fleet. Not DSD.

(Previously Operator/Distributor I Members)

VENDOR DIVISION MEETING

TUESDAY, NOVEMBER 12 | 1:45 PM – 2:45 PM
MELROSE 4

DISTRIBUTOR MEMBER DIVISION

Distributors of product that sell to retail or food service locations, including DSD.

(Previously Operator/Distributor II Members)

DISTRIBUTOR DIVISION MEETING

WEDNESDAY, NOVEMBER 13 | 8:30 AM – 9:30 AM
MELROSE 4

Town Hall Meeting

TUESDAY, NOVEMBER 12 | 3:00 PM – 4:00 PM
CELEBRITY BALLROOM 4

DANIEL FOLKMAN

VP, Business at goPuff



Daniel Folkman is the VP of Business at goPuff, the world's largest digital convenience retailer, operating in over 100 U.S. markets and delivering thousands of products — ranging from snacks, drinks, ice cream, alcohol and more — to customers

directly from centrally-located facilities. Folkman currently oversees all Business Development and Communications, developing strategic partnerships with the world's largest consumer brands, such as Coca Cola and The Hershey Company.

Before goPuff, Folkman spearheaded Business Development at Sumpto, a marketing and insights platform for the college demographic. At Sumpto, he was the first hire and led user growth and partnership onboarding. A thought leader in the tech and CPG space, Folkman has spent time consulting, advising and operating startups with an emphasis on business development, corporate strategy and brand partnerships. Additionally, Folkman serves on the Young Whitman Advisory Council for the Whitman School of Management at Syracuse University, his alma mater.

Concurrent Workshops

Break Out of the Freezer Bank: Driving Ice Cream Sales through Distributed In-Store Placement

**WEDNESDAY, NOVEMBER 13 | 9:45 AM – 10:45 AM
MELROSE 4**

Despite the many ways that consumer buying habits have changed, the impulse buy remains a tried and true sales tactic. A recent consumer survey of 1,000+ U.S. shoppers conducted by Phononic found that a whopping 67 percent of consumers still purchase groceries on impulse in-store. However, frozen foods have long been prevented from enjoying these crucial sales opportunities, such as those commonly made at the register.

During his presentation, Dana Krug will detail how new innovations in freezer technology are helping to achieve this by unchaining ice cream from back-of-the-store freezer banks and enabling it to be placed in high-margin locations, such as the point of sale.

Attendees will leave with an understanding of:

- How solid-state cooling compares to legacy compressor-based cooling
- The challenges impacting frozen foods at the back of the store
- How consumer shopping habits are changing and why this should matter to ice cream brands

DANA KRUG

Vice President and General Manager, Food and Beverage, Phononic



Dana Krug is the Vice President and General Manager of the Food and Beverage Division at Phononic, a company that is using semiconductor chips to deliver sustainable and versatile cooling solutions across industries. Under Dana's leadership, the Food

and Beverage division at Phononic has reached critical milestones, including new partnerships with Pepsi Bottling Ventures (Pepsi's #1 NA distributor) and Unilever to deploy merchandising refrigerators and freezers in market.

The Growth Dilemma: Determining Your Entrepreneurial Type to Find Your Financing Comfort Zone

**WEDNESDAY, NOVEMBER 13 | 9:45 AM – 10:45 AM
CELEBRITY BALLROOM 4**

This highly interactive presentation challenges entrepreneurs and C-level executives to think differently about what they want their business to become and explores real-world solutions that can fund those ideas.

All participants are challenged to think about what they would do with their next million dollars. There is one caveat — they can't go buy a vacation house with it. They have to either invest it in their business, or a mutual fund of their choice.

The presentation moves into a discussion about entrepreneurial lifecycles — categorized by how each audience member feels about their business, and its prospect for growth.

Attendees will:

- Answer their crucial million-dollar question
- Figure out their entrepreneurial stage
- Determine their personal risk profile
- Identify their own growth aspirations

AMI KASSAR

National Speaker – Expert on Access to Capital, CEO and Founder of Multifunding, LLC



Ami Kassar, author of *The Growth Dilemma*, has dedicated the last two decades of his career to ensuring that business owners and entrepreneurs get the best possible financing to grow their businesses. Kassar knows all too well the impact of poor financing choices.

In his work as a public speaker and as Founder and CEO of MultiFunding, LLC, Kassar has helped thousands of business owners and entrepreneurs structure their debt to optimize growth and in turn helped to create tens of thousands of jobs.

Evening Social Events

IAICDV 50th Anniversary Celebration Bash!

MONDAY, NOVEMBER 11TH
6:00 – 9:00 PM | LONDON CLUB

Join us in celebrating 50 years of IAICDV's rich history and bright future at the biggest social and networking event of the year! Attendees will enjoy a dinner reception with an open bar, sundae station, photo booth, music, and more. We will also be inducting this year's Hall of Fame recipient.

All convention registration tickets include the 50th Anniversary Celebration Bash. Separate tickets are available for the Bash only (\$175 pp). Visit the IAICDV Registration Desk to purchase tickets.

Festive and fun attire is encouraged.

Women: cocktail dress, dressy pantsuit, anything with glitter/fringe, or just your little black dress.

Men: dress suit, sport coat with slacks, or coat and tie with dress pants.

NAME BADGES REQUIRED FOR ENTRY TO THE EVENT.

THANK YOU
TO OUR 50TH ANNIVERSARY
CELEBRATION BASH SPONSORS



CASUAL NETWORKING DINNER

TUESDAY, NOVEMBER 12TH
6:00 – 8:00 PM | GALLERY LOUNGE

All registrants are welcome to join us for a fun and casual buffet dinner and drinks. Relax and network with old and new friends before going out for a night on the town.

The Gallery Lounge entrance is located on the Casino level. When leaving the Conference Center through the glass doors, turn right to go down the escalator to the Casino level and follow the path to the left towards the next escalator that leads to the Gallery Lounge. There will be a private event sign at the entrance.

NAME BADGES ARE REQUIRED FOR ENTRY TO THE EVENT.



Participate in the 2019 IAICDV Photo Contest and you could win a \$100 Amazon gift card.

Second and third place win \$25 gift cards.

DIRECTIONS: Download the IAICDV 50th Annual Convention Mobile App (see page 1 for details), click on the Photos button on the dashboard and follow prompts to upload photos from your experiences at the Annual Convention. **Make sure to include your name and company in the caption.** Best photo wins!

Photos must be uploaded by 2:00 PM on Wednesday, November 13th. The winners will be announced on social media and in the next Monthly Refresher newsletter.

WE WANT YOUR FEEDBACK

How was your experience at the 50th 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 the Annual Convention Committee plan for future conventions.

DON'T MISS THE 2020 EARLY BIRD MEMBERSHIP RENEWAL DEADLINE

Save \$100!

Renew and pay your IAICDV membership dues by March 31, 2020 and save \$100. Dues renewal emails will be distributed in December 2019.

CONNECT WITH THE IAICDV

Keep up to date with the IAICDV through our social networks. We regularly post industry-specific articles, as well as information on our members and upcoming events and programs.



New Member Spotlights

New members paid as of October 14, 2019.

NEW MEMBERS ARE INVITED TO THE NEWCOMER'S HAPPY HOUR

on Monday, November 11 from 5:00 – 6:00 PM in the back corner of the London Club. During this time, newcomers will meet with assigned Board ambassadors. Past Presidents and Honorary Directors are also invited to attend.

Ample Hills Creamery

Distributor Division Member • Brooklyn, NY

Asker Distributors, Inc.

Distributor Division Member • Tallahassee, FL

ITS-IT Ice Cream

Associate Division Member • Burlingame, CA

Phononic Counter Top Freezers

Associate Division Member • Durham, NC

Pop Star – All Natural Frozen Treats

Associate Division Member • Dallas, TX

Sambazon, Inc.

Associate Division Member • San Clemente, CA

Velvet Ice Cream Co.

Distributor Division Member • Utica, OH

Windward Brands, Inc.

Associate Division Member • Glenview, IL

SIGN-UP AS A PREFERRED EXHIBITOR FOR THE 51ST ANNUAL CONVENTION!

The IAICDV is excited that Walgreens is holding its Annual Summit in conjunction with our 50th Annual Convention. This arrangement is mutually beneficial for everyone, especially for exhibitors to showcase products and/or services. With plans to continue and improve summit partnerships, the IAICDV is anticipating a record number of exhibitors for the 51st Annual Convention in February 2021. Booths will be limited; therefore, we are offering current exhibitors the chance to sign up for early registration. This gives your company the opportunity to register before it opens to the public, guaranteeing a prime booth location!

Sign-up sheets were placed on all exhibitor booth tables. Drop off your completed form to the IAICDV Registration Desk (or stop by for a new one) by 12:00 PM on Wednesday, November 13. IAICDV will contact our Preferred Exhibitors with more information on early registration dates in 2020.

THANK YOU TO Our Sponsors

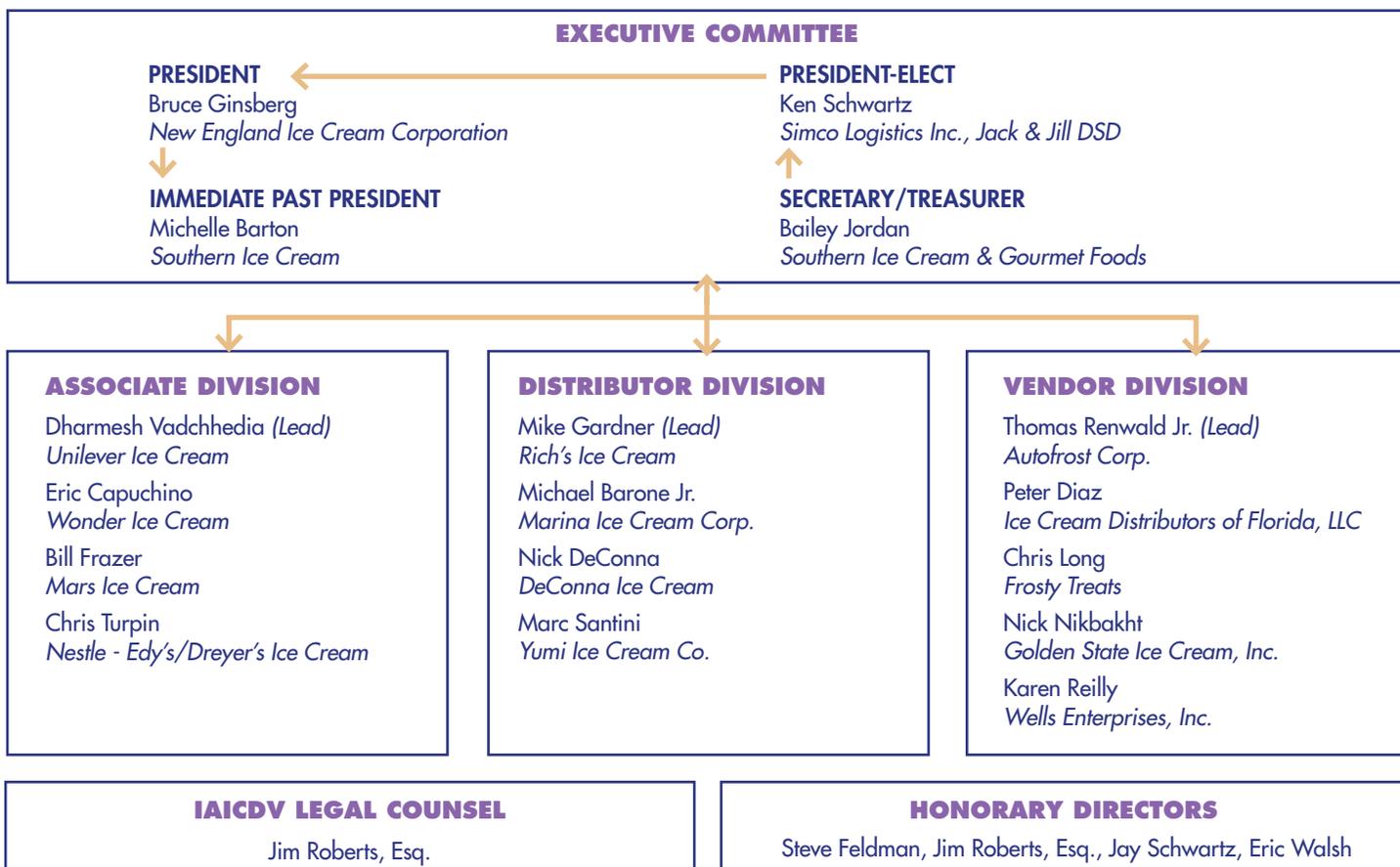


PHONONIC



Paid sponsors as of October 14, 2019.

2019 IAICDV Leadership



PAST PRESIDENTS

2017 – 2018	Michelle Barton	1989 – 1990	Alan Drazen
2015 – 2016	Hoss Rafaty	1987 – 1988	Manny Ginsberg
2013 – 2014	Chris Long	1985 – 1986	Jay Schwartz
2011 – 2012	Mike Johnston	1983 – 1984	Carl Long
2009 – 2010	Alan Drazen	1982	Al Reynolds
2007 – 2008	Nick Nikbakht	1980 – 1981	Ginger Shain
2005 – 2006	Carl Long	1979	Leo Gage
2003 – 2004	Allan Barish	1977 – 1978	Tom Yeager
2001 – 2002	Hoss Rafaty	1974 – 1976	Al Reynolds
1999 – 2000	Ken Schwartz	1973	Jim Gracy
1997 – 1998	Steve Feldman	1972	Tom Yeager
1995 – 1996	Bruce Ginsberg	1971	Jim Gracy
1993 – 1994	Earl Barish	1970	Sid Bair
1991 – 1992	Glenn Baron		

IAICDV HEADQUARTERS TEAM

EXECUTIVE DIRECTOR
Amanda Bolinsky
 amanda@iaicdv.org

ASSOCIATE DIRECTOR
Kim Shaw
 kim@iaicdv.org

ASSOCIATION COORDINATOR
Angie Gonzalez
 info@iaicdv.org

FINANCIAL MANAGER
Kalu Azu
 finance@iaicdv.org

Save the Date

FEBRUARY 2021

More information coming soon.

Visit www.iaicdv.org.

