

**FEDA's 2017 Annual Convention (Draft #1)**  
**Leadership in a Changing Environment**  
**"Tentative" Advance Information**  
**April 5 - 9, 2017**  
**JW Marriott San Antonio Hill Country Resort & Spa**  
**San Antonio, TX**

The FEDA 2017 Annual Convention brings together the premier dealers in the country for a one-of-a-kind opportunity to build important relationships with the best in the industry while taking home practical knowledge from your peers and leading business speakers. Paul Parr and Keith Kidwell have assembled an outstanding group of speakers to motivate, engage and provide you with lots of practical ideas to help you lead your company towards greater profitability in this very competitive industry. One great idea from a business speaker; a fellow member or a supplier can make a world of difference to your bottom line.

This convention is designed to allow you to set aside time to meet informally with other attendees to share ideas and concerns. To jump start the networking we added ping pong to the opening party and sweet tooth socials on two afternoons. These relationships and conversations are just as important as the formal education programs. They can last and add value to your business all year.

If you should need any assistance, please don't hesitate to call on us, the FEDA staff or the Board of Directors.

*Paul Parr*  
*Hockenbergs*  
*Convention Chairperson*

*Keith Kidwell*  
*Central Restaurant Products*  
*Assistant Chairperson*

- A copy of the March/April issue of FEDA News & Views magazine will be distributed to the room of all convention registrants Wednesday evening. Many thanks to our many loyal advertiser friends and also to our valued convention sponsors.
- Please remember your name badge at all group functions. We want to get to know you.
- All FEDA meetings and foodservice events are non-smoking events.
- Most of the seminars and workshops are being recorded. **The audio recording of speakers is sponsored by Heritage Food Service Group, Inc.** After convention attendees will be able to access select speakers for free on the FEDA website using a convention attendee password.

## **Tabletop Exhibits**

Tabletop exhibits will be located near the FEDA desk and meeting rooms. Refreshment breaks will be served in this area too. The exhibits are open during the following times:

Thursday, April 6<sup>th</sup>

- 7:00 am – 8:15 am (breakfast)
- 10:15 am – 10:45 am (during the refreshment break at the morning business session)
- 1:45 pm – 4:00 pm (workshops and sweet tooth ice cream social)

Friday, April 7<sup>th</sup>

- 7:00 am – 8:15 am (breakfast)
- 10:05 am – 10:35 am (during the refreshment break at the morning business session)
- 1:45pm – 4:00 pm (workshops and sweet tooth frozen treat social )

Saturday, April 8<sup>th</sup>

- 7:00 am – 8:15 am (breakfast)
- 10:15 am – 10:45 am (following morning speaker)

This year's exhibits to date include:

**TBA**

## **Help Us Welcome First-Time Attendees**

This year we are happy to have many new attendees at the FEDA convention. Please make them feel welcome by introducing yourself to those with a **first-time attendee** ribbon.

## **Spouses' Program**

In the spirit of service, Spouses Program Chair Geri Schmitt has planned a very special kind of spouses' brunch (Thursday, 10:15 a.m. – 12:45 p.m.). As usual, there will be a wonderful array of delicious food but instead of a speaker FEDA spouses will be working with the group Soldiers' Angels to make No-Sew blankets for deployed service members, wounded warriors and veteran patients at VA Medical Centers. Help provide comfort to our soldiers while enjoying great food and great conversation. Special mimosas will be served at 10:15 a.m.as a networking activity too. (Comfortable clothing suggested)

## **Spouses Special "Walk About" Tour**

Once upon a time we used our phones to make calls and our cameras to take pictures. That's not the case anymore. Walk, talk and learn how to take fantastic pictures with your smartphone camera during this unique spouses' activity (Friday, 9:30 a.m. – 11:30 a.m.). We'll explore photography from a practical perspective. Show you how to take better photos using a few simple tips, and software for editing images, publishing and much more. (Don't forget to bring your Android, iPhone or tablet.) This is a fun and informal way to make new friends and learn more about photography with your iPhone. (Comfortable clothing and shoes are suggested)

## **Special Receptions to Greet Young Execs and First Time Attendees**

Our young execs (age 40 and under) and first time attendees will have a combined welcome cocktail reception, Wednesday, April 5<sup>th</sup>, 6:15 p.m. - 7:00 p.m. Attendees will be greeted by the FEDA Board of Directors, officers and Executive Vice President.

*Please be sure to consult your convention program upon arrival at the hotel to confirm all meetings and social activity times and locations.*

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# DAILY AGENDA

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## Wednesday, April 5<sup>th</sup>

**7:00 a.m. – 10:15 a.m.**

**FEDA Executive Committee Meeting**

Sunday House

**9:30 a.m. - 6:00 p.m.**

**FEDA Registration Desk Open**

Cibolo 4-6 Foyer

Please pick up your registration materials and badge

**10:30 a.m. – 1:00 p.m.**

**FEDA Board of Directors Meeting**

Iris-Lilly

**6:15 p.m. - 7:00 p.m.**

**First Timers & Young Execs Reception**

Sunday House

If this is your first FEDA convention or are a young exec (age 40 or below) please plan to join us for a "get-acquainted" reception. The FEDA officers, board of directors and executive vice president will be there to greet you.

**7:00 p.m. - 9:00 p.m.**

**FEDA's Opening Party**

Event Lawn 1

(Back-up area in case of inclement weather will be Exhibit Hall C)

This beautiful dinner buffet will be served from 7:00 p.m. - 9:00 p.m. FEDA will host cocktails. This is a great opportunity to visit with old friends and meet new people. The evening will also feature massage therapists and caricature artists and for the first time Ping Pong! Leave the jacket and tie behind. Name badge requested please. Children are free for the opening and closing banquets. Please let us know if your children will attend.

**Sponsored by: Hobart/Traulsen/Vulcan**

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## Thursday, April 6<sup>th</sup>

**7:00 a.m. - 1:45 p.m.**

**FEDA Registration Desk Open**

Cibolo 4-6 Foyer

**7:00 a.m. - 8:15 a.m.**

**(Buffet opens at 6:45 a.m.)**

**Member Breakfast & Annual Meeting/Elections**

Cibolo 7

Name badge requested please

This breakfast/meeting is open to FEDA members only. Please arrive by no later than 7:00 a.m. to keep the meeting on schedule. The business meeting will begin no later than 7:15 a.m. How did the top 100 foodservice equipment and supplies dealers fare in 2016? Which dealers grew the most? Were there any new companies in the top 100? FE&S Editorial Director Joe Carbonara will answer these questions and discuss recent trends among the top 100 dealers as he provides a sneak peek of the magazine's 2017 Distribution Giants study during the FEDA members only breakfast.

Name Badge requested please. **Sponsored by: InSinkErator & Metro**

**7:00 a.m. - 8:15 a.m.**

**(Buffet opens at 6:45 a.m.)**

**Non-Member Breakfast**

Cibolo 8-11

Name badge requested please

**8:30 a.m. - 12:00 p.m.**

**General Business Session**

Cibolo 1-6

**8:30 a.m. - 9:00 a.m.**

Welcome and opening remarks by Convention Program Chairperson, Paul Parr, Hockenbergs. FEDA President Joe Schmitt will acknowledge those manufacturers who have been recognized by FEDA as **Exceptional or Honorable Mention industry partners to the dealer community.**

**9:00 a.m. - 10:15 a.m.**

***"Leadership and New Principles of Influence"***

**Keynote Presenter Daniel Pink,**

**Best-Selling Author of the books *To Sell Is Human: The Surprising Truth About Moving Others, Drive and a Whole New Mind***

Leaders at every level today confront two stark realities. First, in these fiercely competitive and endlessly turbulent times, they must do more with less. Second, the old-school management techniques we've long relied on to produce results frequently fail. Enter best-selling author Daniel Pink with a fresh approach. Drawing on a rich trove of social science and cutting-edge practices from organizations around the world, Pink will demonstrate the new ways leaders are persuading, influencing, and motivating others. He will show the power of underused techniques such as perspective-taking and problem-finding—and offer concrete steps to put these ideas into action.

**Sponsored by: Hobart/Traulsen/Vulcan**

**10:15 a.m. - 10:45 a.m.**

**Networking break and time to visit the tabletop display**

Cibolo 4-6 Foyer

**Sponsored by: ReTrans Freight**

**10:45 a.m. - 12:00 p.m.**

**More from Daniel Pink**

***“How Smart Companies are Rethinking Innovation”***

After the keynote and networking break, join *New York Times* best-selling author Daniel Pink for a second entertaining presentation on one of the most important drivers of business success—innovation.

**10:15 a.m. - 12:45 p.m.**

**Special Spouses' Reception and Brunch**

**Geri Schmitt, Spouses' Program Chair**

Periwinkle-Verbena

In the spirit of community service, Spouses Program Chair Geri Schmitt has planned a very special kind of spouses brunch. As usual, there will be a wonderful array of delicious food but instead of a speaker FEDAs spouses will be working with the group Soldiers' Angels to make no-sew blankets for deployed service members, wounded warriors and veteran patients at VA Medical Centers. Help provide comfort to our soldiers while enjoying great food and great conversation. Special mimosas will be served at 10:15 a.m. as a networking activity too. (Comfortable clothing suggested.)

**12:00 p.m. - 1:45 p.m.**

**Open time for lunch, networking and personal business**

**12:15 p.m. – 1:30 p.m.**

**All Industry Elected Association Leadership Luncheon**

Freesia

**1:45p.m. – 3:00 p.m.**

***“Viral Business: Inspiring Customer Loyalty”***

*Johnny 'Cupcakes' Earle, The Creator of the World's First T-Shirt Bakery*

Cibolo 7

Founded by entrepreneur Johnny Earle aka Johnny Cupcakes has grown from a “joke” to a multimillion dollar T-shirt brand driven by a community of worldwide collectors. With each new launch, the hysteria around ‘Johnny Cupcakes’ continues to conquer the globe. Earle will educate you on how to create a wave of loyalty and obsession around your products, your business and within your teams through the power of social media and experiential branding. Key takeaways include how to stand out in a saturated market and make your first impression count; tips on creating employee, team and consumer experiences that people shout about; and taking existing genius and growing it!

**1:45 p.m. – 3:00 p.m.**

***“Hiring and Compensating Salespeople”***

Joe Ellers, Director of Palmetto Associates Consulting/Training firm

Cibolo 8-11

When it comes to hiring salespeople, there are some factors that you cannot control—like the fact that a lot of people who appear to be good, really aren't. “The key to hiring success in sales is focusing on what you can control,” says longtime sales consultant and FEDA Friend Joe Ellers. In this presentation, he'll cover the *must do's* that make up the process of effectively hiring salespeople, discuss compensation strategies perfected in

other industries and share data on what you should expect to pay for *quality* hire in today's market.

**3:00 p.m. – 4:00 p.m.**

**Sweet Tooth Ice Cream Social Networking break and time to visit the tabletop displays**

You asked for more time to network and we added two scoops!

Cibolo 4-6 Foyer

**Sponsored by: ReTrans Freight**

**5:30 p.m. - 6:30 p.m.**

**FEDA Get Acquainted Hour**

Event Lawn 1

(Back-up in case of inclement weather will be the Exhibit Hall C)

**Sponsored by: Hobart/Traulsen/Vulcan**

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## **Friday, April 7<sup>th</sup>**

**7:00 a.m. - 1:45 p.m.**

**FEDA Registration Desk Open**

Cibolo 4-6 Foyer

**7:00 a.m. - 8:15 a.m.**

**(Buffet opens at 6:45 a.m.)**

**Group Breakfast**

Exhibit Hall C

Name badge requested please

**Sponsored by: InSinkErator & Metro**

**8:30 a.m. - 8:50 a.m.**

**General Business Session**

Cibolo 1 - 6

Keith Kidwell, Assistant Convention Chair, Central Restaurant Products, Opening Remarks.

Keith will acknowledge those select 20 manufacturers who have become the elite **2017**

**Diamond Supporters** of the FEDA Education Foundation.

**8:50 a.m. - 10:05 a.m.**

**“Gen-Power: Unleashing the Potential of Every Generation”**

Seth Mattison, Founder of FutureSight Labs

Cibolo 1-6

Take a look around your organization today. There's a good chance you're working alongside three and possibly even four generations of talent. Going forward, the workforce is moving inexorably toward greater diversity. This dynamic can create crippling challenges or game-changing advantages for teams that learn to recognize, understand, value and ultimately tap the strategic perspective that lies within every generation. With his finger on the pulse of today's changing workforce, generational dynamics expert Seth Mattison blends storytelling from his own personal experiences while leveraging cutting-edge research to develop fresh perspectives on the key strategic issues for today's leaders. In this session, he will help you understand the histories, personalities, strengths and challenges of each unique generational group and

share insights and best practices on leading, managing, recruiting and retaining colleagues of all ages and experience levels.

**9:30 a.m. – 11:30 a.m.**

**Spouses Special “Walk About” Activity**

Photography with Smart Phones

Larkspur-Paintbrush

Gerri Schmitt, Spouses Program Chair

Once upon a time we used our phones to make calls and our cameras to take pictures. That's not the case anymore. Walk, talk and learn how to take fantastic pictures with your smart phone camera during this unique spouses' activity. We'll explore photography from a practical perspective. Show you how to take better photos using a few simple tips, and software for editing images, publishing and much more. (Don't forget to bring your Android, iPhone or tablet.)

**10:05 a.m. - 10:35 a.m.**

**Networking break and time to visit the tabletop displays**

Cibolo 4-6 Foyer

**Sponsored by: ReTrans Freight**

**10:45 a.m. - 12:30 p.m.**

**Dealer Best Practices Roundtable Discussions**

Cibolo 7

The FEDA member roundtable discussion session for dealers on topics of business importance continues to be very popular. This year our “Best Practices Roundtables” will include the following topics and table leaders:

Bringing even MORE to the table with FRESH new topics and NEW table leaders

**Management & Leadership Training for Young Superstars in Your Company**

Tom Wienclaw, TriMark SS Kemp & Co., LLC

**Employee Empowerment Techniques**

Richard Manias, Dine Co.

**Technology Trends in Business**

Brian Ringelheim, Globe Equipment Co.

**Profitable Showroom Best Practices**

Chad Johnstun, Dick's Restaurant Supply

**Project Management and Job Costing**

Drew O'Quinn, Thompson & Little, Inc.

**Sales Training Best Practices**

Charlie Fusari, Myers Restaurant Supply

**How to Manage and Cultivate your Team of Installers**

Tim Schrack, Hockenbergs

## **Sales Rep Compensation Best Practices**

Andy Wueste, Mission Restaurant Supply

## **The Challenges of Running a Family Business**

Eric Margulies, United Restaurant Equipment Co.

## **How to Professionally Interview Candidates**

Stephanie Bean, Ace Mart Restaurant Supply

Dealer registrants will have the opportunity to participate in two roundtable discussions, each lasting 45 minutes—all led by an assigned member. Participating members will be notified in advance of their assigned tables and will have the names of the two tables they are assigned to in the registration packet they receive at the FEDA desk.

**10:45 a.m. – 12:00 p.m.**

### ***“E&S Industry Trends”***

**(Special Presentation for Non-Members during the roundtables. Dealers not participating in the roundtables are also welcome.)**

Cibolo 8-11

Robin Ashton, *Foodservice Equipment Reports'* Publisher

How are E&S sales faring? What about the growth of various segments—refrigeration, prep equipment, furniture and custom fabrication? *Foodservice Equipment Reports'* Publisher Robin Ashton has covered and forecasted the foodservice equipment and supplies market for 35 years. He shares his observations on the economic and E&S market environment, the current dynamics of the specification and distribution channels and other pertinent industry topics.

**12:30 p.m. - 2:00 p.m.**

**Open time for lunch, networking and personal business**

**12:30 p.m. - 1:30 p.m.**

**FEDA Education Foundation Excom and Trustee Luncheon Meeting**

Sunday House

**1:45 p.m. – 3:00 p.m.**

### ***Afternoon Session***

***“The Five Things Every CEO Should be Able to Do From Their Phone”***

Beth Ziesenis, Your Own Personal Nerdy Best Friend

Cibolo 8-11

You carry around a mobile device that is more powerful than the computers that helped put a man on the moon in 1969, but are you making the most of it? Led by technology consultant and self-proclaimed nerd Beth Z, this session will help you discover tech tools that you can use from your mobile device to make you more efficient, connected and organized. Engage customers. Stay connected to colleagues. Manage your email. Work on projects. Keep your life organized—all from the palm of your hand. BONUS: Collaborate with your colleagues in a lively competition to create the perfect mobile device home screen!

**1:45 p.m. – 3:00 p.m.**

**Afternoon Session**

**“How to Structure a Winning Sales Department”**

Don Buttrey, President of Sales Professional Training Inc.

Cibolo 7

Over the past five years, many industrial distributors have awakened and restructured their sales team. Some of that restructuring has been organizational—territory sizing, manpower correction, leadership realignment, CRM systems and reporting accountability. Much has been focused on directing and equipping the frontline sales team to be more effective in every customer interaction. But according to the author of *The SELL Process*, Don Buttrey, winning starts with effective leadership. That's the focus of this workshop, helping sales leaders lead their organizations with clarity and conviction. You will leave with lots of take-home value on the structure, tools and disciplines required to win in today's economy. Take the first step toward establishing yourself as a leader and a coach—as opposed to a cheerleader or dictator!

**3:00 p.m. – 4:00 p.m.**

**Sweet Tooth Frozen Treat Social networking break and time to visit the tabletop displays**

You asked for more time to network and we added a delicious twist!

Cibolo 4-6 Foyer

**Sponsored by: ReTrans Freight**

**5:30 p.m. - 6:30 p.m.**

**FEDA Get Acquainted Hour**

Event Lawn 2

(In case of inclement weather will be Cibolo 7-11)

An opportunity to renew acquaintances and make new friends before going to dinner. Hosted bar. Balance of the evening open. **Sponsored by: Hobart/Traulsen/Vulcan**

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**Saturday, April 8<sup>th</sup>**

**7:00 a.m. - 11:00 a.m.**

**FEDA Registration Desk Open**

Cibolo 4-6 Foyer

**7:00 a.m. - 8:15 a.m.**

*(Buffet opens at 6:45 a.m.)*

**Group Breakfast**

Exhibit Hall C

Name badge requested.

**Sponsored by: InSinkErator & Metro**

**8:30 a.m. - 10:15 a.m.**

**General Business Session**

Cibolo 1-6

### **8:30 a.m. - 9:15 a.m.**

Comments by Ray Herrick, FEDA Executive Vice President

Recognition of Spouses Chair, Geri Schmitt

Recognition of Program Chair Paul Parr, Hockenbergs and Assistant chair Keith Kidwell by Joe Schmitt, FEDA President.

NAFEM President remarks, Kevin Fink

Remarks by FEDA President, Joe Schmitt, Rapids Wholesale Equipment

### **9:15 a.m. - 10:15 a.m.**

#### **Closing Speaker**

#### ***“Fearless Leadership”***

Closing Speaker Carey Lohrenz, U.S. Navy Pioneer & Tomcat Fighter Pilot

**(Sponsored by Thermo-Kool/Mid-South Industries, Inc.)**

Carey Lohrenz knows what it takes to win in one of the highest pressure, extreme environments imaginable—in the cockpit at Mach 2. As the first female F-14 Tomcat Fighter Pilot in the U.S. Navy, she is used to working in fast-moving, dynamic environments, where inconsistent execution can generate catastrophic results. Her timely message about high-performing teams and developing a culture of learning is based on the best practices of high reliability organizations. Operating in one of the world's most challenging environments—an aircraft carrier—makes Lohrenz uniquely qualified in the fundamentals of winning under pressure and her mastery of these fundamentals can help your team triumph in this high-risk, time-crunched world.

### **12:00 p.m. – 5:30 p.m.**

**(Shotgun start)**

**(10:45 a.m. grilled lunch/Event lawn 3 / back up in case of inclement weather Cibolo 7-11)**

#### **FEDA Golf Tournament**

TPC San Antonio (AT&T Canyons Course)

Eric Ellingson, Tournament Chair

On Saturday, everyone is invited to participate in our golf tournament led by Golf Chair Eric Ellingson. This very popular event will be held at the TPC San Antonio: AT&T Canyons Course (12:00 p.m. shotgun start). A **grilled lunch** will be provided before the tournament, starting at 10:45 a.m. at the Event Lawn 3. Driving range will be open. The fee is \$250 per person, which includes green fees, golf cart, putting and chipping practice, prizes, special grilled lunch, 2 drink tickets and tournament coordination. Please put your name on your clubs and have the JW Marriott San Antonio Hill Country Resort & Spa store them with the bellman upon check-in. Your bag will then be pulled and transported to the tournament. If you choose not to store your clubs with the resort, it is your responsibility to get them to the golf course. The golf pro asks that you be at the golf course by 11:45 a.m. for the 12:00 p.m. shotgun start. (Advance registration requested.)

**(1:00 p.m. – 5:00 p.m.)**

**Tennis Tournament**

**Plan to arrive by 12:45 p.m.: Refreshments provided**

A Round Robin Tennis Tournament, led by Tennis Chair Carl Gustafson, will be held on the JW Marriott San Antonio Hill Country Resort & Spa tennis courts. This event will be limited to the first 16 people to register and is open to both men and women. (Advance registration is requested.)

**1:00 p.m. - 5:30 p.m.**

**Natural Bridge Caverns Tour**

**(Meet at JW Marriott San Antonio Hill Country Resort & Spa front lobby by 12:45 p.m.)**

(1:00 p.m. – 4:00 p.m.)

Named for the 60-foot natural limestone arch that spans the entrance, Natural Bridge Caverns is one of the most spectacular caves in Texas. Trails through the caverns cover more than a mile and the temperature is 70 degrees year round. You will be amazed by the natural formations. The cost is \$80 per person. (Advance registration is requested.)

**7:00 p.m. - 9:00 p.m.**

**Farewell Banquet Buffet**

Event Lawn 1 (Back up in case of inclement weather Cibolo 1-6)

Our final night will be held under the stars. Delicious food and new and old friends makes this a special evening. Children are free for this event. Please let us know if your children will attend. **Sponsored by: Thermo-Kool/Mid-South Industries, Inc.**

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# ADDITIONAL HELPFUL INFORMATION

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We're delighted that you're here to attend FEDA's special Annual Convention at the JW Marriott San Antonio Hill Country Resort & Spa. The following information will help you during the convention.

## **FEDA Registration and Information Desk**

FEDA will maintain a registration and information desk during the convention in the Cibolo 4-6 Foyer. It will be open every day beginning at 9:30 a.m., Wednesday, April 5<sup>th</sup>. Please pick up your registration materials and badge upon arrival at the hotel. ***If your spouse is accompanying you to the convention, please be sure to register him or her. Individual convention events are not offered on an à la carte basis. All persons in the FEDA room block should be registered with FEDA as a paid attendee.***

Please do not hesitate to ask FEDA staff, convention chairs or board members for any help you may need to solve a problem or to make your participation more enjoyable. We're here to help you.

## **Spa Reservations**

The resort features the beautiful Lantana spa. To make a spa reservation, call the spa at (210-276-2300) and request an appointment. We suggest you call by no later than January 25<sup>th</sup>.

## **Ground Transportation**

Circa Destination Management is FEDA's official ground transportation company. For information on reserving a sedan or SUV call 210-224-0926 or [dhughes@circadm.com](mailto:dhughes@circadm.com) and reference the FEDA convention. Ask for Carey Higgins (Monday – Friday 8:00 am – 5:00 pm CST).

## **Children's Participation at the Opening and Closing Receptions**

Children attending with their parents may attend the opening dinner buffet on Wednesday night and Saturday night closing dinner buffet at **no charge**. Please let Adela or Rosie at FEDA know if your children will attend either of these events. We need this information for our counts and will be happy to provide a name badge for them.

### **Opening banquet party**

Wednesday, 7:00 PM – 9:00 PM

### **Farewell Closing Dinner**

Saturday, 7:00 PM – 9:00 PM

Wednesday and Saturday evenings plan to enjoy the beauty of the JW Marriott San Antonio Hill Country Resort & Spa, delicious food and the company of new and familiar friends. It's the perfect, relaxing backdrop for business and social conversations.

## **Tipping**

Tipping is on your own and will not be added to your room charge.

## **Parking**

Parking at the JW Marriott San Antonio Hill Country Resort & Spa:  
Overnight hotel self parking is free. Valet parking is \$33/night plus tax.

## **Breakfast for Members and Non-Members**

FEDA member and non-member company representatives will have a breakfast on Thursday, Friday and Saturday mornings. This is included in their registration fee. FEDA members will have their own breakfast Thursday, separate from non-members, due to the annual members meeting and board election. The breakfasts on Friday and Saturday will be held jointly between FEDA members and other convention company representatives. These breakfasts are sponsored by InSinkErator and Metro.

***Please note the three breakfasts are only included in the registration fee for company representatives. Registered spouses will need to see the FEDA registration desk to purchase additional breakfast tickets, if they wish to attend. These breakfasts are not included in spouses' registration fee.***

Additional breakfast tickets for spouses to purchase are \$59 each for Thursday, Friday or Saturday. (Name badges are requested at all breakfasts.)

## **Note to All Golfers**

Golfers should have the San Antonio Hill Country Resort & Spa store their golf clubs with the bellman upon check-in. If you are pre-registered for any FEDA golf tournament, your clubs will be transferred to the TPC San Antonio Golf Course. **Please remember to put a nametag on your bag** to ensure that they can be identified for transfer to the tournament. If you keep your clubs in your room or car, it is your responsibility to get them to the golf course. Appropriate golf attire is required.

If you are interested in reserving any other non-tournament tee times at the TPC San Antonio call 210-491-5800 and ask for the special FEDA rate.

## **Attire for FEDA Events**

You can plan on resort casual for all FEDA events. Jacket and tie will not be needed for FEDA events. The only reason to bring a jacket and tie or more formal attire would be for other off property restaurants that require this.

## **Internet Access**

As part of your conference registration, you will receive complimentary wireless internet access in your guestroom and in the meeting space. Please use the access code provided at the FEDA registration desk in the meeting space.

## **FEDA Thanks its Stellar Convention Sponsors!**

### **Hobart/Vulcan/Traulsen**

Wednesday, Opening Banquet  
Thursday, Keynote Speaker  
Thursday & Friday Cocktail Party  
Convention Mobile App

### **Thermo-Kool/Mid-South Industries, Inc.**

Saturday, Closing Speaker  
Saturday, Closing Banquet

### **InSinkErator and Metro**

FEDA Members Breakfast  
Friday & Saturday Group Breakfasts

### **AutoQuotes**

FEDA President's Reception  
Convention Program Advertiser

### **ReTrans Freight**

Refreshment breaks on Thursday, Friday and Saturday  
Sweet Tooth Ice Cream Socials  
Convention Program Advertiser

### **Heritage Food Service Group, Inc.**

Convention Attendee List Advertiser  
Audio Recording of Speakers

### **Edlund Co., LLC, an Ali Group Company**

Convention Program Advertiser

### **Hatco Corp.**

Convention Program Advertiser

### **Eagle Group**

Convention Program Advertiser



**JW Marriott San Antonio Resort and Spa Restaurants**

**Cibolo Moon**

Our premier restaurant in San Antonio features Southwestern and Mexican inspired cuisine for breakfast, lunch and dinner. Enjoy an expansive breakfast buffet, daily Blue Plate specials, traditional Mexican favorites, outstanding Texas BBQ and more.

Open for breakfast, lunch and dinner

Dress code: Casual

Phone: 210-276-2500

**Crookedbranch**

Our signature bar, located in the lobby, is the perfect place to meet with friends or just to relax and unwind with a well-crafted cocktail. Order from a delicious menu of items featuring local artisan cheeses, great BBQ, Tex-Mex specialties and more.

Dress code: Casual

**18 Oaks**

Steakhouse - Located at the TPC San Antonio Clubhouse, 18 Oaks is traditional-style fine steakhouse featuring perfectly aged steaks seared to order, fresh seafood and poultry dishes, epic sides and an excellent variety of wine. And don't miss our Sunday brunch!

Open for breakfast, lunch and dinner

Dress code: Smart Casual

Phone: 210-491-5825

**High Velocity**

Our famous San Antonio sports bar, High Velocity, puts you right in the action with a 120-foot long media display and monitors galore. Choose from a deep roster of craft beers and other beverages, plus an outstanding lineup of great food.

Open for lunch and dinner

Dress code: Casual

Phone: 210-491-5845

## **Replenish**

The perfect complement to your spa visit, enjoy healthy light fare featuring organic ingredients, herbs fresh-picked from our own gardens, rejuvenating fruit smoothies, and wines by the glass, served in the most serene of environments.

Open for lunch  
Dress code: Casual

## **Rivertop**

Featuring cuisine with a San Antonio-inspired vibe, Rivertop specializes in burgers, sandwiches and wraps, plus some amazing chili and salsa dishes. We also showcase an impressive array of crafted beers, cocktails, and some mighty mean margaritas.

Hours vary by season  
Dress code: Casual

# Suggested Restaurants

## **Bourbon St. Seafood**

**2815 North Loop 1604 East, San Antonio, TX 78232**

**(210) 545-0666**

At Bourbon Street Seafood Kitchen, it's our goal to provide you with a great place for parties and informal gatherings, evenings out with the family or a delicious change of taste from fast-food lunches. All served with a smile. The entire staff at Bourbon Street Seafood Kitchen takes pride in preparing great food of the finest quality in a comfortable setting, and ensuring that the dining experience is as pleasant as possible. (15 minutes)

<http://www.bourbonstreetseafoodkitchen.com/default.asp>

## **La Hacienda De Los Barrios**

**18747 Redland Rd., San Antonio, TX 78258**

**(210) 497-8000**

La Hacienda de Los Barrios is the second restaurant brought to you by the Barrios family. An extensive menu of Tex-Mex specialties. (15 minutes) <http://www.lhdlb.com/>

## **Silo Elevated Cuisine 1604**

**434 N. Loop 1604, San Antonio, TX 78232**

**(210) 483-8989**

Often listed as San Antonio's most eclectic dining spot, Silo Elevated Cuisine is sure to bring delight to all your senses. Enjoy creative, world-class cuisine served with meticulous attention to detail in a casual yet elegant dining environment. Included among Zagat's 2007 Top American Restaurants, Silo offers extensive wine lists (call for current selections), private party rooms, a full bar with an imaginative specialty drink menu and live entertainment several nights a week. (20 minutes)

<http://www.siloelevatedcuisine.com/>

## **Stonewerks Café ~ Vineyard Ctr.**

**1201 N. Loop 1604 W., San Antonio, TX 78258**

**(210) 764-0400**

Good food, made fresh featuring a wide variety of dining favorites offering salads, pizzas, steaks, chicken, fish, seafood classics and much more. If you have picky eaters in your group, this is a perfect choice and great restaurant with live music. Family friendly with a nice bar, outdoor patio and live music. (20 minutes) <http://stonewerks.com/>

## **Smoke**

**700 E. Sonterra Blvd., San Antonio, TX 78258**

**(210) 474-0175**

Led by Chef extraordinaire, Culinary Institute Instructor and restaurateur Brian West, the Smoke Restaurant management team counts on a unique set of skills to prepare the highest quality, mouthwatering foods. (20 minutes) <http://smoketherestaurant.com/>

## **Aldino's at the Vineyard**

**1203 NW Loop 1604, San Antonio, TX 78258**

**(210) 340-0000**

Italian fare features a wide range of savory delights with several house specials prepared daily by culinary chefs. Menu ranges from salads to handmade pastas, from seafood to steaks and dessert made in the display kitchen. (20 minutes)

<http://www.aldinos.com/>

### **Milano Italian Grill**

**19239 Stone Oak Pkwy., San Antonio, TX 78258**

**(210) 495-3663**

Milano Italian Grill is rich in tradition and offers many great dishes created fresh each day including the famous Milano shrimp. We take great pride in providing the highest standard in quality, service and consistency. (20 minutes)

<http://www.milanoitaliangrill.com/>

### **Taipei**

**18802 Stone Oak Pkwy., San Antonio, TX 78258**

**(210) 403-3316**

Taipei is a great Chinese restaurant with sushi bar, menu offers great value such as dinner bowl, daily lunch specials, sushi daily specials, happy hours or regular lunch specials...the most impressive part is that all the dishes are made fresh to order, so if you are craving for some really good Chinese food and contemporary sushi, Taipei restaurant is the place to be, don't forget another fact that Taipei restaurant has been voted 3 years in a row for the best Chinese restaurant by San Antonio express news reader 's choice award. (20 minutes). <http://www.sotaipei.com/>

### **Aldaco's**

**20079 Stone Oak Pkwy., San Antonio, TX 78258**

**(210) 494-0561**

Take a seat on the patio of this posh Mexican restaurant and you'll get a stunning view of North San Antonio. Add to your pleasure by ordering this cocktail, which remembers what a margarita is supposed to taste like: the prickly tang of lime juice mixed with tequila and a smooth orange liqueur like Grand Marnier. No sweet-and-sour mix or sickly sweet syrup. No alcohol fumes from triple sec. No fuss. Perfect, as the name implies. (20 minutes) **Complimentary shuttle available\*\*\*advanced reservations needed.** <http://www.aldacos-stoneoak.com/>

### **Chama Gaucha Brazilian Steakhouse**

**18318 Sonterra Place, San Antonio, TX 78258**

**(210) 564-9400**

Chama Gaucha Brazilian Steakhouse featuring 14 different cuts of meat... Chicken, Lamb, Pork and Beef will be served to you table side to your hearts content. Along with an exquisite salad bar with over 30 items including exotic cheeses, assorted fresh vegetables, and variety types of house made salads. Traditional Brazilian side dishes are also offered with the meal. (20 minutes) **Complimentary shuttle available\* advanced reservations needed** <http://www.chamagaucha.com/>

### **J-Prime**

**1401 N. Loop 1604, San Antonio, TX 78258**

**(210) 764-1604**

J-Prime Steakhouse is upscale with a modern atmosphere where service, design, hospitality, comfort and quality abound. J-Prime Steakhouse features high quality steaks including steaks made on a unique Brazilian-style grill called "The Parrilla" using charcoal with oak, hickory and maple wood flavors. J-Prime also provides phenomenal fish along with top notch desserts and beverage choices. Creative, delicious food and excellent customer service are what makes J-Prime a unique dining experience. (20 minutes) **Complimentary shuttle available\* advanced reservations needed.**

<http://jprimesteakhouse.com/>

**Wildfish****1834 Loop 1604 San Antonio, TX 78248****(210) 493-1600**

Open for dinner nightly, Wildfish is committed to offering fresh prime seafood, aged USDA prime steaks, creative cocktails, and an award-winning wine list. Set in a casual, contemporary atmosphere focused around the combined energy of the centerpiece bar and lounge, innovative oyster and raw bar, open-air patio and exhibition kitchen. The menu is made up of imaginative creations prepared fresh with superior quality seafood, utilizing the best preparations, and simple, light sauces to enhance the delicate flavors. The bar is the place to be for HAPPY HOUR, 4 to 7 pm seven nights a week featuring 1/2 price appetizers, 75-cent gulf oysters and special priced drinks. (20 minutes)

<http://www.wildfishseafoodgrille.com>

**River City Seafood & Grill****115 North Loop 1604 E #1108, San Antonio, TX 78258****(210) 233-6790**

River city serves up the finest seafood in San Antonio while delivering a unique and beautiful ambiance that even the toughest restaurant critics will enjoy. At River City Seafood & Grill, we pride ourselves in excellent quality dishes made with the freshest ingredients, with each dish possessing its own special flare. (20 minutes)

<http://rivercityseafoodgrill.com/>

**Paesanos 1604****3622 Paesanos Pkwy., San Antonio, TX 78231****(210) 493-1604**

Welcome to the San Antonio Hill Country. Set gracefully in a landscape of massive limestone block walls, native live oak and mountain laurel, Paesanos brings the natural beauty of our surroundings right to your table. (25 minutes)

<http://www.paesanos1604.com/>

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## QUESTIONS?

Contact the FEDA staff at the FEDA office 800-677-9605.

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Thank you for being a part  
of our 84<sup>th</sup> Annual Convention

Plan to be with us in 2018  
at our 85<sup>th</sup> Annual Convention  
at the JW Marriott Desert  
Springs Resort & Spa  
Palm Desert, CA  
March 21-25, 2018

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