# #essential

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## 66<sup>TH</sup> ANNUAL CONFERENCE FEBRUARY 28 - MARCH 2, 2021 J.W. MARRIOTT RESORT • PALM DESERT, CALIFORNIA



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#### FEBRUARY 28 - MARCH 2, 2021 J.W. MARRIOTT RESORT • PALM DESERT, CALIFORNIA

Food Shippers of America is a not-for-profit organization that is staffed and supported by volunteers. We wish to thank the following individuals and their companies for donating their time and energy to ensure the success of this conference.

#### 2021 OFFICERS AND BOARD OF DIRECTORS

President Vice-President Secretary Treasurer Board Chair Board Member Board Member Board Member Board Member Executive Director Steve Stein David Domencic Mike Marquardt Earnie Seibert Kelly Stoeckigt Patrick McDonald Jennifer Phillips Peter Andrews Rob Lyall Paul Newbourne

Danone North America ARMADA Birchwood Foods Sanderson Farms Palermo's Pizza Darigold Riviana Foods Schreiber Foods Tyson Food Shippers of America



#### 2020 BOARD ADVISORS

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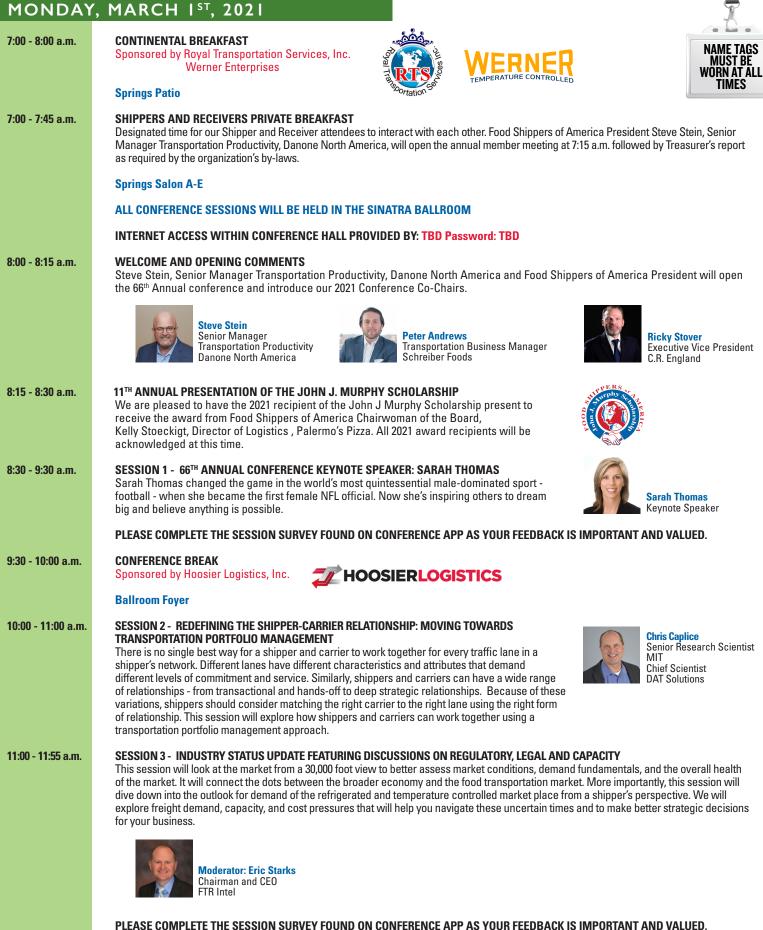
#### 2021 CONFERENCE CHAIRS

1<sup>st</sup> Conference Co-Chair 2<sup>nd</sup> Conference Co-Chair Golf Chairman Peter Andrews Ricky Stover Justin Allen Schreiber Foods C.R. England Andrus Transportation

#### 2022 CONFERENCE CHAIRS

1<sup>st</sup> Conference Co-Chair 2<sup>nd</sup> Conference Co-Chair Rob Lyall Steve Wutke Tyson Prime, Inc.

#### SATURDAY, FEBRUARY 27TH, 2021 1:00 - 6:00 p.m. EARLY CONFERENCE REGISTRATION NAME TAGS MUST BE Worn at all **South Registration Desk** TIMES SUNDAY, FEBRUARY 28<sup>TH</sup>, 202 6:00 - 7:00 a.m. **GOLF GRAB AND GO BREAKFAST** Irai Sponsored by Burns Logistics Solutions, Inc. Trailiner Corp. **Golf Clubhouse** FOOD SHIPPERS OF AMERICA MORNING TOURNAMENT ROUND - SHOTGUN START 7:00 a m **Golf Clubhouse - Palm and Valley Courses** 11:00 - 6:00 p.m. **CONFERENCE REGISTRATION** Note: Conference APP assistance will be available South Registration Desk 11:30 - 1:30 p.m. WELCOME LUNCHEON Upon your arrival and conference check in this luncheon is a great start for you to seek out old friends, meet new ones and start vour networking! Sponsored by **Springs Patio and Ballroom** PANDEMIC HINDSIGHTS FROM 2020 - WHAT I WISH I WOULD HAVE KNOWN THIS 1:45- 2:45 p.m. TIME LAST YEAR **Kathy Fulton** Food Shippers of America has partnered for the 3<sup>rd</sup> consecutive year with American Logistics Executive Director Aid Network (ALAN) to offer an interactive workshop with this year's theme focused on the American Logistics Aid Network (ALĂN) COVID-19 pandemic - lessons learned, essential/non essential businesses and how to be better prepared for the next disruptive event. **Springs Salon A-E** 3:00 - 4:00 p.m. **AN INTRODUCTION TO CLASS 8 ELECTRIC VEHICLE (EV) TRACTORS** This year Food Shippers of America, in conjunction with Daimler Trucks North America, offers **Alexander Voets** a session on this rapidly expanding aspect of the motor carrier industry. Daimler will provide a Sales and Marketing brief overview of the EV industry along with their efforts to make this power alternative a viable Manager option for motor carrier fleets. Daimler will have one of their eCascadia demo units on site. eMohility Springs Salon A-E **6<sup>TH</sup> ANNUAL SISTERS WITHIN THE SUPPLY CHAIN AFTERNOON TEA** 4:00 - 5:00 p.m. Sorry guys! This networking opportunity is for Ladies Only. This is our annual tribute to the growing number of women in the Supply Chain Community who have earned their own unique time to meet and interact. Sponsored by Hirschbach \Hirschbach **The Pointe FIRST TIME ATTENDEE RECEPTION** 5:00 - 6:00 p.m. Your first time? Plan on attending the First Time Attendee Reception to gather with other "newbies" and meet the Officers, Board Members and Advisors of Food Shippers of America along with the 2021 Conference Co-Chairs. Santa Rosa Ballroom 2:00 - 6:00 p.m. **CONTINUING IN 2021 - OPPORTUNITY FOR STRATEGIC NETWORKING** We have available designated meeting areas for you to schedule one on one meetings. At your disposal will be tables, seating areas and two rooms which are available on a first come basis to assist in your networking efforts. **North Foyer** WELCOME RECEPTION 6:00 - 7:00 p.m. Come enjoy a cocktail, reconnect with old friends and reach out to make new ones while enjoying the California twilight. Sponsored by Aborn & Co. Tucker Company Worldwide Aborn & Co. The Grove 7:00 - 9:00 p.m. WELCOME BUFFET DINNER Continue your networking and catching up with old (and new) friends while enjoying a buffet dinner immediately following the Welcome Reception. Sponsored by **The JW Pavilion**



**CONFERENCE HOUSEKEEPING** 11:55 - 12:00 p.m.

#### MONDAY, MARCH 1<sup>st</sup>, 2021

MONDAY	7, MARCH 1 <sup>st</sup> , 2021					
12:00 - 1:00 p.m.	CONFERENCE ATTENDEE BUFFET LUNCH Sponsored by Great Plains Transport, Inc. PLS Logistics Services TRANSPORTING.					
	JW Pavilion/The Grove					
12:00 - 1:00 p.m.	INVITATION ONLY SPEAKER AND SPONSOR LUNCHEON					
	Springs Salon A-E					
1:00 - 2:00 p.m.	SESSION 4 - DISRUPT YOURSELF WITH MORRIS MORRISON It's no secret that human beings crave consistency - and we dislike change. In this program, Morris Morrison will energize, entertain and inspire attendees to abandon their need for certainty, and embrace the opportunities that come with change. Attendees will be equipped with the required MINDSET needed to abandon comfort, and create new disciplines that will position them as DISRUPTORS. This program will provide the spark needed to drive proactive change - on purpose - and push through organizational challenges to achieve exceptional results.					
	PLEASE COMPLETE THE SESSION SURVEY FOUND ON CONFERENCE APP AS YOUR FEEDBACK IS IMPORTANT AND VALUED.					
2:00 - 3:00 p.m.	SESSION 5 - TRUCK DRIVER PANEL DISCUSSION All of us depend on drivers every day to make our production and transportation networks flow efficiently. They are <b>#essential</b> to our companies and our country but few of us get enough opportunities to hear their feedback directly and unfiltered. Jack Porter will moderate a diverse panel of expert drivers as we explore how to make our industry's most valuable assets even more safe and productive.					
	Moderator: Jack Porter Principle GPorter Group					
	PLEASE COMPLETE THE SESSION SURVEY FOUND ON CONFERENCE APP AS YOUR FEEDBACK IS IMPORTANT AND VALUED.					
3:00 - 3:10 p.m.	<b>GOLF AWARDS PRESENTATION</b> Justin Allen, Sales Vice President, Andrus Transportation and Food Shippers of America Golf Chairman will announce the 2021 golf tournament winners.					
	WINNERS MUST BE PRESENT TO RECEIVE AWARDS					
3:10 - 3:15 p.m.	<b>CONFERENCE CLOSE OF DAY</b> Conference Co-Chairs Peter Andrews, Schreiber Foods and Ricky Stover, C.R. England, Inc will review the day's highlights along with conference housekeeping items before the day ends in preparation for the evening events.					
	Peter Andrews Ricky Stover   Transportation Business Manager Executive Vice President   C.R. England C.R. England					
3:15 - 3:45 p.m.	CONFERENCE BREAK Sponsored by PECO Pallet, Inc.					
	Ballroom Foyer					
3:45 - 6:00 p.m.	<b>BACK BY POPULAR DEMAND - OPPORTUNITY FOR STRATEGIC NETWORKING</b> We will have available designated meeting areas for you to schedule your one on one meetings.					
	North Foyer					
6:00 - 7:00 p.m.	COCKTAIL RECEPTION Sponsored by PECO Pallet, Inc.					
	Springs Patio PALLET					
7:00 - 8:30 p.m.	ANNUAL BANQUET EVENT Sponsored by CN DTL Transport, Inc. PLS Logistic Services					
	Sinatra Ballroom					
8:30 - 9:30 p.m.	EVENING AFTER DINNER RECEPTION Sponsored by Springs Ballroom					

#### TUESDAY, MARCH 2<sup>ND</sup>, 2021



## We would like to thank our speakers for their participation and support of our 66<sup>th</sup> Annual Food Shippers of America Conference

Chris Caplice, Senior Research Scientist, MIT and Chief Scientist, DAT Solutions. Dr. Caplice also serves as the Executive Director for the MIT Center for Transportation & Logistics. He created and leads the MITx MicroMaster's Program in Supply Chain Management for which he was awarded the MITx Prize for Teaching and Learning, the Irwin Sizer Award for the Most Significant Improvement to MIT Education, and the MIT Teaching with Digital Technology Award. He also founded and directs the MIT FreightLab. Chris was named the Silver Family Research Fellow and awarded the CSCMP Distinguished Service Award in 2016.

**Bob Costello, Chief Economist and Senior Vice President of International Policy & Cross-Border Operations, American Trucking Association (ATA).** Bob manages all of ATA's collection, analysis and dissemination of trucking economic information. This includes monthly trucking economic indicators, motor carrier financial and operating data, an annual freight transportation forecast, driver wage studies, weekly diesel fuel price and economic reports, a yearly trucking almanac and economic analyses of proposed regulations and legislation affecting the trucking industry. In his capacity leading International Trade Policy and Cross Border Operations, he works on issues related to NAFTA/USMCA, tariffs, customs, and immigration. Bob currently serves on the American Transportation Research Institute's Research Advisory Committee and is on the Board of Directors for the Border Trade Alliance.

**Mick Ebeling, Founder and CEO, Not Impossible Labs.** Named by Fortune Magazine as one of the Top 50 World's Greatest Leaders, a recipient of the Muhammad Ali Humanitarian of the Year Award and listed as one of the world's most influential creative people by The Creativity 50's, Mick Ebeling has sparked a movement of pragmatic, inspirational innovation. As a career producer and filmmaker and now founder and CEO of Not Impossible, Ebeling harvests the power of technology and story to change the world. Mick founded Not Impossible based on the principle of "Technology for the Sake of Humanity". He and Not Impossible are continually working to develop a multitude of projects that utilize technology to solve a wide range of fundamental human needs.

Kathy Fulton, Executive Director, American Logistics Aid Network (ALAN). Kathy leads ALAN in facilitating donations of logistics services and equipment that enable the delivery of millions of dollars of humanitarian aid each year. She works on national work groups, including those hosted by the Department of Homeland Security, National Emergency Management Association, The Transportation Research Board and others, each which is focused on efficient coordination of logistics activities during disasters. Prior to joining ALAN she lead IT infrastructure implementation and support, corporate systems and business continuity planning for Saddle Creek Logistics Services.

**Morris Morrison, Disruptor, Speakor & Author - CEO of StoryMaker Brands, Inc.** StoryMaker Brands exists to build Stronger, Smarter, Kinder human beings. As CEO, Morris Morrison is a world-class Disruptor, Speaker & Author whose story began in the bright lights of New York City, before being orphaned... twice. His unforgettable message sounds like a Hollywood movie script and his energy on stage has uncovered a unique brand of engagement that explodes and connects with audiences of all ages and backgrounds. Most important, Morris has a genuine desire to increase human connection, bring families and communities closer, and make organizations more impactful, through service and generosity.

Jack Porter, Principle, GPorter Group. Jack started his Truck Dealer Career in 1977 with Mack Trucks, and finally ended up being one of the Founders of Valley Freightliner in Washington. In 2002 he left Valley Freightliner to be a Founding Partner of Decisiv, Inc. and started his Consulting Career. In January 2014 he started GPorter Group. Jack developed the TCA Benchmarking Program in 2003 while with Decisiv. He has moderated multiple Trucking and Truck Dealership Groups over the past 20 years. Jack became Managing Director of the Truckload Profitability Program (TPP) in July of 2017. His duties remain moderating Groups, setting TPP Strategy, and Growing the Program inside the TCA. He is a self-appointed "Business Fertilizer" and fierce Trucking Activist.

Anne-Marie Roerink, Principle and Founder, 210 Analytics, LLC. Anne-Marie specializes in quantitative and qualitative market research. Prior to launching 210 Analytics, she served as the Director of Research for the Food Marketing Institute (FMI). Responsible for all research projects, she distilled complex research data into usable and easy-to-understand materials for business audiences ranging from America's largest retail chains to single-store family companies. Studies and presentations included shopper insights; retailer benchmarking and trending in financial, operational and tactical areas; and internally-focused research such as conference evaluations and member needs assessments. Before joining FMI, Anne-Marie served as the Director of Marketing and Research at the American Society of Travel Agents (ASTA) and oversaw all primary and secondary research efforts, as well as the association's membership and conference marketing.

**Erick Starks, Chairman and CEO, FTR Intel.** Eric has spent his entire career in the freight transportation sector and is a leading researcher in freight modal share analysis and forecasting. His background includes research in both rail and truck freight movements and asset equipment purchases. He is currently one of the premier industry forecasters on transportation equipment demand for rail cars, commercial trucks and trailers. Eric is a frequent speaker at Wall Street analyst meetings, association events, and private meetings. He has a unique ability to communicate to his audiences how the economy, logistics, freight, and equipment demand impacts their respective business. He is an active member of the transportation community, former board member for NITL, and was instrumental in the creation of the Indiana University Transportation Board.

**Sarah Thomas, Keynote Speaker**. Sarah is a football official in the National Football League. She was the first woman to officiate a major college football game, a bowl game, and a Big Ten stadium game. In early 2015 she was hired as the first full-time female official in NFL history. For the 2020 NFL season, she is on the officials crew headed by Referee John Hussey. She is currently a Down Judge and wears number 53. Sarah also speaks professionally on the topic of empowerment.

Alexander Voets, Sales and Marketing Manager, Daimler Trucks North America. Alexander works on Daimler's future electric commercial vehicles in North America. Under its Freightliner brand, Daimler Trucks will introduce class 6-8 battery-electric trucks to the market in 2022 and is currently working closely with its customers to actively shape these products. With its Innovation Fleet and Customer Experience Fleet pilot projects, Freightliner already has over 30 trucks in customer hands that deliver real freight on real routes today. Alexander has spent his career in areas where automotive and technology industries meet. He has launched several Connected Car projects, oversaw the Autonomous Driving team for an OEM and served as Software Development Manager for in-vehicle entertainment applications.



**SAVE THE DATES** FOR FOOD SHIPPERS OF AMERICA'S UPCOMING CONFERENCES:

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J.W. MARRIOTT GRANDE LAKES • ORLANDO, FLORIDA

#### **MARCH 5<sup>TH</sup>- MARCH 7<sup>TH</sup>, 2023**

SUN	MON	TUE	WED	THU	FRI	SAT
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY 20<sup>TH</sup> - FEBRUARY 22<sup>ND</sup>, 2022

J.W. MARRIOTT DESERT SPRINGS • PALM DESERT, CALIFORNIA

Membership in the association shall be in the name of any entity engaged as a primary shipper or receiver of food and related products in the food industry. A primary shipper or receiver is an entity who has, or maintains physical ownership of such product at some point in the distribution channel.

#### CURRENT FOOD SHIPPERS OF AMERICA MEMBERS INCLUDE: MEMBER COMPANIES AS OF SEPTEMBER 15, 2020

Abbott Laboratories Agri-Mark (Cabot Creamery) Agropur Ingredients Agspring, LLC Ajinomoto Foods North America, Inc. Albertsons American Foods Group ARCOP (Arby's Supply Chain) Ardent Mills Associated Milk Producers, Inc. Aurora Organic Dairy Baseline Distribution, Inc. Batory Foods **Bimbo Bakeries USA** Birchwood Foods, Inc. Blommer Chocolate Company **Blue Diamond Growers Bongards Creameries** Bonipak Produce, Inc. Brakebush Transportation, Inc. **Burris Logistics** Bush Brothers & Co. Butts Foods, Inc. C&S Wholesale Grocers **Campbell Soup Company** Candy Envy Cargill CH Guenther & Son, Inc. Conagra **Constellation Brands Continental Mills** Corbion (Caravan/Purac) Craft Brew Alliance, Inc. Dairy Farmers of America Danone North America Darigold, Inc. Dawn Foods Delta Air Lines DOT Foods, Inc. **Douglas Wycliff Distribution Corp** E.A. Sween E.J. Poultry Eagle Eye Produce Europastry US Faribault Foods Feeding America Ferrara Candy Company Ferrero USA, Inc.

From the Hearth Holdings, LLC G3 Enterprises GAMPAC gategroup **General Mills Gordon Food Service** Gorton's Grain Craft **Griffith Foods** H.C. Schmieding Produce Company, LLC Hostess Brands LLC Idahoan Foods, LLC Impossible Foods Inc. Indiana Sugars Inc. JBS USA LLC Jelly Belly Candy Company Jennie-O Turkey Store Jensen Meat Co. Inc. John B Sanfilippo & Son, Inc. Johnsonville, LLC King and Prince Seafood Kraft Heinz Company Kwik Trip, Inc. Lakeview Farms LLC Lamb Weston Land O' Lakes, Inc. Leprino Foods and Dairy Products Co Lindt & Sprungli North America Lipman Family Farms Mark Anthony Brands Inc. McCain Foods McLane Foodservice Meiier Merchants Distributors (MDI) **Mission Foods Mount Franklin Foods** Mountaire Farms, Inc. Musco Family Olives National Food Group Natural Value, Inc. Naturipe Farms LLC Nestle Waters North America Nestle Purina Petcare Co. North Dakota Mill Oatly Ocean Spray Cranberries, Inc. Omni Foods, Inc. **Operation Blessing International** 

Organic Valley/CROPP Cooperative **Pacific Coast Producers** Palermo's Pizza PepsiCo Performance Food Group Perrigo Company Philadelphia Macaroni Company Rainier Fruit Company Red Gold, Inc. **Rembrandt Foods Reser's Fine Foods Retail Business Services LLC Rich Products Corporation Rise Baking Company** Riviana Foods, Inc. Sanderson Farms, Inc. Schreiber Foods Schwan's Company Scotlynn Group of Companies Seaboard Foods Seneca Foods, Inc. Sensient Technologies Corporation Shearer's Snack Foods LLC Skidmore Sales and Distribution Smithfield Foods, Inc. SpartanNash Sunsweet Growers, Inc. Superior Dairy Superior Farms, Inc. SUPERVALU, Inc. T.Marzetti Company The Boston Beer Company The Hershey Company The J.M. Smucker Company The Neil Jones Food Company The Perfect Puree of Napa Valley, LLC The Wonderful Company (FIJI Water) TNT Crust, Inc. Torani Traditional Medicinals, Inc. Tyson Foods, Inc. Unilever, U.S. Ventura Foods LLC Wada Farms Walmart West Liberty Foods

#### If you are interested in becoming a member please contact our Executive Director

Food Shippers of America 1144 East State Street, Suite A-288 • Geneva, IL 60134 executivedirector@foodshippersofamerica.org



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