

Carolinas Food Industry Council 11th Annual Convention

Here's what you missed at the 2015 CFIC Convention!

*"The CFIC Convention is a fantastic way for
retailers and suppliers to spend time together
in relaxed and fun setting."*

Rod Antolock, President, Harris Teeter LLC

CAROLINAS
Food Industry Council



CFIC 2015-2016 Officers



President
Kenny Honeycutt
Piggly Wiggly



1st Vice President
Rod Antolock
Harris Teeter LLC



2nd Vice President
Mack McLamb
Carlie C's



3rd Vice President
Karen Fernald
Food Lion



Treasurer
Greg Adams
Piggly Wiggly



Chaplain
Ricky Knighton
Galaxy Food Stores



Executive Director
Lindsey Kueffner
CFIC



Ex Officio
Hugh Smith
Turbeville IGA

CFIC Board of Directors

Mike Clawson, Lowes Foods LLC
Greg Fisher, Piggly Wiggly
Greg Floyd, Piggly Wiggly
Rick Geary, W. Lee Flowers
Steve Hunt, Market Basket Food Stores
Robert Ingle II, Ingles Markets
Omar Jorge, Compare Foods
Cliff Joyner, Joyner's Supermarket
Steve Little, SpartanNash

Billy Matthews, Piggly Wiggly
James Messer, Merchants Distributors Inc.
John Owens, C&S Wholesale Grocers
Chuck Roskovich, Publix Super Markets
Preston Taylor, Piggly Wiggly
James Thompkins, Kingstree IGA
William Wilder II, Piggly Wiggly
Brian Wright, Southeastern Grocers

2015 Convention Schedule of Events

Thursday, July 23

- Registration Opens
- Snack Shack
- Opening Reception

Friday, July 24

- Snack Shack with buffet breakfast and lunch
- Silent Auction bidding begins
- Keynote Speaker: *The Retail Prophet*, Doug Stephens
- One-On-One Meetings with Retailers and Suppliers
- *Succession Planning* Breakout Session with BDO
- Family Fun Night
- Adult-Only Dessert Reception

"The convention was awesome as CFIC staff did an excellent job, especially with directing, making sure everything was on track and that we felt welcome."

*Joe Moody, Everything Marketing
Sr. VP/East Coast Region*

Saturday, July 25

- Snack Shack with buffet breakfast and lunch
- Legislative Panel
- Presidents' Presentations by Harris Teeter, Food Lion and Lowes Foods
 - Networking opportunities with retailers after each presentation
 - Brief Q&A open to all supplier members
- *Five Generations* Breakout Session with Laura Hamilton
- One-On-One Meetings with Retailers and Suppliers
- Platinum Sponsors Reception
- President's Reception and Dinner
 - Outstanding Supplier of the Year Award
 - Live Auction: Bid for Shelf Space
- Silent Auction closes
- Closing Social

Keynote Speaker



Friday morning kicked off with an energetic session from keynote speaker, Doug Stephens, *The Retail Prophet*, one of the world's foremost retail industry futurists.



"The education sessions were well presented and had very useful content. Also the One-on-One meetings were great. The location provided a little R&R time. I plan to attend again next year!"

Gary Buchanan, Bargain Barn, Inc.

Legislative Panel and Educational Session

Saturday morning's legislative panelists addressed issues pertaining to the retail grocery industry in North and South Carolina. Certified Speaking Professional Laura Hamilton combined her background in communication skills, people management, sales, and marketing to present to independent grocers and spouses.



From left to right: South Carolina Senator Ross Turner, North Carolina Senator Brent Jackson, South Carolina Representative David Weeks and moderator CFIC Lobbyist Andy Ellen.



Breakout speaker Laura Hamilton spoke about the challenges and benefits associated with the five generations currently in today's workplace.

One-on-One Meetings

As an added benefit, sponsors receive the opportunity to schedule private meetings with retailers throughout the weekend. These face-time opportunities are what it is all about!



From left to right: MDI's Tom Sweeney, James Messer, and Nick Carlino during a meeting with Kraft.



Michelle Cannon, Southeastern Grocers, meets with sponsor companies during the One-on-One Meetings.

"The vendor appointments this year were the most productive ones we have ever had at the CFIC Convention. Vendor attendance and participation was extremely high. The social events were very nice and provided a welcome change from the normal venues."

James Messer, Merchants Distributors Inc. Vice President, Merchandising



Food Lion/Delhaize America meetings.



Tom Outlaw, Ingles Markets' Vice President of Sales and Marketing, meets with sponsors.

Family Fun

CFIC's Family Carnival offers plenty of opportunities for the whole family to get in on the fun!

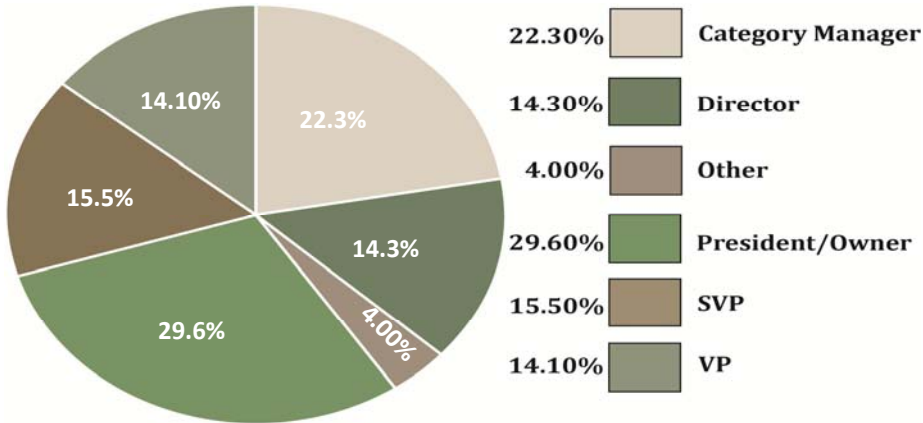


"CFIC Convention is one of the best! My whole family looks forward to it. Not only is it a great time to interact with current supplier partners, it's like a reunion with past suppliers. Truly a top notch event!"
**Michelle Cannon, Southeastern Grocers
Category Merchandiser, Center Store**



The Decision Makers YOU Needed to Meet with Were There...

WERE YOU?



The annual CFIC Convention is a networking and educational event that provides a casual atmosphere for grocers and suppliers to network for both business and pleasure.



“One of the best conventions I have been to in a while. Love the One-on-One meeting opportunities. Worth the time and investment.”

Larry Airey, Duke Energy
Sr. Trade Ally Outreach Rep.

Presidents' Presentations

Presidents of the three largest retail grocery chains in the Carolinas each give a 30-minute update on their business to suppliers. Following each presentation, senior leadership and category management mingle with session attendees.



Meg Ham, Food Lion President



Rod Antolock, Harris Teeter President



Tim Lowe, Lowes Foods President



Networking Opportunities at Social Events

The CFIC Convention offers multiple venues with which grocers and suppliers can socialize in a relaxed setting.



Dexter and Greg Floyd, Piggy Wiggly Kinston



Ed Cook, Harris Teeter



Kenny Honeycutt, Piggy Wiggly Tarboro

"From informative education sessions, chances to network and visit with old friends, opportunities to meet new folks and to be entertained by really talented people...we always enjoy our time at this annual event." Kenny Honeycutt, Piggy Wiggly Owner

Saturday Night Banquet Dinner

CFIC offers complimentary child care so the adults have ample opportunity to gather with friends new and old.



Harris Teeter leadership with The Wine Group and MillerCoors representatives.



CFIC President Hugh Smith, Turbeville IGA, passes the gavel to Kenny Honeycutt, Piggly Wiggly Tarboro.

From left to right: CFIC Auctioneer Jeff Cockman; CFIC Executive Director Lindsey Kueffner; Incoming CFIC President Kenny Honeycutt and wife Brenda; Marti Smith and husband CFIC President Hugh Smith; CFIC Chaplain Ricky Knighton and business partner Steve Grindstaff.



"Great job, especially Saturday night! CFIC nailed it!"
Terry Nassif, Constellation Brands Strategic Account Manager



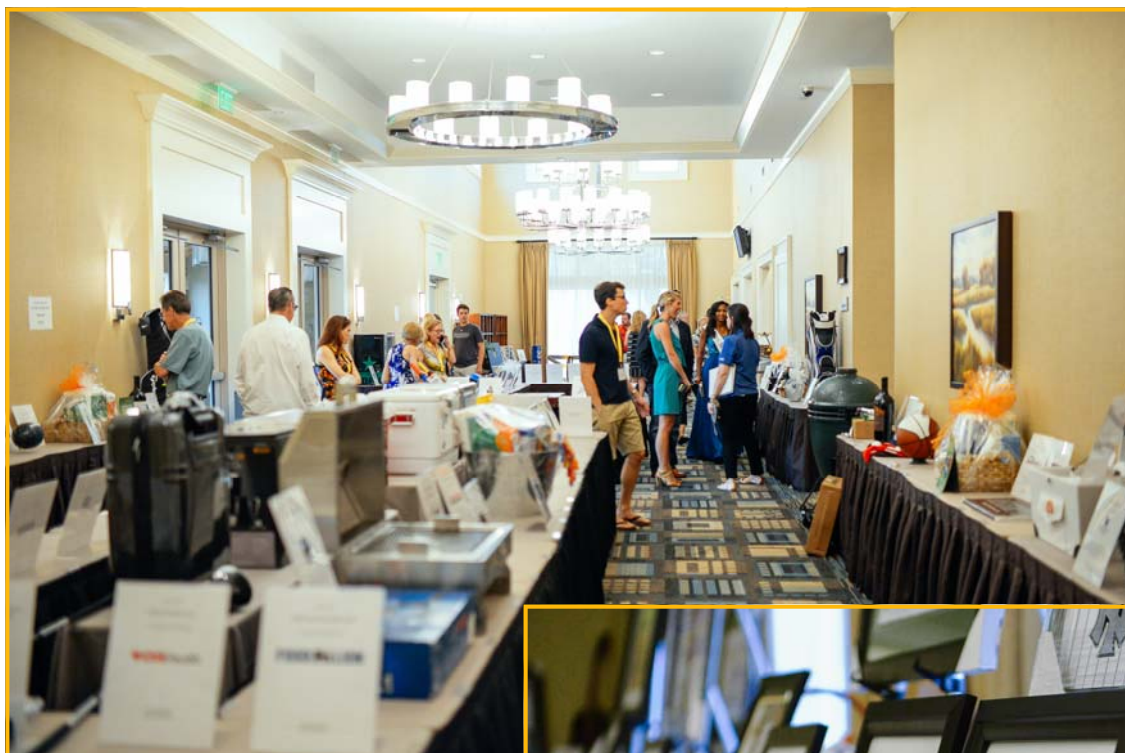
The Constellation Brands team enjoys dinner.

SILENT *Auction*

Convention attendees had fun outbidding each other during the Silent Auction. All donations and funds raised during the Silent Auction support the Council's charitable foundation, Retail Consumer Alliance (RCA). RCA funds 40



\$2,500 scholarships (a \$100,000 investment in the future workforce) and makes an annual **\$50,000** contribution to the Feeding America Food Banks of North and South Carolina.



2015 CFIC Convention Attending Companies

4C Foods
Acosta Sales & Marketing
Action Food Sales, Inc.
Advanced Food Products
Advanced Marketing, Inc.
Advantage Program
Advantage Sales & Marketing
AJ Letizio Sales & Marketing
Alliance Sales and Marketing
Anheuser-Busch, Inc.
Atlantic Natural Foods
Bargain Barn, Inc.
Bel Brands USA
Bestway
Bimbo Bakeries USA (BBU)
Blue Bell Creameries
Bubba Burgers/Hickory Foods
Bunzl Distribution
Bush Brothers & Company
C&S Wholesale Grocers
C. Mondavi and Family
Caffey Dist. Co.
Campbell Sales Company
Carl Buddig & Co.
Carlie C's
Carolina Ice Company
Carolina Premium Beverage
Carolina Pride Foods, Inc.
Casella Waste Systems Inc.
Chicken of the Sea
Chobani, Inc.
Coca-Cola Bottling Co. Con.
Coca-Cola Refreshments
ConAgra Foods
Constellation Brands, Inc.
Craft Brew Alliance
Crossmark
D&H Marketing Group, Inc.
D.G. Yuengling & Son, Inc.
Dean Foods
Delhaize America
Designer Greetings
Deutsch Family Wine & Spirits
DFV Wines
DIAGEO-Guinness USA
Dole Packaged Foods, LLC
Dr Pepper Snapple Group
Duke Energy
E. & J. Gallo Winery
ECR Software
Elgin IGA
Everything Marketing
Flockhart Grocery
Flowers Baking Co.
Flowers Foods
Food Lion
Franklin Baking Company
Fresh Express, Inc.
Frito-Lay Inc.
Galaxy Food Stores
Gold Medal Products
Great Lakes Cheese Company
GSU Inc.
Harris Teeter LLC
Heineken USA
High Liner Foods USA
Hormel Foods
Ingles Markets
J.M. Smucker
Jack Link's Beef Jerky
JBSS, Inc. (Fisher Nuts Brand)
Kellogg Company
Kimberly-Clark Corporation
Kraft Foods
Lakeside Mills, Inc.
Land O' Frost
Lowcountry Grocers, LLC
Lowe's Foods, LLC
Market Basket Food Stores, Inc.
McCall Farms
McCormick & Company
Merchants Distributors Inc.
Mike's Hard Lemonade
MillerCoors
Mutual Distributing Company
N.C. Department of Agriculture
Nestle USA
Niagara Bottling, LLC
Oasis Brands
O'Neill Vintners & Distillers
Pabst Brewing Company
Pepsi Bottling Ventures
Perdue Farms
Perfetti Van Melle
Pete and Gerry's Organic Eggs
Piggly Wiggly
Pioneer-Horizon
Post Consumer Brands
Prestage Foods
Procter & Gamble
PromoWorks
R.A. Jeffreys Distributing Co.
R.H. Barringer Distributing Co.
Reddy Ice Corporation
Redico Inc.
Republic Nat'l Distributing Co.
Reynolds Consumer Products Inc.
SC Johnson & Son, Inc.
SellEthics Marketing Group Inc.
Sierra Nevada Brewing Co.
Smithfield
Snyder's - Lance
Southeastern Grocers
Southern Eagle Distributing
SpartanNash Company
Specialty Bakers
Stevens Sausage Co.
Sunny Delight Beverages Co.
Sunset Farm Foods
Terrapin Beer Co.
Texas Pete
The Hershey Company
The Wine Group
Treasury Wine Estates
Trident Seafoods Corporation
Trincherro Family Estates
Truno Retail Tech. Solutions
Turbeville IGA Plus
Tyson Foods
United Industries Corp.
W. Lee Flowers & Co. Inc.
Wilcox Marketing Inc.
Wise Foods Inc.
WorkSmart Merchandising



PO Box 1030, Raleigh, NC 27602

Tel: (919) 832-0811 • www.cficweb.org



[Facebook.com/CarolinasFoodCo](https://www.facebook.com/CarolinasFoodCo)



[@CarolinasFoodCo](https://twitter.com/CarolinasFoodCo)

Lindsey Kueffner

Executive Director

lindseyk@cficweb.org

Brenna Favara

Assistant Director

brennaf@cficweb.org

