

Event Guide



**Get
Connected**



September 12-13, 2023 | Dubuque, Iowa

Chairman's Welcome

Welcome to the 2023 Iowa Grocery Industry Association's Get Connected Convention in Dubuque, Iowa.



Over the course of the past year, the Convention Committee, IGIA staff and I have worked to develop a lineup of events, speakers and networking opportunities that we know will be impactful for everyone who attends. It's been a lot of fun to bring together a variety of perspectives and ideas on what will result in a standout convention for all our members.

I believe one of the best things about IGIA's convention is stated right in the name ... "Get Connected." It's the only time hundreds of grocery, convenience store, wholesale and distribution industry leaders and executives are all in the same room. Bringing all these leaders together for two days creates a completely unique experience that you can't find at any other event. No matter if you've been in the industry for decades or are just getting your feet wet, I know you'll walk away from Convention with stronger relationships and new contacts.

Another reason I think our association's convention is top notch is the wide range of events. From evening entertainment and conference sessions to time on the golf course and exploring Dubuque, these days are jam-packed with opportunities to grow as a professional and enjoy what it means to be a part of this industry.

Thank you for being here at the 2023 Get Connected Convention.

Sincerely,

Scott Barnard

Hiland Dairy

2023 IGIA Convention Committee Chairman

Table of Contents

Chairman's Welcome	<i>Inside Cover</i>
★ Schedule of Events	2
★ Map	3
IGEF Silent Auction	4
Perks Pack	5
IGIA Board	6
IGIA Convention Committee	7
IGIA Staff	7
Convention Sponsors	8-9

Special Thanks: Platinum Sponsors	10-11
---	-------

Event Highlights

Premier Sponsor VIP Reception	12
Convention Kickoff Night	12
IGIA Convention Golf Tournament	13
Discover Dubuque Tour	13

Special Thanks: Platinum Sponsors	14-15
---	-------

Convention Speakers

Walt Coleman – Keynote	16
Dan Meers – Courageous Leadership	16
Capital City Fruit – Successful Iowa Business	17

Special Thanks: Platinum Sponsors	18-19
---	-------

Upcoming IGIA Events	20
2023 IGIA Premier Sponsors	21

Schedule

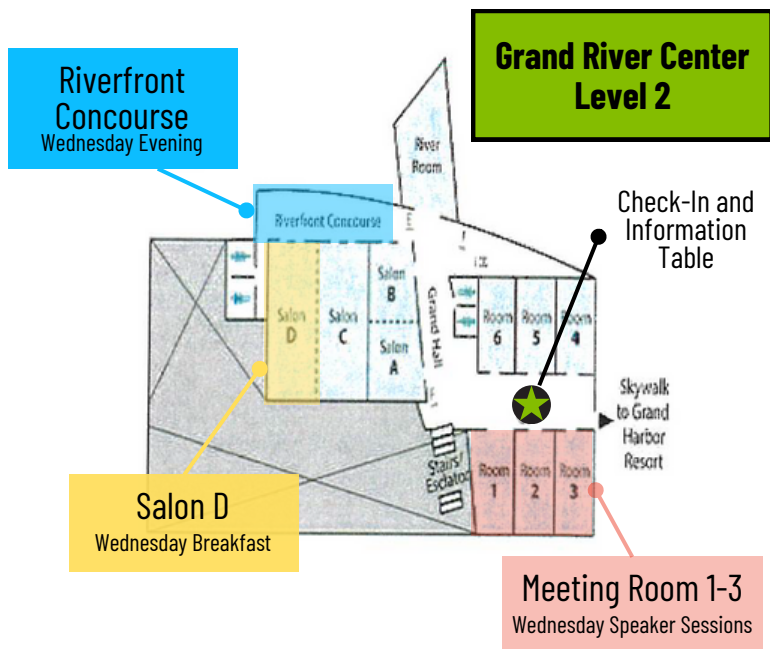
Tues., Sept. 12

- 3:00 pm – 6:00 pm **Convention Event Check-In** – Meeting Room 1-3, Grand River Center
- 4:00 pm **Hotel Check-in begins** – Grand Harbor Resort
- 5:00 pm – 6:00 pm **VIP Premier Sponsor Reception**
(Invitation only)
- 6:30 pm **Boat boarding begins** – Port of Dubuque
- 6:50 pm **Final boarding** – Must arrive before this time to join boat!
- 7:00 pm – 8:45 pm **Convention Kick-Off Dinner Cruise and Entertainment**
- 8:45 pm **Fireworks** on boat
- 9:30 pm **Informal After Hours** – Diamond Jo Casino, Treetop Bar

Wed., Sept. 13

- 7:00 am – 8:00 am **Check-In and Breakfast** – Salon D
Breakfast not available after 8am
- SPEAKER SESSIONS** – Meeting Room 1-3
- 8:00 am – 9:00 am **Walt Coleman III**
- 9:00 am – 10:00 am **Dan Meers**
- 10:00 am – 10:10 am **Refreshment Break**
- 10:10 am – 10:30 am **Brad Epperly, Legislative Update**
- 10:30 am – 11:00 am **Annual Meeting**
- IGIA Board Member Recognition
 - LEAD Council Recognition
 - Leadership Class Recognition
 - IGIA Chairman's Remarks
- 11:00 am – 11:30 am **Successful Iowa Business, Capital City Fruit**
- 11:30 am **Refreshment Break**
- 12:00 pm – 3:30 pm **Discover Dubuque** – Grand Harbor Resort
See schedule details for this event on p. 10
- 12:30 pm – 5:30 pm **IGIA Golf Tournament** – Meadows Golf Club Dubuque
- 6:30 pm – 7:15 pm **Cocktail Reception** – Riverfront Concourse
- 7:15 pm – 8:00 pm **Dinner** – Riverfront Concourse
- 8:30 pm **Education Foundation Fundraiser and Auction end** – Riverfront Concourse

Map



IGEF Silent Auction



www.32auctions.com/IGEF2023

Sign up with 32 Auctions and mark your favorite items, set maximum bids, make a donation, or begin bidding!

Item pickup will be at the IGIA Office in Urbandale from Sept. 18-21 or by arrangement outside of those days.
More details will be provided to item winners.

Iowa Grocers Education Foundation

The Iowa Grocers Education Foundation (IGEF) helps youth with ties to the grocery industry achieve their higher education dreams. The IGEF sponsors the Mary I. Fitzgerald Scholarship Program, which has awarded **1,957 scholarships** totaling more than **\$3 million** since 2001.

The IGEF Silent Auction is one of the Foundation's most significant fundraisers. Your participation in the Silent Auction, raffles, and fundraisers help to directly support the IGEF's efforts to award scholarships each year.



Perks Pack



**Don't forget to pick up your
Premier Sponsor Perks Pack at
the Convention Check-In table!**

IGIA Premier Sponsors are foundational for the strength and success of the association. Thank you to our amazing sponsors for their support and for providing these awesome perks to Convention attendees!



Becoming a Premier Sponsor is a valuable investment in IGIA and the success of your business.

You can find out more about Premier Sponsorship at www.iowagrocers.com/premier-sponsorship

Board of Directors

Officers

Chairman

Tom Laven, Fareway Stores

First Vice Chairman

David Ring

Kwik Star

Second Vice Chairman

Joel Allen

Hy-Vee

Treasurer

Robert Feeney

Atlantic Coca-Cola
Bottling Co.

Past Chairman

Charley Campbell

Kum & Go

Directors

Doug Beech

Casey's

Brian Kessler

Assoc. Wholesale Grocers

Randy Bender

Bender's Foods

Lisa Nelson

Walmart Stores

Andrea Chase

Fareway Stores

Dave Osterman

SHAZAM

Ross Dean

Versova

Tracy Prouty

SpartanNash

Denny Dietrich

Gary's Foods

Anna Stoermer

Hy-Vee

Jill Eilderts

Hometown Foods

Amy Thompson

PepsiCo

Bob Gostomski

Mueller Yurgae Associates

Jeremy Thompson

Sazerac

Bev Jessen

Cylinder Express

Zac Voss

Voss Distributing/Red Bull

Convention Committee

Joel Allen
Hy-Vee

Erin Bailey
Hy-Vee

Scott Barnard, Chairman
Hiland Dairy

JD Campbell
Hy-Vee

Mike Foell
Bimbo Bakeries USA

Ryan Gay
Capital City Fruit

Bob Gostomski
Mueller Yurgae Associates

Kyle Peterson
Bimbo Bakeries USA

Steven Peterson
Fareway Stores

Tracy Prouty
SpartanNash

John Rasley
E & J Gallo Winery

Alex Smith
American Pop Corn

Jeff Stearns
Fareway Stores

Jeremy Thompson
Sazerac

Jerud Thompson
Fareway Stores

Chris Yurgae
Mueller Yurgae Associates

IGIA Staff



Michelle Hurd, CAE
President
mhurd@iowagrocers.com



Cara Corkrean
AVP, Membership & Operations
ccorkrean@iowagrocers.com



Annie Lallier
Events & Member Programs
Specialist
alallier@iowagrocers.com



Audrey Comer
Marketing & Communications
Specialist
acomer@iowagrocers.com

Convention Sponsors



Anheuser-Busch
Convention Dinner



Bimbo Bakeries USA
Breakfast Buffet
Discover Dubuque Tour Sponsor



Coca-Cola
Convention Dinner



Crystal Farms
Convention Dinner



Cylinder Express
Perks Pack Bags



Death Wish Coffee
Breakfast Coffee



E&J Gallo Winery

E & J Gallo Winery
Convention Kickoff
Fireworks
Convention Dinner



Farmers Hen House
Convention Dinner



Flowers Bakeries
Refreshment Break



Frito-Lay
IGIA Convention Golf Tournament



Frontier Co-op
Refreshment Break Snack



Hiland Dairy
Breakfast Buffet

Convention Sponsors

Iowa Independent Grocers
(Baxter Market, Bender's
Foods, Freeman Foods,
Hometown Foods)
Convention Kickoff



Iowa Lottery
Convention Nametags



Keurig Dr Pepper
Refreshment Break Beverages



Klondike
Refreshment Break



Mueller Yurgae Associates
IGIA Convention Golf Tournament



Old Dutch Foods
Welcome Refreshments



Pepsi Beverages Company
IGIA Convention Golf Tournament
Refreshment Break Beverages



Sazerac
Convention Kickoff
Convention Dinner



Sparboe Companies
Breakfast Buffet



Travel Dubuque
Convention



Truno
Convention Check-In

Special Thanks

Platinum Sponsor
PepsiCo



The image features the PepsiCo logo at the top, which includes a globe icon and the word "PEPSICO" in large blue letters. Below the logo are several brand logos: Pepsi, Frito Lay, Tropicana, Quaker, and a stylized "G" logo. The text "PEPSICO IS A PROUD PARTNER OF THE IOWA GROCERY INDUSTRY ASSOCIATION" is displayed in blue capital letters. At the bottom, there is a large collection of various food and beverage products, including bags of Doritos, Lay's, Ruffles, and Stacy's; bottles of Aquafina, Tropicana, and Starbucks; and boxes of Popcorn, Tostitos, and Smartfood. The background is light blue with white circles.

www.pepsico.com

© 2014 PepsiCo, Inc. All Rights Reserved.
This Ad contains valuable trademarks owned and used by PepsiCo, Inc. and its subsidiaries and affiliates to distinguish products of outstanding quality.

Special Thanks

Platinum Sponsor SHAZAM



Dear _____,
[merchant services provider]

I need a partner who can
_____ me support my
[verb]

customers! I need _____
[noun]

to support traditional and
digital payments.

**I'VE DECIDED TO PARTNER
WITH SHAZAM.**

SHAZAM's a leading provider of merchant products and services for businesses. We understand your business challenges including secure payments and new processing technologies for card, mobile and internet purchases.

 **SHAZAM**®

855-314-1212 / SHAZAM.NET /     

Event Highlights

Premier Sponsor VIP Reception

5–6 p.m., Tuesday, Sept. 12

Grand River Center – River Room (by invitation only)

IGIA Premier Sponsors continually go above and beyond in supporting the Association and its many members. The financial investment that Premier Sponsors make each year helps the IGIA continue to offer quality programs and services and keeps the cost of membership affordable for us all. The VIP Premier Sponsor Reception is just one way we like to say thank you.

Convention Kickoff Night

Celebration Belle Riverboat Cruise

6:30–9 p.m., Tuesday, Sept. 12

Boarding at the Port of Dubuque from 6:30 – 6:50 p.m.

The Convention will officially kick off with attendees coming together for dinner, drinks, piano entertainment, and beautiful views on the Celebration Belle Riverboat.

Connect with industry friends, business partners, and new acquaintances from across the food and grocery industry.



Celebration Belle



*Fireworks sponsored by
E & J Gallo Winery*

Event Highlights

IGIA Convention Golf Tournament

12:30-5:30 p.m., Wednesday, Sept. 13

Meadows Golf Club, Dubuque

The IGIA Get Connected Convention features a great golf experience, including one-of-a-kind networking opportunities, special prizes and a great day of golf as participants head to Meadows Golf Club.

Sponsored by Frito-Lay, Mueller Yurgae Associates and Pepsi Beverages

Discover Dubuque

12-3:30 p.m., Wednesday, Sept. 13

Trolley pickup at the Grand Harbor Resort lobby

- Noon: Trolleys of Dubuque Pick Up – Meet at the Grand Harbor Resort (hotel) lobby
- 12:15 p.m.: Lunch at 7 Hills Brewery
- 1:30 p.m.: Brewery Tour + Sampling
- 2:45 p.m.: Depart Brewery for City Tour of Dubuque
- 3:30 p.m.: Return to Grand Harbor Resort

Sponsored by Bimbo Bakeries USA



Special Thanks

Platinum Sponsor
Coca-Cola



Special Thanks

Platinum Sponsor
Hy-Vee



Just another reason to smile.

With nearly 32,000 helpful smiles serving customers in the the state,
we're proud to be Iowa's largest employer.

HyVee
EMPLOYEE OWNED



Speakers

Keynote Presentation



Walt Coleman III began officiating high school football in Arkansas in 1974 and became a referee in the National Football League in 1989. He officiated 450 NFL regular season games, worked multiple playoff games and two NFL conference championship games during his 30-year NFL career. He was the alternative referee for three Super Bowls. He was an NCAA DI football official in the Southwest Conference. Coleman retired as an official from the NFL after working the Pro Bowl in 2018. He was selected to the Arkansas Sports Hall of Fame in 2009.

Coleman has been active as a community leader in Arkansas, serving on boards including Greater Little Rock Chamber of Commerce, Arkansas Dairy Products Association, Greater Little Rock Kiwanis Club, Arkansas area Council of Boys & Girls Clubs of America and the Milk Industry Foundation.

Courageous Leadership – Living a Life of Influence



For more than 25 years, **Dan Meers** has been the mascot of the Kansas City Chiefs, KC Wolf. In 2006, he was selected as the first NFL mascot inducted into the Mascot Hall of Fame. Dan travels throughout the U.S. and the world entertaining thousands of people both in and out of costume. He has performed in more than 30 states and six different countries.

Meers is in high demand not only as a mascot but also as a humorous and motivational speaker to audiences of all ages. His enthusiasm, optimism and love for life are contagious and make Dan an inspiration to all those he meets. Be it young or old, executive or blue collar, audiences walk away with a smile and a renewed spirit to live life to the fullest.

Speakers

Successful Iowa Business

Capital City Fruit



What started as a simple fruit market in downtown Des Moines by Joseph T. Comito in 1949 has grown into something much more, while still maintaining the same values and beliefs that the business was built on. Capital City Fruit is a third-generation family business with a mission to deliver exceptional produce, When you want it – Where you want it – How you want it. Capital City Fruit services Foodservice Distributors, Fresh Cut Processors, Healthcare, Government and Retail Grocers in eight states as well as shipping gift baskets through its Amazon storefront nationwide.

After Joseph M. Comito relocated the company in 1982 to Norwalk, Iowa, his three sons then purchased the company from him in 2008. Once the company outgrew its original Norwalk location, the brothers relocated its offices, the warehouse and 120 employees to a new 82,000-square-foot facility on the north side of Norwalk where it currently operates. Fast forward to today, Capital City Fruit celebrates not only being named among the 2017 Top Workplaces in Iowa, but also 75 years of deeply rooted relationships and company growth to over 175 employees.

Special Thanks

Platinum Sponsor
Fareway Stores



Special Thanks

Platinum Sponsor
E & J Gallo Winery

#1 **BEST TASTING**
HARD SELTZER
AS VOTED BY THE TASTING PANEL MAGAZINE



Source: The Tasting Panel, January 2021. Rated via blind tasting by industry professionals against eight other brands within the category. Flavors tasted where available.

©2021 High Noon Spirits Company, Modesto, CA. All rights reserved. Average Analysis per 12 fl. oz. ALL FLAVORS: 100 Calories, 0 Protein, 0 FAT, Carbohydrates: Grapefruit 2.6g, Black Cherry 2.6g, Pineapple 2.9g, Watermelon 2.6g, Lime 2.3g, Peach 2.3g

Upcoming IGIA Events

Cocktails & Conversations

October 26 Brick & Ivy, Altoona

IGIA's Cocktails & Conversations Happy Hours bring together new and longtime IGIA members in a casual, conversation-driven atmosphere where member networking is at the heart of the event. Build on the connections you make at Convention by attending the next Cocktails & Conversations.



Register today!

Hall of Fame Dinner

November 6 Sheraton West Des Moines

Join us at the Hall of Fame Dinner as we pay tribute to esteemed leaders in Iowa's grocery industry and celebrate the accomplishments of our industry.

Save the date!
Registration will be available soon.

thank you

Premier Sponsors

Platinum Sponsors

Coca-Cola
E & J Gallo Winery
Fareway Stores
Hy-Vee
PepsiCo
Shazam

Gold Sponsors

Associated Wholesale Grocers
Bernatello's Pizza
Cylinder Express
Federated Insurance
Hiland Dairy
Kemps/DFA Dairy Brands
SpartanNash

Silver Sponsors

Advantage Solutions
AE Dairy
Anheuser-Busch
Bimbo Bakeries USA
Casey's General Stores
Certco
Constellation Brands
Frontier Co-op
General Mills
Iowa Lottery
Keurig Dr Pepper
Kraft Heinz
Kum & Go
Kwik Star
Molson Coors
Mueller Yurgae Associates
Old Dutch Foods
Russ Davis Wholesale
Sazerac
Versova Eggs
Wells Enterprises
White Claw Hard Seltzer

Bronze Sponsors

Acosta Sales & Marketing
Altria
American Pop Corn Company
Barilla
Body Armor
The Boston Beer Company
Capital City Fruit
Cookies Food Products
Crossmark Sales & Marketing
Crystal Farms
Fairlife
Holmes Murphy & Associates
Hormel Foods
Hussmann
Iowa Alcoholic Beverages Division
Johnson Brothers of Iowa
Lola's
Luxco
Pabst Brewing Company
Pan-O-Gold Baking Company
Pilgrim's
Prairie Farms
Reynolds American
RollSeal
Rose Acre Farms
RSM US
Ruan Transportation
Southern Glazer's Wine & Spirits
Sparboe Companies
Tyson Foods
UNFI
Upside
Voss Distributing/Red Bull



www.iowagrocers.com



IowaGrocers