



**MIDWEST  
WHOLESALE  
DISTRIBUTORS  
CONFERENCE**

# ***2022 Midwest Wholesale Distributors Conference***

**AUGUST 10 - 12, 2022**



**LEXINGTON, KENTUCKY**

**GRIFFIN GATE MARRIOTT**



# Welcome to Lexington the Heart of the Bluegrass!

On behalf of the Kentucky Wholesale Distributors Association, we are pleased to host the 2022 Midwest Wholesaler Distributors Conference, along with our colleagues from the Indiana Wholesale Distributors Association and the Ohio Wholesale Marketers Association.

Today, the Conference starts strong with **News and Brews!** These fast-paced sessions will provide you with information on: industry trends; federal activity; finding the right people for your team; the ever-changing world of Cybersecurity and more... accompanied by food and beverages. A big 'Thank You' to **ITG Brands** for their sponsorship of this important event! Please enjoy dinner on your own this evening in Lexington. A curated list of local restaurants is available at the registration desk.

Tomorrow tees off with the Midwest Golf Tournament on the Griffin Gate Golf Course, followed by State Association Meetings and the Cocktail Reception, all leading up to the Annual Cigar Dinner, sponsored by **Swisher**. *Don't miss learning about the flavors of Kentucky at our Bourbon tasting!*

To my fellow distributors who have taken the time to be here... Thank You! Your commitment of time to: the Conference, your State Association, and the Industry benefits all of us.

I hope you gain knowledge and enjoy this year's program. Best wishes for continued success!

Sincerely,

Jerry Ray, President  
Kentucky Wholesale Distributors Association



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# Schedule At-A-Glance

## WEDNESDAY, AUG 10

11:00am Blessings in a Backpack bag packing **Salons A-C**

12:00pm Registration Opens **Salon B Foyer**

**News & Brews** *Sponsored by ITG Brands* **Salons A-C**

1:00pm Updates from industry leaders.

2:00pm **CEO's Candid Guide to Right People, Right Job,  
Right Fit to Scale the Business** *presented by  
Andrew J "AJ" Schaeffer of Culture Index*

3:00pm Additional updates from industry leaders.

4:10pm **Practical Technology: Protect Yourself in an  
Ever-Changing World?**  
*presented by Bill Dotson of RockerRisk*

**Dinner on your own or with clients!**



## THURSDAY, AUG 11

8:00am Breakfast for all registered attendees **Golf Pavilion**

9:00am **Golf Outing** **Griffin Gate Golf Club**

5:00pm Concurrent **State Meetings**

**Indiana - Salons A & B; Kentucky - Salon C;**

**Ohio - Calumet & Darby Dan**

6:00pm **Reception & Bourbon Tasting** **Bluegrass Pavilion**

7:00pm **Cigar Dinner, Sponsored by Swisher**

**Awards, & Bourbon Pull** **Bluegrass Pavilion**  
**Lighters provided by Colibri.**



## FRIDAY, AUG 12

7:30 - 9:00am **Grab & Go Breakfast** **Calumet**

# NEWS AND BREWS

## 1:00pm "FDA Product Standards Update" by Patrick Rooney, Director, Government Affairs at ITG Brands

The comment period for the menthol cigarette and flavored cigar rules closed August 2, so where do we go from here? Patrick Rooney from ITG Brands will discuss industry collaboration on the comment period, next steps, and what to expect in the coming years.

**Patrick Rooney** joined ITG Brands in Summer of 2021 and is currently Director of Government Affairs, focusing on federal issues. Prior to ITG, he served as a Chief of Staff and Legislative Director in the US House of Representatives. A Virginia native, he studied political communication at George Mason University, and now begrudgingly lives in Washington, DC.



## 1:20pm "Tobacco Legislative / Regulatory Update"

by Steve Kottak, MBA, Senior Director, External Relations at Reynolds American

This session will center on recent activity at the federal level and will also cover current state and local issues.

**Steve Kottak** earned his MBA from the University of Louisville. He has worked in government and external relations in the tobacco industry for almost 25 years and is currently the Senior Director of External Relations at Reynolds American.



## 1:40pm Break

## 2:00pm "CEO's Candid Guide to Right People, Right Job, Right Fit to Scale the Business"

by AJ Schaeffer, Culture Index

- What if you were able to eliminate 80% of bad interviews?
- What if you were able to know if someone has the perfect sales personality before you ever speak to them?
- What if in 10 minutes you could learn more about a potential job candidate versus hours of interviewing?



This can all be accomplished by utilizing Culture Index, a management tool that allows managers to understand their employees traits and behaviors. Culture Index is not a personality analyzer, it's a data analyzer that helps management understand the right roles for their organization, what they need, and then match the right individuals with the right work traits to those areas.

Typically, when we need to hire someone for a position we need to hire someone that is different from ourselves, which creates some sort of natural conflict. Culture Index is able to provide you with feedback that allows you to get the right people on the bus in the right seats to get the best ROI! AJ will give you an overview of how the tool works. The cost of turnover is huge and it is imperative that businesses make the right hiring decisions in the beginning. You are looking at who the person is and how they are being managed. You can see how they view themselves in their job just by taking the 8 minutes Culture Index Survey. The Culture Index tool is eye opening and will provide more insight into your business than one can imagine.

**Andrew J. ("AJ") Schaeffer** is the Managing Member of Culture Index Cincinnati, a licensee of the Culture Index (CI) management program that optimizes behavioral analytics. He serves as an intimate, strategic advisor to CEOs, owners, board members and senior executives in private business. A.J. is also Co-Founder and Managing Partner of Foxhole Equity, a private investment firm with controlling interests in lower middle-market companies and real estate portfolios. A.J. has been a member of Vistage and YPO, and resides in Burlington, Kentucky, with his wife, Dr. Erin Schaeffer, and their four children on the family's working farm.



# NEWS AND BREWS

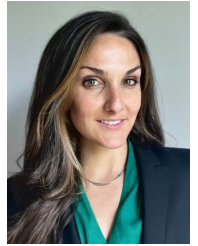
3:00pm Break

3:15pm "Hershey's Business Insights & Pillars for Category Growth"

by Marisa Magnotta, MBA, Director - U.S. Convenience for the Midwest Area

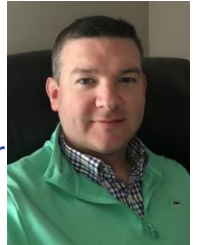
Marisa will be sharing a few industry insights and trends.

**Marisa Magnotta, MBA**, has been with the Hershey company for 10+ years. Prior to this position, Marisa worked on Hershey's EVD, Seasonal, and Snacking portfolios in roles across channels including C-Store, Food, and Mass. The positions spanned geographical locations including the NE, West, and Central Area, currently residing in Minnesota.



3:35pm "Future Forecast" by Michael Paradise and David Webb, Altria Industry Engagement Team

In their roles, Michael Paradise and David Webb support advocacy efforts and mount legislative campaigns aimed at defeating threats at the local, state, and federal levels. Their work collectively with the industry over the last year has led to over 50,000 touchpoints between industry members and their elected officials. Today, they will discuss what's on the horizon at the local, state, and federal level for the next year.



**David Webb** began supporting the industry on legislative campaigns in 2020. He began working for Altria in 2006 and rose up the company's ranks. He has held a variety of positions in Massachusetts, New York and Pennsylvania, earning accolades for his leadership, teamwork and creativity along the way.

**Michael Paradise** began supporting the industry on legislative campaigns in 2019. He began working for Altria in 2010 and has held a variety of positions in Illinois and Kentucky. He spent four years at Altria's headquarters in multiple functions.



4:00pm Break

4:10pm "Practical Technology: Protect Yourself in an Ever-Changing World" by Bill Dotson, rockerRisk

Bill will explain technology risks and how to manage them without overdoing it with paranoia and security measures. He will cover major tech risks, how to look out for them, and what to do to minimize the downside when you do experience a negative event. You'll hear stories from other organizations and observe how a business can be held ransom and explain what to do when an event occurs. You will learn the key ways your business is at risk, how to calculate the risk to your business, and how insurance plays a part in handling the event. There will be time for questions at the end.



Bill Dotson is a founding partner at Rocker, a technology consulting firm. He started his first tech company at age 22 shortly after returning to the US from a teaching engagement in Japan. The University of KY asked him to teach e-commerce around the same time associations and companies asked him to bring their members and employees up to speed on the expectations of modern buyers. Rocker focuses on technology risk management, consulting and speaking about using tech to grow & simplify businesses. In 2021, Bill became a Value Builder Advisor and helps business owners increase the value of their companies. The Value Builder program is built on the principles in the book "Built to Sell" by John Warrillow. Now at his new company, Rocker...Bill spends his time helping individuals and organizations achieve goals using technology and creative business processes.



# MWDC STATE ASSOCIATIONS

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