WAVES OF CHANGE OCCEANS OF OPPORTUNITY



November 5-7, 2018 • Miami, Florida

THE INTERNATIONAL ASSOCIATION OF ICE CREAM DISTRIBUTORS AND VENDORS (IAICDV)



IAICDV's mission is to provide access to information for best practices in the ice cream industry.

he Association was founded in 1969 as the National Association of Ice Cream Vendors, the NAICV. It later became known as the International Association of Ice Cream Vendors, the IAICV. In 2008, the organization formally welcomed distributors, changing to the International Association of Ice Cream Distributors & Vendors (IAICDV). The IAICDV now represents approximately 100 member companies worldwide.

BENEFITS OF MEMBERSHIP

- A STRONG united voice. Small businesses speak louder when their voices are joined as one through the "muscle" of an international association.
- The IAICDV Annual Convention is a memberonly event and the best opportunity to network with peers and other industry leaders from around the globe!
- Publications including the Chimes Newsletter and the IAICDV Monthly Refresher. Our newsletters provide the latest Association information, member news, industry news and legal regulatory updates.
- The IAICDV Member Directory. All members receive the annual member directory, which contains important contact information.
- Access to online resources including an archive of publications and past convention session recordings, Meltwater News, webinar recordings, legislative and business resources and more!
- Legal support with a responsive Legislative
 Committee to help with municipal ordinance matters
 and other business challenges.
- Member-only discount programs offered by our Supplier members.

GET INVOLVED

Joining a committee can be your first step to an active role in the Association and provides tremendous benefits including personal growth and professional development, while building industry relationships along the way.

Contact IAICDV Headquarters at info@iaicdv.org to join!

Annual Convention – Join us in our preparations for the IAICDV's biggest event of the year.

Awards & Recognition – Assist in the development and marketing of Association scholarships and awards.

Legislative – Join this committee in handling legal issues with an eye towards keeping the ice cream industry—across all fields— successful and thriving.

Marketing – Help engage the media and communicate positive news concerning the ice cream industry while developing ideas and programs to best promote the Association and industry as a whole.

Membership – Help to review new member applications and assist in outreach to prospective members.

Safety – Contribution to the development and implementation of safety programs to ensure that vending businesses are operating in a manner acceptable to the communities served.

Social Responsibility – Take part in our dedication and commitment to promote social inclusion among people with disabilities and U.S. veterans in the ice cream industry.

Welcome

TO THE IAICDV 49TH ANNUAL CONVENTION!



The world of business is changing at rapid speeds, and many businesses struggle to keep up with the latest changes and emerging new business models. It's enough to keep our heads spinning, so much so, that it affects our well-being and often jades our outlook on the future.

However, to every dark side there is a light, and we are gathered here in Miami to explore the oceans of opportunities that exist within these waves of change.

Over the next few days, we have an amazing schedule of events featuring keynote speaker, Will Bowen who is a #1 International Bestselling Author and the founder of the Complaint Free Movement. Don't miss our educational sessions designed to help with some of our biggest business challenges! Additionally, we have a variety of exhibitors ready to show off their latest products and services and exciting social events where you can take full advantage of invaluable networking opportunities.

Thank you for supporting the IAICDV and may you find knowledge, inspiration and new relationships here in Miami to aid in your future endeavors.

Sincerely,

Michelle Barton

Michelle Barton
IAICDV President

DOWNLOAD THE IAICDV ANNUAL CONVENTION MOBILE APP

Navigate the Annual Convention like a pro with the IAICDV Mobile App!

- Stay organized with up-to-the-minute exhibitor, speaker, and event information
- Build a personalized schedule and bookmark favorite exhibitors
- Take notes and download session handouts and presentations
- Find and connect with fellow convention attendees
- Receive important notifications and show updates
- View convention maps and floor plans
- Share your event photos
- Find Miami local places
- And much more!

Downloading the IAICDV Mobile App is easy!

SEARCH: Search the App Store or Google Play for "IAICDV Events."







For all other devices, including BlackBerry and Windows, visit http://app.core-apps.com/iaicdv18 to view the web-browser version.

Already have the IAICDV Mobile App on your phone from last year? From the app homescreen, select the button on the bottom of your screen called "Exit to Event List." From here, you can select the new IAICDV 49th Annual Convention Event. Questions about downloading the app? Come see us at the IAICDV Registration Desk for assistance.

Turnberry Isle Miami



Named among the "World's Best Resorts" by *Travel + Leisure* magazine, and a Forbes 2017 recommended resort, Turnberry Isle Miami is a South Florida gem. Offering championship golf courses, award-winning dining experiences, and a total wellness spa and fitness center, our elegant enclave is an endless escape of pampered play. Visit the hotel front desk for more information.

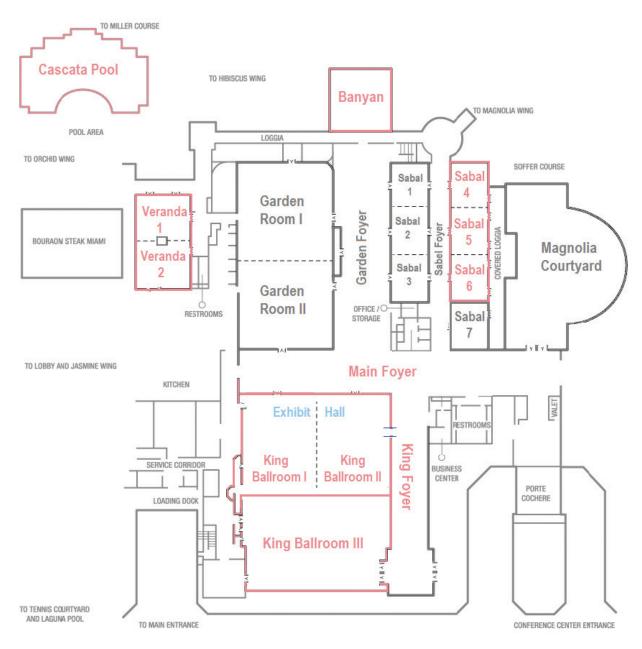
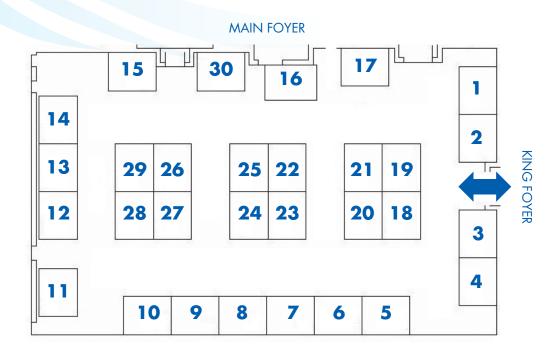


Exhibit Hall Floorplan



DON'T FORGET YOUR NAME BADGE! It's required for entry into the exhibit hall as well as all convention events and social functions.

COMPANY	воотн #
Alamo Refrigeration	4
Bassetts Ice Cream	10
C. Nelson Manufacturing Co.	20
Cold Car USA S	1
Crave Better Foods, LLC	5
Dellfrio (Liebherr)	29
Dolly Madison Ice Cream	25
Elcold Freezers	24
Excellence Industries 😚	17
Fruitiki, Inc.	3
Fruitique Ice Cream	14
Great Dane 🛞	11
Helados Mexico	2
Ice Cream Specialties	22
	• • • • • • • • • • • • • • • •

COMPANY	воотн #
IntegraSys §	8
Mars Ice Cream 🚫	15
Minus Forty Technologies Corp.	6
Mobile Vending Insurance Program by McNeil	& Co. 7
Nestlé – Edy's / Dreyer's Ice Cream S	26
NorthStar (formally Arctic Express)	12
Paleteria La Michoacana	23
Rich's Ice Cream 🚫	27
S. R. Rosati, Inc.	28
Samsara	21
Tropical Acai, LLC	13
Troverco / Triple Sticks Foods	9
Unilever Ice Cream S	16
Wells Enterprises, Inc. S	18 & 19
VERDU-US	30

Schedule of Events

MONDAY, NOVEMBER 5

10:00 AM - 6:30 PM • Main Foyer

Convention Registration Desk Open

10:00 AM - 3:00 PM • Banyan
Board Meeting with Lunch

2018 IAICDV Board of Directors only.

12:00 PM - 5:00 PM • King Ballrooms I and II Exhibitor Set-up

12:00 PM - 5:00 PM • King Ballroom III Vendor/Distributor Meetings

6:00 PM - 8:00 PM • Cascata Pool

Welcome Reception

Sponsored by Unilever Ice Cream

TUESDAY, NOVEMBER 6

7:45 AM - 5:00 PM • Main Foyer

Convention Registration Desk Open

7:45 AM - 8:30 AM • King Ballroom III

Breakfast

Hosted by Wells Enterprises, Inc.

8:30 AM - 9:15 AM • King Ballroom III

General Session and Newcomer Introductions

9:15 AM - 10:45 AM • King Ballroom III

KEYNOTE SPEAKER

A Complaint Free Business

Will Bowen

10:45 AM - 11:00 AM • King Foyer

Coffee and Networking Break

Hosted by: Cold Car USA, Great Dane, IntegraSys, Mars Ice Cream, Nestlé — Edy's / Dreyer's Ice Cream and Rich's Ice Cream

11:00 AM - 12:00 PM • King Ballroom III

EDUCATIONAL SESSION 1

The Top 5 HR Priorities for Small Businesses

Jennifer Currence, OnCore Management Solutions

12:00 PM - 3:00 PM • King Ballrooms I/II, King Foyer and Main Foyer

Exhibit Hall Luncheon

Hosted by Unilever Ice Cream

3:00 PM - 4:00 PM • King Ballroom III

EDUCATIONAL SESSION 2

How Ice Cream Operators and Distributors Can Become Invincible to Lawsuits and Save Thousands in Taxes

Larry Oxenham, American Society for Asset Protection

5:00 PM - 6:00 PM • Main Foyer and King Foyer

Happy Hour

6:00 PM - 7:30 PM • Sabal 4, 5 and 6

Casual Dinner and Entertainment

WEDNESDAY, NOVEMBER 7

8:00 AM - 12:00 PM • Main Foyer

Convention Registration Desk Open

8:00 AM - 9:00 AM • King Ballroom III

Breakfast

Hosted by Unilever Ice Cream

9:15 AM - 10:15 AM • King Ballroom III

EDUCATION SESSION 3

How to Turn Website Visitors into Customers

Christina Hawkins, GlobalSpex

10:15 AM - 10:45 AM • Veranda 1

30-Minute Yoga / Stretch

Towels, mats and bottled water will be available.

10:15 AM - 10:45 AM • King Foyer

Coffee and Networking Break

Hosted by: Cold Car USA, Great Dane, IntegraSys, Mars Ice Cream,

Nestlé — Edy's / Dreyer's Ice Cream and Rich's Ice Cream

10:45 AM - 11:45 AM • King Ballroom III

EDUCATIONAL SESSION 4

An Update on Safety and Compliance

John Seidl, Reliance Partners

11:45 AM - 3:00 PM • King Ballrooms I/II, King Foyer and Main Foyer

Exhibit Hall Luncheon

Hosted by Wells Enterprises, Inc.

3:00 PM - 5:30 PM • King Ballrooms I and II

Exhibitor Break-down

6:00 PM - 7:00 PM • Cascata Pool

Closing Reception

Sponsored by Wells Enterprises, Inc.

7:00 PM - 10:00 PM • Veranda 1 and 2

Closing Banquet Dinner and Masquerade Party

Keynote Speaker

TUESDAY, NOVEMBER 6 | 9:15 AM - 10:45 AM | KING BALLROOM III

Will Bowen



In July of 2006, Will Bowen handed out 250 purple bracelets inviting people to use them as a tool to eradicate complaining from their lives. His idea exploded around the world and, to date, more than 11 million purple Complaint Free

bracelets have been sent to people in 106 countries.

Among others, Bowen has been featured on *Oprah*, NBC's *Today Show, CBS Sunday Morning, ABC World News Tonight* and Fox News Channel.

The Complaint Free movement he began has been featured in thousands of newspaper and magazine articles including *People Magazine*, *Newsweek*, the Wall Street Journal, O Magazine, Self Magazine and Chicken Soup for the Soul.

Will personally presented the 6 millionth Complaint Free Bracelet to Dr. Maya Angelou who provided the forward for his book, A Complaint Free World: How to Stop Complaining and Start Enjoying the Life You Always Wanted. That book has sold more than 2 million copies worldwide in 28 languages.

Will Bowen is a #1 International best-selling author, a multi #1 Amazon best-selling author, an award-winning trainer, the 2016 Purdue University Executive in Residence, and he is the World Authority on Complaining—what causes it, why we do it and how to get ourselves and others to stop.

Will Bowen's book will be available for purchase and signing in the back of the room immediately following the presentation.

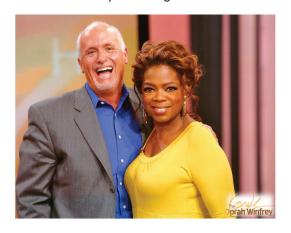


A COMPLAINT FREE BUSINESS

Executives, employees and staff deal with hundreds of complaints on a daily basis from both complaining customers and complaining coworkers.

In a fast-paced and funny presentation you'll learn:

- What's wrong with complaining? (Complaining's destructive effects on health, happiness, relationships, and career.)
- What is (and isn't) a complaint?
- The 5 reasons people complain (as remembered by the acronym G.R.I.P.E.)
- How to get other people (and ourselves) to stop complaining
- Positive leadership in a negative world



Educational Sessions

All educational sessions will take place in King Ballroom III. Educational session handouts and presentations (if available) can be accessed on the IAICDV Mobile App.

THE TOP 5 HR PRIORITIES FOR SMALL BUSINESSES

Tuesday, November 6, 11:00 AM - 12:00 PM

This session will cover critical topics that small business owners can use to stabilize and grow their business through their people. It will include recruiting, compliance, the importance of managers and much more!

Jennifer Currence, MBA, SPHR, SHRM-SCP, ACC, President, OnCore Management Solutions, LLC



Jennifer Currence is a corporate trainer and leader coach who specializes in career and talent development. She has 20 years of HR experience and is currently one of 32 people in the world selected as a faculty member for the Society of Human Resource Management (SHRM).

Jennifer is the president of OnCore Management Solutions and founder of OnCore Academy. She began her HR

career with Accenture Consulting and expanded into financial services, consumer goods, and non-profit organizations. She earned her MBA with an emphasis in management and holds a nationally accredited certification in coaching (ACC) and two international senior-level certifications in human resources (SPHR and SHRM-SCP). She has been recognized as a Thought Leader by the International Society of Performance Improvement, and was named the Tampa Bay HR Consultant of the Year for 2017.

Jennifer has been published in *HR Magazine* and featured in *Fast Company* magazine, *USA Weekly*, HR.com, and BambooHR.com. She is a regular speaker at regional, national, and international events and conferences, and the author of SHRM's eight-book series on behavioral competencies titled *Making an Impact in Small Business*.

HOW ICE CREAM OPERATORS AND DISTRIBUTORS CAN BECOME INVINCIBLE TO LAWSUITS AND SAVE THOUSANDS IN TAXES

Tuesday, November 6, 3:00 PM - 4:00 PM

From this presentation, you will learn lawsuit protection, tax reduction, and estate planning strategies most advisors are unaware of including:

- Sources of lawsuits ice cream operators and distributors are exposed to and how to prevent them.
- How ice cream operators and distributors can protect 100% of their professional and personal assets from lawsuits.
- How ice cream operators and distributors can protect their business, property, and personal assets in the event of a judgment in excess of liability insurance or an exclusion in a policy.
- How to avoid the most common asset protection mistakes made by ice cream operators and distributors and their advisors.
- How ice cream operators and distributors can minimize vicarious liability for the acts of other professionals and staff.

- Five strategies ice cream operators and distributors can use to reduce income taxes by up to 40% each year.
- How ice cream operators and distributors can eliminate the capital gains tax on the sale of a business, real estate, stocks or other assets.
- What ice cream operators and distributors should be doing now to prepare for successful business succession.
- Techniques ice cream operators and distributors can use to avoid probate and eliminate all estate taxes to pass assets to heirs tax free.
- How to effectively use corporations, trusts, wills, and family limited partnerships.

Learning Objectives:

- Structure business for lawsuit protection and prevention
- Reduce liability insurance costs
- Minimize taxes
- Create successful estate and business succession plan

Larry Oxenham, Author, Senior Advisor, American Society for Asset Protection



Larry Oxenham is one of America's top asset protection experts, having helped thousands of professionals achieve financial peace of mind by teaching them how to properly structure their assets for lawsuit protection and tax reduction. He has authored and co-authored several articles and books on the subject including The Asset Protection Bible. His career has been credited with helping thousands of people save millions of dollars.

Larry Oxenham is a nationally recognized speaker who has trained thousands of professionals at hundreds of conventions, conferences and seminars across the country.

HOW TO TURN WEBSITE VISITORS INTO CUSTOMERS

Wednesday, November 7, 9:15 AM - 10:15 AM

Your website is your 24/7 salesperson that can help you generate actual sales. You might be tracking the wrong things with your digital marketing. Let's get past visits since they do not equate to a successful business. To make money, you've got to convert at least some of those visitors and turn them into customers. Christina will go through the proven techniques for your digital marketing to get your website to work for you and convert visitors to customers.

Christina Hawkins, Founder, GlobalSpex



Since 1999, Christina has been designing and building exceptional websites. With many years of experience in creating thousands of websites, she understands the need for continuing education in her field and, therefore, is constantly learning

and teaching others about internet marketing and digital processes. Prior to establishing GlobalSpex, Christina worked for the Defense Department and, later, in the financial industry as an analyst and then in IT.

With each new customer and each new project, Christina has learned so much from stepping into various roles as developer, designer, IT, marketing analyst, coach and more. Each role has helped her hone her digital marketing and graphic design skills so that she can help entrepreneurs who have a voice but need assistance in getting their message out to their target audience in the right way.

In addition to her ability as a webmaster, Christina serves as a coach and mentor to digital marketing freelancers, helping them grow their businesses. She is also a sponsor and coleader of Houston's WordPress Meetup.

AN UPDATE ON SAFETY AND COMPLIANCE

Wednesday, November 7, 10:45 AM - 11:45 AM

Back by popular demand, John Seidl will leverage his comprehensive knowledge and experience to help your organization reach new heights in terms of the latest safety strategy, safety culture, risk assessment, and compliance. Do you have questions and need answers?

- What are the most common issues when pulled over at roadside?
- Are you prepared if the USDOT FMCSA comes and knocks on your door?
- What about the trucking companies you hire to haul your freight, are they compliant?

John Seidl, Vice President of Risk Services, Reliance Partners

As a nationally known DOT/FMCSA expert and a 20-plus year veteran of the transportation safety community, John has conducted countless safety seminars, driver safety



meetings and mock compliance reviews for motor carriers throughout the United States. He has extensive experience in law enforcement with both the Federal Motor Carrier Safety Administration (FMCSA) and as a Wisconsin State Patrol Motor Carrier Inspector. John also worked for the Federal

Aviation Administration (FAA) as a Hazardous Material (HM) Specialist; ensuring compliance with applicable HM regulations via all transportation modes of transportation, with a focus on aviation.

John worked closely with the National Drug/Alcohol Technical Advisory Group and the National ELD team, and had been recognized as the FMCSA Safety Investigator of the Year for two consecutive years.

Evening Entertainment

CASUAL DINNER AND ENTERTAINMENT

Tuesday, November 6, 6:00 PM - 7:30 PM • Sabal 4, 5 and 6



Come network and relax with fellow convention attendees while you enjoy a casual buffet-style dinner with drinks. World-renowned mentalist, Scott Xavier will be performing as well.

Scott Xavier, Mentalist

#IAICDV

Mixing comedy with psychological techniques of real mind reading, Xavier will craft an unforgettable evening of seemingly real magic! From mind over matter, to telepathy, you'll never know what excitement will keep you at the edge of your seats.

"The BEST I've ever seen!"

-MICHAEL JORDAN

"AMAZING! How do you know my THOUGHTS!"

-WARREN SAPP







WIN A \$225 TURNBERRY ISLE MIAMI GIFT CERTIFICATE!

Participate in the **2018 IAICDV Photo Contest** and you could win a resort gift card valid for golf, spa or any service or merchandise at the Turnberry Isle Miami.

DIRECTIONS: Download the IAICDV 49th Annual Convention Mobile App (see page 1 for details), click on the Photo Gallery icon on the dashboard and follow prompts to upload photos from your experiences at the Annual Convention. Make sure to include your name and company in the caption. Best photo wins!

Photos must be uploaded by 1:00 PM on Tuesday, November 6th. The winner will be announced via app alert during the Tuesday Exhibit Hall Luncheon.

WE WANT YOUR FEEDBACK

How was your experience at the 49th Annual Convention?

Please take a moment to participate in the survey which will be emailed to registrants on the last day of the convention. Your feedback will help the Annual Convention Committee plan for future conventions.

DON'T MISS THE 2019 EARLY BIRD MEMBERSHIP RENEWAL DEADLINE

Save \$100!

Renew and pay your IAICDV membership dues by March 31, 2019 and save \$100. Dues renewal emails will be distributed in December 2018.

CONNECT WITH THE IAICDV

Keep up to date with the IAICDV through our social networks. We regularly post industry-specific articles, as well as information on our members and upcoming events and programs.







New Member Spotlights

New members as of October 16, 2018.

American Classic Ice Cream

Operator/Distributor Bayshore, NY USA

BRR Logistics Limited

Operator/Distributor Winnipeg, MB Canada

Crave Better Foods, LLC

Supplier Cos Cob, CT USA

Frozen Solutions, Inc.

Supplier Calabasas, CA USA

Ice Cream on Wheels, Inc.

Broker Griffith, IN USA

Julz Ice Cream and Candy, Inc.

Operator/Distributor West Sacramento, CA USA

KVC Ice Cream (Koolies Ice Cream)

Operator/Distributor Romulus, MI USA

Mik Mart Ice Cream, LLC

Operator/Distributor Woodbury, MN USA

Momma P's Ice Cream Truck

Operator/Distributor Tallahassee, FL USA

Sure Winner Foods

Operator/Distributor Saco, ME USA

Tropical Acai, LLC

Supplier Pompano Beach, FL USA

Troverco / Triple Sticks Foods

Supplier Belleville, IL USA

VERDU-US, LLC

Supplier Orlando, FL USA

Williams Inland Distributors

Operator/Distributor Spokane Valley, WA USA

THE ASSOCIATION IS RNING 50 NEXT YEAR!

Stop by the IAICDV Registration area in the Main Foyer to share your experiences in the industry for the 50th anniversary tribute video which will be shown during the 2019 Annual Convention in Las Vegas.

Our Sponsors



















Superior DSD Service for Over 35 Years











2018 JAJCDV Leadership

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Marc Santini

Yumi Ice Cream Company

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Karen Reilly

Wells Enterprises, Inc.

Chris Turpin

Nestlé – Edy's / Dreyer's Ice Cream

Dharmesh Vadchhedia

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HALL OF FAME

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Michael Barone Jr.

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Mike Gardner Bailey Jordan

SAFETY

Peter Diaz Steve Rifaie

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2017	Michelle Barton	1989 – 1990	Alan Drazen
2015 – 2016	Hoss Rafaty	1987 – 1988	Manny Ginsberg
2013 – 2014	Chris Long	1985 – 1986	Jay Schwartz
2011 – 2012	Mike Johnston	1983 – 1984	Carl Long
2009 – 2010	Alan Drazen	1982	Al Reynolds
2007 – 2008	Nick Nikbakht	1980 – 1981	Ginger Shain
2005 – 2006	Carl Long	1979	Leo Gage
2003 – 2004	Allan Barish	1977 – 1978	Tom Yeager
2001 – 2002	Hoss Rafaty	1974 – 1976	Al Reynolds
1999 – 2000	Ken Schwartz	1973	Jim Gracy
1997 – 1998	Steve Feldman	1972	Tom Yeager
1995 – 1996	Bruce Ginsberg	1971	Jim Gracy
1993 – 1994	Earl Barish	1970	Sid Bair
1991 – 1992	Glenn Baron		

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49 YEARS OF SERVICE TO THE INDUSTRY







APPRECIATION

AWARDS



COMMUNICATION

FACEBOOK

350+ POSTS

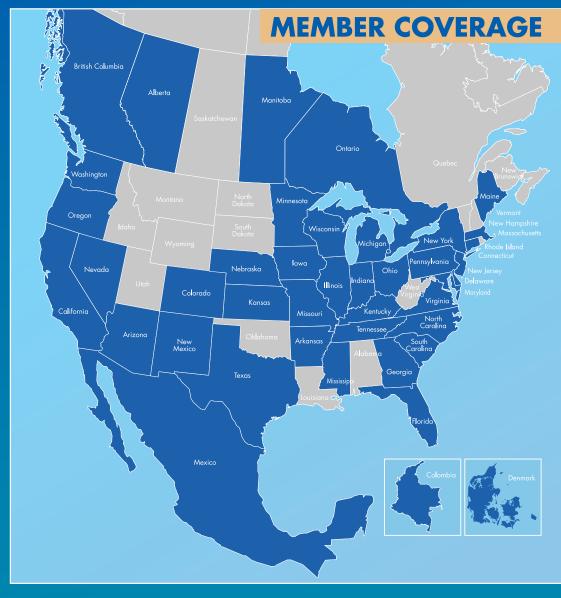
420+ LIKES

TWITTER



155+ TWEETS

104 FOLLOWERS



PUBLICATIONS

CHIMES NEWSLETTERS



MONTHLY REFRESHER NEWSLETTERS



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49TH ANNUAL CONVENTION

EXHIBITORS

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NETWORKING

We sell ice cream. IAICDV's mission is to provide access to information for best practices in the ice cream industry.

Save the Date

FOR OUR ASSOCIATION'S

50TH ANNIVERSARY CELEBRATION

NOVEMBER 11-13, 2019

PLANET HOLLYWOOD RESORT AND CASINO • LAS VEGAS

REGISTRATION OPENING SPRING 2019

Information available at www.iaicdv.org

