

Tues

9:00 a.m. - 1:30 p.m.
3:00 p.m. - 4:30 p.m.
5:00 p.m. - 6:30 p.m.
6:30 p.m.

FSMA Foundation Golf Tournament *scramble, contests & prizes*
Manufacturers Advisory Council (MAC) & Board of Directors Meeting *invitation only*
Welcome Cocktail Reception
Dinner On Your Own ▶ *Private Functions*

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Wednesday

9:00 a.m. - 12:00 p.m.
9:00 a.m. - 12:00 p.m.
10:00 a.m. - 11:30 a.m.

11:00 a.m. - 11:30 a.m.
12:00 p.m. - 1:00 p.m.
1:00 p.m. - 4:30 p.m.



FlexTime *plan a business meeting - a perfect time for Agency Group Meetings*
Ask the Lawyer Desk

NEW Manufacturer Share Group

The Future of the Manufacturer/Agency Relationship:
What Should I Do with the Hand That's Been Dealt to Me?
open to all Top2Top registered Manufacturers

First Time Attendees Orientation

Welcome Lunch

Conference Begins

General Session

▶ 20/20 Vision ▶ Distributor Keynote ▶ The Hero Effect - *Kevin Brown*



4:30 p.m. - 6:30 p.m.
3:30 p.m. - 5:30 p.m.
6:30 p.m. - 9:30 p.m.

FlexTime *plan a business meeting or check in with the office - its your time to choose*

Distributor Collaboration Meetings *by invitation*

FSMA Foundation Reception & Dinner

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Thursday

7:00 a.m. - 8:00 a.m.
8:00 a.m. - 12:00 p.m.
8:00 a.m. - 11:45 a.m.



Group Breakfast

Distributor Collaboration Meetings *by invitation*

Breakout Sessions or Flex-Time *(use the time as it best suits you)*

8:00 a.m. - 9:45 a.m.

- ▶ How Consumer Choice is Impacting The Commercial Foodservice World
- ▶ Best in Class Practices: Working with Chains

10:00 a.m. - 11:45 a.m.

- ▶ Go to Market 2025: Issues and Imperatives ▶ Golf Clinic

Group Lunch

General Session

Past, Present, Future: What Have We Learned and What You Should Expect ▶ Distributor Keynote

Distributor Collaboration Meetings *by invitation*



12:00 p.m. - 1:00 p.m.
1:00 p.m. - 3:00 p.m.

3:30 p.m. - 5:30 p.m.
3:30 p.m. - 5:30 p.m.

Breakout Sessions or Flex-Time *(use the time as it best suits you)*

- ▶ Retail Trends Impacting Foodservice ▶ Think National, Act Locally

5:30 p.m. - 7:00 p.m.
7:00 p.m.

Cocktail Reception *Support Our Troops: Create a Care Package*

Dinner on Your Own

- ▶ Private Functions ▶ Industry Partner Dinners

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Friday

7:00 a.m. - 8:00 a.m.
8:00 a.m. - 12:00 p.m.
12:00 p.m.

Coffee and Breakfast Snack

Distributor Collaboration Meetings *by invitation*

Top2Top Adjourns - *Safe Travels*

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