

OKLAHOMA WHOLESALE MARKETERS ASSOCIATION

79th Conference • May 3 & 4, 2021

The Skirvin Hotel • Oklahoma City

Oklahoma Super Trade Show • May 5, 2021 • Oklahoma State Fair Park



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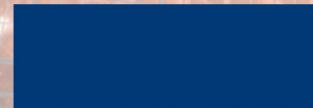
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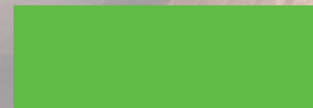


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FROM THE PRESIDENT'S CORNER

Welcome to the 79th Annual Conference of the Oklahoma Wholesale Marketers Association! It is hard to believe that two years have passed since the last time we all gathered in Oklahoma City.

Our industry has been so challenged this past year, but it does look like there might be an end in sight.

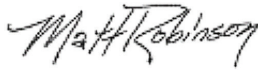
We hope you all have weathered the storm, and all our wholesalers, retailers and suppliers will come out stronger than ever. It is important that all of us use OWMA as a springboard for information, sharing technology updates and innovation in the industry. We always need to be involved with both the state and national levels politically and present a united front.

We have been working on changes this year in the Oklahoma Legislature and hope to improve our situation with OTC and make things easier for our members.

This is my first year as president of OWMA, and it has been a pleasure to serve the Association. I hope my next year as president will lend itself to healthier times for all.

Have some fun and enjoy your time in Oklahoma City. We welcome you and hope you enjoy our events.

Sincerely,



Matt Robinson
OWMA President



Photo courtesy of VisitOKC.com

Thanks for attending the 2021 OWMA Conference

Mark your calendar for
the 2022 OWMA Conference

May 15 through May 17

Omni Oklahoma City Hotel
100 Oklahoma City Blvd.
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OKC Convention Center
100 Mick Cornett Drive
Oklahoma City, Okla.



Who Can Resist Chocolate?

Thanks to Hershey's, participants at this year's OWMA Conference won't even have to think about resisting chocolate. We all appreciate it, right?

FROM THE CDA PRESIDENT

Welcome to the 2021 Oklahoma Wholesale Marketers Association Annual Conference, and thank you for your commitment to serving as the bridge between manufacturers and retailers bringing vital products needed by communities during the critical times of the last year. The past 12 months are a testament to the resilience of the convenience distribution industry.

Looking back at last year's CDA Industry Outlook survey, distributors understandably predicted a strong economic outlook and business as usual in 2020. No one could have predicted that a once in a century pandemic would throw the industry, much less the entire world, such a curveball. From supply chain disruptions to business shutdowns to major changes in protocol geared to keep COVID-19 infections at bay, CDA members remained on the front lines, pivoting and adapting as necessary to weather the unprecedented times.

Despite seemingly unsurmountable challenges, this past year was both steady and strong in terms of sales and profits, and distributors remain optimistic for the year ahead. This year's Outlook survey indicates CDA members are predicting a bright 2021. Based on 2020's performance, more than 80% of members surveyed expect overall sales to increase this year. CDA members anticipate expanding territories, focusing on sales and business development and updating technology as the precursors to growth. Also, while many agree that food service is one of the most challenging aspects of their business, over 57% of members surveyed plan to expand their food service operations. That optimism underscores the resiliency of our industry.

Finally, I applaud you for the commitment you have shown to the industry, to your colleagues and to your communities. I would be remiss if I didn't recognize and congratulate you for supporting your local communities and the entire nation day after day.

Both OWMA and CDA continue to strive to meet the challenges of the industry. We are very proud of where we are today and optimistic about where we are headed. We could not do it without each other.

Thank you for attending the OWMA Annual Conference and for being engaged and proactive.

Respectfully,



Kimberly S. Bolin
President and CEO
Convenience Distribution Association



Photo courtesy of VisitOKC.com



***Thank you
from all of us at***



We appreciate your partnership



SCHEDULE OF EVENTS

Monday, May 3

3 p.m. - 5 p.m.

**OWMA Board and Annual Meeting
Continental Room**

Tuesday, May 4

7:30 a.m.

**Golf Tournament Registration
Kickingbird Golf Club**

8 a.m.

**Shotgun Start
Kickingbird Golf Club**

6 p.m. - 8 p.m.

Reception/OWMA Update

Wednesday, May 5

9 a.m. - 3 p.m.

**Oklahoma Super Trade Show
Oklahoma State Fair Park - Pavilion**



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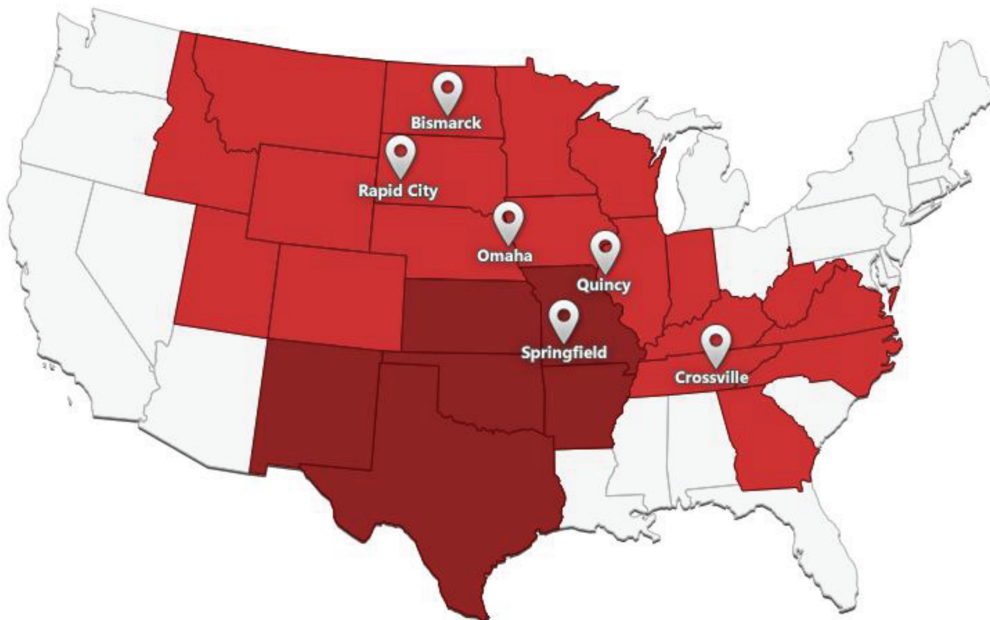
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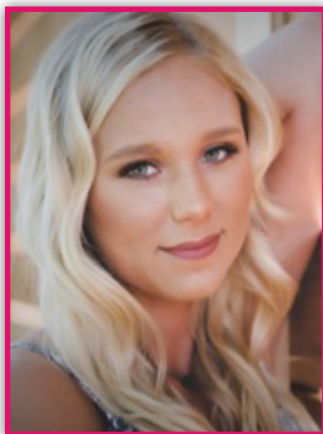
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OWMA 2020-2021 SCHOLARSHIP WINNERS



Teeronie McCann is sponsored by Stephenson Wholesale Co., Inc., doing business as Indian Nation Wholesale Co. She is the daughter of Scott and Amanda Robinson and Brent and Melanie McCann. Teeronie is from Bokchito, Oklahoma, and has attended Silo High School, with a 3.7 grade point average. She plans on attending Southeastern Oklahoma State

University to become a dental hygienist.

She participated in basketball, softball and cross country. She was a cheerleader and participated in FFA, FCA and National Honor Society. She was an all-star in basketball and all conference in her junior year and a state qualifier in cross country both her sophomore and junior years. In softball, she was a state qualifier in her sophomore year and state champion fast pitch her senior year. She has worked at the Bokchito Mail Center and McCann's Feed and Seed.



Clara Hibbs is sponsored by Swedish Match. She is the daughter of Greg and Cindy Hibbs.

Clara attended Edmond North High School in Edmond, Oklahoma, with a GPA of 4.00. She plans on attending the University of Central Oklahoma, majoring in forensic science and biology.

In high school, she has been announced as the class of

2020 valedictorian or salutatorian for Edmond North High School. She is a member of the National Honor Society and an advanced placement scholar. She participates in the Air Force Junior Reserve Officer Training Corps, which she has served as the assistant personnel commander, sophomore flight commander and wing inspector general. She was a member of the Edmond North orchestra and vice president of the Nature Club. She has worked at Showbiz Cinemas.



Rachel White is sponsored by Farner-Bocken Company - A Division of Core-Mark. She is the daughter of Jim and Joelle White.

Rachel attended Carroll High School in Carroll, Iowa, with a grade point average of 3.957. She is going to attend the University of Iowa and study pharmacy.

In high school, she was involved with a mock trial, speech, Student Senate, National Honor Society, chorus, show choir, KINS and the Gifted and Talented Program. She also participated in volleyball, basketball and track.

She has worked at a local café and as a checker at Hy-Vee.



Elizabeth Gonzalez Rivaflecha is sponsored by National Tobacco Company. She is the daughter of Yoenni Rivaflecha Aguilera and Raul González.

Elizabeth attended Marion C. Moore High School in Louisville, Kentucky, with a 3.0 grade point average. She is attending Western Kentucky University in Bowling Green Kentucky. Her majors are biology, with a pre-medicine

concentration, and Chinese.

In school, she has been involved in the International Dancing Festival, Hilltopper Organization of Latin American Students, Spanish, Korean Pop Culture and Chinese Club, WKU's Mahurin Honors College and Chinese Language Flagship. She is professionally trained as an interpreter. In High School, she was in the National Honor Society, Cultural Dialoguers and a student tutor. She has been trained in biotechnology and worked as a volunteer in a nonprofit group that sends medical supplies overseas and at Norton Audubon Hospital.

She is a student worker in WKU's Modern Language Department and has worked at Los Barrios.

LOOKING BACK: 2019 OWMA CONFERENCE



LOOKING BACK: 2019 OWMA CONFERENCE



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