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The Road Ahead

2022 CONFERENCE

Globe & Mail Centre
351 King Street East, Toronto – 17th floor

Monday, November 14, 2022

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**7:30-8:30 am**

REGISTRATION, CONTINENTAL BREAKFAST, NETWORKING

8:30-8:40

WELCOME & OPENING REMARKS

Robert Carter, President, CAC
Tony Chapman, Conference Host & Media Personality

8:40-9:40

SEIZE THE DATA PANEL

Robert Carter, President, CAC, *Moderator*
Cheryl Hung, Vice-President, Research, Dig Insights
Jenny Mabley, Vice-President, Consumer Panel Services,
Nielsen IQ
Vince Sgabellone, Director, Client Development, NPD
Vanessa Toperczer, Senior Vice-President, IMI International

9:40-10:20

CEO PANEL

Richard Southern, Reporter, 680 CityNews, *Moderator*
Kate Burnett, President, Bridgehead
Christine Cruz-Clarke, CEO, Balzac's
Mary Graham, President, Fresh City Farms
Fred Schaeffer, President & CEO, Mother Parkers

**10:20-10:35**

COFFEE BREAK (Auction, Exhibits, Food Professor Podcast)

10:35-11:05

FINANCIAL FORUM

Robert Carter, President, CAC, *Moderator*
Benjamin Tal, Managing Director/Deputy Chief Economist, CIBC
Dimitri Mazur, Sr Manager, Restaurant Finance, CWB

11:05-11:40

NAVIGATING THE ROAD AHEAD



Dr. Sylvain Charlebois, Professor, Dalhousie University

11:40-12:10 pm

It All Starts With...GREEN COFFEE

Marty Sigal, Owner, MRT Food Specialists, *Moderator*
Doug Eland, President, Eland Logistics
Sam Hairston, Director, Green Coffee Operations, Tim Hortons
Katie Ryan, Director, Coffee Procurement, Mother Parkers
Alvin Suissa, Vice-President, Ken Gabbay Coffee

12:10-12:15

SILENT AUCTION

Tiana Rodrigue, Executive Director, WE CARE

12:15-1:00 pm

LUNCH (Auction, Exhibits, Food Professor Podcast)

1:00-1:45

GROWING BRAND LOVE: Marketing & Technology Panel

Rosanna Caira, Kostuch Media, *Moderator*
Tebbie Chuchla, Vice-President, Marketing, KDP Canada
Chloe Efthymoulos, Industry Lead, F&B/Restaurants, TikTok
Nicole Murray, Director of Marketing, J.M. Smucker

1:45-2:15

STRIVING FOR SUSTAINABILITY

Julie Francoeur, Exec. Director, Fairtrade Canada, *Moderator*
Victor Cordero, General Manager, Ecolsierra Coop
Jeremy Dufour, Sustainability Projects General Manager,
Coffee Division, ofi
Michelle Saunders, Vice-President, Sustainability,
Food Health & Consumer Products (FHCP)

2:15-2:30

COFFEE BREAK (Auction, Exhibits, Food Professor Podcast)

2:30-3:15

KEYNOTE SPEAKER

Diversity, Resilience & The Road Ahead

Ted Nolan, former NHL player, coach & philanthropist
with **Tony Chapman**, Conference Host

3:15-3:30

KEY TAKEAWAYS

Tony Chapman, Conference Host

FLAVOUR TRENDS

Stephen Gray, Director of Sales, Canada, Monin

SILENT AUCTION WINNERS / WRAP UP

Kim Cunningham, Chair, Coffee Association of Canada
Robert Carter, President, CAC

3:30-4:30

COFFEE COCKTAILS presented by MONIN®