

The Southern Recognizes Ricky Jones; Provides Unique Resources and Opportunities

Former CDA chairman and long-time board member Ricky Jones of Andalusia Distributing received the Southern Association of Wholesaler Distributor's (SAWD) highest honor, the Career Achievement Award, the night of June 11 at The Southern Showcase in Dallas, TX.

Jones was lauded for his years of service to the Southern and to the distribution industry at large. A long history of public affairs involvement at the local, state and national levels, and past and continuing participation in, and service to, all of the industry's associations were among the reasons cited during a presentation of the award by Robin Ray, president of Atlantic Dominion Distributing. The Career Achievement Award was one of a trio of awards that capped an exciting day of education and a busy show floor.

Also recognized that evening was Scott McPherson, senior vice president—business operations and development, Core-Mark International Inc., who received SAWD's Service Award. McPherson was recognized for his contributions in helping the association bolster its trade show and for identifying SAWD's Meetings with a Mission partner, The Beautiful Feet Ministry. SAWD partners with a charity each year in the Southern Showcase's host city; this year that charity is The Beautiful Feet Ministry. The charity is supplied with both donated product and monetary contributions.

The Liberty Award went to Leonard Robinette, vice president—administration of H.T. Hackney Co. Robinette was recognized for his overall commitment to government affairs and for spearheading an effort to persuade Tennessee officials to reduce an onerous rule that would have had a major negative impact on distributors.

CDA president & CEO, Scott Ramminger, who attended the Southern Showcase, observed "There really could not be more deserving individuals to win these major awards. Ricky, Scott and Leonard have all made a commitment to our industry that is serious and inspiring. Each of these individuals knows the value of participation in their industry trade association. CDA joins with the members of the Southern in congratulating all of the award recipients."

The Awards Banquet was capped with a moving tribute to Lorillard Tobacco Co. by SAWD Executive Director Greg Martin, who applauded the company and its employees for their dedication to the industry and to the Southern, in particular.

"Greg said it very nicely," Ramminger said, "Lorillard has a long tradition of supporting the Southern, CDA and a host of state distributor organizations. They have been a class act, and that deserves recognition."

Along with Ramminger, CDA was also represented by Steve Shing, vice president of member engagement; David Dresser, vice president of industry affairs and



Robin Ray, president of Atlantic Dominion Distributing, presented the SAWD Career Achievement Award to Ricky Jones, vice president of sales and marketing of Andalusia Distributing.



Scott McPherson (r), senior vice president—business operations and development, Core-Mark International, received the SAWD Service Award, presented to him by Jeff Leischner, general manager, The H.T. Hackney—Lake City.



The 2015 recipient of the SAWD Liberty Award was Leonard Robinette (r), vice president—administration at The H.T. Hackney Co. Randy Emanuelson, vice president, Team Sledd, made the presentation.

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program development; and Dirk Smith, director of state government affairs. Smith also attended a gathering of state association executives.

Of course, Jones, McPherson, and Robinette weren't the only ones to be honored by the Southern.

The night before, at the traditional Southern Soiree, these awards were presented:

- The Southern Leadership Division Award presented to Maria Miro-Narlock of Spotlight Innovations;
- The SAWD Service Award presented to Chris Smythers of Merchants Grocery Co.;
- The Allied Products Representative Award presented to Mandi Clark of DOT Foods;
- The Tobacco Representative Award presented to Victoria Person-Goral of R.J. Reynolds; and
- The Meetings with a Mission Award presented to Mike Myers of Beautiful Feet Ministries.

One of the highlights of the event was a presentation titled "The Cultural Salad Bowl: Dealing with a Multi-Cultural Customer Base," by Dr. H Rao Unnava, W. Arthur Cullman professor of marketing and senior associate dean of academic programs at Ohio State University's Fisher College of Business.

Unnava discussed the cultural and economic background of individuals who emigrated from their home countries and now own retail stores in the U.S. He focused on immigrants from India and Pakistan, and described how negotiating style and expectations affect these retail store owners' views of life as well as business.

For contrast, Unnava examined the world of American business dealings, pointing out how the differences between Middle Eastern cultures and American culture can present opportunities.

"This presentation was really eye opening," said Sam Long, co-owner, Long Wholesale Distributors, Meridian, MS, following Unnava's remarks. "Dr. Unnava really had some practical ideas for doing business with customers from other cultures. This was an excellent session with real practical application in our business."

Other sessions included "What Big Brands Know," a presentation by Gerry O'Brien, who explained how techniques used by large successful companies can be applied to small businesses; "Speed to Market," by speaker Steve Brady, who addressed relations with manufacturers and dealing with new product; "Digital Marketing for Business Growth," by Scott Martin, who emphasized the importance of an online presence for a business, and finally "The Impact of Terrorism on American Life and Business" by James Olsen, who revealed how his career in the CIA affected his family life and how U.S. involvement in the War on Terrorism affects the safety of American citizens everywhere.

"This year The Southern truly delivered a vast amount of resources for businesses of all sizes, as well as recognized some of the industry's most important figures, and provided important networking opportunities that undoubtedly were a benefit to all who attended," said Ramminger. **CD**

For more information on SAWD, please visit <http://the-southern.org>.



Paula Glidewell, vice president, Glidewell Distributing and 2015 SAWD president, presented a check to Mike Myers of the Happy Feet Ministry in Dallas, as part of the SAWD Meeting with a Mission program.



InRhythm's Jeff Daugherty, direct of client services, gave April Garver, vice president, Southco Distributing Co., pointers on using CDA's InfoMetrics tools. Garver currently serves as president of the SAWD Southern Leadership Division (SLD).

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