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## For Immediate Release

### SEFA HOSTS ANNUAL PARTNERSHIP CONFERENCE VIRTUALLY

**September 14, 2020**

SEFA recently hosted its first-ever virtual Partnership Conference. This year marked the 34<sup>th</sup> anniversary of the annual event, originally slated as an in-person conference to take place in Austin, TX. Instead, SEFA was able to bring together over 420 Dealers and Suppliers for group sessions, more than 950 individual meetings, and a virtual award celebration using its online meeting platform.

“It’s important for us to tap into the power of the SEFA community by bringing our Dealers and Suppliers together, said Kelly Cain, CEO. “Our virtual conference provided a platform for those connections and collaboration to happen and we’re very pleased with the results. Recognition is engrained in our culture, and a virtual awards presentation allowed us to celebrate our partner’s success.”

Among the awards presented was SEFA’s **Member of the Year**. This award is the highest honor given to a SEFA Dealer. **Avanti Restaurant Solutions, Inc., Costa Mesa, CA**, captured this highly-respected distinction for outstanding growth, innovation, and market leadership. Driven by a strong set of values, Avanti is widely recognized for its engaging company culture. They have an eye on the future and are constantly looking for ways to leverage technology to give them more exposure, reach, and increased efficiency which translates into creating value for their customers. Accepting the award was Mark Rossi, Avanti CEO, and Founder.

The highest distinction a Supplier can earn is **Supplier of the Year** and the honor went to **Hatco Corporation**. They achieved significant growth within the group as a result of their bold innovation in equipment, commitment to training, and strong dealer relationships. Accepting the award were Mike Whitely and Mark Pumphret.

In addition to honoring our Dealers and Suppliers, certain individuals are in a class of their own. Since training is part of our DNA, the **Trainer of the Year** award is close to the heart of SEFA.

We were excited to present this award to **Glenn Lawless, Metro**, for his passion, enthusiasm, and excellence in training. The **Executive of the Year** award is presented to a leader who demonstrates integrity, courage, generosity, and passion for our industry. SEFA respectfully honored **Marc Israel, Great Lakes Hotel Supply**, with this special accolade.

Additional Dealers and Supplier Award Winners recognized for their growth and market leadership included:

#### **Dealer Awards**

C & T Design & Equipment Company, Inc., Indianapolis, IN – In-Sync with Excellence Award

Supplies on the Fly, Kennesaw, GA – Pinnacle of Success Award

Johnson-Lancaster & Assoc., Clearwater, FL – Pacesetter Award

B & G Restaurant Supply, Pittsfield, MA – Insider Award

Circle of Excellence Winners –

AIMCO Equipment Company, Little Rock, AR

Acme Paper & Supply Co., Savage, MD

Breckenridge Kitchen Equip. & Design, Huron, OH

High Achievers –

Cook's Direct, Warrenville, IL

Associated Food Equipment & Supplies, Gulfport, MS

Reinhart FoodService, Chicago, IL

#### **Supplier Awards**

Champion Industries – Outstanding Supplier: Heavy Equipment

Structural Concepts – Outstanding Supplier: Specialty Products

Convotherm – Outstanding Supplier: Cooking

Edlund Company – Outstanding Supplier: Supplies

The Middleby Corporation – Partnership

A video replay of the event is available upon request.

#### **About SEFA**

SEFA, LLC is a nationwide network of leading supply and equipment dealers and vendor partners. Founded in 1986, SEFA has grown to be the industry's leading foodservice buying, marketing, and training group. SEFA strengthens its partners through the delivery and development of professional business services.