THE IFDA
EXECUTIVE DEVELOPMENT PROGRAM
FOR FOODSERVICE DISTRIBUTOR EXECUTIVES

PROFESSIONAL DEVELOPMENT WITH SCALABLE RETURNS

IFDA
UNIVERSITY OF VIRGINIA
DARDEN SCHOOL OF BUSINESS
EXECUTIVE EDUCATION
HELP YOUR EMPLOYEES REALIZE THEIR FULL POTENTIAL AS A LEADER.

IFDA’s Executive Development Program enhances rising leaders’ core business knowledge and explores the challenges of being in positions of increasing authority. This groundbreaking program is conducted with the world-renowned University of Virginia Darden School of Business. The Financial Times ranks Darden’s faculty No. 1 in the world and The Economist has ranked Darden the No. 1 educational experience in the world for three consecutive years.

“THE IFDA EXECUTIVE DEVELOPMENT PROGRAM AT DARDEN PROVIDED ME WITH A NEW PERSPECTIVE IN MY THINKING AND APPROACH TO COMPLICATED MANAGEMENT ISSUES. THE PROFESSORS WERE SECOND TO NONE, GREAT CONTENT, PHENOMENAL DELIVERY OF THE MATERIAL.”

- CHRIS LEWIS, VP, MULTI-UNIT ACCOUNTS, BEN E. KEITH FOODS
WHAT SETS DARDEN APART?

This program includes two three-day sessions at the University of Virginia Campus. During each session, approximately a dozen case studies are utilized. Students receive copies of the cases four weeks prior to each session and are expected to read and analyze each case prior to their arrival at Darden.

COURSE PREPARATION
This program includes two three-day sessions at the University of Virginia Campus. During each session, approximately a dozen case studies are utilized. Students receive copies of the cases four weeks prior to each session and are expected to read and analyze each case prior to their arrival at Darden.

THE LEARNING TEAM
Each student is assigned to a Learning Team of four to five people. Cases are discussed first in meetings with the learning team and questions on each case are used to guide team meetings and discussions.

CLASSROOM DISCUSSION
In class, the faculty will facilitate a discussion to explore the diverse views, opinions, and judgments of the participants.

SELECTION CRITERIA
The Program is recommended for managers who are:
- Preparing to take on increasing responsibilities,
- Seeking to become more effective leaders, and
- Looking to broaden their business perspective.

REGISTER
BY 12/21/19 AT
IDFAONLINE.ORG/LEARNING
SCHEDULE

FEBRUARY 23-26, 2020
Darden Module One, Charlottesville, VA
Students spend three days at Darden developing critical thinking, decision analysis, and strategic thinking to help participants understand organizational strategy, competitive dynamics, and the fundamentals of business growth.

APRIL 28-29, 2020
Washington Insight Conference Participation*
Students will attend the IFDA Washington Insight Conference, which includes lobbying visits to congressional offices. *Participation is optional, but encouraged.

JULY 12-15, 2020
Darden Module Two, Charlottesville, VA
Second classroom session where students will continue to build insights and network with colleagues.

“AN OUTSTANDING PROGRAM THAT REFRESHESThe ENTIRE PROGRAMFORGOTTEN KNOWLEDGE AND CHALLENGES WAS ENGAGING. IT IS AMAZING TO SEE A GROUP OFINDUSTRY LEADERS SITTING IN A ROOM FULLY FOCUSED ON LEARNING.”

- ETHAN DEWALL,
Vice President of Operations,
Martin Bros. Distributing Co., Inc.

QUESTIONS?
CONTACT CHARLYNN F. DRISCOLL,
DIRECTOR, EDUCATION PROGRAMS & ENGAGEMENT,
CDRISCOLL@IFDAONLINE.ORG/ (703) 532-9400
MIKE ROACH LEADERSHIP AWARD

PAST MIKE ROACH LEADERSHIP AWARD WINNERS
2016: James “Woody” Cheatham, Merchants Foodservice
2017: Frank Case, Performance Foodservice
2018: Kirk Stowell, B&C/Centennial

In conjunction with The IFDA Executive Development Program for Foodservice Distributors, IFDA and Ben E. Keith Foods established the Mike Roach Leadership Award to identify and recognize one outstanding participant from each class, annually.

The award honors former Ben E. Keith Foods President J. Michael Roach and his many contributions to the foodservice distribution industry in his leadership at Ben E. Keith Foods, serving on the IFDA Board of Directors for 16 years, and serving for two years as the IFDA Chairman.

In each class, peers as well as program leaders at Darden select a top student contributor who they believe embody leadership qualities that Mike Roach personified and encouraged in employees during his tenure at Ben E. Keith Foods. They include:

BEING AN EXCEPTIONAL COMMUNICATOR
Demonstrates superior interpersonal skills, listens intently, and asks insightful questions in an effort to understand all perspectives.

STRONG CRITICAL THINKING
Raises vital questions, is open-minded and encourages alternative systems of thought, and is strong at identifying and analyzing problems and recommending practical solutions.

A PASSION FOR PEOPLE
Develops and sustains cooperative working relationships and encourages continual learning within the team environment.

VISIONARY LEADERSHIP
Exhibits creative foresight and a unique ability to inspire others.

PEER RESPECT
Demonstrates a strong work ethic, is likeable and trustworthy, and recognizes and appreciates the ability of others.
A selection committee that includes peers as well as program leaders at Darden nominates a top student contributor who they believe embody leadership qualities that Mike Roach personified and encouraged in employees during his tenure at Ben E. Keith Foods. The recipient receives an all-expenses paid trip to the IFDA Distribution Solutions Conference, where he or she will be recognized at a general session with all attendees.

LEAD INSTRUCTOR:
Lead Instructor Jared Harris teaches ethics and strategy courses, with particular focus on corporate governance, business ethics, and inter-organizational trust.

ADDITIONAL INSTRUCTORS:

ALEC HORNIMAN, PHD
Professor of business administration, teaches in the ethics, strategy, and leadership areas.

LUANN LYNCH, PHD
Professor of business administration, teaches accounting and management accounting in the MBA program.

ROBERT CARRAWAY, PHD
Associate professor of business administration, teaches quantitative analysis courses in the MBA program.

MARC MODICA, MA
Senior lecturer in business administration, teaches negotiation and communication courses in the MBA program.

TOM STEENBURGH, PHD
Paul M. Hammaker professor of business administration with a focus on strategic sales management.
PARTICIPANTS WILL:

**IMPROVE THEIR CAPACITY** FOR STRATEGIC DECISION MAKING TO THINK FASTER AND MORE CREATIVELY.

**BUILD CAPABILITIES** FOR LEADING CROSS-FUNCTIONAL TEAMS.

FOODSERVICE DISTRIBUTOR PARTICIPANTS INCLUDE EMERGING LEADERS FROM ALL DISCIPLINES IN YOUR COMPANY.
SIMPLY STATED, DARDEN IS THE SINGLE GREATEST EXPERIENCE IN MY PROFESSIONAL CAREER. THE PROFESSORS ARE PASSIONATE, ENGAGING AND HAVE A CONTAGIOUS ENERGY. AN OUTSTANDING PROGRAM!

- FRANK J. CASE III, EXECUTIVE VICE PRESIDENT, PERFORMANCE FOOD SERVICE TEMPLE, TEXAS

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