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RHODE ISLAND FOOD DEALERS ASSOCIATIONS 2014 TRADE DAY: A Series of Informative and Entertaining Events of Interest to the RI Food Industry

East Providence Rhode Island – February 19, 2014 -- The Rhode Island Food Dealers Association (RIFDA) will host their Annual Trade Day on Thursday, March 20th, from 2:30PM to 9:00PM at the Providence Marriott Hotel (One Orms Street Providence, RI). We are pleased to offer an exciting day long program.

Our industry seminar will open the Trade Day's events. This year's topic will be "Communicating to your Customer via Social Media" presented by Jessica Levine of Seven Degrees Communications. Jessica is recognized for her presentations on the topics of strategic social media, marketing, networking, event engagement and technology. Jessica has a passion for connecting people and creating experiences based on strategic goals. Jessica uses social networking tools to build and strengthen both personal and business relationships and teaches others how to embrace social media as a way to create both corporate and personal brands. This will serve as a very practical and worthwhile experience.

The RI Food Dealer's Trade Day is also the setting for this year's expanded Best Bagger Competition. The winner will have three prize options: attend the National Grocers Association "National Best Bagger Contest" held during their convention at the Mirage Hotel in Las Vegas (hotel & airfare included), receive an iPad Air 32 GB-Wi-Fi; or a cash prize equivalent for use towards future education. This event has been featured in recent years on the David Letterman Show on CBS. "The Best Bagger contest is an exciting, vibrant and fun-filled event where Rhode Island's best grocery bagger's can show off their speed and compete for a shot at the national competition", said Steve Arthurs, President & CEO, Rhode Island Food Dealers Association.

The evening will also feature a great networking opportunity at our cocktail reception followed by our annual industry dinner. This year's dinner program will provide the setting for honoring our Best Bagger winners, closing remarks from our seminar facilitator Jessica Levine, a presentation by RI Representative Patricia Serpa, Chairperson of RI House Committee on Small Business to the RIFDA along with her comments on activities of this committee during the current legislative session, and a presentation ceremony honoring the 2014 Rhode Island Food Industry Honoree of the Year; Jim Murphy, Stop & Shop Supermarkets.

We are excited with the program we are offering and we think this event will serve the food industry of RI well from an educational, informational and entertainment perspective.

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About Rhode Island Food Dealer's Association:

The Rhode Island Food Dealers Association represents over 300 food organizations throughout the state including grocery and specialty retailers, wholesalers, distributors, manufacturers, suppliers and brokers. Combined the food industry in RI represents the largest source of revenue generators within the state and with exception employs more people than other industries in the region.

With its size and scope the food industry in Rhode Island has developed and evolved over time to be a large complex and diverse group of organizations. RIFDA has and will continue to provide the services and functions needed that help its members successfully compete and grow by acting as a resource that understands their needs and provides them with information, education, representation and other efficient and effective programs.

RIFDA

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