## Partners Executive Forum (PEF) – Distributor Company Profile

## PEF Company Profile Management

Schedulers and Team Leads will have access to their company's demographics for PEF. Your Company will be available in the scheduling tool for your trading partners to review and you will have the same opportunity to review theirs. Your company's profile is preloaded to the Company Profile pages. Access your PEF Company Profile by clicking here: <u>https://members.ifdaonline.org/MemberHome</u>

You will need to logon with your IFDA logon credentials



If you have any trouble with logging on please contact Tessa Holkesvik tholkesvik@ifdaonline.org.

After logon, you'll land on your Company profile page and then click your company's hyperlink



## PEF Distributor Company Profile Page

There are three areas where you can update your company's profile:

- Company Overview
- Company Logo
- Company Demographics

Clicking the 'pencil' tool will allow you to build your company's profile for PEF



Customer Segment(s)	Buying Group
Served	Convenience Distribution Association Distribution
Business & Industry, Chain Restaurants, Convenience	Market Advantage, FAB (Frosty Acres Brands),
stores, Direct to Customers, Education,	Federated Foodservice, Golbon, Independent
Government/Military, Healthcare, Hospitality,	Marketing Alliance, Legacy Foodservice Alliance,
Independent Restaurants, Other, Retail	National Convenience Distributors, Not Applicable,
	Pro*Act, UniPro Foodservice, Inc.
Market/Delivery	
Areas	Product Innovations
Mid Atlantic, Northeast, Pacific Northwest, Southeast	
Total Number of DSRs 100	Number of 15

All demographic fields are required\*. Once you have updated your company's profile information click "Save" to complete the update process.

Customer Segment(s) Served		<ul> <li>Buying Group</li> <li>Affiliations</li> </ul>
Check all Business & Industry Chain Destaurants	<u> </u>	Check all Convenience Distribution Association
Convenience stores	•	EAB (Frosty Acres Brands)
Market/Delivery Areas	<ul> <li>Check all</li> <li>Mid Atlantic</li> <li>Nation Wide</li> <li>Northeast</li> </ul>	Product Innovations
•Total Number of DSRs		*Number of Distribution Facilities
100		15