



***FORWARD
IN FOCUS***

The New Collaboration Paradigm: Working with Suppliers & Other Partners to Grow Sales and Profits in the AI Age

September 14, 2026

Session Goals

1. Learn how technology is changing the way distributors and suppliers work together
2. Discuss how those changes can improve how you work with your trading partners
3. Identify ideas and concepts that you can take back and apply to your business

Session Agenda

- Panel Discussion
- Table Discussion
- Closing Thoughts

Panel Discussion



Aaron Barulich

President

BiRite Distributor



Thomas Meyers

Vice President of Sales

Conagra Foodservice



David White

Principal, Solutions
Consulting Team

iTradeNetwork

Table Discussion

1. How has the way you work with suppliers and operators changed over the last 2 – 3 years?
2. How do you see technology helping to improve how you work with your customers and your suppliers?
3. What needs to happen for the foodservice industry to maximize the use of technology to better service customers and improve collaboration in the value chain?

Closing Thoughts



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Thank You