



Western Association of Food Chains, Inc.

825 Colorado Boulevard • Suite 203

Los Angeles, California 90041-1714 • (323) 254-7279 • FAX: (323) 254-6032

Website: www.wafc.com • E-Mail: ehill@wafc.com

Press Release

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WAFC Names Carole Christianson, Executive Vice President

The Western Association of Food Chains has named Carole Christianson to succeed Ed Hill, as Executive Vice President, effective May 1, 2007. While retiring from the day-to-day operations of the WAFC, Hill will continue to serve as a professor in the USC/FIM Program

Reporting to the WAFC Executive Committee, Christianson brings over 30 years of food industry and trade association experience to the position.

An industry veteran, she rose through the ranks to Vice President, Retail Development and Vice President National Sales Director with Coca Cola before successfully establishing her own company, Christianson West in 2003.

Involved in numerous organizations, she has served as a Trustee of the California Grocers Associations Educational Foundation; Executive Vice President of the Food Industries Circle for the City of Hope; and in 1997, she was elected "Headlite" (President) of the Illuminators becoming the first and only woman to hold that position in the national supplier organizations' 79 year history.



Christianson is a graduate of the USC Executive Food Industry Management Program and in 1992 was honored with the prestigious "Humanitarian of the Year" award by the National Conference of Communities & Justice.

Established in 1921, the Western Association of Food Chains is a non-profit organization comprised of Retailers and Wholesalers in the 14 Western states representing over 7,500 supermarkets and 200 billion dollars in annual sales. The WAFC's primary mission is Education, which is made possible with the support of industry suppliers and staging an Annual Convention each spring.

The WAFC is the premier food industry education focused association in the Country. Having founded and sponsored for 49 years the Food Industry Management Program and Executive Food Industry Management Program at USC, and continuing the expansion of the Retail Management Certificate Program now being offered by over 110 community colleges. In addition, the WAFC supports the Western Collegiate Food Marketing competition and funds numerous scholarships to Universities throughout the West.

For additional information, visit: www.wafc.com