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“WAFC Announces NBA Legend, Magic Johnson, as a 2015 Convention Headliner”



Lakewood, CA - The Western Association of Food Chains (WAFC) is pleased to announce that Earvin “Magic” Johnson will be the closing speaker at the Tuesday morning general session at the 94th Annual “Advancing the Food Industry Through Education and Leadership” WAFC Convention to be held May 2-6, 2015 at the JW Marriott Desert Springs in Palm Desert, California.

Mr. Johnson is a Major League Baseball owner, an NBA Legend, a two--time Hall of Famer, an Entrepreneur, a Philanthropist and a Motivational Speaker. The business mogul has successfully parlayed his skills and tenacity on the court into the business world, propelling his company to the status of #1 Brand in Urban America. In the business world Mr. Johnson is most noted for his unprecedented Starbucks partnership, which served as the catalyst for redevelopment in urban communities and is literally the blueprint for Corporate

America’s engagement and success with urban consumers. In 2010, the savvy businessman divested his Starbucks, and Los Angeles Lakers shares in excess of \$100 million dollars.

In 2012, as a member of Guggenheim Baseball Management (GBM), he became an owner of the Los Angeles Dodgers, a Major League Baseball Franchise. In 2014, Mr. Johnson with some of the partners from GBM purchased the Los Angeles Sparks of the WNBA. Mr. Johnson also serves as Chairman and Founder of the Magic Johnson Foundation, where his unwavering commitment to transform Urban America continues through HIV/AIDS Awareness & Prevention Programs, Community Empowerment Centers, and the Taylor Michaels Scholarship Program. Celebrating over 20 years of success, the Magic Johnson Foundation has become one of the most recognizable philanthropic organizations around the world.

“Magic Johnson is a legendary figure in the sports world, in business and in the many communities he serves. He has demonstrated a steadfast commitment in helping young people create better futures and we are honored to have him as a keynote speaker at our convention.” stated WAFC President & Chairwoman, Sue Klug of Unified Grocers.

Established in 1921, the WAFC is focused on providing educational opportunities for food industry associates. The highly acclaimed Food Industry Management Program at the University of Southern California Marshall School of Business has been available to qualified industry participants for 56 years. In 2000, the WAFC expanded its scope by working with community colleges throughout the Western United States to establish the “Retail Management Certificate Program.” The Retail Management Certificate Program curriculum is currently available online and at 160 college and satellite locations.

To learn more about the WAFC, go to www.wafc.com.