



Western Association of Food Chains, Inc.

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Western Association of Food Chains Names 2009-10 Officers ***Pete Van Helden of SUPERVALU, Inc. Elected President***

Lakewood, California May 5, 2009 – At its 88th Annual Convention in Phoenix, Arizona the Western Association of Food Chains (WAFC) elected officers for the 2009-2010 year, naming Pete Van Helden, Executive Vice President/President, Retail West for SUPERVALU, Inc. as its president. The WAFC is the premier food industry education-focused association in the United States.

Having founded the Food Industry Management Program at the University of Southern California in 1958, and subsequently the Food Industry Executive Program, the WAFC continues to develop and promote advanced educational opportunities for food industry employees. The WAFC's "Retail Management Certificate" 10 course curriculum is currently offered by over 130 community colleges and online. Additionally, the WAFC supports the Food Industry Leadership Center at Portland State University, the Western Collegiate Food Marketing Competition and numerous scholarships to Universities throughout the West.



Industry Executives leading the WAFC for the coming year are:

President:	Pete Van Helden Executive Vice President, President, Retail West Region SUPERVALU, Inc. Eden Prairie, MN
Vice President:	Mike Proulx President, COO Bashas Markets Chandler, AZ
Treasurer:	Karl Schroeder President Safeway, Northern California Division Pleasanton, CA
Secretary:	Lynn Gust Executive Vice President Merchandising & Advertising Fred Meyer, Inc. / Division of Kroger Co. Portland, OR

Sue Klug, President, Albertsons, Southern California Division, continues to serve as WAFC Education Chairman.

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. For additional information, visit: www.wafc.com