



Press Release

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Western Association of Food Chains Names 2010-2011 officers. Karl Schroeder of Safeway Northern California elected president

Lakewood, California - At it's 89th Annual Convention in Palm Desert, California the Western Association of Food Chains (WAFC) elected officers for the 2010-2011 year, naming Karl Schroeder, President of Safeway's Northern California Division as it's president. The WAFC is the premier food industry education-focused association in the United States.



Industry Executives leading the WAFC for the coming year are:

President: Karl Schroeder, President Safeway Northern California Division

Vice President: Lynn Gust, Executive Vice President, Merchandising and Advertising, Fred Meyer

Treasurer: Mike Stigers, President, CEO, PW Markets

Secretary: Sue Klug, President, Albertsons Southern California Division

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.

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

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