

WAFC 89th Convention
"Educating Tomorrow's Leaders Today"
JW Marriott Desert Springs
Palm Desert, California
April 17-21, 2010



Retailer/Wholesaler Business Building Meeting Hosts
*Please note that you must be a Registered Convention Delegate to participate in the meetings.
Badges are required.*

As of 4/8/10



Submit Meeting Requests To: **Request Deadline:**
Cindy Blount
Executive Secretary
FAX: 714-300-6936
Email: cindy.blount@supervalu.com
All Meetings will be scheduled for Monday & Tuesday ONLY

Participants:
Sue Klug – President
Dave Huettl – VP Center Store
Greg McNiff – VP Fresh
Caton Frates – Sr. VP Operations
Subriana Pierce – Sr. VP Merchandising
John Harb – REM Total Alcohol & Beverage
Wendy Oliver – Sales & Merchandising Mgr. Center Store



Submit Meeting Requests To: **Request Deadline:**
Amy Boots
Executive Assistant
FAX: 208-395-6773
Email: amy.f.boots@supervalu.com

Participants:
Mike Clawson – President, Albertsons, IMW
Susan Morris – Sr. V.P. Sales & Merchandising, Albertsons, IMW
John Colgrove – VP Fresh, IMW
Doug Campbell – VP Center Store, Albertsons, IMW
Bruce Hiller – Total Alcohol & Beverage REM



Submit Meeting Requests To: **Request Deadline:**
Dick King
President
FAX: 801-978-8511
Email: dlking@afstores.com
All Meetings will be scheduled for Monday ONLY

Participants:
Dick King – President, Fresh Market
Rich Parkinson – President, Associated Food Stores



Submit Meeting Requests To: **Request Deadline:**
Brandy Brooks
Executive Assistant FAX: 480-940-6710
Email: bbrooks@bashas.com

Participants:
Robert Ortiz – Sr. V.P., Sales & Merchandising

Bristol Farms

An Extraordinary Food Store.

Submit Meeting Requests To: **Request Deadline:**
Joe Shasha
Sr. Director Non-Perishables
FAX: 310-233-4705
Email: jshasha@bristolfarms.com

Participants:
Sam Masterson – Executive Vice President
Joe Shasha – Sr. Director Non Perishables
Adam Caldecott – Vice President Marketing



Submit Meeting Requests To: **Request Deadline:**
Misty Williams
Admin Assistant
FAX: 714-534-4130
Email: mwilliams@costco.com

Participants:
John Eagan – V.P. Sr. GMM
Tracy Mauldin Avery – V.P. GMM
Maryann Elrod – Buyer
Tina Boyle – Buyer – Liquor/Wine/Beer
Jaime Leal – Buyer



Submit Meeting Requests To: **Request Deadline:**
Shelly Weathers
Executive Assistant
FAX: 310-884-2673
Email: shelly.weathers@food4less.com

Participants:
Bob McKee – Sr. Vice President, Store Operations
Bryan Kaltenbach – Sr. Vice President, Sales & Marketing
Tim Mulhall – Group Vice President, Perishables & Hispanic Marketing
Mike Mortensen – Vice President, Grocery/Liquor/Fuel
Andy Copeland – Director, Grocery
Kirk Hayhurst – Director, Meat



Submit Meeting Requests To: **Request Deadline:**
Mark Barnett
Email: mbarnett@foodland.com

Participants:
Joe Detro – V.P Sales & Operations
Abel Porter – President
Kimberly Mann – Director of GM, Non-Foods
Jodi Minamishin – Grocery Director



Submit Meeting Requests To: **Request Deadline:**
Cindy Moore
FAX: 503-797-5733
Email: cindy.moore@fredmeyer.com

Participants:
Mike Ellis – President
Steve Fox – V.P. Grocery Merchandising
Lynn Gust – EVP Merchandising & Advertising
Gregory Johnson – V.P. Merchandiser HBCC



Submit Meeting Requests To:**Request Deadline:**

Rick Fry
Sr. V.P. Supply Chain
FAX: 714-563-0779
Email: rickf@northgatemarkets.com

Participants:

Rick Fry – Sr. V.P. Supply Chain
Trina Guoz – Sr. Buyer
Sandra Covarrubias – Grocery Buyer
Patty Reyes Diaz – Sr. Grocery Buyer
Sal Marcianti – Director, Whse & Transportation



Submit Meeting Requests To:**Request Deadline:**

Marie Beronia
Mgr. of Administration
FAX: 408-453-2169
Email: mberonia@pwwmarkets.com

Participants:

Mike Stigers – President



Submit Meeting Requests To:**Request Deadline:**

Dee Wong
Executive Assistant
FAX: 916-376-6930
Email: dwong@raleys.com

Participants:

Joel Barton – Sr. V.P. Sales & Merchandising
Tristin Montgomery – V.P., Non Perishables
Ross Frederkisen – Director Grocery Sales & Merchandising
Bill Roatch – Director, GM/HBC

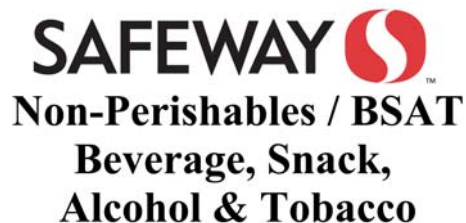


Submit Meeting Requests To:**Request Deadline:**

Marcia Nakasuji
Administrative Assistant
FAX: 310-884-2669
Email: Marcia.Nakasuji@ralphs.com

Participants:

Chuck Ackerman – Sr. Vice President, Sales & Marketing
Mike Servold – Vice President, Grocery / Dairy Deli / Liquor & Nutrition
John Piersma – Vice President, Drug/GM



Submit Meeting Requests To:**Request Deadline:**

Arlene Negron
Assistant to Group V.P.
FAX: 925-469-7036
Email: Arlene.negron@safeway.com
All Meetings will be scheduled for Monday ONLY

Participants:

Doug Ratto – Group Vice President

SAFeway 
**Dairy, Refrigerated
& Frozen**

Submit Meeting Requests To:

Request Deadline:

LeeAnn Pelkey

Admin

FAX: 925-467-2700

Email: LeeAnn.Pelkey@safeway.com

All Meetings will be scheduled for Monday ONLY

Participants:

Henry Michon – Sr. Vice President, Dairy, Refrigerated, and Frozen

Diane Dietz – Executive Vice President, Chief Marketing Officer

David Lee – President & General Manager / Non Perishables

SAFeway 
**Non-Perishables
Home Care, GM
& Family Care**

Submit Meeting Requests To:

Request Deadline:

Barbara Trujillo

Administrative Assistant

FAX: 925-469-7003

Email: Barbara.trujillo@safeway.com

All Meetings will be scheduled for Monday & Tuesday ONLY

Participants:

Bob Shelton – Sr. Vice President

SAFeway 
Main Meal & Dry Grocery

Submit Meeting Requests To:

Request Deadline:

Sheryl Galvan

Administrative Assistant

FAX: 925-469-7040

Email: Sheryl.Galvan@safeway.com

All Meetings will be scheduled for Sunday & Monday ONLY

Participants:

Jim Lewis – Sr. V.P. Main Meal and Dry Grocer

**SAVE MART
SUPERMARKETS**

Submit Meeting Requests To:

Request Deadline:

Audrey Schield

Executive Assistant

FAX: 209-577-3857

Email: aschild@savemart.com

Participants:

Steve Junqueiro – President, COO

Frank Capps – VP Food Maxx & Center Store



Submit Meeting Requests To:

Request Deadline:

Michele Whitney

Secretary to the EVP, Marketing

FAX: 909-379-0408

Email: Michele.Whitney@staterbros.com

Participants:

Dennis McIntyre – Executive Vice President Marketing

Tom Finn – Director Grocery

John Peterson – Director, Store Merchandising

Cindy Schmitz – Director, Sales & Marketing (Sun & Mon only)



Submit Meeting Requests To:

Michael Tyson

VP Center Store

FAX: 360-714-7816

Email: michaeltyson@themarketsllc.com

Participants:

Michael Tyson – VP Center Store



Submit Meeting Requests To:

Tom Floyd

Manager Procurement

FAX: 503-833-1208

Email: tfloyd@unifiedgrocers.com

Participants:

Mark Johnson – Executive Director of Procurement Pacific NW

Tom Floyd – Manager Procurement Pacific NW

Tim Jennings – Buyer – Roth’s Fresh Markets

Dan Cepeda – Director, Center Store – C&K Market



Submit Meeting Requests To:

Kory Burwell

Executive Director, Retail Support Services

FAX: 323-729-6618

Email: kburwell@unifiedgrocers.com

Participants:

Kory Burwell – Executive Director, Retail Support Services
