
WAFC 88th Convention
"Education & Innovation: The Winning Combination"

JW Marriott Desert Ridge
Phoenix, Arizona
April 25-29, 2009



**Business Building Meetings
Retailer/Wholesaler Hosts**

*Please note that you must be a Registered Convention Delegate to participate in the meetings.
Badges are required.*

As of 3/18/09



Submit Meeting Requests To:

Cindy Blount

Executive Assistant

FAX: 714-300-6936

Email: cindy.blount@supervalu.com

Request Deadline:

March 20, 2009

Participants:

Sue Klug – President

Sam Mayberry – Sr. V.P. Sales & Merchandising

Greg McNiff – VP Fresh

Mike Hendry – VP Banner Marketing

John Harb – Total Alcohol & Beverage Lead REM

Dave Huettl – Director Grocery

Pete Van Helden – Executive VP, Retail West

Bryan Davis – Category Manager - Grocery



Submit Meeting Requests To:

Rita Beedle

Administrative Assistant

FAX: 208-395-3516

Email: rita.beedle@supervalu.com

Request Deadline:

March 20, 2009

Participants:

Mike Clawson – President, Albertson's, IMW

Susan Morris – Sr. V.P. Merchandising, Albertson's, IMW

Doug Campbell – VP Center Store, Albertson's, IMW



**Associated
Food Stores**

Submit Meeting Requests To:

Dick King

Vice President

FAX: 801-978-8511

Email: dlking@afstores.com

Request Deadline:

March 20, 2009

Participants:

Rich Parkinson – President, CEO

Dick King – Vice President

Kevin Fitz – Executive Director, Non-Perishables

Nancy Day – Director, Imagery



Submit Meeting Requests To:

Brandy Brooks

Executive Assistant

FAX: 480-940-2255

Email: bbrooks@bashas.com

Request Deadline:

March 20, 2009

Participants:

Mike Proulx – President, COO

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

Ralph Woodward – Sr. V.P, Retail Operations

Tom Swanson – VP and General Manager (Food City)

Byron Roberts – VP and General Manager, Non-Perishables

Duane Proulx – VP, Grocery Procurement

Cisco Echeverria – VP, Sales & Merchandising (Food City)

Submit Meeting Requests To:

Joe Shasha

Sr. Director Non-Perishables

FAX: 310-233-4705

Email: jshasha@bristolfarms.com

Request Deadline:

March 20, 2009

Bristol Farms
An Extraordinary Food Store.

Participants:

Kevin Davis – President, Chairman & CEO

Sam Masterson – Executive V.P. Operations

Pat Posey – VP Sales & Advertising

Adam Caldecott – Sr. Director Merchandising

Joe Shasha – Sr. Director Non Perishables

Brett Rolfe – VP Operations.

Submit Meeting Requests To:

Tracy Mauldin-Avery

Vice President

FAX: 925-443-8109

Email: abuescher@costco.com

Request Deadline:

March 20, 2009



Participants:

Tracy Mauldin-Avery – Vice President

Debbie Calhoun – Vice President

Maryann Elrod – Buyer – Sundries/Paper/Soda/Cleaning

Tina Boyle – Buyer – Liquor/Wine/Beer

Ralph Beckstrom – Buyer

Betty Kinney – Buyer

Jerry Gittelman – Buyer

Emily Halac - Buyer



Submit Meeting Requests To:

Shelly Weathers

Executive Assistant

FAX: 310-884-2673

Email: shelly.weathers@food4less.net

Request Deadline:

March 20, 2009

Participants:

Bob McKee – Sr. Vice President, Sales & Marketing

Bryan Kaltenbach – Sr. Vice President, Store Operations

Tim Mulhall – Group Vice President, Grocery/Liquor/Fuel

Mike Mortensen – Vice President, Perishables & Hispanic Ops

John Swindell – District Manager

Sam Andranigian – Regional Area Manager

Andy Copeland – Director, Grocery

Kirk Hayhurst – Director, Meat

Rick Weir – Director, Liquor/Fuel

Tom Corbin – Store Director

Submit Meeting Requests To:

Mark Barnett

Email: mbarnett@foodland.com

Request Deadline:

March 20, 2009



Participants:

Joe Detro – Sr. V.P Sales & Operations

Abel Porter – President & CEO

Jodi Minamishin – Grocery Director

Mark Barnett – Consultant

John Schilf – Director, GM, Meat Seafood, Produce

Submit Meeting Requests To:

Pam Abitia

Administrative Assistant

FAX: 360-650-8375

Email: pama@haggen.com

Request Deadline:

March 20, 2009



Participants:

Dave Norton – Sr. V.P. Sales & Marketing

Scott Brown – V.P. of Center Store

Brian Stockman – Director of Grocery

Joel Todd – Category Manager

Submit Meeting Requests To:

Rick Fry

Sr. V.P. Operations

FAX: 714-563-0779

Email: rickf@northgatemarkets.com

Request Deadline:

March 20, 2009



Participants:

Rick Fry – Sr. V.P. Operations

Trina Guoz – Haba/Liquor Buyer

Oscar Gonzalez – COO



Submit Meeting Requests To:

Marie Beronia
Buying Office Admin
FAX: 408-258-1761
Email: mberonia@pwwmarkets.com

Request Deadline:

March 20, 2009

Participants:

Mike Stigers – President



Submit Meeting Requests To:

Linda Redwine
Executive Assistant
FAX: 425-462-2146
Email: Linda.redwine@qfc.com

Request Deadline:

March 20, 2009

Participants:

Nancy Moon-Eilers – Vice President, Merchandising
Brent Stewart – Senior Director Grocery



Submit Meeting Requests To:

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

Request Deadline:

March 20, 2009

Participants:

Tristin Montgomery – V.P., Non Perishables Sales & Merchandising
Ross Frederiksen -Director Sales & Merchandising
Bill Roatch – Director, General Merchandise/HBC



Submit Meeting Requests To:

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

Request Deadline:

March 20, 2009

Participants:

Chuck Ackerman – Sr. Vice President, Sales & Marketing
Steve Lewis – Vice President, Grocery
John Piersma – Vice President, Drug/GM



Submit Meeting Requests To:

Kris McBride
Executive Assistant
FAX: 925-467-3922
Email: kris.mcbride@safeway.com

Request Deadline:

March 20, 2009

All Meetings will be scheduled for Monday & Tuesday ONLY

Participants:

Mike Minasi – President Marketing
Diane Dietz – Executive Vice President, Chief Marketing Officer

SAFeway 
Non-Perishables / BSAT
**Beverage, Snack,
Alcohol & Tobacco**

Submit Meeting Requests To:

Arlene Negron

Assistant to Group V.P.

FAX: 925-469-7036

Email: Arlene.negron@safeway.com

All Meetings will be scheduled for Monday & Tuesday ONLY

Request Deadline:

March 20, 2009

Participants:

Doug Ratto – Group Vice President

Diane Dietz – Executive Vice President, Chief Marketing Officer

David Lee – President & General Manager / Non Perishables

SAFeway 
Non-Perishables / DRF
**Dairy, Refrigerated
& Frozen**

Submit Meeting Requests To:

LeeAnn Pelkey

Assistant to V.P. Frozen Foods

FAX: 925-467-2700

Email: LeeAnn.Pelkey@safeway.com

All Meetings will be scheduled for Monday & Tuesday ONLY

Request Deadline:

March 20, 2009

Participants:

Lou Trujillo – Vice President of Frozen Foods

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:

Barbara Trujillo

Administrative Assistant

FAX: 925-469-7003

Email: Barbara.trujillo@safeway.com

All Meetings will be scheduled for Monday & Tuesday ONLY

Request Deadline:

March 20, 2009

Participants:

Bob Shelton – Sr. V. P., Home Care & Gen. Mdse & Family Care

Diane Dietz – Executive Vice President, Chief Marketing Officer

David Lee – President & General Manager / Non Perishables

SAFeway 
Non-Perishables
**Main Meal
and Dry Grocery**

Submit Meeting Requests To:

Sheryl Galvan

Administrative Assistant

FAX: 925-469-7040

Email: Sheryl.Galvan@safeway.com

All Meetings will be scheduled for Monday & Tuesday ONLY

Request Deadline:

March 20, 2009

Participants:

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

Diane Dietz – Executive Vice President, Chief Marketing Officer

David Lee – President & General Manager / Non Perishables



Submit Meeting Requests To:

Reyna Fedelin

Executive Assistant

FAX: 925-467-3229

Email: Reyna.Fedelin@safeway.com

All Meetings will be scheduled for Sunday & Monday ONLY

Request Deadline:

March 20, 2009

Participants:

Kelly Griffith – President, Perishables

Mike McGinnis – Sr. Vice President, Corp Meat & Seafood

Geoff White – Group Vice President, Corp Produce & Floral

George Wooten – Group Vice President, Bakery & Deli



Submit Meeting Requests To:

Michele Whitney

Secretary to the Exec. V.P. – Mktg.

FAX: 909-379-0408

Email: Michele.Whitney@staterbros.com

Request Deadline:

March 20, 2009

Participants:

Dennis McIntyre – Executive Vice President Marketing

Tom Finn – Director Grocery

Tami Lammers – Director, Non Foods



Submit Meeting Requests To:

Michael Tyson

Vice President, Center Store

FAX: 360-714-7816

Email: michaeltyson@themarketsllc.com

Request Deadline:

Participants:

Michael Tyson – Vice President Center Store

Kevin Weaterill - CEO



Submit Meeting Requests To:

Tom Floyd

Manager Portland Purchasing

FAX: 503-833-1208

Email: tfloyd@unifiedgrocers.com

Request Deadline:

March 20, 2009

Participants:

Dan Murphy – Sr. V.P. Perishables and Retail Support Services

Bob Lutz – Vice President Procurement

Tom Floyd – Portland manager Procurement

Tim Jennings – Sales and Marketing Director (Roth's Markets)

Rick Nestegard – Sr. Director Non Perishables (C&K Market)

Greg Sandono – VP/COO (C&K Market)

