

2021 WAFC “Virtual” Leadership Summit

Tuesday, May 4, 2021

Focus on Education Programs – Thriving through a year of challenge.

Hosted by: WAFC President & Chairman Greg McNiff, President, Stater Bros. Markets

Agenda highlights include:

Retail Management Certificate Program Panel Discussion

You will learn more from program graduates and organizers about how WAFC’s entry level program can benefit you and your employees.

Moderator: WAFC Education Chair Mike Hendry, EVP, Marketing & Merchandising, Northgate Gonzalez Market

Mike will be joined by Cherie Phipps, Director RMCP and Graduates Rhonda Brown-Palacios HR Field Trainer/Education, Ralphs (Kroger) and Jhosimar Rivera Guizar, Director of Customer Marketing, Northgate Gonzalez Market.

USC Food Industry Programs Panel Discussion

“You Pick Them, We Polish Them!” Program graduates give us a first-hand account of the benefits of attendance and Director Dr. Cynthia McCloud details the many programs available to high potential individuals.

Moderator: WAFC President & Chairman Greg McNiff, President, Stater Bros. Markets

Greg will be joined by Dr. Cynthia McCloud, Director, Food Industry Programs, Executive Education, Donna Tyndall, Donna Tyndall, SVP Operations, Gelson’s Markets and Mike Hendry, EVP, Marketing & Merchandising, Northgate Gonzalez Market.

Capstone Presentation

Featuring the winning team “**Digital Concierge of the Future**” from the USC Food Industry Management Class of 2020. They will introduce us to new innovation and technological advancements that give our customers a best-in-class, personalized shopping experience.

2021 WAFC “Virtual” Leadership Summit

Wednesday, May 5, 2021

Focus on WAFC Convention – Adding value to you, your teams and your brands.

Hosted by: *WAFC President & Chairman Greg McNiff, President, Stater Bros. Markets*

Agenda highlights include:

Executive Town Hall

You will not want to miss the opportunity to hear executives from some of the leading retailers address questions fielded from supplier and manufacturing partners.

Moderator: *WAFC President & Chairman Greg McNiff, President, Stater Bros. Markets*

Greg will be joined by WAFC officers Scott Drew, COO, Smart & Final, Pat Posey, VP Non-Perishable Procurement & Merchandising, Bristol Farms and Paul Gianetto, SVP, Sales & Merchandising, Raley's.

WAFC's Milestone Donor Recognition

Celebrating companies and individuals with 5-60 years of support of the WAFC Education Fund providing advanced education to industry employees.

Featuring 60-year donor – Nestle. Accepting will be Jim Coyne, Chief Customer Officer of Nestle, USA.

Capstone Presentation

Featuring the winning team from the USC FIM “Quaran-team of 2021” class. Winning team to be announced on Wednesday, April 28, 2021 at graduation, so stay tuned for more info.