



**ADVANCING THE FOOD INDUSTRY  
THROUGH EDUCATION AND LEADERSHIP**  
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## **“WAFC APPOINTS BUSINESS DEVELOPMENT MANAGER”**



“It is a pleasure to welcome Dana Hendry to the newly created position of Business Development Manager. As the WAFC continues to evolve, Dana’s energy and passion for the food industry makes her an ideal choice to expand on the success of WAFC’s initiatives” said Carole Christianson, WAFC Chief Operating Officer.

A native of Southern California, Hendry grew up in a food industry family. That history along with her experience working for the Hershey Company will allow her to support our growth initiatives and bring creativity and a fresh perspective to the WAFC.

Dana earned her bachelor’s degree at Rutgers University in New Jersey, where she was a Division1 (Big Ten) All-American Scholar Athlete playing four years on the softball team.

“I am truly looking forward to being a part of an organization that is focused on growing future leaders and serving the food industry. I have benefited, firsthand from all that it has to offer. I am so excited to join the WAFC!” says Hendry.

*Established in 1921, the WAFC is focused on providing educational opportunities for food industry associates. The highly acclaimed Food Industry Management Program at the University of Southern California Marshall School of Business has been available to qualified industry participants for 63 years. In 2000, the WAFC expanded its scope by working with community colleges throughout the Western United States to establish the “Retail Management Certificate Program”. The curriculum is available at 100+ community colleges and satellite campuses from Hawaii to Maryland, and 100% online across the nation.*

*To learn more about the WAFC, go to [www.wafc.com](http://www.wafc.com).*

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