



ADVANCING THE FOOD INDUSTRY  
THROUGH EDUCATION AND LEADERSHIP

4010 WATSON PLAZA DRIVE, SUITE 205, LAKEWOOD, CA 90712

# Education Initiatives

December 2022

4,588

Community College  
“Retail Management Certificate  
Program” Graduates

2,039

USC “Food Industry Management  
Program” Graduates

2,071

USC “Food Industry Executive  
Program” Graduates

56

USC “Masters of Science, Food  
Industry Leadership” Graduates

\$36.8M

Granted to support the WAFC’s  
education programs



Additional Scholarships  
underwritten by our  
University Partners

## Retail Management Certificate Program (RMCP) – 8 College Courses

**Accredited education for entire industry: Retail, Wholesale, Supply Chain, CPG, etc.**

- Open to everyone from entry level to senior leaders, nationwide
- Self-paced, 100% online to accommodate everyone
- Academic certificate (transferable college credits) and industry credential awarded

**Competency-based curriculum proven to impact careers and personal growth:**

- Analytical and Financial Tools
- Communication and Professional Skills
- Industry Knowledge and Techniques
- Management Theory and Leadership Techniques



## USC Food Industry Management Program (FIMP) – 4 Month Program

**Our Approach**

- Life and career-changing program that inspires leaders to broaden their skills, explore new ideas, and focus on both personal and professional growth
- Serving the next generation of industry leaders
- Raising the bar on education in the food industry

**Program Overview**

- Founded in 1958 with USC Marshall
- Runs for 16 weeks – January thru April
- Targets mid-to-senior level leaders
- WAFC funded tuition
- Supported by company leaders

**USC Marshall Courses**

- Strategy
- Marketing
- Communication
- Finance
- Leadership



## USC Food Industry Executive Program (FIEP) – 4 Day Program

**Our Approach**

- Focused innovative program that will enhance the participant’s business mindset while providing key knowledge and the latest strategic tools.
- Serves mid-to-senior level leaders who would like to polish their leadership skills
- Taught by USC Marshall faculty and food industry leaders in March and September

**Focused Learning Outcomes**

- Learn to know oneself, inspire a team, and build an organization
- Think strategically, evaluate situations, and make decisions
- Adapt or change in new situations and solve problems
- Become truly resilient and expand critical thinking



## WAFC Partners with Affordable Non-Profit Universities

**WAFC encourages our entire industry to pursue academic credentials and degrees through one of our endorsed scholarship providers:**



## A FOOD INDUSTRY PARTNERSHIP

The vision and generosity of these education donors provide the funding that benefits thousands of food industry employees who participate in WAFC-endorsed educational programs. The programs include: USC Food Industry Management Program, USC Food Industry Executive Program, Community College Retail Management Certificate Program, and grants to universities funding food industry education initiatives throughout the 14 western states.

### PROFESSOR IN RESIDENCE



**Kraft Heinz**



Good Food, Good Life



**PEPSICO**



Unilever

### LEGACY DONORS



Jim & Janet  
Brown



Carole & Paul  
Christianson



Goodspeed  
Charitable Fund



Robert & Carolyn  
Hermanns



Lilian Zacky

### SCHOLARSHIP DONORS - RETAILERS



SAFeway  
VONS  
Pavilions  
Foundation

**Bashas'**

Bristol Farms  
GOOD FOOD MARKET

**Brookshire  
Brothers**



**Food 4 Less  
Foods Co.**

**Fred Meyer**

Gelson's



**Raley's**

**Smart & Final**  
Warehouse & Market. Friend & Neighbor.

**SPROUTS**  
FARMERS MARKET

**STATER BROS.**  
charities

**SUPERIOR  
GROCERS.**

### SCHOLARSHIP DONORS - SUPPLIERS

**ACOSTA**  
SALES & MARKETING



**ALKALINE 88**



american greetings



**DPI Specialty Foods**  
Bringing the Best to Market

**DURACELL**



### CONTRIBUTORS



FRIENDS OF THE INDUSTRY





# WAFC Education Fund

## Donor Levels & Benefits

### Professor in Residence - \$45,000 Annually - (includes all Scholarship benefits plus...)

- WAFC/USC grant of full tuition plus priority status for up to three high potential employees to the USC FIMP (2022 Tuition \$30,223 each)
- 50% discount for all employees to any USC Executive Program including the Food Industry Executive Program (2022 \$1,997.50 savings ~ \$1,997.50 vs. \$3,995)
- Guests of WAFC/USC (up to eight representatives) at annual Donor Appreciation Luncheon held on the University of Southern California campus in Los Angeles
- Top Priority for Retailer/Vendor Pre-Scheduled Business meetings

### Scholarship - \$15,000 Annually - (includes all Contributor benefits plus...)

- WAFC/USC grant of full tuition of high potential employee to USC FIMP (2022 Tuition \$30,223)
- Increased Priority for Annual Convention Retailer/Vendor Pre-Scheduled Business meetings
- Milestone recognition during Annual Convention General Sessions at each five- year increment

### Contributor - \$5,000 Annually

- 20% discount for all employees to any USC Executive Program including the Food Industry Executive Program (2022 \$795 savings ~ \$3,200 vs. \$3,995)
- Guests of WAFC/USC at annual Donor Appreciation Luncheon
- Company Logo on WAFC website, annual convention promotion video, convention program & convention signage
- Recognition at all WAFC Board meetings, Annual Donor Lunch, USC FIMP Graduation and Annual Convention
- WAFC certificate & \$200 honorarium for all graduates of the Community College
- "Retail Management Certificate Program"
- Priority for Retailer/Vendor Pre-Scheduled Business meetings
- Opportunity to host or co-host a Hospitality Event or other activity at the convention

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 over 255 billion dollars in annual sales. The WAFC's primary mission is education, which is made possible with scholarship donations from industry suppliers and individuals, as well as, staging an annual convention each spring.



#### UPCOMING EVENTS

**December 3, 2022**  
**MS.FIL Graduation & Capstones**

**April 25-26, 2023**  
**Big Education Day/Capstone**  
**Presentations &**  
**64th USC FIMP Class Graduation**

**May 6-10, 2023**  
**WAFC Annual Convention**



SCAN ME

**You can learn more about WAFC and our  
education initiatives by scanning here or  
visiting [www.wafc.com](http://www.wafc.com)**



# A Tradition of Excellence, A Future of Promise!

Industry leadership serving on the WAFC Board, past and present, who are graduates of our education programs:

## Officers & Advisory:

### PRESIDENT & CHAIRMAN

**Scott Drew**  
President  
Smart & Final  
Commerce, CA  
**RMCP: 2019**  
**FIEP: 2018**

### Greg McNiff

President & COO  
Stater Bros. Markets  
San Bernardino, CA  
**WAFC President: 2021/2022**  
**FIEP: 1992**

### VICE PRESIDENT

**Paul Gianetto**  
SVP Sales & Merchandising  
Raley's  
West Sacramento, CA  
**FIMP: 1994**

### Mike Stigers

CEO, Cub Foods & EVP, UNFI  
Eden Prairie, MN  
**WAFC President: 2018**  
**MS.FIL: 2020**

### TREASURER

**Nancy Lebold**  
CEO  
New Seasons Markets  
Portland, OR  
**FIMP: 2015**

### Kevin Curry

President  
Albertsons/Vons/Pavilions  
Fullerton, CA  
**WAFC President: 2017**  
**FIMP: 1990**

### SECRETARY

**Kevin Lovell**  
SVP Operations  
Safeway NorCal  
Pleasanton, CA  
**FIMP: 2005**

### Donna Tyndall

SVP Operations (Retired)  
Gelson's Markets  
Encino, CA  
**FIMP: 1989**

## Board of Directors:

### Jack Breeding

VP Retail Operations  
Food4Less/Foods Co.  
Compton, CA  
**FIEP: 2012**

### Adam Caldecott

CEO  
Bristol Farms/Lazy Acres/  
New Leaf Community Markets  
Carson, CA  
**MS.FIL: 2021**  
**FIMP: 1999**

### Wendy Coldesina

AGMM  
Costco Wholesale  
Garden Grove, CA  
**FIMP: 2015**

### Mike Hendry

**Education Chairman**  
EVP Marketing & Merchandising  
Northgate Gonzalez Markets  
Anaheim, CA  
**FIMP: 1995**

### Mike Johnson

VP Merchandising  
King Soopers/ City Markets  
Denver, CO  
**FIMP: 2015**  
**RMCP: 2016**

### Sam Masterson

EVP, CDO  
Good Food Holdings  
Carson, CA  
**FIMP: 1981**

### Tyler Myers

President  
The Myers Group  
Clinton, WA  
**FIMP: 1988**

### Tom Nelson

SVP Operations  
Albertsons/Tom Thumb/Randalls  
Arlington, TX  
**FIMP: 2009**

### Matt Reeve

Sr. Vice President  
Smart & Final  
Commerce, CA  
**FIMP: 2003**

### Nathan Tucker

EVP Retail Operations  
WinCo Foods  
Boise, ID  
**FIMP: 2012**

### Jim Wallace

SVP Operations, Southwest  
Albertsons Companies  
Phoenix, AZ  
**FIEP: 2003**

### Rick Williams

Area VP South  
Albertsons/Vons/Pavilions  
Fullerton, CA  
**FIEP: 2019**

### Levi Wingo

SVP Operations  
Raley's  
West Sacramento, CA  
**FIMP: 2015**  
**MS.FIL: 2020**

## Director Emeritus:

### Kevin Davis

Special Advisor to the Board  
Good Food Holdings  
Carson, CA  
**FIMP: 1978**

### Oscar Gonzalez

Co-President & COO  
Northgate Gonzalez Market  
Anaheim, CA  
**FIEP: 2001**

### Ed Hill

President (Retired)  
ABCO Foods  
Scottsdale, AZ  
**FIMP: 1968**

### Dave Hirz

President, CEO (Retired)  
Smart & Final  
Commerce, CA  
**FIEP: 1997**

### Bryan Kaltenbach

President  
Food4Less / Foods Co  
Compton, CA  
**FIEP: 2003**

### Jim Lee

President & COO (Retired)  
Stater Bros. Markets  
San Bernardino, CA  
**FIMP: 1976**

### Alfred A. Marasca

President, COO (Retired)  
Ralphs Grocery Co.  
Los Angeles, CA  
**FIMP: 1964**

### Karl Schroeder

President  
Albertsons/Safeway - NorCal  
Pleasanton, CA  
**FIMP: 1988**

### Pete Van Helden

CEO  
Stater Bros. Markets  
San Bernardino, CA  
**FIEP 1993**

\*Graduate: RMCP – Retail Management Certificate Program/FIMP – USC Food Industry Management Program/  
FIEP – USC Food Industry Executive Program MS-FIL – USC Master of Science, Food Industry Leadership