



The Western Association of Food Chains (WAFC) has promoted Cherie Phipps to Senior Director of the Retail Management Certificate Program:

Since its inception in 1999, Cherie has been the catalyst behind the design and delivery of the Retail Management Certificate Program for the Western Association of Food Chains. Cherie will continue to oversee the community college curriculum / learning outcomes and will continue to work closely with retailers and colleges across the nation to effectively utilize the program. Cherie also works with community colleges and multiple universities to establish transfer pathways to higher educational degrees.

Cherie began her grocery retail career serving customers in the stores. Her career path included operations management, and division / corporate roles in Labor Relations and Human Resources. Her expertise in leadership development and succession planning helped inspire the creation of the original Retail Management Certificate Program in the 1990's.

Phipps' education path began with bachelor's degrees in Psychology and Sociology as well as a minor in Business. She later earned her certificate in Food Industry Management (FIM) from University of Southern California and an MBA in Organizational Leadership, from USC's Marshall School of Business.

"Cherie is fully dedicated to supporting our entire industry, and we are proud to have almost 5,000 Retail Management Certificate (RMC) Graduates to date. Cherie has been instrumental in developing and implementing the RMC Program across the nation and will now be tasked with taking the program to the next level and working on doubling our graduation numbers in the next five years. Cherie's passion for education and contagious energy will help guide us in making our goal a reality." Patrick Posey, COO WAFC

*Established in 2000 with full backing of the WAFC, the Retail Management Certificate is an accredited business program that provides associates with the necessary skills to become successful managers and leaders in the retail grocery industry. Since its beginning, the program has grown from one to nearly 80 community colleges across the United States and is accessible 100% nationwide online. The Certificate is available to anyone and can be completed in as little as one year. Grocery retail companies agree that the RMC is truly a gateway to career advancement and degrees, empowering grocery workers with the skills and knowledge for advancement into leadership roles in the retail grocery industry. To learn more about the Retail Management Program, visit <http://www.retailmanagementcertificate.com>*

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