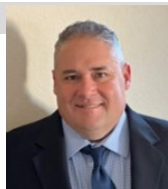


W AFC ELECTS SEVEN NEW DIRECTORS TO 2023-2024 LEADERSHIP

“We are thrilled and incredibly honored to have this group of extraordinary industry leaders join the W AFC Board of Directors. They have shown tremendous dedication to the success of our industry and are proven servant leaders who will be instrumental in helping the W AFC achieve continued success.”

- Paul Gianetto, President Chairman, W AFC, SVP Sales & Merchandising, Raley’s



MIKE CALLIHAN - Vice President of Merchandising, Food4Less/FoodsCo

Based in Los Angeles, CA, Mike oversees merchandising for 121 stores that employ more than 10,000 associates in California, Indiana, and Illinois. He began his career in the grocery industry in 1992 at Ralphs and joined Food4Less in 1996 where he served in several leadership positions. He served as Director of Merchandising before being named to his current position in 2023. Mike completed the Food Industry Executive Program (FIEP) in 2012.



RICH GILLMORE - Vice President of Center Store, Gelson's Markets

Joining Gelson's in 2007 as a Dairy/Deli/Frozen Category Manager, Rich's team is currently responsible for all Center Store product assortment, promotions and merchandising. He previously spent 21 years at Vons for a total of over 37 years in the industry. Rich holds a Masters in Food Industry Leadership (MS.FIL, 2022) from USC and is a graduate of the USC Food Industry Management Program (FIMP, 1999)



TODD KAMMEIER - President, Fred Meyer

Based in Portland, Oregon, Todd oversees the division's 132 stores located in Oregon, Washington, Idaho, and Alaska. Todd began his Kroger Co. career in 1992 as a courtesy clerk at the Smith's Food & Drug store in South Ogden, Utah. For the next twenty years, he worked in many store, district and division leadership positions. Todd completed the Food Industry Management Program (FIMP) in 2004.



STEVE MAYER - Chief Operating Officer, Bashas' Family of Stores

Steve Mayer was promoted to COO for Bashas' in 2022, expanding upon his leadership role as Senior Vice President of Marketing, Merchandising, and Procurement. As part of this growth, Mayer took on an increased role in the strategic and day-to-day operations of the business. Mayer's dedication to excellence in the industry is reflected in his commitment to sharing his wealth of knowledge with the next generation of business leaders.



MIKE RIDENOUR - Vice President Industry Relations, UNFI

Mike has responsibility for developing and leading UNFI's industry engagement strategy with a focus on strengthening relationships between suppliers, customers, and industry trade associations. Mike joined UNFI in November 2022 after spending 36 years with Kraft Foods. During his tenure at Kraft Foods, he held a number of executive roles leading sales and operations across the U.S. and also served on a number of industry boards.



CLIFF RIGSBEE - President & CEO, Rosauers Supermarkets

Cliff is the President and CEO of Rosauers Supermarkets, a 23-store regional chain based in Spokane, WA. Prior to joining Rosauers he was the CEO / CMO of Hawaiian Springs water company. Cliff joined Hawaiian Springs after a 29-year career with national grocer, Albertsons Companies, serving most recently with ABSCO as the Senior Vice President of Merchandising and Marketing for the Northern California Division of Safeway.



RON SELDERS - President of Fresh, UNFI

Ron has responsibility for developing and leading UNFI's growth strategy for its deli, bakery, produce and meat categories with a focus on strengthening their service between suppliers and customers. He joined UNFI through the acquisition of Tony's Fine Foods in 2014 and became President of the division in 2018. Ron has held several positions throughout the UNFI organization across Operations, Sales, Category Management and Procurement.