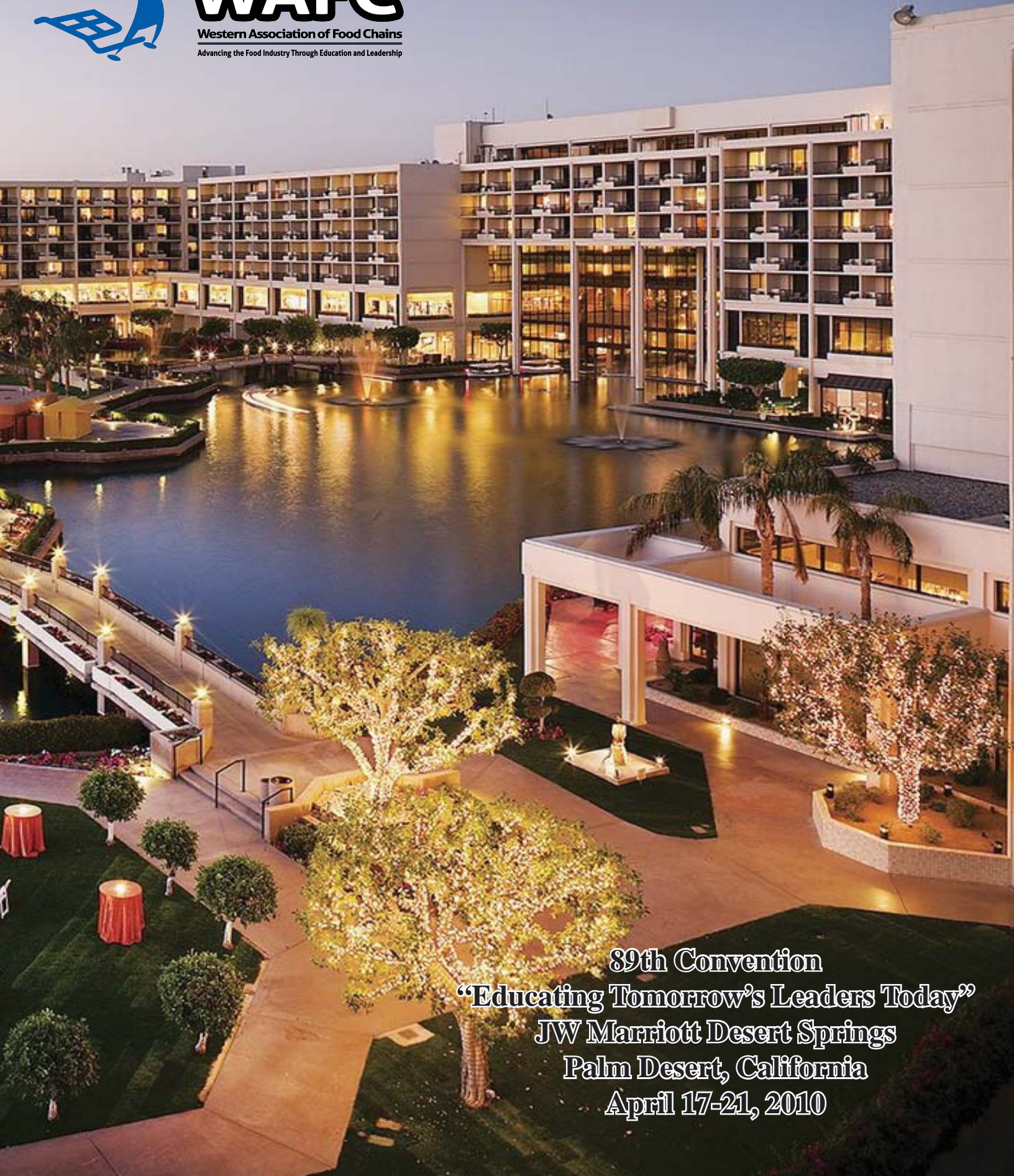




WAFC

Western Association of Food Chains
Advancing the Food Industry Through Education and Leadership



89th Convention
“Educating Tomorrow’s Leaders Today”
JW Marriott Desert Springs
Palm Desert, California
April 17-21, 2010



Western Association of Food Chains, Inc.

4010 Watson Plaza Dr. • Suite 211

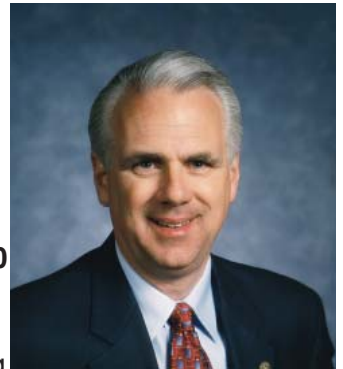
Lakewood, California 90712 • (562) 497-1012 • FAX: (562) 497-1053

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October 2009

Dear WAFC Members, Illuminators, and Friends of the Industry:

I am pleased to invite you to the WAFC's 89th Annual Convention, **April 17-21, 2010** at the world-class **JW Marriott Desert Springs in Palm Desert, California**.



Our theme is ***"Educating Tomorrow's Leaders Today"*** – and we have an exciting line-up of guest speakers to address this and many other topics critical to our industry. Keynote Retailer speaker, **Dan Sanders**, chief executive of United Supermarkets, will share his views on what it takes to be an effective leader today. Baseball legend, **Jim Abbott**, will inspire us with his universal message on beating the odds: ADAPT. As a member of the U.S. Olympic baseball team, despite being born without a right hand, Abbott pitched a complete game leading the U.S. to a gold medal victory over Japan. His major league baseball career spanned ten seasons with four different teams. ConAgra Foods CEO, **Gary Rodkin**, will share his industry perspectives as our Keynote Supplier speaker. Rhodes Scholar and author of "How We Decide," **Jonah Lehrer**, will enlighten us on the rational and emotional parts of the brain that are involved in decision making.

And we are honored to welcome **Condoleezza Rice**, United States Secretary of State under President George W. Bush as our closing Tuesday keynote speaker. In addition to her impressive accomplishments as a diplomat, Secretary Rice is a highly respected educator, having served as provost of Stanford University prior to her appointment as National Security Advisor during President Bush's first term. She returned to academic life in 2009 when she re-joined Stanford as a political science professor and a senior fellow on public policy at the Hoover Institution. Few others could provide her insight into the challenges of educating today's young adults for the complex and unpredictable world of the future.

The WAFC convention, widely anticipated as the best event of the year in the grocery industry, provides a convenient forum for business discussions and the chance to get to know others in the industry. You'll want to take advantage of the time to reconnect with your industry colleagues. For the ten percent of convention-goers each year who are "first timers," we promise many opportunities to relax and enjoy the company of old and new friends alike.

And lest we forget: Great music by The Coral Reef Band and Haute Chile...the world-renowned hospitality of the Illuminators...opportunity for pre-scheduled business building meetings...golf...fellowship...and sun, sun, sun!

Tanya and I look forward to seeing you in April in Palm Desert. Please take a moment to mark your calendar, register online @ www.wafc.com or complete and return the enclosed registration form today.

Best regards,

Pete Van Helden
President, WAFC

89th Convention, April 17-21, 2010
"WAFC: Educating Tomorrow's Leaders Today"
JW Marriott Desert Springs
Palm Desert, California

PROGRAM HEADLINERS (As of October 2009)



Karl Schroeder
President,
Safeway, Northern
California Division
Pleasanton, CA
Vice President,
WAFC



Mike Stigers
President, CEO
PW Markets
San Jose, CA
Secretary, WAFC



Aurelia Schroeder
Safeway Inc.
Pleasanton, CA



Pete Van Helden
Executive Vice
President, Retail
Operations
SUPERVALU, Inc.
Eden Prairie, MN
President, WAFC



Mickie Villanueva
Vice President,
Sales
Hansen Beverage
Company
Corona, CA
Headlite,
The Illuminators



Sue Klug
President,
Southern California
Albertsons Inc.
Fullerton, CA
Education
Chairperson,
WAFC



Dan Sanders
"The Four Pillars
of Successful
Organizations"
Lubbock, TX



Jim Abbott
"ADAPT"
MLB Player,
Olympic
Gold Medalist



Lynn Gust
Executive Vice
President
Merchandising &
Advertising
Fred Meyer Stores
Portland, OR
Secretary/Treasurer,
WAFC



Gary Rodkin
"Creating Demand
by Delivering
Value"
CEO
ConAgra Foods



Jonah Lehrer
"How We Decide"
Rhodes Scholar,
author and editor
at large for SEED
magazine.



Condoleezza Rice
Former Secretary
of State
(January 2005-
2009) & Former
National Security
Advisor (January
2001-2005)

WAFC CONVENTION PACKAGE INCLUDES:

- Convention Registration Fee
 - Hotel Accommodations – 4 nights – JW Marriott Desert Springs
- Room includes:**
- Self Parking
 - Unlimited High Speed Internet Access daily
 - Free Local Calls
 - Fitness Center Access
 - Golf Bag Storage
 - Evening Room Refresh w/bottled water
 - 1,000 Marriott Rewards points for delegates that provide their Marriott Rewards numbers with their registration
- Special WAFC Discounts:**
- \$25 off golf (individual play)
 - 10% discount in Golf Shop, Legends, Active Trends and Tennis Shop retail purchases
 - 20% off retail Spa services
 - 20% off Tennis Court Fees
- All-Delegate Welcome Reception & Entertainment – Saturday Evening
 - Hospitality Events – Sunday & Monday Evenings
 - All-Delegate Breakfast – Monday & Tuesday
 - Morning General Sessions & Refreshment Breaks – Monday & Tuesday
 - All-Delegate Luncheon – Sunday, Monday
 - Awards Reception/Luncheon – Tuesday
 - Scheduled Retailer/Vendor Meeting opportunity
 - Annual Reception/Banquet & Entertainment - Tuesday
 - Grand Prizes
 - Kids Club Available (ages 4-12)

Saturday Night
Welcome Reception Entertainment

The Coral Reef Band



Tuesday Night
Banquet Entertainment

Haute Chile



WAFC Board of Directors

Officers

President

Pete Van Helden,
Executive Vice President, Retail Operations
SUPERVALU, Inc.

Vice President

Karl Schroeder
President
Safeway, Northern California Division

Treasurer/Secretary

Lynn Gust
Executive Vice President,
Merchandising & Advertising
Fred Meyer, Inc.

Executive Vice President

Carole Christianson

Advisory Members

John Eagan, Costco Wholesale
Jim Lee, Stater Bros. Markets
Dale Henley, Haggen Inc.
Dave Hirz, Food 4 Less
Kevin Davis, Bristol Farms
Rojon Hasker, Safeway Inc.

Directors

Mike Clawson, Albertsons, Inc.
Bill Coyne, Raley's Food & Drug Stores
Joe Detro, Foodland Super Markets
Russ Dispense, King Soopers, Inc.
Mike Donnelly, Ralphps Grocery Company
Bruce Everette, Safeway Inc.
Donna Giordano, Quality Food Centers
Oscar Gonzalez, Northgate Markets
Rick Haggen, Haggen Inc.
Jim Hallsey, Smith's Food & Drug Centers
Steve Junqueiro, Save Mart Supermarkets
Tom Keller, Vons - A Safeway Company
Bryan Kaltenbach, Food 4 Less
Darioush Khaledi, K.V. Mart Co.
Dick King, Associated Foods
Sue Klug, Albertsons, Inc.
Sam Masterson, Bristol Farms
Dennis McIntyre, Stater Bros. Markets
Steve McKinney, Ralphps Grocery Company
Dan Murphy, Unified Grocers
Bob Piccinini, Save Mart Supermarkets
Mike Provenzano, Pro & Son's
John Runyan, Unified Grocers
Dan Sanders, United Supermarkets
Joey Scholari, Scholari's Food & Drug
Mike Stigers, PW Supermarkets



Saturday, April 17

Arrivals
Registration
Illuminator Golf Tournament
All-Delegate Welcome
Reception & Entertainment

Sunday, April 18

Arrivals
Registration
Retailer/Vendor Business Building Sessions
New for 2010 - Illuminator "Food Court" Lunch, All Delegates
Hospitality Events
Dreyer's Grand Ice Cream Social

Monday, April 19

All-Delegate Breakfast
Opening Ceremonies
General Business Session
All Delegate Lunch
Retailer/Vendor Business Building Sessions
Hospitality Events
Dreyer's Grand Ice Cream Social

Tuesday, April 20

All-Delegate Breakfast
General Business Session
Awards Luncheon
Illuminator/WAFC Special Event
Retailer/Vendor Business Building Sessions
All-Delegate Reception
Annual Banquet/Show

(Dressy Casual - preferred seating for scholarship donors)

Emeritus

Byron Allumbaugh, Ralphps (Retired)
Don Baker, Stater Bros. (Retired)
Jack Brown, Stater Bros.
John Cairns, Carr-Gottstein (Retired)
Bill Davila, The Vons Companies (Retired)
Don Gallegos, King Soopers (Retired)
Dick Goodspeed, The Vons Companies (Retired)
Don Haggen, Haggen, Inc.
Ed Hill, ABCO Foods & WAFC (Retired)
Roger Hughes, HOWS Markets
Dan Kourkoumelis, QFC (Retired)

Bill MacAloney, Jax Markets
Wayne Manning, Bashas' Markets (Retired)
Al Marasca, Ralphps Grocery Co. (Retired)
Ken Olsen, The Vons Companies (Retired)
A. Gayle Paden, Stater Bros. (Retired)
S. Don Ritchey, Lucky Stores (Retired)
Orville Roth, Roth's Fresh Markets
Ben Schwartz, Schwartz Consulting
Gary Smith, Encore Associates
George Wong, Bel Air Markets