



Illuminators

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An Update from the Illuminator Headlite March 19, 2020

Hello Fellow Illuminators:

I hope this communication finds you and your families safe. Taking care of family and friends during this unprecedented time is the most important thing you can do.

The WAFC announced this week that they were cancelling the 2020 convention. For me, the most difficult part of this cancellation is not seeing you in Palm Desert. The WAFC convention always marks the largest gathering of Illuminator members and it is such a pleasure to see you and your families at the event.

I want to thank the committee chairs, vice chairs and liaisons for working so hard on preparation for the 99th WAFC convention. There have been many hours of conference calls and communication since January. Although our plans will not get executed this year, it gives even more time to plan for the Best Yet convention in 2021.

As an organization, the Illuminators has a lot of business still to conduct in 2020. The WAFC is also deciding how they will adjust to the cancelled convention. The Illuminator officers and board advisors have a call next Friday to decide how to proceed. Once we make some decisions, I will update the membership on how we conclude our 2019-2020 business and move into 2020-2021. As always, more heads are better than one and I trust that together we will put together a solid plan.

In the meantime, I hope that you are safe and that your companies navigate through this unprecedented time in the grocery industry.

I thank our retailer partners for working many hours of overtime to try and provide their communities needs. They are under immense stress and need our patience and support.

If you have any questions or I can help you in any way, please call or text me at 209-715-0779 or e-mail me at tlape@peteandgerrys.com

Tracy Lape- 2019-2020 Illuminator Headlite