

GEOFF HASKINS



I'm a local Northern California guy. Born in 1979, I was fortunate to grow up in San Ramon CA. My parents taught me at an early age how to work hard for what I want and always pushed me to strive for more. I have one sister, 4 years my younger. We both attended California High School in San Ramon. I graduated in '97 and played Football and Volleyball for the school. My senior year I was a co-captain for both along with being Student Body Vice President, and a member of the National Honors Society. While in high school I started my grocery career working as a courtesy clerk for Albertsons when I was 16. After high school I attended Saint Mary's College of California on a full academic scholarship, wherein I studied Finance with a minor in Economics. During this time the grocery store in which I worked was purchased by Kroger and became a Ralphs grocery store in Northern California. I was promoted quickly and became the youngest employee in management for my district. Upon graduation I decided try my skill set at the corporate level and went to work for Safeway, where I rose up through positions in Procurement, Integration Database Standards, and Consumer Demand. After 5 years I moved over to ICDS Co-Sales where I have been for almost 8 years and currently am the General Manager overseeing the National Safeway team.

I have been lucky to have a fantastic family that has grown over the years. My fiancée, Gwen, and I have 3 awesome kids: Brooke (16), Gevin (15), and Vivienne (3). We currently live in San Ramon where our eldest two children are now attending my alma mater California High School. Brooke is a fantastic vocal performer, is a member of the school choir, and also plays Water Polo. Gevin is our computer wizard and already is employed by a top-ranking internet security firm. He also runs Track & Field for the school. Both Brooke and Gevin have done a fair amount of volunteering for the WAFC, CGA, and other Illuminator supported events. Meanwhile Vivienne keeps us all on our toes and loves cheering for her older siblings at school events.

As a family we have enjoyed quite a bit of travel over the years with some of our best trips taking us to Japan, Micronesian and Polynesian islands, and parts of Europe. I have enjoyed coaching for my kids sports teams throughout the years and continue to encourage them to love all types of fitness and enjoy being quite active myself. I am an avid wine enthusiast with hopes to someday become sommelier certified. At home I enjoy cooking and gardening when we have time. Gwen and I also have a passion for classic cars, owning several throughout the years but holding onto a 1968 California Special Mustang, and a 1968 Mercury Cougar RX7.