

# Illuminators

MEMBERSHIP GUIDE & ROSTER **2024**

# YEARBOOK

Education • Leadership • Partnering



## LET'S HAVE SOME FUN

REFLECTING ON PARTNERSHIPS CREATED  
TO PROVIDE EDUCATIONAL OPPORTUNITIES  
FOR FUTURE INDUSTRY LEADERS

### IN THIS ISSUE:

- MESSAGE FROM HEADLITE, SUBRIANA PIERCE
- MEET YOUR OFFICERS & BOARD
- HIGHLIGHTS FROM WAFC AND CGA
- ILLUMINATORS ROSTER

 **Illuminators**  
Educational Foundation

IEF SCHOLARSHIP WINNERS

# ILLUMINATOR YEARBOOK 2023-2024 TABLE OF CONTENTS



HEADLITE LETTER .....	3
A FINAL WORD FROM DIMMED HEADLITE .....	7
OFFICERS & DIRECTORS .....	8
VALUE OF MEMBERSHIP .....	10
SERVANT LEADERSHIP IN ACTION .....	14
SPECIAL THANK YOU .....	18
A LETTER FROM PAT POSEY, WAFC COO .....	20
RON FONG, CGA PRESIDENT & CEO .....	22
2023 ILLUMINATOR MID-YEAR EVENT .....	23
EDUCATIONAL FOUNDATION WINNERS .....	24
2022-2023 ROSTER / UPDATE MY INFO .....	28
IN LOVING MEMORY .....	34
HOW TO RENEW MY MEMBERSHIP .....	BACK COVER



# MESSAGE FROM ILLUMINATOR HEADLITE, SUBRIANA PIERCE

What a remarkable year it has been! We are thrilled to present our yearbook, offering both a reflection on the past year and an exciting preview of what lies ahead. It is with great honor and humility that I step into the role of the 95th Headlite, taking the gavel from Greg Siegel. Under Greg's leadership, the Illuminators achieved significant success, creating memorable events and experiences for our members—there is much to celebrate!

Greg kicked off his Headlite year in his hometown by hosting our Board of Directors at the Gaylord Rockies in Aurora, Colorado, preparing us for the new WAFC location in Denver. Following that, we had a fantastic time at the California Grocers Association Convention in Palm Springs, starting with our always-popular Golf Tournament. Our committees led various activities, from greeter tables to breakfasts, lunches, and more. Additionally, we once again partnered with the Illuminator Education Foundation for the eagerly anticipated Silent Auction. The generosity continued with our "Tips for Scholarships" fundraiser at the Brews event, raising thousands of dollars for scholarships through donations.

In addition to the conferences, we also enjoyed a walk through of Raley's new format store in September, expertly led by Paul Gianetto and Levi Wingo, both Senior Vice Presidents at Raley's. And we hosted a unique Diversity and Inclusion event that focused on the journey of Asian Americans in our community. Be on the lookout for the upcoming WAFC rallies that are sure to sell out in Southern CA, Northern CA, Phoenix and Portland.

The year culminated with the 2024 WAFC Convention at the Gaylord Rockies in Aurora, Colorado — a record-breaking event in terms of attendance and fun. Our incredible team of Illuminator volunteers truly did shine, stepping up in every way. We also held our 2nd Annual Christianson Golf Tournament, this time with a



twist at Topgolf, which was a huge success! I am endlessly grateful to our Committee Chairs, Vice Chairs, and committee members for their tireless efforts, making it all possible. And without Gary Pogue, we couldn't do what we do!

Looking ahead, get ready to join us on May 3-7th in my backyard for the 2025 WAFC at the J.W. Marriott in Palm Desert.

As I begin my term as the 95th Headlite of this esteemed organization, I am immensely proud to lead alongside my officer team: Spotlighte Lori Brown, Sidelite Tommy Huls, and our new Tailite, Marla McIntosh. My focus this year will be on growing our membership, enhancing our commitment to education, fostering fellowship, and upgrading our technology to secure a bright future.

We remain dedicated to spreading the light of good fellowship and look forward to connecting with you at events across the West throughout the coming year.

Thank you, and Shine On!

Subriana and Allen Pierce  
95th Illuminator Headlite  
Navigator Sales,  
a C.A. Fortune Company  
Subriana.pierce@cafortune.com



# MISSION STATEMENT

The Illuminators is an organization of vendors and suppliers dedicated to developing and enhancing key relationships within the grocery industry, providing opportunities for education and leadership, and supporting the Illuminators Educational Foundation.



# VISION STATEMENT

*“The Illuminators will be the most admired grocery organization of vendors and suppliers in America”*

# ILLUMINATOR’S HISTORY

In September 1928, just prior to the annual convention of the California Retail Grocers and Merchants Association, a group of allied tradesmen gathered to consider a plan for improving methods of entertaining at grocery meetings. This plan met with unanimous approval, and during that same month The Illuminators came into being.

From the start, the roster of membership has been a “Who’s Who” of the leaders in the food industry. There were fifty-one members the first year, who pioneered the infancy of the organization. One of the principal responsibilities has been to provide fun and relaxation at the annual gathering of grocers.

# OUR HERITAGE

*Spread the Lite of Good Fellowship within the Retail Food Industry.*

# OUR VALUES

- **Industry Involvement** – Individuals engaged on an equal basis for business development at the highest level.
- **Opportunity** – Exposure for you and your company to include learning, leadership, communication, and personal development.
- **Dedication** – People are uniquely committed to working together to deliver our purpose through serving on Illuminators’ committees.
- **Investment in the Future** – A scholarship program for industry-affiliated youth.

# STANDING COMMITTEES: ONCE YOU JOIN, GET ACTIVE!

You get out what you put in and when you get involved, you are rewarded several times over. Volunteering on committees and events gives you and your company great exposure to the retailers and other industry executives. You will truly set yourself apart from your competition. We encourage members to take leadership roles on committees that help support the California Grocers Association (CGA) Strategic Conference and the Western Association of Food Chains (WAFC). After chairing four committees or events Illuminator members become eligible for nomination to the Constellation of Hilites (Board Members).

- Ambassadors
  - Provide Assistance during Retailer Business Meetings
- Arts / Bulletin / Signs
  - Providing Logistical Information for Convention Activities
- Command Post / Registration
  - Manage Central Station for all Illuminator communications
- Food Court
  - WAFC Only – Coordinate select group of Vendors to Supply Sunday Lunch
- Diversity Committee
  - Focus on building sustainable membership by demonstrating that our organization is representative of our industry workforce.
- Golf Tournaments
  - WAFC and CGA pre convention outings and Convention Tournaments
- Greeters
  - Welcoming all Delegates with Goodies Bags
- Industry Breakfast
  - Serving WAFC and CGA buffet breakfasts
- Industry Luncheon
  - Serving WAFC and CGA buffet lunches
- Membership/ Guidelite Committee
  - Recruiting, engaging, retaining and mentoring new members- our most valuable asset
- Membership Breakfast
  - Organizes WAFC and CGA Breakfast for Board Meeting
- Morning Hospitality / Refreshments
  - Provides refreshments for Delegates after Breakfast
- Pre-Convention Rallies and Market Networking Events
  - Coordinates Rally Luncheons prior to WAFC Convention in Nor Cal, So Cal and the Pacific Northwest
- Program
  - On-Site Convention assistance to assure details are being executed
- Publicity
  - If you enjoy taking photos, this committee is for you!
- Scholarship
  - Be a part of the Team providing Educational Opportunities for Future Leaders
- Silent Auction
  - Help to Create funds for Illuminator Scholarship Fund
- Social Media Committee
  - Enhance relevancy and communicate mission and vision of the Illuminators through social media
- Special Events
  - Collaborate and create Fun & Challenging Events to Entertain Delegates
- Supply
  - Coordinate Illuminator Vendor Supplies for various Convention Activities



# Support Student Scholarships

Ryan Gonzalez  
2024-2025  
Scholarship Winner

By helping worthy students pay for college, we are investing in both their future and in the future of our industry.

**Your gift will have a direct impact on our student applicants' ability to attend college, so please give as generously as you can - it's amazing what we can do together.**

A scholarship is a chance. A scholarship can help fund a dream and you can be part of making that dream come true.

The Illuminators Educational Foundation would like to thank you in advance for your generous tax deductible donation!

To learn more please visit: [www.iefscholarships.org](http://www.iefscholarships.org)

SCAN ME



**Illuminators**  
Education Foundation

# A FINAL WORD FROM DIMMED HEADLITE, GREG SIEGEL

Dear Illuminator Organization,

A sincere Thank you from Mary and me to all Illuminator Members and Volunteers this past year. We had a great time getting to know so many of you and for the opportunity to work so closely with you at the Conventions, Rallies, Board Meetings, and other wonderful events. The people that make up the Illuminator organization are what makes it so great, and you have done so much to be very proud.

Looking back at our Headlite year and throughout our entire experience on the Board as a Hilite and an Officer, it's very apparent that the organization is set up for continued success. As a member, please get involved in the Committees and if you enjoy that as so many of us do, please consider sharing your expertise and serving as a Committee Chairperson or Co-Chair. If you Chair/Co-Chair three different committees, you can become eligible to be selected and serve on our Board of Directors as a Hilite for a three-year team. If you enjoy that experience and excel as a Board member, you may get the opportunity to serve as an Officer where you go through the Chairs as Tailite, Spotlight, Sidelite and Headlite. There is a natural progression in leadership positions from Committee Member to Committee Chair to Hilite to Officer that affords you the time and opportunity to grow and develop into the position of Headlite. If this sounds interesting to you, please contact any Illuminator Board Member or Dimmed Headlite for more information – we'd be glad to help!

Congratulations to our new Headlite Subriana Pierce and her husband Allen and to the entire Illuminator Board of Directors and Membership. You are poised for another fantastic year, and we look forward to seeing the results.

Thanks again and Shine On!

Greg and Mary Siegel, 94th Illuminator Headlite  
Idahoan Foods, LLC



“Looking back...it's very apparent that the organization is set up for continued success.”



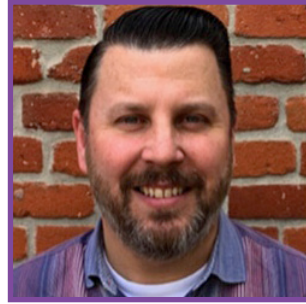
# OFFICERS & DIRECTORS



Subriana Pierce  
Headlite



Lori Brown  
Sidelite



Thomas Huls  
Spotlite



Marla McIntosh  
Taillite



## ADVISORY OFFICER



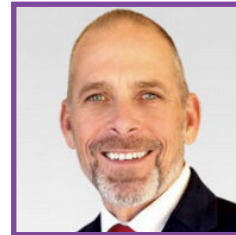
Greg Siegel  
Advisory Officer



Joe Perez  
Advisory Officer



Juan Trillas  
Advisory Officer



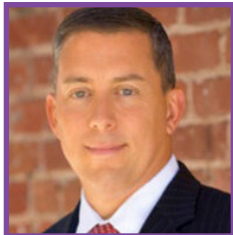
Mark Olejnik  
Advisory Officer



Dale Stern  
Advisory Officer



## BOARD ADVISOR



Dave Casarez  
Board Advisor



Monica Abarca  
Board Advisor



Anu Algin  
Board Advisor



Karl Konrad  
Board Advisor



Michael Ajemian  
Board Advisor





## HILITE'S 3RD YEAR



Victoria Corbin

CITY OF HOPE



Kory Cox

TALKING RAIN



Timme Taylor-Bennett

SKINNY MIXES



Mike Phillips

MESA VERDE TRADING



Lisa Mendonca

TOMRA N. AMERICA

## HILITE'S 2ND YEAR



Brendan McAbee

BIMBO BAKERIES USA



Taylor Nakken

SOCIAL SAMPLING



Kimberley Yates

NATURE'S BAKERY



Elizabeth Alvarez-Sell

AJINOMOTO



Eric Slabaugh

NUCAL FOODS

## HILITE'S 1ST YEAR



Amanda Hayter

C.H. ROBINSON



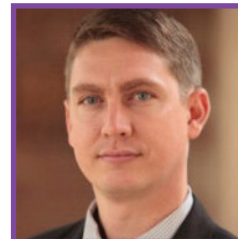
Chris Herpich

R.R. DONNELLEY



Loren Llana

VESTCOM



Jake Johannes

ECOS



Michael Rhee

PREZERO

“We are thrilled to usher in a new era of leadership within our organization. Our leaders are dedicated volunteers and servant leaders in the grocery industry, embodying a commitment to service and excellence.”

- Subriana Pierce, 95th Illuminator Headlite



# THE VALUE OF MEMBERSHIP IS PRICELESS...

WE PRIDE OURSELVES ON BUILDING LONG TERM BUSINESS RELATIONSHIPS WHILE PROVIDING LEADERSHIP AND EDUCATIONAL OPPORTUNITES TO WAFC, CGA AND ILLUMINATOR MEMBERS.

BEING AN ILLUMINATOR IS AN ATTITUDE. WE WORK HARD NOT ONLY FOR OUR COMPANIES BUT FOR THE ILLUMINATOR ORGANIZATION IN SUPPORTING THE GROCERY INDUSTRY.

THERE IS SOMETHING SPECIAL ABOUT OUR ORGANIZATION. OUR RETAILER PARTNERS HAVE TO USE THE TERM **"MAGIC"** WHEN THEY REFER TO THE ATMOSPHERE OF FUN AT THE WAFC, CGA, AND OTHER ILLUMINATOR EVENTS.

WE USE THE PHRASE **"SPREADING THE LITE OF GOOD FELLOWSHIP."** THIS LITE SHINES LIKE A BEACON FROM THE ILLUMINATOR VOLUNTEERS WHO WORK HARD ON COMMITTEES TO MAKE EACH EVENT **"THE BEST EVER."** IN RETURN FOR THEIR EFFORTS, ILLUMINATOR MEMBERS RECEIVE THE FOLLOWING BENEFITS, AND MORE:

- EXCEPTIONAL NETWORKING AND BUSINESS OPPORTUNITIES
- BUILDING LONGSTANDING RELATIONSHIPS
- UNEQUAL EXPOSURE FOR YOUR ORGANIZATION AND BRANDS
- ENHANCED LEADERSHIP OPPORTUNITIES
- PERSONAL RECOGNITION FOR YOUR EFFORTS

TO BECOME A MEMBER OR RENEW YOUR MEMBERSHIP, PLEASE VISIT [WWW.ILLUMINATORS.ORG](http://WWW.ILLUMINATORS.ORG)



# I AM INCREDIBLY GRATEFUL!

Chelsea Linares  
2024-2025  
Scholarship Winner

SCAN ME



**Help us keep this tradition alive with your generosity this year!**

A scholarship can be a tribute, a testament, or a torch to inspire, memorialize, commemorate or reward. A scholarship is a chance. A scholarship can help fund a dream and you can be part of making that dream come true.

The Illuminators Educational Foundation would like to thank you in advance for your generous tax deductible donation!

To learn more please visit: [www.iefscholarships.org](http://www.iefscholarships.org)





## TESTIMONIALS



*The Illuminators provided me with an opportunity to know the top management of Retailers I already knew, but many I did not know. That experience and the relationships that I established still exist and can't be replaced with any other exposure. The Illuminators is invaluable to your career growth. You put in the work and your reward is exponentially great. If your company is not involved in the Illuminators, they should be. If you aren't involved with Illuminators, you should be."*

Tracy "Skip" Lape  
Dimmed Headlite 2020  
Advantage Solutions

*"The Illuminators organization and its dedicated members are the preeminent grocery industry networking organization. Beyond their longevity and history, they are a contemporary organization dedicated to improving the connectivity and camaraderie across the food industry in the western United States. If you are interested in growing your long-term personal and professional relationships, and giving back to our industry, you should seriously consider joining their ranks."*

Doug Scholz  
SVP, Chief Operating Officer  
California Grocers Association





*The Illuminators are truly a remarkable organization. I'm consistently impressed by the behind-the-scenes work they do at events like WAFC and CGA to ensure that our convention experiences are exceptional. Their commitment to raising funds for scholarships in our industry resonates deeply with me, especially since B&G has just marked its 5 years of supporting WAFC scholarships. Being involved with the Illuminators has given our brands unique opportunities to stand out at WAFC, enhancing our visibility with retailer partners. We deeply value the industry connections and friendships that have developed through the Illuminator organization. If you're looking to boost your brand and increase your personal exposure in the Western grocery industry, joining the Illuminators is a must!*

Tessie Gallagher,  
B&G Foods, SVP Field Sales



*"SPREADING THE LITE OF GOOD FELLOWSHIP."*

# RENEW YOUR ILLUMINATOR MEMBERSHIP!

TO BENEFIT FROM THE EXCEPTIONAL NETWORKING AND BUSINESS OPPORTUNITIES, WHILE BUILDING LONGSTANDING RELATIONSHIPS... WITH UNEQUAL EXPOSURE FOR YOUR ORGANIZATION AND BRANDS... ENHANCED LEADERSHIP OPPORTUNITIES AND PERSONAL RECOGNITION FOR YOUR EFFORTS.

**SCAN ME**



USE YOUR  
SMARTPHONE  
OR VISIT  
OUR WEBSITE  
TO RENEW  
TODAY!

# Servant Leadership in Action

## HOW CAN I HELP?

When I hear those words, I know I am talking to a servant leader. Servant leaders are a special breed. They do not wonder if you need help, or even if they can help with your exact need. They know they can jump in and help in any way, and that doing so is also very gratifying to them. The Illuminators is made up of an army of servant leaders; dedicated professionals with “day jobs”, and yet they find the time and energy to passionately serve in the industry we love, with some of the best people on the planet.

The Illuminators are the secret sauce behind several amazing events, including the WAFC and CGA conferences. The planning process for these events begins months before the first attendees fill out their registration form. The behind-the-scenes work is planned out to the smallest detail, and the troops are rallied to fill their positions. There are twenty-two Illuminator committees staffed by incredible volunteers who work together to make it happen.

And speaking of rallying, each Winter, the Illuminators gather all their industry friends in Northern California, Southern California, Arizona, and the Pacific Northwest to create excitement for the upcoming WAFC convention in May. These rallies are so popular that both California rallies sold out this year, and the rally at the Chateau St. Michelle Winery was epic. The rallies always set the tone for the upcoming convention, and this year’s rallies did not disappoint.

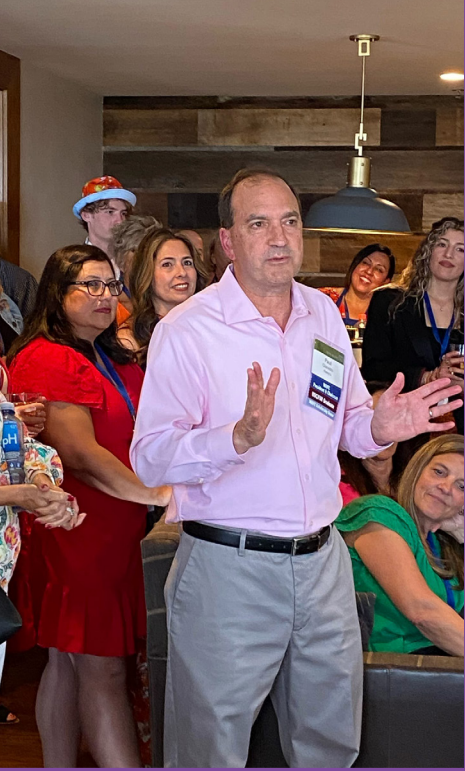
Pictures do not begin to describe the WAFC event this year. The talented WAFC team is always looking for ways to surprise and delight us. Denver was the new venue for WAFC this



year and the Colorful Colorado theme. The team came dressed to impress in the pink jackets. The 2nd annual Christiansen Classic was held at TopGolf, while attendees were able to take in the breathtaking views of the Rocky Mountains during their spare time. Pick back up at “It’s Fall...”

It’s fall, which means CGA is right around the corner. So much activity at last year’s event, and the Illuminators were there to support the hotel staff serving meals, greeting attendees, and ensuring all our guests had an amazing experience. The rally committees are already busy planning for next year’s events. So, yes, you can help! There’s always room for a servant leader. Thank you for joining us on this wild and rewarding journey, my friends. Shine on.









# A SPECIAL THANK YOU TO ALL OUR HONORLITES AND DIMMED HEADLITES

FOR THEIR CONTRIBUTIONS AND AS A MODEL  
FOR ALL OF OUR MEMBERSHIP



## HONORLITE

This distinguished Honorlite Award is the highest award given to an Illuminator member who has not served as an officer of the Organization. Each Honorlite was dedicated to ***"Spreading the Lite of Good Fellowship"***.

They went beyond the call of duty and served with passion. Our organization's strength and longevity are due to our Past and Future Honorlite.

1986 Dick Lindgren Jr.  
1987 Buzz Odney  
1988 John Lundigan  
1988 Jo Ann Benci  
1989 Chuck Adams  
1989 George Saljian  
1990 John Vander Giessen  
1990 Marty Maitino  
1991 Ed Ebke  
1992 Joe DeGruccio  
1993 C. Clem Teeters,  
1994 Norm Allumbaugh

1995 John Shehtanian  
1997 Tom Bezick  
1998 Phil Brager  
1999 Jim Clark  
2000 Jerry Whitmore  
2001 Ken Frankish  
2002 Arline Mello  
2003 Dick Skoog  
2004 Gordon Prairie  
2006 Robert Paul  
2007 Larry Taylor  
2008 Harry Little

2009 Ron Sebasto  
2010 Patsy Flanigan  
2011 Mike Sencer  
2012 Orv Harpole  
2014 Bill Duff  
2015 Shelly Trickle  
2016 Cheryl Kennick  
2017 Gary Pogue  
2017 Gerry Marnien  
2019 Dave Grosse  
2020 Glen Roeper  
2023 Mary Crocker

**EDUCATION** - Raising money for education is in our DNA! We offer scholarships through our Illuminator Education Foundation available to our members and grocer partners in the food industry.

**LEADERSHIP** - We create opportunities for our members to lead committees, serve as board members, and give back to our industry partners during their Annual WAFC convention and CGA Strategic conference and networking events throughout the year.

**PARTNERING** - Building strategic partnerships for our members and their companies which offer unique opportunities to grow their customer base and improve their overall business relationships.

## DIMMED HEADLITES

A Dimmed Headlite is a Past President. All three immediate Dimmed Headlites shall be known as Advisory Officers and serve at the pleasure of the Headlite. A dimmed Headlite is also eligible to serve as Historian at some point in the future.

The recently Dimmed Headlite is considered a first-year Advisory Officer. The first-year Advisory Officer shall be Chairperson of the Budget, Bylaws, Nominations, and the Ted Eggers Honorlite Award Committee, and the other two Advisory Officers shall serve as members of these committees.



Dimmed Headlites become lifetime members at the end of their 4 Year Officer term. Dimmed Headlites share a wealth of knowledge and add tremendous value to the Officer Team and the Board of Directors.

Walter J. Malmberg 1928-30  
 Dumont M. Hirsch 1931  
 Robert B. Nusser 1932  
 R. H. Cantley 1933  
 W. J. Lacey 1934  
 Warner M. O'Brien 1935  
 Jean N. Bistline 1936  
 Dave L. Taub 1937  
 Gordon Griswold 1938  
 P. J. Daniels 1939  
 Thomas W. Cutting 1940  
 Oliver E. Seegelken 1941  
 Milton A. Kottinger 1942  
 Roy Heinz 1943  
 T. H. Eggers 1944  
 C. C. Nigg 1945  
 John W. Geiger 1946  
 Lyman C. Dunbar 1947  
 Julius O. Dohrmann 1948  
 William B. Massie 1949  
 Harold P. Nachtrieb 1950  
 Paul McKinney 1951  
 Larry Moore 1952  
 Les Irvin 1953  
 F. C. Hasemann 1954  
 James H. Carothers 1955  
 Claude W. Gerdes 1956  
 Charles F. Fuller 1957  
 C. Harry Bleich 1958  
 Ivan Nielson 1959  
 Ren Ostrom 1960  
 A. Dossett 1961

E. G. Miller 1962  
 Fred Heaton 1963  
 H. E. Michels 1964  
 Ray Kidd 1965  
 Charlton Johnson 1966  
 Spencer Redfield 1967  
 Ray Keefer 1968  
 J. E. (Woody) Ginn 1969  
 Robert Butterfield 1970  
 Robert McNeil 1971  
 Ernest P. Snortum 1972  
 James P. Curry 1973  
 George Kinst 1974  
 David J. Ford 1975  
 Robert F. Bernhard 1976  
 Robert F. Bernhard 1977  
 Robert L. Hildebrand 1978  
 Glen L. Warren 1979  
 Robert W. Zinn 1980  
 Richard D. Foster 1981  
 Fred B. Watson 1982  
 Robert Kunz 1983  
 N. Duane Stauffer 1984  
 Frank Boyd 1985  
 Burl L. Bahl 1986  
 Robert L. Barto 1987  
 Ben Green 1988  
 Bill Webb 1989  
 Fred Anderson 1990  
 Frank Meckler 1991  
 Hal Adams 1992  
 Al Curran 1993

Dave Smith 1994  
 Arnie Gamboa 1995  
 Art Portugal 1996  
 Vern Robertson 1997  
 Carole Christianson 1998  
 Jerry Zybach 1999  
 Bob Wilson 2000  
 Jack A. Menashe 2001  
 Gerry Compas 2002  
 Lee Merritts 2003  
 Doug Detherage 2004  
 Charles Zimmerman 2005  
 Paul Christianson 2006  
 Bob Kelly 2007  
 Vic Chiono 2008  
 Chuck Elste 2009  
 Mickie Sharp-Villanueva 2010  
 Bruce Wyatt 2011  
 Richie Vail 2012  
 Jim VanGorkom 2013  
 Ed Hepler 2014  
 Willie Crocker 2015  
 Jim French 2016  
 Dave Dimond 2017  
 Mark Olejnik 2018  
 Paul Kamholz 2019  
 Tracy Lape 2020  
 Juan Trillas 2021-22  
 Joe Perez 2023  
 Greg Siegel 2024

# LETTER FROM PAT POSEY, COO WAFC

I'd like to thank the Illuminators for this opportunity to reflect on this past year at the Western Association of Food Chains (WAFC). It was a year of transition and growth for WAFC, we have been working hard to move our educational programs forward by streamlining all of our processes in an attempt educate more people in our industry. We don't want to be the barrier between our people getting started on their educational journey. We need to simplify how our retailers, wholesalers, suppliers, students, and schools work together to help educate our industry through WAFC's initiatives.

Educationally, Cherie Phipps is making great strides towards streamlining our processes to get more grocery retail and supplier team members enrolled in our Retail Management Certificate Program and the soon to be announced "English at Work" Program. Cynthia McCloud is working on growing and improving the highly successful Food Industry Management (FIM) Program and our Food Industry Executive Programs (FIEP) at the University of Southern California. Enrollment in our USC programs look's to be beyond capacity again in 2025, and we may need to develop a waiting list in the future. Andrea Dimond continues to work with our friends at AlixPartners on developing a more strategic education plan that will take us into the next decade. The grocery industry is moving fast and if WAFC doesn't keep up with the pace we could find ourselves falling behind.

We continue to work with our supplier community by exposing them to the benefits of working and investing in WAFC. The goal is to bring more value to our donor sponsors investment in WAFC by creating more benefits and exposure to our retailer companies, not only at the convention but during the year. We're always looking for new

ways and programs to help our suppliers grow their business through exposure, networking possibilities and educating our workforce.

As far as the convention goes, our 2024 convention in Aurora, Colorado was the largest attended and most successful by all measures in WAFC Convention history. The survey results were an A+ and the feedback was tremendous. Dana Hendry and I still have lots of areas to improve to make our lofty convention goals, but I know we are on the right track. We are excited for everybody to see what Nancy Lebold, Subriana Pierce and Dana have planned for us in Palm Desert in 2025.

Hopefully, you have noticed a change in the narrative around WAFC this past year and witnessed the new energy around our educational programs. If your organization would like to get more involved in WAFC and investing in the future of food retailing, please reach out to me directly and we can work on a plan to include your company in our WAFC family.

Thank you again for the opportunity to express our passion to educate.

Pat Posey,  
COO WAFC



[www.wafc.com](http://www.wafc.com)

Kricket Hinders  
2024-2025  
Scholarship Winner

# STRATEGIC PARTNERSHIPS TO SUPPORT EDUCATION & INDUSTRY GROWTH

Continuing education creates new opportunities  
for both employees & employers.

## MAKE A DONATION TO IEF SCHOLARSHIP FUND

A scholarship can be a tribute, a testament, or a torch to inspire, memorialize, commemorate or reward. A scholarship is a chance. A scholarship can help fund a dream and you can be part of making that dream come true.

The Illuminators Educational Foundation would like to thank you in advance for your generous tax deductible donation!

To learn more please visit: [www.iefscholarships.org](http://www.iefscholarships.org)

SCAN ME



**Illuminators**  
Education Foundation

# RON FONG, CGA PRESIDENT AND CEO

As the President and CEO of the California Grocers Association (CGA), Ron Fong leads a statewide organization representing approximately 300 retailers who operate around 6,000 physical stores. Additionally, California's grocery market, encompassing both association members and others, generates roughly \$118 billion in sales and employs nearly 820,000 people across the state.

Growing up, Fong had a front row seat to the hyper-competitive grocery. His grandfather, who immigrated from China, opened Carmichael Supermarket in 1941. Fong and his two sisters worked at the store growing up, alongside the rest of the family.

He often shares that, from the age of 6, he was already helping out by bagging groceries, serving customers, and taking on any tasks that needed to be done. With parents who worked seven days a week, he learned the same strong work ethic, making it a natural part of his daily life. At its peak, Carmichael Supermarket had four locations in the Sacramento region.

Fong took charge of CGA in 2008, following a 12-year stint with the California and Nevada Credit Union Leagues, where he served as vice president of state government affairs. Since joining the association, Fong, who holds a law degree from New College of California, has concentrated on lobbying, advocacy, and launching new government relations programs for the association. He notes that navigating these efforts can be challenging due to the ever-evolving political landscape, especially in a state like California, where Democratic and Republican business priorities often clash.

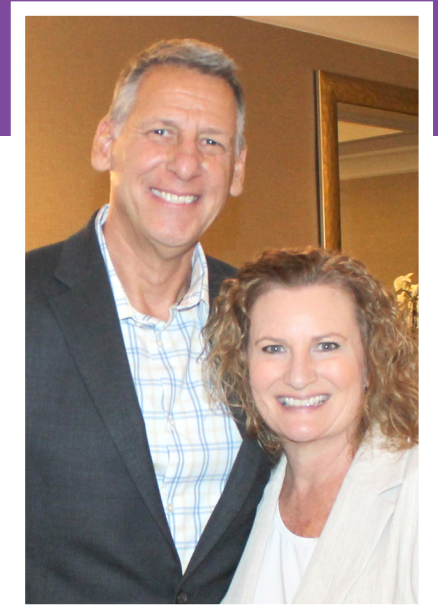
Fong identifies overregulation and rising labor costs as major hurdles for CGA members, complicating the business environment in California. He and his team regularly engage with legislators to discuss the potential negative impacts of proposed environmental or labor bills on grocery stores. In recent years the association has also built out new capabilities in digital advocacy and traditional media engagement.

Fong is married to his wife, Carol, and they have a 23-year-old son named Jaden, who recently concluded graduate school at Stanford. Holding a Bachelor of Science from California State University, Sacramento, he is a proud member of the California State University Foundation Executive Board.



[www.cagrocers.com](http://www.cagrocers.com)

# 2023 ILLUMINATOR MID-YEAR EVENT



In June 2023 we embarked on a journey to the Rockies for an incredible Mid-Year adventure with our Illuminator family and friends. Greg Siegel and his lovely wife Mary warmly welcomed us to the beautiful Gaylord Rockies Resort in Aurora, Colorado, home of the 2024 WAFC Convention. We started the weekend off right with snacks and refreshments in the Siegel Presidential Headlite suite. Great opportunity for good fellowship, sharing fun stories, and just catching up with old friends. Always a treat to be served by our veteran Barlites, who managed to hold on to their aprons for many years. Great work, Dimmed Headlites!

The annual board meeting was held Saturday morning, followed by a free afternoon of fun and relaxation. Some of the attendees chose golf, and quickly realized why TopGolf was the chosen event for the WAFC Convention. Turns out Spring weather can be a little challenging in Denver. Word has it the spa was fabulous, and a better choice. Saturday night the new Hilites were named at dinner. They could hardly contain their excitement later that night after dinner when they donned their aprons and became the newest Barlites! There were signature drinks, master mixology, and a ski/shot glass apparatus used enthusiastically for “shotskis”. Needless to say, it was a memorable evening.

## We welcomed our 2023 Hilites:

**Brendan McAbee**  
Bimbo Bakeries, USA

**Elizabeth Alvarez-Sell**  
Ajinomoto Foods

**Taylor Nakken**  
Social Sampling

**Eric Slabaugh**  
NuCal Foods

**Kimberley Yates**  
Nature’s Bakery

Over the weekend Greg shared his thoughts with us about his journey to this pinnacle leadership role. Greg is a true servant leader, always thanking others who serve, and help move the mission forward for the organization. We had an opportunity to meet Greg and Mary’s family, and to celebrate with them too. We left on Sunday morning feeling energized for the coming months with our new leadership team in place. Thank you for your abundant hospitality, Greg and Mary. Shine ON, my friends!

Marla McIntosh  
Customer Vice President  
Post Consumer Brands



# THE ILLUMINATORS EDUCATIONAL FOUNDATION

The Illuminators Educational Foundation has distributed over **\$1,600,000** in scholarships over the years to deserving families within our wonderful industry.

Thank you for your support of the Illuminators Education Foundation.

Your continued support of the IEF has been able to distribute over **\$1.6 million** for deserving students within our industry. You may ask yourself, How do I support the illuminators Education Foundation? Well, if you attend the WAFC and or the CGA and purchase a silent auction item, all proceeds go to the foundation

Also, if you attend any Illuminator functions...WAFC Rallies, playing in the WAFC and or the CGA Golf Tournaments, a portion of those proceeds of those events also help fund scholarships.

On behalf of the Illuminators Education Foundation, I want to thank you for your continued support and please pass on the illuminator Education Foundation Scholarship information within your company so they take advantage of the funds available to help further education within our industry.

Dave Grosse  
President of IEF  
(Partner, The Performance Group)





# 2023-2024 SCHOLARSHIP WINNERS



Adriana Walls  
Pavilions



Aiden Nasser  
Smart & Final



Amy Diaz  
Superior Groceries



Angelina Chavez  
Bimbo Bakeries USA



Anthony Estrada  
Smart & Final



Brianna Donnelly  
Barilla



Caleb Hidgins  
Bimbo Bakeries USA



Camila Padilla  
Northgate Gonzalez  
Markets



Chelsea Linares  
Ralphs Distribution Center



Cinthya Perez  
Northgate Market



Claudia Rissley  
Bimbo Bakeries USA



Danika Bocanegra  
Golden West Packaging



Emily Schott  
Red Bull North America



Guadalupe Santos  
Northgate Markets



Israel Calvillo  
Northgate Market



Jacob Lozano Bolanos  
Northgate Markets

# 2023-2024 SCHOLARSHIP WINNERS



Jaide Dixon  
Albertsons



Jake Garcia  
Del Monte Foods Inc.



Jenissa Hepton  
BBU



Jonah McLaughlin  
Stater Bros. Markets



Jonathan Clark  
Bimbo Bakeries USA



Joseph Ruiz  
Ralphs Grocery Co Kroger



Joshua McBride  
Vons



Kaylie Freeland  
Bimbo Bakeries USA



Kricket Hinders  
Albertsons



Krishni Patel  
Smart & Final



Kyra Smolik  
Gelson's



Matt Wunsch  
ASR/C&H Sugar



Melanie Gallegos  
Staters Bros. Market



Michelle Deyski  
Ralphs



Michelle Safransky  
Krogers



Naomi Chiwai  
Albertsons

# 2023-2024 SCHOLARSHIP WINNERS



Nicholas Lam  
Gelson's



Nicole Safransky  
Kroger



Ninette Calderon  
Northgate Markets



Paulina Zepeda  
Northgate Markets



Rocio Medina  
Northgate Markets



Ryan Gonzalez  
Northgate Gonzalez  
Market



Samuel Jimenez  
Bimbo Bakeries USA



Sonija Lam  
Gelson's



Tyler Garcia  
Del Monte Foods Inc.



Vincent Arnone  
Albertsons

**DONATE  
TODAY!**

SCAN ME



Dakota Kuhlman  
Coca Cola

Diego Garcia  
Northgate Market

Fatma Ali  
Smart and Final

Kaili Fisher  
Albertsons LLC

Haley Kaneshiro  
Vons

Melanie Reyes-Cruz  
Bimbo Bakeries USA

Kenneth Chang  
Vons

Marlene Camacho  
Northgate Market

Nallely Vasquez-Palafox  
Northgate González Market

Randall Sanetra  
CA Fortune

Unique Cervantes  
State Brothers

Yahir Albort  
Manzana Products Co.



# ILLUMINATORS ROSTER

LAST NAME	FIRST NAME	COMPANY	EMAIL ADDRESS
Abandonato	Dana	2 Towns Cider House	D.Elliott@2townsciderhouse.com
Abarca	Monica	The Performance Group	monicaa@tpgsaleservices.com
Adams	Chris	Retail MS	chris@retailms.net
Adragna	Joan	Martinellis	jadragna@martinellis.com
Aitken	Doug	Our Home	doug.aitken@mac.com
Ajemian	Michael	Barilla America, Inc	Michael.Ajemian@Barilla.com
Albaugh	Robert	Tony Chachere Creole Foods	robert@tonychachere.com
Alfaro	Linda		lindalfaro@gmail.com
Algin	Anu	Manzana Products Co.	anormak@gmail.com
Alvarez-Sell	Elizabeth	Ajinomoto Foods	elizabeth.alvarezsell@ajinomotofoods.com
Alvarez	Ernesto	Destination Coffee	destinationcoffee01@gmail.com
Aquilina	Michael	Hostess Brands Services, LLC	maquilina@hostessbrands.com
Artukovic	Mike	F. Gavina & Sons, Inc.	mike.artukovic@gavina.com
Ayers	Jeffrey		rigamorole@hotmail.com
Bach	Andrew		drew_100m@yahoo.com
Barsotti	Cathy	Barsotti Juice	cathy@barsottijuice.com
Baum	Josh	Savi	josh@savisales.com; jsbaum19@gmail.com
Baxter	John	Phillips Foods	jbaxter@phillipsfoods.com
Becki	Scott	Thrifty Ice Cream	Scott.g.becki@thriftyicecream.com
Bekker	Megan	Golden West Packaging	meganbekker@gmail.com
Belcastro	Denny	Kimberly Clark NA	denny.j.belcastro@kcc.com
Bell	Andrew	Shelf Engine	andy.bell@shelfengine.com
Bennett	Britte		brittebennett@gmail.com
Benson	Dave	Nulaid	dave.benson@nulaid.com
Bertram	Nicholas	Flash Food	nicholas.bertram@flashfood.com
Bilello	Lawrence	JTM Foods	lbilello@jtmfoods.net
Bilton-Smith	Paul	Old Trapper	paul.bilton-smith@oldtrapper.com
Black	Adam	Yum Earth	ablack@yumearth.com
Bolt	Jonathan	App Card	JonathanB@AppCard.com
Brock	John	Hain	john.brock@hain.com
Brown	Lori	NuCal Foods	lkbrown9600@gmail.com
Byington	Jeff	Food Match	jeff.byington@foodmatch.com
Cabot	Rita	Norco Ranch	rcabot@norcoranch.net
Carter	Michael	BGJ Group	mike@bgjgroup.com
Casarez	Dave	Peco Pallet Inc	dcasarez@pecopallet.com
Catuar	Marie	Keurig Dr. Pepper	marie.catuar@kdrp.com
Chappell	Taylor	Anheuser-Busch	taylor.chappell@anheuser-busch.com
Chiaravello	Andrea	Lavazza	andrea.chiaravello@lavazza.com
Christianson-Hayter	Amanda	CH Robinson	amanda.hayter@chrobinson.com
Clark	Jennifer	Talking Rain, Sparkling Ice	jclark@talkingrain.com
Clark	Kristal	Ruiz Foods	kristalc@ruizfoods.com
Corbin	Sandra	Mondelez	sandra.corbin@mdlz.com
Costello	Phil	the Performance Group	pcostello@tpgsales.com
Cox	Kory	Talking Rain Beverage Co.	kcox@talkingrain.com

## Illuminators — Education • Leadership • Partnering

LAST NAME	FIRST NAME	COMPANY	EMAIL ADDRESS
Crane	Eric	Built Bars	ecrane@built.com
Crosby	Melissa	Bay Cities	MelissaC@bay-cities.com
Crouch	TJ	Organic Girl	tj.crouch@iloveorganicgirl.com
Curtis-Switzer	Levi		levircurtis@gmail.com
Cutwright	Jerry	Old Trapper	jerry.cutwright@oldtrapper.com
D'Aquino Renna	Gaetano	D'Aquino Italian Importing Co.,	fabrizior@daquino.com, pdaquino@daquino.com
Dana	Terry	Alta Dena Certified Dairy, LLC	terry.dana@dfamilk.com
DeBord	Matthew	New Gem Foods	mdebord@newgemfoods.com
DeLuca	Heather		heatherdeluca11@gmail.com
Dinh	Maria		maria.dinh@gmail.com
Doggett	David	Organic Girl	David.Doggett@iloveorganicgirl.com
Dougherty	Heather	RMS Inc	Heather@retailms.net
Douglass	Jennifer	Jacent Retail	jenniferdouglass@jacentretail.com
Enslin	Nadia	Froneri	nadia.enslin@us.froneri.com
Escobar	Anthony	Nucal Foods	anthony.escobar@nucalfoods.com
Escobedo	Janay	Our Home	janaydesiree@gmail.com
Forehand	Chuck	Daisy Brand	chuckm4hand@comcast.net
Fowler	Kimberlea	Kellogg	kimberlea.fowler@kellogg.com
Francis	James	Buddig	jfrancis@buddig.com
Gagel	Jessica	Organic Girl, LLC	jessica.gagel@iloveorganicgirl.com
Gallagher	Tessie	BG Foods	tessie.gallagher@bgfoods.com; tfloendo@sbcglobal.net
Garabaldi	Vincent (Harold)	Torani	vgaribaldi@torani.com
Gatlin	Kristine	Lite House	kgatlin@litehouseinc.com
Groeper	Lauren		Shannan.ackerman@thehappygroup.com
Gustafson	Elizabeth	East West Tea	liz.gustafson@eastwesttea.com
Haddy	Roger	Frontier Co Op	Roger.Haddy@frontiercoop.com
Hahm	Paul		hanulj@gmail.com
Hansa	Dominic		dominic@grocerytv.com
Harlan	Craig	Earth Friendly Products	craig@ecos.com
Harms	Kathy	F Gavina & Sons	kathy.harms@gavina.com
Harris	James	Positive Beverage	james@positivebeverage.com
Heberger	Ryan	Monster Energy	ryan.heberger@monsterenergy.com
Herpich	Chris	Valassis Digital	chris.herpich@vericast.com
Hickey	Kim	Drink Calypso	khickey@DrinkCalypso.com
Hilton	Alisa	Chosen Foods	ALISA@CHOSENFODDS.COM
Hotze	Katie	Grocery Shopii	cadams@groceryshopii.com
Howard	Shaun	Talking Rain	showard@talkingrain.com
Hudson	Stephen	McKee	steve.hudson@mckee.com
Huls	Thomas	Harbor Brands	thomas@hharborbrands.com
Hulterstrom	Steven	Presence Marketing	shulterstrom@pmidpi.com
Hurst	Michael	Stores Consulting	mhurst@storesconsulting.com
Izza	Remo	Ruiz Foods	remoi@ruizfoods.com
Jackson / Berkley	Alex		ajacksoc@gmail.com
Johnson	Ginger	Retail Data Systems	jjahn@rdspos.com
Johnson	Jamie	Talking Rain ; Sparkling Ice	jjohnson@talkingrain.com
Juarez	Lisa	Tabasco	lisa.juarez@tabasco.com
Judge	Chris		chris.judge@claires.com
Kargl	Justin	Challenge Dairy	justin.kargl@challengedairy.com

## Illuminators — Education • Leadership • Partnering

LAST NAME	FIRST NAME	COMPANY	EMAIL ADDRESS
Kelly	Matthew	Lemon Perfect	matt@lemonperfect.com
Kocaya	Chris	Ocean Spray	ckocaya@oceanspray.com
Konrad	Karl		karlskonrad@gmail.com
Kopulsky	Craig	Pre Zero	craig.kopulsky@prezero.us
LaPointe	Jaclyn	Upside	jackie.lapointe@upside.com
Lapp	Adam	Talking Rain Beverage Co.	alapp@talkingrain.com
Larson	Scott		selarson3000@gmail.com
Lee	Dave	Collin St Bakery	davelee@collinstreet.com
Leree	Alonso		aleree@yahoo.com
Lewis	Christine	Oatly US	christine.lewis@oatly.com
Lieberman	Marie	Jacent Retail	marielieberman@jacentretail.com
Lipari	Dylan		lipariDylan@gmail.com
Llena	Loren	Vestcom	loren.llena@gmail.com
Lombardo	Tim	Ruiz Foods	timl@ruizfoods.com
Lorio	Ashlee		ashlee.christiansonwest@gmail.com
Ly	Mark	Sugar Bowl Bakery	mark_ly@sugarbowlbakery.com
Macias	Marcela	MW Polar Foods	marcela138@mw polar.com
Maddan	Michael		mikejr@maddanco.com
Marques	Melissa	Pleasant Valley Farms	melissa@pvfarmsca.com
Martel	Dean	Organic Girl	Dean.Martel@iloveorganicgirl.com
Mason	Roy	Old Trapper	1357rmason@gmail.com
Matthews	Walter	Barsotti Juice	walter@barsottijuice.com
Mayo	Robert	La Croix Beverages	Rmayo@LaCroixbeverages.com
McAbee	Brendan	Bimbo Bakeries	brendan.mcabee@grupobimbo.com; bmcabee11@gmail.com
McIntosh	Marla	Post Holdings	mmcintosh@postholdings.com
McNamar	Shannon		skmcobra69@gmail.com
McVay	Kristina	Del Monte	kristina.mcvay@delmonte.com
Meade	Jan	Shelby Publishing	janmeade@shelbypublishing.com
Mendonca	Lisa	TOMRA	lisa.mendonca@tomra.com
Miller	Mark	Nucal Foods	mark.miller@nucalfoods.com
Monroe	Allison	General Mills	allison.monroe@genmills.com
Montes	Chris	ROAR	cmontes@drinkroar.com
Morales	Marcella	Torani	mmorales@torani.com
Morikawa	Ryan	Talking Rain Beverage Co.	rmorikawa@talkingrain.com
Moreland	Silvana	McCormick	
Morrison	Virginia	Lite House	vmorrison@litehouseinc.com
Moschetti	Dominic	Vida Marketing Communications	dmoschetti@vidamc.com
Moser	Sarah	Drink Recover	saramoser@drinkrecover.com
Myhoob	Adam	Nuts on the Run	lydianutsontherun@gmail.com
Myrick	Leonard	Fresh KO Produce	jmyrick@freshkoproduce.com
Nakken Verbeck	Taylor	Social Sampling, Inc.	tnakken@socialsampling.com
Nickless	Maria	Olive Crest	Maria-Nickless@olivecrest.org
Nino	Mark	Drink Poppi	mark@drinkpoppi.com
Nonn	Larry	Nonn Consulting	NonnLarry@gmail.com
Nutter	John		jnutter54@gmail.com
Okland	Donald	Nucal Foods	bokland@nucalfoods.com
Osterman	Tom	Humm Kombucha, LLC	tom@hummm.com
Papagani	Robert	Advantage Solutions	karen.papagni@advantagesolutions.net

## Illuminators — Education • Leadership • Partnering

LAST NAME	FIRST NAME	COMPANY	EMAIL ADDRESS
Paye	Clara	Unite Food	CLARA@UNITEFOOD.COM
Perry	Ben	Manzana Products Co.	bperry@manzanaproductsco.com
Philips	Michael	Mesa Verde Trading Co.	mike@mesaverdetrading.com
Pierce	Allen	Navigator, a C.A. Fortune Company	allen.pierce@cafortune.com
Pierce	Subriana	Navigator, a C.A. Fortune Company	Subriana.pierce@cafortune.com
Pirir	Alvin	Molson Coors	alvin.pirir@molsoncoors.com
Pontius	Tim	Hidden Villa Ranch	tpontius@hiddenvilla.com
Porter	Joe		porterj62@hotmail.com
Posey	Trent		trentposey2015@gmail.com
Pottier	Brenden	Bimbo Bakeries USA	brenden.pottier@gmail.com
Powers	Jacob	Premier Sales Solutions	jpowers@premiersalesolutions.com
Rasmussen	Robert		dionras@aol.com
Ratcliff	David	Bimbo Bakeries	david.ratcliff@grupobimbo.com
Regan	John		johnbluehen@gmail.com
Renna	Fabrizio	D'Aquino Italian Importing Co.	fabrizior@daquino.com
Rhee	Michael	PreZero	michael.rhee@prezero.us; mikerhee@gmail.com
Rico	Adrian	Supply King Procurement Services	aricobaez@outlook.com
Riggan	Mac	Chelan Fresh	macr@chelanfresh.com
Robinson	Wendy	Mission Foods	wrobinson@missionfoods.com
Rodriguez	Wenddy	Ole Mexican Foods	Wesasales@outlook.com
Rosenblum	Craig	Inmar Intelligence	craig.rosenblum@inmar.com
Roy	Diane	Metis Brands	diane@metisbrands.com
Sands	Jonathan	Up Shop	Jon.sands@upshop.com
Savazzini	Edoardo	Lavazza	Edoardo.Savazzini@lavazza.com
Scharff	Daniel	StartUp CPG	
Sheldon	Greg	Anheuser-busch	greg.sheldon@anheuser-busch.com
Schmidlin	Ben	Shelf Engine	ben@shelfengine.com
Schott	Nick	Red Bull	nick.schott@redbull.com
Schwarz	Danny	Chuzza	danny@chuzza.com
Schweizer	Michael	US Nestle	michael.schweizer@us.nestle.com
Seel	Will	Freight Handlers, Inc. (FHI)	wseelnc@gmail.com
Shaffer	Donna	Hostess Brands	dshaffer@hostessbrands.com
Sheeder	Mike	Olds Fitz	msheeder@oldsfitz.com
Sheldon	Greg	Anheuser-Busch	greg.sheldon@anheuser-busch.com
Siegel	Greg	Idahoan Foods, LLC	gsiegel@idahoan.com
Sims	Michael	Far East Brokers	msims@fareastbrokers.com
Skurnik	Joel	System Foods	joel@systemfoods.com
Slabaugh	Eric	NuCal Foods, Inc.	eslabaugh@nucalfoods.com
Spangler	Chris	HS&R Sales and Marketing	Chris.spangler@hrrsales.com
Staehele	Randy	Organic Girl	randy.staehele@iloveorganicgirl.com
Stephens	Tanya	Pmi Dpi	tstephens@pmidpi.com
Sullivan	Mike	Sun Maid Growers of California	msullivan@sunmaid.com; vrendon@sunmaid.com
Svete	Kyle	iFoodDS	kyle.svete@ifoodds.com
Tagge	Rhonda	Olive Crest Treatment Cntr	Rhonda-Tagge@olivecrest.org; Maria-Nickless@olivecrest.org
Tallia	Ron	Earth Friendly Products	rtallia@ecos.com
Taylor-Bennet	Timme	Skinny Mixes	Timme@skinnymixes.com

## Illuminators — Education • Leadership • Partnering

LAST NAME	FIRST NAME	COMPANY	EMAIL ADDRESS
Telford	Holly	Jelly Belly Candy Co	htelford@jellybelly.com
Temborius	Jim	JTM Foods	jtemborius@jtmfoods.net
Thomas	Brad	Kimberly Clark	brad.d.thomas@kcc.com
Troiano	Tony	Flowers Bakeries LLC	tony.troiano@flocorp.com
Tye	Daniel	Agile Displays	dtye@agile-displays.com
Ueda	Benjamin	JB Ueda Sales	ben@jbuedasales.com
Vasquez	Carlos	Go Global Worx	carlos.vasquez@goglobalworx.com
Verbeck	Brandon	Social Sampling	brandon@socialsampling.com
Vijay	Priyanka	KDRP	Priyanka.Vijay@kdrp.com
Villarreal	Paulina	Preferred Sales + Marketing	pauvillarreal@gmail.com
Voorhees	Ryan	Up Shop	Ryan.voorhees@upshop.com
Wallace	Clare		clare.ashton.wallace@gmail.com
Waters	Kristi	Talking Rain Beverage Co.	kwaters@talkingrain.com
Weyers / Scorsatto	Julie		prncessfsh@hotmail.com
White	Cassidy	Organic Girl	
Wilkerson	James	Schwans	jim.wilkerson@schwans.com
Williams	Benjamin	2 Towns Ciderhouse	B.Williams@2Townsciderhouse.com
Williams	Thomas	The CPG Collective	matt@thecpgcollective.com
Wilson	Christy		wilson.christina12@gmail.com
Wright	Alex	Pre Zero	boco.alexw@gmail.com
Wunsch	Dave	C & H Sugar - Domino Foods	david.wunsch@asr-group.com
Wyatt	Missy	Talking Rain Beverage Co.	kwaters@talkingrain.com
Wyers-Scorsatto	Julie		prncessfsh@hotmail.com
Yates	Kimberly	Natures Bakery	kyates@naturesbakery.com
Yeck	Tyson	Pacific Seafood	tyeck@pacseafood.com
Yochem	Cathy	Ruiz Foods	cathy@ruizfoods.com
Ziegler	Alyssa McQueen	Upside	alysa.ziegler@upside.com

**THE ILLUMINATORS** would like to keep your membership business profile information current. Regular updates help ensure we can share the most accurate information with your potential business partners. Visit: [www.illuminators.org](http://www.illuminators.org) — Under Membership (Renew)





*Thank you, for all you do!*

THE OFFICERS AND BOARD MEMBERS,  
ALONG WITH THE ENTIRE MEMBERSHIP WANT TO THANK YOU  
ANGELA TYE, GLORIA GRANA, AND KATHERINE MCILQUHAM  
FOR THEIR DEDICATION AND COMMITMENT TO THE ILLUMINATORS.



ANGELA TYE



GLORIA GRANA



KATHERINE MCILQUHAM

We appreciate their involvement in many  
of the creative and administrative  
duties that help make the Illuminators a top notch organization.



# In Loving Memory

**LEON M. MERRITTS**

HEADLITE 2003



It is with a heavy heart that we share the passing of Lee Merritts in August 2024. Lee was an executive with Proctor & Gamble and served as the Illuminator Headlite at the WAFC Convention in 2003. He was one of our industry's finest gentlemen and leaders.

Lee was the first African American Headlite and person of color in the Headlite position. His year was the 75th Anniversary of the 1928 Illuminator founding. Lee, and his wife Gigi, were married for 45 years. He was instrumental to helping us launch our Diversity, Equity and Inclusion committee a few years ago.

Please keep Gigi and the Merritts family in your thoughts and prayers.



# INVEST IN YOUR FUTURE

## FOOD INDUSTRY MANAGEMENT PROGRAMS

### **Educating Future Leaders in the Food Industry Since 1958**

The transformational Food Industry Management Program (FIM) curriculum develops agile leaders with in-demand business skills and practical application. Enhance your leadership development skills to create impactful initiatives for your organization with cutting-edge and immersive courses:

- Financial Analysis and Valuation
- Effective Use of Power and Influence
- Leadership Agility and Resilience
- Strategy, Marketing and Communications

Develop strong leadership and management competencies, enhanced business acumen, and critical thinking skills. Discover leadership techniques that transform you into a confident thought leader to address current industries' challenges, leverage persuasion, improve unity, and identify organizational opportunities.

**For more information about the  
Food Industry Management Programs  
contact Jennifer Fisher  
at 213.740.0416 or [fim@marshall.usc.edu](mailto:fim@marshall.usc.edu)**



# RENEW YOUR ILLUMINATOR MEMBERSHIP TODAY!

TO BENEFIT FROM THE EXCEPTIONAL NETWORKING AND BUSINESS OPPORTUNITIES, WHILE BUILDING LONGSTANDING RELATIONSHIPS...WITH UNEQUAL EXPOSURE FOR YOUR ORGANIZATION AND BRANDS... ENHANCED LEADERSHIP OPPORTUNITIES AND PERSONAL RECOGNITION FOR YOUR EFFORTS.

USE YOUR SMARTPHONE OR VISIT  
[WWW.ILLUMINATORS.ORG](http://WWW.ILLUMINATORS.ORG)

SCAN ME



***"SPREADING THE LITE OF GOOD FELLOWSHIP."***