

Wisconsin GROCER

OFFICIAL MAGAZINE OF THE WISCONSIN GROCERS ASSOCIATION

Featuring our 2022 Award Winners for
Grocer of the Year, Vendor of the Year,
Excellence in Operations,
and Community Service



Look inside to
check out all the
award recipients!



Experience another
great year at the



GROCERS INNOVATION EXPO 2022

Whether it's your first time attending or you've been here before, you'll find something new and exciting happening in the grocery industry. New industry information to learn, new people to meet, old friends to reconnect with, and a great deal of fun to be had!
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Keith Knight 615-290-6093 Diane Guerrero 262-806-1203
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For more information please contact our Central Region:
BRAD MILLER Senior Director, Market Development, **630.743.9226**
CHRIS MORTON Director of Sales, **312.497.6428**
CRAIG LITTLE Director, Market Development, **262.357.4403**



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2022-2023 Save the Dates



October 18 & 19
Wisconsin Grocers
Innovation EXPO
Appleton, WI



February 28th, 2023
WGA Foundation Day
in the Field
Milford Hills



March 21, 2023
Fresh Ex
Wisconsin Center, Milwaukee



Early June 2023
Northern Grocery
Industry Golf Outing -
Location TBD



July 19, 2023
Southern Classic
Grocery Industry
Golf Outing
Evergreen Golf Course -
Elkhorn

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The President's Perspective



Brandon Scholz
WGA President and CEO
Whipsawed

Since March of 2020, grocers in Wisconsin and across the country have been challenged almost more than any time in history excluding the great depression.

It's not as though all of the things that make running a grocery store difficult went away; it's everything that grocers have been through and in addition to what already keeps grocers up at night.

The litany of issues like competition from non-grocery channels on top of surrounding grocery stores; retaining customers, making a profit, bringing on new technology, building a loyal cadre of associates, government regulations, interchange fees, keeping pace with technology... and that's just the tip of the iceberg from the pre-pandemic days.

Did anybody think running a grocery store could be any more challenging and complicated than it was before? The pandemic? Heck, nobody had any clue what a pandemic was and what impact it would have on the grocery industry. There was plenty to do when we were in "normal" times.

Now, there really isn't anything normal. And the new challenges have whipsawed grocers like never before.

*As a member of the
Wisconsin Grocers Association,
you are part of the solution.*

Some will tell you that the challenges of the early days of covid like wearing masks, social distancing, changing store hours, changing how customers shop in the store (and more) all seem to be not so difficult compared to what is going on today.

Workforce shortage, wage and benefit demands, government regulations and mandates, our unstable economy, supply chain shortage, inflation, price increases, technology, customer changes, government interference in growing the grocery business and much, much more added to pre-pandemic challenges, should make everybody's head spin!

What makes these, and likely more challenges in the future so critical, is there aren't lot of solutions on the table.

It's easy to recite all the trials and tribulations facing the grocery industry, but the room gets kinda quiet when the discussion changes

to fixing the problems and preparing for what could come next.

That doesn't mean there aren't solutions and an end in sight, but rather what will it take to get there.

As a member of the Wisconsin Grocers Association, you are part of the solution. The WGA can't solve all your problems, but we can tackle a few.

Improving conditions to grow and expand the pool of potential workers, tax reform, fewer government regulations and mandates, removing impediments to new technologies and customer demands for services like home delivery of alcohol. The WGA will work to alleviate problems in the supply chain, punishing those who steal and make life harder for those who live by the rules, are all things the WGA can engage in.

And it doesn't stop there.

We need to hear from you if there is a problem or issue that's whipsawing your business whether you are a grocer, warehouse, supplier, vendor, manufacturer or others involved in the grocery biz.

That's why we're here.

Welcome New WGA Team Members!

Mike, Kris and Ellen join Sarah and Brandon to provide you with the best services in all of the ways in which the WGA supports its members! Never hesitate to reach out to any member of the team!



MIKE SEMMANN,
Vice President
of Government
Affairs



KRIS NEILSON,
Vice President
of Events



ELLEN BREUNIG,
Marketing &
Events
Coordinator

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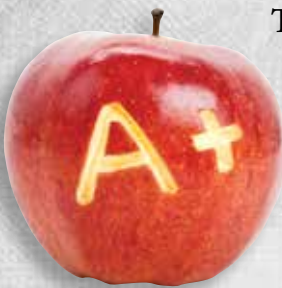




Michael Semmann,
Vice President of Government Affairs

LEGISLATIVE REPORT CARD

Compiled by the Wisconsin Grocers Association for the **2021-2022 LEGISLATIVE SESSION**



This legislative report card grades our elected officials on their votes on industry-specific bills.

These grades can be used by members of the Wisconsin Grocers Association to make educated decisions during the 2022 elections.

As an opinion leader in your community, it is necessary that you are involved in the election of the people who represent you and your business in the State's Capitol.

LEGISLATION THAT WAS SCORED

PERSONAL PROPERTY TAX REPEAL

(AB 191-SB 189/Rep. Knodl & Sen Stroebe)

WGA POSITION: Support

SUMMARY: Beginning with the property tax assessments as of January 1, 2021, no items of personal property will be subject to the property tax. The state will pay (starting in 2022) each taxing authority an additional amount equal to the property taxes levied on the items made exempt under the bill and (in 2023) each taxing jurisdiction will receive a payment to compensate it for its loss in personal property revenue.

OUTCOME: Vetoed by Gov. Evers

IMPACT ON GROCERS: Would have provided substantial financial relief without negatively affecting municipalities. Grocers have been paying personal property tax bills on equipment for decades without any return on the expense. It is an unfair and archaic tax on small business.

CREDIT CARD SWIPE FEES

(AB 587- SB 572/Rep Vorpagel & Sen Feyen)

WGA POSITION: Support

SUMMARY: Prohibits a "swipe fee" from being imposed against a merchant on the sales tax portion of a transaction when a purchase is made from the merchant using a credit card.



The bill also prohibits a "swipe fee" from being imposed on the portion of any transaction that is a fee imposed by a city, village, town, or county.

OUTCOME: Was not brought up for a vote in the legislature.

IMPACT ON GROCERS: As in federal legislative efforts, "swipe fees" mandated by banks and credit card companies increase costs for grocers while the fees go to banks and credit card companies.

ONLINE ALCOHOL ORDERS PICKED UP CURBSIDE

(AB 70-SB 56/Rep Tauchen & Sen Stroebe)

WGA POSITION: Support

SUMMARY: Allows most alcohol beverage retailers to make online or telephone sales of alcohol beverages to be picked up by the customer at parking spaces that are part of the retail licensed premises. The bill also prohibits municipalities from imposing by ordinance additional restrictions on these sales.

OUTCOME: Was not brought up for a vote in the legislature.

IMPACT ON GROCERS: Denies customer-driven demand for curbside pickup of beer, wine and spirits. Prohibits grocers from providing full-service on-line sales to customers.

HOME DELIVERY OF ALCOHOL

(AB 71-SB 57/Rep Tauchen & Sen Stroebe)

WGA POSITION: Support

SUMMARY: Allows most licensed alcohol beverages retailers to make online or telephone sales of alcohol beverages and deliver the alcohol beverages to the customer or to have the alcohol beverages delivered to the customer by an independent third-party delivery service.

OUTCOME: Was not brought up for a vote in the legislature.

IMPACT ON GROCERS: Denies customer-driven demand for home delivery of beer, wine and spirits. Prohibits grocers from providing full-service home delivery of online sales to customers.



UNEMPLOYMENT RESERVE FUND

(AB 237-SB 276/Rep Petryk & Sen Marklein)

WGA POSITION: Support

SUMMARY: Requires the governor to allocate federal moneys provided to this state, including moneys provided under the federal American Rescue Plan Act of 2021, for one or more deposits into the state unemployment reserve fund, to the extent that the deposits are needed to keep Schedule D of the unemployment insurance contribution (tax) rates in effect through the end of calendar year 2023.

OUTCOME: Passed Assembly & Senate, vetoed by Gov. Evers

IMPACT ON GROCERS: Would provide support for grocers who have been paying premium wage and salary rates and maintaining a sufficient fund balance to deal with workforce decisions to leave employment.

UNFAIR SALES ACT - EXEMPTING CERTAIN PRESCRIPTION DRUGS

(AB 358-SB/Rep Nylon & Sen Strobel)

WGA POSITION: Neutral. Generally opposed to all efforts to weaken or dismantle the Unfair Sales Act. No Senate Committee hearing held.

SUMMARY: Exempts from the Unfair Sales Act items that are qualified medical expenses. The Unfair Sales Act prohibits retailers and wholesalers from selling merchandise for less than the cost of the merchandise to the seller. Under the bill, the prohibition on below-cost sales



would not apply to vaccines, prescription drugs, or physical items whose costs are qualified medical expenses under federal law.

OUTCOME: Was not brought up for a vote in the legislature.

IMPACT ON GROCERS: The design of the bill would have seriously weakened the provision of the Unfair Sales Act and not enough work was done to keep the bill narrowly focused.

RETAILER PURCHASE OF ALCOHOL

(AB 364/Rep Knodl)

WGA POSITION: Support provision changing the period of credit and timeline from invoice to payment. Did not engage in the provision regarding purchase by a licensed retailer from a warehouse supplier.

SUMMARY: Modifies the applicable penalty under certain circumstances when an alcohol beverage retailer purchases alcohol beverages from a source other than a wholesaler in violation of current law. Eliminates restrictions on the maximum period of credit that a wholesaler may extend to a retailer in connection with the purchase of alcohol beverages.

OUTCOME: Was not brought up for a vote in the legislature.

IMPACT ON GROCERS: With beer invoices required to be paid in 15 days and wine/spirits paid in 30 days, it becomes an accounting and administrative problem depending on when the retailer sets up bill payments. Also is a problem if the order is short and/or product is returned. This should be consistent for all alcohol products.

ORGANIZED RETAIL THEFT

(AB 827-SB 811/Rep Vos & Sen Stroebe)

WGA POSITION: Support

SUMMARY: Provides that, when multiple thefts are committed by five or more individuals at the same time and in the same place, in concert, the acts shall be considered together as one crime and the value of the property shall be aggregated for the purposes of determining the penalty for the crime.

OUTCOME: Passed Assembly & Senate. Vetoed by Gov. Evers

IMPACT ON GROCERS: Any effort to weaken or not strengthen any laws to prevent retail theft have negative dramatic efforts on grocers and convenience stores. Retail theft impacts retailers and consumers.

EXEMPTION ON COVID MANDATES/CIVIL LIABILITY

(AB 1/Rep Vos)

WGA POSITION: Support

SUMMARY: Establishes a civil liability exemption for businesses and others for any act or failure to act to a person's exposure to SARS-CoV-2 or COVID-19 in the workplace.

OUTCOME: Passed Assembly & Senate. Vetoed by Gov. Evers

IMPACT ON GROCERS: During all phases of the pandemic, grocers met and exceeded expectations for taking care of their employees, customers and vendors. State government agencies never collaborated with stakeholders in developing their mandates and never considered what was being done without government intervention.

SUPERMARKET EMPLOYEE RECOGNITION

(2021 Assembly Joint Resolution 116/Senate Joint Resolution 94/Rep. Dittrich, Sen. Cowles)

WGA POSITION:

Support asco-author

SUMMARY: Declaring February 22, 2022, as Supermarket Employee Day to celebrate the hardworking individuals in the retail food industry in Wisconsin and across the nation.

OUTCOME: Passed

IMPACT ON GROCERS: Legislators who co-sponsored this Joint Resolution publicly stated support for employees of the grocery industry and the work accomplished in the dynamic marketplace to provide Americans with access to safe, healthy, and affordable food while working to enhance the health and well-being of customers and their communities.



The following legislators earned the highest grade given by the WGA. These individuals have consistently supported and introduced legislation that benefits the grocery industry, and therefore are considered a "Friend

of Grocers." Their efforts will be recognized by receiving the WGA endorsement and a miniature grocery cart, which applauds their hard work on our behalf.

ASSEMBLY

Mark Born (R)
Barbara Dittrich (R)
Cindi Duchow (R)
Daniel Knodl (R)
Tony Kurtz (R)
Amy Loudeneck (R)
John Macco (R)
Todd Novak (R)
Jim Steineke (R)
Gary Tauchen (R)
Jeremy Thiesfeldt (R)
Tyler Vorpagel (R)

Robin Vos (R)
Robert Wittke (R)
Shannon Zimmerman (R)

SENATE

Howard Marklein (R)
Joan Ballweg (R)
Robert Cowles (R)
Dan Feyen (R)
Chris Kapenga (R)
Devin Lemahieu (R)
Duey Stroebel (R)
Van Wanggaard (R)



The following legislators have been given a "B" grade by the WGA. This admirable mark is given to legislators who are generally supportive of our industry and, therefore, deserving of the WGA endorsement.

ASSEMBLY

Janel Brandtjen (R)
Calvin Callahan (R)
Alex Dallman (R)
Steve Doyle (D)
James Edming (R)
Rick Gundrum (R)
Jesse James (R)
Terry Katsma (R)
Gae Magnafici (R)
Clint Moses (R)
Jeffrey Mursau (R)
Adam Neylon (R)
Bill Penterman (R)
Kevin Petersen (R)
Warren Petryk (R)
Patrick Snyder (R)

Shae Sortwell (R)
Rob Summerfield (R)
Travis Tranel (R)
Ron Tusler (R)
Nancy Vander Meer (R)

SENATE

Julian Bradley (R)
Andre Jacque (R)
Stephen Nass (R)
Patrick Testin (R)



The following legislators received a "C" for expressing a willingness to support our industry. The WGA will encourage them to be more supportive in the next legislative session.

ASSEMBLY

Scott Allen (R)
David Armstrong (R)
Tyler August (R)
Robert Brooks (R)
Rachael Cabral Guerara (R)
Cody Horlacher (R)
Samantha Kerkman (R)
Joel Kitchens (R)
Scott Krug (R)
Mike Kuglitsch (R)
Nick Milroy (D)
Dave Murphy (R)
Greta Neubauer (D)
Loren Oldenburg (R)
Jon Plumer (R)
Treig Pronschinske (R)
Timothy Ramthun (R)
Jessie Rodriguez (R)
Donna Rozar (R)
Joe Sanfelippo (R)
Michael Schraa (R)
Katrina Shankland (D)
Ken Skowronski (R)

John Spiros (R)
David Steffen (R)
Sheila Stubbs (D)
Lisa Subeck (D)
Rob Swearingen (R)
Paul Tittl (R)
Robyn Vining (D)
Chuck Wichgers (R)

SENATE

Kathy Bernier (R)
Alberta Darling (R)
Mary Felzkowski (R)
John Jagler (R)
Dale Kooyenga (R)
Jerry Petrowski (R)
Brad Pfaff (D)
Roger Roth (R)
Kelda Roys (D)
Jeff Smith (D)
Rob Stafsholt (R)
Eric Wimberger (R)



The following legislators have been given a "D" because they have voted against the WGA on key issues and have not supported major policy efforts. The WGA will encourage these officials to support our issues.

ASSEMBLY

Jimmy Anderson (D)
Deb Andraca (D)
Samba Baldeh (D)
Jill Billings (D)
David Bowen (D)
Jonathan Brostoff (D)
Sue Conley (D)
Dave Considine (D)
Dora Drake (D)
Jodi Emerson (D)
Evan Goyke (D)
Kalan Haywood (D)
Dianne Hesselbein (D)
Gordon Hintz (D)
Francesca Hong (D)
Tip McGuire (D)
Beth Meyers (D)
Supreme Moore Omokunde (D)
LaKeshia Myers (D)

SENATE

Tod Ohnstad (D)
Sondy Pope (D)
Daniel Riemer (D)
Sara Rodriguez (D)
Kristina Shelton (D)
Christine Sinicki (D)
Lee Snodgrass (D)
Mark Spreitzer (D)
Don Vruwink (D)
Melissa Agard (D)
Janet Bewley (D)
Jon Erpenbach (D)
LaTonya Johnson (D)
Chris Larson (D)
Janis Ringhand (D)
Lena Taylor (D)
Robert Wirch (D)



The following legislators have worked against the WGA and its members and have voted against WGA positions. They have earned an "F" grade.

ASSEMBLY

Marisabel Cabrera (D)
Gary Hebl (D)
Sylvia Ortiz Velez (D)

SENATE

Timothy Carpenter (D)

GROCERS INNOVATION



Join Your Friends and Fellow Grocers at the WGA's Annual Grocers Innovation Expo

This is definitely worth getting out of the store for!!

The 2022 WGA Innovation Expo is here! We are thrilled to welcome all of our friends in the grocery industry to this exciting, educational and fun two-day event.

Every year after the Expo, attendees always highlight the opportunity to network with old friends and build new relationships with industry folks! Attending the WGA's Innovation Expo provides so many different things and attendees enjoy many of the time-honored traditions such as the Retailer & Vendor Appreciation Reception, the Expo Trade Show, the Great Wisconsin Bag-Off and Cake Decorating Contest.

At the Innovation Expo, you will definitely learn new things from our timely and contemporary educational seminars and speakers. We're bringing in some of the best as well new speakers you haven't heard from before!

2022 Innovation Expo Educational Opportunities

Tuesday, October 18, 2022

CYBERSECURITY | Speaker: Matt Specht, Federated Insurance | 1:00 p.m.

Smart phones, laptops, websites are extremely vulnerable to cyberattacks and ransomware demands. Small businesses are more likely to be targeted by cyber criminals. For smaller companies, the problem stems from a lack of assets and expertise. Small and medium-sized businesses usually don't have dedicated cybersecurity experts to keep their systems secure. Matt Specht of Federated Insurance will walk you through some of the measure's grocers can take if you don't have a big IT department.



WORKFORCE | Speaker: Jim Cinelli, Manpower Group | 2:00 p.m.

Workforce is one of the hottest topics and biggest challenge in the industry. Jim Cinelli, of the internally recognized Manpower Group will share knowledge, expertise and resources to help grocers understand what is important and what is happening next in the world of work. Challenges to the grocery industry's workforce have never been greater. Grocers know the problem and are working to rebuild their employee base during a time when people are moving out of Wisconsin and deciding not to work anymore.



Workshops continued on page 16

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CONSUMER TRENDS | Speaker: Jerry O'Brien, UW Kohl's Center for Retailing | 3:00 p.m.

Change is one of the most popular words in the grocery biz and Jerry O'Brien, the Executive Director of Kohl's Center for Retailing brings his decades of retail experience to outline the trends and changing expectations of your customers and workforce and examines the intersections of these two groups. Always a popular speaker at the Expo, Jerry O'Brien brings his best insight to the Tuesday afternoon educational seminars.



John's experience spans many industries and areas of focus. He's worked in operations; merchandising and marketing; new, traditional and digital media; and analytics and big data for some of the largest brands in the world, including Coke, P&G, Schwab, Publix, Walmart, Chrysler, Sony, Google, and so many more.

You won't want to miss any of the great speakers lined up for the WGA's 2022 Innovation Expo and Summit.



RETAILER & VENDOR APPRECIATION RECEPTION | 5:00-7:00 p.m.

On Tuesday between 5-7:00 p.m., the Innovation Happy Hour is the place to be! Join us to connect with friends, old and new and enjoy some delicious food. Lipari Foods will graciously donate the buffet of heavy hors d'oeuvres. This is a must attend event!!

WGA Grocery Industry Summit

Wednesday, October 19, 2022

20 IDEAS TO DRIVE SALES | Speaker: Nick Lenzi, Lipari Foods | 8:30 a.m.

Paraphrasing late night TV selling shows.... but wait, there's more! If you attend Tuesday's educational seminars, you won't want to miss out on the Wednesday morning lineup!

Who doesn't need 20 Ideas to Drive Sales? Everybody needs 20 Ideas to Drive Sales! Nick Lenzi with Lipari Foods brings his decades of experience to the WGA's Wednesday morning Innovation Summit and will share these golden nuggets to help kick off the Summit. In this fast-paced session, Nick Lenzi will share 20 proven sales ideas which taken as part of a portfolio, will help to separate grocers from their competition, grow sales and deliver a unique value to their guests. Hear how one retailer created a plan to continuously roll out new events and promotions to grow traffic and sales in their stores.



THE GROCERY INDUSTRY TODAY | Speaker: John Ross, IGA | 9:30 a.m.

One of the country's leading experts on independent grocers will bring it all home and talk about the challenges facing the industry. The champion of data-driven decision-making, shopper-focused marketing and active listening is back by popular demand! John Ross, IGA's President & CEO will discuss how grocers look to pricing with the knowledge that amounts have increased as higher costs have been embedded in the supply chain. The question remains, will costs and prices ever come down? He will address how grocers can align with customers who might see inflation come down in a year or so but don't receive a corresponding decrease in retail prices. His vast experience, unique understanding and insight of the grocery biz makes John Ross the perfect speaker to pull all of the contemporary issues together to better understand your customers, associates and business partners.



ANNUAL WGA MEMBERSHIP MEETING | 10:45 a.m.

This short business meeting will provide a snapshot of the WGA's year in review highlighting education programs, government affairs, member events and programs.

Presentations by the WGA's Board of Directors Chair and the President & CEO of the WGA will inform members of the work of the association during the year. Grocery-industry news, annual President's Report, and WGA updates will be shared.

A short political educational program featuring a special WGA member will focus on the importance of the WGA's involvement in supporting and electing public officials who appreciate the grocery industry.



WISCONSIN GROCERY INDUSTRY TRADE SHOW | 12:00 p.m.

On Wednesday, the Trade Show Floor will feature over 145 grocery industry booths with new and innovative products and services that you will want to check out! And when you do, make sure you get your Trade Show Bingo card stamped for the chance to win \$1,000.

Trig's President & CEO and WGA Board of Directors Vice Chair Bob Jaskolski encourages fellow grocers to attend the Expo Trade Show. "There's only one event in Wisconsin where grocers, suppliers and vendors can gather for a day and a half and see old friends, renew acquaintances and take-home value information - and that's the WGA's Innovation Expo."

For our friends in the vendor community, it is a great opportunity to meet with your customers and pitch products, new ideas, new items and more.

FOR THOSE VENDORS WHO ARE IN THE WGA'S INNOVATION EXPO TRADE SHOW, YOU ARE A STEP AHEAD OF YOUR COMPETITORS. THE WGA INNOVATION EXPO TRADE SHOW IS SOLD OUT!!!

The Expo Trade Show is an opportunity for the vendors to meet with the owners, the decision makers on the trade show floor. "It's a great opportunity for people like myself to attend and see what's going on with those vendors and seeing new ideas," said Russ Davis Wholesale/Crazy Fresh Director of Retail Sales, Mark Maloney, who looks forward to the trade show every year "I love the food and interaction. I love all aspects of this industry. The grocery industry is an incredible people group."

Bob Jaskolski



There's only one event in Wisconsin where grocers, suppliers and vendors can gather for a day and a half and see old friends, renew acquaintances and take-home value information - and that's the WGA's Innovation Expo.

Mark Maloney



I love the food and interaction. I love all aspects of this industry. The grocery industry is an incredible people group.

Past WGA Board of Directors Chair and Owner of Hansen's IGA Greg Hansen is excited to attend the trade show in-person "I enjoy walking the expo vendor floor and talking to with other retailers. To hear how they have adjusted their businesses to the new reality of the customer demands and labor pool."

Go to the Expo and have some fun!!! We know the Expo provides tons of opportunities to improve your business. But that doesn't mean we are all work and no play. This year's Expo has plenty of ways for you to have a good time.

Just like previous years, the Grocery Industry Tradeshow will have Tradeshow Bingo and Tradeshow Cash.

Greg Hansen



I enjoy walking the expo vendor floor and talking to with other retailers. To hear how they have adjusted their businesses to the new reality of the customer demands and labor pool.



Tradeshow Bingo is simple. All you have to do while you walk the aisles of the trade show is to stop at the booth numbers listed on your Trade Show Bingo card to get a stamp from the vendor. Once you've filled up the entire card, submit it at the WGA Booth #707 for a chance to win prizes. **The top prize is \$1,000, with several second-place prizes of \$250 as well.**

Tradeshow Cash is an even easier way to win! Trade show vendors on the show floor have each donated \$100. Every half hour, a name will be announced over the loud speaker. If it's your name, head to the WGA booth (#707) to **collect your \$100 cash.** It's as simple as that.

You can support the WGA's Education Foundation by bidding and donating on the Pallet of Product. This is always a great deal for grocers thanks to the generosity of our vendors.



WISCONSIN CAKE DECORATING CHAMPIONSHIP | 12:00 p.m.

On the trade show floor

Talented cake decorators across Wisconsin will gather to decorate cakes to the theme of "Celebrate Autumn." Cake decorating awards will be announced at the WGA Awards Banquet on Wednesday, October 19 between 5:00pm and 6:00pm. Awards may include: Grand Champion, Reserve Champion, Award of Excellence, Award of Distinction, Award of Achievement, and Honorable Mention. Grocery top two awards and People's Choice will be announced later that evening during the WGA's Chairman's Banquet.

Some of last year's football-themed cakes.



THE GREAT WISCONSIN BAG-OFF | 4:00 p.m.

One of the greatest WGA traditions is the Great Wisconsin Bag-Off! Be sure to attend this can't-miss event and cheer on your favorite Bag-Off Contestant! The event will be hosted by Taylor Schaefer, the 75th Alice in Dairyland from the Wisconsin Department of Agriculture, Trade, and Consumer Protection. Schaefer educates the public about the importance of agriculture in Wisconsin.

First place winner receives \$500 cash and a trip for two to compete in the NGA's 2023 Best Bagger Competition. Second and third place receive \$250 and \$100 respectively!!!



Taylor Schaefer,
75th Alice in Dairyland



INNOVATION EXPO RECEPTION, BANQUET, & MEMBER AWARDS PROGRAM | 5:00 p.m.

The Innovation Expo Banquet on Wednesday evening is a time to celebrate the special WGA Industry Awards including, Grocer of the Year, Vendor of the Year, Excellence in Operations and Community Service. These special awards are presented to people and businesses who have been nominated by their peers for accomplishing great things and work to advance the industry as a whole. This is a one-of-a kind industry event that you won't want to miss!

Hope to see you there!

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to the
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**GROCERS
INNOVATION
EXPO
2022**

GRO^{CE}CER of the YEAR

The WGA Grocer of the Year award is presented annually to recognize an individual(s) for their life-time commitment to the grocery industry. They exemplify the highest leadership in their business and community and their influence has positively enhanced the lives of others.

Owner, MILLER & SONS, Verona and Mount Horeb
Nominated by Drew Potter, Miller & Sons



Miller & Sons
Since 1902
SUPERMARKET

In recent years, Verona has seen multiple big-name corporations open up near the Miller's location, but Carl's hard work and dedication has paid off over the years as his stores continue to thrive even with these bigger stores opening in the area. Miller's continues delivering groceries to homebound customers as it has for many years and you can bet you'll see Carl filling out an order and delivering it himself. He is able to do this because of the dedicated managers and employees he has at the stores. With an emphasis on customer service, Carl's infectious personality spreads to his employees and continues on to the customers.

Miller's offers CPR training which I have seen used by a manager on a customer first hand, active shooter training and rewards a part time employee every month with a gift card for their hard work and dedication to the store and its customers. There are always opportunities for employees to move into different positions or earn a promotion. Carl is proud to promote from within the company as many managers started out as he did, earning their way to a management or supervisor role.

The customer service is second to none, as Carl and his employees continue to carry out groceries for customers as his father did before him. Where other stores stop with customer service at the door, Carl is out helping customers with flat tires, running a brat stand outside the store and attending the county fair where he sponsors ALL ribbons and purchases livestock from the local 4H club. As a humble man, you will not see his first name or his picture on any of these; if anything, you will see the store's logo as he puts its success ahead of his personal success.

Along with the variety of products and services Carl's stores provide,

Carl is extremely involved in the community. Miller's offers CPR training as well as active shooter training. Carl and his stores participate in Adopt a Highway, run the Non-Profit Brat, ALL proceeds go towards the Verona youth sports groups. 2020 was a struggle for many businesses and Carl saw that many locally owned businesses struggling to operate and eventually shut down. And for Miller and Sons third silent auction event, Carl used donated products from those local business, raised over \$5,000 for Make-A-Wish and two local girls. But Carl wanted to also grant another local girl her wish, so he rounded the donation to \$9,000 to make that happen.

Carl still sits on the board of directors at Certco and has been the recipient of multiple honors and awards, including the WGA Excellence in Operations and Community Service Awards, a multi-recipient of Business of the Week in Wisconsin and Business Honor Roll which supports local students in public schools. And Carl truly believes that all of it is possible because of his customers and the employees they interact with on a daily basis.

VEND^{OR} of the YEAR

The WGA's Vendor of the Year Award recognizes vendors who go the extra mile to ensure their retail grocery customers are satisfied and their products are on the shelves.

Bernatello's Foods / Nominated by Bob Jaskolski, President and CEO of Trig's and T.A. Solberg

Since 2008, the Wisconsin Grocers Association has recognized a WGA Allied member from the vendor/supplier community as Vendor of the Year.

In 2022, the WGA is proud to announce Bernatello's Foods is the Vendor of the Year!



knowing and understanding customers is so critical to our operations. That make Bernatello's stand out in my opinion!"

The Bernatello's website says it all: "Let's Do Business!"

Bernatello's Foods was started by the Ramsay family from Edina, MN in 1982. Since that time, they have dedicated themselves to the marketing and manufacturing of innovative quality pizza and frozen products, while providing outstanding service and value to their retailers and customers.

Many WGA members sell the various brands that Bernatello's offers and are the beneficiaries of their direct store delivery system. "With all of the changes and challenges grocers have gone through in the past few years, we really rely on our vendors and suppliers



like Bernatello's for their support from beginning to end," said Jaskolski.

Bernatello's prides itself on getting involved in the communities in which they serve, along with giving back to local non-profit organizations, law enforcement causes and military veterans. In 2020, Bernatello's was nominated and received the WGA's Community Service Award for their support of local organizations and community efforts.

The WGA presented the award to Chad Schultz, COO of Bernatello's Foods at the Kaukauna facility. "His (Chad's) thoughtfulness towards others is contagious and trickles down to the Bernatello's employees allowing us to be able to give/donate to others in need," noted the nomination for Schultz.

Bernatello's is regular fixture at the WGA's Innovation Expo and the North and South WGA Classic golf outings. The WGA Board of Directors had the opportunity to engage in a quarterly board meeting and then took a guided tour of the Kaukauna facility

Bernatello's has seen tremendous growth over the last several years expanding their DSD system to Kansas City, and Iowa, and most recently the St. Louis Market, Chicago and Illinois markets, and now into Michigan.



EXCELLENCE *in* OPERATIONS

Recognized for their work ethic, commitment to the grocery industry, and creating opportunities for store associates.

BRIAN BEHNKE - Frozen/Dairy Buyer for Skogen's Festival Foods

Nominated by Dave Kopetsky & Keven Niemi (Kemps Dairy)



Brian Behnke has been a valued member in the grocery industry for almost 30 years. His dedication and hard work have propelled and advanced his career with every position held. Brian is a fiscally responsible buyer, with his

buying career, Skogen's Festival Foods has grown to 40 stores where he was a big part of the setting/opening process for the majority of them.



Being a valued member of the Festival buying team, Brian works closely with his peers to deliver an aggressive growth strategy that continues to place Festival as the leader in all respective markets. Brian is a strong servant leader that has built strong relationships with all vendor partners during his tenure by valuing their opinions, treating them with respect, and doing so with integrity. Over the years, he has mastered the art of the buy thru coaching of Supervisors/Department Managers on the optimal time to purchase for maximum gross margin and is currently mentoring a new F/D buying assistant under Skogen's new management training program.

Brian has been involved with various community and charitable projects, including food donations for the Fox Valley Feeding America location, Festival's Turkey Trot and the coordination of the Kemps Giving Cow milk charitable program for the past four years. Festival recognized Brian's dedication and commitment to these projects by awarding him the Festival Service Award in 2017.

He also serves as President of the Redeemer Lutheran School Board and actively coaches and donates his time for area youth baseball, softball, and basketball teams.

as a banquet facility, where Ptakek's often donate space and food to charitable events. They continue to grow their meat sales with outstanding meat events twice a year, and record-breaking sales each time. Over the past several years, Ptakek's IGA has added a new car wash, fuel island, sushi bar and online shopping.

Pat and his team have always put an emphasis on investing in their employees. They offer them the IGA Coca Cola institute training and are strong advocates in cross training employees to promote from within. Pat helps the store have a large social media presence, utilizing it to promote and recognize his employees or community members and events.

Being the only grocery store in town allows Ptakek's IGA to support many community and charitable causes. From donations to local schools, athletic departments and food pantries to community volunteering, Pat is passionate about giving back. This was recognized by the WGA in 2015, when it gave Pat Ptakek the Community Service Award. Ptakek's IGA has also received recognition from Associated Wholesale Grocers (formerly Affiliated Foods Midwest), as they were named overall champion in excellence in promotional merchandising in 2013 and 2021. And the Prescott Chamber of Commerce named Ptakek's IGA their Organization of the Year.

focus on integrity & respect towards the company, its employees, and vendor partners.

Brian was raised on a family farm in Reedsville, WI and now in Fond Du Lac with his wife Kristal and children: Noah, Ashton, Sophie, & Maddox. He began his grocery career in 1992 working as a 3rd shift grocery stocker under Supervisor Randy Munns. Eventually thru his hard work he was promoted to Receiver, Grocery Manager, and finally as a Grocery Supervisor for the Festival Foods. He was promoted to Frozen/Dairy buyer for the Festival Chain, a position he still holds today. During Brian's

PTACEK'S IGA, Prescott, WI

Nominated by Pete Olson, Affiliated Foods Midwest

Ptakek's IGA has been the sole grocery store in the city of Prescott, WI for 110 years and Pat Ptakek (fourth generation grocer) has been a part of the grocery industry since he was young. John Ptakek opened a meat market in downtown Prescott in 1912 and in 1944, Don Ptakek bought Wenzel Banner Grocer and combined it with his father's meat market. Don and his wife Charlotte then took on their son Mike, Pat's father, as a partner in 1973. Mike purchased the store in 1979 and moved locations in 1989, changing the name to Ptakek's IGA and joining the IGA franchise. Mike now runs the store with Pat and his other five children.

A major part of Ptakek's IGA's continued success, according to their nomination, is that they strive to always focus on innovative ideas and unique ways to grow sales. Pat Ptakek has helped to grow the company from two locations; the previous store, now called the "Old Store" serves



PAUL WHALEY - District Manager for Wisconsin for Randy's Neighborhood Market

Nominated by - Troy Foxen, SpartanNash

According to Paul's nomination, Paul has incredible people skills and is always focused on building a relationship and great rapport with associates, colleagues and customers, which has allowed him to be very successful in growing his career and the stores he oversees.

Paul Whaley started his career in the grocery industry in 1989 as a bagger and worked his way up to Store Director and Franchise Trainer for Cub in Minneapolis. In 2015, he became a Store Director for Gordy's Market in Wisconsin and in 2018, was named District Manager for Randy's Neighborhood Market, overseeing stores in Arcadia, Galesville and Whitehall.

Over these past four years, Paul's strong work ethic, combined with his expertise in problem solving and growing sales/profits and maintaining a positive work place for all associates, has helped the three stores in Wisconsin achieve year over year growth.



Neighborhood Market has built, keeping store moral at high levels.

Paul has also led many community and charitable projects in Whitehall, Arcadia, Galesville and the surrounding areas. He coordinates annual muscular dystrophy fundraising events for the stores, leads efforts for Randy's Markets to "Give Back to Our Communities", raising over \$22,000 over four years for food pantries, Relay for Life, Police/Fire Departments and Children's Miracle Network, just to name a few.

Because of his dedication to his stores, associates and communities, Paul was recognized with the 35W Bridge Collapse Award, where he organized efforts to bring food and supplies to victims and first responders during the aftermath of the collapse of the 35W bridge in Minneapolis in 2007.

On a daily basis Paul displays strong leadership skills, including excellent people skills and coaching abilities, allowing associates every opportunity to grow and advance within their store or the other Randy's Market stores. Paul's daily actions embody the culture that Randy's



LAURA CURRAN - Store Director, Metcalfe's Market Wauwatosa

Nominated by - Darlene Murphy, Metcalfe's Market

Laura began her career with Jewel-Osco in 2008, gaining experience as manager in loss prevention and grocery, eventually moving into management roles and ultimately as a store director at Mariano's Fresh Market in Northfield, IL. During her tenure as store director at Mariano's Northfield, Laura increased store satisfaction ratings from nearly last in the region to number one. She was hired as Metcalfe's Wauwatosa store director in 2020, where under Laura's direction, Bakery Department sales grew 14.44% year over year (2020/2021) and Deli Department sales grew 20.49% during the same time period.

As a skilled merchandiser, Laura has an eye for detail and high expectations for her team. Throughout her career, she has demonstrated both ability and commitment to promoting team members from within whenever possible. Laura is very visible in her store and is always encouraging her team to take advantage of opportunities to shine like the WGA's Best Bagger contests. And worth noting – WGA's Best Bagger winner has been from Laura's store the past two years! Laura consistently shares her best practices in merchandising so that other stores can benefit from her experience and build sales through ideas gained by seeing Laura's eye-catching and sales-driving displays.



Laura is passionate about giving back and supporting the Wauwatosa community. In 2021, she successfully lobbied and brought back Metcalfe's Veteran's Day Discount for veteran shoppers. Laura and her team host the Milwaukee County Sheriffs as they shop for holiday meal donations, they provide Thanksgiving meals for local families in need, as well as hosting a fundraiser to fund a Wauwatosa police officer's memorial bike ride to the fallen officer's memorial in Washington, DC.

ERNIE & KEN GEMPELER & CONNIE VON DER HEIDE Owners, Gempeler's Supermarket, Monticello

Nominated by Eddie Roberson, Certco, Inc.



Gempeler's is the epitome of a small-town grocer. Ernie Gempeler, his son Ken, and daughter Connie Von Der Heide, are always on the sales floor, with Ernie working produce,

grocery market. According to their nomination from Eddie Roberson, Certco, "A word comes to mind when I think of Gempeler's and that word is 'Challenges'. Within that word is another word 'Changes'. Gempeler's have made the changes necessary for them to continue to be leaders in the Monticello community."

On April 10, 1972, Ernie and Sharron Gempeler purchased the store which only had three aisles, one register, and a half dozen employees. In 1973, they purchased the adjacent building and in 1986, tripled the size of the store. They also added a meat processing operation to produce their very own Alpine Boy line of products, all of which are made and smoked on-site.

Since purchasing the store in 1972, many additions and renovations have provided more employment opportunities for the Monticello community and surrounding area. The location of the



Connie doing pricing duties, and Kenny working in the meat department; and they're never too busy to stop and chat with their customers. Their presence in Monticello has been embraced by young and old for 50 years. Growing wiser as an "Old School Grocer", they stay up to date on the new trends and changes in the

store sits along the Badger State and Sugar River Trails, providing many options for bikers, snowmobilers and skiers, which in turn helps other local businesses by bringing in more visitors to the community. Gempeler's is always promoting local products from the area, including Edelweiss Creamery and Silver-Lewis Chalet Cheese/Decauser Dairy.

Being the only grocery store in town allows Gempeler's to support many community and charitable causes. Ernie has served on the Monticello Village Board for many years and is involved in the planning of the local Homecoming Parade that exemplifies who Monticello is. From providing a place for local scouts for fundraising and being long time members of the Lion's Club, Community Club and Chamber of Commerce, to continuously

STEVE HEISE, Director of Pricing and Analytics, T.A. Solberg Co., Trig's

Nominated by Nate Vollmer, T.A. Solberg Co., Inc.

What sets Steve Heise apart from others in the grocery industry is his undeniable consistency of meeting challenges head-on and succeeding. "We have been blessed to have a pillar of knowledge and expertise in Steve on our team for the past 37 plus years," from Steve's nomination.

Prior to joining T.A. Solberg Co., Inc./Trig's, Steve worked for National Supermarkets in Rhinelander for several years before becoming a Tombstone Pizza merchandiser. He joined the Trig's team in 1984 as an evening supervisor, then was promoted to a Dairy/Frozen Manager, then an Assistant Store Director, and then a Store Director. In 2015, with the company needed a leader for their Pricing Department, Steve was promoted to the Director of Pricing and Analytics.

Steve's passion for consistency, detail, and numbers propelled him into a leading our organization in a new role we termed "Director of Pricing and Analytics". Steve effectively had to lead areas in pricing/receiving standards, pricing strategies, margin protections, reporting, shrink programs, CTO Reporting, etc. The evolution of pricing management also led to the need for a completely new backdoor and front door software system that could be managed from a centrally controlled team. Steve developed the standards, the programs, and the team to execute these functions.

Steve recently took on a new project that involved developing a PCI compliance strategy that tied to our front-end systems, ensuring all the processes, procedures, and standards tied to data security was developed, rolled out, and trained. With Steve's guidance, his company passed the PCI Audit inspection in each of our stores – a huge behind the scenes achievement for the company.

Known as the "voice of opportunity", Steve continues to provide greater opportunities for both the company as well as all associates.

supporting groups like the Salvation Army and Local American Legion Post. Gempeler's are passionate about giving back to their community.

Several local retailers and other area grocery stores sell Gempeler's Alpine Boy products; in 2021, the Wisconsin Association of Meat Processors (who annually host the largest product competition of its kind in the US) awarded Gempeler's sausage distinctions in six categories. Reserve Grand Champion in the Fresh Bratwurst category and the Fresh Kalberwurst category, which also garnered Reserve Grand Champion in the fresh dinner category. Gempeler's has entered products in the this competition each of the past 12 years and has won two or more awards each year.

Any challenges, problems, or difficulties are seen as "Opportunities". And his inner desire to be respectful towards everyone, no matter what the circumstance, serves as a backdrop for this mentality.



With pricing departments quickly evolving over the past 5-10 years, Steve has been at the helm to ensure practices and procedures were developed, introduced, and trained throughout the company. And through his time as a Store Director with Trig's Rhinelander, developments and promotions came under Steve's leadership and guidance: two of his Assistant Store Directors are now Store Directors of other locations and four other department leaders were promoted to Director or Facility Leader positions.



COMMUNITY SERVICE

Recognized for their outstanding contributions to their community and tireless efforts of making a difference for their neighbors and customers.



**KEVIN GRUNEWALD, Frozen/Dairy Buyer,
Tadych's Marketplace (Coborn's), Clintonville**
Nominated by - Pete Olson, Associated Wholesale Grocers

Kevin Grunewald is always striving to focus on innovative and unique avenues to grow business at Tadych's Marketplace. From implementing and always improving their online shopping to bringing a new Sushi department within the store. But Kevin's enthusiasm and motivation is carried over to his steadfast involvement and dedicated service to his hometown of Clintonville, WI. He currently serves on the Clintonville Fire Department and with Tadych's Marketplace, has been involved in supporting numerous community groups including the local Chamber of Commerce, the Salvation Army, Clintonville A's Fireworks 4th of July and the Fire Department's Food Drive for local food pantries.

Community members have recognized Kevin's leadership and Tadych's Marketplace's support with several awards including the Patriotic Citizen Award, the 2018 Waupaca County ARC Kellers Lake Business Award and recognition for outstanding and dedicated service to Veterans Memorial Post 63.

MILLER & SONS, VERONA & MOUNT HOREB
Nominated by Corey Larson, Indianapolis Fruit Company



As a fourth generation grocer, Carl Miller began his career in the family store at just ten years old. Fast-forward a few decades to present day, where Carl serves as owner of two Miller & Sons locations , the flag ship store in Verona and the other in Mount Horeb , working alongside his daughter and nephew to continue the family business into its fifth generation. Miller & Sons has a long history in Verona that began over 110 years ago as a general store and post office. The business has evolved into a full-service grocery store and deli whose emphasis remains focused on customer service and giving back to the community. Carl and the Miller family's civic efforts are extensive and too numerous to count. For three generations, Carl and his family have delivered groceries to the homebound of the community, given local organizations access to their Brat Trailer for fundraising events, and every summer a week is set aside for kids activities, including cake walks, facepainting, Oreo stacking and cookouts. Miller and Sons truly know the meaning of "Community" and Carl Miller said it best, " To me, if you're in a business in a community you need to be a part of it. That's just natural for us."

BRIAN BEHNKE
Festival Foods



Bio on page 26.



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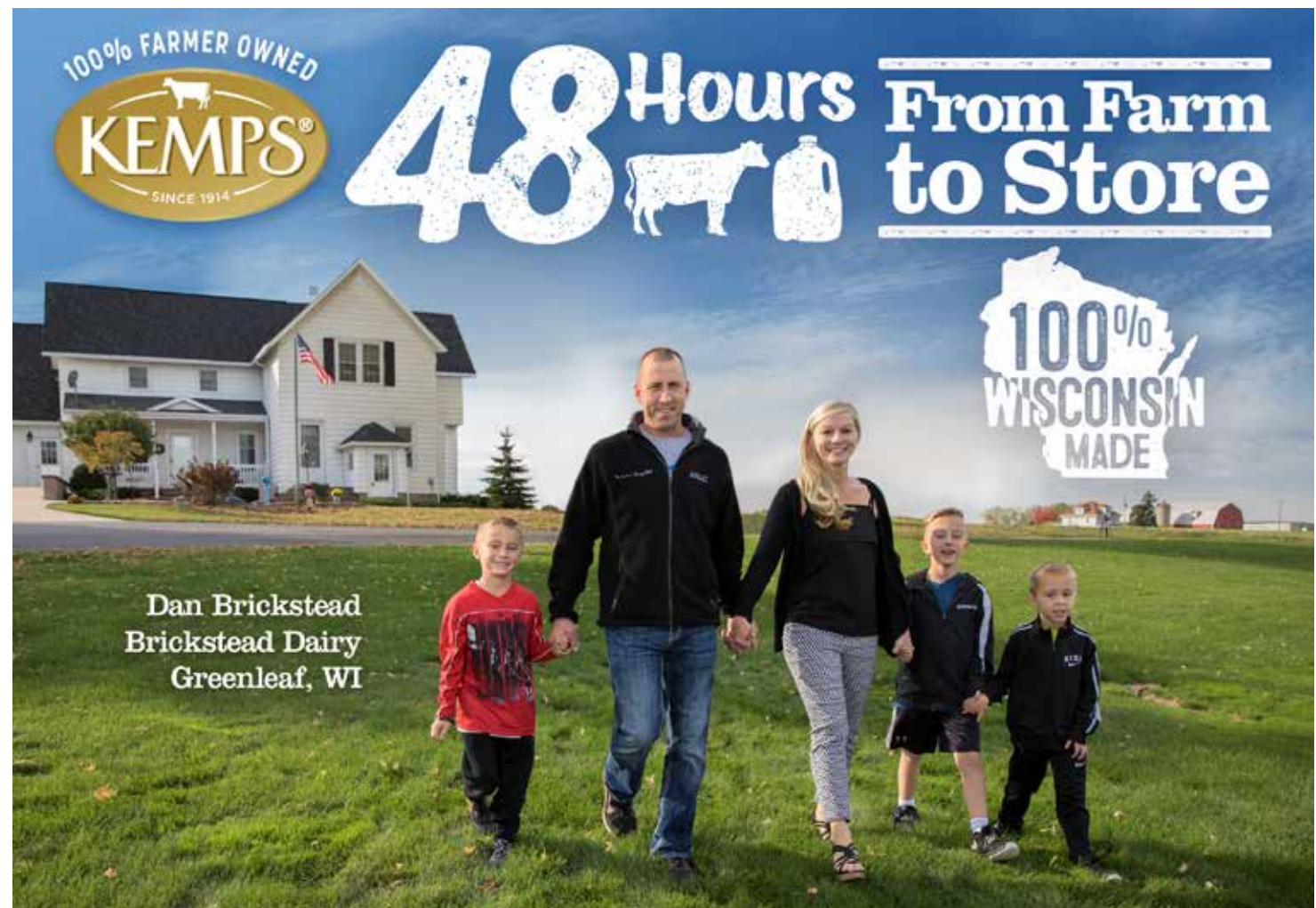
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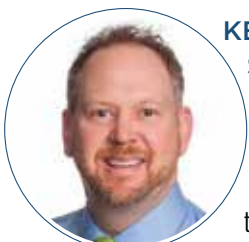
James Hyland is the Vice President of Communications & Public Affairs for Roundy's Supermarkets, Inc., a wholly-owned subsidiary of the Kroger Co., and is the chief spokesperson for the company.

Roundy's operates 150 retail grocery stores under the Pick 'n Save, Metro Market, and Mariano's retail banners in Wisconsin and Illinois. Hyland combines a strong financial background and over 30 years' experience in designing and executing highly effective communications strategies for Fortune 500 and 1000 industry-leading companies. Hyland holds a Bachelor of Science degree in Finance from the University of Illinois - Chicago. Hyland is the father of five children, resides in the Milwaukee WI metropolitan area and is a veteran of the United States Army. (Since 2018)

**BOB JASKOLSKI, Vice Chair**
T.A. Solberg Co., Inc.

Bob Jaskolski is currently the President and CEO at T.A. Solberg Co., Inc., where he is responsible for 8 Trig's store locations and the many businesses that make up the T.A. Solberg Company. Prior to his position at T.A. Solberg Co., Inc., Jaskolski held a variety

of positions at Supervalu over 30+ years. Currently Bob also serves on the National Grocers Association Board of Directors and Chairs the Audit Committee. Jaskolski has been married to his wife Peggy for 42 years and they have one grown daughter, Kristin.

**KEVIN METCALFE,**
Secretary/Treasurer
Metcalfe's Market

Kevin Metcalfe is Vice President and Owner of Metcalfe's Market. Metcalfe started his career in the family grocery business as a 4th generation grocer in 1989. Metcalfe was born and raised in Madison

and attended Madison College where he earned his degree in finance; Metcalfe and his wife, Tina, live in Monona with their three children. He is a member of the Wisconsin Grocers Association, the Wisconsin Realtors Association, and Past President of the Monona Exchange Club. Metcalfe was named the Wisconsin Grocers Association Grocer of the Year in 2012 and has been active in the Monona community as a former City Alder, Planning Commission Co-Chair and Chamber Board Member. Metcalfe enjoys boating, snow skiing, flying and co-organizing the World's Largest Brat Fest founded by his father in 1983. Kevin and his brother Tim, President of Metcalfe's Market, received the WGA Community Service Award in 2021. (Since 2019)

**STEVE BURKHART, Festival Foods**

Steve Burkhardt serves as Vice President of Operations Support for Festival Foods, beginning his career in grocery in 1987 as a bagger at Skogen's Center 90 IGA store in Onalaska, WI. Burkhardt helped open the first Festival Foods location in 1990 and has led in various capacities throughout

his 32-year career with Festival Foods. He is involved with many community groups and also serves on the Elder Board at Appleton Alliance Church. Burkhardt and his wife Jessica live near Appleton and have five children. (Since 2018)

**LANDON GODLEY, SpartanNash**

Landon Godley is the Director of Sales for SpartanNash. He has held a variety of positions in SpartanNash including store operations, retail training & development manager, project manager, account manager and director of national accounts, prior to his current role. Landon began his grocery career

when he was 16 years old at Weis Markets in Pennsylvania, and attended Penn State University. He currently resides in Faribault, MN with his wife Tracy and they have 2 adult children. In his free time Landon loves fishing, hunting, golfing and spending time with his family.

**DIANE GUERRERO,**
Associated Wholesale Grocers

Diane Guerrero is the Business Development Manager for Associated Wholesale Grocers located in Kansas City, KS. Experienced in the grocery industry for over 25+ years, Guerrero holds a BSBA and MBA - Finance Minor from Cardinal Stritch and

Ottawa Universities, respectively. Guerrero started her career in retail management for Sun Foods, Godfrey Fleming Inc. and has since worked for Supervalu and Certco Inc. in areas of wholesale procurement, category management, sales and marketing and store development. Guerrero was born and raised in Wisconsin and is married with four grandchildren.

**GREG HANSEN, Hansen's IGA**

Since 1992, Greg Hansen has been a partner and owner of Hansen's IGA, with eleven locations in Wisconsin. Hansen uses his 20+ years of management experience to keep his family-owned business thriving. His wife, Kari, works alongside Greg as the Special Products Coordinator.

They live in Bangor with their three children. (Since 2010)

**MICHELLE HARRINGTON,**
Delafield Sentry

Michelle Harrington, President of Albrecht Foods, has worked in the grocery business for over 30 years. She is responsible for overseeing all operations of Albrecht Foods located in Delafield, WI. A graduate of UW-Whitewater, she taught High School

for 6 years while working part time in the store. In 1999, she changed her focus to commit full time to the family business and participating in the WGA. In 2016, the company won the WGA Excellence in Operations Award.

**NICK LENZI, Lipari Foods**

Nick Lenzi recently joined Lipari Foods as VP of Marketing, but he began his career in 1980 with VG's Grocery, holding positions of increasing responsibility until the chain was acquired by SpartanNash in 2008. While at SpartanNash, Lenzi served as Director of Sales and Merchandising for corporate

retail. Most recently, Lenzi was the Senior VP of Sales and Marketing for Busch's Fresh Food Markets in Ann Arbor, MI. (Since August 2021)

**STEVE LOEHR, Kwik Trip**

Steve Loehr is Vice President of Operations for Kwik Trip, a 750+ convenience store chain headquartered in La Crosse Wisconsin. Prior to his 30+ years at Kwik Trip, Loehr held a variety of positions at Gateway Foods, a grocery wholesaler, including being President of its Pennsylvania division. Steve

is a past chairman of WPMCS and NACS and currently serves as chairman of WMC. Married to Cheryl for 48 years and have four children and eleven grandchildren.

**MARK MCGOWAN,**
C&S Wholesale Grocers

Mark McGowan, senior vice president, retail for C&S Wholesale Grocers, leads Piggly Wiggly® Midwest and is responsible for the retail and franchise business, which is an active part of C&S's growth strategy. Mark has more than 30 years of

experience in the grocery industry, with a long history of partnership with C&S in his leadership positions at Ahold Delhaize. Most recently, he was the president of Stop and Shop, where he led more than 65,000 employees across 416 stores. During a period of growth and transition in the marketplace, Mark was instrumental in leading integrations and acquisitions to meet customer needs and drive business growth. His leadership enabled year-over-year positive sales trends, while also increasing both customer and employee satisfaction scores.

**MARK MALONEY,**
Russ Davis Wholesale

Mark Maloney was named the Director of Retail Sales in 2021 after serving in numerous capacities with Russ Davis Wholesale since 2006. He opened the Merrill location in 2006 as the Branch Manager and then served as Regional Director of Sales for the

Merrill/Hammond/LaCrosse facilities. As the Director of Retail Sales, he also oversaw the operations in Wadena, MN and Jamestown, ND. Mark has served the grocery industry since the early 70's as a cashier and clerk, becoming a store manager in 1980 for Hal's Red Owl and then the Store Manager/General Manager for 29 Super in 1986. In 1999, he joined the Wausau Pick 'n Save as the General Manager/Partner before moving to Russ Davis in 2006. Mark serves as the Board President on the Weston Village Board and has been a Trustee since 1998; he serves the community in other capacities as well. He and his wife, Kay, have four children (Chris works at RDW) as well as grandkids. Mark and Kay like to travel and see the sights across America. Marks interests are family, travel and anything that has to do with the grocery industry!

**JEFF MAURER, Maurer's Market**

Jeff Maurer has worked in the grocery business since 1973, starting with Byerly's, Inc. in Minnesota. Since then, he has worked with Roger & Marv's Supervalu in Kenosha, Fairway Foods, Inc. and Holiday Station Stores, Inc. in Bloomington and

Pierce's Supermarkets, Inc. in Baraboo. He is currently the Co-Owner of Fresh Madison Market on the University of Wisconsin-Madison campus and is the Owner of Maurer's Market in Wisconsin Dells. Maurer and his wife, Nancy, have been married for 40 years and have three grown daughters; Kristie currently helps Jeff in the business by overseeing operations. (Since 2008, 2010)

**CHRIS MORTON, UNFI**

Chris Morton, a general business graduate of the University of Wisconsin-Whitewater, started his grocery career at Jewel Osco and after five years, headed to Affiliated Foods Midwest, where he held positions of Category Manager GFD and Bakery/Deli

Department Leader. After five years, Morton moved to UNFI/SV holding positions such as Merchandiser, Category Manager, Private Brands Manager, and his current position of Director of Sales for Chicago, Wisconsin, and UP Michigan. Morton has been with UNFI/SV for 15 years and has lived his entire life in the Twin Lakes, WI area, where he currently resides with his wife, Niki, and daughters Hailie and Payton. (Since 2020)



MIKE OLWIG,
Fox Brothers Piggly Wiggly

Mike Olwig is President of Fox Bros. Piggly Wiggly. Fox Bros. Piggly Wiggly is a 100% Employee owned 9 store chain of grocery stores in Southeastern Wisconsin. Mike was born and raised in Milwaukee and went on to graduate from the University of Wisconsin Whitewater with a Bachelor's degree in General Management with an emphasis in Marketing. Mike started his career in the grocery industry with Jewel Osco, working in multiple locations throughout southeastern Wisconsin over five years. In 2007 Mike joined Fox Bros. Piggly Wiggly as Store Director of the Hartland location. Over the next 15 years Mike has worked in various roles for Fox Bros. including Director of Operations, Vice President and now President. Mike enjoys golfing, cheering on the Bucks, Brewers, Packers and especially just spending with his family. Mike currently resides in Germantown with his wife Lisa and daughter Annabelle.



RICK ROTH, Great Lakes Coca-Cola

Rick Roth is the general manager of Great Lakes Coca-Cola Distribution, Central Wisconsin. Roth began his Coca-Cola career early as a route salesman in Stevens Point in 1990, before moving to various other leadership positions in the company. Roth and his wife, Beth, reside in Stevens Point with their three children: Allison, Megan and Joey. (Since 2017)



DAVE RYMAN, Certco, Inc.

Dave Ryman is the Executive Vice President for Certco, Inc. in Madison. Certco is a full service distribution and retail support center for independent supermarkets in Wisconsin, Illinois, Minnesota and Iowa. Prior to joining Certco in 2001, Ryman managed several independent supermarkets in northern Illinois for 25 years. Ryman and his wife Debby, live in Janesville, WI, have two grown children and four grandchildren.



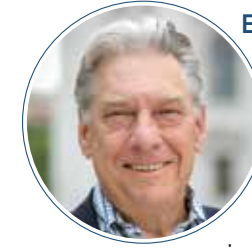
MATT SWENTKOFESKE,
Molson Coors

Matt Swentkofske is the Senior Director for Regional Government Affairs at Molson Coors, a position he has held since June 2018. Swentkofske's political career began in 2001 with the Illinois House Majority's Issues Development Staff. He worked in the Wisconsin State Capitol from 2004-2008 serving as Committee Clerk as well as Chief of Staff for former Wisconsin State Senator Jim Sullivan. Since his days at the Capitol, he has worked as the State Affairs Manager for WJ Weiser & Associates, where he directed the state government relations, public relations, and grassroots advocacy operations for a national urological association and other state urological societies. Swentkofske gained diverse experience lobbying at the federal, state and local levels at PLS Financial Services, where he served as the Director of Government Relations from 2013 until he started at Molson Coors in 2018. (Since 2019)



DAN WILLIAMSON, Kemps

Dan Williamson is the General Manager of Kemps Cedarburg, a subsidiary of Dairy Farmers of America (DFA). As GM, he oversees all operations of the milk processing plant of over 200 employees. Williamson spent the first 19 years of his career running independent grocery stores in the Fox Valley before he joined Kemps in 1996 as Director of Sales and Distribution and became GM in 2006. In his free time, Williamson enjoys gardening and spending time with his family. Williamson and his wife, Deb, have two adult sons. Williamson is on the Board of WDPA and served as President in 2015 (Since 2018).



BRANDON SCHOLZ,
President & CEO
brandon@wisconsinagrocers.com

As President and CEO, Brandon Scholz oversees the WGA's programs and operations and serves as the association's main spokesperson on industry issues, legislative concerns and administrative policies.



MIKE SEMMANN, Vice President of Government Affairs
msemmann@wisconsinagrocers.com

As the VP Government Affairs, Mike Semmann is responsible for developing and maintaining the WGA's government affairs program. As chief lobbyist for the WGA, Mike researches positions and tracks legislation on federal and state issues, lobbies on behalf of WGA members in the legislature, and provides necessary information to WGA members so they can understand and play an active role in the political process. Semmann joined WGA in August 2022 and has over 25 years of experience working for trade associations, most recently as the COO of the Wisconsin Bankers Association.



KRIS NEILSON,
Vice President of Events
kris@wisconsinagrocers.com

Kris started at WGA in September and will be responsible for the WGA's Innovation Expo, including sponsorships, promotions, programming, and management of the events. Kris will also be managing FreshEx, and the annual WGA Golf Outings as well the silent auctions and other fundraising events.



SARAH DECORAH,
Operations Director
sdecorah@wisconsinagrocers.com

As Operations Director, Sarah Decorah serves as the assistant to the WGA president on all administrative duties and is the immediate point of contact for members. Her responsibilities include: assisting with all record and bookkeeping functions, handling member requests for information, and maintaining accounts receivable/payable records. Sarah coordinates the WGA HR Share Group, the Education and Scholarship Foundation and maintains membership files and the coordination of the annual membership dues program.



ELLEN BREUNIG, Marketing & Events Coordinator
ellen@wisconsinagrocers.com

Ellen Breunig recently joined the WGA as the new Marketing and Events Coordinator. She helps oversee all social media, email and marketing efforts. This includes communications regarding industry news and member benefits to provide value to WGA members. In addition, she is involved in everything from the planning stage to the implementation of each WGA event.



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