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EXPO ISSUE 2023

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 Valley/FCEC
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Foundation Leadership Institute
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March 6, 2024
 WGA Foundation
 Day in the Field
 Milford Hills



June 17, 2024
 Northern Grocery
 Industry Golf Outing
 Stevens Point
 Country Club



July 24, 2024
 Southern Classic
 Grocery Industry
 Golf Outing
 Evergreen Golf Course
 Elkhorn, WI



October 15-16, 2024
 WGA Innovation EXPO
 Madison Marriott West
 Madison, WI

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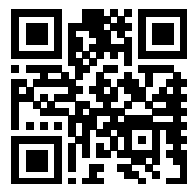
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The President's Perspective

Brandon Scholz
President and CEO, Wisconsin Grocers Association

Be There, or Be Square

It's WGA Expo Time!! The Expo has always been the gathering place of storeowners, operators and key store personnel. It is the place where Wisconsin grocers get together every year!

The WGA has hosted one of the longest running state association trade shows in the grocery business in Wisconsin and across the country. That says a lot about Wisconsin's independent and chain store grocers.

In many other states, there are no longer state association trade shows. But in Wisconsin, you can set your watch to the annual October WGA Innovation Expo. It is the only Wisconsin event of its kind for the grocery biz.

This is where Wisconsin grocers from across the state come to meet. **Bob Jaskolski**, President & CEO of T.A. Solberg Co., Inc., with 5 Trig's stores and 450 employees says, "The WGA's Innovation Expo is one of the events during the year that we can bring our team in to meet with our suppliers and vendors as well as network with other grocers and operators in a place we really don't have elsewhere."

The WGA knows it is important, not only for the WGA, but for grocers, vendors, warehouse leaders and suppliers to come away from the Expo with many things, including a ROI.

Mike Olwig, President of ten Fox Bros Piggly Wiggly stores notes, "There are a few events a year that bring value to our team and what we are looking for and the WGA's Expo and Trade Show fit into what we need. We make good connections, meet good people, and learn new things every time we attend the WGA show!"

"The WGA's Trade Show and Expo is an important event for us. I like to have our asso-

ciates meet with the vendors and build our relationships with them. This is a great event for this kind of interaction. Plus, there are all the other programs and events in the Expo that bring good value for our team," notes 4th generation grocer **Kevin Metcalfe**, co-owner of the three Metcalfe's Markets locations.

There are all sorts of events grocers can attend throughout the year. While not all events are designed to meet a "value proposition," the Expo does just that. "The WGA Expo and Trade Show is a great opportunity for grocers to get with their suppliers and learn what they can do to help them in the months ahead as grocers continue to meet the challenges of workforce and customers who are looking for the best bargain and best deal they can find," observed **Diane Guerrero**, Account Exec with Associated Wholesale Grocers, serving approximately 50 grocers in Wisconsin.

The Expo has always been the gathering place of storeowners, operators, and key store personnel.

While some look forward to the Expo as a social event and a chance to connect with old friends (because that's what happens), many view it as a two-day info and action-packed event. From timely key seminars to the grocery industry speakers, the Bag-Off Championship, the annual cake-decorating contest, industry awards and more, the Expo and Trade show has something for everyone!

Candie Webster, owner of Webster's Marketplace in Ripon said, "There aren't many events and places that I can go with my team to be with other grocers and to meet with our

vendors. I like the Expo Trade Show because we have time to talk about business and what else is going on. What's important to me are the contacts and relationships that all come together at the Expo!"

The WGA packs as much value as possible into every component of the Expo. New this year is the WGA's Wisconsin Women in Grocery luncheon and networking event, providing value to retailers and vendors. The Women in Grocery event is another example of the WGA creating opportunities for vendors and suppliers to be able to spend time with their customers, or prospective customers.

Pam Coy, Owner of Viking Village recalled, "I've been going to WGA Trade Shows for a long, long time and each year, I come away with something new for the store - a new product, a new program and lots and lots of get together's with old friends."

Dave Ryman, Executive Vice President of Certco, Inc., which serves 225 grocers says, "The WGA's Trade Show is good value for me because I can't go to as many shows and events that go on throughout the year. With a travel budget and making sure we have enough people on the schedule, that's what determines whether I can go. I do everything in my power to get to the Expo!!"

Mark your calendars for October 17 & 18. The WGA's Innovation Expo is in Appleton at the Hilton Hotel and Fox Cities Convention Center.

If you don't go, your competitor will be there cutting deals, re-enforcing relationships, friendships, and business opportunities. And, if you don't go, you won't be there for the very special WGA announcement.

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Michael Semmann,
Vice President of Government Affairs

ALCOHOL, RETAIL THEFT TOP PRIORITIES FOR REMAINDER OF SESSION

By Mike Semmann, WGA VP Government Affairs

WGA has enjoyed success in the first part of the legislative session with the Wisconsin State Budget, including the repeal of the personal property tax, and the increase of the sales tax discount by 50%. WGA is now recalibrating its resources to focus on alcohol and retail theft legislation and select other items for the remainder of the 2023-24 Session.

WGA joined a broad coalition representing Wisconsin's alcohol industry, who voiced strong support for comprehensive three-tier reform legislation at a Senate Committee on Universities and Revenue public hearing last week.

Mike Wittenwyler, attorney for Wisconsin Wine & Spirit Institute, Wisconsin Beer Distributors Association, and known expert of Wisconsin's three-tier system who testified at the hearing, stated the reform, "is a comprehensive and compromise proposal, a better approach than the patchwork of proposals introduced each session," and will "provide clarity and consistency going forward allowing the industry to continue to grow and prosper."

The package passed the Assembly 90-4 in June with overwhelming bipartisan support. Senate Bill 332 / Assembly Bill 304 has the support of respected associations, companies, and membership spanning Wisconsin's alcohol beverage industry.

Senate Bill 332 / Assembly Bill 304, modernizes Wisconsin's alcohol law and helps grocers in the following areas:

- Operator's Licenses: Under that bill, the Department of Revenue will have the direction to issue Operator's permit which is subject to the same standards for issuance as an operator's license and

is the functional equivalent of an operator's license except that an operator's permit is valid throughout Wisconsin. WGA believes this consistent approach will be helpful in areas where workforce shortages are particularly acute by creating efficiencies and predictability.

- Definition of fermented malt beverages: The bill expands the definition of a fermented malt beverage to include any beverage that is recognized under federal regulations as beer, except sake or similar products.

Next step: The Senate Committee must vote on this proposal.

WGA RETAIL THEFT POLICY INCLUDES THE FOLLOWING:

Retail theft is on the rise in the state and around the nation and WGA's guiding principles for legislation include the following items:



- Aggregate the value and number of crimes committed in a certain time frame to help DAs prosecute criminals.
- Escalate the felony threshold for those criminals who engage in violence or threaten violence.
- Encourage DAs to allow citizens to provide information directly to DAs so the case can proceed at the DAs discretion.
- Increase communication speed and quality through a technology platform of interfaces allowing retailers to connect in real time.
- Create and streamline statutes where possible to create uniform, state-wide law.

WGA is building a coalition to draft new legislation including the Attorney General, DAs, Assistant DAs, state Chamber of Commerce (WMC), Retail coalition, and Police Chiefs.

Next Step: Drafting and Introduction as the first bill on organized retail crime has stalled.

LEGISLATURE TO CONTINUE DISCUSSION ON LOWER TAXES, BREWERS, AND CHILDCARE REFORMS

The Wisconsin Fall Legislative Session is accelerating and focused on taxes, childcare, and the Brewers. Legislative leadership has introduced six bills related to childcare reforms and a significant income tax cut for Wisconsin's middle class. After vetoing \$3 Billion of income tax cuts in the budget, Governor Evers called a special session on childcare and telegraphed a possibility of discussion on other items. However, negotiations don't seem to be progressing, so most pundits expect not much will happen except vetoes.



Childcare: It's an important issue for small businesses who need people in the workforce and childcare advocates have strongly staked out one main position -

\$300 million for providers. They have been actively criticizing the legislature's childcare reform proposals. WGA is involved with these types of issues on a case-by-case basis as part of its Quality-of-Life Initiative related to Housing, Workforce, Childcare, and other items that increase economic opportunities for employers.

WHERE DOES THE STATE OF WISCONSIN GET ITS MONEY?

The state of Wisconsin passed a \$99 Billion budget in 2023, but where does the state government receive its funding?

SEPTEMBER IS NATIONAL FAMILY MEALS MONTH
Each September, our country celebrates National Family Meals Month™ - a nationwide event designed to support families in enjoying more meals together using items purchased at the grocery store and, as a result, reap the many health and social benefits of doing so.



The goal is simple: commit to staying strong with family meals. You can encourage your customers do this by pledging to have one more meal together, at home, per week. Not an easy task.

Helping WGA with Family Meals Month is Senator **Rachel Cabral-Guevara** (R-Appleton) and Representative **Pat Snyder** (R-Schofield) who will be introducing a Joint Resolution before the Wisconsin State Legislature promoting the month.

TAX SOURCE	2023-25 ESTIMATED REVENUE
Individual Income	\$19,699,000,000
Sales & Use	\$15,456,400,000
Corporate Income/Franchise	\$5,488,800,000
Public Utility	\$744,000,000
Excise (Tobacco, etc.)	\$1,180,100,000
Insurance Company	\$482,000,000
Miscellaneous	\$214,000,000
TOTAL	\$43,264,300,000

FARM BILL: McConnell concedes farm bill will be late; others claim year-end passage

The Farm Bill deadline rapidly approaches, but Congress will not meet it, according to Senate Minority Leader **Mitch McConnell**. Speaking to the Kentucky Farm Bureau in late August, said the legislation that covers a wide range of agricultural and food programs will not be ready by Sept. 30, when the current law expires. McConnell, who is also a member of the Senate Agriculture Committee, assured the farmers that Congress will work out a solution eventually. However, the delay could have serious consequences for the farm sector and the federal budget. If no new bill or extension is passed by Dec. 31, some agricultural policies will revert to outdated and expensive rules from the 1940s. These rules would impose production quotas and price supports that could distort the market and increase costs for consumers and taxpayers.

SNAP remains a Congressional target on both sides of the aisle. According to the U.S. Department of Agriculture, more than 41 million people receive benefits through SNAP. The food assistance program is estimated to cost more than \$1 trillion over the next decade.

Congressman **Derrick Van Orden** hosts Farm Bill listening session over summer. Congressman Van Orden participated virtually in the session and apologized for not being there in person but explained that his job was to, quote, "sit back and listen to the concerns of the people in attendance." Senator **Ron Johnson** and Agricultural Committee Chairman, **Glen "GT" Thompson** were in attendance. Van Orden is the first member of the Wisconsin delegation in almost a decade to sit on the House Agricultural Committee. Nearly 300 farmers and agriculture leaders from Wisconsin and across the Midwest shared their comments and asked questions about the upcoming Farm Bill. Topics included crop insurance, input costs, labor, and the impact of government regulation.

Rep. Thompson led off the afternoon by answering the simple question of, will the Farm Bill be signed by the end of this year, with a simple, "Yes." He went on to ex-

plain that other bills that are expiring at the same time have all been racing to the finish line and there is a bit of a log jam in the finalization of things in Washington right now. But he assured those in attendance that this bill is one of the top priorities of the current congress and he was confident it would get signed before the year was out.

POLITICS IN WESTERN WISCONSIN (3rd Congressional District)

In late August, State Sen. **Brad Pfaff** of Onalaska, former CIA officer Deb McGrath, Wisconsin Economic Development Corp. Secretary and CEO Missy Hughes have all said that they will not run again in 2024 for the House of Representatives. Currently, Democrat Rebecca Cooke, an Eau Claire nonprofit owner, has formally entered the race, along with **Aaron Nytes**, a student at Harvard University who plans to move to La Crosse in May. State Rep. **Katrina Shankland**, D-Stevens Point, and former La Crosse County Board chair Tara Johnson are also considering running. The 3rd Congressional District takes up much of western Wisconsin and is represented by Congressman Derrick Van Orden (R-Prairie du Chien).



Michael Semmann, Vice President of Government Affairs

As the VP Government Affairs, Mike Semmann is responsible for developing and maintaining the WGA's government affairs and advocacy program. Semmann joined WGA in August 2022 and has over 25 years of experience working for trade associations and innovative companies to build trusted relationships in state government. He was most recently the Senior Account Executive for the SAS Institute (data analytics company) and the COO of the Wisconsin Bankers Association.

He's a Past-President of the Association of Wisconsin Lobbyists, a co-founder of Advancing AI Wisconsin, and sits on the Board for the Hessen Wisconsin Society. Mike lives with his wife Joleen, in Verona. His personal interests include traveling, live music, one fun-run per year, and keeping up with their four daughters.

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GROCCER *of the YEAR*



JASON NILSSEN – Owner, Nilssen’s Foods
Nominated by NaDena Rosen, Nilssen’s Foods

Jason’s family started their grocery business with Jason’s Great Grandfather opening a general store in Clear Lake, Wisconsin in 1903. Growing up in the business, Jason was expected to work at the store from an early age with no complaints. After high school, he attended college, (while also working at Copp’s Food Center and the family business) received a business degree and held various positions with Erickson Corporation, until he left in 1999 to work for Nelson’s SuperValu in Baldwin. He purchased that location in 2006 and has since purchased nine additional locations.

According to Jason’s nomination, “The one thing that sets Jason Nilssen apart from others in the grocery industry is his ability to lead. He lives and leads with a servant leader mentality by sharing power, putting the needs of employees first and helping people develop and perform as highly as possible.” Through various recognition programs, Jason has been able to retain quality employees who have worked for 20 years or more in the grocery industry. He believes “knowledge is power” and provides advancement opportunities and continuing education for employees, while management staff collaborates at monthly manager meetings

and yearly retreats. Jason also feels it is important to invest in the future generation of business leaders, as fifteen of Nilssen’s employees have participated in the Wisconsin Grocers Association’s Leadership Institute.

Nilssen’s support of local businesses and organizations is a priority for Jason, with the donation of time, money and product for community events and fundraisers. He also believes it is important for his management staff to be present in the community by serving on local boards and committees. Nilssen’s largest impact has been their annual golf tournament, awarding twelve \$2,000 scholarships to graduating high school seniors and donating \$8,000 to local charity organizations.

Jason Nilssen has received recognition from several organizations for his positive influence on his employees and community, including the Wisconsin Grocers Association’s Excellence in Operations Award (2017), Progressive Grocer’s Outstanding Independent (2022) and Baldwin Area Chamber of Commerce Business of the Year (2018).

VENDOR *of the YEAR*



BADGER INVENTORY
Nominated by Mike Olwig, Fox Bros. Piggly Wiggly

Badger Inventory has forged many professional as well as personal relationships with grocery store owners, managers and associates all over Wisconsin. A major factor of Badger Inventory’s success is their commitment to keeping and improving on these relationships and to building new ones. Many of their customers consider Badger Inventory an extension of their store rather than a vendor who visits from time to time during the year. They are always doing their best to support their customer’s stores by not only providing great service and experience but also shopping at their customers stores. “Ron and the folks at Badger provide an absolutely necessary service with the highest quality personnel who really do care about making inventory experience beneficial for all those involved,” says Mike Olwig, Fox Bros Piggly Wiggly.

Badger Inventory supports many of the charities that Wisconsin grocery stores have in their local communities. Badger Inventory has also been a strong supporter of the WGA for 30 years, actively participating in all WGA events as well as contributing to the WGA Education and Scholarship Foundation.

EXCELLENCE *in OPERATIONS*

Dan has been in the grocery industry for 40 years, starting at Kemps in 1996 as a Sales Representative and is now VP of Sales. “Under his sales leadership, Dan was an integral part of developing the Kemps Brand into the #1 Brand share in Wisconsin,” said Keven Niemi of Kemps. Under his leadership, Kemp’s Cedarburg facility has seen continuous year-over-year financial improvement. “Dan’s strong work ethic and relationships with customers is second to none in the industry”, says Kemp’s Keith Zuehlke. He has the ability to empower his peers to not only be better employees but also better people in general. Dan is a great coach and mentor with the unique ability to develop people while also back filling open positions.

Dan has helped with charitable projects like Ronald McDonald House, Toys for Tots, and Santa’s Workshop – A Cedarburg Christmas. He is very involved with the Kemps Giving Cow Program, donating more than three million aseptic milk units to Feeding America and local food pantries.

Dan has helped Kemp’s sales team win over 100 Silver and Gold National Frozen & Refrigerated Foods Association (NFRA) Penguin awards while at the company. He also holds the Guinness World Record for the Largest Ice Cream Scoop!



DAN WILLIAMSON – Vice President of Sales, Kemp’s Dairy
Nominated by Keven Niemi & Keith Zuehlke, Kemp’s Dairy

Bill Ryerson has been employed at Albrecht's for 25 years, starting as a stocker at 19 years old. Ryerson's first year as Store Director was during the Pandemic. Bill has extensive knowledge about products and trends in the grocery industry. Albrecht's co-owner Kerry Jeanpierre recognizes his dedication and willingness to change to skillfully adapt store programs. "His morning ritual is to talk to all department heads about what help they need," said Jeanpierre. Bill is always making sure his management staff have opportunities to attend training sessions to learn more about the industry.

Bill has initiated several charitable projects to support the Delafield and surrounding communities. Over the holidays, the store has campaigns for the local food pantry, a Toy Drive with Kapco and WTMJ AM 620, as well as raising funds for K-9 units of the Waukesha

Sheriff Department. Additionally, Bill is instrumental in the success of the Pink Heels Fundraising for cancer patients to support daily services.

Bill has also been recognized by Albrecht's Sentry Delafield for 25 years of service and received a WGA Superhero award in 2020.



BILL RYERSON - Store Director, Albrecht's Sentry Delafield
Nominated by Kerry Jeanpierre, Albrecht's Sentry Delafield

says T.A. Solberg's Nate Vollmer. "This education goes from knowing the different blends of wine, to the difference between an IPA flavor profile to that of a wheat beer." When it comes to remodels and expansions, Jeff's attention to detail is a big advantage; he assisted in introducing a new cigar department within all liquor that they now call "Garfield's Cigar Box".

Giving back to his communities is important to Jeff. An event he is most proud of was organizing a wine and cheese fundraiser linked

to the Boys and Girls Club of Portage County. Due to his efforts in gathering vendor partners, caterers, marketing campaigns, and organizing various booths, they were able to donate thousands of dollars to the community.

Jeff received a T.A.S. award in 2018 for his Excellence in Operations and for five years in a row and the Wausau Daily Herald's Reader's Choice Awards have recognized Cellar 70 as "Best Wine Selection".



ERIC BENDIXEN - Director of Retail Operations, Sendik's Food Markets
Nominated by Margaret Soda, Sendik's Food Markets

resulting in a positive impact on store sales, while exceeding customer expectations.

Eric works with multiple associates to help advance their careers through store operations, store support, buyers and department directors. When helping others learn more about the grocery industry Margaret Soda of Sendik's said, "He is a key component to developing our future leaders." To help grow future talent Eric was instrumental in developing the Operations Assistants Team, which has served as a pipeline for the industry and Sendik's Brand.

Eric is tuned into which products are important to customers and the Sendik's brand and works tirelessly to ensure that Sendik's has their customer's trust when it comes to keeping those items in stock. Eric has led a store refocus at two of Sendik's Food 2 Go (F2G) locations, and took the time to learn from industry experts the best ways to improve a key area for the F2G store model.

Eric is a proud veteran of the US Navy and has volunteered as a chaperone for the Stars and Stripes Honor Flight, taking fellow veterans to Washington, D.C.



WOODROW NELSON - Store Director, Trig's Minocqua
Nominated by Nate Vollmer, T.A. Solberg Co., Inc.

Woodrow Nelson started his career at Trig's on a part-time basis in Stevens Point while attending the University of Wisconsin - Stevens Point. He thrived at that store where he trained in multiple areas of operations: front end, produce, and center store. Once the Assistant Store Director position opened, Woodrow was ready to take on the role. Within a year he was promoted to Store Director at their Tomahawk store, which had been recently acquired by Trig's, along with many long-term

associates. Woodrow was able to build not only trust, rapport, and encouragement, but also see that the store would achieve a level of financial accomplishment that no one thought possible. His success at the Tomahawk store led the way for Woodrow to become a perfect candidate for Store Director of the Minocqua store.

Woodrow is always on the floor helping customers and associates when needed. His leadership focuses on being hands on and working side by side with store associates, whether it be in the front-end, the online shopping program, center store, or guest services. "Woodrow's approach is very consistent and aids in his ability to rally the team when challenges arise," said Nate Vollmer of T.A. Solberg.

Woodrow is also quick to lend a hand to support local fundraisers, such as the "Road to Pasadena" which helped local high school bands attend the Rose Bowl this past January. In 2021, he was recognized in as a Wisconsin Grocers Association "Rising Star" and received a TAS Award for Outstanding Business Leader for his contributions and efforts in leadership at the Trig's Tomahawk Location.

Eric Bendixen joined the Sendik's team in 2013, holding the roles of Store Director, Assistant Director of Operations to his current role, Director of Retail Operations. Eric has demonstrated passion, integrity, drive, and care that delivers great results. At every opportunity, Eric approaches with a mindset of continual improvement. He has helped with opening eight new stores, including the onboarding the team leadership, designing and implementing sets and planning support grids to ensure incredible service during the opening. At all 18 Sendik's stores, Eric led the center-store redesign initiative,



JEFF TEWES - Director of Cellar 70 Operations, T.A. Solberg Co., Inc
Nominated by Nate Vollmer, T.A. Solberg Co., Inc.

What sets **Jeff Tewes** apart from the rest of the grocery industry is his passion and knowledge surrounding beer, wine, and liquor. Due to his coordination of sales and promotional material, he makes Cellar 70 a destination department for shoppers.

Jeff started his journey in the grocery industry at Trig's in their pricing/receiving department and through this position; he learned how numbers and vendor relationships influenced the success of the business. He later became a liquor department manager and mixed his passion and knowledge of beer, liquor and wine with these vendor relationships. "Jeff has always emphasized the importance of being able to educate customers on the various products we sell,"

Nate Vollmer started working for Trig's as a cart collector 17 years ago. From that point, he was on a steady path of growth, first becoming a store HR Manager, then Assistant Store Director, an HR Coordinator, to now Director of HR for the entire company. "Nate is incredibly driven by his focus on people and a sense of 'team'," said T.A. Solberg (TAS) Kindl Furtak. "He strives to make Trig's a great place to work for associates and supporting the whole-person with a good work-life balance, ensuring a happy team who enjoy work, which in turn performs well and provides excellent guest service."

Nate has done a great deal to provide greater experiences for all T.A.S. associates. He "reinvented" the company's annual conference to a fun and positive leadership training conference and added a first-class awards banquet. Nate also plans the "Supermarket Hero Week" each year to thank associates and vendors and also developed a weekly internal communication piece called, "The Huddle" to share news and spotlight associates.

Within the community, Nate leads the initiative to support the Howard Young Foundations Dragon Boat Fundraiser, which aids in

bringing accessible health care to the Northwoods. He helped to expand the J1 student work program by speaking front of the US Congress Housing and Labor Committee about how the J1 program works and the challenges surrounding recruitment in a tight labor market.

Nate has been recognized in the 2022 Progressive Grocer's GenNext award for emerging leaders under 40 and was a recipient of the WGA's Supermarket Hero Award in 2021.



NATE VOLLMER - Director of Human Resources, T.A. Solberg Co., Inc.
Nominated by Kindl Furtak, T.A. Solberg Co., Inc.

Awards continued on page 21...

COMMUNITY SERVICE

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We're proud to have an award-winning team, including these 2023 Progressive Grocer TWIG Award Winners:

- Rising Star Nicki Fickau, Division HR Leader
- Store Manager Mary Reske, Metro Market Mequon

We are proud of our rich history in the communities we serve (since 1872!)

To celebrate, we have partnered with local artists to share how food and our community come together. Our newest "Five a Day" masterpiece by Fred Kaems at Pick 'n Save Market Square in West Allis joins 7 designs and reprints will be in 15 stores across the state by the end of the year!

We focus on being good stewards for today and generations to come.

Wisconsin's 2022 contributions to our corporate social and environmental impact plan:

- 1,988,629 lbs. food donated
- 1,646,241 meals provided
- 21,730 people/families served



Progressive Grocer **TOP Women IN GROCERY**



Learn more about careers, community, giving back, and vendors and suppliers at <https://www.thekrogerco.com/>.

Mick Kneeland has been in the grocery business since he was eight years old. "Mick is very dedicated to the grocery industry," said Viking Village owner, Pam Coy. Mick has had a lifetime of grocer experience and knowledge and he is set to retire at the end of this year. When it comes to training the next generation, Mick has been key to having students join and learn about the grocery industry. Over his many years in grocery, he has made hundreds of key vendor and colleague contacts that have helped to keep the store running smoothly and successfully.



MICK KNEELAND – Store Manager, Viking Village Foods
Nominated by Pam Coy, Viking Village Foods

Mick has worked with many community groups over the years and has been instrumental in their successful fundraisers. Whenever a local school needed help with their events, Mick was there. For over 20 years, he donned his chef's hat and cooked for the teachers' annual picnics. Mick has been an

integral part in the success and organization of Viking Village's Annual Great Steak Cookout fundraiser for the last 15 years, raising over \$220,500 for the local high school's activities department.



TIM & KEVIN METCALFE, Co-Owners and AMANDA METCALFE, Director of Employee Development – Metcalfe's Market
Nominated by Jeff Schroeter, Brat Fest Inc.

Growing up in the grocery industry, **Tim and Kevin Metcalfe** took over the family business from their parents Tom and Margaret, who started Brat Fest over 40 years ago in their store parking lot. Fast forward to today, with the help of Tim's daughter, Amanda Metcalfe,

Since 1983, Metcalfe's Market has been the presenting sponsor for Brat Fest raising over \$2.5M for local non-profits. The Metcalfe family and company is committed to sustainability and has a Zero Waste Initiative for Brat Fest, diverting almost 4.5 tons into compost and nearly 3 tons into recycling instead of going to a landfill. After the event each year, Metcalfe's coordinates hundreds of pounds of donated food to Second Harvest Food Bank of Southern Wisconsin. And when they couldn't host an in-person Brat Fest event due to the pandemic in 2020, Metcalfe's were adamant to have the "show" go on, by creating a 100% virtual "fest" and silent auction, continuing their fundraising efforts for local non-profits. Moreover, because local restaurants were hit hard during the pandemic, they created the "Build Your Own Brat Fest" to support these establishments.

the parking lot fundraiser has grown into one of Madison's largest fundraising events. "[They] have grown it to create an iconic community event that brings folks together from Dane County & beyond with free live music for all while helping local non-profit organizations to raise much-needed funds," says Brat Fest's Jeff Schroeter.

Terry Tryggeseth has worked at Trig's for over 30 years, but has spent many more in the grocery industry. This fall he will be retiring as Store Director at the Eagle River store. Year round, Terry is always seeking out ways Trigs can help the local community, with an emphasis on law enforcement, the local VFW Veteran's group, and the local schools. At Trig's he has helped institute a new scheduling and forecasting program, saving the company thousands of dollars.

enforcement and fire departments, Terry is sure to collaborate with them to help fundraise for key equipment and training needs. Over the years, proceeds raised have helped to purchase body cameras, safety training and equipment, and K9 units. Taking care of the people who take care of the community is tremendously important to Terry.



TERRY TRYGGESETH – Director of Retail Operations, T.A. Solberg Co., Inc.,
Nominated by Nate Vollmer, T.A. Solberg Co., Inc.

When local high school bands were honored with an invitation to participate in the Rose Bowl last January, Terry was leading the fundraising charge. The Eagle River store has been a main contributor to the Feed Our Rural Kids (FORK) program and Terry has organized countless food drives, fundraising events, and donations for this group. "Terry gets our team members involved and educates them on this importance of support for these types of groups," says Nate Vollmer of T.A. Solberg. Terry has a passion for supporting local veterans and many of their fundraising efforts, including a special event called "Cupcakes for Vets" which occurs every year on Memorial Day. When it comes to local law

Terry received a T.A.S. Award for Outstanding Business Leader in 2020 for his work at Trig's Eagle River location and received the WGA Community Service Award in 2011.

WGA's Grocery Industry Golf Outing Review

The Time When One Was Sunny, and One Was Stormy

By WGA Marketing and Events Coordinator, Lauren Barnes

The Third Annual Northern Golf Outing took place at Stevens Point on Monday, June 19. Eighty-five golfers hit the course on a beautiful June day representing independent retail grocers, corporate stores, warehouse representatives, manufacturers, distributors, service providers, and brokers.

The 34th Annual Southern Golf Outing returned to Elkhorn on Wednesday, July 26. As golfers started rolling in to register, so did some thunder clouds. Once the storm passed, the golfers were sent out to play. However, Mother Nature decided that it was time to double down with high winds, heavy downpours, and thunder. The

rest of the outing took place inside the Evergreen dining room, eating lunch and giving away some prizes.

Both golf outings featured representatives on each tee and green that helped sponsor the event. Each tee had a product sample or challenge for our golfers. Numerous volunteers helped run the events to make them a success. Proceeds from the WGA Golf Outings benefit the WGA and the WGA Education Foundation and Scholarship Foundation, an initiative aimed at training the grocery leaders of tomorrow.



HOLE CHALLENGE WINNERS!

	SPONSOR	CHALLENGE	WINNER
Hole 1	Prairie Farms	Longest Putt Men	Chad Vincent , Dairy Farmers of Wisconsin
Hole 3	Vizance	Longest Drive Men	Jason Gumz , Gumz Farms
Hole 6	Reyes Coca-Cola	Longest Drive Ladies	Tad Dontje , Zone Mechanical North
Hole 7	Designer Greetings	Longest Putt All	Tad Dontje , Zone Mechanical North
Hole 9	SpartanNash	Closest to Pin All	Brooks Renard , Hometown Grocers
Hole 12	Gumz Farms	Closest 2nd Men	Trevor Anderson , Super Ron's
Hole 14	ReposiTrak	Longest Drive All	Joe Pilecky , Crystal Farms
Hole 16	Kemps	Longest Putt Ladies	Katie Leinenkugel , Molson Coors
Hole 17	Federated Insurance	Closest to Pin All	Chad Vincent , Dairy Farmers of Wisconsin
Hole 18	Krueger Wholesale Florist	Longest Putt All	Matt Selvig , Bernatello's



ALTRIA'S BIG PUTT

Ten Golfers were randomly picked for their chance at making a 50' putt for \$1000. **Nate Weitz**, Trigs, missed the pin, but had the closest shot and won \$100.

Thanks Altria, for sponsoring the Big Putt!



Monday, June 19, 2023
Stevens Point Country Club
Steven's Point, Wisconsin



Thank you, Green Sponsors, for sponsoring the Hole Challenges!



GREAT GROCERY GIVEAWAY: 10 WINNERS

Winners received a **\$50 Visa gift card**, courtesy of the WGA. Prizes presented by **Sarah Decorah**, WGA.

- Winners were:**
Mike Johnson, Vizance
Bryan Thompson, SpartanNash
Craig Little, UNFI
Jeremy Dunn, Roundy's
Justin Mayer, Trig's
David Krueger, Designer Greetings
Chris Maloney, Russ Davis Wholesale
Bryan Ullmer, Super Ron's
Dave Vandehey, Lipari
Rick Bellrichard, SpartanNash



LIPARI'S MONEY IN THE BANK

Winners received a **\$100 Visa gift card**, courtesy of Lipari Foods. Prizes Presented by **Sarah Decorah**, WGA.

- Winners were:**
Matt Selvig, Bernatello's
Nate Vollmer, Trig's
Dalton Tietsort, Trig's Smokehouse
Ron Sjoquist, Certco
Mike Reiner, Bernatello's.



JOKER POKER HAND

Each golfer receives a card in their coupon book for a round of Joker Poker where jokers are wild! The best hand of the night was **Sonja Diedrich**, Nilssen's Foods, who won **\$100 Visa gift card**.



BEAT THE PRO: FEDERATED COOLER DRAWING

Each golfer had the chance to test their skills against **Tommy Lucca**, who is a Federated Rep and a great golfer. Each person who had a better shot entered to win a cooler and **Bryan Ullmer**, Super Ron's, won!





WGA Education & Scholarship Foundation

Thank you to everyone who participated in the challenges on the course that benefited the WGA Education and Scholarship Foundation!

GOLF BALL LAUNCHER

Golfers had the chance to send their golf ball flying down the fairway on hole 3 thanks to the launcher.



BALL BAG CHALLENGE

Hole 13 offered up the chance to win a brand-new Golf Bag full of golf balls. Don Theisen, Trig's, was this year's winner.



GUESS THE TEES

At registration golfers had the chance to guess how many golf tees were in a jar. The closest guess was made by Tim Conner from Pan-O-Gold, who won a \$50 Visa gift card.

HIT THE GREEN AND WIN

On hole 4 golfers had the chance to "Hit the Green and Win". Golfers who made it into the 10' circle around the pin entered for a chance to win \$100. This year Bob Rentmeester, Trig's, won a \$100 Visa gift card.

APPLETON EXPERIENCE GRAND PRIZE RAFFLE:



Our final drawing of the day was the Grand Prize sponsored by Zone Mechanical North. The Grand Prize includes a 2-night stay at Hilton Appleton Paper Valley, 2-2023 Expo registrations and a \$100 Visa gift card. This year's winner was Chris Rosi from Vizance!



Wednesday, July 26, 2023 | Evergreen Golf Club | Elkhorn, Wisconsin

HOLE CHALLENGE WINNERS!

	SPONSOR	CHALLENGE	WINNER
Hole 1N	SpartanNash	Closest to Pin in 2	Chuck Blied, Crystal Farms
Hole 2N	Krueger Wholesale Florist	Closest to Barber Pole	Eddie Roberson, Certco
Hole 5N	HT Hackney	Closest to Pin in 2	Edward Hyland, Roundy's
Hole 6N	UNFI	Longest Putt All	Chris Jeserig, Kemp's
Hole 7N	Anheuser-Busch	Closest to Pin in 3	Brian Muroski, Lipari
Hole 8N	Piggly Wiggly Midwest	Longest Drive Fairway	Jim Flanagan, Designer Greetings
Hole 2S	JB Group	Closest Drive to Barber Pole	Leann Lemmer, Krueger Wholesale Florist
Hole 3S	Lipari	Longest Drive	JJ Hundt, Festival Foods
Hole 4S	Designer Greetings	Longest Drive	Eric Wotjak, Woodman's Market
Hole 6S	Molson Coors	Longest Putt	Jeremy Dunn, Roundy's
Hole 8S	Certco	Closest to Pin in 3	Pete Williams, J&B Meats
Hole 9S	ReposiTrak	Closest to Pin in 2	Andy Mann, Krueger Wholesale Florist



Due to the rain out, prizes were given out raffle style!

Thank you, Green Sponsors, for sponsoring the Hole Challenges!



ALTRIA'S BIG PUTT

Due to the rain, this year, one person was randomly picked to win \$100. Congrats to Jason Savatski, Stinebrink's Piggly Wiggly, on winning the draw! Thanks Altria, for sponsoring the Big Putt!



BEAT THE PRO: FEDERATED COOLER DRAWING



Each golfer usually gets the chance to test their skills against a Federated Rep, but due to the rain, it was the luck of the draw. Congrats Mike Olwig, Fox Bros Piggly Wiggly, on winning the cooler!



JOKER POKER HAND

Each golfer receives a card in their coupon book for a round of Joker Poker where jokers are wild! The best hand of the night was Nick Hansen, Hansen's IGA, who won \$100 Visa gift card.



GREAT GROCERY GIVEAWAY: 10 WINNERS

Winners received a \$50 Visa gift card, courtesy of the WGA. Prizes presented by Kris Neilson, WGA.

Winners were: Jim Meier, Metcalfe's Market

Jeff Wagner, Vizance

Dave Turnquist, Old Dutch

David Krueger, Designer Greetings

Adam Kristiansen, Certco

Ryan Pfister, Valley Co-op

Molly Sullivan, Certco

Bryan Edwards, Festival Foods

Sydney Malicki, Malicki's Piggly Wiggly

Mitchell Melendy, Zone Mechanical North



LIPARI'S MONEY IN THE BANK

Winners received a \$100 Visa gift card, courtesy of Lipari Foods. Prizes Presented by Kris Neilson, WGA and Marissa Smoyer, Lipari Foods.

Winners were:

Ben Skogen, Festival Foods

Alec Bruss, Metcalfe's Market

Mary Stinebrink, Stinebrink's

Piggly Wiggly

Tad Dontje, Zone Mechanical North

Kevin Johnson, Crystal Farms.



WGA Education & Scholarship Foundation

Thank you to everyone who participated in the challenges on the course that benefited the WGA Education and Scholarship Foundation!

HIT THE GREEN AND WIN and BALL BAG CHALLENGE

Due to the rain these prizes were drawn from the ticket drum. The winner for the \$100 Visa gift card was Andy Gudauskas, Certco. The winner of the Ball Bag was Jason Gumz, Gumz Farms.



GUESS THE TEES

At registration golfers had the chance to guess how many golf tees were in a jar. The actual number was 695 and the closest guess was 693 by Gary Swan, Krueger Wholesale Florists, who won a \$50 Visa gift card. This time we added a 2nd place prize which was a tie. Guessing 692 tees, was Nick Hansen, Hansen's IGA, winning a \$50 Visa gift card and Jim Hyland, Roundy's, who won 4 rounds of golf at Evergreen Golf Club.



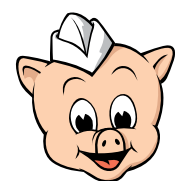
APPLETON EXPERIENCE GRAND PRIZE RAFFLE

Our final drawing of the day was the Grand Prize sponsored by Zone Mechanical North. The Grand Prize includes a 2-night stay at Hilton Appleton Paper Valley, 2-2023 Expo registrations and a \$100 Visa gift card. This year's winner was Andrew Wagner from H.T. Hackney!



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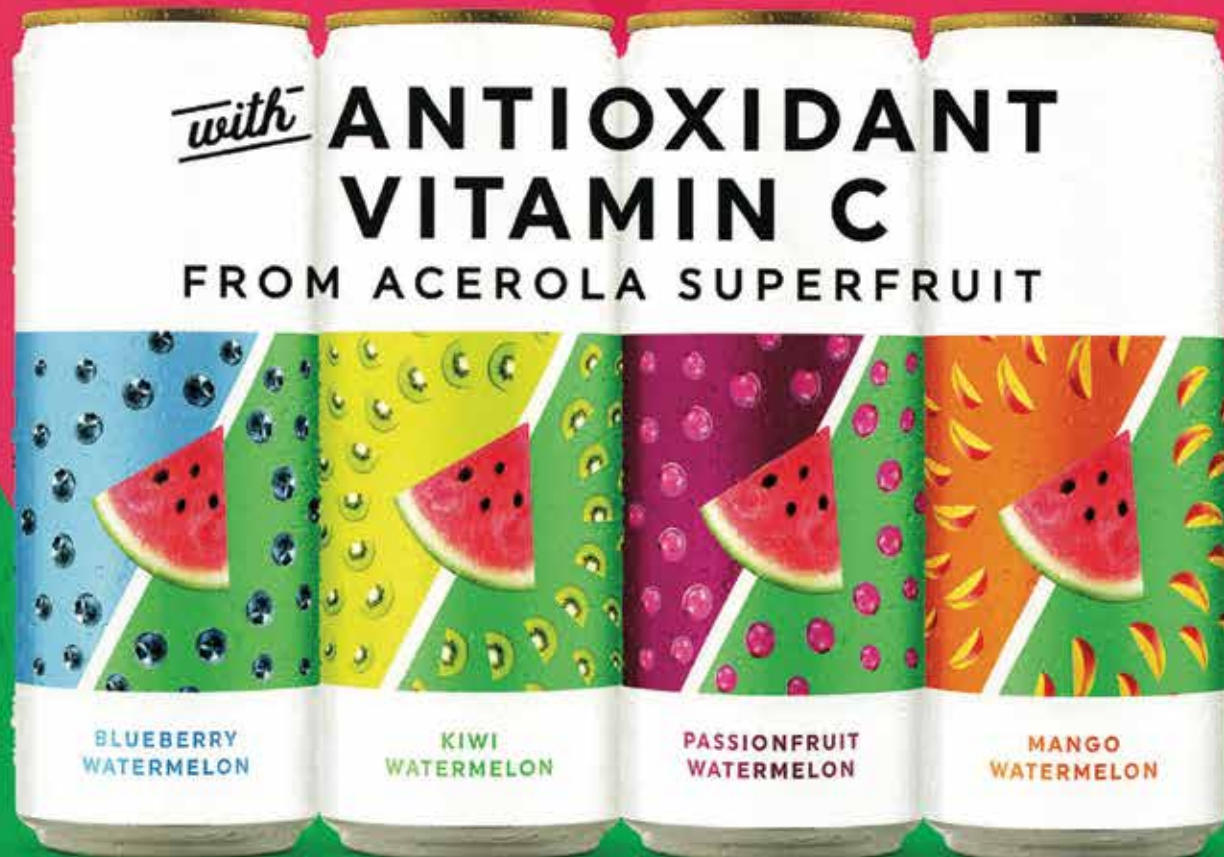

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Newly Elected WGA Board of Directors

Three WGA members were recently elected to the WGA Board of Directors at the August meeting. George Chomiak of Coborn's, Inc.; Emilie Williamson of Roundy's Supermarkets, replacing retiring board member James Hyland; and Joe Zietlow of Kwik Trip, Inc., replacing retiring board member, Steve Loehr. They will each serve a three-year term.



GEORGE CHOMIAK, Coborn's, Inc.

George Chomiak is a 43-year veteran of the supermarket industry and current Vice President of Operations at Coborn's Inc. where he serves on its Operating Committee. Before being named VP of Operations in January 2023, George was Sr. Director of Operations responsible for sales activities, service and support in the Western North Dakota market. Prior to joining Coborn's, George was Director of Retail Consulting Services at Spark Analytics and was responsible for the design and implementation of profit generating programs at regional, national and international supermarket retailers. George also spent 22 years as Director of Retail Support at Safeway Inc. where he led the Operations team through rapid and successful expansion efforts in the Southwestern United States.



EMILIE WILLIAMSON, Roundy's Supermarkets

Emilie Williamson, RDN, CD is Corporate Affairs Manager for Roundy's Supermarkets representing Pick 'n Save and Metro Market stores. With a career path closely revolving around food, Emilie found herself in grocery over ten years ago. Throughout that time, her passion for nutrition has continued to grow. In 2020, Emilie earned her certificate in dietetics from Mount Mary University and became a Registered Dietitian. Since gaining her credentials, Emilie continues to work to infuse nutritional nudges into company communications and celebrating that all foods fit. In addition to nutrition, Emilie leads communications, partnerships and, as of recently, government affairs for the Roundy's Wisconsin division of the Kroger Company. Prior to joining Roundy's Emilie spent her early career in restaurant and event management.



JOE ZIETLOW, Kwik Trip, Inc.

Joe began his grocery career in 1972 working part time as a bagger and stocker. He worked his way up to Store Director of numerous Skogen IGA Stores and Festival Foods Stores in Onalaska, WI. Fast forward to 1997, when he joined Kwik Trip, Inc. as a District Leader of 20 stores. A short time later, in 2000, he joined the Petroleum Procurement Team and in 2017, he became part of the Government Relations Team as the Industry and Trade Association Manager, a position he still holds today.



BOB JASKOLSKI, 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, Vice Chair 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, Secretary/Treasurer 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.



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. Mark's 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 Hailey 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 South-eastern 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.



BEAU OSHIRO,
Vice President, General Manager at Piggly Wiggly Midwest

Beau Oshiro has a long history in the grocery industry, beginning with Foodland Supermarkets Hawaii, then with Coca-Cola Enterprises Hawaii and the Hawaii Food Industry Association, where he also served as Chairman. Prior to joining Piggly Wiggly Midwest, Beau served as Vice President, General Manager with C&S Wholesale Grocers Hawaii and C&S Wholesale Grocers Pennsylvania/Upstate New York. He is known for aligning cross-functional teams with differing goals and cultural representation to deliver and exceed expectations for customers. Beau has effectively responded to operational challenges with confidence, determination, and focus and has been recognized for perseverance in challenging an ever-changing business environment.

Beau enjoys traveling, having visited and worked in several states in support of the grocery industry complex business operations. He is married with seven children and ten grandchildren, and currently resides in Allenton, WI with wife, Suzan, where he enjoys sports, golfing and is a member at West Bend Country Club.



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.



MARISSA SMOYER, Director of Events, Lipari Foods, Warren, MI

Marissa joined Lipari Foods in July of 2017 as the Marketing & Event Coordinator. She was promoted to Assistant Marketing Manager then Marketing Manager and then into her current role in just over three years with the company. Marissa oversees the entire Lipari Foods event department that includes Lipari's annual food show held in Novi, Michigan, as well as regional and national trade shows and sales meetings. Marissa is a graduate of Concordia University in Ann Arbor, Michigan. She currently lives in Grosse Pointe, Michigan with her husband, Ryan and dog, Knute.



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@wisconsin-grocers.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@wisconsin-grocers.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@wisconsin-grocers.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@wisconsin-grocers.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.



LAUREN BARNES, Marketing & Events Coordinator
lbarnes@wisconsin-grocers.com

Lauren Barnes joined the WGA last winter as the new Marketing and Events Coordinator. She oversees all social media, email, and marketing efforts. This includes sharing industry news and member benefits. Lauren also helps with WGA events from the planning stage to implementation.



Thank You for Your Service & Commitment!!

Jim Hyland, VP of Corporate Communications and Public Affairs for Roundy's, WGA Board Member and Chair, retired August 1st. Jim has served on the WGA Board of Directors for 8 years and as Board Chair for the past 2 years guiding the WGA through myriad challenges in the government affairs arena. Roundy's President Michael Marx noted Jim's commitment to the industry and his many contributions to Roundy's and Kroger over the past decade! WGA President Brandon Scholz highlighted Jim's commitment to legislative issues and his extra effort to represent the grocery industry in the legislature often testifying at committee hearings, meeting with legislators, and briefing legislative leadership on grocery issues.



Thank You & Congratulations

The Wisconsin Grocers Association extends its most sincere gratitude and thanks to **Steve Loehr**, Vice President of Government Relations with Kwik Trip, for his service to the WGA as a member of the Board of Directors. Steve extended his long-time industry knowledge and keen insights on legislative, regulatory and government affairs to the WGA. He brought Kwik Trip into the WGA as a retail member. Steve is a graduate of UW Stevens Point in 1972. Employed in various positions at Kwik Trip, Inc. for the past 33 years and most recently was the Vice President of Government Relations before officially retiring August 5th, 2023. Many thanks again to Steve Loehr and his support of the WGA!

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CORRECTION!

In the Summer Issue of the Wisconsin Grocer Magazine, in the Discussion with Ted Balistreri on page 25, we inadvertently wrote the wrong name for **Margaret Harris.** *Our apologies to Margaret and Sendik's.*

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* Source: IRI Panel, Total US-All Outlets, 52 Weeks Ending 1/1/2023, Exact Weight Natural Feta Cheese

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Around the State



Lauren Barnes,
Marketing & Event Coordinator

Member HAPPENINGS

A Five-Star Honor

The Independent Grocers Alliance awarded Thompson's IGA owners, **Mark and Trish Thompson**, the IGA Five Star honor for achievement in the IGA's Assessment Program. "We're proud of Thompson's IGA and its legacy of local ownership and community commitment, and for all Thompson's IGA has done over the past year to serve the community..." said IGA CEO John Ross.



New Leader

C & S Wholesale Grocers, LLC, the parent company of Piggly Wiggly Midwest, and a provider of supply chain solutions and wholesale grocery supply in the United States, has revealed the retirement of industry veteran **Bob Palmer** as CEO at the end of the year. He will continue to provide his expertise as a member of the C&S board of directors. Long-time C&S leader **Eric Winn**, currently serving as COO, will assume the role of CEO. Winn is currently responsible for all operations, transportation, customer development, and expansion.



Leadership Changing

After 19 years at the helm, Westby Cooperative Creamery General Manager, **Pete Kondrup**, stepped aside in early June to make way for new General Manager, **JD Greenwalt**. Kondrup is retiring following a highly regarded career in dairy, which began at age 16. His family owned and operated a creamery in central Illinois that mainly produced baby Swiss cheeses. He started in their manufacturing facility and eventually made his way up to plant manager. Since 2004, and under his guidance, the Creamery has added yogurt production; an organic line of products; continuously reached new production records; opened a new distribution center and cheese store to meet growing customer demand; and remained fully operational through the COVID pandemic to support the Creamery's mission. "I know how much the Creamery means to this community – it's really what drew me in," Greenwalt said. "Growing up on a small farmstead myself, I know the importance of keeping our local farms around. I am excited to start this journey with Westby."



New Acquisition

Bernatello's Pizza, Inc., a leading manufacturer and supplier of frozen pizza, has announced the acquisition of Festive Foods, LLC out of Waupaca, WI. Owned and operated by Mike Holmgren since 2008, they were a trusted co-packer of frozen pizzas. "The acquisition will allow us to continue our aggressive growth plan, adding capacity, along with new and exciting innovation. We'd like to thank Mike Holmgren and

team for their efforts and perseverance in building a new facility after a devastating fire in June of 2022. We are very excited to welcome the Festive team to the Bernatello's Family." stated Chad Schultz, President of Bernatello's.



Grocers in the COMMUNITY

Donations from Shoppers and Staff

Dick's Fresh Market held a fundraiser for the Rhino's Foundation and raised \$2,000! The money raised helps individuals and families who are affected by cancer in Western Wisconsin.



A Tater Trot



The 6th Annual Tater Trot 5k run/walk at Alsum Produce, hosted a record 140 runners

and walkers, raising a record \$14,000 to benefit 7 Wisconsin FFA Chapters.

Rounding Up in June and July

The Watertown Piggly Wiggly donated \$1,500 in June to the American Legion Auxiliary. In July they used the Round-Up proceeds to donate \$1,500 to Crossroads House of Watertown, a non-profit organization.



Helping the Community

Trig's donated \$10,000 to the Tomahawk Fire Department for Thermal Cameras. These cameras allow firefighters to see through smoke and low-light conditions, monitor the fire-spreading, and to locate people trapped in the fire.



Q1 Charity Donations

The Fox Bros. Piggly Wiggly Charity of the Month program raised a total of \$80,462 in the first quarter of 2023, benefiting more than a dozen different local nonprofit organizations across Southeastern Wisconsin. They focused on the following causes and groups: The Special Olympics and several other groups and agencies; Make-A-Wish Wisconsin, and 4-H clubs within a four-county area.



DONATIONS • FUNDRAISING • GIVING BACK • DONATIONS • FUNDRAISING • GIVING BACK

Helping Family Sharing



Roundy's Division President **Michael Marx** presented a \$2,000 check to **Julie Hoover**,

executive director of Family Sharing of Ozaukee County, during an event at Grafton Pick 'n Save.

GOLFING GROCERS

Giving Back

Valley Cooperative Association held its Annual Charity Golf Outing at Ridgeway Country Club in Neenah on Thursday, June 29th. This year Valley raised over \$26,000 which will be distributed to various charities around the state including the United Way, Feeding America, American Cancer Society, The Einstein Project, and Wisconsin Bakers Foundation.



Inaugural Event

Sendik's hosted its first ever charity golf outing at The Club at Lac La Bell in Oconomowoc. Almost 200 golfers attended and according to **Ted Balestreri**, the day raised more than \$36,000 for the MAAC Fund.



Giving a Helping Hand

Festival Foods celebrated 20 years of hosting Grocers on the Green, a golf outing benefiting The Einstein Project. This event has raised and donated more than \$1.9 million to further children's STEM (science, technology, engineering & math) education in Wisconsin. The gifts are used to replenish and restock science and engineering kits, making them available and in ready-to-use condition for educators. Donations help keep the kits affordable for schools, making hands-on STEM learning possible.



Great Day for Golf

Dick's Fresh Market hosted its annual golf outing in Amery. **Doug Rinehart** (pictured with his wife Katie) noted, "The Annual Dick's Fresh Market Golf Classic Fundraiser was extremely successful this year! We raised \$12,500 and it was a beautiful day for golfing!" The proceeds were donated to the City of Amery to help build cart paths.



Work ANNIVERSARIES

50 Years!



Time to Celebrate 50 Years!

Alsum Farms and Produce are celebrating 50 years of business this year. To celebrate this accomplishment, Alsum hosted a Community Celebration on August 11 & 12, including a Farm and Facility tour and a Tater Trot run/walk 5k.

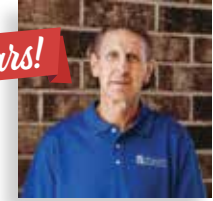
29 Years!



Congratulations!

Rich Wise, CEO since 2020 at Valley Bakers Cooperative Association is celebrating 29 years with the company!! Since graduating from college in 1994, Rich has spent his entire working career strengthening the Valley community by building relationships with their suppliers, members and co-workers.

34 Years!



Congrats!

Randy Fischer is celebrating 34 years at Alsum Farm and Produce. Randy works as Production Manager. With the help of his team, Randy helps ensure a smooth operation from the wash shed to the final packing of potatoes.

45 Years!



Congrats!

Dave Katsma celebrates 45 years with Alsum Farms & Produce and is the longest-tenured employee! Today, Dave works in retail sales serving grocery stores throughout Wisconsin and Illinois.

70 Years!



Congrats!

KeHE Distributors celebrated 70 years of serving, solutions, selling & buying, innovation, and industry expertise.

RETIREMENTS

43 Years!



Thank You and Best of Luck!!

After 43 years in the grocery industry, and 12 years at Festival Foods, Festival Foods Store Operations Senior Director, **Mark Gayhart**, retired August 1st. Mark has helped shape the careers of many Festival associates and leaders, imparting industry knowledge, expertise, and leadership.

39 Years!



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After 39 years at Krueger Wholesale Florist, Route Salesman, **Mike Gregory**, is retiring. Happy Retirement Mike!



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WISCONSIN GROCERS ASSOCIATION

EVENTS CALENDAR

2023 events



September 20th
WGA Foundation Leadership Institute



October 17th & 18th
WGA Innovation EXPO
Hilton Appleton Paper Valley/ FCEC



December 6th
WGA Board Meeting
Location to be determined

2024 events continued...



June 12th
WGA Foundation Leadership Institute



June 17th
WGA Northern Grocery Golf Outing
Stevens Point Country Club
Stevens Point, WI



July 10th
WGA Foundation Leadership Institute



July 24th
WGA Southern Grocery Golf Outing
Evergreen Golf Course, Elkhorn



August 21st & September 18th
WGA Foundation Leadership Institute



October 15th & 16th
WGA Innovation EXPO
Madison Marriott West

2024 events



January 23, 2024 - **Dinner**
January 24, 2024 - **Legislative Meeting and Briefings**
Madison, WI



March 6th
WGA Foundation Day in the Field
Milford Hills



Spring 2024 - TBD
Women's Networking Event



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Left to right: Dave Ryman, Certco Executive Vice President and Jerry Conner, Owner, Stockman's Farm Supply, Osseo, WI

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