

PART TWO OF THE

WISCONSIN

GROCER

MAGAZINE EXPO

ISSUE 2011

The Wisconsin Grocers Association honors the recipients of the 2011 COMMUNITY SERVICE AWARD

The WGA Community Service Award honorees may come from all levels of the grocery store, from stocker to manager to owner. This year three candidates exemplified our stated ideals: **Paul Butera**, Piggly Wiggly Midwest, **Ted & Joan Majdecki**, Majdecki Sentry, and **Terry Tryggeseth**, Trig's Eagle River.

Paul Butera



Paul Butera has a long history in the grocery industry and currently serves as CEO of Piggly Wiggly Midwest in Sheboygan. Butera was chosen to receive the 2011 WGA

Community Service Award because he demonstrates a concern for those less fortunate in the community in which he does business.

Butera purchased the company in 2006. Prior to that, Butera was a well-known grocer in the Chicago area as the owner/operator of Butera Market, one of Chicago's oldest and largest independent grocery chains. He opened his first store in 1962.

In 2010, Paul Butera chose to support the Kraft Huddle to Fight Hunger program. This national program invited retailers to participate in a marketing effort that

...nearly 100 food pantries throughout the state of Wisconsin received food to help stock the shelves and feed hungry people.

supported hunger relief at a local level. Piggly Wiggly committed to donate one million meals to Feeding America food banks in Wisconsin, the largest commitment from any retailer in the state for the Kraft Huddle to Fight

Hunger program. As a result, nearly 100 food pantries throughout the state of Wisconsin received food to help stock the shelves and feed hungry people.

We commend Paul Butera for taking an active role in alleviating hunger in the communities where he operates his stores.



Joan & Ted Majdecki

Ted has been in the grocery industry for 32 years; he began by helping in his grandfather's store in West Allis. His giving spirit came partly from his grandfather, who showed movies on the exterior store walls for the community. Ted later managed Sentry Foods and Super Savers with both Godfrey's & Fleming's Foods. He bought his first store in West Allis in 2001.

Ted has been a big proponent of the community during his decade of store ownership. This year will see the eleventh annual Sentry Foods for Charity Golf Outing, and in the ten previous years that Ted has organized the event, they have raised over

...they have raised over \$120,000 for many different charities.

\$120,000 for many different charities, including the MACC Fund, United Cerebral Palsy, Children's Miracle Network, American Cancer Society, Healing the Children, and Team Up! For Families.

Ted and Joan gave a \$35,000 donation to Menomonee Falls High School Booster Club for the improvement of the Athletic Field Complex just last year. Ted also donates a breakfast snack for 200 special needs kids attending the Milwaukee Shrine Circus each year for the last five years. Ted and Joan have also thrown two silent auctions each year that have raised approximately \$80,000, donating proceeds to numerous charities and organizations.

This philosophy of giving to the community has made Ted and Joan's stores successful despite increased competition—many families shop at his stores because of the impact the Majdecki's have made on their community.



Terry Tryggeseth

Terry Tryggeseth works for Trig's Eagle River and while many grocery store managers and owners are involved in their communities, for Terry Tryggeseth it is a slightly different story.

Terry got his start as a bag boy, but he continued to gain knowledge in the industry and eventually became the store manager of Sunrise Foods in Rhinelander. His career with Trig's began in Rhinelander where he was Assistant Store Director, and when the opportunity arose to again manage his own store Terry became Store Director of the Eagle River store.

A lot of the community service work Terry does helps drive the Eagle River tourism industry so you could say the work he does affects everyone since all businesses in town benefit from

his services. Terry is not just *involved* in the community, but is *entrenched* in it.

proceeds support silent sport organizations and the Eagle River Area Visitors Center.

Terry also shows his big heart by hiring and mentoring people with disabilities, building their self-confidence, and helping them grow.

Some other groups and activities Terry supports in Eagle River include: Chamber of Commerce Member, Klondike Days President, Eagle River Revitalization Program, Downtown Business Association, an executive board member of Trees for tomorrow, and the Eagle River Children's Museum.

Terry is woven into the fabric of Eagle City; he is not just involved in the community, but is entrenched in it. ■

An event Terry and his wife, Gretchen, help out with is Journey's Marathon, a qualifier for the Boston marathon in which all

The Wisconsin Grocers Association honors the recipients of the 2011 VENDOR OF THE YEAR AWARD

The WGA's 2011 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. The recipients of **2011 WGA Vendor of the Year** award are **Gary Neu and Mark Maloney of Russ Davis Wholesale.**



Left to Right: Gary Neu (President, Russ Davis Wholesale), Alan Alden (Director of Retail Operations, Trig's), Brian Johnson (Produce Director, Trig's), Mark Maloney (Branch Manager, Russ Davis Wholesale), Lee Guenther (President and Chief Executive Officer, Trig's), Brandon Scholz (President/CEO, WGA).

Russ Davis Wholesale

Russ Davis Wholesale is a wholesaler with a Retailer's mentality. Both Gary Neu and Mark Maloney believe in partnerships with their retailers by supplying quality produce and exceptional service.

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ensuring the freshest products everyday as well as being able to immediately fulfill their customer's requests. This is evident with their new venture called "Crazy Fresh," which—through the construction of a new state-of-the-art facility—gives Russ Davis



Wholesale the latest technology to ensure the freshest quality produce.

Russ Davis Wholesale is also dedicated to the overall success of the industry by promoting education....The communities where Russ Davis is located have benefited greatly wby the regular donations to organizations.

RDW is also dedicated to the overall success of the industry by promoting education. They regularly host retailers at the annual Product Marketing Association Convention and also supply their retailers with a weekly educational *Produce Journal* about seasonal items, industry trends, and merchandising tips.



The communities with Russ Davis Wholesale branches are have benefited greatly from regular donations to organizations; many of RDW's close-dated products are donated to the local Salvation Army or the area's food pantry.

When tornadoes pummeled their community's in Wadena, Minnesota, in June 2010, and Merrill, Wisconsin, April 2011, Russ Davis Wholesale made significant contributions to help with the clean up and rebuilding efforts.

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WGA STAFF

Brandon Scholz, President & CEO

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As President & 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. Scholz directs the WGA's staff on administrative matters; member benefits and programs; communications; government affairs; grassroots and political programs; and the annual convention and trade show. He serves on the WGA's Education and Scholarship Foundation Board of Governors. (1997)

Michelle Kussow, VP-Government Affairs & Communication

MKUSSOW@WISCONSINGROCERS.COM



Michelle Kussow is responsible for developing and maintaining the Grocers Grassroots

Initiative legislative program for the WGA. As chief lobbyist for the WGA, Michelle 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. She also manages the WGA PAC and Conduit political support programs, organizes Government Day and writes and edits the Capitol Happenings.

Michelle is responsible for the communications aspects of the association, including press releases and publications of the bi-monthly Wisconsin Grocer magazine. (1997)

Cheryl Lytle, Events Director

CHERYL@WISCONSINGROCERS.COM



Cheryl Lytle is in charge of the WGA's Innovation Expo, including sponsorships,

promotions, programming and management of the event. Cheryl manages the annual WGA Golf Outing as well as the silent auctions and other fundraising events. In addition, Cheryl serves as the WGA's point of contact for magazine ad sales and assists in the production and publication of the *Wisconsin Grocer* magazine. (1999)

Sarah Decorah, Operations Director

SDECORAH@WISCONSINGROCERS.COM



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. (2004)

John Leemkuil, Membership Services Rep

JOHN@WISCONSINGROCERS.COM



John Leemkuil joined the WGA as the association's Member Representative.

John "retired" in 2007 after selling Capitol Centre Foods to Mitch Eveland. Starting in

1962, John worked for A&P in high school and then for Sentry in Madison for three years, another year and a half at the Sentry in Columbus and then worked for Kroger (in Madison, Detroit and Fort Wayne). John and his wife Peg (married in 1969) moved back to Madison and owned the Madison East IGA for seven years until building and opening Capitol Centre Foods in 1983. John served on the WGA Board from 2004-2007. He won the NGA's Spirit of America award in 2001. (Served on board 2005-2007, staff since 2010.)

WGA BOARD

Brad Brooks, Chairman



Brad Brooks serves as the IGA Coordinator and Key Account Manager for Affiliated Foods

Midwest. Affiliated Foods Midwest serves independent retailers in 16 Midwestern States, including Wisconsin. Brad has over 45 years in the grocery industry at all levels and has worked at Affiliated Foods Midwest for the past 18 years as an Own Brands Representative, Retail Counselor, Retail Supervisor, and in his current positions of IGA Coordinator and Key Account Manager. Brad and his wife, Polly, reside in Norfolk, Neb., and have grown twin sons, Todd and Troy. (2006)

Tim Metcalfe, Vice-Chairman



Tim Metcalfe is the President and Co-Owner of Metcalfe Markets, operating

grocery stores in the Madison and Wauwatosa markets. Tim is a fourth-generation grocer. Tim and his brother Kevin purchased the family business in 2000 from their father and

past WGA President Tom Metcalfe. (2003)

William Dowling, Secretary/ Treasurer



Bill Dowling is Vice President, Corporate Counsel for Roundy's Supermarkets,

Inc., headquartered in Milwaukee, Wisconsin. Roundy's owns and operates more than 150 retail grocery stores in Wisconsin, Minnesota and Illinois, under the Pick 'n Save, Copps, Rainbow, Metro Market and Mariano's Fresh Market banners. In addition, Roundy's operates three distribution centers, all in Wisconsin, including a 1.1-million-square-foot facility which opened in April, 2005.

Prior to joining Roundy's in July of 2005, Bill was an attorney with Whyte Hirschboeck Dudek, S.C. and represented Roundy's in several matters. Bill resides in New Berlin with his wife and three children. (2006)

Nick Balistreri, Director



Nick Balistreri is co-owner of the Balistreri-owned-and-operated Sendik's Food Markets in the Greater

Milwaukee area. Sendik's is a fourth-generation company founded in 1926. Nick and his siblings have nine locations with a tenth opening this fall in West Bend. The Sendik's stores range in size from 14,000 to 72,000 square feet. Sendik's mission is to provide their customers the best grocery shopping experience, period. Nick oversees both the marketing and IT departments of the company. Nick, his wife, Erin, and their four kids live in Mequon. (2009)

First year of service in parenthesis.

Kent Burnstad, Director



Kent Burnstad is President of Burnstad Bros. Inc., which owns three supermarkets in Tomah, Black River Falls, and Richland Center, plus the European Village and Restaurant in Tomah. He's been involved in both community and trade organizations. He's a past board member of the Tomah Chamber of Commerce, and is currently on the Board of Directors of the First Bank of Tomah. (2009)

Derek L. Crawford, Director



Derek L. Crawford, has been the District Director for State & Local Government Affairs of Kraft Foods Global, Inc., since March 2007, and is responsible for state and local government affairs planning and representation in seventeen states. His district includes Kraft's global headquarters and approximately 40% of its plant operations in the U.S.

Derek came to Kraft Foods directly from the company's former parent, Altria. In 2001, he provided state and local government affairs leadership in Illinois, Iowa, Kansas, and Nebraska for the Altria Group, Inc. family of companies, which included Philip Morris U.S.A. and Kraft Foods Global, Inc. In 1993, he was appointed Manager for Issues Planning, leading the company's Issues Management Staff and provided leadership and expertise in the development and coordination of strategic action plans addressing external issues impacting the company. He joined Philip Morris USA in 1990.

Derek holds a Bachelor of Science in Business Administration from Widener

University and a Master of Arts in Economics from the University of Delaware. He has also done post-graduate work in the areas of public finance and industrial organizations and taught economics at Temple University. He participates in numerous professional and civic activities. For example, he is a former chair of Keep Chicago Beautiful and represents Kraft Foods at numerous state, regional and national organization conferences. He lives in Glenview, Illinois, with his wife, Deborah, and their youngest son, Nygel. (2009)

Russ Czapar, Director



Russ Czapar has 42 years of grocery retail experience. He held leadership positions with Supervalu companies for the past 21 years with a broad range of operations experience; most recently as a District Manager with Cub Foods in the Twin Cities.

His career experience has also been in markets of Chicago, Texas, Wisconsin, Colorado and Minnesota and he currently works with retailers and formats in both Chicago and Southern Wisconsin.

Russ has a Bachelor's Degree in Marketing and Accounting from Roosevelt University in Chicago, Illinois. He is from the Chicago area and started retail career with Jewel Foods.

Jeff and Sandy have been married for 34 years; they just relocated from the Twin Cities to the Pleasant Prairie area. They have two married children that reside in Twin Cities, Minnesota area. (2011)

Jeff Firnett, Director



Jeff Firnett is a graduate of the University of Wisconsin—Madison with a bachelor's degree in economics and

statistics. He is the former owner of Highline Industries, and spent 15 years in sales and management positions with Bunzl Distribution. He is currently Vice-President of Bunzl Distribution, an international paper, plastics and packaging distribution company.

Jeff and his wife, Kelly, have been married for 14 years and have two daughters, Sabrina (12) and Madelyn (9). Jeff is an avid golfer, Packers fan and also enjoys fishing, skiing and traveling. (2009)



Marlin Greenfield, Director

Marlin Greenfield is the Senior Vice President and Chief Operating Officer for the Skogen-owned chain of Festival Food stores in Wisconsin. Marlin began his career in the grocery business as a teenager, working for the Cops Corporation in six different locations around the state. He became the general manager of the first franchise-owned Cub Foods in Madison in 1980. In 1990, Marlin joined the Skogen family as they opened their Festival Food Stores in Wisconsin. Marlin later moved his family to the Oshkosh area where he now assists owner Mark Skogen with operations of 15—soon to be 16—stores.

Marlin lives in the village Butte des Morts with his wife, Judi. Marlin and Judi have three grown children and two grandchildren. Marlin serves several Community organizations, including the Boys and Girls Club of Oshkosh and Oshkosh Rotary Southwest. (2010)

Greg Hansen, Director



Greg Hansen graduated from the University of Wisconsin—Madison with a degree in Agricultural Economics. Since 1992, Greg has been a partner and owner of Hansen's IGA, with six

locations in Wisconsin—Bangor, Cashton, Elroy, Neillsville, Westby and West Salem. Greg uses his 20-plus years of management experience to keep his family-owned business thriving. His wife, Kari, works alongside Greg as the Special Products Coordinator for Hansen's IGA. They live in Bangor with their children Josephine, Ella, and Rudolph. (2010)

Dave Kotwitz, Director



Dave Kotwitz is the owner of the Piggly Wiggly in Edgerton. He has been a part of the Piggly Wiggly business since

1972 when he started as a night crew foreman. In 2004, Dave and his wife, Sandy, bought the Edgerton business. In 2009, the Janesville Gazette honored him with the "50 Who Matter" award. Dave has also been awarded the Edgerton Rotary Club Honored Citizen and WGA's Community Service Award. He lives in Edgerton with his wife and children Reid, Ross, and Bree. (2010)

Steve Loehr, Director



Steve Loehr is Vice President, Support Operations, for Kwik Trip, a 390-store convenience store chain

headquartered in La Crosse, Wisconsin. Prior to Kwik Trip, Steve held a variety of positions at Gateway Foods, including President of Gateway Foods, Pennsylvania. He has been involved on many boards, including Wisconsin Petroleum Marketers, NACS, La Crosse Area Chamber of Commerce, Martin Luther College, Western Technical College, Wisconsin Taxpayers Alliance, and St. Paul's Lutheran Church. Steve is married to Cheryl, and has four kids and five grandchildren. (2006)



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Paul Lucas, Director



Paul Lucas is Regional Director- State Government Affairs for MillerCoors. Prior to this position, Paul was the

Regional Director of State Government Affairs for Philip Morris Management Company and was responsible for all beer, food and tobacco issues in a region consisting of Wisconsin, Minnesota, South Dakota and North Dakota. (1998)

Jeff Maurer, Director



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 Supermarket, Inc., in Baraboo. Acting as manager and president with his previous positions, Jeff has recently become an owner of his own grocery store, Fresh Madison Market, in Madison. With 20-plus years of management experience, Jeff is likely to see great success with his newest career venture.

Jeff and his wife, Nancy, have been married for 33 years and have three grown daughters. (2008, 2010)

Kevin Morris, Director



As vice president of public affairs and communications for Coca-Cola Enterprises Bottling

Companies, Kevin Morris is responsible for government relations, corporate responsibility and sustainability, public relations, media relations, and community affairs. Prior to joining Coca-Cola in 1990, Morris worked as director of public affairs for American National Can in Chicago, Illinois and has also served on the staff of former U.S. Representative John Porter of Illinois. Morris holds a MBA from Northwestern University's J.L. Kellogg Graduate School of

Management and is a graduate of Beloit College. Morris is on the Wisconsin Independent College Foundation board, the National Institute on Media and the Family board. Morris resides in Lake Forest, Illinois with his wife, Cheri, and daughters Megan and Colleen. (2008)

Dave Ryman, Director



Dave Ryman is Director of Sales for Certco, Inc., Madison, Wisc. Certco, Inc. is a full-service, wholesale

distributor to independent supermarkets throughout Wisconsin, Minnesota, Northern Illinois and Eastern Iowa. Certco is a customer owned company distributing Shurfine and Shurfresh brand private label products since 1930. Dave worked for several independent grocery retailers in northern Illinois for 25 years before coming to Certco in 2001. Dave also serves on the WGA Convention Committee. Dave and his wife, Debby, have two grown children and live in Janesville, Wisc. (2005)

Jeff Tate, Director



Jeff Tate has been involved in the family-owned grocery business from 1973 until 1996. He has worked with all

six of his brothers and his father in all facets of their stores as they grew the business to five stores.

From 1997 to 2007 Jeff was the store manager for Fox Brothers Piggly Wiggly. In July of 2007, Jeff and his wife, Cindy, opened a new Piggly Wiggly in Watertown. They are beginning their fifth year in business and have become

active in the Watertown community. He serves on the Board of Directors for our Chamber of Commerce, Rotary, volunteer at Marquardt Hospice, member of Elks Club, and they active members of their church.

Jeff and Cindy have six children, two have served in Iraq with the Army, and another is currently deployed in Afghanistan. They have three grandchildren.

Interests include travel, bow hunting, gardening, fishing, and they are rabid Brewers and Packers fan. (2011)

Dave Spiegelhoff, Director



Dave Spiegelhoff is the Director of Operations for Spiegelhoff's Super Food Market, Inc. He is a third generation of

Spiegelhoffs and has worked for over 40 years in the family business. In 1991, Dave was appointed Director of Operations. Currently, the family owns two stores, one in Burlington called Gooseberries Fresh Food Market and the other in Kenosha called Spiegelhoff's SuperValu.

Dave and his wife Kathy have three children and reside in Burlington. Dave is an active member of the WGA as a member of the Legislative Council and has served many years as chairman of the WGA Scholarship Golf Outing. (2006)

Don Symonds, Director



Currently Marketing Director of Lipari Foods, Don Symonds has worked his entire life in the supermarket

industry in a multitude of positions that have allowed him experience in retail operations, wholesale sales and distribution, and direct store distribution. He has held positions as Regional Sales Manager and his current position as Marketing Director with Lipari Foods.

Don's variety of experiences have offered him the opportunity to view the supermarket industry from many perspectives that aid him as he designs programs and promotions that help retail customers meet their sales and marketing goals. Don and his wife of 33 years, Sandi, have three children, Nick, Chris, and Kim. Nick and Chris both hold management positions with Lowe's Home Improvement chain and Kim is a senior at Western Michigan University and working for Michael's Craft Stores.

Don and Sandi live in Grand Ledge, Michigan which is just west of Lansing. He is active as past president of the Grand Ledge Soccer Club. Don currently holds the position of President of the Grand Ledge School Board and spends a great deal of time working on educational improvements for the student body of 5,000 students at Grand Ledge. (2009)

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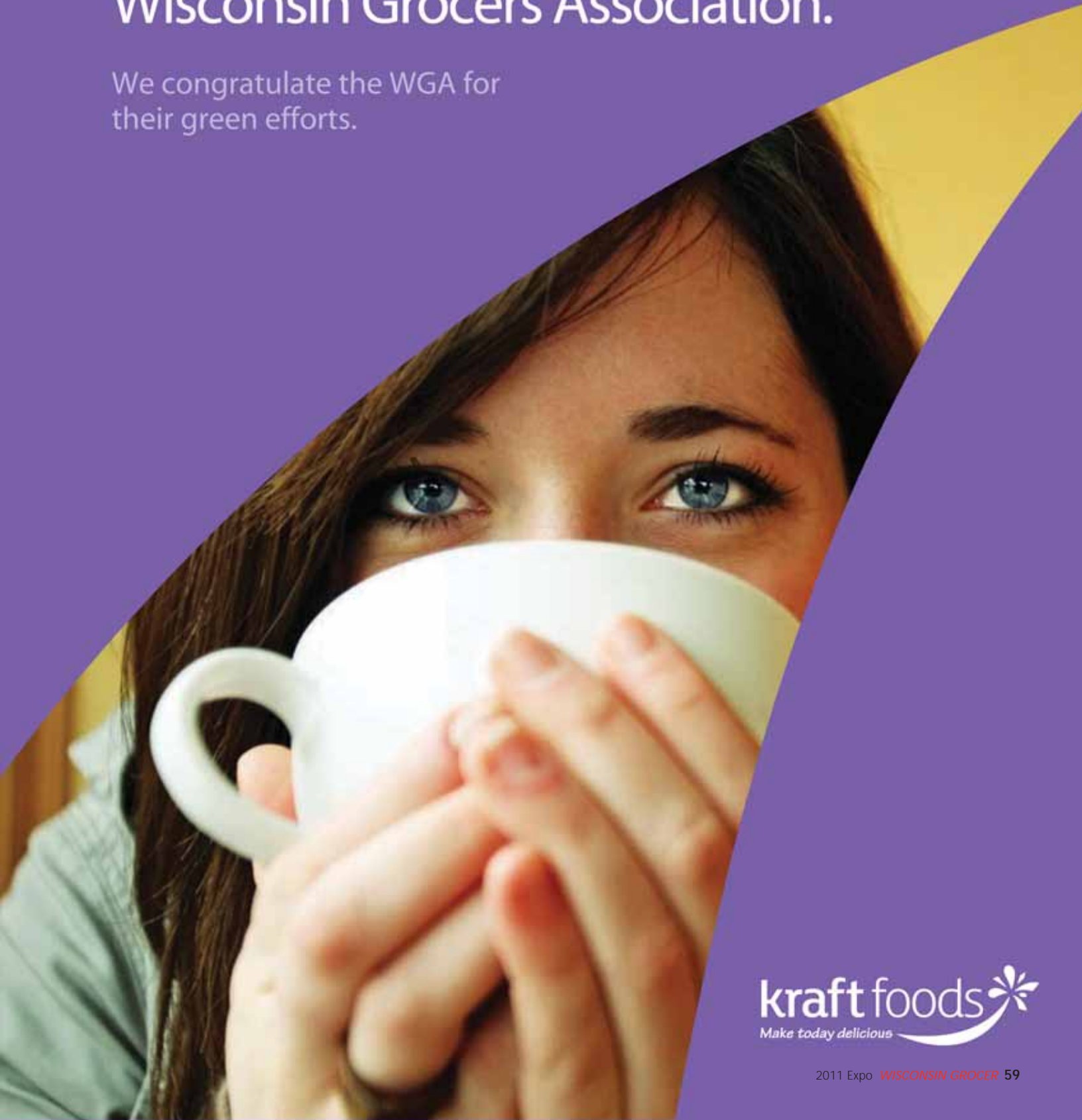
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