



MAY 2023 - DEC 2024

RESOURCE BOOK

PERISHABLE COUNCIL OF
SOUTHERN CALIFORNIA



PCSC



Contents

[CLICK TO RETURN TO
CONTENTS PAGE](#)



Established & Mission Statement	<u>3</u>
President's Message	<u>4</u>
2024 Board Members	<u>5</u>
2024 Scholarships	<u>7</u>
2023/ 2024 Awards	<u>8</u>
Blast from the Past	<u>33</u>
2023/ 2024 Events	<u>48</u>
Company Spotlight	<u>72</u>
Membership Roster	<u>84</u>
2025 Board Members	<u>95</u>





Established

The Dairy Deli Bakery Council of Southern California (DDBC) was established in 1960, as a non-profit, mutual benefit corporation to serve the interests of members and business owners in the regions where they conduct business.

In June 2021, the DDBC filed to rename the council to the “Perishable Council of Southern California” to incorporate Meat & Seafood.

Mission

To strengthen and promote the Perishable Council by providing a forum where members can learn, build relationships and share ideas.

Find us at our Website: pcsocal.org

Contact Information: Susan Steele, Executive Manager

Phone: (562) 400-4957 Email: admin@pcsocal.org



Letter from the President

It is truly an honor to serve as the President of the Perishable Council of Southern California and lead such a dedicated and passionate community.

As we turn the page to 2025, I am excited about the possibilities that lie ahead. Our board is filled with talented individuals who bring a wealth of knowledge and experience to the table. Together, we have the power to make a real difference in the lives of our members and the wider community.



I look forward to working closely with each of you to advance the mission and vision of the PCSC. Let us continue to foster a supportive and inclusive environment where ideas are shared, innovation is encouraged, and collaboration is celebrated. Thank you for entrusting me with this important role. I am eager to serve as your President and work together towards a future filled with growth, success, and positive impact.

Sincerely,
Damian Valdez
Vice President of Operations
Super King Markets



2024 BOARD MEMBERS

OFFICERS

PRESIDENT



Damian Valdez
Super King Markets

VICE PRESIDENT



Michael Martinez
Mastro & Associates

ADVISOR



Gavin Schlesinger
Pavilions

TREASURER



Denielle Garcia-Skalsky
Advantage Fresh



2024 BOARD MEMBERS



Brian Barr
KeHE



Nick Castro
Savi Sales



Lisa Leandro
Egglands Best



Kevin Draper
Le Grand



Shantel Gomez
KeHE



Debbie Jones
Pavilions



Stephanie Martinez
Mastro & Associates



Maria Romero
Superior Grocers



Ed Silva



Rick Stidham
Bristol Farms



David Vana
Chobani



2024 SCHOLARSHIPS

Awarding scholarships is a way of recognizing and investing in our future. Contributions for scholarships are raised by the the council and are generated from generous donations and product demonstrations at our in-person meetings and events.



CASEY ANTRASIAN



LIV GARZA



NICHOLAS ANTRASIAN



OLIVIA AQUILINA



ROBERT RAMIREZ





PCSC AWARDS



HALL OF FAME

First awarded in 1983, the “Hall of Fame” Award is the highest honor given to those who have shown exemplary service to the council over many years.

1983 Harry Schneider	1999 Jo Ann Benci	2014 Cheryl Kennick
1984 Sam Freed	1999 Ken Hanshaw	2014 Dave Daniel
1984 Ralph Levey	2000 Tom Keyes	2015 Jim Allumbaugh
1985 Pete Uraine	2001 John Vitale	2015 Debra Zimmerman
1986 Al Berger	2002 Bill Schwartz	2016 Sue Bargsten
1987 Eddie Goldstein	2003 Dick Schwebe	2017 Pete Hejny
1987 George Hobbs	2003 Ted Hopkins	2017 Monica Stone
1988 A.A. "Bud" Moorman	2004 Diane Beecher	2018 Matt Reeve
1989 Morrie Rosenfeld	2004 Stan Coop	2018 Rey Garza
1989 Claus Simon	2004 Jerry Lewis	2019 Lisa Juarez
1990 Otto Schirmer	2005 Don Fisher	2020 Bob Dressler
1990 Andy Stylianou	2005 Rona Reeves	2020 Jon Amidei
1991 Ray Ferry	2006 Bill MacAloney	2021 Manny Marin
1992 Bob Garcia	2006 Rob Willardson	2021 Stacy Gilbert
1992 Art Jelin	2007 Jim Veregge	2022 Laura Taketomo
1993 Lou Agrati	2008 Mark Dixon	2022 Gayle DeCaro
1994 Bernie Brener	2009 Kathie Porter	2023 Larry Mastro
1995 Mark Levey	2010 John Brass	2023 Laura Mastro
1996 Harold Davis	2011 Jim DeKeyser	
1997 Eleanor Bennett	2011 Burhan Nasser	
1997 Joe Malin	2012 Jack Taylor	
1998 Gary Illingworth	2013 Jeff Merrill	
1998 Ken Tisdell	2013 Judy Norton	



LIFETIME ACHIEVEMENT

Originated by past Presidents and first awarded in 1999, this award recognizes an individual's participation and support of the council throughout their career.

1999 Walt Scheck
2001 Ken Tisdell
2001 Larry English
2004 Charlice Makowski
2006 Tom Ilharreguy
2006 Mark Roth
2010 John Vitale
2011 Terry Fyffe
2012 Mickey Gold
2012 Bill MacAloney
2013 Gilbert de Cardenas Sr.
2014 Eleanor Bennett

2014 Kevin Davis
2015 Tom Keyes
2016 Ralph Levey
2016 Alan Levey
2016 Mark Levey
2017 Gary Illingwoth
2019 Vic Chiono
2020 Jim Hardy
2020 Bill Finicle
2021 Jim Verrege
2022 Mark Dixon
2023 Sue Bargsten
2024 Rona Reeves
2024 Connie Thatcher



PRESIDENT'S AWARD

First awarded in 1992, this award is given at the discretion of the outgoing President to a member who has gone above and beyond in support of the council.

1992 Don Lee
1995 Louis Vitale
1997 A.A."Bud" Moorman
1998 Diane Beecher
1999 Eleanor Bennett
2007 Mark Dixon
2012 Debra Zimmerman
2017 Jim Vereegge
2018 Dalva Fisher
2018 DonFisher
2019 Susan Steele
2020 Laura Taketomo
2021 Michael Martinez
2022 Emily Aguilar



RETAILER OF THE YEAR

First awarded in 1975, the “Retailer of the Year Award” is given for outstanding participation and support to the council.

1975 Stan Coop
1976 Bill MacAloney
1977 Eddie Goldstein
1978 Pete Uraine
1979 Art Jelin
1980 A.A. "Bud" Moorman
1981 Ken Hanshaw
1982 Eleanor Bennett
1983 Gary Illingworth
1984 Harold Davis
1985 John Vitale
1986 Eddie Hoggatt
1987 Don Fisher
1988 Fred Brandt
1989 Diane Beecher
1990 Les Taylor
1991 Bob Johnson
1992 Jerry Lewis
1993 Dave Wolff
1994 Dave Fernandez
1995 Kathie Porter
1996 John Brass
1997 Jim Veregge
1998 Jean Dreshner

1999 Cindy Mulvaney
2000 Mark Miale
2001 Mickey Gold
2002 Andre Mesropian
2003 Joe Rodriguez
2004 Pete Hejny
2005 Manny Marin
2006 Jim Roesler
2007 Sue Bargsten
2008 Steve Nguyen
2009 Matt Reeve
2010 Robin Bell
2011 Gayle DeCaro
2012 Dennis McIntyre
2013 Silvia Quiroz
2014 Laura Taketomo
2015 Miriam Welch
2016 Damian Valdez
2017 Jim Amen
2018 Jaime Prager
2019 Patrick Posey
2020 Debbie Jones
2021 James Wakefield
2022 Roger Arechiga
2023 Gavin Schlesinger



SUPPLIER OF THE YEAR

First awarded in 1975, the “Supplier of the Year Award” is given for outstanding participation and support to the council.

1975	George Hobbs	2003	Bill Hanks
1976	Lou Agrati	2004	John Brass
1977	Chick Santillan	2005	Debra Zimmerman
1978	Mark Levey	2006	Jack Taylor
1979	Morrie Rosenfeld	2007	Jon Amidei
1980	Ken Tisdell	2007	Bob Dressler
1981	Walt Scheck	2008	Paul Miller
1982	Larry English	2009	Monica Stone
1983	Roberto Garcia	2010	Judy Norton
1984	Ted Hopkins	2011	Rey Garza
1985	Bob Fetzner	2012	Lisa Juarez
1986	Joe Wilson	2013	Fred Rowen
1987	Claus Simon	2014	John Nielsen
1988	Joe Malin	2014	Craig Covell
1989	Tom Keyes	2015	Barbara Dolbee
1990	Creighton Wiggins	2016	Vic Chiono
1991	Gary Illingworth	2016	Jim Hardy
1992	Paul Yates	2017	Neal Malsom
1993	Rob Willardson	2017	Larry & Laura Mastro
1994	Mark Dixon	2018	Bob Cashen
1995	Dick Schwebe	2018	Barry Zuroff
1996	Jim Allumbaugh	2019	Joe Petrone
1997	Paul Christianson	2019	Tom Buddig
1998	Rona Reeves	2020	Connie Thatcher
1999	Bill Schwartz	2020	Kevin Draper
2000	Jim DeKeyser	2021	Sue Bargsten
2001	Burhan Nasser	2022	Brian Svoboda
2002	Jeff Merrill	2022	Jordan Francis
		2023	Cheryl Van Den Hende



2023-2024 PCSC Awards



2023

Annual Awards Night

2024

LT Achievement 2023 Recipient

Annual Awards and Scholarships

LT Achievement 2024 Recipients

The Big Cheese



Annual Awards Night

MAY 2023



Annual Awards Night

MAY 2023



Annual Awards Night

MAY 2023



Annual Awards Night

MAY 2023



GAYLE DECARO
2022 Hall of Fame



LAURA TAKETOMO
2022 Hall of Fame



RICHARD ARECHIGA
2022 Retailer of the Year



EMILY AGUILAR
2022 President's Award



Lifetime Achievement Recipient **JULY 2024**



Lifetime Achievement Recipient **JULY 2024**



Lifetime Achievement Recipient **JULY 2024**

LIFETIME ACHIEVEMENT AWARD



SUE BARGSTEN

Director of Supplier Events,
Corporate Division
KeHE

SUPPLIER APPRECIATION



ALAN STOCK

Executive Director, Sales
KeHE

SUPPLIER APPRECIATION



JENNIFER ALLEN

Vice President, Fresh &
Exclusive Brands
KeHE



Annual Awards and Scholarships

MAY 2024



Annual Awards and Scholarships

MAY 2024



Annual Awards and Scholarships

MAY 2024



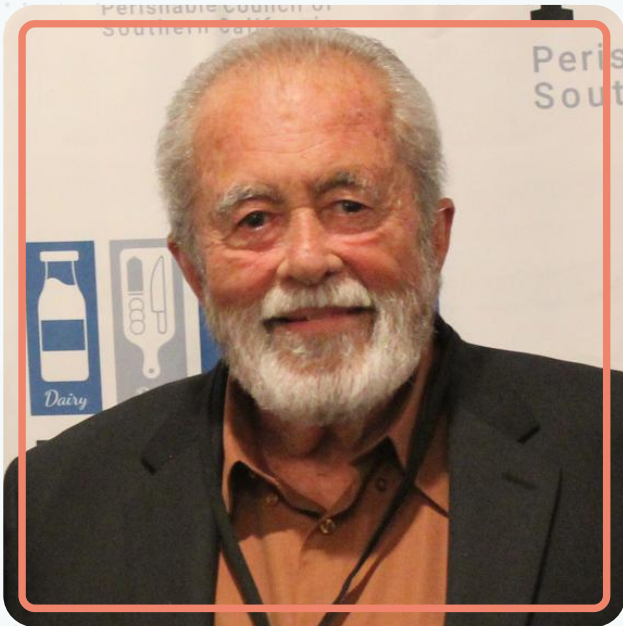
Annual Awards and Scholarships

MAY 2024



Annual Awards

MAY 2024



LARRY MASTRO
2023 Hall of Fame
Mastro & Associates



LAURA MASTRO
2023 Hall of Fame
Mastro & Associates



GAVIN SCHLESINGER
2023 Retailer of the Year
Pavilions



CHERYL VAN DEN HENDE
2023 Supplier of the Year
Chuckanut Bay Foods



Lifetime Achievement Recipients

NOVEMBER 2024



Lifetime Achievement Recipients

NOVEMBER 2024



Lifetime Achievement Recipients

NOVEMBER 2024



RONA REEVES

Consultant/ Retired



CONNIE THATCHER

Director of Sales
So Cal/Arizona, Advantage
Sales & Marketing



The Big Cheese

MARCH 2024



The Big Cheese

MARCH 2024



The Big Cheese

MARCH 2024



ABEL BASCH
2024 Big Cheese



SHANTEL GOMEZ
2024 Big Cheese



MICHAEL MARTINEZ
2024 Big Cheese





Blast from the Past

PCSC THROUGH THE DECADES



The Big Cheese Through the Years

The Big Cheese

Sue Bargsten of Ralphs: 'Life is good!'

By Roberta Freeman
Special to Dell News

As the supermarket business continues to redefine itself, the true professionals keep on marching, never missing a beat – or a purchase order. Sue Bargsten, category manager for Dairy/Deli at Ralphs Grocery Company, is one of those people.

Her many years of loyal service to the industry have earned Bargsten the Big Cheese Award from the Dell Council of Southern California for the month of February.

"I love my job. Every single day I learn something new," said an enthusiastic Bargsten about her job buying for the deli section.

Bargsten is more hands-on in cutting purchase orders than buyers in some other departments due to the highly perishable nature of the products.

"I need to know my business better to really be on top. Mondays are a really busy day when most of the purchasing is done for the week," she said.

Buying for more than 400 Ralphs and Food-4-Less supermarkets, Bargsten meets with brokers, vendors and manufacturers, looking at new items and developing programs.

Each January she oversees the next six months of funding for new items. The weeks are then set in motion planning coupons and advertising.

"I like the underdog. I love to watch a new company grow from nothing. It's



Sue Bargsten

"Life is good. Ralphs is good and I hope I am still here 20 years from now."

After graduating from the Fashion Institute in design and merchandising, Bargsten went to work for Market Basket as a courtesy clerk and soon was promoted to a checker.

"It's funny, Market Basket was a Kroger company at that time and here I am working for a Kroger company again. I guess you could say I have come full circle," she said with a laugh.

In 1982 she went to work for Hughes in Hastings Ranch in Pasadena as a checker, and soon was promoted to price change coordinator.

In 1989 she was recruited to the main office in charge of the scan system department, pricing and proofing for the entire company at the old office on San Fernando Road.

Hughes later moved its headquarters and warehouse complex facilities to Irwindale, and in 1990 she was promoted to deli buyer, where she worked for Dave Wolff, who taught her this business.

Bargsten is a native of California. She and husband Russ will celebrate their 13th wedding anniversary this April. Russ is a receiver for Albertsons in Highland Park. Bargsten refers to the couple as "pet parents" to their beloved German Shepherd, Vanto.

Bargsten started attending Dell Council meetings when she became a buyer and said she enthusiastically recruits from the bivy of brokers and manufacturers who call on her. She said receiving the Big Cheese Award is quite an honor.

"It is fun to go to meetings and socialize with people I know. If you don't work with them now, you have in the past or will in the future," said Bargsten.

"Life is good, Ralphs is good and I hope I am still here 20 years from now," said Bargsten.



16 Dell News, February 2000

The Big Cheese/September

A triple play is easy with the Drapers

Continued from Page 30

Family is the dominant theme of business life. "We really care about each other and trust each other," Marc says simply. "That is not to say we don't have our disagreements."

When times were simpler and the family was growing up in Orange County, there were some competitive three-on-three basketball games on the family court at the side of the house — Warren and his five sons.

And if things couldn't be settled on the court, there were always 15-ounce boxing gloves. Geoff rolls his eyes as he remembers going toe-to-toe with Kevin. Marc still recalls his share of blooded lips.

All of the brothers know the business. They have many long-time principals, including Orange Bakery, their first manufacturer. With a wide variety of suppliers, Le Grand can provide its customers with everything needed to run a successful in-store or retail bakery, including the packaging and training.



Geoff Draper



Marc Draper

"I would estimate that with most in-store bakery operations, more than 90 percent of bakery products are frozen, with the remainder being made from meat," Geoff said. "None of the major chains are currently baking from scratch. A good portion of our business is thaw-and-sell. The rest includes selling frozen raw or par-baked products that are relatively easy to finish. Cakes and small desserts come in completely finished, base cut, or have the king added at store level."

"We supply the chains with the bakery technical support to get the optimum results with our products, and to help with their overall operations," says Kevin. "We are very proud of our technical staff, headed up by Jose Tamayo, and feel it is as good as any you will find in the country. It has been a big part of our success."

Marc agrees that the biggest change is the technology on the manufacturing side of the bakery industry. "The business has gone from a skilled industry, where bakers with years of training dominated, to a semi-skilled business or, in many cases, a business with very minimal skills required."

"The technology at the manufacturer level — not the store level — is the reason," Marc said. "Wholesale bakeries can now manufacture products that

are as good, if not better, than those at store level. Many times, all we have to do is show store-level personnel how to merchandise the products because they don't have to spend their time making them."

Get the brothers away from the office and each has separate interests. Kevin is the entertainer. Geoff calls him the "hamboytone one," a character description Kevin doesn't disagree with.

He has performed in a number of movies as well as few commercials and, for many years, had leading roles in a number of Southern California theater productions.

Kevin acknowledges that his real love is to sing in front of live audiences. He has entertained with his lounge act at



Kevin Draper

the last two National Dell Seminars. "I love the Sinatra stuff. One of the biggest kicks I ever got was singing in a jazz club in Paris. What a hoot!"

Kevin's acting interests rubbed off on Geoff but he concedes that his talents are not in the same league as his younger brother. After landing the lead role in a local musical, it wasn't until it was too late that the producer found out Geoff was somewhat limited as a singer.

"For over a month, I had to endure someone's homemade video of it repeatedly playing on the local cable ac-

Continued on Page 32

DDBC News, August/September 2001 31

The Big Cheese

Irene Stiles makes a good impression

By DAVE DANIEL
Editor, DDBC NEWS

Irene Stiles makes a good "first impression" on the people she meets.

The good part about her, though, is that good first impression always turns into a lasting positive impression.

That trait has helped her be selected as the Big Cheese Award honoree for June by the Dairy Deli Bakery Council (DDBC) of Southern California.

Irene has worked at the highly respected Nasser Co., Inc. for 13 years. The way she obtained the job speaks to that first impression.

"I was selling auto insurance at the time, but I had some friends in the food industry," she said. "One of them was a district manager and he mentioned my name to Tessa Cooper, who was in charge of the merchandising department at Nasser."

"She called me in for an interview. I met Burban, and I was hired that day. I've been here ever since," she said.

She spent the first few years as a merchandiser from Burbank to Santa Barbara, she said, before moving into the sales end. She began by calling on some independents and United Western Grocers (then Certified) accounts, such as Hughes Family Markets and Gelston's.

She has progressed up the ladder and she now calls on some of the largest accounts handled by the Nasser company, representing not only dairy and deli items, but also meat items and manages all of the frozen lines at the brokerage represents. Her sales calls are at Ralphs, Food 4 Less, Albertsons, Smart & Final, and HOWS Markets.

"The best part of my job is all the people I deal with on a regular basis," she said. "I enjoy the people I work with at Nasser, and I enjoy the people I call on. Every day is a new day, and being in sales, you never know what will happen tomorrow."

Nasser has been a growing company in the last decade, adding bakery lines, food service lines, the manufacturing facility, and opening operations in Northern California and in Arizona.

"Technology has had a big impact on our industry," she said, "and I have found that in this business, we have to work harder as well as working smarter. Times have changed — times are constantly changing — and we have to change with it."

Irene lives with her laptop computer, mobile phone ("sometimes it seems as if I live in my car," she said), and "even my new phone gets e-mail, so people can contact me at any time."

"The technology presents a learning curve and it has been an experience," she said.



Irene Stiles of Nasser Co., Inc.

"Sometimes I find myself yelling for help from my office when the machines aren't cooperating. There is so much to learn and the technology available can be used in so many different ways. I find myself using e-mail and the telephone more and more, but I am determined not to lose the personal touch, which is so important in this business."

Irene recently purchased a house for herself and 8-year-old daughter Alexa and a good deal of Irene's time is spent getting it just the way they want it.

"I don't mind doing the work myself because I enjoy getting things done," she said. "I did some of the painting, but when it came time to have the floors done, I had a professional do it."

Keeping tabs on the house and on Alexa takes up most of her time.

"I have to budget my time extremely well, even after work and on weekends," she points out. "A good deal of my time away from the office is spent chasing Alexa all over. She is involved with soccer, as in horseback riding, and she is taking art classes, as well."

Irene, like many Southern Californians, has a long commute to the office, but handles it, not complaining and keeping under the radar.

"I never thought I would be in the food business — until I was in it," she said.

Now she is totally immersed and continuing to expand her responsibilities and horizons. Please join the DDBC on congratulating her as the Big Cheese for June.

16 DDBC News, June 2003

The Big Cheese

Stacy Gilbert of Bar-S Foods

By DAVE DANIEL
Editor, DDBC NEWS

Stacy Gilbert admits she loves to talk, but when you listen, you find out she comes by this trait quite honestly, and she always has something worth talking about.

And sometimes it seems as if she has been in the food industry her entire life. Every position she has had since her first part-time job at a fast food stand has been related to food.

She worked her way through college around work as pulling shifts at Carl's Jr., to driving a beer cart at golf tournaments ("We were called Angels of Mercy," she says with a laugh). In between there was work at an Olive Garden restaurant to starting out at the old Alpha Beta Supermarket chain.

After college, she took her first "career" job with Zacky Foods. After a year there, she joined Bar-S Foods more than five years ago and seems to have found the perfect place for her. She has excellent products to sell, friendly co-workers, and a company that believes in employee recognition.

She also has the respect of her colleagues in the industry as she is being honored with the Big Cheese Award for July by the Dairy Deli Bakery Council (DDBC) of Southern California.

It is a strictly coincidence that Stacy is being honored in July, which happens to be National Hot Dog Month, and that



The Gilbert Family — Stacy, Billy and son Nicholas.

she will be receiving her award at Anaheim Stadium on July 19 when the DDDB takes in its first baseball game as a group. Both Bar-S and baseball parks are intimately involved with hot dogs.

Who knows, there may be 40,000 fans on hand, which may seem like a lot to some, but to Stacy, it might seem just like Sunday dinner at home. That's where the talking comes in.

"I do come from a big family," she said modestly. "I have eight brothers and three sisters. There are 12 kids in all, counting me, and I'm the baby of the bunch. When we get together — which is pretty often — there are like 30 people on my side alone — husbands, wives, kids — nieces, nephews, uncles, aunts. My husband was overwhelmed at first when we all got together at dinner."

The 12 kids were the result of a blended marriage and there were some

age differences, but Stacy says her sisters still claim she got away with a lot more in the way of curfews and other family traditions than they did while growing up.

One of the ways Stacy got the recognition she deserved was in swimming. She earned all-Nalley Vista League honors in high school in the individual medley, which combines the four major swimming strokes (backstroke, breaststroke, butterfly, freestyle) in one race.

"I still enjoy swimming," she said, "but now it is strictly for exercise and recreation, not competition. We do have a pool at home, but I also like to go to the gym."

But coming from a big family also meant learning about teamwork in many areas and getting a job if you needed some extra cash. "I worked my way

Continued on Page 70

8 DDBC News, July 2002



THE SCRAPBOOK

PROGRAMS AND PLANS dominated Deli Council activities during the month of May.



MAY 15 at the Long Beach Foods Sales Club's Sixth Annual Sales Clinic, the traveling road company of Freed, Cohen, Brenner, Schneider, and Hobbs put on "My Fair Deli."



PUTTING TOGETHER another fine program for this month's Deli Council meeting, honoring Pantry Markets are Bill Trapani, left, program committee member, and Pantry president Ted Wood. The meeting will be held Monday, June 15, Rodger Young.



INTRODUCING two new Deli News additions, Cal Freedman, left, and his assistant, Bernie Rotondo, of Cal-Art & Associates. They designed our "firecracker cover."

3

Crowd of 500 attends gala Deli Council dance



FOCUS ON FOODMANSHIP: WESTWARD HO

*Abe Weisbly's Plan for
Dramatic Gourmet Cheese
Merchandising*

by Arlene Hershman,
Deli News Editor

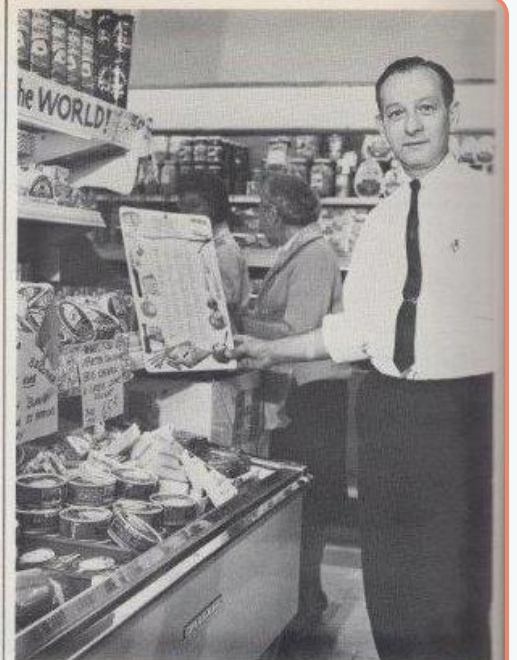
A concrete, consistent program of merchandising, with special emphasis on gourmet cheese, that's the key to deli sales and profit at Westward Ho Markets, as set up by buyer Abe Weisbly.

Marvelous sales opportunities abound because all four Westward Ho units are located in high-income bracket areas in West Los Angeles and the San Fernando Valley. Still, an educational job must be done to get this clientele, who can afford these high mark-up items, to try the multitude of exotic cheese imported from all over the world.

The problem, however, is to offer a broad selection of slow-moving items. Variety is everybody's object, but without steady volume freshness of product may be endangered. Getting a customer to try a stale product isn't going to help anybody.

The Introduction

Every weekly ad carries a gourmet cheese item in the "delikatessen section." This weekly promotion on an unusual cheese carries a special price to make it more attractive to the shop-



ABE WEISBLY, deli buyer, Westward Ho Markets, Los Angeles, shows the comprehensive chart attached to the special case, which explains the history of the

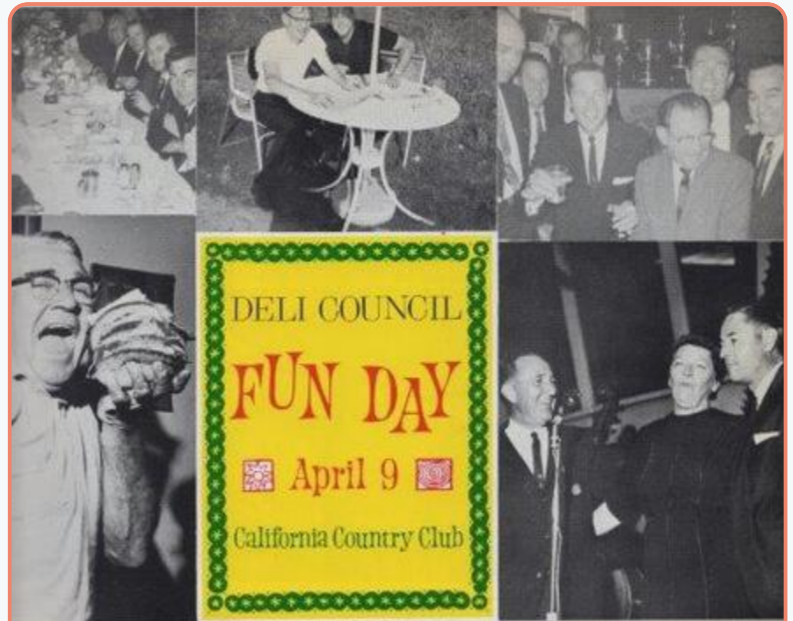


THE SCRAPBOOK

THE ELECTION MEETING was the highpoint of the Council's activities during October.



HOLDING UP part of the display that won them first prize in the Delicatessen Council "Back to School" display contest are Jack Burns and Pat Turner of Cracker Barrel Markets. They were awarded two Admiral color television sets for their efforts.



THEY'RE DANCING, not fighting. The "My Fair Deli" boys were at it again last month appearing before the California Newspaper Advertising Executives Association.



14th Annual
Southern California

Deli Dinner Dance

The Starlight Room of the Castaway, high in the Verdugo hills overlooking the San Fernando Valley, was the glamorous setting for the Southern California Deli Council's 13th annual Dinner Dance. Some 450 members and guests dined on prime rib and danced to the melodic rhythms of Duffy Atkinson's 14-piece orchestra. Surprise highlight of the dinner was a parade of waiters through the darkened ballroom bearing flaming Baked Alaska. Each lady present received a photo holder as a favor. The Christmas floral decorations gracing each table were awarded to lucky ticket holders. A brief Installation of Officers for 1974 was held. Co-chairmen of the brilliant affair were Bill Schwartz and Estel Ornelas.



1. Dinner co-chairmen: Estel Ornelas, Ornelas Catering, and Bill Schwartz, Concept Food Brokers.
2. Stan Coop, Ralphs Grocery Co., accepts the gavel from outgoing president Ted Hopkins, Of Virginia Packing.
3. The Duffy Atkinson Orchestra.
4. Mr. & Mrs. Leo Nardo (Galileo-Capri) with Mr. & Mrs. Tony Souduto (Mayflower Markets).
5. Mr. & Mrs. Eddie English (Suprema Foods).
6. Mr. & Mrs. Louis New, Jr. (Galco's Old World Grocery) with Mr. & Mrs. Lou Agrati (Galileo-Capri).
7. Mr. & Mrs. Milt Lulow (Coronet Brokerage); Mr. & Mrs. Herb Block (Wispride Cheese); and Mr. & Mrs. Mac Samet (Mac Samet & Assoc.).
8. Mr. & Mrs. Otto Schirmer (Schirmer's, Inc.).
9. From Northern California: Mr. & Mrs. Joe Sanchez (Monterey Cheese); Mr. & Mrs. Dave Freedheim (Kay-D Company); and Mr. & Mrs. Chuck Johnson.

11. Tom Keyes (Thunderbird Market); Mrs. Tom Hill (L. D. Schreiber Cheese); Mr. & Mrs. Tom Smith (Kauka Cheese); Mr. & Mrs. Paul Sheets (AA).
12. Mr. & Mrs. Carl Greer (Hughes-Kets) and Mr. & Mrs. Chico Sarr (Crescent Food).
13. Dennis Albo & cten.
14. Mr. & Mrs. Charles Albo (Dubuque); Art Jelin (Foods Company Markets).
15. Mr. & Mrs. Lee Selley (Cache Valley).
16. Standing: Al Resnick (Normark Assoc.), Mr. & Mrs. Clovis Kitchen; Mr. & Mrs. Gordon Smith (Danford); Seated: Mrs. Al Resnick, Mr. & Sverid Jensen (Danfoods); and Mr. Mrs. Mark Levey (Normark & Ass).
17. Mr. & Mrs. Dave Lopez (Carmelita vision) and Mr. & Mrs. Carl Kaplan (New Concept Marketing).
18. Mr. & Mrs. Lon Adams (Bradshaw); and Mr. & Mrs. Gene Scirling (Mayer).
19. Mr. & Mrs. Mel Somas (Martha Brand).



Blast from the Past

1974



WESTERN STATES DELI SEMINAR

Shipwreck Party



3



2



7



6



1. Mr. & Mrs. Hap Holliday (SCGA) and Mr. & Mrs. John Cates (Grocery Journal).
2. Mr. & Mrs. Al Ortiz (Manhattan Brand), with band leader Richard Marquez (c.).
3. (Standing) Mr. & Mrs. David Freedheim (Key-D Co.). (Seated) Mrs. Doug Johnstone, Mr. & Mrs. Tony Ricci (John J. Wollak Co.); Doug Johnstone, Marin French.
4. (Standing) Lon Wells, Mr. & Mrs. Tod Howard, Laura Keyes, Thunderbird Marketing, with Stan Coop, Ralph. (Seated) Mrs. Lon Wells and Tom Keyes, Thunderbird Marketing, with Mrs. Stan Coop.
5. From Oscar Mayer: (Standing) Mr. & Mrs. Jerry Goulet. (Seated) Mr. & Mrs. Gene Stirling and Mr. & Mrs. Ralph Honey.
6. "Coronado Ferry" Otto Schirmer and his wife Ms. "Lib" (Schirmer's, Inc.).
7. Shipwreck Party costume winners: Mrs. Bill Schwartz; Bill Williams, Galaxy Food Brokers; Mr. & Mrs. Clark Squires (Lake To Lake).
8. The "Fabulous Flavour" provided musical entertainment.
9. (Standing) Ray Farry, Crescent Foods; Mr. & Mrs. Andy Stylianou (Luer Packing); George Hobbs, Rath Packing; Mrs. David Datz; Mrs. Bill Anderson. (Seated) Mrs. Ray Farry; Bill Anderson, Rath Packing; Mrs. George Hobbs.
10. Hal Cutler and Mrs. Arnold Kind, Vienna Sausage.





1



4



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11



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9



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7

1. Claus Simon and Andy Stylianou assist Gene Boden at the registration desk, as Mrs. Simon greets Mr. & Mrs. Lou Green.
2. From Cryovac: Bob Thayer and Robert Blickenstoft.
3. Mr. & Mrs. Art Obero (Obero Sausage) and Mr. & Mrs. Frank Peluso (P & M Cheese Co.).
4. Jim Stratemeyer, Bob's Big Boy; Ben Bradshaw, Len Adams and Gordon Soblesky, Bradshaw, Inc.; Don Kimball, Alex Foods.
5. Walt Miller, Bob Ostrow Co., and John Tenger, Morrell.
6. Bud Mooman, Vons; Robert Seibach, Pauly Cheese; Bill Madison and Ken Smith, Vons.
7. Mr. & Mrs. Clark Selley (Cache Valley).
8. Mr. & Mrs. Harney Gore (Dorigoli) and Mr. & Mrs. Leonard Revier (Mulligan Sales).
9. Sam Silberman and Mr. & Mrs. Angelo Amici (U.S. Growers) with Mrs. David Dutz.
10. Mr. & Mrs. Joe Zelman (Aladdin Marketing & Sales) and Mr. & Mrs. Arnie Leytus, Arnold Laytus, Inc.
11. Gary Wingham, El Rancho Markets, views the Hobart 1000 Digital Computing Scale.



Blast from the Past

1984



Blast from the Past

1984



Blast from the Past

1984



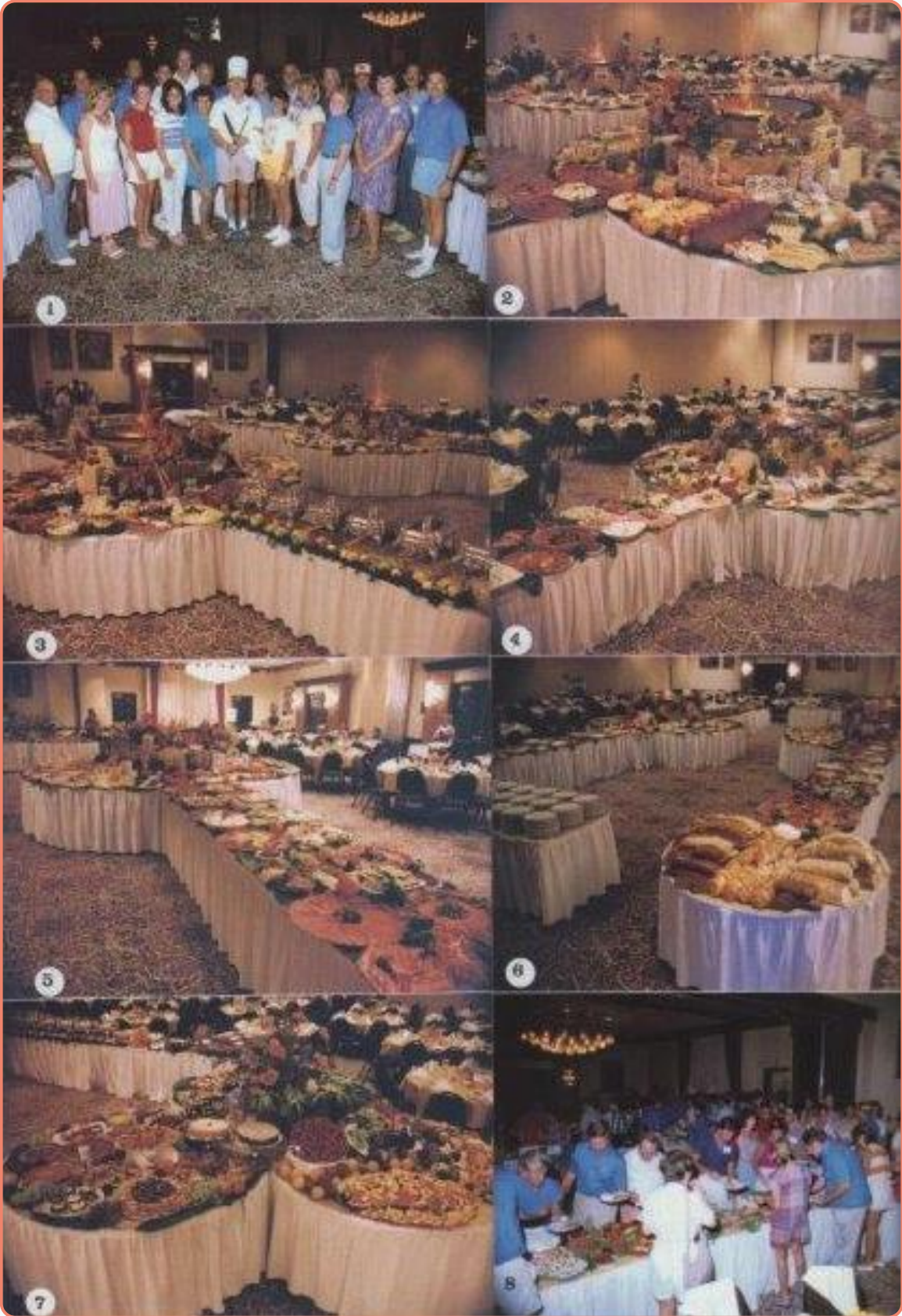
Blast from the Past

1984



Blast from the Past

1984



Manufacturers News

Smoke Bar Ranch promotes Rona Reeves



Rona Reeves of Smoke Bar Ranch has recently been promoted to Vice President of Sales and Marketing. Reeves has been with Smoke Bar Ranch since 1994. Her duties included retail and food service sales including service delis and distributors. She is active in the Deli Council and is responsible for ordering all trophies and plaques awarded by the Council.

Serving all of Southern California



Our goal is sales... Our background is service.

Happy Anniversary

Southern California Deli Council Executive Director A.A. (Bud) Moorman and wife Anne celebrated their 40th wedding anniversary Aug. 25.

Bud had new rings made for Anne to mark the occasion. They also attended a performance of "Phantom of the Opera."

All members of the Deli Council salute the Moormans on their special day and wish them many more to come.

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President's Message

1999 promises success and educational focus

By Debra Capobianco-Zimmerman
Suzie Merrington Foods
1999 Deli Council President



Happy New Year! As we enter into 1999 and approach the year 2000, I envision our organization becoming even more prominent as we work as a unified team to achieve success. I would like to thank each and every member for your support in my role of leading the Southern California Delicatessen Council this year. I am extremely honored to serve as your 1999 president.

This particular year marks the 39th anniversary of the Council, the 35th anniversary of our Deli News publication, and the 31st anniversary of our legendary National Deli Seminar. It is a remarkable accomplishment for a non-profit organization to have flourished as ours has over this many years.

As in any corporation, in order for this council to continue to succeed, we need to

continually improve upon our communications, planning processes, event execution, and most importantly, member participation and satisfaction. In order to achieve these

improvements in 1999, we have an extremely talented team in place with our 1999 Board of Directors, as well as with our 1999 National Deli Seminar Committee, led by John Brass of The J. Brass Company.

We already have some exciting plans in place for our monthly programs and are aggressively pursuing greater retailer participation, both via membership as well as with anticipated retailer meeting appearances.

Our Seminar Committee has a myriad of creative ideas which should lay the foundation for one of the best seminars in our council's history. Our Dinner Dance team has already booked a beautiful, scenic location for this year's holiday event, which also promises to delight our membership. We have plans to further our educational output by enhancing our Scholarship program as well as a potentially all-new Deli College of Knowledge "workshop" format tailored to meet the needs of our members, with a focus on Perishable Category Management.

We will also continue to expand upon our teamwork efforts by further utilizing event committees, as well as designating a special task force to work in conjunction with Jim Veregge of Certified Grocers, in strengthening our industry coverage in our Deli News publication. I certainly encourage all to become involved because each and every one of you possess a special talent or insight that can make a difference in our organization. Involvement, though sounding time-consuming, can be as minimal as sharing feedback, creative ideas and suggestions. One great idea can make a difference. Just think of where we would be today if Franklin and Edison hadn't shared their powerful ideas.

In an industry that continues to experience dramatic changes through mergers, acquisitions and consolidations (a constant transitional state), the only thing that will be certain to remain constant is the dedication to team unity within our industry, through involvement in our council. Teamwork is the ultimate key to the ultimate result, which is success.



Congratulations are in order for 1999 Deli Council President Debra Zimmerman, who was married during the holiday season to Ed Zimmerman.

Ed, president of Italia Latticini Specialty Italian Foods, is a long-time member of the Deli Council. We wish the newlyweds health, happiness and success.

National Deli Scramble Golf Tournament

Giving, not winning, was most important part of tournament

Winning was not the most important part of the National Deli Scramble Golf Tournament, always the unofficial opening of the National Deli Seminar.

Indeed, those winning prize money promptly donated it back to the DDBC to donate to national relief charities in the wake of the terrorist attacks on the East Coast.

For the record, the team of Jeff Merritt, Don Clark, Don Rote and Mike Hanson tied with the team of Burhan Nasser, Doug Threadgill, Doug Kollus and Alan Tonks but was awarded first place on a card-off comparing the final nine holes at Torrey Pines Golf Club. Each team shot a net score of 60.

The team of Ray Melton, Dan Devries, John Davis and Bill Westmoreland finished third, three strokes back.



Brent Schimpelov, Mike Morello, guest host Steve Garvey, and Mark Maile (Ralphs).



The foursome of Alan Tonks, Burhan Nasser, Doug Threadgill and Doug Kollus.



Chris Calano, Steve Conciardi and Steve Nguyen (United Western Grocers).



Jerry Lewis (Ralphs), Jerry Moran, Matix Samuel and Clark Squiters.



Paul Yates, Lee Taylor (Ralphs), Larry Mastro and John Goodwin.

November Meeting of DDBC



Dora Wood (Demo Deluxe/IMG) gives the band and cheerleaders a DDBC welcome. The DDBC made a donation to the school.



La Mirada High cheerleaders had some pep for every candidate.



The La Mirada High marching band did just what - marched into the room to get the evening rolling.



Andre Mesropian (Ralphs) gave details of upcoming events for the DDBC.



Bob Dressler (United Western Grocers) makes a point (literally) during his campaign speech.



Roberta Fiescher and grandson Michael entertained the group with different versions of "You Are My Sunshine" during her campaign speech.

February Meeting of Deli Council



Rod Bigelow (right) of Certified Grocers accepts the Big Cheese Award for February from Jerry Lewis.



Gary Musser (right) of Alta-Dena Dairies shows off his Big Cheese Award for December with Jerry Lewis.



From left, Bill Gleich (Ruiz Food Products), Rick Eden (Lucky Stores, Inc.), Barbara Thompson (Lucky Stores, Inc.) and Phil Bailey (Nasser Co.).



From left, Dave MacDonald (Tyson Foods), Carol Cleveland (Billings-Horn), Larry Mastro (Billings-Horn) and Bruce Baird (Tyson Foods).

**Next meeting:
March 19
Holiday Inn, Gateway Plaza
La Mirada**

**Spring Fun Day
April 11
California Country Club
Whittier**



Events



2023

2023 Seminar at Indian Wells

Fall Golf Classic at Industry Hills

Election Luncheon at Alta Vista

2024

Installation of BOD Dinner at the Bowers Museum

Spring Golf at Tijeras Creek

Scholarship Recipients at Orange Hill

2024 Seminar at Indian Wells

2024 Election Dinner at Alta Vista

Fall Golf at Alta Vista



2023 54th Annual Seminar

HYATT REGENCY INDIAN WELLS



2023 54th Annual Seminar

HYATT REGENCY INDIAN WELLS



2023 54th Annual Seminar

HYATT REGENCY INDIAN WELLS



2023 54th Annual Seminar

HYATT REGENCY INDIAN WELLS



2023 54th Annual Seminar

HYATT REGENCY INDIAN WELLS



2023 Fall Golf Classic

INDUSTRY HILLS GOLF CLUB



2023 Fall Golf Classic

INDUSTRY HILLS GOLF CLUB



2023 Election Luncheon and Big Cheese Meeting



2023 Election Luncheon and Big Cheese Meeting



2024 Installation Dinner Dance

BOWERS MUSEUM



2024 Installation Dinner Dance

BOWERS MUSEUM



April 2024 Spring Golf

TIJERAS CREEK



April 2024 Spring Golf

TIJERAS CREEK



April 2024 Spring Golf

TIJERAS CREEK



May 2024 Scholarship Winners

ORANGE HILL



2024 55th Annual Seminar

HYATT REGENCY INDIAN WELLS



2024 55th Annual Seminar

HYATT REGENCY INDIAN WELLS



2024 55th Annual Seminar

HYATT REGENCY INDIAN WELLS



2024 55th Annual Seminar

HYATT REGENCY INDIAN WELLS



November 2024 Fall Golf

ALTA VISTA



November 2024 Fall Golf

ALTA VISTA



November 2024 Fall Golf

ALTA VISTA



November 2024 Fall Golf

ALTA VISTA





Company Spotlight





Ed Zimmerman
President/CEO



Debra Zimmerman
Managing Partner



Alexandro Avalos
Sales Manager
Bakery/Ingredient Division



Nick Capobianco
Director of Operations



Allison Egbert
Customer Care Specialist

668 N. Coast Hwy Suite #262,
Laguna Beach, CA 92651 (949)715-9366





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12 Mauchly Unit D
Irvine, CA 92618
(949)453-9533



Mark Wilhelm
President



Justin Clark
Senior Vice President



Eric Eichhorst
Key Account Mgr
Meat / Deli / Seafood



Vera Barber
Director of Business
Development



Amy Reodica
Key Account Mgr
Meat / Deli / Seafood



Nicole Rodella-Najarro
Key Account Mgr
Bakery / Service Deli



Lucy Roque
Key Account Mgr
Bakery



Niki Regan
Assoc Key Account Mgr
Bakery



Jenny Craig
Key Account Mgr
Produce



Rebecca Leiatua
Key Account Mgr
Service Deli/ Meat &
Seafood



Kathee Schmidt
Director of Business
Development
Bakery

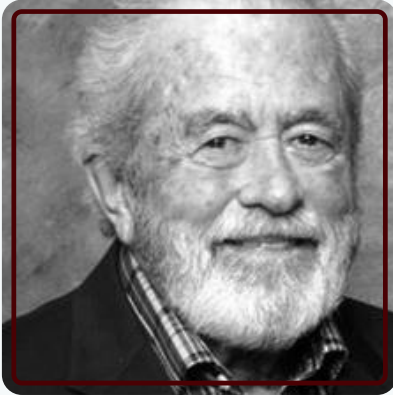


Ryan Ward
Key Account Mgr
Meat & Seafood





Mastro & Associates, Inc.



Larry Mastro
Partner



Laura Mastro
CEO



Mike Martinez
Vice President



Stephanie Martinez
Account Executive
Brand Manager



Dan Miller
Business Manager
Retail Director



Leslie Sheridan
Retail Manager



438 E Katella Ave Suite H, Orange, CA 92869 (714)941-9988





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President



Nevart Majarian
Corporate Sr. VP
Trade Relations



Dean Sandello
Senior VP Retail Sales



Henry Rodriguez
VP Retail Sales



Tracy Higgins
VP Sales
Northern California



Luis Garcia
VP Gourmet
Sweets



Annette Uehara
Account Executive
ACS CCP



Delmy Diaz
Sales Executive
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22720 Savi Ranch Parkway, Yorba Linda, CA 92887 (714)279-2100



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Kari Buckner
Director of
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15310 Barranca Parkway Suite 100, Irvine, CA 92618



[Bruce Flanigan](#), Senior Director Sales
[Denielle Garcia-Skalsky](#), Key Account Manager II
[Michelle Tonner](#), Key Account Manager II



15310 Barranca Parkway Suite 100, Irvine, CA 92618





Sarah Ramirez ACS, CCP, CCSE
Regional Sales Manager – West
BelGioioso Cheese, Inc.
Cell 909.268.4329
Sarah.Ramirez@belgioioso.com



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Regional Sales Manager



15570 S.W. Jenkins Rd, Beaverton, OR 97006 (951)218-1786



Kirk Kolden

Director of Sales

2731 South Soto Street, Los Angeles, CA 90058 (323)267-4600



DAISY BRAND



Emily Aguilar
Regional Sales
Manager

12750 Merit Dr. Suite 600,
Dallas, TX 75257
(877) 292-9830

DOLORES CANNING



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1020 North Eastern Avenue,
P.O. Box 63187
Los Angeles, CA 90063-0187

(949) 412-5040
(323) 263-9155

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Cheryl Kennick
Sr. Director Corporate
Philanthropy



Victoria Corbin
Senior Director of
Development

1500 E Duarte Rd., CA
91016 (626) 382-8344

J&J SNACK FOODS



Rob Clark
Director National
Accounts
Brand Development

350 Fellowship Road, Mount
Laurel, NJ 08054
(714) 313-7602



LACTALIS



Domenic Lombardo
Regional Sales Mgr

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Buffalo, NY 14220
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PARTNERS, A TASTEFUL CHOICE COMPANY



Cara Figgins
President

21175 N 9th Place Suite 102
Phoenix, AZ 85024
5138 Industry Ave Pico Rivera, CA, 90660
(949) 412-5040
(208) 589-0608

PSI FOODS INC.



Laura Russo
President

29659 Agoura Road
Agoura Hills, CA 91301
(818) 318-1388

SERVE-RITE MEAT CO., INC



Randy Overhuls
VP Sales &
Marketing

2515 San Fernando Road,
Los Angeles, CA 90065
(323) 227-1911





Membership Roster



NAME	COMPANY	EMAIL	PHONE
Jody Williams	Absolute Food Sales	jwilliams@absolutefoodsals.com	(209) 985-9222
Scott Kish	Absolute Food Sales	skish@absolutefoodsals.com	(707) 592-2464
Scott Wedge	Accelerated Meat Sales and Marketing Group Inc.	scottwedge@acceleratedmeatsales.co	(661) 965-1966
Kim Field	Acosta	kfield@acosta.com	(562) 556-2321
Caroline Wright	Acosta	cxwright3@acosta.co	(714) 809-4515
Ray Hudash	Acosta	rhudash@acosta.com	(949) 278-5492
Myles Byington	Acosta	mbyington@acosta.com	(949) 322-7362
Debbie Williams	Acosta	dxwilliams14@acosta.com	(951) 532-3328
Neil Swanson	Acosta	nswanson@acosta.com	(714) 394-1983
Michael Welter	Acosta	mwelter@acosta.com	(714) 393-3075
Chris Loew	Advantage Solutions	chris.loew@advantagesolutions.net	(925) 730-5220
Laura Martinez	Advantage Solutions	laura.b.martinez@advantagesolutions.net	(714) 780-3373
Mike Polini	AFB West	mikepolini@afbwest.com	(949) 533-3200
Andi Smith	AFB West	andi@afbwest.com	(480) 468-8392
Denielle Garcia-Skalsky	Advantage Solutions - Fresh	denielle.garciaskals@youradv.com	(626) 482-1750
Bruce Flanigan	Advantage Solutions - Fresh	bruce.flanigan@youradv.com	(949) 356-2104
Chris Loew	Advantage Solutions	chris.loew@youradv.com	(650) 464-7988
Laura Martinez	Advantage Solutions	laura.b.martinez@youradv.com	(714) 780-3373
Lisette Stebbins	Advantage Solutions	lisette.stebbins@youradv.com	(714) 780-3316
Michelle Tonner	Advantage Solutions - Fresh	michelle.tonner@youradv.com	(904) 545-9279



NAME	COMPANY	EMAIL	PHONE
Paulina Lopez	Advantage Solutions	paulina.Lopez@youradv.com	(714) 780-3202
Steve Fujimoto	Advantage Solutions	stephen.fujimoto@youradv.com	(714) 325-4849
Joseph Napolitano	AFB West	joseph@afbwest.com	(514) 882-4248
Hivan Ron-Anguiano	Albertsons/Vons	Hivan.Ron-Anguiano@albertsons.com	(714) 300-6121
Mark Angulo	Albertsons/Vons	Mark.Angulo@pavilions.com	(714) 300-6256
Sheri Kashirsky	Albertsons/Vons/Pavilions	sheri.kashirsky@albertsons.com	(714) 300-6256
Frank Hernandez	Alta Dena Dairy	frank.hernandez@altadenadairy.com	(626) 485-9886
Mary Crocker	Alta Dena Dairy	mary.crocker@altadenadairy.com	(626) 485-1309
Nicile Najarro	AMG Sales	nnajarro@amgsales.net	(626) 217-8480
Jeff Aldridge	AMG Sales	jaldridge@amgsales.net	(206) 669-3277
Staffan Juelsson	Atalanta Corp.	sjuelsson@atalanta1.com	(323) 583-0861
Cathy Mora	Aztec Foods Enterprises	tapatiobroker@earthlink.net	(310) 753-8021
Rey Garza	Bar-S Foods	rgarza@bar-s.com	(562) 544-0370
Paula AntrAsian	Bar-S Foods	pantrAsian@bar-s.com	(949) 616-6584
Ryan Klapp	Bar-S Foods	ryan.klapp@bar-s.com	(714) 595-3162
Pilar Villasana	Bar-S Foods	pvillasana@bar-s.com	(909) 261-6708
Rafael Galvan	Bar-S Foods	rgalvan@bar-s.com	(909) 297-9470
Diane Yanek	Bearstone Food Sales	Diane@Bearstonefoods.com	(714) 606-9684
Brenda Mottram	Bearstone Food Sales	Brenda@Bearstonefoods.com	(714) 651-3534
Sarah Ramirez	BelGioioso Cheese, Inc.	sarah.ramirez@belgioioso.com	(909) 268-4329



NAME	COMPANY	EMAIL	PHONE
Bernadette Neace	Berne's Bakery Solutions	bneace@cox.net	(714) 315-4601
Willie Crocker	Bimbo Bakeries USA	willie.crocker@grupobimbo.com	(714) 319-0517
Jesse Delgado	Bimbo Bakeries USA	jesse.delgado@grupobimbo.com	(760) 535-7971
Bobby Miller	Blount Fine Foods	rmiller@blountfinefoods.com	(619) 504-0856
Rick Stidham	Bristol Farms	rstidham@bristolfarms.com	(310) 233-4719
Aaron Jones	Bristol Farms	ajones@bristolfarms.com	(310) 233-4730
Mike Mulhausen	California Custom Fruits & Flavors	mmulhausen@ccff.com	(626) 736-4130
Silvia Quiroz	Cardenas Markets	squiroz@heritagegrocers.com	(909) 821-0501
Carlos Guerra	Cardenas Markets	cguerra@heritagegrocers.com	(909) 731-3183
Jason McKee	Cardenas markets	jmckee@heritagegrocers.com	(909) 472-1958
Eric Stover	Cardenas Markets	estover@heritagegrocers.com	(303) 809-4413
Dan Kelliner	Cardenas Markets	dkelliner@heritagegrocers.com	(909) 235-8093
Adam Salgado	Cardenas Markets	asalgado@heritagegrocers.com	
Jordan Francis	Carl Buddig & Co	jfrancis@buddig.com	(714) 390-7534
Brian Svoboda	Carl Buddig & Co	bsvoboda@buddig.com	(949) 500-1967
Miguel Torres	Carl Buddig & Co	mtorres@buddig.com	(310) 968-4603
Cambria Fetherston	Chobani	cambria.fetherston@chobani.com	(951) 243-4500
William Besu	Chobani	william.besu@chobani.com	(818) 480-0615
Cheryl Van Den Hende	Chuckanut Bay Foods	CherylV@chuckanutbay.com	(909) 908-0484
Cheryl Kennick	City of Hope	ckennick@coh.org	(626) 382-8344



NAME	COMPANY	EMAIL	PHONE
Victoria Corbin	City of Hope	vcorbin@coh.org	(949) 412-5040
Debra Zimmerman	Coastal Marketing Group, Inc.	debrazimmerman@coastal-marketing.com	(949) 715-9366
Ed Zimmerman	Coastal Marketing Group, Inc.	edzimmerman@coastal-marketing.com	(949) 715-9366
Nick Capobianco	Coastal Marketing Group, Inc.	nickc@coastal-marketing.com	(949) 255-5748
Allison Egbert	Coastal Marketing Group, Inc.	allisone@coastal-marketing.com	(949) 715-9366
Alexandro Avalos	Coastal Marketing Group, Inc.	alexavalos@coastal-marketing.com	(949) 715-9366
Emily Aguilar	Daisy Brand	eaguilar@daisybrand.com	(877) 292-9830
Chuck Forehand	Daisy Brand	cforehand@daisybrand.com	(877) 292-9830
Francesca Bjorklund	Danone North America	francesca.bjorklund@danone.com	(703) 244-0766
Steve Munoz	Dolores Canning	steve@dolorescanning.com	(323) 263-9155
David A. Munoz	Dolores Canning	dave@dolorescanning.com	(323) 263-9155
Bert S. Munoz	Dolores Canning	bert@dolorescanning.com	(323) 263-9155
Brad Thayer	DSW Distribution Centers, Inc	brad@dswdist.com	(909) 483-5841
Lisa Leandro	Eggland's Best	lleandro@eggland.com	(714) 308-2870
Eric Veltri	Empire Marketing Strategies	eveltri@empirefoods.com	(602) 469-2152
Shawna Sponheim	Empire Marketing Strategies	svanhamersveld@empirefoods.com	(562) 650-5110
Alyssa Cota	Empire Marketing Strategies	acota@empirefoods.com	(714) 794-4004
Michael Neace	Empire Marketing Strategies	mneace@empirefoods.com	(949) 331-7674



NAME	COMPANY	EMAIL	PHONE
Cesar Oliva	Empire Marketing Strategies	coliva@empirefoods.com	(323) 893-2135
Mark Wilhelm	Epic Sales Partners	mwilhelm@epicsales.com	(949) 453-9533
Justin Clark	Epic Sales Partners	jclark@epicsales.com	(949) 453-9533
Vera Barber	Epic Sales Partners	vbarber@epicsales.com	(949) 453-9533
Kathee Schmidt	Epic Sales Partners	kschmidt@epicsales.com	(949) 453-9533
Kevin Wood	Epic Sales Partners	kwood@epicsales.com	(949) 453-9533
Amy Reodica	Epic Sales Partners	areodica@epicsales.com	(949) 453-9533
Lucy Roque	Epic Sales Partners	lroque@epicsales.com	(949) 453-9533
Sylvia Salazar	Epic Sales Partners	ssalazar@epicsales.co	(949) 453-9533
Ryan Ward	Epic Sales Partners	rward@epicsales.com	(949) 453-9533
Jenny Craig	Epic Sales Partners	jcraig@epicsales.com	(949) 453-9533
Rebecca Leiataua	Epic Sales Partners	rleiataua@epicsales.com	(949) 453-9533
Julie Otero	Focus Food Group LLC	julie@focusfoodgroup.net	(714) 733-3913
Michael Gloyne	Focus Food Group LLC	michael@focusfoodgroup.net	(925) 337-4967
Aaron Ybarra	Focus Food Group LLC	aaron@focusfoodgroup.net	(619) 852-9546
Loretta Limon	Focus Food Group LLC	loretta@focusfoodgroup.net	(626) 485-7369
Ryan Hon	Foster Farms	ryan.hon@fosterfarms.com	(714) 624-7914
Diane Murdoch	Fuji Food Products Inc	diane.murdoch@fujifood.com	(949) 413-4717
George Moore III	Galaxie Designs	galaxiedesigns@aol.com	(714) 996-2510
Ryan Adams	Gelson's Markets	Radams@gelsons.com	(818) 906-5700



NAME	COMPANY	EMAIL	PHONE
Sam Vasquez	Gelson's Markets	svasquez@gelsons.com	(818) 906-5700
Lisa Ali	Gelson's Markets	Rali@gelsons.com	(818) 425-4583
Fernando Moreno	Gelson's Markets	fmoreno@gelsons.com	(818) 906-5700
Eddie Rojas	Gelson's Markets	Erojas@gelsons.com	(818) 379-8452
Kristen Marcucci	Gonnella Frozen Products	kmarcucci@gonnella.com	(714) 642-8257
Sam Mazukelli	Gonnella Frozen Products	smazukelli@gonnella.com	(714) 224-1367
Jon Erickson	Gonnella Frozen Products	jerickson@gonnella.com	(916) 761-4979
Andrea Yui	Grass Fed Foods	ayui@gffoods.com	(805) 701-7978
Victoria Baron	Grass Fed Foods	vbaron@gffoods.com	
William Hall	Hart Food Products, Inc.	bill@hartfoodproducts.net	(562) 577-5374
Eddie Dominguez	Hickory Farms	eddie.dominguez@hickoryfarms.com	(626) 912-0417
Tim Pontius	Hidden Villa Ranch	tpontius@hiddenvilla.com	(714) 853-2570
Rich Schmidt	Hidden Villa Ranch	rschmidt@hiddenvilla.com	(800) 326-3220
Mark Murphy	Highland Plastics	mmurphy@hiplas.com	(951) 360-9587
Theresa Battel	Horizon Sales	theresa.battel@horizonsalescorp.com	(714) 979-4844
Daniel Ledesma	Horizon Sales	daniel.ledesma@horizonsalescorp.com	(714) 979-4844
Scott Taylor	Horizon Sales	scott.taylor@horizonsalescorp.com	714) 979-4844
Maricelda Chaidez	Horizon Sales	maricelda.chaidez@horizonsalescorp.com	(714) 979-4844
Tomas Salado	House Foods of America	t.salado@house-foods.com	(714) 901-4350
Dave MacDonald	HP HOOD	david.macdonald@hphood.com	(949) 324-4727



NAME	COMPANY	EMAIL	PHONE
Jose Ponce	HTA Procurement, LLC	joseponce@stlgoldhomes.com	(314) 503-3531
Maribel Contreras	HTA Procurement, LLC	lifeforcerecovery@gmail.com	(909) 678-9700
Alejandro Jimenez	HTA Procurement, LLC		
Mary Saxbury	HTA Procurement, LLC		
Facundo Oyenard	HTA Procurement, LLC		
Rob Clark	J&J Snack Foods Corp	rclark@jjsnack.com	(714) 313-7602
Jeffrey L. "J.L." Eisikowitz	JLE Enterprises, Inc.	JL@jle-enterprises.com	(818) 718-6688
Chris Townes	JLE Enterprises, Inc.	chris@jle-enterprises.com	(818) 718-6688
Michael Aquilina	JM Smucker	michael.aquiliana@jmsmucker.com	(714)423-6633
Timothy Keyes	John J. Wollak Co., Inc.	johnjwollak@verizon.net	(714) 890-5980
Joe Berg	Joseph Farms	jberg@josephfarms.com	(714)785-7963
Brian Barr	KeHe	Brian.barr@kehe.com	(909) 268-1037
Shantel Gomez	KeHe	shantel.gomez@kehe.com	(562)536-3102
Primrose Ramirez	KeHe	primrose.ramirez@kehe.com	(909) 994-9692
Laura Taketomo	Kroger	laura.taketomo@kroger.com	(310) 339-6288
Tony Battaglia	Lactalis American Group	anthony.battaglia@us.lactalis.com	(716) 823-6262
Stephen Maxson	Lactalis American Group	stephen.maxson@us.lactalis.com	(716) 823-6262
Domenic Lombardo	Lactalis American Group	domenic.lombardo@us.lactalis.com	(562) 754-4699
Stacy Gilbert	Lactalis American Group	stacy.gilbert@us.lactalis.com	(951) 833-7184
Derek Hobbs	Land O' Frost	derek.hobbs@landofrost.com	(602) 930-2053



NAME	COMPANY	EMAIL	PHONE
Dan Weiskopf	Land O' Frost	dan.weiskopf@landofrost.com	(602) 228-5636
Larry Eiffert	LE Food Sales	larry@lefoodsales.com	(714) 585-2489
Kevin Draper	Le Grand Marketing	kevin@legrandmarketing.com	(714) 984-6205
Nancy Ellis	Le Grand Marketing	nancy@legrandmarketing.com	(714) 984-6205
Melissa Griffin	Le Grand Marketing	melissa@legrandmarketing.com	(714) 984-6205
Nancy Gore	Legacy Food Sales	nancy@legacyfoodsales.com	(714) 900-8466
Jill Le Croy	Legacy Food Sales	jill@legacyfoodsales.com	(623) 628-2091
Virginia Morrison	Litehouse Simply Artisan	vmorrison@litehouseinc.com	(657) 600-2063
Kristine Gatlin	Litehouse Simply Artisan	kgatlin@litehouseinc.com	(949) 769-0272
Leticia Magdaleno	Magnolia Foods	lmagdaleno@magfoods.com	(323) 855-4521
Michelle Magdaleno	Magnolia Foods	mmagdaleno@magfoods.com	(310) 507-5105
Steve Chacon	Magnolia Foods	schacon@magfoods.com	(949) 632-5873
Lulu Vargas	Magnolia Foods	lvargas@magfoods.com	(562) 907-8694
Jessica Zaragoza	Magnolia Foods	jzaragoza@magfoods.com	(951) 795-2325
Matt Achucarro	Mar-Co Equipment	machucarro@marcoequip.com	
Laura Mastro	Mastro & Associates	lauram@mastroandassociates.com	(714) 941-9988
Michael Martinez	Mastro & Associates	michaelm@mastroandassociates.com	(949) 310-5994
Stephanie Martinez	Mastro & Associates	stephaniem@mastroandassociates.com	(949) 310-5997
Dan Millier	Mastro & Associates	danielm@mastroandassociates.com	(714) 493-8929
Gino Llerena	Mission Foods	gino_llerena@missionfoods.com	(562) 802-1700



NAME	COMPANY	EMAIL	PHONE
Ron Brunner	Mission Foods	ron_brunner@missionfoods.com	(562) 802-1700
John Paynes	Mission Foods	jpaynes@missionfoods.com	(562) 802-1700
Nancy Munoz-Morales	Mission Foods	nancy_munozmorales@missionfoods.com	(562) 802-1700
Jeronimo Moreno	Mission Foods	Jeronimo_Moreno@missionfoods.com	(562) 802-1700
Mike Gonzales	Mission Foods	mike_gonzalez@missionfoods.com	(562) 802-1700
Rafael Pineda	Mission Foods	Rafael_pineda@missionfoods.com	(562) 802-1700
JoAnn Dunn	Mission Foods	joann_dunn@missionfoods.com	(562) 802-1700
Julio Ramos	Mission Foods	julio_ramos@missionfoods.com	(562) 802-1700
Dale House	Mission Foods	dale_house@missionfoods.com	(562) 802-1700
Burhan Nasser	Nasser Company, Inc.	burhan.nasser@nasserco.com	(714) 279-2100
Nevart Majarian	Nasser Company, Inc.	nevert.majarian@nasserco.com	(714) 279-2100
Luis Garcia	Nasser Company, Inc.	luis.garcia@nasserco.com	(714) 279-2100
Dean Sandello	Nasser Company, Inc.	dean.sandello@nasserco.com	(714) 279-2100
Henry Rodriguez	Nasser Company, Inc.	henry.rodriguez@nasserco.com	(714) 279-2100
Annette Uehara	Nasser Company, Inc.	annette.uehara@nasserco.com	(714) 279-2100
Tracy Higgins	Nasser Company, Inc.	tracy.higgins@nasserco.com	(714) 279-2100
Delmy Diaz	Nasser Company, Inc.	delmy.diaz@nasserco.com	(714) 279-2100
Rania Daniels	Nasser Company, Inc.	rania.daniels@nasserco.com	(714) 279-2100
Gary Werner	Next Wave Seafood	gary@nextwaveseafood.com	
Lupillo Ramirez	Northgate Markets	lupillo.ramirez@northgatemarkets.com	



NAME	COMPANY	EMAIL	PHONE
Dave Benson	Nulaid Eggs	dave.benson@nulaid.com	(209) 254-2225
Rhonda Tagge	Olive Crest	rhonda-tagge@olivecrest.org	(714) 488-7094
Maria Nickless	Olive Crest	maria-nickless@olivecrest.org	(949) 633-3094
Cara Figgins	Partners a tasteful choice compnay, DBA Partners Crackers	Caraf@partnerscrackers.com	(253) 867-1580
Veronica Zelinski	Pavilions	veronica.zelinski@albertsons.com	(714) 300-6672
Deborah Jones	Pavilions	deborah.jones@safeway.com	(714) 300-6436
Gavin Schlesinger	Pavilions	gavin.schlesinger@albertsons.com	(714) 300-6104
Ryan Savage	Perdue Farms Inc.	ryan.savage@perdue.com	(949)244-5921
Dennis Quiros	Perdue Farms Inc.	dennis.quiros@perdue.com	(707) 933-7101
Ken Whitacre	Phoenix Media Network	kwhitacre@phoenixmedianet.com	(561) 994-1118
Jim Pierson	Pocino foods company	jimpierson@pocinofoods.com	(626) 926-6297
Connie Concon	Point Reyes Farmstead Cheese	connie@pointreyescheese.com	(503) 575-0263
Jack Miller	Premier Action Group	jack@premieractiongroup.com	(909) 305-0020
Steve Sipp	Premier Action Group	steve@premieractiongroup.com	(909) 305-0020
Kari Buckner	Premier Action Group	kari@premieractiongroup.com	(714) 357-1777
Bill Mackie	Processors Mktg & Research	billmackie@pmr-inc.com	(909) 855-1237
Robert Arevalos	Processors Mktg & Research	robert@pmr-inc.com	(714) 606-9416
Tiffany Briner	Prodigy Retail Solutions	tiffany.briner@prodigyretailsolutions.com	(760) 498-9119
Bob Lanphere	Progressive Food Sales, Inc.	boblanphere@progressivefoodsales.com	(310) 721-2124
Mike Lanphere	Progressive Food Sales, Inc.	mike@progressivefoodsales.com	(310) 729-3344



NAME	COMPANY	EMAIL	PHONE
Laura Russo	PSI Foods, Inc	laura@psifoods.com	(818) 318-1388
April DeWiinter	Reser's Fine Foods	aprild@resers.coc	(951) 218-1786
Holly Telford	Reser's Fine Foods	hollyt@resers.com	949) 244-8549
Art Heeg	Reser's Fine Foods	art.heeg@freshcreativefoods.com	(760) 802-5963
Wendy Lorance	Rich Products Corporation	wlorance@rich.com	(951) 966-8347
Lydia Cuevas	Rich Products Corporation	lcuevas@rich.com	(714) 722-0763
Susan Duran	Rich Products Corporation	sduran@rich.com	(909) 261-8039
Kerry Almos	Rich Products Corporation	kalmos@rich.com	(406) 868-4211
Nick Vathanadireg	Rich Products Corporation	nvathanadireg@rich.com	(626) 482-4629
Yvette Richards	Hi Plas	yrichards@hiplas.com	(951)360-9587
Jose Perez	Rockview Family Farms	josep@rockviewfarms.com	(562)-715-1199
Marisa Passanisi	Santa Fe Importers DBA Marisa Foods & XLNT Foods	marisa@marisafoods.com	(562) 437-7775
Vincent Passanisi	Santa Fe Importers DBA Marisa Foods & XLNT Foods	vince@marisafoods.com	(562) 437-7775
Roman Gonzales	Santa Fe Importers DBA Marisa Foods & XLNT Foods	roman@marisafoods.com	(562) 437-7775
Josh Baum	SAVI Sales & Marketing	josh@savisales.com	(714) 809-1007
Allan Baum	SAVI Sales & Marketing	allan@savisales.com	(909) 720-8845
Nick Castro	SAVI Sales & Marketing	nick@savisales.com	(714) 809-1007
Phillip Franco	Schaller & Weber	phil@schallerweber.com	(714) 791-8761
Randy Overhuls	Serv-Rite Meat Co., Inc (Bar-M, Charlie's Pride)	roverhuls@bar-m.com	(323) 227-1911
Al Hamichart	Serv-Rite Meat Co., Inc (Bar-M, Charlie's Pride)	ahamichart@bar-m.com	(323) 227-1911



NAME	COMPANY	EMAIL	PHONE
Phil Tanico	Serv-Rite Meat Co., Inc (Bar-M, Charlie's Pride)	ptanico@bar-m.com	(323) 227-1911
Paul Frisina	Silva Sausage Co.	pfrisina@silvasausage.com	(213) 713-5447
Mayra Estrada	Smart & Final LLC	mayra.estrada@smartandfinal.com	323) 500-3660
Kathleen Griffin	Smart & Final LLC	kathleen.griffin@smartandfinal.com	(323) 869-7564
Alex Balladarrez	Smart & Final LLC	alex.balladarrez@smartandfinal.com	(323) 869-7547
Susan Frizelle	Smart & Final LLC	susan.frizelle@smartandfinal.com	(323) 869-7582
Jon Evans	Smithfield Foods	jevans@smithfield.com	(323) 204-7787
Rob Graves	Smithfield Foods	rgraves@smithfield.com	(714) 231-8255
Arturo Sandoval	Smithfield Foods	ASandoval2@smithfield.com	(213) 519-0325
Sam Galletti	South Wind Foods	sgalletti@southwindfoods.com	(323) 262-8222
Michael Bonicatto	Specialty Food Sales	michael@specialtyfoodsales.net	(602) 486-5588
Kirk Kolden	Square-H Brands, Inc.	kirk.kolden@sqhb.com	(949) 357-8508
Henry Haskell	Square-H Brands, Inc.	henry.haskell@sqhb.com	(323) 267-4600
Noah Haskell	Square-H Brands, Inc.	noah.haskell@sqhb.com	(323) 267-4600
Matt Galt	Square-H Brands, Inc.	matt.galt@sqhb.com	(323) 267-4600
Brittany Van Arsdall	Stater Bros. Markets	brittany.vanarsdall@staterbros.com	(909) 733-5368
Todd Lounsbury	Summit Sales Innovations	info@summitsalesinnovations.com	(949)375-0827
Nancy Espinoza	Summit Sales Innovations	nancy@summitsalesinnovations.com	(626) 825-7532
Damian Valdez	Super King Markets	damian@superkingmarket.com	(626) 664-9737
Andre Mesropian	Super King Markets	Andre@superkingmarket.com	(323) 604-1601



NAME	COMPANY	EMAIL	PHONE
Varouj Grigorian	Super King Markets	Varouj@superkingmarket.com	(323) 604-1601
Javier Rios	Super King Markets	javier@superkingmarket.com	(323) 604-1601
Carlos Gonzalez	Super King Markets	Carlos@superkingmarket.com	(323) 604-1601
Abel Gutierrez	The Remington Group	abelg@theremingtongrp.com	(714) 537-3663
Ha Ramirez	Tree Top	ha.ramirez@treetop.com	(714) 686-6984
Mary Beth Miller	Tree Top	marybeth.miller@treetop.com	(513) 430-7639
Stacy Cato	True Story	stacy@truestoryfoods.com	(714) 336-7191
James Balistriere	Yummi Sushi	james.balistriere@gbcfoodsolutions.com	(414)704-0841
Van Nawl	Yummi Sushi	van.nawl@gbcfoodsolutions.com	(281) 662-0292
Hugh B Hicks		hughbhicks@bellsouth.net	(770)428-5118



Retirees

NAME	COMPANY	EMAIL	PHONE
Bob Dressler	Retired (Unified Grocers, Advantage Sales)	Bobdressler0@gmail.com	(714) 269-8931
Mark Dixon	Retired (Normark/Acosta)	markydski@me.com	
Sue Bargsten	Retired (Ralphs, DPI)	susanbargsten@gmail.com	
Ken Gutting	Retired (Land O Lakes)	kgutting@hotmail.com	
Steve Nguyen	Retired (Unified Grocers)	delibuyer1@yahoo.com	
John Nielsen	Retired (Normark/Acosta)	ljohnnielsen@gmail.com	
Clark Squires	Retired (Normark/Acosta)	clarkws@comcast.net	
Connie Thatcher	Retired (Advantage Sales)_	cdthatcher@myyahoo.com	
Joe Scholz	Retired	joseph.scholz@gmail.com	(714) 585-4196





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Super King Markets

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Mastro & Associates

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