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BRAD MILLER, Senior Director, Market Development, 630-743-9226

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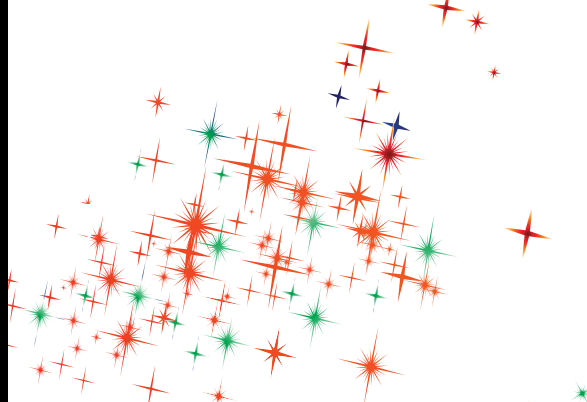
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You'll find updates on COVID-19 in the WGA enews. Or use the **WGA COVID-19 Text Line:**

• WGA Members may text questions to 608.239.2960

• Text should include: **Your Name, Email, Store, and COVID-19 Question** • WGA will reply as soon as we can.



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Brandon Scholz
WGA President and CEO

Past the Pandemic Panic

Nobody knew this past March what the extent of the Coronavirus would be, not even that it would reach pandemic levels.

By the end of March and into April and May, grocers and their employees operated at a daily frenzied pace. Every day was different. Hoarding, stockpiling and confusion were common sights. There was a new challenge every day, the moment doors were opened. As just about every grocer in the state said at one point or another, there was no playbook on how to handle this pandemic.

While the WGA provided daily interpretations, guidance, best practices and more for grocers on how to comply with state and federal mandates, grocers still had to put the programs together and engage them in their stores.

Coming Together

Grocers were not alone. Vendors, suppliers and service companies had to adjust their mode of delivery and service. Business as usual was a thing of the past.

Hours of operations, masks, gloves, sanitation, distancing, more mandates and limitations became the new normal. Product shortages, out-of-stock and discontinued became routine on invoices, not the exception.

Stores changed to meet the challenges of keeping employees and customers safe. Produce was packaged and delis were shut

down for weeks. Meat was wrapped and cases sat empty. Customers were crabby.

Reality set in when it became apparent that the Coronavirus wasn't going away. Grocers were going to lose the traditional Memorial Day business. Would July 4th be lost as well?

And while local, state and federal governments continued to issue mandates and struggled with efforts to control the spread, increase testing and search for a vaccine, grocers still opened their doors every day, serving their customers in an environment no one had ever experienced in their lives.

There is no doubt as one looks back on all that has transpired since March, grocers have proven over time they are nothing short of courageous and resilient.

Finding Normal

At some point, the panic wore off. The everyday demands of running the store, taking care of employees and serving customers didn't change, but the panic-mentality started to wane, just a bit.

Grocers reached a point where they had taken on the COVID-19 beast and fought it head on. They did everything they could, and more. Considering how many customers grocers served every day from March through today, the low incidences of positive testing and infection in the grocery industry was nothing short of amazing.

What Next?

While the panic may have subsided, it was replaced with anxiety. What happens this fall and next year? Nobody really has an answer that is better than a best guess. Some say we should listen to the science, but has science really spoken?

Grocers around the state say that along with anxiety comes fatigue. Not necessarily tired bodies, but mentally tired. Managers are worn out worried about their employees and how short the next delivery will be.

These challenges are going to be with the grocery industry for some time. As Racine Piggly Wiggly owner Ralph Malicki notes, "We're running a marathon, except they keep moving the finish line."



There is no doubt as one looks back on all that has transpired since March, grocers have proven over time that they are nothing short of courageous and resilient.

To the members of the Wisconsin Grocers Association, it is an honor and privilege to be in your company. Thank you! ■

You'll find updates on COVID-19 in the WGA enews. Or use the **WGA COVID-19 Text Line:**

- WGA Members may text questions to 608.239.2960
- Text should include: **Your Name, Email, Store, and COVID-19 Question** • WGA will reply as soon as we can.





By
**Michelle
Kussow**
WGA Executive
Vice President

LEGISLATIVE REPORT CARD

Compiled by the **Wisconsin Grocers Association** for the
2019-2020 Legislative Session

Legislators are graded, based on action specific to key WGA legislative issues. Points are given to an individual for introducing or voting in favor of legislation that WGA supports, and transversely points are taken away for supporting legislation that WGA opposes.

Extra points are given for introducing pro-WGA amendments, speaking for or against proposals of interest, committee action, attending/speaking at WGA's Grocers in the Capitol Day, and general support of the WGA's issues.

MEAT, DAIRY AND MILK LABELING

WGA POSITION: Opposed to penalty provisions

SUMMARY: Several bills were introduced that would prohibit labeling and selling a food product as meat, dairy or milk unless the food is a product derived from animals and not plant-based. The WGA supported the intentions of the bill, but were concerned with the impact and potential fines on retailers for mislabeled products.

OUTCOME: Passed Assembly, failed due to no action in Senate.

IMPACT ON INDUSTRY: The bills did not pass, however, if they are introduced in future sessions, the WGA will encourage the authors to remove the penalties for retailers and place the responsibility of labeling on manufacturers and/or Department of Agriculture, Trade & Consumer Protection.

PERSONAL PROPERTY TAX EXEMPTION

WGA POSITION: Support

SUMMARY: Wisconsin was faced with an unexpected revenue surplus and Republicans proposed AB 910 which included a series of tax cuts, as well as a \$44 million reduction in the personal property tax.

OUTCOME: Passed Assembly and Senate, Vetoed by Governor.

IMPACT ON INDUSTRY: The personal property tax still remains and is an unfair and archaic tax on small businesses.

DEBIT CARDS FOR LOTTERY

WGA POSITION: Opposed

SUMMARY: Legislation was introduced that would require retailers to accept debit cards for lottery sales. The authors believed that this would result in additional sales and, thus, funding toward property tax relief.

OUTCOME: Failed, no action taken by either house.

IMPACT ON INDUSTRY: This bill would have resulted in retailers losing money when selling lottery tickets due to the fact that the interchange fee on debit cards exceeds the retailer's allowance for lottery sales.

EXTEND 15 DAY CREDIT TERMS FOR BEER

WGA POSITION: Support

SUMMARY: Rep. Dan Knodl (R-Germantown) and Senator Kathy Bernier (R-Chippewa Falls) introduced AB 571/SB 544, to increase the credit terms for beer from 15 days to 30 days.

OUTCOME: Failed, due to no action in either house.

IMPACT ON INDUSTRY: This bill would have provided retailers an additional 15 days to pay for beer on credit, and also would have aligned the credit terms with those for liquor.

STREAMLINING BARTENDERS LICENSE

WGA POSITION: Support

SUMMARY: Rep. Dan Knodl (R-Germantown) and Senator Chris Kapenga (R-Delafield) introduced SB 203 which removes the requirement that a municipal

governing body must approve operator/bartender licenses. The bill allows the municipality to designate a city official, such as the city clerk, to approve and issue the licenses.

OUTCOME: Signed into law, 2019 Wisconsin Act 166, effective 3/2020.

IMPACT ON INDUSTRY: This law cuts the time to obtain bartenders licenses from 4-6 weeks, and sometimes longer, to only a few days.

ALCOHOL PICKUP & DELIVERY

WGA POSITION: Support

SUMMARY: On behalf of the WGA, Rep. Gary Tauchen (R-Bonduel) introduced legislation to clarify Wisconsin's alcohol pick-up laws and to allow grocers to deliver alcohol with groceries.

OUTCOME: Failed, no action taken in either house.

IMPACT ON INDUSTRY: As grocery delivery and pickup continue to grow, grocers will need to be able to offer alcohol alongside groceries to satisfy consumer demand.

UNFAIR SALES ACT/ MINIMUM MARKUP

WGA POSITION: Opposed

SUMMARY: Several bills were introduced aimed at reducing the minimum markup or eliminating the unfair sales act: AB 154, AB 156, SB 22 & SB 52 (Ott/Stroebel/Carpenter) eliminated the prohibition on below-cost sales of prescription drugs; AB 56 & SB 59 (State Budget) eliminated the minimum markup on gasoline; AB 155 & SB 51 (Ott/Stroebel) repealed the unfair sales act and minimum markup laws.

OUTCOME: Failed; no hearings were held and no action taken in either house.

IMPACT ON INDUSTRY: The Unfair Sales Act, which includes the minimum mark-up provisions, remains unchanged.

A

The following legislators earned the highest grade given by the WGA. These individuals have consistently supported and introduced

legislation that benefits the grocery industry, and therefore are considered a "Friend of Grocers." Their efforts will be recognized by receiving the WGA endorsement and a miniature grocery cart, which applauds their hard work on our behalf.

- ASSEMBLY
- Scott Allen (R-Waukesha)
 - Tyler August (R-Lake Geneva)
 - Joan Ballweg (R-Markesan)
 - Mark Born (R-Beaver Dam)
 - Cindi Duchow (R-Town of Delafield)
 - Daniel Knodl (R-Germantown)
 - Mike Kuglitsch (R-New Berlin)
 - Bob Kulp (R-Stratford)
 - Tony Kurtz (R-Wonewoc)
 - Amy Loudenbeck (R-Clinton)
 - John Macco (R-Ledgeview)
 - Jeffrey Mursau (R-Crivitz)
 - Todd Novak (R-Dodgeville)
 - John Nygren (R-Marinette)
 - Kevin Petersen (R-Waupaca)
 - Mike Rohrkaste (R-Neenah)
 - Joe Sanfelippo (R-New Berlin)
 - Michael Schraa (R-Oshkosh)
 - Jim Steineke (R-Kaukauna)
 - Gary Tauchen (R-Bonduel)
 - Robin Vos (R-Rochester)

- SENATE
- Robert Cowles (R-Green Bay)
 - Alberta Darling (R-River Hills)
 - Dan Feyen (R-Fond du Lac)
 - Scott Fitzgerald (R-Juneau)
 - Chris Kapenga (R-Delafield)
 - Dale Kooyenga (R-Brookfield)
 - Devin Lemahieu (R-Oostburg)
 - Howard Marklein (R-Spring Green)
 - Stephen Nass (R-Whitewater)
 - Luther Olsen (R-Ripon)
 - Jerry Petrowski (R-Marathon)
 - Roger Roth (R-Appleton)
 - Duey Stroebel (R-Saukville)
 - Patrick Testin (R-Stevens Point)
 - Thomas Tiffany (R-Hazelhurst)
 - Van Wanggaard (R-Racine)

B

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

ASSEMBLY

- Steve Doyle (D-Onalaska)
- Cody Horlacher (R-Mukwanago)
- Terry Katsma (R-Oostburg)
- Samantha Kerkman (R-Salem)
- Joel Kitchens (R-Sturgeon Bay)
- Adam Neylon (R-Pewaukee)
- Treig Pronschinske (R-Mondovi)
- Jessie Rodriguez (R-Oak Creek)
- Ken Skowronski (R-Franklin)
- John Spiros (R-Marshfield)
- David Steffen (R-Green Bay)
- Rob Swearingen (R-Rhineland)
- Paul Tittl (R-Manitowoc)
- Tyler Vorpapel (R-Plymouth)
- Chuck Wichgers (R-Muskego)
- Shannon Zimmerman (R-River Falls)

SENATE

- David Craig (R-Town of Vernon)
- Jennifer Shilling (D-LaCrosse)

C

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

ASSEMBLY

- Janel Brandtjen (R-Menomonee Falls)
- Robert Brooks (R-Saukville)
- Dave Considine (D-Baraboo)
- Barb Ditrach (R-Oconomowoc)
- James Edming (R-Glen Flora)
- Mary Felzkowski (R-Irma)
- Jason Fields (D-Milwaukee)
- Evan Goyke (D-Milwaukee)
- Rick Gundrum (R-Village of Slinger)
- Gordon Hintz (D-Oshkosh)
- Rob Hutton (R-Brookfield)
- John Jagler (R-Watertown)
- Jesse James (R-Altoona)
- Debra Kolste (D-Janesville)
- Scott Krug (R-Nekoosa)
- Gae Magnafici (R-Dresser)
- Tip McGuire (D-Kenosha)
- Beth Meyers (D-Bayfield)

Now is the Perfect Time to Host a Legislative Tour!

Wisconsin legislators are back home in their districts campaigning for the November election.

And our members of Congress are also trying to spend more time in district for the same reason. With COVID-19 shutting down most public events, these elected officials are looking for opportunities to get in front of their constituents and would welcome the opportunity to tour stores and businesses.

Hosting a Legislative Tour is a win-win for both the elected official and you! The tour gives your representative an inside look into your business and a chance to hear what's on your mind. The tour is a terrific opportunity to educate your elected officials and to give them a chance to see how their laws work in real life!

Setting up a tour is very simple.

If you know your legislator and already have a relationship, contact them and ask them to stop by. If you are unsure of how to proceed, the WGA would be happy to help set it up and even participate in the tour.

Otherwise, if you're a do-it-yourselfer, take a look at the WGA's Guide to Legislative Tours that can be found on our website at: www.wisconsinagrocers.com/govaffairs #HALT.



Meijer hosted several legislators including Senator Steve Nass, Rep. Tyler August, Speaker Robin Vos and Congressman Bryan Steil at their distribution center in Pleasant Prairie.



Pick 'n Save Store Director Timothy Smith gives State Senator Dan Feyen a tour of the Oshkosh Pick 'n Save location after Sen. Feyen was presented with a Friend of Grocers Award.

ASSEMBLY

Dave Murphy (R-Greenville)
 Tod Ohnstad (D-Kenosha)
 Loren Oldenburg (R-Westby)
 Warren Petryk (R-Eleva)
 Jon Plumer (R-Lodi)
 Romaine Quinn (R-Rice Lake)
 Tim Ramthun (R-Campbellsport)
 Patrick Snyder (R-Wausau)
 Shae Sortwell (R-Two Rivers)
 Mark Spreitzer (D-Beloit)
 Rob Stafsholt (R-New Richmond)
 Lisa Subeck (D-Madison)
 Rob Summerfield (R-Bloomer)
 Jeremy Thiesfeldt (R-Fond du Lac)
 Travis Tranel (R-Cuba City)
 Ron Tusler (R-Appleton)
 Nancy Vander Meer (R-Tomah)
 Don Vruwink (D-Milton)
 Robert Wittke (R-Racine)

SENATE

Kathy Bernier (R-Chippewa Falls)
 Janet Bewley (D-Ashland)



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

ASSEMBLY

Jimmy Anderson (D-Fitchburg)
 Jill Billings (D-LaCrosse)
 Jonathan Brostoff (D-Milwaukee)
 Marisabel Cabrera (D-Milwaukee)
 David Crowley (D-Milwaukee)
 Staus Gruszynski (D-Green Bay)
 Kalan Haywood (D-Milwaukee)
 Gary Hebl (D-Sun Prairie)
 Dianne Hesselbein (D-Middleton)
 Nick Milroy (D-South Range)
 Greta Neubauer (D-Racine)
 Jim Ott (R-Mequon)
 Sondy Pope (D-Mt. Horeb)
 Daniel Riemer (D-Milwaukee)
 Melissa Sargent (D-Madison)
 Katrina Shankland (D-Stevens Point)
 Christine Sinicki (D-Milwaukee)
 Shelia Stubbs (D-Madison)
 Amanda Stuck (D-Appleton)
 Robyn Vining (D-Brookfield)
 Dana Wachs (D-Eau Claire)

SENATE

Jon Erpenbach (D-Middleton)
 Dave Hansen (D-Green Bay)
 Andre Jacque (R-DePere)
 LaTonya Johnson (D-Milwaukee)
 Janis Ringhand (D-Evansville)
 Chris Larson (D-Milwaukee)
 Mark Miller (D-Monona)
 Patty Schachtner (D-Somerset)
 Jeff Smith (D-Eau Claire)
 Robert Wirch (D-Kenosha)



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

ASSEMBLY

David Bowen (D-Milwaukee)
 LaKeisha Myers (D-Milwaukee)
 Chris Taylor (D-Madison)

SENATE

Timothy Carpenter (D-Milwaukee)
 Fred Risser (D-Madison)
 Lena Taylor (D-Milwaukee)

Thank you!



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Russ Davis Wholesale, Inc.



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Brittany Knuteson
WGA Marketing Coordinator

WGA Spotted: **Your accomplishments register with us**

Hi, I'm Brittany Knuteson, the new WGA Marketing Coordinator.

I am very excited to be part of the WGA team and grocery community! Last December, I graduated from the University of Wisconsin-Whitewater with a Bachelor's of Business Administration in Marketing.

The field of marketing has always been a passion of mine; to me the heart and soul of marketing is to connect people with services, products, or other people that will have a positive impact on their life or business. At WGA, I apply my passion of marketing to connect the grocery community through a variety of outlets such as social media, emails, and events.



WGA SPOTTED

An initiative you may have noticed on social media is WGA SPOTTED, which spotlights WGA members who make a positive difference in their local communities. Whether it's a donation to a local food pantry or a donation to the community school, I enjoy sharing positive outreach initiatives of the grocery community.

Volunteering to help others is another passion of mine; I truly believe the giving spirit is what makes the world a kinder place to live. The helping-hand mentality and generosity of WGA members is both heartwarming and impressive; the

initiatives I spotlight continue to amaze me with the roots of local community spirit.

While WGA SPOTTED initiatives are shared on social media and in the weekly President's Letter; I will also spotlight a couple of my favorite initiatives in the *Wisconsin Grocer Magazine*. Here are a couple.

Make a Wish

Brodhead Piggly Wiggly owners Justin and Alicia Campbell welcomed a group of kind-hearted children to set up a lemonade stand in front of their store; the children were originally going to set up a lemonade stand in the country with significantly less foot traffic. The children sold lemonade and cookies to raise money for Make-A-Wish Wisconsin to make a dream come true for a local child. As personable in-person as they



Children selling lemonade and cookies in the Brodhead Piggly Wiggly Parking lot

are on social media, it is apparent that the Campbells' have a giving spirit.

The Spirit of Generosity

Alex Malicki, owner of Malicki's Piggly Wiggly-Jefferson, generously partners with local food pantries to decrease local food insecurity. Twice a year, Malicki holds a round-up opportunity; customers can choose to round-up their total at

checkout to raise money for local food pantries. Additionally, Malicki works directly with the food pantry locations in Fort Atkinson, Johnson Creek, Cambridge, and Jefferson to

provide in-need food pantry items year-round. Malicki delivers and personally donates many of the items. Badger Bank of Jefferson partnered with Malicki's Piggly Wiggly for the "Help the Helpers" initiative; over \$1,500 of food pantry items have been donated to date. Customers of Badger Bank have the opportunity to donate \$5; the proceeds are used to purchase food from Malicki's Piggly Wiggly for local food pantries. "Money stays in our community," said Malicki. The spirit of generosity and positive community impact shown through Malicki's donations and charitable actions is inspiring.



Pictured L-R: Barb Russel, food pantry board member; Alex Malicki, owner Malicki's Piggly Wiggly, Jefferson; and Tracy Carlson, marketing coordinator for Badger Bank.



TM

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Mark Stellflug
WGA Member Service Representative

Can a Pandemic Open the Door to Opportunity?

To say that the last six months have been challenging is likely the understatement of the year!

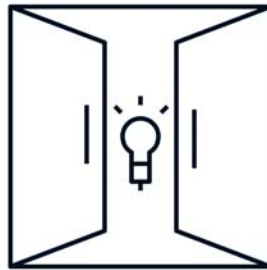
Due to a worldwide pandemic, grocery retailers and the suppliers that serve them have experienced unprecedented uncertainty, and uncharted water like no other time in any of our lifetimes.

Challenges Met

Despite the challenges created by COVID-19 the grocery industry enjoyed unparalleled gains in sales throughout the store. Customers rediscovered center store and were not as focused on cherry-picking retail prices. Additionally, many small town and independent store customers, focused on avoiding contracting the Coronavirus, rediscovered their local conventional grocery store.

Retailers and their suppliers should be commended for the hard work and diligence required to navigate the myriad of challenges these last six months have presented.

Retailers and their suppliers should be commended for the hard work and diligence required to navigate the myriad of challenges these last six months have presented. The tasks related to keeping the store stocked, customers served, retaining and hiring a workforce, and keeping staff and customers safe from COVID-19 has been the singular focus of the management team in most stores, and at the supplier level.



Looking Ahead

For those retailers and suppliers that will survive and thrive in the years ahead it is vitally important that you also identify and respond to the opportunity's times such as these present.

First and foremost, do not lose sight of who you are, and what you want your store to be! In other words, don't lose sight of your company's mission or core values in the midst of busyness. If you are enjoying increased sales, and store traffic, what are you doing to capture and retain those customers long term? Now is the time to excel at customer service, unique signature items, or simply connect with your community at a deeper level. If you fail to make a connection with that customer that has been newly shopping your store or has returned as a customer during this Coronavirus season, they will likely return to pre-pandemic shopping patterns when things return to normal.

Now is the time to return to, and focus on your roots; what has made you successful in the past!

A Step Back

Now is also the time to seriously analyze and respond to the opportunities around you. Maybe that means you as the owner simply remove yourself for a day or two from the daily grind of the store and analyze

your store's operations. Or maybe you and your management team assemble away from the store for a day and identify and formulate a strategy to reinvigorate your approach to your unique store mission. Or maybe you simply remind your staff through meetings, newsletters, postings in the breakroom, signage in the backroom, or simply via owner and management daily engagement of staff reminding all team members that you are part of a store family, and together you will strive to fulfill the store's core values, and unique identity.

WGA Expo Goes Virtual

This year presents another unique opportunity for you and your management team: the Wisconsin Grocers Association Expo and Trade Show will be virtual!

This year's WGA Virtual Expo may be just what you need—and you don't even have to leave the comfort of your home or office to attend!

Now some might say, "I attend the Expo to network with fellow retailers and vendors, to be exposed to new products, and to have some fun. A virtual show simply doesn't fit my idea of what a trade show should be."

Be assured, everyone at the Wisconsin Grocers Association would love to put on an in-person Expo this year, but we simply could not guarantee an event that would not put attendees at risk of being exposed to the Coronavirus.

Virtual Strengths

In keeping with the central theme of this article, instead of focusing on the problem,

continued on page 43



Grab Your Spot for the 2020 Grocers Innovation Virtual Expo

Written Exclusively for the *Wisconsin Grocer* by Kat Boogaard

It's still happening, and you don't want to miss it!

It's safe to say that 2020 has thrown plenty of curveballs our way, but one thing remains the same: We're bringing you tons of opportunities to connect, learn, and win with the 2020 Grocers Innovation Expo.

This year, the Expo you know and love is happening virtually Tuesday, October 20 through Thursday, October 22.

While we can't be together physically, we've been hard at work to make sure we

could retain all of the must-have elements of our Expo in a virtual format. Curious about what you can expect and how this will work? We're spelling out all of the details of this year's Expo for you right here.

Gather Information With Our Relevant Educational Opportunities

This year has been rocky for grocers, and we've focused the bulk of our educational opportunities on the continuing COVID-19 pandemic. This year's seminars include:

Leading Resilient Teams: Addressing Compassion Fatigue

Have you noticed that your grocery employees are struggling to paste on a smile and serve your customers amidst the challenges of this year? You aren't alone. **Brett Paulsen**, Administrator of the Training Institute, is sharing all sorts of knowledge about how to keep your team moving forward.



"This is about working with your team and prioritizing their mental health," explains Cheryl Lytle, Events Director at the Wisconsin Grocers Association. "How can you help your team continue to go out and be happy with your customers? Your team has so many things being thrown at them with COVID, and this is a good time to be checking on what you can do to support them."

Leading Resilient Teams: Addressing Compassion Fatigue



Brett Paulsen

Administrator of The Training Institute
12-1PM ON TUESDAY, OCTOBER 20

Grocers, especially since the COVID-19 pandemic began, are exposed to the stress and distress of those entering their stores.

This presentation addresses how leaders can address compassion fatigue by using specific team care strategies, and having a structured way to support supervisees.

Brett joined the Training Institute in 2018 from the nonprofit and higher education fields. He holds a Bachelor of Arts in English and is responsible for the daily administration of the Training Institute.

Tuesday, October 20

- 10 am **Leading Resilient Teams**
Addressing Compassion Fatigue
- 11 am **Respond, Rethink, Recover** Retailer Panel
- 12 pm **Employment & Safety Implications of COVID-19 for Retailers** Kara M. Maciel
- 1 pm **Live Zoom Booths Trade Show**

Wednesday, October 21

- 10 am **Greg Ferrara, NGA**
- 10:30 am **WGA Awards** *Community Service*
- 11:30 am **WGA Awards** *Excellence In Operations*
- 11:45 am **Grocery Industry Summit**
- 1 pm **Live Zoom Booths Trade Show**

Respond, Rethink, Recover Retailer Panel

11 AM ON TUESDAY, OCTOBER 20



Tim, Amanda, & Kevin Metcalfe,
Metcalfe's Market



Curt Schmidt,
Mayville Piggly Wiggly



Clint Woodman,
Woodman's Markets



Ryan Olsen,
Olsen's Piggly Wiggly

Grocers have faced many unprecedented challenges as a result of the COVID-19 pandemic. Learn how grocers responded to the challenges, continue to recover as a team, and look ahead to a "new normal."

Employment & Safety Implications of COVID-19 for Retailers



Kara M. Maciel

12-1PM ON TUESDAY, OCTOBER 20

There have been a number of significant legal and regulatory developments related to COVID-19. During this session, retailers will learn about these recent developments, **new federal legislation, EEOC, CDC and OSHA guidance.**

Kara M. Maciel is founding partner of Conn Maciel Carey and Chair of the firm's national Labor & Employment Practice Group. Ms. Maciel has served as NGA's outside labor and employment counsel for over 15 years.

National Grocers Association



Greg Ferrara

10-10:30AM ON WEDNESDAY, OCTOBER 21

Learn what you should be doing today to preserve the gains realized during COVID and to position your company for success into the future.

Greg Ferrara is the President & CEO of the National Grocers Association (NGA). NGA, headquartered in Arlington, VA, is the national trade association that is the voice of the retail and wholesale companies which comprise the independent sector of the supermarket industry, as well as those companies that provide products and services to the industry.



Respond, Rethink, Recover Retailer Panel

The Expo will also feature our popular retailer panel on Tuesday, October 20. This year's retailer panel is called "Respond, Rethink, Recover" and will center on anecdotes about how WGA retail members have responded and coped with the changes the pandemic has brought; what they are rethinking now, and sharing what future may look like. It's a great opportunity to get your hands on some helpful insider insights.

Employment and Safety Implications of COVID-19 for Retailers

Kara M. Maciel, Founding Partner of Conn Maciel Carey and Chair of the firm's National Labor and Employment Practice Group

The COVID-19 pandemic has brought up tons of questions about how to manage your staff, with ever-changing regulations about employment and workplace safety. When do employees need to stay home? Is their time off counted as sick leave? FMLA? Something else?

Kara M. Maciel, Founding Partner of Conn Maciel Carey and Chair of the firm's National Labor and Employment Practice Group, will provide some much-needed clarity about recent developments and federal regulations. She'll also answer common questions about how employers can manage the continuing pandemic in the workplace.

National Grocers Association Seminar

Greg Ferrara, President and CEO of the National Grocers Association (NGA)

There have been a lot of changes happening in the grocery landscape lately, and **Greg Ferrara, President and CEO of the National Grocers Association (NGA)** will cover all of them.

He'll chat about some of the different consumer patterns we've seen shifting, how those have impacted grocers, and what you can do to keep momentum going in your own store.

Thursday, October 22

- 10 am **Painting Grocery Shopping Behavior using COVID-19 Colors Seminar** Leslie Sarasin, FMI
- 10:30 am **Retailer Roundtable**
E-commerce/Human Resources
- 11 am **Retailer Roundtable**
E-commerce/Human Resources
- 11:30 am **WGA's Great Wisconsin Bag-Off**
- 12 pm **WGA Awards**
Grocer of the Year & Vendor of the Year
- 1 pm **Live Zoom Booths Trade Show**



Grocery Industry Summit

We're also hosting the Grocery Industry Summit this year at 11:45AM on Wednesday, October 21. That event has been a favorite among participants who are eager to learn about what's happening industry-wide, and we're thrilled to keep it going.

Painting Grocery Shopping Behavior Using COVID-19 Colors

Leslie Sarasin, President and CEO of The Food Industry Association

Grocery shopping looks different today than it did just a few months ago, and it's important for retailers to stay on top of these changes so they can respond to the shifting expectations of their shoppers.

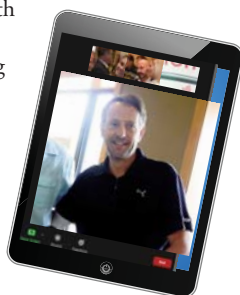
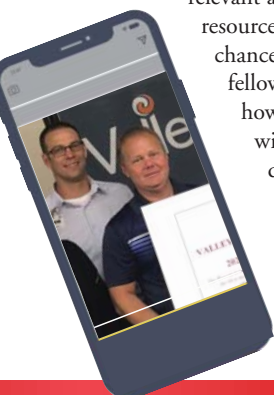
Leslie Sarasin, President and CEO of The Food Industry Association, will share how the pandemic has altered consumer habits, trends, and shopping behaviors.

Retailer Roundtables

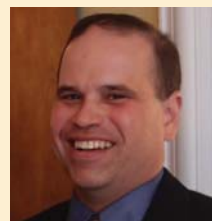


"One of the things I love and find great value in doing is the retailer roundtables," says Amanda Metcalfe, Director of Employee Development at Metcalfe's Market. "It's nice to be able to collaborate and talk to people within your industry about the things they're experiencing and the solutions they've come up with."

We knew we had to bring these conversations back, and our retailer roundtables will be happening on Thursday, October 22. Discussions will center on several relevant and timely topics, including human resources and ecommerce. So, don't miss the chance to connect with fellow grocers about how they're dealing with the ups and downs of this year.



Grocery Summit



HOSTED BY
Brandon Scholz, WGA
CHAIRMAN'S REPORT
Greg Hansen,
WGA Chair Board of Directors, Hansen's IGA

11:45 AM ON WEDNESDAY, OCTOBER 21

Grocery-industry news, the annual President's Report, and WGA updates will be shared.

Brandon Scholz is the President & CEO of the Wisconsin Grocers Association.



Painting Grocery Shopping Behavior Using COVID-19 Colors

Leslie Sarasin

10-10:30 AM ON THURSDAY, OCTOBER 22

Learn how COVID-19 has altered shopping trends & behavior.

Leslie Sarasin is the president and chief executive officer of FMI-The Food Industry Association. Sarasin is admitted to practice law in California and the District of Columbia.



RETAILER ROUND TABLE: Human Resources

MODERATOR **Austin Vogler**

10:30 AM & 11 AM ON THURSDAY, OCTOBER 22

Join this LIVE Retailer Roundtable and find out how the COVID-19 pandemic has affected grocery retailers and their HR Departments. Bring your own questions, share your experience, and learn from others how the COVID-19 pandemic has affected human resources operations in the grocery industry.

Austin Vogler is the Senior Human Resources Generalist of Marketplace Foods, Coborn's, Inc.



RETAILER ROUND TABLE: E-commerce

MODERATOR **Kindl Furtak**

10:30 AM & 11AM ON THURSDAY, OCTOBER 22

Share your E-commerce experience! How did it work for you during lockdown? What lessons did you learn? What will you do to keep the momentum going?

Kindl Furtak is Director of Marketing & Communications, T.A. Solberg Co., Inc.

>

Experience the virtual trade show at your fingertips!

Click the **live Zoom links** for face-to-face interaction.

It's your time to:

- **Win prizes**
- **Win cash with Zoom Booth Bingo**
- **Request samples**
- **Connect with vendors**
- **Learn about new products**

Connect with vendors with a **LIVE Zoom Booth**, open for an hour each day of the Expo for the virtual tradeshow experience!

You can connect and complete a WGA Live Zoom Booth BINGO Card for a cash prize! It takes just a click!

Virtually visit your sales representative where your rep can share product information and connect with retailers.

Live Zoom Booth Trade Show

Connect with Vendors During the Live Zoom Booth Virtual Trade Show

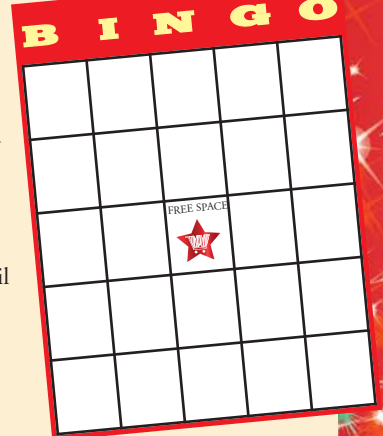
The trade show has been a staple of the Expo for years, and this year it's going virtual with live Zoom booths every single day of the Expo. Each day, you'll receive a list of the companies that are participating. You can click the company logo and tune in to the company's virtual Zoom booth. The vendors will have plenty of products and information to share with you.

Keep in mind that these Zoom booths are live, meaning you'll be able to ask questions and interact directly with each vendor.

This means you need to use your typical trade show etiquette. If you hop into the Zoom booth and see the vendor is already speaking with someone, either wait your turn or head to a different booth and come back later—just like you would at the in-person event!

We don't blame you if all of the delicious samples were your favorite part of past trade shows, and we're getting creative to make those happen again. You can opt-in to provide your mailing information, so vendors can mail out samples to you upon request.

Zoom Booth BINGO Card

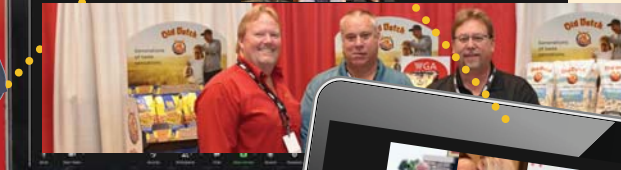
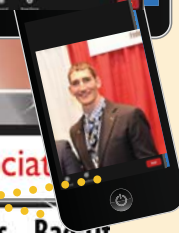
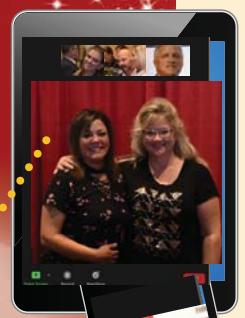


Zoom Booth Bingo

Additionally, there's a Zoom Booth Bingo card so you can win some cash! Bingo cards will be available to download. The more Zoom booths you visit, the greater your chances of winning!

Enter for a chance to win \$500!

Tune in to the Live Zoom Booth Trade Show, October 20-22, 1-2 PM to receive your BINGO number to fill in the squares. Once filled, complete the entry information and send a scan or photo of your completed BINGO card to: Cheryl Lytle at cheryl@wisconsin-grocers.com or fax 608.244-9030.





Recognize Success with our Industry Awards

See biographies of the 2020 honorees on pages 26 to 32.



"I love listening to the acceptance speeches when people receive their awards," says Greg Hansen, co-owner of Hansen's IGA and

Chairman of the Wisconsin Grocer's Association. "There's so much enthusiasm, and for a lot of people, that's their highest work-related recognition. With store owners being self-employed, you don't have too many awards being given in front of your peers."

The awards ceremony was another aspect of the Expo we knew we couldn't skip. Awards are being presented virtually on two different days:

- **Community Service Award**
10:30AM, Wednesday, October 21
- **Excellence in Operations Award**
11:30AM, Wednesday, October 21
- **Grocer of the Year**
12PM on Thursday, October 22
- **Vendor of the Year**
12PM, Thursday, October 22

Each award will feature a pre-recorded video or slide show of the award winner and their well-deserved achievement. It's a great chance to celebrate the industry and some of the great things that have happened during an otherwise challenging year.

Join in on Some Friendly Competition During the Great Wisconsin Bag-Off

11:30AM ON THURSDAY, OCTOBER 22

The greatest WGA tradition, this annual Great Wisconsin Bag-Off is in-person on September 30; a recording of the event will be streamed during the Expo!

What would the Innovation Expo be without the thrill of the Great Wisconsin Bag-Off? Rest assured that you don't need to miss this highlight, as the competition was safely pre-recorded.

The bag-off—which was taped with live participants who were able to social distance—will be shown for all Expo participants at 11:30AM on Thursday, October 22. So, tune in and get ready to cheer on your favorite bagger!



HOSTED BY Julia Nunes

Julia Nunes is the 73rd Alice in Dairyland for the Wisconsin Department of Agriculture, Trade, and Consumer Protection. Ms. Nunes educates the public about the importance of agriculture in Wisconsin.



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For more info contact Sarah Decorah, sdecorah@wisconsinagrocers.com

The Expo is Different This Year, But It's Still Just as Valuable

While this year has thrown wrenches into even the best-laid plans, we knew the Expo was something we couldn't skip offering to our members. "We always wanted to make it happen, because we feel it's so important to keep current information and education available—now more than ever," says Lytle. "We kept all of our important elements that we usually do, but we pivoted to offer them in a virtual way."

Although the Expo will be different this time than in years past, this virtual format offers plenty of benefits as well. WGA members can register for only \$49, which is a lower price than ever. Additionally, there's no added cost for hotel and travel.

The time savings are even more appealing, since we know just how busy our members are and how difficult it is for them to leave their stores. "You don't have to leave the office to be a part of this," adds Hansen. "In our business, it's a very small investment of time and money to potentially solve a problem in your store or spark an idea."

Additionally, in a year that's been such a rollercoaster ride, we can't overstate the importance of connecting and supporting one another. "Even if we can only see each other virtually for now, I think it'll be really great to be able to get together, take a quick breather from our hectic day-to-day, and talk through some things to help each other," Metcalfe concludes. "Getting out of the box is so important. If we can't do that physically, to at least do it mentally is so helpful."

Ready to register and find out more about what this year's Expo has to offer? Head to www.wisconsinagrocers.com.

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Coming in the Winter Wisconsin Grocer:



A summary of the
WGA's Grocery Industry Golf Outing





Bob Jaskolski, T.A. Solberg Co., Inc., Minocqua *Nominated by Nate Vollmer, T.A. Solberg Co., Inc.*

Bob Jaskolski has a full background in all areas of grocery operations including retail, wholesale, guest service, and food production.

In 2016, he brought his expertise and experience in leadership, marketing, business, and how to relate to people to T.A. Solberg Co., Inc. and today serves as President and CEO. Bob has also been a member of the WGA Board of Directors as a warehouse representative and currently serves as a retail member.

What sets Bob apart from others in the industry, is "his passion and dedication to serving the industry and leading our company through adversity and progressive change (planned and unplanned) while maintaining uncompromising ethical standards to build an atmosphere of trust and servant leadership throughout."

T.A. Solberg Co., Inc. experienced a series of

unplanned situations over the past year that challenged the entire company. Bob's leadership, encouragement, and drive helped to keep his teams motivated to succeed through a cyber-attack, a fire that destroyed their bakery production and trucking facility, a power outage that required full-store replenishment of all refrigerated product, and last but certainly not least, the COVID-19 pandemic. It was under his guidance, organization, vision, and empowerment that helped to drive the company to be stronger after all these challenges.



Bob and his wife, Peggy

As a staunch supporter of coaching and training of store associates, Bob has introduced a multitude of training programs at Trig's over the last three years, including Store Director Institute Training, Active Shooter Training,

CPR/First Aid and AED device Training and Leadership Coaching. His consistent "war cry" has been "A Great Place to Work and Family First;" and this mantra is evident in the various programs he has forged to ensure Trig's team members are taken care of the right away. Trig's Sunshine Fund continues to support associates experiencing financial hardships and the company's TAS Leadership Conference and Awards Banquet highlights annual achievements earned by store teams.

Bob has that knack for high level vision that keeps T.A. Solberg Co., Inc. looking forward when it comes to innovative shopping trends and the development of unique programs for guests.

The company's community involvement is extensive in all the communities they serve and Bob's passion lies in providing for the needs of the children in those communities. He helped to create a long-term partnership with the Blessings in a Backpack program, where Trig's helps to fill hundreds of bags of food, donated by and many times distributed by Trig's associates. Bob is also instrumental in Trig's annual sponsorship of the Howard Young Dragon Boat Festival, contributing materials and product, as well as having Trig's stores raise funds for the Howard Young Foundation which helps to support health and wellness in the Northwoods.

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Excellence In Operations honorees are recognized for their work ethic, commitment to the grocery industry, and for efforts that have positively influenced their company, associates, and customers.



Rick Estridge with family:
Alayna, Terri, Will, Bill, Cason

Rick Estridge,
Wayne's Foods Plus, Webster
Nominated by Jason Nilssen, Nilssen's Foods

Rick Estridge has very high standards and is committed to the grocery industry, his employees and customers. He is always looking for ways he can improve and make his stores and his employees better, working alongside everyone and always with a smile. He truly bleeds grocery!"

-Jason Nilssen, Nilssen's Foods



Rick Estridge, Wayne's Foods Plus

Rick Estridge moved to Wisconsin to live with his aunt and uncle who owned Dick's Supermarket in Danbury, Wisconsin, and at age

11 started bagging groceries, stocking shelves, packaging produce and helping unload and hang meat.

Wayne and Christa King bought the Danbury store in 1975; Rick came with the store and eventually was named store manager. The Kings then purchased a store in Webster in 1978, and sent their best man, Rick, to manage it. When it came time for the Kings to build a new store in Luck in 1982, Rick was there, lending his experience and expertise, and at that time was named the general manager for the three Wayne's Foods Plus locations, which today he owns.

Grocery is in Rick's blood; he believes in promoting his employees from within and training them to become grocers. He takes care of them like family, offering and creating many benefits for them, including health insurance. Just as he has for most of his life, you will still see Rick working side by side with his employees.

Whether it's stocking and washing shelves, manning the deli/bakery or running errands, there is nothing he won't do for his employees, his customers and his community.

He knows that without those three things, he doesn't have a business.

Rick goes above and beyond in supporting the many community groups in Webster, Luck and Danbury. Whether he offers the store parking lot for car washes, cookie and wreath sales, or donating to the schools, county/tribal K-9 and fire departments, Rick is ready and always willing to help.

He has served on the Chamber Board of Directors as well as the Webster School Board in order to help facilitate decisions to keep the schools and communities strong.

His tremendous passion and love for the grocery industry, his employees and customers make Rick the ideal recipient for the WGA's 2020 Excellence in Operations Award.



Brandon Scholz, WGA, and
Jim Hyland, Roundy's/Kroger

Jim Hyland,
Roundy's Supermarkets, Milwaukee
Nominated by Ken McClure, Roundy's Supermarkets

Jim Hyland is completely dedicated to the overall improvement of the grocery industry in Wisconsin and continues to work in a tireless and selfless manner for the benefit of all Wisconsin retailers, large and small.

-Ken McClure, Roundy's-Kroger



Jim Hyland, Roundy's Supermarkets

Jim serves on the WGA Board of Directors, and has since 2018, taking the time to help WGA work through industry issues providing excellent perspective from his strong financial background and expert understanding of Wisconsin's grocery industry.

Jim's political connectivity, excellence in legislative affairs, and operational acumen have delivered a profound positive impact on grocery retail in Wisconsin.

Jim has protected and enhanced Pick 'n Save's reputation in Wisconsin during a unique phase in Roundy's history following the acquisition by Kroger. Jim's excellent understanding of Wisconsin's retail market and business acumen have helped guide leadership and merge the best of Pick 'n Save and Kroger

to create excellence in retail operation serving both associates, and customers at a higher level.

Most recently, Jim has applied his expertise to the COVID-19 pandemic by participating in weekly calls with Wisconsin Dept. of Agriculture, Trade & Consumer Protection as an industry representative.

Jim worked closely with WGA on various state COVID-19 orders, including providing feedback on truck weight waivers and difficulties obtaining masks and PPE.

Jim has been an excellent advocate for Kroger's Zero Hunger|Zero Waste initiative helping to simultaneously eliminate hunger and waste in the communities Kroger serves by 2025. Jim has successfully managed media to promote awareness of the effort—an important function of building customer support—and worked internally to achieve excellence of Roundy's specific food rescue and waste elimination goals for Pick 'n Save and Metro Market stores.

Also dedicated to the betterment of his community, Jim is a passionate supporter of the Milwaukee Public Library Foundation where he serves on the Board of Directors helping generate private-sector support to expand programming and enhance the services the library provides the people of Milwaukee.

Excellence In Operations honorees are recognized for their work ethic, commitment to the grocery industry, and for efforts that have positively influenced their company, associates, and customers.



Nate Weitz, T. A. Solberg Co., Inc.

Nate began his grocery career with the 29 Super chain in 1996, and in 2004 he was hired at the Wausau Trig's location as Assistant Grocery Manager.

In 2009, he was promoted to Grocery Manager, and in 2016, Nate was promoted to Director of Center Store Merchandising, which includes center store buying and supervising for the entire T.A. Solberg Co., Inc. According to his nomination, "Nate is a fiscally responsible buyer; he does so with integrity and respect towards the company, its employees and vendor partners."

In his role as Center Store Director, Nate works with new members of the Trig's leadership team, by educating and working with them through Trig's own leadership training program. He instituted a new, companywide more efficient and accurate inventory program and has been instrumental in

Trig's new growth strategy, opening three new locations in Manitowish Waters, Schofield and Tomahawk, as well as extensive remodels at the Minocqua and Rhinelander locations.

Nate has lived in the Wausau area since his youth and is deeply invested in the community with his charitable work through Trig's.

For the past two years, Nate has partnered with the Kemps Giving Cow project to donate over 27,000 units of shelf stable milk to the Wausau area Blessings in a Backpack Program; a non-profit organization dedicated to providing lunches to needy children. Each year, Nate helps to coordinate the collection of food for local food pantries with Trig's "Stuff-A-Truck" fundraiser, as well as the food donations made to other area organizations, including Weekend Food for Kids, Prince of Peace Church, Neighbor's Place, Salvation Army, Peyton's Promise, & Marathon County Hunger Coalition.

T.A. Solberg Co., Inc. has also recognized Nate's talents, work ethic and leadership skills by naming him the TAS-U (TA Solberg University) Servant Leader of the Year Award as well as the TAS (TA Solberg) Outstanding Business Leader Award.

Nate Weitz,
T.A. Solberg Co., Inc., Wausau
Nominated by Keven Niemi, Kemps Dairy

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This award honors an individual who makes a difference in their community with their volunteer efforts.



L-R Son Charlie, daughter Olivia, wife Patty, Chris Campbell, son Hunter

Chris Campbell,

Dick's Fresh Market, Menomonie

Nominated by Michelle Donnelly, Dick's Fresh Market

As a versatile and valuable leader in the company for over 28 years, Chris has a respectable teamwork attitude and empowers his own employees to contribute to company growth...his greatest strength as a leader is the fact that his work ethic contributes physically to the expansion of Dick's Fresh Market Store locations, while working directly with his people to build growth in the leadership field.

-Michelle Donnelly,
Dick's Fresh Market



Bandon Scholz, WGA, with Chris Campbell, Dick's Fresh Market

Chris Campbell empowers his employees to develop personal accountability and professional discernment, which allows his leadership team to make sound

business decisions in his absence, so he is able to assist other store locations for the company. He is very supportive of his staff members and values constant communication and connection with his employees; whether it is buying them coffee for their work shift, buying donuts for his employees, or joking and laughing with them; the personal rapport contributes to a positive work atmosphere for everyone involved.

Chris's knowledge and work ethic in skillful merchandising and planning contributed to the progressive remodel and dramatic sales increase in the Menomonie store (purchased by Dick's Fresh Market in October 2015).

As a tenured leader in the company, Chris values continued education in the field, and will seek insight from his leadership team to broaden his perspectives on situations, gain new ideas, and alternate solutions that push him ahead of competitors.

Chris Campbell takes great pride in being able to use his store as a platform to give back to the local community, including cash donations, gift baskets and vendor-matched donations for the American Cancer Society and Relay for Life Team of Menomonie. In-store events like *Shop with a Cop* and *Coffee with a Cop*, allow development of safe family relationships with local law enforcement in the community.

Because of these numerous contributions and events, the Menomonie store was presented with several Sunshine Awards from WEAU Channel 13 News, the Menomonie American Legion, a 2019 Master Marketers Industry Promotion Award, and ultimately contributed to the 23rd Grand Master Marketer Award from UNFI.



L-R Lori Citro, Tim Engel, Karen Engel, Julie Most

Tim Engel,

Dick's Fresh Market, River Falls

Nominated by Michelle Donnelly, Dick's Fresh Market

As a valuable employee and leader in the company for over 38 years, Tim Engel has demonstrated a true passion for the grocery industry combined with great customer service ethics. He is well known for giving back in the community and has helped to develop that very same giving nature and traditional customer service behavior in many of his employees.

-Michelle Donnelly,
Dick's Fresh Market



Doug Rinehart, Tim Engel, Dick Rinehart, Dick's Fresh Market

With 38 years invested into the River Falls Dick's fresh Market store, Tim knows all about his consumer base, his community needs, and how to serve them perfectly, which contributes directly to the established success of the River Falls store throughout his career.

Tim Engel was the first store director to start a parking lot event called Touch a Truck for the community, hosting vehicles from the police department, fire department, and other first responders for kids to sit inside of and explore; this event helps

build relationships with first responders and law-enforcement in the community. The store-hosted event adapted to include local companies like construction workers, electricians, and other career-inspiring vehicles.

The River Falls community and Supervalu have bestowed Tim with multiple awards and because of his recognition in the community for charitable events, he earned his store Supervalu's Tier 1 2012 Master Marketers Award for Public and Community Service. He was also recognized in 2014 as Large Business of the Year by the River Falls Chamber of Commerce and in both 2017 and 2018, his store was presented with Master Marketer Awards for Website and Social Media Presence (Tier 1). Tim has created an image of his store as a platform to give back to the local community and as a result, was presented with an honorary recognition award for donating funds in excess of \$10,000 to the River Falls High School Athletic Booster Club.

Having a passion for traditional customer service, tenured knowledge of the River Falls grocery market, and recognition for his charitable nature are some of Tim Engel's best attributes as a leader and make him the ideal recipient for the WGA's 2020 Community Service Award.



L-R: Brandon Scholz, WGA; Kevin Konnow; Danny Konnow; Mark Mead, Certco

Danny & Kevin Konnow,
Charlie's Northwoods Market, Land O Lakes
Nominated by Mark Mead, Certco, Inc.



remodeling of many of the Pick 'n Saves during the company's restructuring several years ago. Prior to the opening of Charlie's Northwoods Market, he was the grocery manager for Sendik's Market in Brookfield. His experience will certainly be reflected in the success of this new endeavor, as he takes on the roles of manager, meat cutter, checker, HR, just to name a few.

Being in Land O' Lakes for quite some time, Kevin is a staunch supporter of taking care of and supporting those his community.

Kevin is a coach for several youth sports and Brew's Pub has been a long-time sponsor of area youth baseball, golf and football programs. Kevin is always willing to donate his time as well as product for various raffles at Brew's Pub for local civic groups.

Kevin has kept that community spirit alive with the grocery store, becoming a fixture in supporting the local food pantry, fundraising for EMTs and partnering to support events in town such as the 4th of July parade and Music Day in Downtown.

Both Kevin and Danny's passion and love for their community and for those that live there, make them ideal recipients of the WGA's 2020 Community Service Award.

It had been almost three years since Land O' Lakes had a functioning grocery store and Kevin and Danny Konnow knew that in order to keep the locals shopping local, as well as those visiting the area, the town needed a grocery store.

With the help of a couple of local investors, Kevin's business background (he also owns Brew's Pub) and Danny's extensive grocery experience, the ideas came together and groundbreaking for the 6,500 sq. ft. building began in October, 2018 in the heart of town. The doors of Charlie's Northwoods Market, named after Danny's son, Charlie, officially opened for business in June of last year.

You could say that Danny Konnow has been in the grocery business for most of his life, beginning at the age of 16 with various jobs in the Milwaukee area.

He eventually worked for Roundy's (Kroger) and was instrumental in the



L-R: Brandon Scholz; Matt Selvig; Chad Schultz; Adrianna Frelich, Bernatello's and Luke Van Handel, Bernatello's

Chad Schultz,
Bernatello's Foods, Kaukauna
Nominated by Matt Selvig, Bernatello's Foods

Chad Schultz is one of the most selfless and humble human beings I know. His thoughtfulness towards others is contagious and trickles down to the Bernatello's employees allowing us to be able to give/donate to others in need. Chad looks out for the needs of others above himself and never wants the spotlight. Chad Schultz deserves this award... He is an honorable man, and represents our company well.

-Matt Selvig, Bernatello's Foods



Chad's passion for community runs deep and believes in helping those who serve and protect us.

His family ties to the military brings out his love for Veterans; from complimentary hunting trips and monetary donations to golf outings, Chad takes care of our Veterans. Respecting and supporting law enforcement officers are also important to Chad, whether it's Pizza With Police events or raising funds for an injured officer, Chad steers Bernatello's in giving back to those

who serve us daily. The list of nonprofit organizations that Bernatello's supports is long, including Rawhide Youth Services, Boys and Girls Clubs and many food pantries just to name a few. His philanthropic nature leads Bernatello's to give back whenever and wherever is needed.

Chad has been an integral part of the grocery/frozen pizza industry for many years and has grown the Bernatello's business tremendously.

Above all, he values relationships and partnerships in the grocery business. He fosters partnerships with retailers like Festival Foods, Dick's Fresh Market, Piggly Wiggly, etc. on promotions including Pizza With Police with Festival Foods and Piggly Wiggly and Teacher Appreciation with Dick's Fresh Market and more.

And with Chad's commitment to giving back, Bernatello's is also partnering with retailers to do large promotions in the state such as trips, cash giveaways and percentages of sales back to nonprofits promotions.

His tremendous passion and love for community and those who serve and live in them, makes Chad the ideal recipient for the WGA's 2020 Community Service Award.

The Wisconsin Grocers Association recognizes a vendor company that creates a successful relationship that results in an increase of sales.



L to R: Jodie Klopfer, Valley; Susan Sausen, Valley; Andrew Brehmer, Festival Foods; Rich Wise, Valley; Brandon Scholz, WGA; Brad Miller, Valley; Ron Pezewski, Festival Foods; Mark Ashauer, Valley; Sue Bowden, Valley

Rich Wise, Valley Cooperative Association, Greenville
Nominated by Andrew Brehmer, Skogen's Festival Foods



Valley Cooperative Association, was formed in 1949 by a group of retail bakers who wanted a more efficient way to purchase ingredients and supplies during difficult economic times.

The co-op currently services retail and wholesale bakers in the Western Great Lakes, and—being a co-op—provides a unique relationship with their grocers, as they both share in each other's successes.

Andrew Brehmer, Skogen's Festival Foods said, "Working with Valley is like working with a partner who has the same goals and values you do. We are partners who both work to make each other better and stronger, as one big team."

In addition to the products they provide, Valley Cooperative Association also provides skills training for their customers.

Always willing to go above and beyond is something Valley Cooperative Association is known for. They are always looking for feedback and new challenges to help them (and their members) grow and succeed.

During the COVID-19 pandemic, Valley Cooperative Association sourced many items for companies to help keep them safe and clean, going out of their way to buy and distribute some items they had never sourced before.

A pivotal moment came during the COVID-19 pandemic, when Valley Cooperative Association won a federal contract worth more than \$2 million as part of the USDA's Farmers to Families Food Box Program. They bought food, packed boxes, and distributed them to drop-off locations around Northeast Wisconsin. The boxes, containing chicken, potatoes, carrots, cheese, yogurt and milk, were available each weekday of distribution.

The program not only helped families in need during the pandemic, but also helped farmers who had excess product from not being sold to restaurants, schools and other institutions that were closed. More workers were also hired at Valley to pack the boxes and drive the trucks to the distribution sites.



Andrew Brehmer, Festival Foods, who nominated Valley for the award, and Rich Wise.



Valley semis deliver food as part of the Farmers to Families Food Box Program.



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Greg Hansen, Chair, Hansen's IGA

Since, 1992, Greg has been a partner and owner of Hansen's IGA, with eleven locations in Wisconsin. He 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, Vice-Chair, Delafield Sentry

Michelle, President of Albrecht Foods, began her career in the grocery industry at a very young age. She oversees all operations of her Delafield Sentry store. (Since 2013)



Jeff Tate, Secretary/Treasurer, Watertown/Waterloo Piggly Wiggly

Jeff 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. After serving as the store manager for Fox Brothers Piggly Wiggly from 1997-2007, he and his wife, Cindy, opened a Piggly Wiggly in Watertown, followed by the purchase of the Piggly Wiggly in Waterloo in 2017. They are very active in the community and have six children, three of which served in the military with a combined five active tours of duty. They have four grandchildren and reside in Watertown. (Since 2011)



Steve Burkhardt, Festival Foods

Steve serves as Vice-President 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. He 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. Steve and his wife Jessica live near Appleton and have five children. (Since 2018)



Greg Cross, SpartanNash

Greg is the Senior Sales Manager for SpartanNash, located in the St. Cloud, MN division. Prior to joining SpartanNash, Greg spent five years in Bermuda working for the island's largest food retailer, MarketPlace, in store operations. Through the years, Greg owned several Save A Lot stores, was Vice President of Marketing at Supervalu and served a variety of store management positions with Kroger. Greg lives in the St. Cloud area with his wife Jeannine. (Since 2012)

Diane M. Guerrero, Business Development Manager for Associated Wholesale Grocers

Diane is experienced in the grocery industry for over 25+ years, Diane holds a BSBA and MBA- Finance Minor from Cardinal Stritch and Ottawa Universities, respectively. Diane 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. Diane was born and raised in Wisconsin and is married with four grandchildren. (Since 2020)



Jim Hyland, Roundy's Supermarkets

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



Bob (BJ) Jaskolski, T.A. Solberg, Inc.

BJ is currently the COO at T.A. Solberg, Inc., where he is responsible for the sales and operations seven Trig's store locations. Prior to his position at T.A. Solberg, BJ held a variety of positions at Supervalu over 30+ years. He has been very involved in the industry and also previously serviced on the WGA Board of Directors while at Supervalu. BJ has been married to his wife Peggy for 38 years and they have one grown daughter, Kristin. (2014-2016, 2018-present)



Steve Loehr, Kwik Trip

Steve is Vice President, Support Operations, for Kwik Trip, a 490+ convenience store chain headquartered in La Crosse, WI. Prior to Kwik Trip, Steve held a variety of positions at Gateway Foods, including President in Pennsylvania. He has served on many boards and is married to Cheryl, has four children and nine grandchildren. (Since 2006)



Kevin Metcalfe, Metcalfe's Market

Kevin J. Metcalfe is Vice President and Owner of Metcalfe's Market. He started his career in the family grocery business as a 4th generation grocer in 1989. He was born and raised in Madison and attended Madison College where he earned his degree in finance, Kevin 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. Kevin 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. Kevin enjoys boating, snow skiing, flying and co-organizing the World's Largest Brat Fest founded by his father in 1983. (Since 2019)



Jeff Maurer, Maurer's Market

Jeff 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 owner of Fresh Madison Market on the UW campus in Madison, WI as well as two other stores in the Wisconsin Dells and Janesville. Jeff and his wife, Nancy, have been married for 40 and have three grown daughters; Kristie currently helps Jeff in the business by overseeing operations in all the stores. (Since 2008, 2010)



Chris Morton, UNFI

Chris, a general business graduate of UW-Whitewater, started his grocery career at Jewel Osco and after five years, headed to Affiliated Foods Midwest where he held the positions of Category Manager GFD and Bakery/Deli Department Leader. After five years, Chris moved to UNFI/SV holding positions such as merchandiser, category manager, private brands manager and his current position of Director of Sales for Wisconsin and UP Michigan. He has been with UNFI/SV for 15 years and has lived his entire life in the Twin Lakes, WI area, where he currently resides with his wife Niki, and daughters, Hailie (17) and Payton (14). (Since 2020)



Rick Roth, Great Lakes Coca-Cola

Rick is the general manager of Great Lakes Coca-Cola Distribution, Central Wisconsin. Rick 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. Rick and his wife, Beth, reside in Stevens Point with their three children: Allison, Megan and Joey. (Since 2017)



Dave Ryman, Certco, Inc.

Dave is the Vice President of Sales and Merchandising 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 1991, Dave managed several independent supermarkets in northern Illinois for 25 years. He and his wife Debby, live in Janesville, WI, have two grown children and two grandchildren. (Since 2005)



David Spiegelhoff, Gooseberries Fresh Food Market

David is the owner of Gooseberries Fresh Food Market in Burlington, WI. He is a third

generation Spiegelhoff grocer and has worked for over 40 years in the family business. David has also served for many years as the chairman of the WGA's Golf Outing as well as a past Chairman of the WGA Board. He and his wife Kathy, have three children, enjoy six grandchildren and reside in Burlington. (Since 2006)



Matt Swentkofske, MillerCoors

Matt is the Senior Director for Regional Government Affairs at MillerCoors, a position he has held since July, 2018. His political career began in 2006, when he served 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 and Associates, where he directed the state government relations, public relations and grassroots advocacy operations for a national urological association and other state urological societies. Matt 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 MillerCoors in 2018. (Since 2019)



Don Symonds, Lipari Foods

As Director of Events and Trade Relations For Lipari Foods, Don 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. Don's many positions with Lipari have offered him the opportunity to view the supermarket industry from many perspectives and aid him as he works with national and trade organizations to prepare events and encourage collaboration to better our industry. Don and his wife of 34 years, Sandi, have three children and reside in Grand Ledge, Michigan, just west of Lansing. (Since 2009)



Dan Williamson, Kemps

Dan 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. Dan 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, he enjoys gardening and spending time with his family. Dan and his wife, Deb of 38 years, have two adult sons. Dan is on the Board of WDPA and served as President in 2015 (since 2016).



Deb Yerkes, Zone Mechanical North

With her Bachelor's degree in Accounting and minor in Finance from Lewis University, Deb Yerkes began her career as a Controller for a major bank, and then moved on to the technology sector where she was the Capital Markets Controller. Deb started at Zone Mechanical part-time and was part of the team that opened Zone Mechanical North in August of 2010 in Franklin, WI and then took over the business side of Zone Mechanical North in January 2011. She has been married to John for 29 years, with five adult children: four girls and one boy, ages 28 to 18. (Since 2018)

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Brandon Scholz, President & CEO

BRANDON@WISCONSINGROCERS.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.



Michelle Kussow, Executive Vice President

MKUSSOW@WISCONSINGROCERS.COM

As Executive Vice President, 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.



Cheryl Lytle, Events Director

CHERYL@WISCONSINGROCERS.COM

As Events Director, Cheryl Lytle is in charge of the WGA's Innovation Expo, including sponsorships, promotions, programming and management of the events. 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 Wisconsin Grocer magazine ad sales and assists in the production and publication of the *Wisconsin Grocer* magazine.



Sarah Decorah, Operations Director

SDECORAH@WISCONSINGROCERS.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.



Brittany Knuteson, Marketing Coordinator

BRITTANY@WISCONSINGROCERS.COM

Brittany Knuteson is in charge of coordinating marketing efforts to connect the WGA member community. Knuteson maintains the WGA website and creates marketing materials for events. Responsibilities include posting member-related content on social media, editing and sending emails, and writing articles for the various WGA content.



Mark Stellflug Member Service Representative

MARKJSTELL@GMAIL.COM

As Member Service Representative, Mark Stellflug keeps in touch with WGA Members via store visits and phone calls. Contact Mark if you'd like a store visit!



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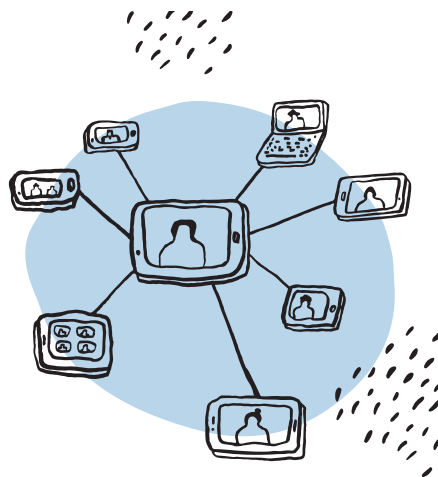
Continued from page 14

Can a Pandemic Open the Door to Opportunity

what opportunities might this virtual show make possible?

For instance, maybe you have always wanted to expose your managers to the WGA Expo but couldn't afford to have them away from the store.

Or maybe you as the owner have wanted to attend the Expo, but simply don't feel you can be away from the store for a couple of days.



For instance, maybe you have always wanted to expose your managers to the WGA Expo but couldn't afford to have them away from the store... This year's virtual Expo has got you covered!

Or maybe you and your management team are in a rut, and simply need to be exposed to some new thoughts and ideas regarding how you will go to market in the days ahead.

Well this year's WGA Virtual Expo may be just what you need—and you don't even have to leave the comfort of your home or office to attend!

Want to know how to “lead a resilient team”? This year's Expo will help you rediscover ways to do that.

Do you want to know the big picture regarding the state of grocery retailing statewide and nationwide? This year's Expo has presentations from the National Grocers Association and the annual WGA Grocer's Summit which will address just that!

Maybe you'd like to simply hear or even participate in a roundtable of retailers discussing Human Resource issues or E-Commerce best practices? Well you guessed it! **This year's virtual Expo has got you covered!**

Or maybe you simply want to talk to a vendor or be exposed to a vendor's products or services. Well, once again the WGA has you covered with an innovative and effective virtual way to do exactly that!

This year's WGA Expo is guaranteed to serve your needs. All you need to do is embrace the opportunity the event will present.

Watch for information and details about this year's Expo in your mailbox and in-box in the days and weeks ahead. We look forward to “seeing” you there! ■



Rothove is Promoted at AWG



Robert Rothove was recently promoted to Vice President/Division Manager for the Great Lakes Division at Associated Wholesale Grocers (AWG). Robert started his career with AWG in 2016 as the Director of Center Store in the Great Lakes Division.



Prior to joining AWG, Robert's career in the wholesale business began in 1993 with Fleming Co's as a buyer, where he worked in many different areas with increased levels of responsibility in procurement and also spent time as a Warehouse Manager while at Fleming. In 2003, Robert joined Affiliated Foods Midwest.

Through his 13-year career at Affiliated Foods Midwest, Robert held increased roles of responsibility in the procurement area including; Director of Procurement, Vice President of Procurement and SVP - Chief Procurement Officer. Robert's experience in the grocery business spans 33 years. He started his grocery career working at Food 4 Less in Jefferson City, MO from 1987-1993 as he worked his way through college. Robert has also served on the WGA's Board of Directors from 2014 - 2020.

Re-Grand Opening

Metro Market in Plover recently celebrated a Re-Grand Opening with a ribbon cutting ceremony that also included a \$5,000 donation to Mobile Pantry of Portage County to help with COVID-19 relief. In addition to the remodel, Metro Market added many shopping experience elements such as an upgraded sushi & sandwich menu, expanded organic selection, Vero Coffee Bar and Gelato, and "Meals to Go", to name a few.

Drive Up Flu Shots

Hy-Vee, Inc. recently announced in a press release that the flu vaccine will be available inside its more than 270 Hy-Vee pharmacy locations throughout its eight-state region without an appointment or prescription, and will also be offered via a drive-up option at Hy-Vee pharmacy locations between Aug. 17 and Oct. 31. Each person who receives a flu vaccine at a Hy-Vee Pharmacy can earn a 20 cents per gallon Fuel Saver discount, which can be redeemed at any Hy-Vee Gas, Hy-Vee Fast and Fresh Express or Hy-Vee Fast and Fresh location.

Now Offering Curbside



Hankes' Piggly Wiggly in Lomira rolled out what it said is the first curbside "Click and Collect" program in the area, reports the *Dodge County Pioneer*. Greg Hankes, owner of the store, began the program on July 15. With a registered Piggly Wiggly Preferred Card account,

shoppers can access shopthepig.com to select their items. A Piggly Wiggly employee will assemble the requested items and notify shoppers via email when their groceries are ready for pick up.

Renovation Complete



The Viking Village in Reedsburg has now completed their extensive overhaul of the 87,000 square foot store. Owner Pam Coy worked to incorporate numerous historical and family murals on the wall that include her grandparents, her parents Bill and Phyllis that started the store in 1975, her two daughters and even Pam as a little kid harvesting corn. The complete renovation extended floor to ceiling, one department at a time, inside as well as outside with a fresh new facade. The store now features fresh sushi, a taco bar, new hot bars, a bakery and café, a butcher shop and an expansive deli with many homemade items.

New Facility for Krueger Wholesale Florists'



WGA Allied Member, Krueger Wholesale Florists' new state of the art plant holding facility was officially completed late April! The facility is totally temperature controlled and maintains a temperature of 72 degrees year round. Additionally, 80 clear sky lights maintain optimal lighting for all house plants. Krueger also included a high-tech water filtration system which removes any undesirable compounds in the water while leaving minerals etc. that plants need to grow. The heavy investment into this facility results in a much reduced carbon foot print due to a significant reduction in energy use as well as less shrink from stressed plants that would otherwise end up in the land fill.

Robots In Grocery Stores



Woodman's Markets has teamed up with Badger Technologies, a product division of Jabil, to roll out multipurpose robots at all its locations by the end of 2020. The robots will monitor product availability, verify prices and deliver precise location data for more than 100,000 items at each location. "Most Woodman's stores are over 240,000 square feet, nearly six times larger than the grocery industry average," said Tim Rowland, CEO of Badger Technologies. "Not only can our robots perform shelf scans in hours instead of days, but they collect and connect critical data with the Woodman's mobile shopping app to take customer experiences to the next level." According to Badger Technologies, the imaging tools and neural networks enable the robots to detect out-of-stock items with more than 95% accuracy and incorrect and mispriced items with over 90% accuracy. They can also discern current product locations within a 4-foot section of aisles that typically extend more than 100 feet.



WINTER NEEDS *Floor + Grounds Maintenance*

BULK ICE MELT

We offer 3 types of ice melt.

Safe Step Pro Enviro (pet/lawn friendly, melts to -10°F), Safe Step Pro Select (melts to 0°F), and Safe Step Pro Plus (melts to -7°F).



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The E26 contains an on-board charger that is convenient and allows the machine to be charged anywhere.

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ITEM #: HKE26QP-TROJAN
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Non-woven, 3-ply material.

Pleated for full face coverage with comfortable ear loops. Adjustable nose bridge.



ITEM #: BM3LP-BOX
50/Box

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Electrostatic spray technology ensures fast chemical application coverage of complex and hard to reach surfaces that could be easily missed. Tank Holds 2.25 gallons of RTU Liquid.



ITEM #: MC421600-421640
Each

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ITEM #: PPE-RM3-PACK
3/Pack

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Bucket & 2 dry rolls
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Rick's Piggly Wiggly

Welcome new retail members Ruth and Rick Lee, owners of Rick's Piggly Wiggly in Menasha! Ruth and Rick purchased the store from Piggly Wiggly Midwest on August 18, 2018 and Rick will be celebrating 45 years in the grocery business this July. Rick started his career with Red Owl Foods in 1975 working in Superior, WI; Grand Forks, ND; Minot, ND; East Grand Forks, MN; Manitowoc, WI and Ironwood, MI. After Red Owl, Rick worked with several Pick 'n Saves over the years in Beaver Dam, Grafton, Brown Deer and Milwaukee until 2007 when he became a Regional Supervisor for Affiliated Foods Midwest, where he oversaw eight states. In 2016, Rick joined Piggly Wiggly as a DM and remained there until buying the Menasha store. Along the way Ruth married Rick in 2013, and she has quickly learned the grocery business, overseeing scanning and receiving, as well as the front office. Ruth and Rick have a blended family of five boys and three grandchildren and have lived in the Fox Valley since buying the store.

Fresha LLC

Welcome new WGA Allied Member Fresha LLC! Fresha proudly promotes that they have sweeter, better-tasting carrots and they are fresh from the Midwest! Carrots are just carrots, right? Not when they're Fresha! Grown on their family farms in rural Minnesota, our superior upper-Midwest soil, long summer days, and cool, crisp nights create the ideal growing conditions for the very best premium carrots. Uncommonly sweet with a satisfying crunch, Fresha carrots are harvested at peak tenderness to elevate any snack, stew, or side. Expect more from your carrots. Choose Fresha by contacting Matthew Wulf, at (320) 219-0654 or checking out www.Freshaproduce.com.

FoodChain!

Welcome new WGA Allied Member FoodChain.biz, an online marketplace connecting local food producers with wholesale purchasers.

FoodChain has direct access to local markets and logistics of every transaction conducted on their platform, making direct to retail possible and profitable. You'll have a personal digital purchasing assistant, who aides in constantly maintaining, updating and improving upon their online web store and business profile. Learn more about FoodChain by visiting their website or contacting Ben Winters at (914) 772-8888.

FoxArneson

Welcome new WGA Allied Member FoxArneson, a commercial design/build construction company that specializes in the grocery store industry, having built Woodman's Markets throughout Wisconsin and Illinois. Their experienced staff can help design and build a supermarket that meets your customers' needs, get your project through municipal approvals, tackle development of multi-acre sites and reconfigure parking lots to handle increased traffic flow. Experience FoxArneson by visiting foxarneson.com or by contacting Jim Arneson at jarneson@foxarneson.com.



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Great Day "Fore" Golf!



Nilssen's 3rd Annual Charity Golf Outing was held in July and for the past two years has awarded 3 (\$2,000) scholarships to local high school seniors planning to major in business. It was a beautiful day with lots of sunshine for 30 teams (120 golfers) who participated in 18 holes of golf, lunch on the course from Brew Pub pizza and Nilssen's Blue Ribbon Brats, and games of both skill and chance. At the end of the day, three more scholarship recipients were recognized along with the golf prize winners.



Support Dogs in Law Enforcement

piggly wiggly

Malicki's Piggly

Wiggly of Jefferson donated a check of \$2,612.79 to LETTSEWK9, a Fort Atkinson based nonprofit that supports K9 units in law enforcement! Proceeds for the nonprofit were raised through round-up donations from customers at Malicki's Piggly.

Ramping Up Hunger Relief

meijer

Progressive Grocer reports Meijer plans to conduct back-to-back fall and

holiday campaigns to ensure the maximum amount of support for food pantries trying to keep up with increased demand caused by the Coronavirus pandemic. Each Meijer Simply Give campaign replenishes the shelves of more than 250 food pantries in six states including Wisconsin. The program encourages customers to purchase \$10 Simply Give donation cards, which are then converted into Meijer food-only gift cards and given to a local food pantry in the store's community. The fall Simply Give campaign will run for nine weeks starting Aug. 23 and ending Saturday, Oct. 24 - a four-week extension over previous fall campaigns. The holiday campaign will start immediately following the end of the

fall campaign and run for the remainder of the year to continue to provide relief to local food pantries throughout the holiday season.

Positive Local Impact

festival foods

Festival Foods of Verona partnered with the Badger Prairie Needs Network to help them continue their mission of fighting hunger and poverty in the Madison area. Festival Foods accepted in-store food donations throughout the month of July and also held a brat sale on July 31 with 100% of the proceeds donated to Badger Prairie Needs Network. Assistant Store Director Nick Dzedzic shared that Festival Foods of Verona works with the Badger Prairie Needs Network regularly to stock their food pantry shelves with items on an as-needed basis including many in-demand food items such as meat.

Jahnke's "Christmas" Donation



piggly wiggly

auction. Thanks to some hungry and generous customers, Jahnke's was able to make a \$2,500 donation to the Beaver Dam Rotary Club Swan City Park Christmas Lights Program.

To see these stories and more of the good things grocers are doing in their communities, check out all of our Grocers Spotted social media accounts on Twitter (@WIGrocerSpotted), Facebook (@wgasotted) and LinkedIn (@WisconsinGrocers Association).

Supporting Local School and Small Businesses

Main Street Market Piggly Wiggly of Lodi generously raised money during Susie the



Duck Day to benefit the Lodi & Lake Wisconsin Chamber of Commerce. Co-Owners Tegan Counihan and Bryce Haessly partnered with local small businesses to fundraise for the event; Counihan and Haessly sold raffle tickets and yard signs featuring other small businesses. The proceeds will be used to fund community initiatives such as small business grants to help local Lodi businesses negatively affected by COVID-19. Additionally, Counihan and Haessly partnered with Ouisconsin School of Collaboration, a Lodi-based charter school, to raise funds for the upcoming school year.



Stinebrink's Golf For Kids

Stinebrink's piggly wiggly

On July 17, 2020, 196 golfers gathered at

Evergreen Golf Club for the 28th Annual Stinebrink's Golf for Kids fundraiser. This event, sponsored by Mark Stinebrink and the Stinebrink Piggly Wiggly stores, has raised money to support the youth mentoring programs of Big Brothers Big Sisters of South Central Wisconsin. It was a perfect summer day full of golf, contests, food and fun and it's through the efforts of the Stinebrink family and Piggly Wiggly that youth mentor programs are able to continue to serve the children of South Central Wisconsin.



Sendik's FOOD MARKET

Sendik's Big Check Donation

Sendik's Food Market shared on LinkedIn their presentation of a \$50,000 donation to the Zoological Society of Milwaukee as part of Sendik's spring charity partnership. Thank you to all of our customers and associates for your generosity and support of the Zoological Society of Milwaukee this year through rounding up your total, purchasing plush hippos, Cupcakes for a Cause and animal crackers."



Donation Comes Through!



During the check presentation from Stoneridge Piggly

Wiggly stores in Kaukauna and Little Chute to the Make-A-Wish Foundation, Jane Schaefer, human resources director of StoneRidge Piggly Wiggly told Kris Teofilo, Northeast Wisconsin regional director of Make-A-Wish Wisconsin that she knew how disappointed she was when they decided to cancel the walk due to Wisconsin's Safer at Home order. "We knew it would be devastating to you, to tell you the walk had to be cancelled," Schaefer

told Teofilo and the look on her face when the ladies from Piggly Wiggly unveiled a check for \$43,700, more than last year's \$42,000 donation, was priceless. "We did a roundup program this year which was something we had never tried before and it ended up to be very successful," Schaefer said. A large amount of the of money also came from vendors, businesses and some personal donations.

Hy-Vee \$1 Million Goal Reached



Hy-Vee, Inc. announced in late

May that in collaboration with its customers, it has exceeded its \$1 million goal to help supply local food banks across its eight-state region during the coronavirus (COVID-19) outbreak. Since the start of the campaign, more than \$1,082,000 had been raised to provide supplies to 17 Feeding America-affiliated food banks. Altogether, the 17 food banks

distribute supplies to a network of up to 5,500 local food agencies across approximately 515 counties in Hy-Vee's regional footprint.

Virtual Brat Fest Fundraiser



The World's Largest Brat Fest organized by Metcalf's

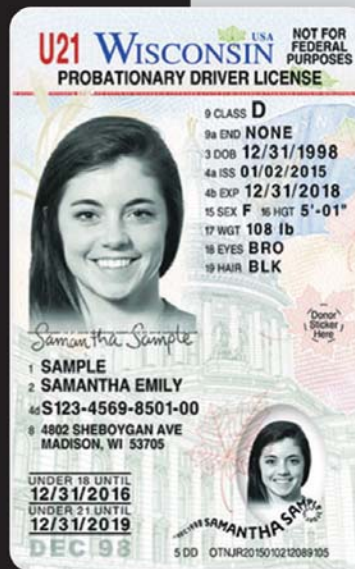


Markets in Madison announced that its Virtual Brat Fest fundraiser ended with \$70,000 raised, thanks to sponsors and supporters throughout Wisconsin. Because caring is not cancelled, Brat Fest held a Virtual Brat Fest which allowed the community to donate and choose their own virtual menu online. With over 600 individual donors, \$36,300 was donated, plus generous 2020 sponsors matched those funds. This resulted in total donations of \$70,000 made to Madison-area charities (distribution was based on what each partner raised during the 2019 event).

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Congrats and Thank You!!!



Fox Bros. Piggly Wiggly announced that Pat Fox, President, has

moved to a part-time position as Chairman of the Board effective June 28. Lori Fox is

also leaving her position as Vice President on June 28th. Fox Bros. has named Pat Barnes as the new Company President who joined Fox Bros. as a Store Director in Oconomowoc in 2007.

Fox Bros. has also named Mike Olwig as Vice-President Director of Operations effective also on June 28. Fox Bros. became a 100% ESOP in 2017 and is the only Wisconsin grocery chain to be a 100% employee owned company. The WGA sincerely appreciates all of the support Pat, Lori and their team has given to the WGA over their decades of service to the grocery industry, their employees and customers. Congratulations to Pat on an outstanding 47-year career and Lori for her 10-year career. Congrats also, to Pat and Mike on their new leadership roles.

Happy Retirement!



Westby Creamery Sales Manager Mark Rutlin is retired this past July after almost 18 years with the Co-op. His career in the dairy industry began over 40 years ago after he graduated from the University of Wisconsin-Stout. Four decades is a significant commitment to give to any industry, but Rutlin stayed the course, he said, because of the great people; his authenticity and ingenuity, combined with his passion for the dairy industry, have attributed to much of his success.

Wayne's Piggly Wiggly Retirement



Wayne and Janine Krueger, owners of Wayne's Piggly Wiggly in Winneconne have retired, selling their store to Duane Detjens and the StoneRidge Market group. The Krueger's last day was September 26. Wayne began his career in August of 1974 while still a sophomore in high school. Wayne's extensive 46-year grocery career has been very rewarding and successful. Krueger says his years in the aisles taught him that two things, friendly service and cleanliness, were far more important than anything else, including store size and selection. The lesson learned from the pandemic, Wayne said, was that he and his staff shouldn't risk burnout by working all day and restocking all night. "We had to learn to relax," he said. "The day will pass. Tomorrow will come." Good luck to both Wayne and Janine on retirement!

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Proud Papa!

Bryce Haessly and his wife Tanya recently welcomed twin girls, Eviana Rose and Ada Rae, born on Wednesday, July 29th. The girls are happy and healthy, as are Mom and Dad! Bryce is the co-owner of Main Street Market Piggly Wiggly in Lodi and also sits on the WGA Foundation Board of Governors. Congratulations, Haessly Family!



and purchased several stores in various rural communities in Northern Minnesota. The company operated stores in Wisconsin, Colorado, Florida, North Dakota and Minnesota. In the early 1970s, Keith Johanneson became president and today, the combined companies primarily operate under three entities, Johanneson's, Inc., Johanneson's of North Dakota, and KJ'S of WI, Inc. The company's primary supplier of product is SpartanNash and has excellent relationships with multiple national and regional vendors.

We Have A Winner!!



Congratulations to the team at Valley Cooperative Association as the first company recipient of the Northeastern Service Award (NEWS) from Congressman Mike Gallagher. The NEWS Award recognizes the unsung heroes of the Coronavirus who helped keep Wisconsin moving while the state was shut down to slow the spread of the virus. The honorees, all of whom were determined to have gone above and beyond the call of duty in their respective fields, come from a variety of backgrounds and include truck drivers, nursing home employees, and grocery store workers. During the intense shortage of masks for employees and customers, Valley Cooperative Association partnered with the Wisconsin Grocers Association (WGA) to

coordinate the distribution of over 115,000 masks to participating grocers across the state.

Champions of Change



Congratulations to Stanley "Stan" Woodworth, General Manager at Klondike Cheese Company (a WGA Allied Member), who was honored with IDDBA's 2020



Champion of Change award. When asked, what do you value most about being a part of the grocery business? Stan's response was, "I value the fact that food is a basic human necessity and the grocery industry (dairy industry) supplies wholesome products to meet these human needs. I value the ability of companies, like Klondike Cheese Co., to project their own values in the wholesome products that they create and market them through the retail grocery industry." When asked what is his favorite food? "Cheese," of course!

Congratulations!

Hy-Vee was awarded the 2020 Workiva Large Technology Company of the Year and 2020 Software Development Company of the Year by the Technology Association of Iowa. Hy-Vee brings innovation to the grocery industry with a customer-centered mindset.



Celebrating 80 Years

KJ's Fresh Market, with locations in Barron, Chetek, Cornell and Grantsburg, is celebrating the success of its business partnership. Marketplace Foods, KJ's Fresh Market and Johanneson's Inc. history now spans 80 years, with 2020 being their Diamond Anniversary. The company was founded by Thelma and John Johanneson in a small country grocery store in Edinburgh, North Dakota, in 1940. Looking to expand the business, they moved to Bemidji, Minnesota, in 1957 and opened their first store in Northern Minnesota. Bemidji became the company and family headquarters and continues today.

Soon, the next generation of Johanneson grocers -Lance Johanneson, Keith Johanneson and Rich Johanneson - began to play an active role in the business. For the next 25 years, the company expanded



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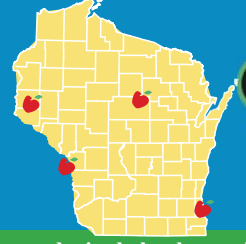


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