



Frozen & Refrigerated Food Council OF NORTHERN CALIFORNIA

ANNUAL GENERAL MEMBERSHIP MEETING

DECEMBER 7th, 2016 12:00 P.M.

Sheraton Grand Sacramento

1230 J Street, Sacramento, Ca.

916-447-1700 • Registration 11:30

\$ 75 – Members (Paid in Advance)*

\$ 85 – Guests and Non-Members

Paid in Advance* Seating Guaranteed

\$700 – Sponsor Table For 10 People

Paid in Advance * Seating Guaranteed

\$ 90 – Paid at Door - Seating Not Guaranteed

*Advance payment must be received at the Council office by November 23, 2016



Kevin Curry

**Raley's, Senior Vice President
Sales, Merchandising and Distribution**

Kevin has spent over 38 years in the retail industry holding a variety of positions in store operations, accounting, warehousing, marketing, sales and merchandising. He has worked for a variety of retailers during that time including: Alpha Beta, Lucky, Albertsons, Safeway and Raley's.

Curry has a B.S. in accounting from Cal State Los Angeles, a MBA from the University of Southern California and is also a graduate of the Food Industry Management program.

Curry moved to the Sacramento area to work for Raley's from 2000-2005 where he was the SVP of Sales & Merchandising. He worked for Safeway from 2006 until 2012 in a variety of positions with his last position being the VP and General Manager for the Main Meal business unit. Curry returned to Raley's in October of 2012 to his current role of SVP of Sales, Merchandising and Distribution. In this role he oversees all things product related from procurement to pricing, to placement, to delivery to the stores.

Curry continues to work with the Raley's team transforming the product mix in each of their stores to reflect the customers they serve. He is currently the President & Chairman of the WAFC board, serves on the executive committee for the Northern California City of Hope board, and on the executive board of Food for Families.

Kevin and his wife Mary live in El Dorado Hills. They are immensely proud of their daughter Jillian who is pursuing her dream of performing on Broadway.

... LUNCHEON RESERVATION FORM ...

Company Name: _____

Names Attending _____ \$ _____

TOTAL ENCLOSED _____

Pay by Credit Card: VISA MC AMEX

Card Number: _____

Name on Card: _____

Expiration Date: _____ Signature _____

Address & Zip Code _____

Make Checks Payable To:
Frozen and Refrigerated Food Council
P.O. Box 1328, Tres Pinos, Ca. 95075
Cell 831 207-0739/ Fax 831 637-3630
email: mawinkle@frfcouncil.com