



PCSC

Perishable Council of
Southern California

Resource Book

2023



Contents

Established & Mission Statement	3
President's Message	4
2023 Board of Directors	5
Scholarship Recipients	6
Awards Section	
Past Award Recipients	8-9
Lifetime Achievement	10-13
Annual Awards 2022	14-15
March Big Cheese 2023	16-17
Events	
Installation Dinner 2022	19
Spring Golf 2022	20-22
Seminar 2022	23-26
Fall Golf 2022	27-30
Election Night 2022	31-32
Installation Dinner 2023	33-34
Spring Golf 2023	35-37
Company Spotlight	
Spotlight Advertisements	39-57
Membership	
Member Listing	59-69
Testimonial	
Lisa Juarez	70



PCSC

Perishable Council of
Southern California

Established

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

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

Mission

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

Find us at our NEW Website: pcsocal.org

Contact Information: Susan Steele, Executive Manager

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



Letter from the President



It has been an honor to serve as president of the PCSC for 2022 to 2023. For the upcoming year, I am optimistic that with the continued support of our membership that 2024 will be a great year for the Perishable Council of Southern California. We have a year planned with amazing events, with the support from our supplier partners, members, and the efforts of our volunteers. I look forward to a productive and fulfilling year of spending time with each other, and networking to support our community with all the values our organization prides itself in. As an industry and council member, I am always excited to see counterparts from the other side of the desk and other organizations encouraging participation in our outstanding events.

The Perishable Council of Southern California is a non-profit organization that was established to support Dairy, Deli, Bakery, Meat & Seafood industry professionals in Southern California. Our organization has a long history dating back to 1959, originating as the Delicatessen Council of Southern California. Over the course of 64 years, more than 583 "Big Cheese" Awards have been bestowed since the initial honor awarded to Harry Schneider in February of 1964. We look forward to continue honoring our leaders and innovators as we work to grow our industry.

I pledge to continue to work hard alongside the PCSC volunteers, committee members, and my fellow board members. We will work together to keep the council moving forward in the best possible way, making our mark, and paving the way for future members.

Thank you for your help and support of the Perishable Council of Southern California.

Gavin Schlesinger
President 2022 - 2023





PCSC
Perishable Council of
Southern California

Board of Directors

Officers

President



Gavin
Schlesinger
Pavilions

Vice President



Damian
Valdez
Super King

Advisor



Debbie
Jones
Pavilions

Treasurer



Lisa
Leandro
Egglands Best

Treasurer



Denielle
Garcia-Skalsky
R Squared

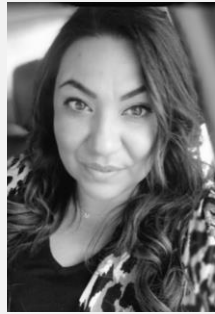
Board Members



Brian
Barr
DPI



Nick
Castro
Savi Sales



Maricelda
Chaidez
Horizon



Jesse
Delgado
Bimbo



Kevin
Draper
Le Grand



Shantel
Gomez
99 Only



Michael
Martinez
Mastro



Stephanie
Martinez
Mastro



Maria
Romero
Smart & Final



Fernando
Moreno
Gelsons



Rick
Stidham
Bristol Farms





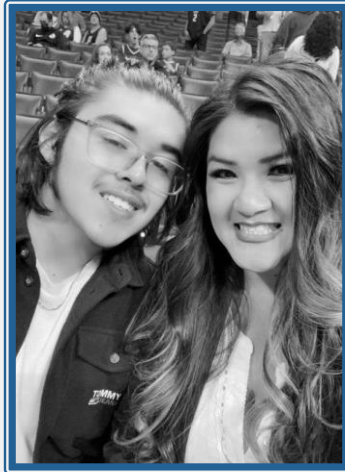
PCSC

Perishable Council of
Southern California

2022 SCHOLARSHIPS



Rachel Gilbert
Mt. SAC



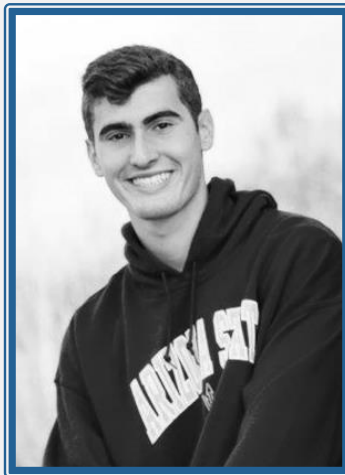
Mathew Ramirez
Fullerton College



Kamiron Klapp
So. Oregon Univ



Veronica Zelinski
WAFC Cert. Prog.



Nicholas Antrasian
ASU



Cole Murdoch
UC Davis

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



Awards



Hall of Fame

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

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

Lifetime Achievement

- 1999 Walt Scheck
- 2001 Ken Tisdell
- 2001 Larry English
- 2004 Charlice Makowski
- 2006 Tom Ilharreguy
- 2006 Mark Roth
- 2010 John Vitale
- 2011 Terry Fyffe
- 2012 Mickey Gold
- 2012 Bill MacAloney
- 2013 Gilbert de Cardenas Sr.
- 2014 Eleanor Bennett
- 2014 Kevin Davis
- 2015 Tom Keyes
- 2016 Ralph Levey
- 2016 Alan Levey
- 2016 Mark Levey
- 2017 Gary Illingworth
- 2019 Vic Chiono
- 2020 Jim Hardy
- 2020 Bill Finicle
- 2021 Jim Verrege
- 2022 Mark Dixon

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

President's Award

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

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



Retailer of the Year

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

- | | |
|-------------------------|----------------------|
| 1975 Stan Coop | 1999 Cindy Mulvaney |
| 1976 Bill MacAloney | 2000 Mark Miale |
| 1977 Eddie Goldstein | 2001 Mickey Gold |
| 1978 Pete Uraine | 2002 Andre Mesropian |
| 1979 Art Jelin | 2003 Joe Rodriguez |
| 1980 A.A. "Bud" Moorman | 2004 Pete Hejny |
| 1981 Ken Hanshaw | 2005 Manny Marin |
| 1982 Eleanor Bennett | 2006 Jim Roesler |
| 1983 Gary Illingworth | 2007 Sue Bargsten |
| 1984 Harold Davis | 2008 Steve Nguyen |
| 1985 John Vitale | 2009 Matt Reeve |
| 1986 Eddie Hoggatt | 2010 Robin Bell |
| 1987 Don Fisher | 2011 Gayle DeCaro |
| 1988 Fred Brandt | 2012 Dennis McIntyre |
| 1989 Diane Beecher | 2013 Silvia Quiroz |
| 1990 Les Taylor | 2014 Laura Taketomo |
| 1991 Bob Johnson | 2015 Miriam Welch |
| 1992 Jerry Lewis | 2016 Damian Valdez |
| 1993 Dave Wolff | 2017 Jim Amen |
| 1994 Dave Fernandez | 2018 Jaime Prager |
| 1995 Kathie Porter | 2019 Patrick Posey |
| 1996 John Brass | 2020 Debbie Jones |
| 1997 Jim Veregge | 2021 James Wakefield |
| 1998 Jean Dreshner | 2022 Roger Arechiga |

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

Supplier of the Year

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



Lifetime Achievement Awards



Jim Veregge



— 2019 —



Lifetime Achievement Awards



Bill Finicle



Jim Hardy



— 2020 —





Lifetime Achievement Awards



April Big Cheese Award

Vic Chiono, Coca-Cola Refreshments

By DAVE DANIEL
Editor, DDBC News

Vic Chiono has one of those out-going personalities that everyone is drawn to. His warmth has made him lifelong friends and going to work every day is something he looks forward to.

And he considers himself the lucky one. Chiono is the Vice President of Sales/West for Coca-Cola Refreshments, a post he has held for the past 10 years. Coca-Cola Refreshments is the latest incarnation of the division that has been known by a number of names over the years, including Coca-Cola Foods and The Minute Maid Company.

Chiono is the Dairy Deli Bakery Council (DDBC) of Southern California's Big Cheese Award honoree for April.

Chiono not only covers all of California, but is in charge of The Warehouse Juice Business from Texas to Minneapolis throughout the west to Hawaii. "Working with our sales team calling on our customers is my favorite part of the business. It is where all the action happens."

Working for arguably one of the best-known companies in the world provides great opportunities as well as many challenges.

"Having a top name in the business means people you call upon appreciate what the company has done over the years," he said, "but they also expect a lot more out of us. They expect us to be more button-downed and on the leading edge of consumer trends and how to grow both of our businesses together."

"They make sure we are on top of our game and are meeting consumer demands in terms of product and category management ... and the best customer service that we can give them."

Coca-Cola Refreshments' line of chilled juice and drinks have shown tremendous growth in volume and shares over the last several years by introducing many new items in the Simply Juice and Drink portfolio. Chiono admits he is still learning something new every day from his customers, his own people and other friends in the industry after spending the last 35 years in the food industry.

"We really need to listen to our customers," he points out. "They tell us what they need as well as sharing great information on their customers. We have to listen carefully to what people tell us. We need to act and respond to their needs more than ever before."

"The business has changed so much over the years," he concedes. "Food is sold everywhere, not just grocery stores. That's one of the reasons grocery stores have changed so much and keep reinventing themselves. The competition is just so much greater nowadays."

One of the perks of Chiono's job has allowed him to interact with various segments of society. "I have been very fortunate all these years that this position provides us the opportunity to work with so many charities that are trying to help those in need."

Not only has he and the company been active in the DDBC, he also supports the City of Hope, Frozen Foods Council, the Boy Scouts, Olive Crest, Muscular Dystrophy, Team Cady with the Marines, and the Illuminators where he served as President.

"When we moved here 20 years ago, we got involved with many wonderful charitable organizations," he said.

He praises the grocery industry for supporting so many organizations and charities. "There are a lot of great people in this industry that devote a tremendous amount of time and energy to make the lives of the less fortunate better and to help educate our future leaders of tomorrow," he said.

Chiono moved to Orange County from Northern California in 1993. "The Deli Council was very active at that time," he said.

"The Council always has done a great job of keeping people focused on the business at hand and has been a great communicator to everyone in the industry, keeping us all well informed of the top priorities of the Dairy/Deli Business. The Council does a great job of recruiting and gaining support for all their major functions in the market place."

"We have always supported the Seminars and the golf tournaments and other events. They do such a great job we are fortunate to have such a powerful council in Southern California."

Chiono was born in San Jose and raised in Vallejo. His father was a store manager for Safeway for 44 years. Vic got his food career started as a 16-year-old courtesy clerk working his way through San Jose State as a checker and stocking shelves at night.

He joined Lever Bros as a sales rep after college. "We sold everything, from detergents to boxes of soap in isotopaste to margarine," he said, "and we sold them to everyone."

Continued on Page 25



24 DDBC News, March-April 2012

Vic Chiono



2021



Annual Awards Night



Manny Marin
Lifetime Achievement



Stacy Gilbert
Supplier of the Year



Jim Wakefield
Supplier of the Year



Mike Martinez
Presidents Award

2022







PCSC
Perishable Council of
Southern California

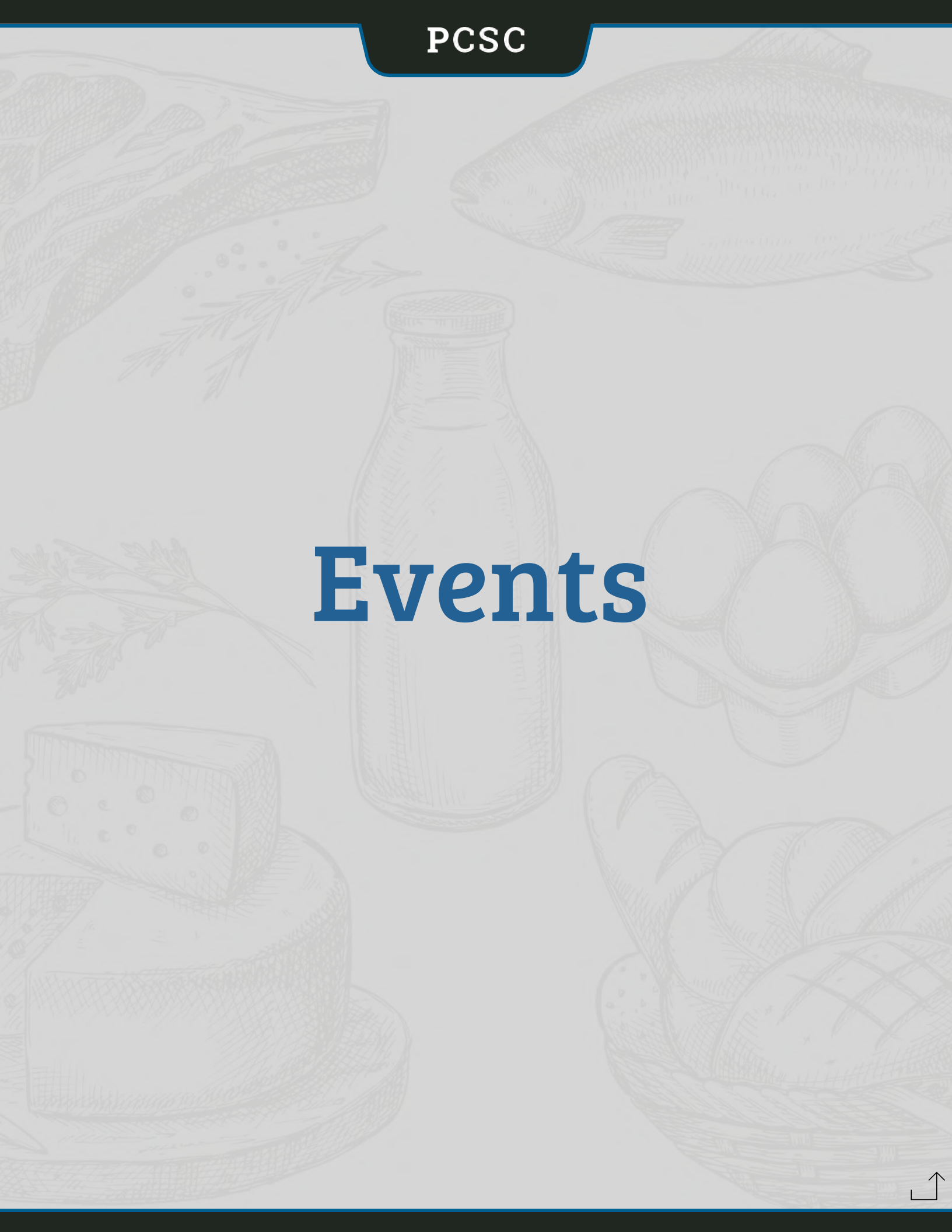
March Big Cheese Golden Road Brewery

March
2023





Events





PCSC

Perishable Council of
Southern California

Installation Dinner Summit House

March
2022





PCSC

Perishable Council of
Southern California

Spring Golf

Tijeras Creek

April
2022









PCSC

Perishable Council of
Southern California

53rd Annual Seminar

The Westin Mission Hills

September
2022











PCSC

Perishable Council of Southern California

Fall Golf

Black Gold
Golf Club

October
2022











PCSC
Perishable Council of
Southern California

Election Night

Embassy Suites
Anaheim

November
2022







PCSC

Perishable Council of Southern California

Installation

Alta Vista
Country Club

January
2023







PCSC

Perishable Council of
Southern California

Spring Golf

Tijeras Creek

April
2023







Company Spotlight





Cacique®



Tirso Iglesias
Sr. Vice President
Sales & Marketing



Alberto Campos
Vice President
Sales



Jose Cardenas
Regional
Business Development Mgr.



Becky Villasenor
Business Development Mgr.





CMG

COASTAL MARKETING GROUP, INC.



Ed Zimmerman
President/CEO



Debra Zimmerman
Managing Partner



Alexandro Avalos
Sales Manager
Bakery/Ingredient Division



Mariana Zimmerman
Operations Manager



Allison Egbert
Customer Care Specialist





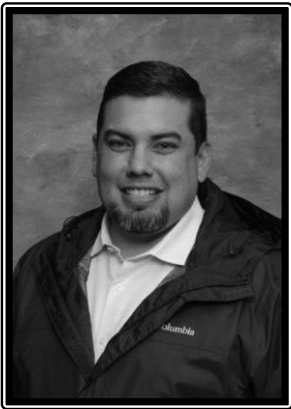
Mark Wilhelm
President



Justin Clark
Senior Vice
President



Fresh Food CatalystsSM



Eric Eichhorst
Key Account Manager
Meat / Deli / Seafood



Vera Barber
Key Account Manager
Meat / Deli / Seafood



Amy Reodica
Key Account Manager
Meat / Deli / Seafood



Nicole Rodella-Najarro
Key Account Manager
Bakery / Service Deli



Nancy Ellis
Key Account Manager
Bakery / Service Deli



Lucy Roque
Key Account Manager
Meat / Deli / Seafood



Armando Mendez
Key Account Manager
Produce



Ryan Clapp
Assoc Key Account Mgr
Meat / Deli / Seafood



Niki Regan
Assoc Key Account Mgr
Meat / Deli / Seafood





J.L.E. ENTERPRISES, INC.

Secondary Market Specialists

1-877-PIC-N-SAVE

Liquidations done with manufacturers' approval as to destination. Any quantity, any code dates, any FOB, any terms.



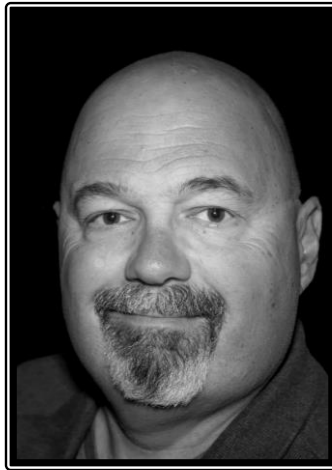
J.L. Eisikowitz
President



Chris Townes
VP Operations



Jay Escover
Account Manager



Matt Quina
Account Manager

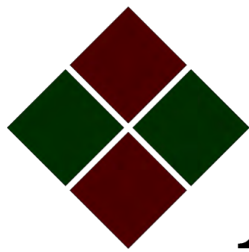


Chuck Rogers
Account Manager

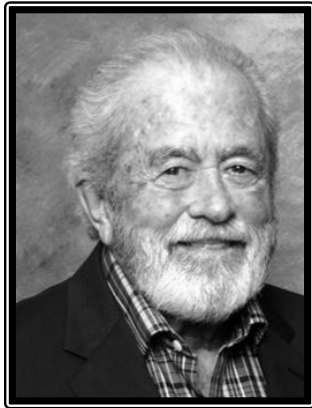


www.ReclamationPickUp.com





Mastro & Associates, Inc.



Larry Mastro
Partner



Laura Mastro
CEO



Mike Martinez
Vice President



Stephanie Martinez
Account Executive
Brand Manager



Dan Miller
Business Manager
Retail Director

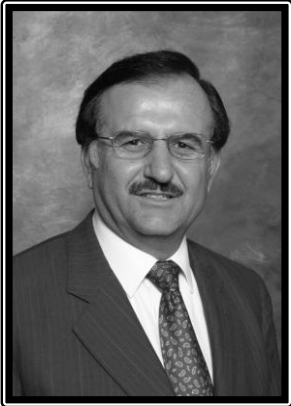


Leslie Sheridan
Retail Manager





NASSER COMPANY, INC



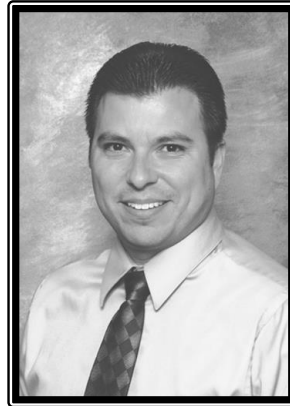
Burhan Nasser
President



Nevert Majarian
Corporate Sr. VP
Trade Relations



Dean Sandello
Senior VP
Retail Sales



Henry Rodriguez
VP Retail Sales



Tracy Higgins
VP Sales
Northern California



Luis Garcia
VP Gourmet
Sweets



Annette Uehara
Account Executive
ACS CCP



Melissa Griffin
Account
Executive



Delmy Diaz
Sales Executive
Bakery Tech



Premier **Action** Group



Steve Sipp
Vice President



Jack Miller
VP Sales



Kelly Johnson
Office Manager



Kari Buckner
Director of Retail Sales



Abby Kuchta
Sales Representative



Darcy Martin
Administrative Assistant

www.premieractiongroup.com

308 N. San Dimas Ave. San Dimas CA 91773 (909)305-0020



R

RöckenWagner
BAKERY



Hans & Patti
Röckenwagner



Jo Ann Pink
Sales Director



Stefany Dybeck
Sales Director





SANTA MONICA SEAFOOD™

A PASSION FOR SEAFOOD



Dave Litle
Senior VP,
Retail Sales



Nancy Osorio
VP, Retail
Merchandising



Ken Foster
Manager, Retail
Merchandising



Accelerated Meat Sales



GOLDEN VALLEY
INDUSTRIES

BARKLEY'S BAG



PREMIUM · PURE · RAW



FAR WEST
MEAT COMPANY



19197 Golden Valley Rd #227, Santa Clarita, CA 91387 (661)965-1966

Albertsons®
VONS PAVILIONS



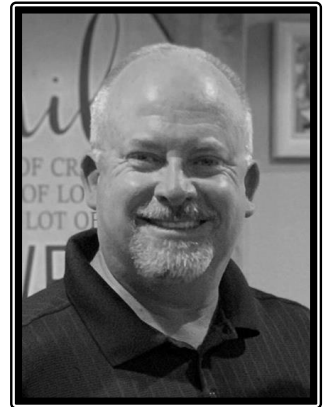
Sheryl Salazar
SVP Marketing &
Merchandising
Alb/Vons



Gavin Schlesinger
Pavilions
SM Meat/Seafood



Debbie Jones
Pavilions Sales Manager
Service Deli / Prep Foods
Starbucks / Jamba Juice



Kevin Jackson
ASM
Dairy/Deli





ADVANTAGE SOLUTIONS

A ONE-OF-A-KIND ENTERPRISE

Advantage offers a complete range of services that grow sales, reduce costs and help clients execute their go-to-market strategies.

Connie Thatcher, Director of Sales
Darlene Fagerhaug, Team Leader
Natalie Sanders, Business Manager
Dale Hensley, Team Leader
Nicole Melara, Business Manager

15310 Barranca Parkway Suite 100, Irvine, CA 92618



fresh
solutions

Bruce Flanigan, Senior Director Sales
Cheryl Parille, Manager, Admin
Darlene Ethridge, Business Manager
Denielle Garcia-Skalsky, Business Manager
Steve Nguyen, Business Manager
Steve Jacques, Division VP West

LAND O LAKES®



kevin's
natural foods

Ventura Foods®

15310 Barranca Parkway Suite 100, Irvine, CA 92618





Len Waters
 Director of Retail Sales
 Broker Management
 West



4200 Main St, Green Bay, WI 54311 (920)863-2123

Chobani



Matin Shah



Cambria Fetherston



Sara Alexander



535 Anton Blvd #230, Costa Mesa, CA 92626

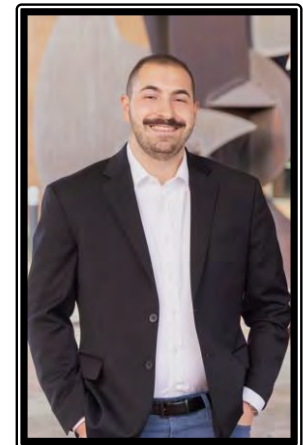


HARVEST[®]

FOOD DISTRIBUTORS



John Rokosz
Field Marketing
Representative



Gino Faris
Sales Account
Manager

2900 Ayers Avenue, Vernon, CA 90058 (323) 587-2383

Levitt Foods



CARNE ASADA TACOS

BACON & BLUE CHEESE BURGER

CHIMICHURRI RIBEYES

CARNE ASADA TACOS

- Branding Iron Ranch Carne Asada
- Signature Farms White Onion
- Signature Farms Cilantro
- Signature Farms Lime
- Signature Farms Salsa

BACON & BLUE CHEESE BURGER

- Branding Iron Ranch Bacon & Blue Cheese Burger
- Brioche Hamburger Bun
- O Organic Roma Tomatoes
- Signature Farms Romaine Lettuce
- Signature Farms Yellow Onion
- Signature Select Mayonnaise
- Signature Select Mustard
- Signature Select Ketchup

CHIMICHURRI RIBEYES

- Branding Iron Ranch Chimichurri Boneless Ribeye
- A.I. Original Sauce
- Signature Farms Cesar or Garden Salad Mix
- Signature Farms Red Potatoes - Roasted
- O Organics Vegetables to Liking

Operating Plant Address: 900 Airport Blvd, Mendota, CA 93640



Norseland



Heather St. Clair
National Acct. Mgr.



2625 S. Alpine Dr., Gilbert, AZ 85295 (602)743-4037



OLLI[®]
SALUMERIA



Matt Welbourn - Director of Sales - (732)713-3680





Lindsay Culkin
National Account Mrg

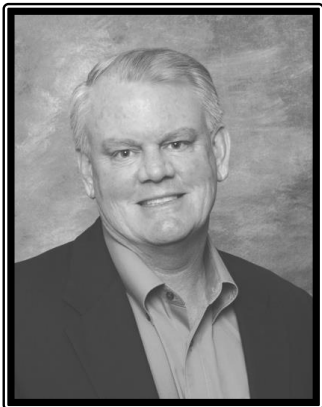


April DeWinter
SW Sales Manager



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

SQUARE-H Brands, Inc.



Kirk Kolden
Director of Sales



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



Santa Fe Importers

Marisa Foods



Vincent Passanisi
President



XLNT Foods



Roman Gonzales
Director of Sales



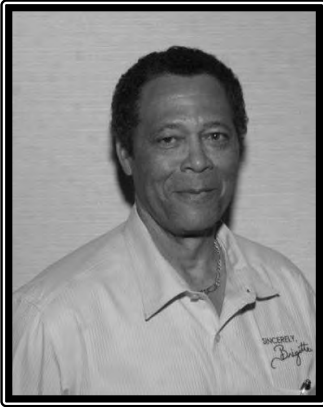
1401 Santa Fe Avenue, Long Beach, CA 90813 (562)437-7775



14043 Distribution Way, Farmers Branch TX, 75234 (337)298-3419



Anderson International Foods



Darin Foster
National Director
Of Sales

Bimbo Bakeries USA



Jesse Delgado
Customer Executive

2 Burma Rd Jersey City, NJ 07305
(805)231-2866

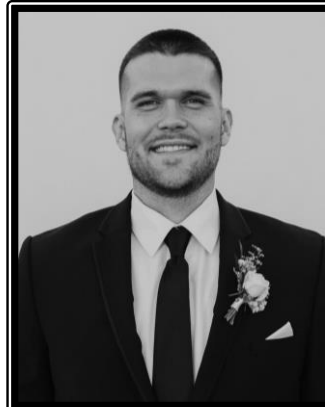
366 South Acacia Ave., Fullerton, CA 92831
(760) 535-7971

City of Hope



Cheryl Kennick
Sr. Director
Corporate Philanthropy

Commodity Transportation Services



Cole Struhs
Sales Representative

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

21175 N 9th Place Suite 102 Phoenix, AZ 85024
(208) 589-0608



Daisy Brand



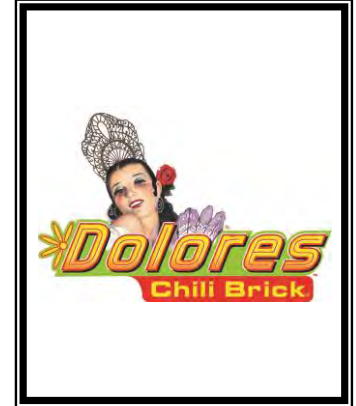
Emily Aguilar
Regional Sales
Manager



Dolores Canning



Burt Munoz



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

1020 N Eastern Ave Los Angeles, CA 90063
(323) 263-9155

Hartman Group



Robert Cannone
Partner



J&J Snack Foods



Rob Clark
Director National
Accounts
Brand Development



333 North Wilshire Ave., CA 92801 (888)
886-9987

(714) 313-7602



Lactalis



Domenic Lombardo
Regional Sales Mgr



Partners, A Tasteful Choice Company



Cara Figgins
President



2376 South Park Ave Buffalo, NY 14220
(562) 754-4699

21175 N 9th Place Suite 102 Phoenix, AZ 85024
(208) 589-0608

PSI Foods Inc.



Laura Russo
President



Serve-Rite Meat Co., Inc



Randy Overhuls
VP Sales & Marketing



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

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



Membership Roster



Name	Company	Email	Phone
Jody Williams	Absolute Food Sales	jwilliams@absolutefoodsales.com	(209) 985-9222
Scott Kish	Absolute Food Sales	skish@absolutefoodsales.com	(707) 592-2464
Scott Wedge	Accelerated Meat Sales and Marketing Group Inc.	scottwedge@acceleratedmeatsales.com	(661) 965-1966
Kim Field	Acosta	kfield@acosta.com	(562) 556-2321
Caroline Wright	Acosta	cxwright3@acosta.com	(714) 809-4515
Ray Hudash	Acosta	rhudash@acosta.com	(949) 278-5492
Brian Montenegro	Acosta	bmontenegro@acosta.com	(626) 290-7014
Debbie Williams	Acosta	dxwilliams14@acosta.com	(951) 532-3328
Maria Munoz	Acosta	mdmunoz@acosta.com	(562) 382-4793
Michael Welter	Acosta	mwelter@acosta.com	(714) 393-3075
Connie Thatcher	Advantage Solutions	Connie.thatcher@advantagesolutions.net	(951) 317-5015
Darlene Fagerhaug	Advantage Solutions	darlene.fagerhaug@advantagesolutions.net	(951) 768-1479
Dale Hensley	Advantage Solutions	dale.hensley@advantagesolutions.net	(949) 510-2953
Nicole Melara	Advantage Solutions	nicole.melara@advantagesolutions.net	(562) 242-4091
Chris Loew	Advantage Solutions	chris.loew@advantagesolutions.net	(925) 730-5220
Mike Polini	AFB West	mikepolini@afbwest.com	(949) 533-3200
Emily Brewer	AFB West	emily@afbwest.com	(619) 954-6261
Kevin Jackson	Albertsons/Vons	kevin.jackson@safeway.com	(714) 300-6386
Mark Angulo	Albertsons/Vons	Mark.Angulo@pavilions.com	(714) 300-6256
Sheri Kashirsky	Albertsons/Vons/Pavilions	sheri.kashirsky@albertsons.com	(714) 300-6256
Frank Hernandez	Alta Dena Dairy	frank.hernandez@altadenadairy.com	(626) 485-9886
Darin Foster	Anderson International Foods Inc	darin@aifoods.com	(805) 231-2866
Staffan Juelsson	Atalanta Corp.	sjuelsson@atalanta1.com	(323) 583-0861
Cathy Mora	Aztec Foods Enterprises	tapatiobroker@earthlink.net	(310) 753-8021
Angel Mora	Aztec Foods Enterprises	aztecfoods@att.net	(310) 753-2500



Name	Company	Email	Phone
Rey Garza	Bar-S Foods	rgarza@bar-s.com	(714) 441-1771
Paula AntrAsian	Bar-S Foods	pantrAsian@bar-s.com	(949) 305-2750
Pat Nunez	Bar-S Foods	pnunez@bar-s.com	(714) 356-1786
Pilar Villasana	Bar-S Foods	pvillasana@bar-s.com	(909) 261-6708
Rafael Galvan	Bar-S Foods	rgalvan@bar-s.com	(909) 297-9470
	Bay Cities Packaging and Design	www.bay-cities.com	(562) 948-3751
Diane Yanek	Bearstone Food Sales	Diane@Bearstonefoods.com	(714) 336-4845
Brenda Mottram	Bearstone Food Sales	Brenda@Bearstonefoods.com	(714) 336-4845
Len Waters	BelGioioso Cheese, Inc.	Leonard.Waters@belgioioso.com	(925) 768-4990
Bernadette Neace	Berne's Bakery Solutions	bneace@cox.net	(714) 315-4601
Jesse Delgado	Bimbo Bakeries USA	jesse.delgado@grupobimbo.com	(760) 535-7971
Willie Crocker	Bimbo Bakeries USA	willie.crocker@grupobimbo.com	(714) 319-0517
Rick Stidham	Bristol Farms	stidham@bristolfarms.com	(310) 233-4719
Ryan Ward	Bristol Farms	rward@bristolfarms.com	(310) 233-4430
Lauren Pepin	Bristol Farms	lpepin@bristolfarms.com	(310) 233-4461
Roger Arichega	Bristol Farms	rarechiga@bristolfarms.com	(310) 233-2729
Aaron Jones	Bristol Farms	ajones@bristolfarms.com	(310) 233-4730
Darla Deiro	CA Fortune	Darla.Deiro@cafortune.com	(714) 269-4426
Tirso Iglesias	Cacique, Inc.	Tl3@caciqueinc.com	(626) 937-4300
Alberto Campos	Cacique, Inc.	acampos@caciqueinc.com	(626) 937-4300
Jose Cardenas	Cacique, Inc.	jcardenas@caciqueinc.com	(626) 937-4300
Becky Villasenor	Cacique, Inc.	bvillasenor@caciqueinc.com	(626) 937-4300
Mike Mulhausen	California Custom Fruits & Flavors	mmulhausen@ccff.com	(626) 736-4130
Silvia Quiroz	Cardenas Markets	squiroz@cmkts.com	(909) 821-0501
Carlos Guerra	Cardenas Markets	cguerra@cmkts.com	(909) 731-3183



Name	Company	Email	Phone
Eric Stover	Cardenas Markets	estover@cmkts.com	(303) 809-4413
Dan Kelliner	Cardenas Markets	dkelliner@cmkts.com	(909) 235-8093
Jordan Francis	Carl Buddig & Co	jfrancis@buddig.com	(714) 390-7534
Brian Svoboda	Carl Buddig & Co	bsvoboda@buddig.com	(949) 500-1967
Jeff Rowley	Carl Buddig & Co	jrowley@buddig.com	(708) 335-7933
WAYNE BROWN	Challenge Dairy Products, Inc	wayne.brown@challengedairy.com	(925) 361-4358
Justin Kargl	Challenge Dairy Products, Inc.	justin.kargl@challengedairy.com	(916) 521-0687
Sara Alexander	Chobani	sara.alexander@chobani.com	(949) 525-1597
Cambria Fetherston	Chobani	cambria.fetherston@chobani.com	(951) 243-4500
Matin Shah	Chobani	matin.shah@chobani.com	(949) 307-9655
Cheryl Van Den Hende	Chuckanut Bay Foods	CherylV@chuckanutbay.com	(909) 908-0484
Cheryl Kennick	City of Hope	ckennick@coh.org	(626) 382-8344
Victoria Corbin	City of Hope	vcorbin@coh.org	
Audrey Palacio	City of Hope	apalacio@coh.org	(626) 256-4673 EXT:86285
Debra Zimmerman	Coastal Marketing Group, Inc.	debrazimmerman@coastal-marketing.com	(949) 715-9366
Ed Zimmerman	Coastal Marketing Group, Inc.	edzimmerman@coastal-marketing.com	(949) 715-9366
Mariana Zimmerman	Coastal Marketing Group, Inc.	marianaz@coastal-marketing.com	(949) 715-9366
Allison Egbert	Coastal Marketing Group, Inc.	allisone@coastal-marketing.com	(949) 715-9366
Alexandro Avalos	Coastal Marketing Group, Inc.	alexavalos@coastal-marketing.com	(949) 715-9366
Rick Walker	Conception 2 Consumption	rick@conception2consumption.com	(949) 379-4343
Charles Giangreco	CRICARSA INC. D.J. Alba & Giangreco Sales Co.	giansales@cricarsa.com	(818) 612-1782
Emily Aguilar	Daisy Brand	eaguilar@daisybrand.com	(877) 292-9830
Chuck Forehand	Daisy Brand	cforehand@daisybrand.com	(877) 292-9830
Francesca Bjorklund	Danone North America	francesca.bjorklund@danone.com	(703) 244-0766
Audrey Gutierrez	Danone North America	audrey.gutierrez@danone.com	(909) 438-0224



Name	Company	Email	Phone
Skyler Lebreton	Danone North America	skyler.lebreton@danone.com	(562) 230-8232
Steve Munoz	Dolores Canning	steve@dolorescanning.com	(323) 263-9155
David A. Munoz	Dolores Canning	dave@dolorescanning.com	(323) 263-9155
Bert S. Munoz	Dolores Canning	bert@dolorescanning.com	(323) 263-9155
Sue Bargsten	DPI Specialty Foods	susan.bargsten@dpispecialtyfoods.com	(909) 717-7651
Katie Oleary	DPI Specialty Foods	katie@estifoods.com	(909) 519-0410
Rebecca Rudolph	DPI Specialty Foods	Rebecca.Rudolph@dpispecialtyfoods.com	(909) 635-8186
Lisa Leandro	Eggland's Best	lleandro@eggland.com	(714) 308-2870
Eric Veltri	Empire Marketing Strategies	eveltri@empirefoods.com	(602) 469-2152
Shawna Sponheim	Empire Marketing Strategies	svanhamersveld@empirefoods.com	(562) 650-5110
Alyssa Cota	Empire Marketing Strategies	acota@empirefoods.com	(714) 794-4004
Michael Neace	Empire Marketing Strategies	mneace@empirefoods.com	(949) 331-7674
Cesar Oliva	Empire Marketing Strategies	coliva@empirefoods.com	(323) 893-2135
Mark Wilhelm	Epic Sales Partners	mwilhelm@epicsales.com	(949) 453-9533
Justin Clark	Epic Sales Partners	jclark@epicsales.com	(949) 453-9533
Eric Eichhorst	Epic Sales Partners	eeichhorst@epicsales.com	(949) 453-9533
Vera Barber	Epic Sales Partners	vbarber@epicsales.com	(949) 453-9533
Ryan Klapp	Epic Sales Partners	rklapp@epicsales.com	(949) 453-9533
Nicole Rodella Najarro	Epic Sales Partners	nrodela@epicsales.com	(949) 453-9533
Nancy Ellis	Epic Sales Partners	nellis@epicsales.com	(949) 453-9533
Amy Reodica	Epic Sales Partners	areodica@epicsales.com	(949) 453-9533
Lucy Roque	Epic Sales Partners	lroque@epicsales.com	(949) 453-9533
Armando Mendez	Epic Sales Partners	amendez@epicsales.com	(949) 453-9533
Chris Groll	Florida's Natural Growers	chris.groll@floridasnatural.com	(949) 525-2586
Fred Steinbeck	Florida's Natural Growers	fred.steinbeck@floridasnatural.com	(714) 900-0047



Name	Company	Email	Phone
Julie Otero	Focus Food Group LLC	julie@focusfoodgroup.net	(714) 733-3913
Michael Gloyne	Focus Food Group LLC	michael@focusfoodgroup.net	(925) 337-4967
Aaron Ybarra	Focus Food Group LLC	aaron@focusfoodgroup.net	(619) 852-9546
Loretta Limon	Focus Food Group LLC	loretta@focusfoodgroup.net	(626) 485-7369
Tara Holtermann	FOODMatch	tara.holtermann@foodmatch.com	(714) 469-8539
Ryan Hon	Foster Farms	Ryan.hon@fosterfarms.com	(714) 624-7914
Diane Murdoch	Fuji Food Products Inc	diane.murdoch@fujifood.com	(949) 413-4717
George Moore III	Galaxie Designs	galaxiedesigns@aol.com	(714) 996-2510
Rich Gillmore	Gelson's Markets	rgillmore@gelsons.com	(818) 906-5700
David Vana	Gelson's Markets	dvana@gelsons.com	(818) 906-5748
Fernando Moreno	Gelson's Markets	fmoreno@gelsons.com	(818) 906-5700
Gayle DeCaro	Gelson's Markets	gdecaro@gelsons.com	(818) 906-5700
Sean Saenz	Gelson's Markets	sxsaenz@gelsons.com	(818) 906-5700
Art Kavoukjian	Golden State Seafood	abel@goldenstateseafood.com	(310) 918-9400
Kristen Marcucci	Gonnella Frozen Products	kmarcucci@gonnella.com	(714) 642-8257
Jon Erickson	Gonnella Frozen Products	jerickson@gonnella.com	(916) 761-4979
Robert Cannone	Hartman Group	rcannone9@gmail.com	(888) 886-9987
Jonathan Leavy	Harvest Sherwood	jdleavy@harvestsherwood.com	(858) 837-0954
Mark Frame	Health-Ade	mframe@health-ade.com	(330) 388-7556
Eddie Dominguez	Hickory Farms	eddie.dominguez@hickoryfarms.com	(626) 912-0417
Tim Pontius	Hidden Villa Ranch	tpontius@hiddenvilla.com	(714) 853-2570
Rich Schmidt	Hidden Villa Ranch	rschmidt@hiddenvilla.com	(800) 326-3220
Mark Murphy	Highland Plastics	mmurphy@hiplas.com	(951) 360-9587
Theresa Battel	Horizon Sales	t_battel@horizonsalescorp.com	(714) 979-4844
Daniel Ledesma	Horizon Sales	d_ledesma@horizonsalescorp.com	(714) 979-4844



Name	Company	Email	Phone
Maricelda Chaidez	Horizon Sales	m_chaidez@horizonsalescorp.com	(714) 979-4844
Tomas Salado	House Foods of America	t.salado@house-foods.com	(714) 901-4350
Dave MacDonald	HP HOOD	david.macdonald@hphood.com	(949) 324-4727
David Haaf	IDDBA	dhaaf@iddba.org	(608) 310-5000
Kristin Baum	Irresistible Food Group Sales (King's Hawaiian, Grillo's Pickles & Shaka Tea)	kristin.baum@irresistiblefoods.com	(714) 323-1381
Rob Clark	J&J Snack Foods Corp	rclark@jjsnack.com	(714) 313-7602
Jeffrey L. "J.L." Eisikowitz	JLE Enterprises, Inc.	JL@jle-enterprises.com	(818) 718-6688
Chris Townes	JLE Enterprises, Inc.	chris@jle-enterprises.com	(818) 718-6688
Timothy Keyes	John J. Wollak Co., Inc.	johnjwollak@verizon.net	(714) 890-5980
Joe Berg	Joseph Farms	jberg@josephfarms.com	(714)785-7963
Pete Buol	Klondike Cheese Co.	pete.buol@klondikecheese.com	(608) 328-9279
Laura Taketomo	Kroger	laura.taketomo@kroger.com	(310) 339-6288
Tony Battaglia	Lactalis American Group	anthony.battaglia@us.lactalis.com	(716) 823-6262
Stephan Maxson	Lactalis American Group	stephan.maxson@us.lactalis.com	(716) 823-6262
Domenic Lombardo	Lactalis American Group	domenic.lombardo@us.lactalis.com	(562) 754-4699
Stacy Gilbert	Lactalis American Group	stacy.gilbert@us.lactalis.com	(951) 833-7184
Derek Hobbs	Land O' Frost	derek.hobbs@landofrost.com	(602) 930-2053
Dan Weiskopf	Land O' Frost	dan.weiskopf@landofrost.com	(602) 228-5636
Larry Eiffert	LE Food Sales	larry@lefoodsales.com	(714) 585-2489
Kevin Draper	Le Grand Marketing	kevin@legrandmarketing.com	(714) 984-6205
Stephanie Molina	Le Grand Marketing	stephanie@legrandmarketing.com	(714) 984-6205
Nikita Peterson	Le Grand Marketing	nikita@legrandmarketing.com	(714) 984-6205
Nancy Gore	Legacy Food Sales	nancy@legacyfoodsales.com	(714) 300-8466
Jill Le Croy	Legacy Food Sales	jill@legacyfoodsales.com	(623) 628-2091
Art Levitt	Levitt Foods	art@levittfoods.com	(951) 316-0489



Name	Company	Email	Phone
Dimitri Geges	Levitt Foods	dimitri@levittfoods.com	(781) 956-3778
Rob Levitt	Levitt Foods	rob@levittfoods.com	(951) 316-8575
Brad Corpe	Levitt Foods	brad@levittfoods.com	(760) 668-8480
Virginia Morrison	Litehouse Simply Artisan	vmorrison@litehouseinc.com	(657) 600-2063
Kristine Gatlin	Litehouse Simply Artisan	kgatlin@litehouseinc.com	(949) 769-0272
Laura Mastro	Mastro & Associates	lauram@mastroandassociates.com	(714) 941-9988
Larry Mastro	Mastro & Associates	larrym@mastroandassociates.com	(714) 941-9988
Michael Martinez	Mastro & Associates	michaelm@mastroandassociates.com	(949) 310-5994
Stephanie Martinez	Mastro & Associates	stephaniem@mastroandassociates.com	(949) 310-5997
Dan Millier	Mastro & Associates	danielm@mastroandassociates.com	(714) 941-9988
Frances Ozier	Mastro & Associates	franceso@mastroandassociates.com	(714) 941-9988
Ralph Volk	Mission Foods	ralph_volk@missionfoods.com	(562) 802-1700
Gino Llerena	Mission Foods	gino_llerena@missionfoods.com	(562) 802-1700
Ron Brunner	Mission Foods	ron_brunner@missionfoods.com	(562) 802-1700
Wendy Robinson	Mission Foods	wrobinson@missionfoods.com	(562) 802-1700
Nancy Munoz-Morales	Mission Foods	nancy_munozmorales@missionfoods.com	(562) 802-1700
Mike Gonzales	Mission Foods	mike_gonzalez@missionfoods.com	(562) 802-1700
Jeronimo Moreno	Mission Foods	Jeronimo_Moreno@missionfoods.com	(562) 802-1700
Rafael Pineda	Mission Foods	Rafael_pineda@missionfoods.com	(562) 802-1700
JoAnn Dunn	Mission Foods	joann_dunn@missionfoods.com	(562) 802-1700
Julio Ramos	Mission Foods	julio_ramos@missionfoods.com	(562) 802-1700
Dale House	Mission Foods	dale_house@missionfoods.com	(562) 802-1700
Burhan Nasser	Nasser Company, Inc.	burhan.nasser@nasserco.com	(714) 279-2100
Nevart Majarian	Nasser Company, Inc.	nevert.majarian@nasserco.com	(714) 279-2100
Luis Garcia	Nasser Company, Inc.	luis.garcia@nasserco.com	(714) 279-2100



Name	Company	Email	Phone
Dean Sandello	Nasser Company, Inc.	dean.sandello@nasserco.com	(714) 279-2100
Henry Rodriguez	Nasser Company, Inc.	henry.rodriguez@nasserco.com	(714) 279-2100
Annette Uehara	Nasser Company, Inc.	annette.uehara@nasserco.com	(714) 279-2100
Melissa Griffin	Nasser Company, Inc.	melissa.griffin@nasserco.com	(714) 279-2100
Tracy Higgins	Nasser Company, Inc.	tracy.higgins@nasserco.com	(714) 279-2100
Delmy Diaz	Nasser Company, Inc.	delmy.diaz@nasserco.com	(714) 379-2100
Heather St. Clair	Norseland	hstclair@norseland.com	(602) 743-4037
Rhonda Tagge	Olive Crest	rhonda-tagge@olivecrest.org	(714) 488-7094
Maria Nickless	Olive Crest	maria-nickless@olivecrest.org	(949) 633-3094
Marco Terenghi	Olli Salumeria	marco@olli.com	(804) 334-7749
Matt Welbourn	Olli Salumeria	matt@olli.com	(732) 713-3680
Cara Figgins	Partners a tasteful choice compnay, DBA Partners Crackers	Caraf@partnerscrackers.com	(253) 867-1580
Veronica Zelinski	Pavilions	veronica.zelinski@albertsons.com	(714) 300-6672
Deborah Jones	Pavilions	deborah.jones@safeway.com	(714) 300-6436
Gavin Schlesinger	Pavilions	gavin.schlesinger@albertsons.com	(714) 300-6104
Martin Chen	Perdue Farms Inc.	martin.chen@perdue.com	(310) 427-0367
Chelsea McQuistan	Perdue Farms Inc.	chelsea.mcquistan@colemannatural.com	(707) 321-9257
Scott Fortney	Perdue Farms Inc.	scott.fortney@perdue.com	(707) 241-5485
Dennis Quiros	Perdue Farms Inc.	dennis.quiros@perdue.com	(707) 933-7101
Jim Pierson	Pocino foods company	jimpierson@pocinofoods.com	(626) 926-6297
Connie Concon	Point Reyes Farmstead Cheese	connie@pointreyescheese.com	(503) 575-0263
Jack Miller	Premier Action Group	jack@premieractiongroup.com	(909) 305-0020
Steve Sipp	Premier Action Group	steve@premieractiongroup.com	(909) 305-0020
Kari Buckner	Premier Action Group	kari@premieractiongroup.com	(714) 357-1777
Bill Mackie	Processors Mktg & Research	billmackie@pmr-inc.com	(909) 855-1237



Name	Company	Email	Phone
Robert Arevalos	Processors Mktg & Research	robert@pmr-inc.com	(714) 606-9416
Bob Lanphere	Progressive Food Sales, Inc.	boblanphere@progressivefoodsals.com	(310) 721-2124
Mike Lanphere	Progressive Food Sales, Inc.	mike@progressivefoodsals.com	(310) 729-3344
Laura Russo	PSI Foods, Inc	laura@psifoods.com	(818) 318-1388
Bruce Flanigan	R2 Fresh Solutions (Div. of Advantage Solutions)	bruce.flanigan@rsquaredsolutions.com	(949) 356-2104
Cheryl Parille	R2 Fresh Solutions (Div. of Advantage Solutions)	Cheryl.Parille@rsquaredsolutions.com	(714) 780-3000
Darlene Ethridge	R2 Fresh Solutions (Div. of Advantage Solutions)	dalene.ethridge@rsquaredsolutions.com	(714) 780-3213
Steve Ngyen	R2 Fresh Solutions (Div. of Advantage Solutions)	Steve.Nguyen@rsquaredsolutions.com	(714) 585-9610
Denielle Garcia-Skalsky	R2 Fresh Solutions (Div. of Advantage Solutions)	denielle.garciaskals@rsquaredsolutions.com	(626) 482-1750
Steve Jaques	R2 Fresh Solutions (Div. of Advantage Solutions)	steve.jacques@rsquaredsolutions.com	(714) 457-1746
Glenn Weeks	Randall Farms	gweeks@randallfood.com	(770) 630-3751
April DeWiinter	Reser's Fine Foods	aprild@resers.com	(951) 218-1786
Lindsay Culkin	Reser's Fine Foods	lindsayc@resers.com	(925) 212-2502
Kirby Saito	Reser's Fine Foods	kirbys@resers.com	(208) 891-9721
Art Heeg	Reser's Fine Foods	art.heeg@freshcreativefoods.com	(760) 802-5963
Wendy Lorance	Rich Products Corporation	wlorance@rich.com	(951) 966-8347
Lydia Cuevas	Rich Products Corporation	lcuevas@rich.com	(714) 722-0763
Susan Duran	Rich Products Corporation	sduran@rich.com	
Kerry Almos	Rich Products Corporation	kalmos@rich.com	
Jackie D'Antuono	Rich Products Corporation	jdantuono@rich.com	
Brian Anderson	Rich Products Corporation	banderson@rich.com	
Maribel Delgado	Rizo Lopez Foods, Inc (Tio Francisco Cheese)	mdelgado@rizolopez.com	(626) 409-5159
Carlo Peysack	Rizo Lopez Foods, Inc (Tio Francisco Cheese)	cpeysack@rizolopez.com	(209) 857-6744
Joann Pink	Rockenwagner Bakery	payables@rockenwagner.com	(310) 780-9779
Stefany Dybeck	Rockenwagner Bakery	stefany.dybeck@rockenwagner.com	(760) 822-8547



Name	Company	Email	Phone
Greg Hickey	Rockenwagner Bakery	greg.hickey@rockenwagner.com	(949) 233-3202
Corinne Lander	Rockenwagner Bakery	corinne.lander@rockenwagner.com	(310) 489-4823
Jose Perez	Rockview Family Farms	josep@rockviewfarms.com	(562)-715-1199
Marisa Passanisi	Santa Fe Importers DBA Marisa Foods & XLNT Foods	marisa@marisafoods.com	(562) 437-7775
Vincent Passanisi	Santa Fe Importers DBA Marisa Foods & XLNT Foods	vince@marisafoods.com	(562) 437-7775
Roman Gonzales	Santa Fe Importers DBA Marisa Foods & XLNT Foods	roman@marisafoods.com	(562) 437-7775
Dave Litle	Santa Monica Seafood	davel@smseafood.com	(310) 710-8031
Nancy Osorio	Santa Monica Seafood	nancyo@smseafood.com	(805) 423-4455
Anthony Cigliano	Santa Monica Seafood	anthony@smseafood.com	(310) 999-3424
Ken Foster	Santa Monica Seafood	kenF@smseafood.com	(805) 400-9012
Lou Tartadian	Santa Monica Seafood	louist@smseafood.com	(619) 209-9999
Josh Baum	SAVI Sales & Marketing	josh@savisales.com	(714) 809-1007
Allan Baum	SAVI Sales & Marketing	allan@savisales.com	(909) 720-8845
Nick Castro	SAVI Sales & Marketing	nick@savisales.com	(213) 256-5276
Phillip Franco	Schaller & Weber	phil@schallerweber.com	(714) 791-8761
Randy Overhuls	Serv-Rite Meat Co., Inc (Bar-M, Charlie's Pride)	roverhuls@bar-m.com	(323) 227-1911
Al Hamichart	Serv-Rite Meat Co., Inc (Bar-M, Charlie's Pride)	ahamichart@bar-m.com	(323) 227-1911
Phil Tanico	Serv-Rite Meat Co., Inc (Bar-M, Charlie's Pride)	ptanico@bar-m.com	(323) 227-1911
Paul Frisina	Silva Sausage Co.	pfrisina@silvasausage.com	(213) 713-5447
Doug Threadgill	Smart & Final LLC	doug.threadgill@smartandfinal.com	(323) 669-7553
Maria Romero	Smart & Final LLC	maria.romero@smartandfinal.com	(323) 869-7598
Mary Griffin	Smart & Final LLC	mary.griffin@smartandfinal.com	(323) 869-7564
Alex Balladarrez	Smart & Final LLC	alex.balladarrez@smartandfinal.com	(323) 869-7547
Susan Frizelle	Smart & Final LLC	susan.frizelle@smartandfinal.com	(323) 869-7582
Donna Harkema	Smithfield Foods	dharkema@smithfield.com	(714) 328-2391



Name	Company	Email	Phone
Armando Rodriguez	Smithfield Foods	arodriguez@smithfield.com	(559) 797-6172
Jon Evans	Smithfield Foods	jevans@smithfield.com	(323) 204-7787
Arturo Sandoval	Smithfield Foods	ASandoval2@smithfield.com	(213) 519-0325
Bobby Miller	Sola Sweet	bobby@solasweet.com	(619) 504-0856
Sam Galletti	South Wind Foods	sgalletti@southwindfoods.com	(323) 262-8222
Michael Bonicatto	Specialty Food Sales	michael@specialtyfoodsales.net	(602) 486-5588
Kirk Kolden	Square-H Brands, Inc.	kirk.kolden@sqhb.com	(949) 357-8508
Henry Haskell	Square-H Brands, Inc.	henry.haskell@sqhb.com	(323) 267-4600
Noah Haskell	Square-H Brands, Inc.	noah.haskell@sqhb.com	(323) 267-4600
Matt Galt	Square-H Brands, Inc.	matt.galt@sqhb.com	(323) 267-4600
Damian Valdez	Super King Markets	damian@superkingmarket.com	(626) 664-9737
Andre Mesropian	Super King Markets	Andre@superkingmarket.com	(323) 604-1601
Varouj Grigorian	Super King Markets	Varouj@superkingmarket.com	(323) 604-1601
Carlos Gonzalez	Super King Markets	Carlos@superkingmarket.com	(323) 604-1601
Leonardo Calvo	T & C Specialities	tcspecialties@gmail.com	(310) 993-9978
Greg Smith	T & C Specialities	gsmith760@gmail.com	(310) 750-7006
Gary Provenzano	Tama Trading	gprov1@aol.com	(213) 748-8262
Abel Gutierrez	The Remington Group	abelg@theremingtongrp.com	(714) 537-3663
Stacy Irving	True Story	stacy@truestoryfoods.com	(714) 336-7191
Katherine O'Connor	Tyson Foods	katherine.oconnor@tyson.com	(619) 306-6802
Katie Aung	Yummi Sushi	katieaung@yummisushi.net	(337) 298-3419

Become a member and advertise in our company spotlight!

www.pcsocal.org





PCSC

Perishable Council of
Southern California

Testimonial



The Perishable Council of Southern California is the community that has allowed me to build long lasting working and personal relationships throughout my career. I have grown professionally through my involvement as a Board Member and Past President. The purpose for the council has always been to bring industry members together to collaborate, network, and support education. These key pillars have allowed the PCSC to weather many storms throughout the years. I would recommend anyone who is looking to improved their understanding of our dynamic everchanging industry to get involved. The return on investment you make will be benefit you and better position the company you represent.

These key pillars have allowed the PCSC to weather many storms throughout the years. I would recommend anyone who is looking to improved their understanding of our dynamic everchanging industry to get involved. The return on investment you make will be benefit you and better position the company you represent.

A special thank you to Susan Steele, the only employee for the PCSC that has been the constant for as long as I can remember. Thank you to the current President, Gavin Schlesinger and the Board of Directors for continuing to guide the ship.

Let's all do what we can to make a better tomorrow for our industry!

Lisa Juarez
Tabasco

