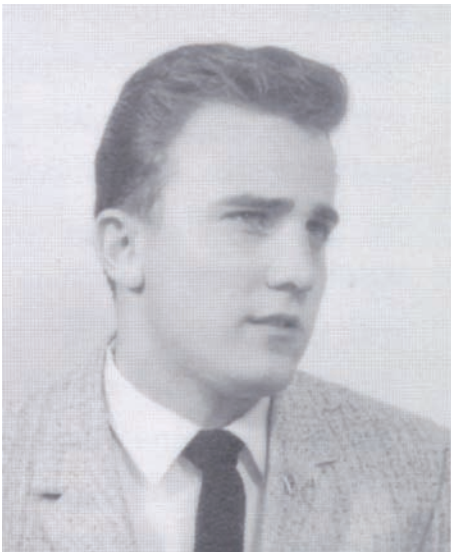


## ABOUT OUR HONOREE: JERRY WHITMORE

It would be hard to find a more people-oriented executive in the retail food industry than Jerry Whitmore, Southern California Sales Manager for Dreyer's Grand Ice Cream. Whitmore's 45-year career has been marked by generous service to charitable organizations and extensive personal relationships.

In honor of his accomplishments and dedication to serving others, he is being inducted into the California Grocers Association Educational Foundation Hall of Achievement.

"Jerry personifies being a people person," said Jim Lee, President and Chief Operating Officer for Stater Bros. Markets, a chain of 167 stores headquartered in San Bernardino. "I have known him for 30 years and he really hasn't changed. He has made a lot of days better for a lot of people just by coming into contact with them."



Jerry in his early years.

For Whitmore, personal contact is what business – and life – is all about. Instead of a business card, he hands out coupons for free ice cream. He prefers a phone call over a computerized email, and a personal visit most of all. A sign in his office sums up his philosophy: "A desk is a dangerous place to watch the world."

"I'm from the old school and it has worked my whole career," Whitmore, 67, said in a recent interview. "Success is being out with your customers. I feel it is very important. I am a touchy feely person. I want to meet you in person and shake your hand."

Whitmore has been with Oakland-based Dreyer's since 1988, and prior to that was Vice President of Sales and Operations for Laura Scudder's Co. Over the years, he has dedicated himself not only to the industry but also to an array of educational and charitable activities.

Jerry has been a California Grocers Association Board member since 2005, said CGA President/CEO Ron Fong. He is one of those old-school, traditional-type salesmen. His world is about going to make the sales call. He knows all of the stakeholders personally, all of the presidents of large companies and all of the presidents of mid-size and small companies. He genuinely cares about these people. They are his life.

Whitmore was born in Brookfield, Ohio, and at age 13, moved to Albuquerque, New Mexico, where he began helping in his grandparents' grocery store. At 15, he started working as a box boy for Furr's Market and was known as a serious and productive employee. He worked hard, learned the business and at 20 was promoted to Grocery Manager for Furr's.

In the early 1960s, Whitmore shifted to a different side of the food business



Jerry and his wife Joanne.

as New Mexico Regional Manager for Red Seal Potato Chips. Later, Red Seal was acquired by Laura Scudder's, and Whitmore relocated to Southern California, where he held numerous positions.

Whitmore's most recent 22 years with Dreyer's have been filled with rich experiences and opportunities to serve the greater community.

"I have been so blessed working at Dreyer's," Whitmore said. "A lot of companies don't allow their people to get on these committees. But Dreyer's has always been one of the most liberal companies in the United States in terms of allowing its sales managers to get involved in charities. The charitable things I have done I have enjoyed as much as anything else. Some days I wake up and think, 'How did all this happen?'"

Whitmore has been active with the City of Hope Industry Committee, Easter Seals, and the Committee for the Olive Crest Home for Abused and Abandoned Children. He has been an active member of the Illuminators, where he received the 2000 Ted Eggers Honorlite Award. He also received

the Food and Beverage Industries Humanitarian Award from the National Conference for Equality and Justice. A longtime member and leader of the Food Industry Sales Managers Club of Los Angeles, he served as president in 1995, was honored with the group's Presidential Award of Distinction in 2001 and has served as the group's chairman of the Legends of the Industry Luncheon.

Whitmore has been an enthusiastic fan of scouting and its benefits for young people. In 1995, he joined the Boy Scouts Advisory Board, and four years later became Chair of the Gifts-In-Kind Committee, which has provided more than a quarter-million dollars worth of donated products to Boy Scout summer camps. He has received widespread recognition for his work with the Scouts, including the Silver Beaver Award from Boy Scouts of America and the Good Scout Award from the Southern California Grocery Industry and Boy Scouts of America.

Jerry is very service oriented, Lee said. He has made a real difference. He is always there to answer the call when someone needs some help. But Jerry is more than just a strong, caring supporter of worthy non-profit causes.



A longtime supporter of the CGA Educational Foundation and its program, Jerry and his trusted foursome, Bob Stiles, Gelson's Markets; Mike Stamper, Dreyer's Grand Ice Cream; and Kevin Davis, Bristol Farms, always attend the Southern California golf tournament.

He has always been very business-oriented. He is able to combine his sense of service with his business skills and dedication. Jerry knows everyone in the business. He can get in to see anybody in any company at any time. I don't know anyone else who can do that. He's a class act.

Among Whitmore's many leadership positions has been his service on the California Grocers Association Board of Directors. The CGA Foundation's educational and career development programs have been especially valuable, he said, noting that such efforts help carry the torch forward.

CGA is a vital organization, Whitmore said. I don't know how grocers or suppliers would survive without CGA.

Whitmore lives in Orange Park Acres in Southern California with his wife, Joanne. They have five children and seven grandchildren. In recent years, Whitmore has added a new passion to his life: Hiking in the wilderness. His recent adventures have included Mount Whitney and the Grand Canyon.

Whether he is selling ice cream or good will or the virtues of a mountaintop, his view of the world remains the same: There's nothing like getting out there and meeting people and getting involved with them, he said. In business and in life, it's the little things that count.



Jerry and Joanne explore the Coast Rican jungle on a recent zip lining trip.



Jerry completed a solo trek up Mt. Whitney, a journey of more than 14K ft.