



Contact: Dave Heylen, V.P. Communications  
Tel: 916.448.3545 • FAX 916.448.2793  
Website: [www.cagrocers.com](http://www.cagrocers.com)  
E-mail: [dheylen@cagrocers.com](mailto:dheylen@cagrocers.com)

California Grocers Association  
1415 L Street, Suite 450  
Sacramento, CA 95814

## **CALIFORNIA GROCERS ASSOCIATION NAMES DOUG SCHOLZ SENIOR DIRECTOR OF BUSINESS DEVELOPMENT AND STRATEGIC PARTNERSHIP**

SACRAMENTO, CA - (July 6, 2010) – The California Grocers Association has named Doug Scholz Senior Director of the newly created position of Business Development and Strategic Partnership, effective July 9.

In this new position, Scholz is responsible for maintaining and expanding CGA's current revenue stream while developing new business opportunities. His responsibilities include managing the Association's annual conference, membership, industry events, sponsorships and fundraising efforts.

“As CGA looks to diversify its revenue sources in light of our ever changing economy, it became apparent that the Association should place greater emphasis on strengthening CGA's relationships with its valued partners and explore new opportunities,” said Association President and CEO Ronald Fong.

Scholz brings to CGA more than 23 years of experience in marketing and partner development. Most recently, Scholz was Director of Partner Marketing for the Sacramento Convention & Visitors Bureau in Sacramento, CA. Prior to that, he was Director of Sales and Premium Seating for Maloof Sports and Entertainment. He also held various marketing positions for Viacom International in its Paramount Parks Division.

“Doug possesses the talent and qualifications we were seeking for this new dynamic position at CGA,” said Fong. “His skill set and leadership qualities will allow his team to develop new business opportunities for the Association and strengthen relationships with our strategic partners.” In addition to his responsibilities as Senior Director of Business Development and Strategic Partnership, Scholz will oversee a department that includes the director of Events & Sponsorships and the Association's membership manager.

“I am very excited to be joining CGA's management team and working to enhance the long-term, strategic relationships for the organization,” Scholz said.

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*The California Grocers Association is a non-profit trade association representing the food industry since 1898. CGA represents approximately 500 retail members operating over 6,000 food stores in California and Nevada, and approximately 200 grocery supplier companies. Retail membership includes chain and independent supermarkets, convenience stores and mass merchandisers.*