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## **CALIFORNIA GROCERS ASSOCIATION HIRES SARAH PAULSON SHEEHY AS DIRECTOR, SOUTHERN CALIFORNIA LOCAL GOVERNMENT RELATIONS**

SACRAMENTO, CA (November 21, 2011) – The California Grocers Association is pleased to announce the hiring of Sarah Paulson Sheehy as Director, Local Government Relations, Southern California, effective November 29, 2011.

In this position, Sheehy is responsible for CGA’s local government advocacy and outreach for the Southern California region. In addition, she will research and analyze ordinances and regulatory proposals, draft advocacy plans and messages and communicate with elected officials and regulatory staff, and member companies. Sheehy will also serve as CGA’s representative in Southern California on many Association issues. Her office is located in Burbank, CA.

Sheehy joins CGA after three plus years at Cerrell Associates, a Los Angeles-based lobbying and consulting firm, where she was responsible for media relations and communications, advocacy, and grassroots development for a variety of clients.

Additionally, Sheehy has worked for public and private entities including Miramax Films, the Los Angeles Unified School District and Shallman Communications, one of the foremost campaign consulting firms in Southern California. She holds a Master’s Degree in Public Policy from the UCLA School of Public Affairs.

“CGA is very fortunate to have someone with Sarah’s experience and expertise join our government relations team,” said Keri Askew Bailey, CGA Vice President, Government Relations. “Her experience both in the public and private sectors will be tremendous assets and will greatly assist strengthening our advocacy program in Southern California.”

Sheehy replaces Matthew Dodson who recently accepted a position as Vice President for the California Shopping Cart Retrieval Corp., also based in Burbank, CA.

### **Contact information:**

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*The California Grocers Association is a non-profit, statewide 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 300 grocery supplier companies.*