

## Food Industry Sales Association— Northern CA...

FISA has emerged as the Premier Sales Organization in Northern California. A combination of the San Francisco Sales Managers Club and the Northern CA Food Brokers Association had the tradition of fellowship with friends in the **grocery community**. All Net Proceeds from fund raising events go directly into the FISA General Fund benefiting Scholarships. The awards for higher education are given each year to retailer and FISA member families who exhibit leadership in school and/or work along with and community activities; in addition to demonstrating superior scholastic achievement.

### FISA Northern CA is:

A **not-for-profit organization** of Northern California retail food industry Sales Managers and Brokers. All candidates must represent food industry **or related** manufacturers whose items are offered for sales through recognized food industry channels.

### THE ASSOCIATION'S FUNCTIONS...

- **Member only** business meetings
- Guest customer meetings, featuring respected speakers from the retail food trade.
- Annual/Other Events:
  - **Members and guests Business & Social Events**
  - **Grocers Invitational Golf Tournament**
  - **Hi-Jinks** (Holiday Luncheon)
  - **Hall of Fame** – tri-annual event



### Our Mission:

*With over 100 years of history, Food Industry Sales Association of Northern California's mission is to encourage **positive** working relationships in the Grocery community while providing annual scholarship funds to Association members as well as Retailers & Wholesalers in Northern California.*

### Business Building Opportunities:

- |                  |                       |
|------------------|-----------------------|
| • BevMo!         | CGA/Independents      |
| • Costco         | C&S                   |
| • Food 4 Less    | Food Maxx             |
| • Grocery Outlet | Lucky's               |
| • Mollie Stone's | Nugget                |
| • Raley's        | Safeway               |
| • Save Mart      | Sprouts               |
| • Target         | SuperValu             |
| • Walmart        | Whole Foods and More! |
| • WinCo          |                       |



## “Encouraging a Positive Working Relationship in the Grocery Community”

**President:**  
Dianne Ellison

## New Membership Information 2019

Membership: Starting at \$225  
Group discounts available

**We Want YOU ! Contact Us @:**  
[www.ncfisa.com](http://www.ncfisa.com)

**FISA Northern CA Membership**  
**Mike Munoz**  
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## History

Established over 100 years ago, FISA **founding clubs** started as a forum to exchange ideas among **sales managers** of consumer packaged goods companies and **broker organizations** serving the grocery industry—*networking!*

Today, this is only one of the many benefits enjoyed by active participation in the Association. We organize Business luncheons & Social events throughout the year involving retailers in Northern California. You may have attended an Industry Luncheon, Monte Carlo night, A's Ballgame, Golf Event or Holiday/Hi-Jinks luncheon.

2019 promises to be another year full of industry events honoring and involving our retail partners, offering you many opportunities to network and grow your business relationships



**FISA** Executive Board 2019

**President:**

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**Vice President:**

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