

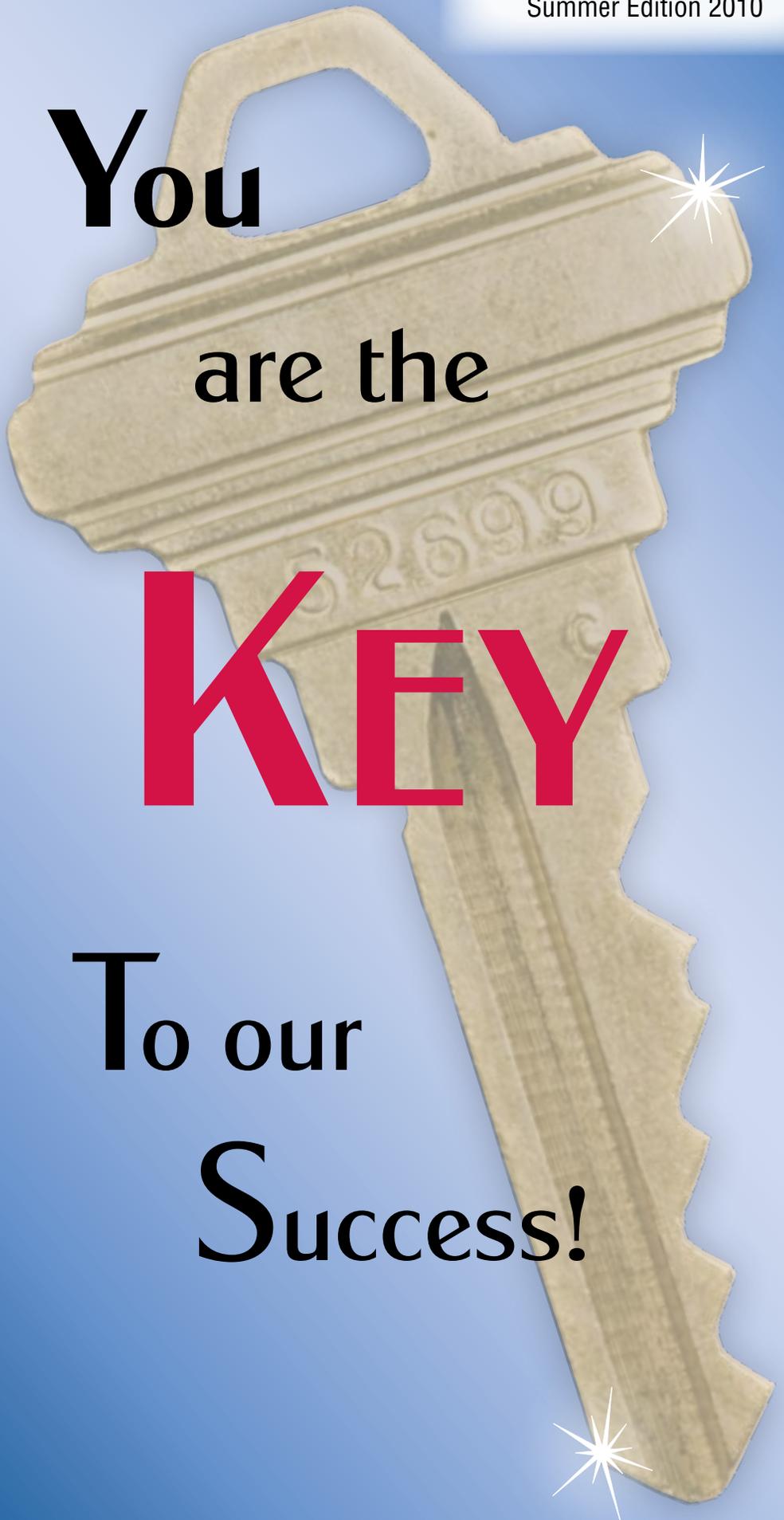
**You**

are the

**KEY**

To our

**Success!**



Checkout is published for the employees of the Seattle Division of Safeway Inc. PO Box 85001 Bellevue, WA 98015-8501

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**We Welcome Your Comments and Suggestions**

If you'd like to submit a story idea or pictures for Checkout, please call (425) 201-6467 or forward your suggestion in writing to Public Affairs c/o the Division Office.

*The Key to Our Success . . . Is YOU!*



"You are the Key To our Success," is a testament to the many success stories achieved throughout our division and a motto I strongly believe to be true. Without a doubt, all of our employees have the talent and ability to continue unlocking the success by using the talent that each of you possess. It doesn't matter what position you hold in our company, as there are always opportunities for growth. With an attitude for mastering change, you will stay in control and change will never master you.

I am personally very proud that Safeway is a company of **people** making a connection through **products** that nourish a **community** and support a healthier **planet**. Recently, Bruce Everette, Executive Vice President, Retail Operations, joined us at our annual Store Managers' Meeting (see article on page 5) to speak about our focus on Corporate Social Responsibility and how it will define us as a world-class leader in the retail industry (see CSR article on page 3). With a shared understanding that everything connects within our company, we are able to focus on this corporate priority. To accomplish our CSR goals, the Seattle Division has established District and Store Champions to lead this cause, spearheaded by our Division CSR Champion, Cherié Myers, Director of Public/Government Affairs. Together, our CSR Champions will share the vision of our company and our commitment to people, products, community and our planet.

Recognizing and valuing the many differences that make us who we are is vital to our culture within the makeup of our division. Our vast diversity is reflected throughout this issue of *Checkout*. From the "Diversity at Work" column featuring an outreach project in the Olympia District, to the pages of photos showcasing retail highlights, topped off by the overwhelming show of philanthropic efforts for prostate cancer research and people with disabilities during an unpredictable time in our economy, I remain humbled by the connection of our people.

While each of you hold the key to our success, Safeway also holds the key to a bright future full of many career opportunities. This is reflected in the "Ladder to Success" article, as well as the article about how to attain your Retail Management Certificate. At Safeway, we work for a company with limitless opportunities and in the Seattle Division, with such stellar employees, I encourage you not to sell yourself short. Your greatest asset is YOU and the talent you hold. Use it and together we will all be successful.



*Greg Sparks*



**Corporate Social Responsibility**

*everything connects . . .*

Safeway is a company of PEOPLE making a connection through PRODUCTS that nourish a COMMUNITY and support a healthier PLANET.

We are all connected ~ to each other and to the planet. The benefit of these connections is how even small changes, when added together, can have a lasting and powerful effect. Bringing together people, products and communities to support a healthier planet ~ this is the Heart of Safeway.

The Heart of Safeway begins with more than 186,000 employees and continues through our suppliers, customers and communities.

*our vision*

Safeway will be the premier retailer in the grocery sector with an unrivaled reputation for pursuing growth through leadership in environmental, socially responsible and ethical business practices. Known for balancing customer choice with the rapidly developing needs of our community and planet, Safeway is fully engaged in making a measurable difference in this important "sustainability" journey – and is recognized for our willingness to adapt the business appropriately.

**OUR PEOPLE**

**OUR COMMITMENT: *champion***

As a grocery retailer, we ensure our people policies champion health, wellness, diversity and inclusion, and other initiatives that are priorities for our employees and customers.

**OUR PRODUCTS**

**OUR COMMITMENT: *nourish***

Quality, freshness, selection, nutrition, sustainability and value will guide our product procurement and sourcing decisions.

**OUR COMMUNITY**

**OUR COMMITMENT: *involved***

We take pride in the positive impact we have on our customers and employees in their communities.

**OUR PLANET**

**OUR COMMITMENT: *responsibility***

Through transparent and innovative business practices, we are mindful of the impact our business has on the planet.

**OUR JOURNEY CONTINUES**

**OUR COMMITMENT:**

*2010 and beyond*

**PEOPLE**

We will continue to improve the health of our employees and their families by providing relevant information that ensures educated decisions and creates healthy behaviors. Simultaneously, we will keep per-employee healthcare costs flat through continuous innovation in plan design that motivates healthy behavior and high quality, moderate cost healthcare decisions.

**PRODUCTS**

Safeway is committed to offering products to our customers that are produced using sustainable and ethical practices throughout the entire supply chain, from seed to shelf. We have developed several initiatives to ensure our customers are able to purchase more sustainably made products. One of these initiatives includes a commitment to increasing the amount of locally grown produce we offer each year, beyond our current level of 30%.

**COMMUNITY**

We established the Safeway volunteer program to serve as a catalyst for individual volunteer activity and as a means to align the interest of our employees with a volunteer opportunity close to their homes. The company will support and encourage employees to collectively volunteer one million hours annually to worthwhile organizations in the communities where they live and work. The Seattle Division has established CSR District and Store Champions to lead this cause.

**PLANET**

Safeway supports the global drive toward Zero Waste business practices. Through increased scrutiny and continued innovation, Safeway is committed to diverting from landfills an average of 90% of its materials at the retail level by 2012.



# Getting Your Retail Management Certificate

## Do you want to...

- Increase your knowledge of Retail Industry Management
- Improve your business and professional skills
- Enhance your promotability
- Earn credits towards your college degree

## WAFC Retail Management Certificate (RMC)

The Retail Management Certificate is a specially recognized program designed to prepare individuals for the fast-paced retail industry. This program is also intended to help students develop an understanding of the retail manager's job and the requirements for success in the retail environment.

## What is the WAFC (Western Association of Food Chains)?

The Western Association of Food Chains (WAFC) is a non-profit association dedicated to supporting education programs that serve the food industry. Safeway supports this specially recognized program and encourages all employees to take advantage of this program that can be 100% reimbursed by Safeway and be a great start to your college career.

## Who may attend?

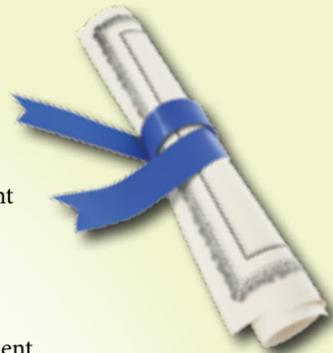
The program is open to both full-time and part-time Safeway employees.

## What are the benefits?

- Students who take this curriculum will improve their business and professional skills, as well as their knowledge of the retail industry enhancing their opportunity for advancement in a retail career.
- Employees who are interested in advancing into management positions (such as 1<sup>st</sup> Assistant Manager and Store Manager) will find the RMC experience quite valuable in their selection for Safeway's management development programs.
- Completing classes in this program can serve as the beginning towards obtaining a college degree.
- Safeway will provide 90% reimbursement for tuition, books and required fees to all full- and part-time employees who satisfactorily complete each course in the WAFC Retail Management Certificate in compliance with the Safeway PACE Policy and Tuition Reimbursement Program.
- Upon satisfactory completion of all ten classes, Safeway will reimburse the final 10%.
- Upon satisfactory completion of full certificate program, the WAFC will provide a \$200 cash honorarium!

## Required Classes:

- Business Writing
- Business Math
- Microcomputers
- Oral Communications
- Introduction to Management
- Accounting/Bookkeeping
- Introduction to Marketing
- Retailing
- Human Relations
- Human Resource Management



## How do I get started?

Ask your district's Regional HR Manager or Employment Coordinator for a brochure listing colleges offering classes. The brochure includes contact names and phone numbers so you can speak with a person at the college who can advise you.

To enroll, simply contact a participating community college in your area to determine when the next sessions are starting.

If you need more information or have questions, please contact Shannon Anderson in the Human Resources & Development (Training) Department via email at [Shannon.Anderson4@Safeway.com](mailto:Shannon.Anderson4@Safeway.com) or via phone at 425-463-6695.

Retail Management Certificate Program	
Participating Washington State Colleges	
<b>WESTERN WASHINGTON</b>	
Bellevue Community College	Lower Columbia College
Bellingham Technical College	North Seattle Community College
Centralia College	Olympic College
Clover Park Technical College	Skagit Valley Community College
Grays Harbor College	Tacoma Community College
Green River Community College	Whatcom Community College
Highline Community College	
<b>EASTERN WASHINGTON</b>	
Community Colleges of Spokane	
Wenatchee Valley College	
Yakima Valley Community College	



# You are the **KEY** to our Success . . . Annual Store Managers' Meeting

Over the years it has become somewhat of a tradition at Safeway to rally our store managers with an annual meeting where we focus on our successes and goals for the year ahead. While it's a time to celebrate, it's also a time to recall that the key to our success is in the time and energy invested in the preparation. The theme at this year's annual meeting held in June was focused on each person being the key to our success.

From start to finish, the meeting led our management team on a journey with speakers who conveyed the message that with commitment, heartfelt dedication, and deep passion for what we are doing, anything can be accomplished.

With a team of over 200 store managers, the message was clear that we are not on this journey alone. We are a team where *teamwork* is vital to our success. Leading this charge was President and CEO, Steve Burd, who welcomed our management team and spoke candidly about the opportunities we are faced with in our ever-changing economic climate. Bruce Everette, Executive Vice President, Retail Operations, followed Steve Burd with a focus on Corporate Social Responsibility and the important role it plays within our company (see page 3 for a complete article on CSR).

When Sue Celski of Federal Way Store 1555 took the stage everyone was in for a big surprise. With pride, she introduced special guest speaker, her son and Olympic speed skater and medalist, J.R. Celski, who rocked the house. J.R. revitalized our team with his powerful story of success, spoken with such conviction and genuine passion that



Guest speaker, J.R. Celski, speed skater and Olympic Medalist.

by the time everyone left the meeting for the day, they knew if they put their minds to it, they too could be the next Safeway Olympic medalist!

On day two, President and Division Manager, Greg Sparks, took the stage and set the tone of excellence by recapping our many accomplishments and success stories over the past year, along with our objectives in the months ahead. With the amount of talent, years of service, and wisdom among our Safeway team, together we all hold the key to our continued success.

Inspirational speaker and renowned mountain climber, Ed Viesturs, also joined our cast of speakers and helped reiterate the message that no matter what the industry, teamwork is the same: "An implicit trust in, and recognition that the person next to you is number one. If we're climbing a mountain together and you slip and fall, I'm there to save your life". His message was indelible and reiterated the power of going forward together as a team. Ed provided our management team with a renewed sense of desire, drive and dedication.

Following Safeway tradition, the annual meeting concluded with the much-anticipated Store Manager awards. **Congratulations** to all our winners and to our entire management team for holding the key to our success and knowing when and how to use it!

## Congrats! 2010 Store Managers' Meeting Outstanding Achievement Awards

**SCOTT EPLER**  
Outstanding Achievement  
SERVICE 2009 – Tier 1

**TROY NOLDEN**  
Outstanding Achievement  
SERVICE 2009 – Tier 2

**SCOTT STEVENSON**  
Outstanding Achievement  
SERVICE 2009 – Tier 3

**NICK ERICKSEN**  
Outstanding Achievement  
SERVICE 2009 – Tier 4

**GREG INGLE**  
Outstanding Achievement  
SERVICE 2009 – Tier 5

**SCOTT WAHL**  
Outstanding Achievement  
SERVICE 2009 – Tier 6

**DAVE RICHARD**  
Outstanding Achievement  
SERVICE 2009

**NICK ERICKSEN**  
Outstanding Achievement  
#1 CHECKOUT SUCCESS 2009 – 97.44%

**SHAWN DUFF**  
Outstanding Achievement  
#2 CHECKOUT SUCCESS 2009 – 97.18%

**LEE DARLING**  
Outstanding Achievement  
#3 CHECKOUT SUCCESS 2009 – 95.83%

**ROB BACKUS**  
Outstanding Achievement  
CHECKOUT SUCCESS 2009 – 86.83%

**BRAD MARLER**  
Outstanding Achievement  
SHRINK 2009

**ED DEBECK**  
Outstanding Achievement  
SHRINK 2009

**DENNIS JOHNSON**  
Outstanding Achievement  
DIVERSITY 2009

**JAY ROTHERMEL**  
Outstanding Achievement  
DIVERSITY 2009

**STEVE MOOERS**  
Outstanding Achievement  
OUT OF STOCKS 2009 – Tier 1

**CHRIS VAIL**  
Outstanding Achievement  
OUT OF STOCKS 2009 – Tier 2

**PATTY JOHNSON**  
Outstanding Achievement  
OUT OF STOCKS 2009 – Tier 3

**CHRIS SMITH**  
Outstanding Achievement  
OUT OF STOCKS 2009 – Tier 4

**BOB SILCOTT**  
Outstanding Achievement  
OUT OF STOCKS 2009 – Tier 5

**DAVE RICHARD**  
Outstanding Achievement  
OUT OF STOCKS 2009

**PAUL KASHA**  
Outstanding Achievement  
SAFETY 2009

**CRAIG JOHNSON**  
Outstanding Achievement  
SAFETY 2009

**BRETT BROWN**  
Outstanding Achievement  
BEST BALL 2009

**ROB BACKUS**  
Outstanding Achievement  
BEST BALL 2009

**HOWARD JENSEN**  
Outstanding Achievement  
Safeway Foundation – Employee Giving Campaign #1 \$12,250 raised 2010

**DAVE MYLLENBECK**  
Outstanding Achievement  
Safeway Foundation – Employee Giving Campaign #1 \$95,000 raised 2010

**MIKE EAGLE**  
Outstanding Achievement  
#1 Disabilities Fundraiser \$30.31/100 Transactions

**ROB BACKUS**  
Outstanding Achievement  
#1 Disabilities Fundraiser \$11.65/100 Transactions

**MIKE EAGLE**  
Outstanding Achievement  
#1 Prostate Cancer Fundraiser \$42.32/100 Transactions

**BRET PODNAR**  
Outstanding Achievement  
#1 Prostate Cancer Fundraiser \$10.90/100 Transactions

**MIKE EAGLE**  
Outstanding Achievement  
#1 MDA Fundraiser \$23.18/100 Transactions

**DAVE MYLLENBECK**  
Outstanding Achievement  
#1 MDA Fundraiser \$9.54/100 Transactions

**LEE DARLING**  
Outstanding Achievement  
#1 Breast Cancer Fundraiser \$42.71/100 Transactions

**GLENN PETERSON**  
Outstanding Achievement  
#1 Breast Cancer Fundraiser \$15.00/100 Transactions



## Store Manager of the Year

District 21 – Store 1821 <b>TREVOR HANSON</b>	District 28 – Store 0368 <b>JILL RUUD-DIETRICH</b>
District 22 – Store 1813 <b>KEN KOONTZ</b>	District 29 – Store 1471 <b>DONOVAN SOMMER</b>
District 23 – Store 1619 <b>ROD BARKER</b>	District 31 – Store 1573 <b>RYAN MURPHY</b>
District 24 – Store 0538 <b>BOB GIESLER</b>	District 32 – Store 0462 <b>RYAN HELTON</b>
District 25 – Store 1645 <b>JOEY SOARES</b>	District 33 – Store 3255 <b>MIKE CLUTTER</b>
District 26 – Store 0555 <b>SCOTT WAHL</b>	District 34 – Store 1544 <b>JARED KNOLL</b>
District 27 – Store 3500 <b>LORI GRUBER</b>	

# Chatter Box

...A little bit of chatter to help you get to know the inside story about Safeway leaders in the Seattle Division.

## How did your Safeway career begin?

At the age of 16, I was very fortunate to have a neighbor that had recently been hired as a checker for the new Safeway Store 454 in Lynnwood. She encouraged me to apply and spoke to the store manager about me. After an introduction and a brief interview, I obtained my first job and my future career. I worked at Safeway through high school, as well as summer vacations throughout my college years. Prior to receiving my second bachelor's degree, I made an appointment with my District Manager, George Unti. I had applied at several Law Schools and West Coast colleges to pursue additional education; however I wanted to know more about the career possibilities Safeway provided. That fifteen minute meeting with Mr. Unti initiated my plans to make Safeway my lifelong employer.

## What is your most memorable moment?

I have the great fortune to have many memorable moments. I have a passion for spending time in unique, beautiful areas of wilderness and doing activities that require challenging, physical involvement. For most of my life I have had a fear of heights. To conquer this fear and enjoy interesting activities, I began a hobby of mountain climbing. Through this activity, I reached the summit of a number of Washington mountains which include Mount Rainier in 2000. I did dramatically reduce my fear of heights and enjoyed natural beauty few are able to see firsthand. The picture at left was taken near the summit of Mount Rainier with my climbing team.



Dave and friends near the summit of Mt. Rainer in 2000.

**Dave Myllenbeck**  
Yakima District Manager  
38-year Safeway veteran

## Tell us something we'd be surprised to know about you.

From the age of four and throughout my life, I have been genuinely fascinated with the study of birds or ornithology. Whenever possible, I visit unusual places to see new species and will on occasion enlist local field experts to assist me. I also enjoy reading on many subjects and inspired by the recent study of Darwin's finches, I visited the Galapagos Islands off Ecuador to see bird, reptile and tortoise species found only there.



Dave in 1957.

new species and will on occasion enlist local field experts to assist me. I also enjoy reading on many subjects and inspired by the recent study of Darwin's finches, I visited the Galapagos Islands off Ecuador to see bird, reptile and tortoise species found only there.

## If you could have dinner with someone from history, who would it be? Why?

George Washington. As the General that led the Revolutionary Army to victory and one of the creators of our constitution, as well as the first President of our country, I would hope such a dinner would have no time limits. A famous quote from John Marshall during the U.S. congress assembly the day after George Washington's death in 1799 was, "First in war, first in peace, and first in the hearts of his countrymen..." which underscores many reasons I would want to have dinner with him.

## Who had the greatest impact on your life and why?

I have learned and patterned my life from a great number of people including my parents, my wife's parents, teachers, my church and those I work with. However, by a great distance my wife is in many ways the role model I attempt to learn from and follow. She consistently demonstrates goodness. She utilizes her intellect and analytical skills to help our family and the community we are part of and she is only complete with a project when it is the very best it can be.



Dave and his wife, Gail, on their wedding day in 1977.

## What one word would you use to describe yourself?

Committed

## What one word would your friends use to describe you?

Consistent



Dave and his two daughters in 1987.

## What are you most proud of?

My family is the center of my life. In a small way, I am a part of many of their accomplishments. About eight years ago my youngest daughter, Heather, was diagnosed with a benign brain tumor that required two extensive brain surgeries. Such surgeries are a challenge to completely recover from and recovery is not easy for the patient. Heather's recovery was extraordinary. During the high school years that followed her operations, Heather delivered "A" level high school grades, was a cheerleader, the Senior class president and, as shown in the photo at right, Gail and I were there on the evening she was crowned Homecoming Queen at West Valley. Most people would be thrilled to receive any of these honors. Heather accomplished these memorable achievements following a major physical challenge. I am extremely proud of the life foundations Gail and I provided her with and the family support we gave her through the recovery process.



Dave, with his daughter, Heather, and wife, Gail, in 2004.



Dave and his wife, Gail, in the Galapagos Islands in 2006.

## What's the one thing about you few people know?

Before the age of 15, I was an Eagle Scout with both a bronze and silver palm.

## What are your favorite books, movie star, color, food and drink?

- Book** – U.S. History books
- Actor** – Gregory Peck
- Color** – Olive Green
- Food** – Gasperetti's Crab Penne
- Drink** – Water

## Tell us about your family.

My wife, Gail, works part-time assembling accounting ledgers and budget information for Vision 16 an organization that provides Christian student housing at the U of W. She also provides an incredible amount of volunteer time to three organizations: Yakima Town Hall Speaker Series, The Flo Wight Guild for Memorial Hospital and backstage supporting Yakima's historic Capital Theatre. Gail and I have two daughters, Kris-26 and Heather-23. Both are U of W graduates. Kris works for Nordstrom as an assistant to the heads of the Fashion and Events departments. Heather is pursuing a postgraduate elementary teaching certificate and performs her own music. This summer she is performing with a band in 28 states across the country.



Dave, with his wife and daughters, in 2006.



Dave, sailing in 1988.

# Chatter Box

...A little bit of chatter to help you get to know the inside story about Safeway leaders in the Seattle Division.

## How did your Safeway career begin?

I started with the company on October 27, 1969 as a courtesy clerk in Kearney, Nebraska. The \$1.60 per hour pay was the best you could get for a teenager at the time. I graduated Kearney State College as a math major and planned on pursuing a career as an actuary. I worked for a short time for Mutual of Omaha as a research mathematician and found the desk job to be much too boring. I was engaged to my wife, Mary Beth, at the time and decided that a management career at Safeway would be a good fit for a future family. My fondest memory at Safeway is the number of people I have been blessed to work with during my 40-year tenure, while working in three Divisions (Omaha, Denver, and Seattle).

## What is your most embarrassing moment?

My most embarrassing moment came when I was a new Store Manager. I was shuffling displays in the front lobby and was dragging a 2 liter Pepsi display to a new location when one of the bottles fell off the display, the cap whizzed by my head and the pop stream shot up my leg, providing me with a Pepsi-enema.

## If you could have dinner with someone from history, who would it be? Why?

I haven't really pondered this question before. I much prefer to have dinner with my wife and family, but if I chose an individual from history it would be Rosa Parks. Where would our efforts toward equality and our acknowledgement toward the skills of our women in management be had she not refused to move to the back of the bus?



Ed, kayaking with his wife, Mary Beth.

## What is on your bucket list?

I've never had one. I'd like to make sure that my wife knows how much I love her. I'd like to qualify to run the Boston Marathon. I'd like to run the Marathon and Half Marathon at Disney World where you run the marathon one day and the half marathon the next.

**Ed DeBeck**  
Olympia District Manager  
40-year Safeway veteran

## What is your greatest accomplishment?

Living for 44 years with Diabetes is for sure my greatest accomplishment. Several years ago I had a doctor remove an infected splinter from my finger and he said, "I've known people that have had Diabetes for that long, but they're all dead."

## What is your biggest fear?

I am living it today as we wait for the results of my strong, brave, and courageous wife's biopsy to determine if she gets to battle breast cancer for a second time.

## Who had the greatest impact on your life and why?

My wife of 33+ years has definitely had the greatest impact on my life. Growing up, we all have dreams of finding the right person for us. We hardly give thought to everything that includes. I have never met another person that can show love to others in such a genuine fashion as my lovely bride. She makes people feel like she's their best friend the first time she meets them. She is passionate for her causes. She makes "textured quilts" for blind children to help encourage them to crawl. She makes quilts for friends battling cancer and going through chemotherapy. She sends beautiful handcrafted cards to comfort the receiver. She is a hospice volunteer. She helped provide bedding for the Quinault Indian Rehab and Homeless Shelter in Taholah. She drives people to needed medical treatments. She leads adult bible studies. She is extremely well read. She is there for a hug for anyone that needs one. She is a terrific mom and is quick to recognize when I need carbs to raise my blood sugar; whether I'm awake or asleep. She has willingly picked up and moved every time we had a chance for advancement. She has been my biggest supporter. I could go on, but I would summarize her impact as being "the essence of love."



Ed and his wife, Mary Beth, on their wedding day.



Ed, with his wife and two sons, at a Cornhusker Game.

## If you could change one thing from your life what would it be?

To spend more time with my wife and kids.

## What one word would you use to describe yourself?

Workaholic.

## What one word would your friends use to describe you?

Workaholic.



Ed, Mary Beth, and their sons A.J. and Dallas, at the Capital City Half Marathon.

I've never cried and screamed so loud as when he crested the last hill going to the finish line. He graduated Seminary and is still trying to decide his career path. A.J. is studying, flying, and working to become a helicopter pilot. Both of our sons are strong, caring people and we get together at least once a week for a family meal, so they can go home with leftovers.

## What's the one thing about you few people know?

I love to fly my kite on the beach while listening to my music on my iPod. I've been known to throw in a few dance steps while trying to keep the kite in the air. I love the pull of the kite against the wind and will stack three kites together to maximize the pull.

## What has been the happiest day of your life?

As cliché as it sounds, my wedding day, followed by the birth of our sons.

## What are your favorite books, movies, movie stars, sports, singers, band?

I don't read many books, but I enjoy reading Runner's World Magazine and browsing through Wine Spectator while keeping current with the newspaper. My favorite movie was the 1962 Picture of the Year, "Picnic". I have a difficult time picking favorites in anything. I liked Humphrey Bogart and I loved Gene Wilder and Marty Feldman in Young Frankenstein. I believe that Meryl Streep is one of the

best female actresses. I love Nebraska football, tennis, and running. I enjoy a wide variety of music including, Neil Young, Johnny Cash, Rodney Crowell, Rocky Votolato, Dennison Witmer, Gary Allan, Sarah Brightman, and Karla Bonoff. As for musical groups, I like CSN&Y, America, and Restless Heart. My favorite song is Beethoven's, "Moonlight Sonata". My favorite Album/DVD is anything by Garrison Keillor as he is the epitome of storytelling.



Ed, as a boy.

## Tell us about your family.

My wife keeps me well-grounded and brings me back to reality. I cannot imagine anyone being a better example of "love". Our sons are each different, or perhaps I should say, they have a different way of expressing the same emotion or thought. Dallas is very spiritual and passionate about his beliefs. He is an excellent writer and shows true emotion through his writings. He can give a tremendous sermon. A.J. is a passionate individual and stands strong for the causes he supports, such as the treatment of Native Americans and promoting a vegetarian diet. He is a talented artist. Mary Beth, Dallas, and A.J. are all vegetarians. I too am a vegetarian, but I do eat beef, pork, and chicken. We have a wonderful Thanksgiving meal with To-furky and Turkey served together at the dinner table. We love to play Wiffle ball, board games, or just talk as a family on Sunday nights. Mary Beth and I sing on our church's Praise Team. My passion for running is inspired by Dallas, and my music choices are influenced by A.J.



Ed, driving his lawn tractor.

## Tell us about your dream for the future.

My dream for the future is for everyone to reach his or her full potential in life and in work. We all have the chance to make a positive difference. I'm a Christian, but I have a deep respect for all religions. Our ability to succeed depends on our ability to "love our neighbors as ourselves." That's what diversity is all about. My dream is to learn from my neighbors when my skills are deficient, and teach my neighbors when my skills can help. We have a bright future ahead and I look forward to helping make Safeway a stronger company while taking some time to enjoy my family.

# LADDER TO SUCCESS ~ A CAREER SEMINAR

By:  
Patty Bridgeman

## "Come one, come all!"

This was the call to our employees to come and join us in a two-hour voluntary and unpaid seminar about career opportunities at Safeway.

The event was hosted and arranged by the Everett Diversity Networking Group and the Lynnwood Women's Networking Group.



Christine Dickerson - PIC 1484, Laina Clapper-Deli Asst. Mgr. 1484, Melody Hale - 1484 Checker.

Participants were warmly welcomed and greeted as they arrived, provided handouts and signed up for fabulous door prizes. There were 68 participants in all (not including the networking group members who would have attended had they not been part of the planning committee). The "Ladder to Success" was a grassroots idea and it came from the

employees to the Diversity Networking Groups as a request to learn more about what Safeway has to offer.

To begin the session, all members of the Diversity and Women's Networking Groups welcomed the participants to the Ladder to Success ~ A Career Seminar!

Next up were guest speakers who presented 10 minute overviews on a variety of topics including: the Retail Management Certificate Program, PACE - the Tuition Reimbursement Program, University of Department Training Programs, Mentoring at Safeway, Retail Leadership Development Program (RLD), Advanced Retail Career Development (ARCD), and Store Management Selection.



Rob Jones - SM 534, Dawnell Jess - Office Mgr. 534, Leann Rowe - PIC 534.

Our leaders, from District Managers to a Merchandising Operations Manager and a First Assistant Manager, shared their personal Safeway stories to success and the roadblocks they overcame. Other backstage and support staff were also in attendance for networking and answering questions one-on-one.

To wrap up the event, the guest speakers came to the front of the room for a planned question and answer session. This was followed-up by more networking opportunities over cookies and coffee which is so important in making

and building relationships. And lastly, a thank you and door prize winners were announced! Guest speakers were also shown appreciation from the Networking Groups with special hand-crafted thank-you notes.

Overwhelmingly participants expressed that the seminar was very informative, nicely done, and inspirational. Many said this was just what they needed to get the ball rolling and have already signed up to participate in the Retail Management Certificate Program, applied for department manager positions and in particular, the University of Deli so they have experience running a perishable department. Others have sought out connections and informational interviews with leaders in areas of the company they aspire to be a part of in the future!

We all walked away energized and excited with the success of the event and integral messages resonating in our hearts and minds. Without question, we all went home with a clear understanding that in order to succeed, it takes courage and perseverance everyday. In addition, success requires ownership and a take-charge attitude about your career, initiative, a positive attitude, powerful communication and the desire to connect and build relationships with others. You have to be innovative and resourceful, and to always keep your technical and professional skills at a high level. And last, but not least, its essential to look for opportunities



Brian Knoblach - PIC 1472, Sarah Clay - Office Manager 1472, and Erin Jackson - PIC and Mentee 1472.

to network, to promote and embrace diversity and inclusion, and to never, never give up on your will to win!



Gina Bailey - 1<sup>st</sup> ASM 1803, and Bridget Robinson - Produce Manager 1803.



(In green shirt) Jared Martin - Helper Clerk 517, and Amanda Martin - Deli Clerk and Mentee 517.

Special thanks and recognition to the board members of both the Everett Diversity Networking Group and Lynnwood Women's Networking Group who donated their time, talents and effort to conduct this seminar:

### Everett Diversity Networking Group Board Members

HR- Patty Bridgeman - Chair, Janice Ediger, Store 517- Nika Hensley, Ari Randolph, Lydia Ricketts, Liz Lentz, Store 1522-Lizzy Sebring, Amanda Grow, Store 1484- George Perez, Store 1803- Jackie Katanik, Store 1922- Carol Burch, Store 1930- Larry Greene

### Lynnwood Women's Networking Group Board Members

HR- Jenny Bright - Chair, Katie Deschenes, Store 1506- Deanna Pickar-Snell

## AGENDA

Hosted by Everett Diversity Networking Group & Lynnwood Women's Networking Group

Introductions / Welcome	Everett and Lynnwood Networking Groups
<b>Dave Richard</b> Lynnwood District Manager	A Safeway Story, Advice from the Top
<b>Sandi Homad</b> Human Resources Development Manager	Advanced Retail Career Development (ARCD) and Store Management Selection (SMS)
<b>Carrie Moore</b> Human Resources Development RLS Coordinator	Retail Leadership Development (RLD) Program and Person In Charge (PIC) Classes
<b>Cindy Fleenor</b> Everett District Manager	A Safeway Story, Advice from the Top
<b>Beth Kristek</b> Manager of Deli Operations (MDO)	University of Programs, Deli Manager to MDO
<b>Karen Marie Bade and Duane Collette</b> Skagit Valley College	Admissions Retail Management Certificate Program
<b>Barbara Oligschlaeger</b> Human Resources	Tuition Reimbursement Program - PACE
<b>Nika Hensley</b> 1st Assistant Manager Evergreen Safeway #517	A Safeway Story, Top Ten
<b>Wrap Up</b>	Q&A Panel, All Speakers

## Mentoring at Safeway

"In a growing company like ours, employees have many opportunities for career advancement. To be sure we can fill these job openings with the best-qualified applicants; we need 'bench strength' - a pool of talented, hardworking employees ready to 'step up to the plate' as these openings occur.

One of the best ways to fill that applicant pool is by mentoring co-workers who, by their aptitude and attitude, show promise of future success and eagerness to take on additional responsibility. I can tell you from personal experience that even a little encouragement from a mentor can make a huge difference in the life of an aspiring manager. Every successful person in business today can point to at least one co-worker or manager who helped shape his or her career, simply because they took the time to show they cared.

So as you continue to climb the ladder of success at Safeway or one of its affiliates, don't forget to reach back and pull up somebody else below you. Not only will you enrich your own career and inspire the person you mentor, you'll also make Safeway a better, stronger company - a company that will be able to create even greater advancement opportunities going forward."

Larree Renda, Chief Strategist & Administrative Officer

"Congratulations on putting together a fantastic career seminar, 'Ladder to Success,' hosted by the Everett Diversity Networking Group and Lynnwood Women's Networking Group. Together, you didn't miss a beat. From the warm welcome to the thoughtful thank-you note, all touches were well-thought out. I was very impressed with the large turnout of employees who voluntarily attended and clearly enjoyed the event. You had a range of talent from a seasoned Store Manager to a person who had been with the company a mere two months.

I am sure everyone walked away knowing they had made the right choice in selecting Safeway as a place to work and hopefully to have a long-term career. The message very simply put, 'Safeway is a great company to work for with endless possibilities.'

Thank you for including me in such an exceptional event. I was honored to be there."

Cherié Myers, Director of Public & Government Affairs

# Bloomsday 2010



Going the Distance!



When spring blooms in Spokane, it means Bloomsday has finally arrived in the Inland Northwest. On April 30, the festivities began and for the 23<sup>rd</sup> year, Safeway Inc. was proud to celebrate as a major sponsor of this annual Spokane tradition that began 34 years ago.

As Bloomsday took over the city, so did Safeway. Participating as a corporate sponsor, complete with our amazing staff of volunteers and Safeway Corporate Cup Teams, our Safeway spirit was not to be missed.

Kicking off the festivities was the opening of the Bloomsday Trade Show, which opened its doors on Friday, April 30 to a sold out crowd of Bloomies and fitness enthusiasts. Always a favorite at the Trade Show is the Safeway booth where volunteers pass out samples and showcase specialty items on the Friday and Saturday prior to the race. Our theme this year was "Eating Right".



We teamed up with Washington State University Cougar mascot, Butch, and several WSU football team players who were on hand to sign autographs.

While Bloomsday traditionally includes several days of celebrations, the official running of the Lilac Bloomsday Run, this year held on Sunday, May 2, was the pinnacle. With over 50,000 runners, joggers, walkers and wheel-

chairs descending on downtown Spokane, it was a busy day in the city! What began as a small idea during the running boom that swept the nation in the late 1970s has grown to be one of the largest timed running events in the world!

The Corporate Cup Race wouldn't be complete without Safeway's presence. This year Safeway entered two teams. Team "Express Lane" finished 5<sup>th</sup> in the Division and 9<sup>th</sup> overall! Team "Check Us Out" finished 26<sup>th</sup> in the Division and 150<sup>th</sup> overall.

Nearly \$100,000 was awarded in open, masters, US citizen, wheelchair and Washington



The crowd lined up for our booth - always a popular stop. (At this point, there were at least 70 people in line and the booth had just opened!)

After 34 years, Bloomsday has worked its way into the fabric of life in the Inland Northwest. As the event has grown, so has Safeway's participation with employees in the Spokane and Columbia districts looking forward to the excitement that it brings along with opportunities to get involved by volunteering throughout the weekend. At Safeway, we couldn't be more proud of our many volunteers who make sure Safeway shines throughout Bloomsday and our Corporate Cup Team runners who run with pride for our company. It's impossible to imagine spring in Spokane without Bloomsday and an even greater feat to imagine Bloomsday without Safeway's major corporate involvement. Looking forward to next spring already in the Inland Northwest!

state resident divisions in this year's Bloomsday Run. Along with spirited elite competition in all divisions, over 50,000 finishers enjoyed performances from nearly 30 bands, vocalists and performing troupes along the course, eventually reaching the finish and claiming this year's finisher T-shirt. Next year's Lilac Bloomsday Run, the 35<sup>th</sup>, will be on Sunday, May 1<sup>st</sup>, 2011.



Store management volunteers are an important part of our success at the Trade Show.



The awesome booth set-up crew (L to R): Jim Nelson - SM 1740, Craig Johnson - DM 34, Robin Clark - SM 3255, Lynn Pehrson - FM Fuel, Katie Nelson - FM Non-Perishable, Val Morledge - FM Non-Perishable.



A happy winner after spinning the wheel for a prize!



Team Members (L to R, back row): Russell Garrard, Brian Kingsbury, Ed DeBeck, Steve Geertgens, Mike Deford, and (L to R, front row): Cheryloy Beckwith, Lindy Carino, Nichelle Hall, Lisa Eagle.

## Corporate Cup Team Results

(The information below includes the finish time and how each individual did among the field of 50,661 runners in the 34<sup>th</sup> annual Bloomsday run)

### Team EXPRESS LANE:

Name	Work Location	Time
Steve Geertgens	#27-0533 Woodinville	0:48:16
Russell Garrard	GM/HBC Warehouse	0:51:14
Brian Kingsbury	Spokane District Office	0:52:11
Lindy Carino	#23-1503 Tumwater	0:55:37
Cheryloy Beckwith	#23-1503 Tumwater	1:07:35

### Team CHECK US OUT AGAIN:

Name	Work Location	Time
Michael Deford	#23-1503 Tumwater	1:04:34
Nichelle Hall	#28-3091 University	1:05:37
Lisa Eagle	Marketing Dept. Bellevue	1:06:30
Ed DeBeck	Olympia District Office	1:11:18

Going The Distance.

Safeway is proud to be a major sponsor of the 34<sup>th</sup> Lilac Bloomsday Run. It's part of our commitment to give back and support the communities we serve.

Ingredients for life. **SAFeway**

# DIVERSITY AT WORK

By: Ed DeBeck,  
Olympia  
District Manager

In a show of unity and great generosity, the Olympia District Team heeded the call of Aberdeen Food Bank Director, Pastor Stan Lien. Although the initial show of force was to offer assistance to the Taholah Food Bank, Pastor Stan expressed his desire to form a partnership with the Safeway Team to establish a Rehab Center for those struggling with drug and alcohol abuse and for those that found themselves homeless in the community. More specifically, the aim was to assist the Quinault Indian Nation located in Taholah.

Pastor Stan took time to educate our Safeway Team about the history of abuse commonly associated with the lives of Native Americans. As told by Pastor Stan, our employees learned the hard facts that Native Americans are often removed from their Reservation at a young age and sent to boarding schools. The children, both boys and girls, frequently endure various forms of torture and abuse at the boarding schools and are forbidden to speak, share, or write about their Native American heritage. Kids who break the rules are treated to abhorrent forms of punishment. When the children turn 18, they are then returned to their Reservation with no knowledge of their heritage, language, or culture. All they know is a life of abuse and are inexplicably dumped into a culture they had thus far been forbidden to experience. Alcohol and drug abuse, as well as physical abuse, run rampant as a result because that's all they know from their boarding school experience.

From the moment I talked about the Taholah Diversity Project with our Olympia District Team (Store Managers, Administrative Assistant, Merchandisers – present and retired, Shrink Specialist, Loss Prevention Investigator, Risk Management Specialist, District Maintenance Technician, Human Resource Manager and, of course, our faithful spouses and family members) they were all supportive and committed.

In order to get the Homeless and Rehab Center off the ground, the most immediate need was bedding for bunk beds that were salvaged from another facility. Our Safeway Team began to solicit bedding through Goodwill and through linen closets of co-workers throughout the district. Friends and neighbors were asked to help in the effort and jumped at the chance.

The Olympia District Team assembled in Aberdeen at 8:30 a.m. on Tuesday, July 20, 2010 at Store 1546. Some of our volunteers had a two-hour drive to get there, plus another hour drive to Taholah. Everyone brought tools that could be used for the project. Since some of our duties involved painting, I made a pit-stop at Home Depot where they donated \$100 worth of paint on the spot. We met at the shelter in Taholah at 10:00 a.m. and after a brief tour and assignment of duties, we were all eager to get to work!

Josh Tuttle took charge of the Taholah Food Bank. His group boxed up all the food on the shelves, which was enough to feed 95 families who visit the food bank twice a month for a box of food. They then cleaned and reorganized the food bank to what we call 5S *Standard*.

Mary Beth DeBeck and Mary McShane helped hang and reorganize the Clothing Bank...another amazing transformation.

Vikki Desordi led the Paint Team as they painted the dining room and kitchen with two coats of paint.

District Maintenance Tech, Otto Redl, coordinated various plumbing and electrical projects doing installation and bringing some previous work up to code. Otto also led his team to plumb a bathroom and put up drywall and walls for a shower.

Ralph Cobb led his team to install the stove hood and the wiring for the electric stove in the kitchen.

Brian Shaw led his team to install Pergo flooring in the office area and workroom.

Jess Jasper led his team to build two walls for a bathroom and shower. Jess and Brian had to coordinate efforts as they were laying floor-

ing and building walls at the same time in the same room.

Produce Manager, Chris Hawthorne, led his team in cleaning up the yard. They had to rake and mow it 12 times to get all the dead growth removed. District Shrink Specialist, Janine Beaudry, led the weed burning charge as she cleaned up the sidewalk and parking area of weeds.

Cheryl Beckwith led the charge of putting stain on the Lighthouse Fellowship Church that oversees the food bank.

Ed DeBeck was on a "Ty Pennington type project" to help open the view to the ocean by cutting down small volunteer trees, blackberry bushes, and Scotch Broom.

It was simply amazing the amount of work that was accomplished in 4 ½ hours of work with 26 people.

Pastor Stan and his wife, Michelle, were very touched, appreciative, and humbled by the amount of work that was accomplished. We promised to come back in August with a group of Assistant Managers and additional support staff to enhance our efforts.



## Olympia District Employees Show Unity

With the Taholah Food Bank and the Quinault Indian Nation Rehabilitation & Homeless Shelter

# Safeway Raises **\$10.7 Million** for Programs that Support People with Disabilities

Company donates funds to longtime partners *Easter Seals and Special Olympics*

The Results are in . . .

## Seattle Division Employees Raise **\$1,165,782.00** for People with Disabilities

Cheers to Safeway employees spanning all divisions who joined hands to raise a combined total of \$10.7 million for programs that support People with Disabilities. Within the Seattle Division, Safeway employees and customers contributed \$1,165,782 to benefit longtime partners, Easter Seals and Special Olympics.



Despite the cool, blustery day, employees at Broadway Store 2619 in Montana raised \$430 at a barbecue benefitting People with Disabilities. Pictured (L to R): Shelly Warner - Retail Leadership Trainee, Julie Czpranski - Front End Mgr., and Rob Olson - 2nd Assistant Store Manager.

The April campaign is one of two annual Safeway fundraisers supporting organizations that focus on the specific needs of people with disabilities. The organizations include Easter Seals, Special Olympics, and the Muscular Dystrophy Association. In 2009 Easter Seals named Safeway one of its all-time top corporate partners, having raised and contributed more than \$100 million in over a three-decade relationship.



Assistant Manager, Coby Nelson of Store 1806, is pictured with the Easter Bunny during a fundraising event for our People with Disabilities initiative.

"Safeway's leaders, employees and customers have made a tremendous difference in the lives of children and adults with disabilities throughout the years," said James E. Williams, Jr., President and CEO of Easter Seals. "We thank and commend them for their generosity and heartfelt support of the Easter Seals mission. Safeway truly has made it possible for thousands of individuals with disabilities to live, work, and play in their communities."

"The entire Special Olympics family is grateful to Safeway and their customers for the tremendous effort to raise awareness and funds for people with intellectual disabilities," shared

Timothy Shriver, Special Olympics Chairman and CEO. "The generosity shown will help us not only reach more athletes, but will help us build communities of acceptance and inclusion throughout the country."

"We are thrilled with this kind of outcome and are moved and gratified by the generosity of our customers and employees," said Larree Renda, Safeway Executive Vice President, Chief Strategist and Administrative Officer. "A fundraising result like this will help Easter Seals and Special Olympics continue to make a real and measurable difference in the lives of people with disabilities."

Safeway launched its support for People with Disabilities campaign with special events throughout the Seattle Division and company-

wide celebrating its own employees with disabilities who work in Safeway stores, offices and various support facilities. Also, as part of the April campaign, The Safeway Foundation gave a \$275,000 donation to the nonprofit *Rebuilding Together* to help renovate homes and facilities that serve people with disabilities. Several hundred Safeway employees volunteered their time by working on the rebuild projects in Dallas, TX; Denver, CO; Chicago, IL; Montgomery County, MD; Oakland, CA; Phoenix, AZ; Portland, OR; Sacramento, CA; San Diego, CA and Seattle, WA.

In addition, Safeway contributed to organizations that assist people with disabilities with job placement, on the job coaching and used the April campaign to urge employers to build a better workplace by hiring people with disabilities.

"Employers must understand that physical or intellectual disability does not predict poor employability or productivity. In fact, our experience proves the opposite," Ms. Renda wrote in an OpEd published in several newspapers regarding the employment of people with disabilities. "We employ nearly 10,000 people with disabilities, and they are among our most loyal and productive employees, covering a broad range of jobs both in our retail and support operations."



Carly Bursott - Store 486, Melissa Allen-2640, Christina Crawford-547



Melissa Allen - Store 2640



Mandy Hillstrom - Store 547

Employees from Tacoma District held an Easter Egg Hunt and other activities at Lakewood Store #1645 and raised over \$700 for their People with Disabilities fundraising initiative.

Congratulations to all our employees in the Seattle Division for playing an integral role in our fundraising campaign for People with Disabilities.

Shown below are the highlights of our campaign. To those of you who set the pace, we celebrate your commitment, desire and passion to overcome, overachieve and overall, get the job done!



### Top Stores by Total \$/100 Transactions

22/1834	Nancy Patterson	\$33.69
27/2645	Mike Eagle	\$25.59
26/1624	Ryan Kinsley	\$14.57
22/0548	Joe Rybak	\$14.53
22/2728	Delbert Leavitt	\$14.51
34/3248	Wendy Broom	\$14.20
26/0555	Scott Wahl	\$13.80
24/1930	Derry Blankers	\$13.51
22/1813	Ken Koontz	\$13.14
32/0333	Nate Payne	\$12.97
22/1812	Denise Janson	\$12.92
26/0464	Jim Karnes	\$12.47
27/0526	Jim Lanciardi	\$12.46
22/1808	Doug Jung	\$12.04
22/1835	Pam Parnell	\$11.93
21/1806	Dan Murakami	\$11.82
22/1090	Mike Murray	\$11.77
22/2628	Steve Neilson	\$11.55
34/1299	Tracy Heffley	\$11.51
27/0533	Dan Anderson	\$11.44
29/0792	Lucy Endres	\$11.38
32/1590	Jeremy Renken	\$11.35
32/1660	Dinah Thornton	\$11.35
29/0477	Glenda Johnson	\$11.35
34/3521	Ryan Ellington	\$11.31
31/1158	Greg Logan	\$11.31
32/1135	DeVar Gleed	\$11.27
32/0335	Chris Jorgenson	\$11.24
22/1832	Bob Malone	\$11.17
33/1799	Doug Ryan	\$11.13
25/1436	Dave Mihulka	\$11.05
29/0494	Dave Neale	\$11.04
28/0368	Jill Ruud-Dietrich	\$11.01
34/1740	Jim Nelson	\$10.96
34/1494	Dan Stelzer	\$10.93
29/1186	Jim Zook	\$10.91

Your support throughout our fundraising campaign only strengthens our commitment to help people with disabilities achieve success and reach their full potential.

### Top Districts by Total \$/100 Transactions

District 22	Rob Backus	\$12.29
District 32	Dave Myllenbeck	\$10.11
District 26	Bret Podnar	\$9.73
District 34	Craig Johnson	\$9.16
District 21	Glenn Peterson	\$9.04
District 27	Dave Richard	\$8.54
District 33	Brian Kingsbury	\$7.15
District 29	Rob Weaver	\$7.12
District 23	Ed DeBeck	\$7.07
District 28	Scott Schmadeke	\$7.07
District 31	Dan Cruson	\$6.74
District 24	Cindy Fleenor	\$5.81
District 25	Jay Rothermel	\$5.58

### Top Stores by Overall Total \$ Raised

27/2645	Mike Eagle	\$14,673
22/1813	Ken Koontz	\$13,782
24/1930	Derry Blankers	\$11,993
22/1834	Nancy Patterson	\$11,924
21/1806	Dan Murakami	\$11,872

### Top Districts by Overall Total \$ Raised

District 22	Rob Backus	\$123,014.50
District 26	Bret Podnar	\$108,693.50
District 28	Scott Schmadeke	\$103,719.90
District 23	Ed DeBeck	\$101,887.20
District 29	Rob Weaver	\$98,787.82
District 32	Dave Myllenbeck	\$96,134.68
District 27	Dave Richard	\$96,009.77
District 21	Glenn Peterson	\$94,419.15
District 34	Craig Johnson	\$87,627.29
District 24	Cindy Fleenor	\$79,892.90
District 25	Jay Rothermel	\$75,868.70
District 33	Brian Kingsbury	\$61,865.07
District 31	Dan Cruson	\$37,861.20



# Safeway Prostate Cancer Campaign Net **\$11.6 Million** Companywide for Research



## Company's June Tradition Credited with Saving Lives

Safeway Inc. concluded its annual prostate cancer campaign and continued to transform how the public treats and views the disease. During what has become a familiar summer tradition that reaches millions of Safeway customers weekly, the company raised more than **\$11.6 million** companywide for prostate cancer research. Employees and customers in the Seattle Division are to be congratulated for raising **\$1,695,925** of the grand total! Since 2001, the company and its customers have raised **\$65.4 million** for prostate cancer research.

"Ten years ago this unique funding and awareness raising channel didn't exist," said Dr. Jonathan Simons, Chief Executive Officer and President of the Prostate Cancer Foundation (PCF). "Safeway changed that and, in the process, has altered the trajectory of the disease." Mortality rates have declined markedly since Safeway joined the cause nearly ten years ago. "No business has done more to remove the stigma from prostate cancer and create a dialog about the disease," said Dr. Simons.

"Thousands of men are alive today, because Safeway customers have given so generously each year to this crucial campaign," Dr. Simons added.

## Seattle Division Employees & Customers Raise **\$1,695,925**

The funds raised during the campaign are fueling and accelerating research at some of the top cancer centers in the U.S. Safeway's funds allowed the Prostate Cancer Foundation to target some of the most advanced cancer investigators in North America. For example, Safeway funds played a "start up" role in the development of the recently announced prostate cancer drug, Provenge.

Over the last several years the company has funded a groundbreaking research team led by Drs. Robert Getzenberg and Theodore DeWeese of The Johns Hopkins University School of Medicine in partnership with researchers from MIT, Dana-Farber Cancer Institute, the University of Michigan and The Prostate Cancer Center of Vancouver, Canada. The team is working to increase patient response to a variety of

therapies — including chemotherapy, radiotherapy and immunotherapy — by injecting nanoparticles into the patient. The nanoparticles collect in tumors and can be heated, using an external magnetic field, which weakens the tumor and makes it more responsive to therapy. This project has moved rapidly from concept to prototype and is now being tested in the laboratory.

Safeway's support of PCF research programs is also helping to make important advances in other areas. Just two examples are immunotherapy (the science of stimulating a patient's own immune system to destroy cancer cells) and new blood-and urine-based diagnostic tools. These "liquid biopsies," which are cancer-specific and can also help measure patient response to treatment, are now on the horizon.

"Anytime you can engage or fund research that extends life or the quality of life, which is what PCF does, you stand to make a significant difference," said Safeway Chairman, President and CEO Steve Burd.

Prostate cancer remains the most common non-skin cancer among Americans, affecting one in six men. Most people know someone who has battled the disease. In fact, based on the company's workforce numbers, Safeway estimates that in most of its 1,700-plus stores, 13 or more employees or their immediate family members will be diagnosed with prostate cancer.

Safeway is one of the largest corporate supporters of cancer causes, having raised more than **\$144 million** for breast and prostate cancer research and treatment since 2001. However, cancer research is just one of the many important causes that the company supports each year. Safeway contributes to a broad range of charitable and community programs and in 2009 donated more than **\$253 million** to education, hunger relief, health and human services and programs focused on assisting people with disabilities.



Employees of **Belfair Store 1571** held a car show raising over \$400 for Prostate Cancer Research.

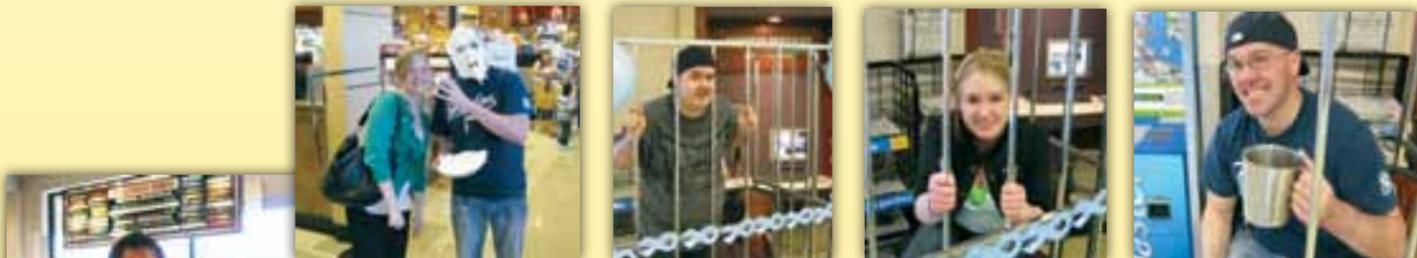
Employees at **Helena Store 1486** in Montana grilled out Prostate Cancer...one hamburger at a time and raised \$630 in the process! Pictured (L to R): Sue Sizemore, Julie Burke, Robin Reagle, and Karen VanDyke.



Employees from **Broadway Store 2619** in Missoula, MT conducted a classic car show and barbecue to raise funds for Prostate Cancer Research. Despite a bit of rain, they were successful in raising \$419!



**Duvall Store 1572** returned this year with their annual car show to benefit Prostate Cancer Research. With great community support, they successfully raised \$5,000 from this event alone. Pictured is Roger Jones with the Cedarcrest High School Deca Team and their advisor, Marc Hillestad. Roger credits the Deca Team for their huge role in handling registration, vote tabulation, parking and raffles. The Deca Team has partnered with the Duvall Safeway for years and together they have built a solid working relationship that Roger and the employees at 1572 respect very much.



Congratulations to **Bear Creek Store 464** who enjoyed a successful Jail Bail event. Their first volunteer was Adam James. Adam was raising money in honor of his late grandfather who fought prostate cancer. Adam was able to raise \$300 and took a pie in the face to celebrate his achievement. Then 2<sup>nd</sup> ASM, Richard Welch, took over and raised the next \$100 in 40 minutes. He offered up a pie in the face to help reach the target. Next, Taylor Richards volunteered in honor of her grandfather who is currently battling prostate cancer. She was able to raise another \$200 putting the total to \$600 which was the checker's goal in order to put a pie in the boss's face. And it didn't stop there! PIC, Sarah Coad, volunteered to take a pie in the face IF they could raise another \$100. Store 464 rose to the challenge and raised \$709 in one day to fight Prostate Cancer!



Employees at **Liberty Lake Store 1741** had a little fun while raising funds for Prostate Cancer Research. Employees were invited to donate \$5 in any of the department manager's names throughout the month. The top two managers with the most money at the end would receive a pie in the face. The lucky winners were: Rob Sippl, Produce Manager, and Nancy Helgert, Deli Manager. Special recognition goes to checker, Lynn MacKinzie, who went all out during this fundraising initiative and raised \$1,160 in her checkstand alone.





# Safeway Prostate Cancer Campaign Net **\$11.6 Million** Companywide for Research



## Company's June Tradition Credited with Saving Lives



200 players raising money for a great cause while enjoying a beautiful day for golf.



Customers and employees from Ephrata Store 1544 enjoyed one last hurrah raising funds for Prostate Cancer in a pie toss. Store Manager, Jared Knoll, took pie after pie while \$200 was easily raised!



Customers and employees enjoyed the opportunity to dunk Store Manager, Scott Armentrout, of Walla Store 1160 while raising \$417 for Prostate Cancer Research.



Please join us in congratulating our teams who reached Sterling status (\$11.50 or higher)

### Districts Final by \$/100 Transactions

*District 27	STERLING	<b>\$13.83</b>	Dave Richard and Team
*District 22	STERLING	<b>\$12.74</b>	Rob Backus and Team
District 26		<b>\$11.01</b>	Bret Podnar and Team
District 34		<b>\$10.91</b>	Craig Johnson and Team
District 23		<b>\$10.49</b>	Ed DeBeck and Team
District 29		<b>\$10.20</b>	Rob Weaver and Team
District 32		<b>\$10.05</b>	Dave Myllenbeck and Team
District 24		<b>\$9.86</b>	Cindy Fleenor and Team
District 25		<b>\$9.49</b>	Jay Rothermel and Team
District 21		<b>\$9.37</b>	Glenn Peterson and Team
District 28		<b>\$8.99</b>	Scott Schmadeke and Team
District 33		<b>\$8.87</b>	Brian Kingsbury and Team
District 31		<b>\$8.15</b>	Dan Cruson and Team



A Jail & Bail was set up at Moses Lake Store 3252 and Jon Blank, Meat MDO (pictured in yellow), and Jeff Bruce, Meat Merchandiser, were immediately held prisoners. By the time they were set free, they had raised over \$130 for Prostate Cancer Research.



Employees at Port Orchard Store 1082 have some fun while raising funds for Prostate Cancer Research.

Sterling Stores	Overall Total \$/100 TXNS
27/2645	\$31.64
22/1834	\$26.77
27/1572	\$26.45
26/1468	\$20.03
26/1624	\$17.12
27/3395	\$16.63
27/533	\$16.47
23/1680	\$16.29
34/3248	\$15.49
27/526	\$14.99
22/1812	\$14.99
34/3247	\$14.97
22/1808	\$14.35
23/1952	\$14.22
22/1813	\$14.08
24/1930	\$13.95
27/3500	\$13.83
29/1186	\$13.72
25/3228	\$13.53
34/1449	\$13.52
24/1448	\$13.51
34/337	\$13.40
26/464	\$13.34
22/2628	\$13.21
27/442	\$13.19
29/1664	\$13.19
22/1090	\$13.16

Sterling Stores	Overall Total \$/100 TXNS
27/1514	\$13.13
27/2734	\$13.02
23/1503	\$12.97
29/531	\$12.71
28/368	\$12.65
22/1809	\$12.62
23/1082	\$12.61
29/3545	\$12.58
29/477	\$12.53
27/503	\$12.48
33/1159	\$12.32
24/534	\$12.30
22/2728	\$12.29
24/1076	\$12.26
32/333	\$12.19
31/1158	\$12.18
32/335	\$12.04
29/494	\$12.03
25/1436	\$11.97
21/1833	\$11.84
22/548	\$11.83
24/1803	\$11.77
33/1242	\$11.71
27/497	\$11.70
24/1472	\$11.70
23/1571	\$11.61
29/1555	\$11.56

# PICTURE IT!



Orting Store 1844 and Store Manager, Cecile Raschko, are recognized for their community support of the eScrip program and their partnership with Orting Combined PTA.

Tour Guide, James O'Neal, of Kingsgate Store 526, gave Ms. Polly's kindergarten class at Woodmoor Elementary School a top notch tour throughout the store. James talked to the kids about nutrition,



recycling, working in a grocery store and most importantly, how the Kingsgate Safeway Store is by far the best place for all their parents to shop! The kindergarteners loved viewing their pictures of the coloring contest promoting frozen food month in March that were prominently displayed in the Frozen Foods Department.

Acting Manager, Austin Wampler, is pictured during Glacier Peak High School's DECA takeover at Silver Firs Store 2645.



Store 1833 Manager, Jeff Foster, is pictured walking in the Governors walk "Choose Respect". Jeff helped carry the banner, along with Tom Irwin from the Governor's office. There were about 50 people that walked and everyone was very appreciative of the Safeway water that Jeff passed out.

Congratulations to Bill Berman for his USC Graduation. Pictured (L to R): Bruce Everette, Greg Sparks, Bill Berman, Al Iverson and Bob Reorda



On April 28, Bill Berman joined the ranks of University of Southern California, Food Industry Management (USC FIM) graduates. USC, in partnership with WAFC, educates and develops leaders through an intensive 14-week program. The program objectives include creating future food industry

leaders, developing general management skills, fostering business acumen, improving managerial communication abilities and helping high-achieving food industry employees fulfill their potential. Safeway has demonstrated its ongoing commitment to leadership development by sponsoring more than 96 employees to attend over the last 35 years. Please join us in congratulating Bill Berman on his most recent success as a 2010 USC Food Industry Management graduate!



Employees from North Coeur d'Alene Store 1740 enjoyed the opportunity to meet and hear the inspirational story from Carol, a breast cancer survivor, who is featured on the poster as shown in the picture. (L to R): Kaitlyn Talbot, Christine Leaming, Cathy Dodson, Carol, Zack Berkoff, Beth Broking, Josh Keon, Shawna Hultberg, Matt Cunningham.



Congratulations to Seafood Clerk, Nazrul, of Tumwater Store 1503 who became a U.S. citizen on the Fourth of July and participated in a special celebration honoring his permanent Naturalization Citizenship Certificate. There were over 500 people that participated, with 87 countries represented, in the 26<sup>th</sup> Annual Naturalization Ceremony at Fisher Pavilion at the Seattle Center. Nazrul has worked very hard to gain his citizenship and remarkably, he was the only person from the Olympia/Tumwater/Lacey area to participate in the testing and ceremony this session. His home country will always be Bangladesh, but his permanent home is now proudly America.



Congratulations to the team at Valdez Store 1833 who raised \$1,706 in the Relay for Life and placed as the 5<sup>th</sup> highest team for total amount raised and received the Bronze Award.



Congratulations to employees of the Beverage Plant who celebrated 365 Days of Accident Free!

Pictured (L to R): Michael-Paul Cummings and Michael Williams.

# PICTURE IT!

Congratulations to Store Manager, Don Welander, and his Deli Team at Belfair Store 1571 who were recognized for the superior service and exceptional catering they provided for the local hospital's first year anniversary banquet.



The Grand Opening of Coeur D'Alene, Idaho Store 3295 was a festive event throughout the community!



Rainier Valley Store 1508 partnered with their local Seattle Humane Society to raise funds and find homes for adoptable cats and dogs.



# PICTURE IT!



On Sunday, April 18 the Spokane Women's Show graced the city and Safeway was proud to partner as the title sponsor of the show. The morning began with "pink masses" lining up for the Komen Run outside the Convention Center. After crossing the finish line, literally thousands of runners and attendees poured in and leveled the popular Safeway exhibit inside the Convention Center. Life is good!



Employees of the Beverage Plant enjoyed a barbecue in celebration of 365 Days of Accident Free!



Earth Day events at **Roxbury Store 1923** earned high marks for the 18<sup>th</sup> consecutive year thanks to Arbor Heights Elementary teacher, Mark Ahlness, and Store Manager, Curt Baxter. Curt donated an entire bale of bags to Mark's students who designed each one and returned them to the store prior to Earth Day. Curt then returned the bale of bags and put them in the rotation for Earth Day celebrations at Store 1923. Mark Ahlness founded the Earth Day Groceries Project, which involves not only Arbor Heights students, but also classes from many other cities. On the

official date of Earth Day, the specially decorated grocery bags are the most popular bag in the store and they don't last long! According to Store Manager, Curt Baxter, the students love to shop with their parents on Earth Day to see if they can get the bag they specially designed.

# PICTURE IT!



Joan (mom) and Alex Eby (Checker)



Team Chelan (1<sup>st</sup> Annual Champions) the trophy reads, "Our Safeway is better than your Safeway!"



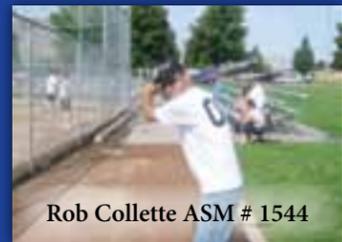
Jared and Ethan Knoll (Store Manager and Future Store Manager).



Kayla Gingrich (Checker) and Kasey Hartt (Barista)



Maria Alexander, GM/MGR



Rob Collette ASM # 1544



Patti Helaas, Checker



Team Ephrata 2<sup>nd</sup> place winners.

Employees in the Columbia District participated in the First Annual Safeway Softball Tournament coordinated by Crystal Maddson of Store #1449 and Store 3521 Manager, Ryan Ellington. Participating stores were: **Wenatchee 1499, East Wenatchee 3521, Chelan 3265, Leavenworth 1589, and Ephrata 1544.** Without a doubt, great fun was had by all and everyone is already looking forward to the second annual event!



Cheers to **Valdez Store 1833** for winning the Blue Ribbon First Prize in the new entry category for their float in the Gold Rush Days parade.



**Duvall Store 1572** received an official Proclamation from Governor Gregoire for their MDA event on August 14-15.



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