



GEOFFREY DRAPER

President.

Geoffrey Draper has been involved with food sales for all of his life.

He began working very early at his father's three Los Angeles area independent markets and, with his three oldest siblings, briefly ran the stores before selling them while still in his early twenties. He has spent most of his early business career working closely with his father and mentor, Warren, in a number of business ventures.

Geoff joined with Warren Draper to start Le Grand Marketing in 1983. In the early, lean years, he job responsibilities included customer service, sales, bake training, and anything else that needed to get done. As the company grew, he took on more operational responsibility.

Geoff studied business management at both the University of California at Santa Cruz as well as at Fullerton College.

Geoff is heavily involved in all aspects of the organization, and works very closely with sales, administration, and technical support. He has been very active in building the sales network beyond the Southern California and is the primary liaison with all sales territories.

His account responsibilities include Ralph's Grocery Company and Albertsons Southern California. Geoff specializes in capturing specific product requests by retailers and matching those requests with the strengths of Le Grand Marketing represented manufacturers. He is about to enter his twenty-fifth year with the company.

A Southern California resident for all but two years of his life and currently living in Brea, Geoff and his wife Bonnie spend much of their spare time following the activities of their five children and two grandchild.



KEVIN DRAPER

Senior Vice President.

Kevin Draper joined Le Grand in 1984 after a number of years in the foodservice industry. He approaches the business with an aggressive dedication to establishing close ties to key decision makers, and to providing quality service and follow through.

Kevin provides a unique service with his role as coordinator for industrial plays and videos. These tools have proven extremely useful for purposes of store level training and product role-outs. He works closely with retailers to design effective mediums to convey critical information to store level personnel.

Before coming to the company, Kevin spent several years in the restaurant business, both in the kitchen and in customer service. In his spare time, he is an avid golfer and is involved in the local theatrical scene.

Kevin has chain account responsibility at Food4Less, Stater Brothers, and Great8 Final



MARC DRAPER

Account Executive-Southern California.

Marc Draper spends considerable time monitoring store level activity for quality and product representation. He works 'hands-on' with department heads, to help them get the feel of our products.

Conducting meetings and seminars with distributor sales representatives to enhance their knowledge of the various Le Grand product lines, Marc is also responsible for coordinating promotional activities with the manufacturers through distribution.

Marc's distributor account responsibilities include DPI/West, Lakeside Poultry, Puratos, and Kradjian Imports. He has chain account responsibility for Bristol Farms, Henry's Marketplace, HOWS Markets, Gelsons, Wild Oats and various independent grocers.



JON ERICKSON

Director-Northern California.

Jon Erickson began in the bakery industry in 1987, working for his father's distribution company, Cream of the Valley. It was there that the belief of going the extra mile for customers to ensure excellent service was first forged into his character. After leaving Cream of the Valley, Jon went to work for an import/export national distribution warehouse, conducting U.S.D.A. meat inspections and shipping and receiving merchandise for many corporate store chains and national manufacturers.

In 1996, Mr. Erickson joined his family owned brokerage company, Murieta Marketing. Jon worked as a bakery technician. As the industry evolved, he gain valuable knowledge about products through scratch and frozen dough baking.

When the Nasser Company acquired Murieta Marketing in 1999, Jon was promoted to an account executive position. While working for the broker, he called on many of the independent retailers and Northern California distributors for in-store service bakery, service deli, foodservice and retail dairy deli. Jon increased distribution and anchored new lines by following the ever-changing industries needs.

Jon Erickson joined Le Grand in April, 2004. He has successfully developed relationships with manufacturers and retail buyers in both the service bakery and deli throughout Northern California.



PATRICK McDONALD
Director-Arizona/Southwest.

Pat has been in the bakery industry for over 45 years. His experience has taken Pat to all facets of our industry.

Pat's first experience was as a twelve year old in his father's bakery in La Mesa, California. In the years that followed, Pat has had a very successful career with a number of companies, including the R&H/Bunge Foods, Dawn Food Products, and Puratos.

Pat joined Le Grand in August of 2007 as Director-Arizona/Southwest. He is responsible for the entire bakery and the service deli business in this territory. With his years of experience in the in-store arena, and the love of our industry,

Pat looks forward to helping our partners in anyway he can.



BONNIE DRAPER
Sales Support.

Bonnie began her supermarket career in the service deli at the Fedco Foods. She worked in supermarket bakeries and delis for eighteen years with Alpha Beta and Lucky Stores. Bonnie finally took a position in the bakery buying office at American Stores in Southern California. Later she spent several years as a key account sales executive at DPI/West.

Bonnie joined Le Grand in 1997 to assist with telemarketing activities. She currently provides sales support for all regions. She uses her sizable creative talents on key product launches in Southern California as well as with trade show events.



PAUL LLOYD
Account Executive-Southern California.

Paul grew up in the supermarket business. His father was a store manager and mother a meat wrapper.

Starting out at Tom's Finer Foods, a small south Seattle market, Paul learned every aspect of the grocery business. The owner liked his work ethic and willingness to take on new responsibilities and, after three years, Paul was doing everything from opening up to counting the tills at closing.

Paul moved on to Albertsons where in only two weeks he made night crew manager and a short time later he was promoted to receiving clerk. Back then, Joe Albertson would personally visit all of his stores that broke \$100,000 a week in sales and give every department head a crisp \$100.00 bill. After a year and 4 months, Paul was recruited by Lucky Stores to help open the companies first Super Store in Renton, Washington. Hard work and long hours paid off with much recognition and personal satisfaction.

companies such as Kirby and Britannica. He then became a licensed agent for a large Missouri based insurance company and rose to the position of regional coordinator with responsibility for 30 sales reps in three San Francisco area offices. Prior to joining Le Grand Paul held a general sales manager position with a major water treatment equipment distributor here in Anaheim California.

Joining Le Grand Marketing in 1996, Paul has account responsibility over a number of independent supermarkets such as Superior Warehouse, KVMart, Jons Markets, and Cardenas Supermarket. His distributor responsibilities are Unified Western Grocers So Cal, Dawn Foods, Bake-Mark, Golden Bake and Cypress Egg Farms.

Paul has built very strong relationships with our vender partners, retailers and distributors. He has conducted a number of product rollouts and has a passion for planning, down to the smallest of details. He uses every resource at his disposal, from our company's outstanding management to the professional office staff and excellent technical support. Paul produces product-handling sheets in both English and Spanish, plans and executes formalized training for in-store personal, and directs ongoing retailer support with enthusiasm and leadership by example, to make every person evolved feel like an important part of the process.

Paul has an attitude of gratitude to be a part of a great company in a wonderful industry and hopes he can give back a large portion of what he has been so freely given.



JOSE TAMAYO

Sales/Technical Support-Arizona.

By joining Le Grand Marketing in late 1989, Jose Tamayo's arrival marked a major turn in the direction of the company towards a complete customer commitment to all aspects of service. Jose has had a hand in the evolution of the Southern California in-store bakery landscape over 15 years. He has witnessed the move towards more operator friendly products. Previously, Jose enjoyed a tenure at Orange Bakery, a leading frozen dough manufacture headquartered in Irvine, California.

Mr. Tamayo spent a significant amount of time over the years working at store level, specifically at Ralph's Grocery Company, a Kroger division. He served in the capacity of lead baking trainer for Ralph's in-store bakeries. Jose has also played a key role in presentations to the trade, taking primary responsibility for presentation quality product production.

In late 2005, Jose joined Le Grand's Arizona division as a sales technician. He has provide technical support in a number of supermarket chains including Basha's, Albertsons, Frys, Sprouts, and Sunflower Markets.

Additionally he has become involved in identifying and developing sales with the rapidly growing Hispanic marketplace. As a first generation Hispanic and accomplished baker, he brings a unique insight to this tremendous opportunity.

Jose has account responsibility for Bakemark/AZ, Dawn Foods/Az, and DPI/West in Arizona.



CHERYL COBB-POWELL

Account Executive/ Technical Support Northern California.

Cheryl joined the Le Grand team in October 2005. Before being promoted to the account executive position she proved to be a dedicated and hard working employee as a bakery/deli technician. She was responsible for training bakery staff on baking programs, as well as assisting with store openings and trade food shows.

Cheryl has worked for several retail bakeries, including Sunflower Bakery, Raley's, Food 4 Less and Save Max Foods, where she was a bakery /Deli manager. She also worked at Tony's Fine Foods as a sales representative.

While experienced in all aspects of the bakery and deli including cake decorating, baking, catering and merchandizing, she is always eager to enhance her skills.

Taking culinary courses at Columbia Collage sparked her creative side in merchandizing and food presentation.

Cheryl is married, has four sons and one grandson. She has lived in the Modesto area her entire life.

Technical Support



SADIA RAOUFI

Technical Support Supervisor-Southern California.

As a highly valued member of the technical training team, Sadia Raoufi, native of Afghanistan, is no stranger to success. Her personalized service and continuous commitment and perseverance to succeed naturally places her as one of the most requested technicians in the company.

Prior to Le Grand, Sadia worked in the in-store bakery industry for over 15 rewarding years. She also spent time in the management training program with Vons Grocery Company, where she trained bakers through out California. Also, she has held various baking and management positions at store level with Albertsons Southern California. Equally managing and baking, Sadia's expertise lies with product knowledge and personal relationships. She has built substantial rapport with those she works with. Her history in Afghanistan as a teacher has allowed her to train and educate effectively here in the states.

Sadia provides unyielding dedication to her fellow colleagues and customers. Trustworthy and ethical, Sadia is highly respected by those who work with her for her abilities. During her management in the grocery industry, she was professionally trained for scratch bakery. She has since refined that baking technique. She also recognizes the importance of a Team, so with the help of her associates at Le Grand, she is equipped with the tenacity and professionalism to effectively create solid results.

Ms. Raoufi is currently assigned at Ralphs Grocery Company as well as supervises all technical support activities in Southern California.



CARLOS TUDELA

Bake & Cake Decorating Trainer-Southern California.

Carlos Tudela started as a baker apprentice in a scratch bakery in the town of Thorsager, Denmark where he attended the Aarhus Culinary School of Arts. For three and half years he learned the arts of baking and decorating. Additionally he attended a number of seminars at the Odensen Marzipan Factory to expand his knowledge of working with marzipan.

After graduating Carlos worked for several years as the bakery manager in one of the largest supermarkets in the country. In 1998, he left Denmark for Lima, Peru to learn more about his craft. He took Peruvian bread and pasty classes at the Nova Academy and also learned how to work with chocolate at the Neggusa Institute.

At the end of 1998 Carlos moved to the United States where he worked at Eppers Bakery, a renowned bakery in San Francisco, California.

Mr. Tudela has been with Le Grand since 2003, following his passion. He is currently assigned to Albertsons in Southern California



RICARDO ARIAS

Bake & Cake Decorating Trainer - Southern California.

Ricardo Arias has enjoyed a successful career in the baking industry that spans 28 years. Ricardo was born in Morelia Michuacan Mexico. At 14 years of age he went to work in a Tijuana Mexico specialty bakery and started to learn his craft.

He came to the United States in 1981 as an already accomplished baker/decorator and landed a job at Big Deal Bakery located in Costa Mesa, California. He earned his United States Citizenship in 1985.

To advance his career and increase his earning potential he started with Albertsons as a baker in 1988 and stayed for 13 years. Stater Brothers recruited him in 2001 and he worked as a baker until joining Le Grand Marketing in July of 2006.

Ricardo brings his talent and enthusiasm to Le Grand Marketing in a huge way and has assisted in training and presentations for many of our Hispanic chains. He has earned the respect and trust from the management and bakers at Superior Super Warehouse, Jon's Marketplace, Northgate, Fiesta Foods, Big Saver, Food 4 Less, and Henry's. He has assisted in the training of new baker's and played a major part in product rollouts.

His experience in Mexican scratch baking has made him a valuable assets in the presentation and roll out of the new Orange Bakery Mexican Danish blocks.

We are happy to call Ricardo a member of the ever-expanding group of talented people that have assembled here at Le Grand Marketing.



CAM D'ELISO

Sales/Technical Support - Southern California.

Cam D'Eliso started his baking career at the age of 12 as a clean-up boy in the family bakery in Whittier, California. There began the development of his production skills in all phases of baking, from donuts, danish and puff pastry, to all Italian and American breads and rolls.

Cam left D'Eliso Bakery at the age of 21 and began a ten year journey in the food service arena. He apprenticed under two chefs that both had over 25 years experience. Starting with gourmet salads and sandwiches, Cam advanced to line chef and then sous chef. Later he went on to be a head chef in various dinner houses in eastern Los Angeles County.

With a desire to go back to baking, Cam joined Market Basket, a division of Kroger, as they began to put in-store bakeries in their stores for the first time. He was quickly promoted to bakery manger, eventually moving on to Safeway Corp. Seeking career advancement Cam was recruited by Action Brokerage where he worked for eight years. He eventually moved to several other food brokerage companies, including to stints at Le Grand Marketing. The experience of bakery trainer exposed Cam to virtually all of the supermarket chains in California and Nevada.

Using all of his twenty-five plus years of bakery experience, Cam went on to work in sales at several distributors, including Puratos Corporation. The fact that he could talk "shop" with his clients allowed him to tune in to their needs. For seven years Cam worked in all phases of the business, including baking from scratch and bag mixes of breads, rolls, fine pastry, tortes, and chocolates.

Finally, looking to fulfill another of his ambitions, Cam became owner and operator of a small commercial bakery. Cam says it was a life dream and one that taught him many things about the front end of the business, putting all of his knowledge to the test.

Cam rejoined Le Grand Marketing in 2006 as a sales technician He's still creating new items and teaching many people in the art of baking. Cam is currently assigned to Albertsons Southern California, Stater Bros, Henrys Marketplace, and various San Diego based distributors.



MARIA SERNA

Bake Trainer - Southern California.

Maria has been in the grocery industry for the last twelve years, eight of which have been in the bakery. There she learned to bake and soon after to cake decorate.

Maria is currently assigned to Ralphs Grocery Company.



MARVA TAYLOR

Bake Trainer - Southern California.

Born and raised in the San Fernando Valley, both of Marva Taylor's parents worked in the supermarkets. Her mom was a buyer for over 20 years with Dales Markets, and her dad was a store manager with Lucky Stores, Boys Markets and then Jons Markets.

Marva has seen many changes in the retail landscape. She was originally hired on with Lucky Markets in the early 1980's where she helped them as they took their initial steps with in-store bakeries. She traveled around to new stores and remodels and was involved with bakery hiring and training, and as well as the overall set up of the bakeries.

Marva proceeded on to collage where she made the dean's list as she received her degree as a paralegal, with a minor in business. She then joined Crown BBK, at the time one of the largest food brokers in Southern California. Marva gained extensive experience in merchandising and won a number of national awards in display contests and sales. In her spare time, she started a paralegal business assisting people with simple legal and investigative matters while saving her clients from the high cost of hiring an attorney.

The next challenge for Marva was joining Jons Marketplace. They had bought their first market with an in-store bakery and needed advise on how to set it up. Marva was charged with creating and executing a plan. She started from the ground up, putting together a mix of frozen dough and thaw&serve products, creating PLU and UPC codes, hiring and training, and merchandising all of the bakeries. The real challenge came in creating a profit&loss statement. In the end the bakeries were making money while keeping their stales in the 7 to 9% range.

This is around the time Marva first came in contact with Le Grand. After a number of years she joined the company in January of 2007 and is currently assigned to Ralphs Grocery Company

Marva receives a lot of satisfaction from helping people. In her spare time she has volunteered as a youth counselor at her church and a sports director for teen programs. She continues to assist people with their legal needs. She has lived in the Santa Clarita area for the past 25 years.



DIANA KELLER

Bake & Cake Trainer - Northern California.

Diana started in the grocery industry at the age of sixteen. She worked as a deli clerk before moving into the bakery as a baker.

Diana has been cake decorating for the last fifteen years. In her spare time, she enjoys creating three-dimensional cakes. She appreciates the level of creativity this provides. Additionally, she makes wedding cakes.

Diana joined Le Grand in the capacity of store level training in June 2007. She provides primary technical support in through out Northern California.

Administrative



DAUNINE WILSON

Office Manager.

Before joining the Le Grand team in September 1996, Daunine received her undergraduate degree at California State University at Long Beach in Mathematics with a minor in Statistics. Her background in Purchasing and Customer Service enabled her to start her career at Le Grand Marketing as administrative assistant. As Le Grand has grown in the number of principals represented as well as employees, her responsibilities have increased. This allowed her to assume on the position of Office Manager.

In August 2005, Daunine and her husband Eric purchased their first home where they spend their off-work hours with their eight-year-old son, Patrick.

Daunine is responsible for all administrative activities as well as provides critical sales support.



JENNIFER ROACH

Customer Service/Administrative Assistant.

Jenny Roach joined the Le Grand Team in August of 2005 and has helped shape the office front end by establishing a cohesive working environment with strong emphasis on details. She graduated from Cal State Fullerton with a Bachelors Degree in Criminal Justice and an Advanced Degree in Forensic Science.

She has extensive experience in customer service, with a strong background in computer technology. Previous employment experience included working in the service industry, cocktail and bartending in Las Vegas, and working at the Police Department in the Emergency Operations Center (EOC) as an aide to the Operations Manager helping handle emergency situations as needed.

She was married in October of 2006, gaining a wonderful husband and two adorable children. She is currently expecting their first child, who is due in September. Her passions include Forensic Anthropology, animals, her family, and any mental challenge to speak of. Jenny is our Customer Service Supervisor and is involved in telemarketing activities.



LAURA HINKLE

Laura Hinkle joined the Le Grand team in July of 2007. Laura gained her customer service experience by working for Ralph's Grocery from April 2001 – May of 2005. Laura has two adorable young children that she spends her off time with.



JANET DRAPER

Controller.

Janet spent 20 years with Security Pacific Bank as vice president of quality control systems before joining Le Grand's accounting department in 1983. She supervises account payables and receivables.