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## **SUPERVALU AREA MARKETING DIRECTOR RECEIVES N.G.A. SPIRIT OF AMERICA AWARD**

**ARLINGTON, Virginia (February 4, 2002)** – On January 19, 2002, Bill Anderson, Area Marketing Director, SuperValu, and member of the North Dakota Grocers Association, was presented with the National Grocers Association's (N.G.A.) Spirit of America Award at the North Dakota Grocers Association Annual Convention in Fargo, North Dakota.

The award was presented by N.G.A. Senior Vice President and Senior Counsel, Tom Wenning and N.G.A. Chairman, Steve Smith, President and CEO, K-VA-T Stores, to Anderson in praise of his support of the North Dakota Grocers Association and in recognition of his active and effective participation in government affairs to preserve and foster the principals of free enterprise, and his commitment to his company and community.

Andersen began his career in the grocery industry at the age of 16, working as a carry out boy for the Red Owl Store where he quickly worked his way up to produce manager. After joining the army and serving his country in Vietnam, Bill returned to Red Owl and, while attending college and working part-time, eventually became store manager. Anderson was then promoted first to district manager for the Twin City area, and then transferred to Fargo to become District Manager, and eventually Vice President of Red Owl Stores, Inc. When Red Owl Stores were bought out by SuperValu, Bill remained on board, and became one of the founders of SuperValu University. Now working as Area Marketing Director, Anderson has been with SuperValu for 13 years.

Anderson has been a member of the North Dakota Grocers Association since 1982 and remains an active member, serving on its Board of Directors.

The N.G.A. Spirit of America Award, established in 1982, honors key industry and community figures who have provided leadership in the areas of community services and government relations on behalf of a free and independent food distribution system. Recipients of the award have included former Presidents Gerald Ford and George Bush; former Vice President Dan Quayle; former Speaker of the House, Tom Foley; Clinton Administration Chief of Staff, Leon Panetta; as well as other distinguished individuals serving the public interest.

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N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent retailer is a privately owned or controlled food retail company operating in a variety of formats. Some are publicly traded but with controlling shares held by the family. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. Independents are the true "entrepreneurs" of the grocery industry and dedicated to their customers, associates, and communities. N.G.A. members include retail and wholesale grocers and their state associations, as well as manufacturers and service suppliers.

