

# FOOD INDUSTRY ASSOCIATION EXECUTIVES

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## OLSEN NAMED AS NEW FIAE PRESIDENT

The Food Industry Association Executives (FIAE) announced that the FIAE Board of Directors has approved the hiring of James V. Olsen as the new President of FIAE, effective April 1, 2010.

"Jim was selected from an outstanding pool of applicants. The competition was excellent and the final decision was a tough one to make," said FIAE Chairman Brandon Scholz. "Jim brought all the elements to the table including his experience in the grocery industry and in association management. He is exceptionally qualified to lead FIAE into the future."

Olsen will begin the transition with Barbara McConnell who has steadfastly lead FIAE for the past 15 years.

Olsen started with the Utah Retail Grocers Association in 1978 as Director of Field Services. In 1980, he was hired to serve as the President and CEO of the Utah Retail Grocers Association served in that capacity for the past 29 years. In 1993, he was also hired to serve as the President and CEO of the Utah Merchants Association.

He has also served on the Board of Directors of the National Grocers Association and served for two terms on FMI's Government Relations Committee. FMI recognized Olsen with the prestigious Donald H. MacManus Award in 1997.

Olsen told the FIAE Search Committee, "FIAE has never been more important to our members than today. Working together as association executives our influence is much stronger as we continue to take a leadership role in the food industry. FIAE members are dedicated to meeting the changes and challenges our industry will face in the future. Our strategic plan is in place, and we have new ideas and goals for the coming years. With the continued support and input of FIAE's membership I know we can succeed in accomplishing our mission of providing educational and networking opportunities to our members."

FIAE is a national professional association representing local, state and regional food association executives since 1927, which in turn represent over 95 percent of the grocery retail industry. FIAE's mission is to provide a forum for professional growth of the members' employees and to serve as a vehicle for the interchange of ideas and advancement of the food industry agenda.

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