

# LORI LANSING



I started my career in the grocery business 36 years ago. I was lucky enough to get a job at Alpha Beta in Santa Clara Calif. The second day on the job I walked into work and met the man I would marry. He was the frozen food manager and we were married in 7 months. Since then we both have worked in the grocery business in many different capacities. Rob went to work at Fleming Foods as a Category Manager and I went to work for a food broker named JJ Morris. We lived in the Sacramento area with our two boys Greg and Bobby and I called on Raley's, Albertsons and Fleming headquarters. Rob came home one day and said that Fleming had offered him a move to Oklahoma City to their corporate office as a National Category Manager. We moved to OKC and were there for a year when an opportunity surfaced to move to Milwaukee WI. Rob took a job as VP of Procurement at Milwaukee Biscuit Company and I took a job with The Sell Group WI. I called on Piggly Wiggly Headquarters and Kohl's Grocery headquarters. Between living in OKC and Milwaukee we really learned a lot about the mid west and what REAL weather really is. Wow, I didn't even know there were micro bursts and straight winds that can take out your house. Two years in Wisconsin and surviving two winters we decided that the west coast was where we wanted to be. Milwaukee Biscuit Company was bought by Tree of Life and we were transferred to Portland Oregon! We arrived in Portland on 6/18/1998 and all four of us fell in love with the Pacific Northwest. Rob ended up making a job change and went to work for a local food broker about a year into our relocation. He ran the Portland office for 2 years. The only thing missing was that Rob and I always had a burning desire to have our own company. So in March of 2001 we started our own Food Brokerage called Lansing and Associates Inc. It was a leap of faith. We had our oldest son in college at University of Oregon and our younger son was a junior in High School. We put our desks face to face in a room in our home and we dove head first into our new adventure. The one thing that really paid off for us was that Rob had made so many friends while being on the buying side. He had helped many companies to grow and had always been honest and ethical. Those companies were on the Specialty side of the business and over the first year many of them moved their business to Lansing and Assoc. Rob and I hired two full time people and one part time person to cover the Northwest and we did it all. We processed our orders, took care of all administrative work, made calls at store level and headquarters. We did resets where ever we were needed. We taught our sons to do all of the things we were doing and they were a great help during the summers. We had incredible people come into our life like Dave Strausborger at WinCo who really took us under his wing and helped us to grow.

March of 2006, after 5 years of "doing it all" we received a phone call from Jim French. Jim asked us if we were ready to "Swim with the Sharks"! When Acosta bought a regional broker named Team Northwest, there was a void in the market and at that point Rob and I teamed up with the Co-Sales Company out of Phoenix, which has turned out to be the opportunity of a life time. We started representing center store Manufactures along with our Specialty Manufacturers. We grew to represent Natural Foods, General Merchandise, Produce and Meat. We had the opportunity to hire outstanding people with lots of experience. In 9 years we grew as Co-Sales Northwest to employee 40 great people. Co-Sales, which had offices in Phoenix, Denver and Salt Lake City expanded to Northern California, Southern California, Boise and us in the Northwest. We became part of BEACONUNITED in 2011 and expanded our data resources dramatically. The only thing missing at this point was to have Co-Sales Northwest be a true family business. Our oldest son graduated college and pursued his architecture degree. He ran his own company and learned how to be a salesman selling himself, and his talents and skills as an architect and contractor. Greg got married to Keleigh January of 2014 and made the decision to join our company and today is doing an awesome job as a Business Manager in our Natural, Specialty Department. Our younger son joined ROTC in college at the University of Portland and became an officer in the Air Force. He lived around the world and after he and his wife Kathleen had our Granddaughter Emma, they decided that after 8 years of active duty Captain Robert Lansing would move to Air National Guard Reserve and move back to Portland. March 2, 2015 Bobby joined our company as our I.T. Manager. He has already fine tuned our computer system dramatically and will be learning Analytics very soon. That puts us at 42 employees.

Low and behold Albertsons bought Safeway and decentralized. Haggen bought many divested Albertsons and Safeway's and is keeping the Independent retailer alive and well and here we are with an awesome family business ready to take on what ever comes our way! Life is GREAT!

It's been 36 years and boy how time flies when you're having fun!

Speaking of fun, when I am not working Rob and I love to travel and explore! Our little Granddaughter Emma is the light of our life. We love spending time with her and our family.