

## Tracy Lape- NuCal Foods

*I remember my father telling us at dinner one night, "The first woman sales representative called on us today!" This was back in the early 1970's and although I cannot remember her name, I know she worked for General Mills. Little did I know I would end up in grocery sales myself. Dad worked 22 years for American Can Company followed by another 23 years at what was then Market Wholesale Sacramento. By the way- Dad thought it was GREAT that women were entering the sales forces- he always encouraged me to "do anything you want."*

*I graduated from UC Davis with a Communications degree and worked for a small newspaper (The Woodland-David Daily Democrat), but long weird hours and really low pay got old very quickly. I interviewed with someone Dad knew at Lever Brothers (now Unilever) and started my grocery career as a sales rep in my home town of Sacramento, California.*

*I moved sight-unseen to Seattle in the mid-1980's with Lever and met my husband Doug while I was there. After a few years I missed the California sun and took a job with Coca-Cola Foods in Northern California. Here a fun fact- I worked for Illuminator Dimmed Headlite Vic Chiono twice- once with Lever and with Coca Cola Foods. Doug quickly landed a job at ValleyCrest Landscaping and he is still there after 28 years- he is now their director of Water Management.*

*My career has included selling for direct manufacturers, 3 brokers (including 8 years at Advantage Sales and Marketing) and of course most recently Director of Sales at NuCal Foods. My boss is Dimmed Headlite Jim Van Gorkom. I am privileged to work at a company that supports its employees to be involved with trade organizations like the Illuminators. I have called on just about every account in the Northern California market from small independents to large chains and now with NuCal get to experience everything from grocery to Food Service and Distributors.*

*I am a passionate supporter of City of Hope, a cancer research center in Southern California, and I have been on the Executive Committee of the Northern California Food Industries Circle for many years. I hope that within my lifetime there is cure for many cancers and also treatments that are much less invasive and maintain patient's quality of life.*

*I run a full or half marathon to raise funds for City of Hope annually. Mostly half marathons now- I like to join those that are only "half crazy." 2016 will be our 14<sup>th</sup> year. But the training doesn't stop in between- I run about 5-7 miles most days- it's time to let the mind wander and think about any and everything.*

*Doug and I have been married over 26 years. We celebrated both our 20 and 25<sup>th</sup> wedding anniversaries Salmon Fishing in British Columbia. We also enjoy golfing and boating- we live in Discovery Bay with our "Canine kids" Cali and Libby. Cali is 12 ½ and Libby 7- we adopted Libby last June- she was left behind at a foreclosed house. In fact I was at the mid-year board meeting in Carmel Valley and saw her little face on Petfinder...and told Doug that we HAD to have her. Cali and I met her the next week and she joined the family a few days later- and she is such a joy.*

*My family is very small- just Doug's folks, his sister, our niece and nephew his new addition on the way in August. My "extended" family are my friends- many that are in the grocery industry and that I have met through various organizations related to the industry. The grocery industry fosters such great relationships- it is amazing how much good is done for so many causes.*

*Guilty pleasures- I love music- not only the classic rock from my high school days, but the new music. You can usually find me bopping around to something currently on the radio. Come on Bruno Mars- where is that new album? Also- the Raiders, Oakland A's and the Warriors. Grew up an East Bay fan and LOVED those Oakland A's streaks back in the day. I am very happy that the Raiders are improving. Will I forget them if they move? Heck no- a lot of teams move. That being said, I am still a Bay Area fan and will root for the Niners and the Giants too.*

*Doug and I live in Discovery Bay and are members of Discovery Bay Yacht Club- I am a Staff Commodore and we have a great time with our boating pals- particularly in the summer. We also love Lake Tahoe- it is second home to me and we spend many weekends there enjoying the natural beauty and the outdoors! We hope one day to retire there.*

