

CEO UPDATE

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| This year's top association leaders

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FMI is winding up the final year of a three-year strategic plan, developed after Leslie Sarasin became CEO in late 2008. Sarasin pledged to deliver more value—and to be more responsive—to members, and she has largely delivered.

As an executive at another association said, *“She is a terrific leader who inspires her employees and motivates her members to be active.”*

FMI is collaborating more than ever with other trade groups on conference, projects and shared objectives. FMI 2012, the group's premier biennial retail show, was co-located in Dallas last spring with those of United Fresh Produce Association and American Meat Institute.

Key initiatives include food safety and wellness. FMI and Grocery Manufacturers Associations introduced a voluntary *“Facts Up Front”* system for labeling packaged food. Sarasin has also boosted FMI's lobbying efforts.

A plan for 2013-2016 is in the works. FMI represents 1,250 food retail and wholesale member companies. Revenue in 2010 was \$24.9 million. Sarasin was previously CEO of the American Frozen Food Institute.

**TOP
ASSOCIATION
CEOs**

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Leslie, your FMI colleagues congratulate you for being named one of the top 10 Association CEO's in 2012 by CEO UPDATE.

FMI



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives