



## NEWS FROM THE LAS POSITAS COLLEGE BUSINESS STUDIES PROGRAM

### Las Positas College to Present Talk “Building Your Personal Brand” by Albertsons/Safeway Division President Karl Schroeder



Karl Schroeder

Las Positas College is hosting Albertsons/Safeway Division President Karl Schroeder who will present a talk, “Building Your Personal Brand,” as part of the 5th Annual Business and Entrepreneurship Speaker Series. The event will be held at 6-7 p.m. on Tuesday, April 4, in the Multi-Disciplinary Building Lecture Hall, Room 2420. Presented by the college’s Business Studies Program, the series is free and open to the public. Parking is \$2. Seating is limited; early arrival is recommended.

Schroeder will highlight 10 key tips for career success and share his story about how he began his Safeway career as a courtesy clerk and rose through the ranks to become a division president of the Fortune 100 company. He will also reveal qualities he looks for when hiring new employees and provide management insights based on his experience leading the efforts of almost 250 stores.

“Through this speaker series, we are able to showcase business leaders and their stories about how perseverance and an entrepreneurial spirit help them reach their professional and organizational goals,” said Business Studies Program Coordinator Lisa Taylor Weaver, Ph.D. “Karl Schroeder is a consummate business leader and we are very grateful that he has generously agreed to share his story and expertise with our students and community.”

Schroeder, who began his higher education at a community college, is a graduate of the University of Southern California Food Industry Management (FIM) Program in the Marshall School of Business. He was named the 2013 FIM Executive of the Year, an honor bestowed upon a food industry executive who has shown extraordinary leadership and exceptional business results in the field. He earned a Bachelor of Arts degree in Organizational Leadership and Behavior from the University of San Francisco and, in 2012, was presented with the university’s Dean’s Medal of Excellence from the McLaren School of Management.

Schroeder is currently a board member of the Northwest Grocery Association. During 2010, he was the president and chairman of the Western Association of Food Chains and serves as an advisor on the executive board. He is a former board member of the Bay Area Council and has served on the executive boards of Junior Achievement of Northern California and the California Business Roundtable.

The Business and Entrepreneurship Speaker Series brings Bay Area business leaders to campus to share their expertise with students and the community. Business Studies, the most popular major at Las Positas College, offers degree and certificate programs, career and workforce training and transfer preparation to four-year colleges and universities. Programs include Business Administration, Marketing, Accounting, Administrative Medical Assistant, Bookkeeping, Business Entrepreneurship, Retailing, Retail Management and Supervisory Management.