

## Inter-Office Communication



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**To:** Safeway Employees

**From:** Karl Schroeder  
Division President

**Date:** August 15, 2012

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**Subject:** **Announcement of Jeff Mason**

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I am pleased to announce that Jeff Mason will be joining the NorCal Division as our new HR Director, reporting to me.

Jeff began his Safeway career in 1976 and worked in several retail positions such as Courtesy Clerk and Food Clerk. Upon completion of his college degree, he began his Human Resources career with the Northern California Division as an Employment Representative. He held a variety of HR positions of increasing responsibility, including Training Instructor, Records and Benefits Supervisor, Affirmative Action and Employment Supervisor and Human Resources Manager for the NorCal Division.

In 2009, Jeff was promoted to HR Director for Safeway.com. He was responsible for the successful completion of several projects including the backstage and driver payroll integration, benefits conversion, union avoidance, cost reductions, Accident & Ticket Review Boards and Worker's Compensation.

Jeff's most recent role was as HR Director for Supply Operations supporting the company's manufacturing plants and distribution centers.

Jeff holds a graduate degree in Human Resources and Organizational Development from the University of San Francisco. Jeff brings a tremendous amount of talent and experience from his roles in Retail, Division and Corporate HR. We are very pleased to welcome Jeff back to the NorCal Division as our HR Director.

Please join me in congratulating Jeff on his new assignment.