



1st Annual Agribusiness Roundtable

Tim McCabe

President, Arizona Food Marketing Alliance

Tim McCabe is the President of the Arizona Food Marketing Alliance assuming that position in October of 2008. He is responsible for the oversight of the state trade association in all matters impacting Legislation, Regulation and Education.

The Arizona Retail Food Industry and its Suppliers Represent \$16 Billion in Sales Revenue, 5600 Outlets and over 120,000 Employees in the State of Arizona.

Previously, Mr. McCabe held the position of Vice President / General Manager of the Desert Mountain Division of Coca-Cola Enterprises Inc. since 1998.

Mr. McCabe began his career with Coke in 1972 at Denver Coca-Cola as a Full Service Driver. In 1986 he was transferred to Houston Coca-Cola as Manager of Supermarket Operations. Five years later, Mr. McCabe was promoted to Director, Trade Development for Coca-Cola of Northern California based in San Francisco, and from there became the Vice President, Sales & Marketing for Coca-Cola's largest North American operation in Southern California, based in Los Angeles.

In 1998 Mr. McCabe was promoted to Vice President / General Manager of the Desert Sun Division of Coca-Cola Enterprises, serving Arizona and New Mexico. Colorado was added to his territory.

Under Mr. McCabe's leadership the Division grew into 18 Sales/Distribution Facilities, 2 Production Centers and 2500 employees serving Arizona, Colorado, and New Mexico.

In 2002 this division was selected as the winner of the Coca-Cola President's Club for best results in North America.

Mr. McCabe is also very committed to the community. He has been the Corporate Chairman of the Phoenix Walk to Cure Diabetes. Serves on the Board of Directors for the Juvenile Diabetes Research Foundation. And continues to support the City of Hope as a Board Member. Other organizations which have benefited from Mr. McCabe's dedication as a Board Member are the Valley Big Brothers / Big Sisters and the United Way.

In 2004, Mr. McCabe was honored by the Arizona Food Industry as the Supplier of the Year.