



State of California—Health and Human Services Agency
California Department of Public Health

March 6, 2012



EDMUND G. BROWN JR.
Governor

VENDOR ALERT 2012 - 07

TO: ALL WIC VENDORS
SUBJECT: NEW OPTIONS TO CONTACT WIC AND RECEIVE VENDOR ALERTS

Purpose The California Women, Infants, and Children (WIC) Program is pleased to announce more options to contact the Vendor Management Branch (VMB) for questions or concerns and to provide Vendor Alerts through electronic media.

Background The WIC Program is heading in the direction of using electronic media for communication and to provide several options for vendors to receive answers to questions or concerns.

Electronic Delivery of Vendor Alerts Vendors may sign up for an email alert list to receive Vendor Alerts, updates, and news. The email option allows instant notification of information that may affect your role as a vendor. For now, Vendor Alerts will continue to be sent via U.S. mail, but this is an additional option for notification.

To **sign up** for the email alert list please visit:

<http://apps.cdph.ca.gov/listssubscribe/default.aspx?list=cdfhwicvendors>

Vendors may also choose to **stop receiving Vendor Alerts by U.S. mail** by visiting:

<https://apps.cdph.ca.gov/AutoForm2/Page/SecureCode.aspx>

Vendor Alerts will continue to be available on the WIC website at:

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerAlerts.aspx>

Resources to Contact VMB Authorized vendors now have three (3) options to contact the VMB:

- Toll free (855) WIC-STOR or (855) 942-7867 **!New**
- Email: WICVENDORINFO@cdph.ca.gov **!New** or
- Vendor Consultant by phone

Questions Please use one of the 3 resources above for any questions or concerns.

Clyde R. Steele, Chief
Vendor Management Branch
California WIC Program



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