1983 IN REVIEW ISSUE

ACTIVITIES
INVolvEMENT
PROGRESS
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OFFICERS, 1984

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Associated Food Dealers of Michigan and The Food Dealer magazine are affiliated with and have a good working relationship with the following professional organizations: Food Marketing Institute; U.S. Chamber of Commerce; Michigan State Chamber of Commerce; Greater Detroit Chamber of Commerce; American Society of Association Executives; Association of Executives of Michigan; Association Executives of Metro Detroit; The White House Conference On Small Business; The Michigan Conference On Small Business; New Detroit, Inc.; and The Detroit Press Club.

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Arabic Dance Celebrity

Helena David, a talented member of our grocery community, has been acclaimed for her interpretations of Arabic dance at various community cultural events in the area, including International Day festivities at the University of Michigan-Dearborn; and at "A Children's Christmas" celebration at the International Institute in Detroit. In her performances she also demonstrates several musical instruments invented by Arab women — forerunners of the modern drum, flute, guitar and tambourine.

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Dear Mr. Deeb:

I would like to inform you and the members of your association of the 19th annual Food Management Conference (FMC) which is to be held at Western Michigan University Tuesday, March 13 and Wednesday, March 14, 1984.

FMC is a conference which is planned and held by Sigma Phi Omega and assisted by the Food Distribution Program of Western Michigan University, in Kalamazoo.

As in years past, the conference will feature topnotch speakers addressing today’s issues in the food distribution industry.

I would appreciate your support, so that we can get an early start on the conference. If you have any questions or advice please contact me.

Cordially,

Michael T. Pedregal
Advertising Chairman for FMC
(616) 383-0953
A Review Of AFD Involvement, Action Programs In 1983

JANUARY

The year began with the Associated Food Dealers helping kick-off an emergency food drive for Detroit at the request of Mayor Young; later Governor Milliken also called a food emergency for the entire State. The 5th free legal clinic was held with attorney Peter Bellanca assisting members. A Philadelphia meat processor purchased the two Peschke plants for $4 million in tax-free revenue bonds.

Met with Detroit Councilman Nick Hood to help small business obtain relief. A Federal judge detained the A&P-Chatham hearing for a merger until March; At this time Allied filed suit to block the merger, stating it would cause grocery prices to rise. Eventually the merger plans were dissolved and Chatham emerged from Chapter 11 after working out a plan agreeable to all.

AFD met with officials of the Michigan Dept. of Social Services and jointly issued a release asking merchants to act more quickly to receive reimbursements for fraudulent government aid checks they legitimately cashed; also to take thumb prints to verify recipients. AFD’s Board set 1983 legislative priorities with our liaisons, James Karoub Associates.

FEBRUARY

The Michigan Liquor Control Commission (MLCC) reported alcoholic beverage sales were down 5 percent, threatening revenue loss to the state of $2 million. AFD participated in an association advisory council for Blue Cross and Blue Shield to help small business groups. AFD participated in a New Detroit job training advisory council meeting at the AFL office.

AFD began implementing plans to remodel the AFD office, which was completed in June.

Louis Najor and Ed Deeb met with WDIV-TV4 at Frontier Market, Highland Park, to relate the impact of a proposed truckers strike on the food industry.

MARCH

Detroit Food Brokers Association (DFBA) hosted a dinner at the Southfield Manor featuring the role of independent food merchants and AFD. DFBA president Mike Bixler praised AFD and the work it was doing and promised to work together wherever possible. Attending from AFD were Messrs. Tony Munaco, Jerry Yono, Larry Joseph, Tom Simaan, George Byrd, Don Harrington, Lafayette Allen, Jr. and Ed Deeb.

WJBK-TV2 interviewed AFD’s Ed Deeb to learn the impact of a trucker’s strike.

Larry Joseph was elected Board Chairman of AFD, succeeding Jamal Shallal who had resigned. Joseph thus began his term following the highly successful two terms of Tony Munaco, which saw the largest number of new members join AFD in a two-year period in history.

AFD participated in a newly formed coalition of community organizations to help assure harmony on a permanent basis; included in the groups, in addition to AFD, were New Detroit, NAACP, Detroit Urban League, Concerned Citizens Council, to name a few. The coalition was formed following a shooting at a Detroit party store which erupted in neighborhood violence.

AFD’s 67th Annual Trade Dinner was held at the Royalty House, Warren. Featured guests included Judge William Giovan, Rep. Sal Rocca and a host of area celebrities and government people. Entertainment featured Comedian Pete Barbutti, the Charmaine Dancers,
AFD testified during this month before a State Senate hearing in support of a statewide shopping cart law to help minimize the over $1 million in cart losses annually. Representing AFD were Tom Zatina and Ed Deeb. Legislatively, AFD worked to remove the sunset clause on SDD liquor mark-ups, expand the definition of AFD's Self-Insured Workers' Compensation Program, and met with Gov. Blanchard's economic development staff to study expansion of food processing plants.

Legally, AFD legal counselor Peter Bellanca checked out legalities of Wayne County Health Dept. Food service managers' certification program for dual inspection, and assisted AFD in challenging USDA food stamp rules and regulations. Maury Young pinch-hit for Ed Deeb at the Wisconsin Food Dealers Association convention to report the devastating impact of Michigan's bottle bill financially.

**May**

AFD participated in the meeting of the Southeast Michigan Agriculture Advisory Council meeting in Lansing. AFD executive director Ed Deeb addressed the full meeting of the New Detroit Board of Directors at Wayne State to outline the food industry's concerns about inner-city crimes, tensions and harrassments and stated the solutions had to be "a 2-way street."

The Detroit News hosted an anniversary reception at the Detroit Club. Winston Lang of the NAACP and AFD's Ed Deeb appeared on WJLB radio to outline our community relations program and the forthcoming Youth Day II. CCC's Lonnie Peek and AFD's Larry Joseph appeared on WDET radio to express the industry's and community's concern about mutual problems. AFD hosted a news conference with the CCC outlining our community progress.

AFD participated in the New Detroit, Inc. Suburban Forum at the Southfield Civic Center as a co-sponsor... AFD and DFBA met with representatives of the Television Bureau of Advertising at WJBK-TV2's offices to relate the scope of our industry. Alex Dandy, president of Hamady Super Markets, named Distinguished Service Award Recipient by the Michigan Federation of American Syrian-Lebanese Clubs May 28 at a Flint convention.

**June**

AFD strongly urged passage of House Bills 4312 and 4313 to bring about uniform food inspection standards to food stores and processors... The 6th free legal clinic was hosted by AFD law firm, Bellanca, Beattie, DeLisle, et al. A clergymen's Forum Breakfast with New Detroit and AFD was hosted by Rev. Obie Mathews' east side Baptist church... Winston Lang of NAACP and Ed Deeb again co-appeared on a radio talk show to relate community progress, this time on WCAR radio.

On June 8, a Merchants Forum, 2nd in a series, was sponsored by AFD at the Sacred Heart Church to hear grocers' gripes and relate forms of harrassment in the community. June 15 and East Side Public Forum I was co-hosted by the Concerned Citizens Council and the AFD, held at Christ Cornerstone Baptist Church... Anheuser-Busch sponsored the annual NFL-Detroit Lions Alumni golf outing at Red Run Golf Club.

In the Spring issue of The Food Dealer magazine AFD featured a by-lined article by Detroit Police Chief William Hart and Deputy Chief James Bannon titled, "A Thin Line: Is it Self-Defense or Murder?" on the use of firearms... Sunshine Food Stores of Burton acquired Quik-Pik's 57 units from Wilson Dairy.

Ingham County Circuit Judge James Kallman issued an opinion overturning Michigan Attorney General Frank Kelley's ruling to lift the ban on beer and wine advertising in Michigan... During this month, A&P Food Stores launched an aggressive new warehouse pricing campaign, reducing pricing on thousands of items and began paying double on manufacturers' coupons.

**July**

Messrs. Joseph Sarafa, Robert Kato and Sam Yono were elected to...
We deliver a complete program of support to our members

Grow with our programs

Grow with our programs

Grand Rapids

Livonia

Country Fresh

SADDY PRODUCTS

Country Fresh

2555 Buchanan Avenue, SW, Grand Rapids, Michigan 49508

For information on how to participate in our profit programs, call Jack Carroll or Ted Guthrie at (616) 243-0173
REVIEW
(from page 6)

the AFD Board to fill vacancies...
Youth Day II, sponsored by Associated Food Dealers, WJBK-TV2, Detroit Free Press, Detroit News, Detroit Parks and Recreation Dept., WJLB Radio and some 40 community organizations, was held at Belle Isle with some 9,000 youngsters and adult supervisors on hand. Detroit sports' team celebrities on hand to host clinics included Tommy Hearns, Billy Sims, Charlie Sanders, Lem Barney, Jim Thrower, Dave Bing to mention a few. AFD retailer and supplier members played a major role in co-sponsoring the event.

AFD was saddened to learn of the deaths of Vic Wertz of Wertz Distributing Company, Larry Inman of Paul Inman Associates; and J.E. Bud Stedman of the Detroit Chamber of Commerce. Joe E. Greenisen was named new vice-president of Michigan for Kroger. Joseph Ahern was newly appointed president of Spartan Stores, Inc. L.V. Eberhard won a law suit charging he illegally used Eberhard Foods shares owned through an Employee Stock Ownership Plan to pass a revision to amend the firm's by-laws in order to fire seven of its 10 directors.

AUGUST

The State of Michigan Dept. of Labor approved proposed amendments to AFD's Self-Insured Workers' Compensation Program, thus permitting greater participation by all segments of the industry in our program... AFD met with officials of the Michigan Dept. of Labor regarding the establishment of a job training program.

AFD met with former Senator Doug Ross, the coordinator of Gov. Blanchard's Youth Job Corps, to indicate how the industry can assist.

AFD's 8th Annual Golf Outing was held at Fern Hill Country Club Aug. 11, Mt. Clemens. The outing was chaired by Ed Deeb and Iggy Galante, with committee members including Mike Simon, Carl Leonhard, Ray Amyot, Joe Karam, Tony Munaco, Phil Lauri, Izzy Malin and Phil Saverino. Over 145 golfers were on hand and 180 for dinner.

(continued on page 10)
We don’t aim to make the most beer, only the best!
The Food Dealer, Winter, 1983

REVIEW
(continued from page 8)

Our association was sorrowed to learn of the passing of Elton Awrey, 90, of Awrey Bakeries, who was co-Man of Year recipient in 1982, and of Helen Ludington, wife of member Ivan Ludington, Sr., of Ludington News Company. "Profile of the supermarket shoplifter" and Burglary Prevention tips were reported to members in The Food-A-Gram newsletter.

SEPTEMBER

At the annual meeting of AFD's Self-Insured Workers' Compensation Program, it was reported a 31% dividend is to be passed on to participating members. Coupled with the 10% discount going into the program, it made a 41% total benefit to members... AFD and 14 other industry trade associations across Michigan, agreed to assist Gov. James Blanchard in finding private sector jobs for 5,000 members of the Michigan Youth Corps.

Robert Stevenson was named the new general manager of the AFD Credit Union replacing Joseph Mijewski... Detroit Coca-Cola Company opened and dedicated its new Van Buren Warehouse Center... AFD met with Karoub Associates and Mike Carr and the Lottery Bureau staff to propose increases in agent commissions, long overdue. AFD members elected five retailers, two suppliers to the Board. The retailers elected were Robert Kato, Tom Simaan, Harvey Weisberg, Sam Yono and Jerry Yono. General members elected were Phil Saverino and Amir Al-Naimi... AFD assisted Wayne County executive William Lucas host his annual senior citizens luncheon... AFD's first free accounting clinic for AFD members was held in cooperation with our CPA firm, George Shamie CPA, P.C. and to promote it. Promotion and display are important selling tools, thus supporting the existing

NOVEMBER

AFD met with officials of Blue Cross and Blue Shield to review coverages and policies... AFD assisted in planning of 1984 Easter Seals Society Telethon... Mike George and Ed Deeb met with Rev. Roy Allen and Rev. Bob Coverson of O.I.C. to assist in their program.

The AFD Board wrote to Attorney General Frank Kelley urging his office to investigate possible unfair competitive practices as related to the below-cost selling of milk, eggs and bread. Mr. Kelley responded he would be reviewing practices in our industry.

A poll of AFD retail members, with nearly 500 responses returned, showed that 84% of the members polled do not favor advertising beer, wine or other alcoholic beverages, thus supporting the existing

DECEMBER

Spartan Stores, Inc. rejected a takeover bid by the Kroger Company on the grounds "Spartan is not interested in being acquired," according to president Joseph Ahern... Mid-America Food Brokers and Continental Food Brokers announced their companies will merge on Jan. 1, with the new company name being known as Ameri-Con, Inc. with offices in Detroit, Grand Rapids, Saginaw and Toledo with 70 employees.

AFD members elected five retailers, two suppliers to the Board. The retailers elected were Robert Kato, Tom Simaan, Harvey Weisberg, Sam Yono and Jerry Yono. General members elected were Phil Saverino and Amir Al-Naimi... AFD assisted Wayne County executive William Lucas host his annual senior citizens luncheon... AFD's first free accounting clinic for AFD members was held in cooperation with our CPA firm, George Shamie CPA, P.C.

AFD, the DFBA and DAGMA co-hosted a breakfast in cooperation with the TVB to view a new presentation.

END OF REPORT

Are Grocers Overlooking Extra Profits To Be Made From Candy?

Grocers who are looking for an area in their stores that could be turning a higher profit often overlook the candy department, according to a spokesman from a prominent candy brokerage.

While convenience stores, drug and discount stores and mass merchandisers cashed in on candy sales in the past year, "The grocer didn't do as well, due to his own making," the candy broker claimed. He suggests that the first step toward increasing sales in the candy section is to assign someone to take care of it and to promote it. Promotion and display are important selling tools, he said, "If you don't put an effort into something, what are you going to get out of it?"

The candy center should be one that is constantly changing, taking advantage of hot-selling items and seasonal sales. "People like to look at candy — and they like new candy. We've had items that sold as hot as a pistol for 30 days, but some grocers didn't even know they existed," the broker pointed out, "they weren't tuned in to where the action was."

Sales of fast-moving timely items like these are "plus" business and usually very profitable, according to the broker, who also claimed candy sales can frequently offset the money lost on advertised loss-leaders.

Are Grocers Overlooking Extra Profits To Be Made From Candy?
The new Stroh: WE'RE READY.

Ready to grow. With you. With unique merchandising ideas, wide product variety, a commitment to retailer service, a national base for expansion.

Already in the "Top Three."
Stroh, Schlitz, Schaefer...15 brands in all...strong and expanding in all the beer categories.

Already national.
One of only three brewers selling national brands. Wherever you are, we're already there.

Already strong in Premiums, Premium Lights and Supers.
We're there and ready: Stroh's, Stroh Light, Schlitz, Schlitz Light, Erlanger, Signature.

Already #1 in Malt Liquors.
Schlitz Malt Liquor leads the herd with 18 consecutive years of sales growth. A profitable category, already larger than imports.

Already #1 in Populars.
Old Milwaukee leads this growth category which already accounts for about 20% of industry volume. And there are seven other Stroh Populars.

All ready with ideas; committed to service.
Merchandising ideas selling more than beer... from people who know beer and more... people who listen and deliver.

THE STROH BREWERY COMPANY
Detroit, Ml 48226

National Retail Sales Department
Bill Hayes, Director
(313) 446-2025

© 1983. The Stroh Brewery Co., Detroit, Ml
GOOD COOKS
BEAT INFLATION
THEY BUY
CLABBER
GIRL

...Exclusively known as the baking powder with the Balanced Double Action!

Cutting Back On Advertising? DON'T!

CONSIDER THIS:

(1) Whether business is good or slow, you have to get your share of whatever business is around. Increasing your advertising gives you an immediate advantage over marginal competition at the very moment you need an edge.

(2) Slow times ahead? Perhaps, but there are more women working now than ever before, adding to family income. People still need and want goods and services and will spend for them. There is plenty of business out there. Your competitors will be bidding for their share — and yours.

(3) You can't do much about most factors in the marketplace — rent, labor costs, price of merchandise, what the competition will do. But one thing you do control is your own promotion. Remember that advertising is not just a cost of doing business. It's a proven sales tool that returns many times your investment in sales.

(4) Remember how long it took you to get started? Once you build up a business, you can keep it going with a moderate, consistent advertising program. But if you cut your advertising and lose your hold on the buyers' awareness, you'll find it's much harder to build it up again. It's sort of like starting all over.

(5) You say your customers know you, and for a while at least, they'll keep buying even if you don't promote? That's partly true, but short-sighted. Remember, many people change jobs each year. So there's a movement of your customers out of your market and a corresponding influx of new folk who don't know you at all. Tell them about yourself.

(6) Here's a hard fact to chew on. Over any given period, a company that advertises below the industry average has sales that are below the industry average.

IF YOU FEEL LIKE YOU'RE DROWNING
IN DETAILS AND PAPER WORK

with your coupon redemptions — CALL FOR HELP! Let the AFD process your coupons. You won't have to count or sort them, you'll save valuable time and you'll get one lump-sum check for your coupons.

Send or drop them off to: Associated Food Dealers
125 W. Eight Mile Road, Detroit, Michigan 48203
Our network can reduce your long distance costs up to 40%

Savings that go the distance!

Yes, I would like to begin saving on my phone bill as soon as possible. I understand that it will take approximately three weeks for TMC to initiate service and that during that time I will be sent a local access number and security code, as well as complete instructions on how to utilize the TMC network. If at anytime I become dissatisfied with the TMC long distance network, I know I can cancel my subscription to the service immediately. Below I have checked the type of service I want as well as the type of payment I wish to make. I have enclosed my check or money order, if applicable.

- Please initiate TMC's complete service for me so my company can begin realizing long distance savings anytime of the day or night. I have made arrangements for payment of the $150.00 one-time processing fee below.
- Please contact me with additional information concerning the possibility of initiating separate department billing codes for a one-time processing fee of $50.00 per station.
- Please contact me with additional information concerning initiating TMC's convenient residential service in my home for a one-time processing fee of $50.00.

Name
Title
Company
Address
City
State Zip
Telephone #

You must check one:
- A check is enclosed
- A money order is enclosed
- VISA Number
- MasterCard Number

Expiration Date (must be indicated)
Signature (must be signed to be valid)
Date

Important: Your order cannot be completed without all of the information requested above.

TMC can reduce your long distance costs up to 40%

Just look how we compare with other long distance carriers!

All rates are based on calls originating from your metropolitan area. Figures indicate the cost of placing a 3.3 minute call. Rates are valid as of 4/1/83.

- 24 hour, seven days a week service
- Call anywhere in the United States
- Call from anywhere in your local free-calling area
- Separate departmental billing codes available
- One-time processing fee, no minimum monthly charge

### Detroit Prices Based on Daytime Calls

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<th>Cities</th>
<th>Tel/Co</th>
<th>MCI</th>
<th>TMC</th>
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<tr>
<td>Carson City, NV</td>
<td>2.21</td>
<td>1.92</td>
<td>1.32</td>
</tr>
<tr>
<td>Lake Charles, LA</td>
<td>1.96</td>
<td>1.73</td>
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<tr>
<td>Miami, FL</td>
<td>1.96</td>
<td>1.54</td>
<td>1.25</td>
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<tr>
<td>Seattle, WA</td>
<td>2.21</td>
<td>1.73</td>
<td>1.32</td>
</tr>
<tr>
<td>Celina-St. Marys, OH</td>
<td>1.75</td>
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<tr>
<td>Philadelphia, PA</td>
<td>1.91</td>
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</tr>
<tr>
<td>Denver, CO</td>
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<td>1.54</td>
<td>1.25</td>
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<tr>
<td>Salem, IN</td>
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<tr>
<td>Monterey, CA</td>
<td>2.21</td>
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<tr>
<td>San Francisco, CA</td>
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<td>Elkhart, IN</td>
<td>1.75</td>
<td>1.52</td>
<td>1.16</td>
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</tbody>
</table>

All rates shown are based on Monday through Friday daytime usage.

Interstate service available throughout United States; intrastate service subject to individual state approval.
AFD Expresses Strong Opposition To Floor Displays Of Liquor

At a recent hearing of the Michigan Liquor Control Commission, the Associated Food Dealers strongly opposed any move to permit floor displays of liquor and other spirits, and did so on several grounds. Some of the reasons cited were: Permitting floor displays would not benefit consumers; Floor displays would overburden store owners who already have crowded floor space; Liquor vendors and sellers would more readily pressure store owners for space to display their brands; The change would favor larger retailers who have space and financing, and ignore smaller retailers; the present method of distributing spirits in Michigan is working fine; and finally floor displays are the first step toward de-regulation, something AFD strongly opposes under the present circumstances. Representing AFD at the packed hearing were Ed Deeb, Larry Joseph and Sam Yono.

AFD executive director Deeb reminded Commission members that grocers and beverage retailers already provide important services for the state without appropriate remuneration, such as selling all of the package liquor, beer and wine; selling the vast majority of lottery tickets; collecting employment taxes and collecting sales tax, not counting handling food stamps and WIC coupons. The displays, coupled with the overpowering burden of the Michigan returnable container law, would overwhelm retailers at the present time.

Profile Of The Shoplifter

Young adults in the 18-29 year-old age group are responsible for most of the shoplifting which occurs in supermarkets, according to a report by Commercial Service of Van Nuys, California, which analyzed apprehension records in the nation’s supermarkets.

Senior citizens were at the other end of the spectrum, with only 6.7 percent of pilferers found to be over 60.

The report found more than half of the adult and juvenile supermarket shoplifters are male. Of the adults apprehended, 52 percent were male, as opposed to 47 percent female.

The most popular month for shoplifting is October and the most popular day of the week, Tuesday. Most of the criminal activity occurs between 3 and 6 p.m. Of the items stolen, non-food merchandise was recovered in 66.6 percent of the incidents. Fresh meat was found in 15.3 percent, and deli items were uncovered in 10.9 percent of the cases.
The next best thing
to having a doctor
in the house.

It's good to belong.
AFD Annual Produce Seminar Set For March 27 and 28

The Associated Food Dealers, in co-sponsorship with Faro Vitale & Sons; Green Acres Produce Company; Harry Becker Produce Company; Ciaramitaro Bros.; Cusumano Bros.; Michigan Repacking & Produce Company; and Tony Serra & Sons, will present two one-day produce seminars for retailers, on Tuesday, March 27 and Wednesday, March 28, at the Holiday Inn, Troy, Michigan, which is located on Rochester Road at the I-75 ramp.

Wednesday's seminar will be a repeat of the Tuesday meeting, to accommodate attendance of store personnel, should either date be more convenient.

Many new and exciting ideas will be presented and subjects covered will include:
- Produce: its place in your retail store operations today;
- Display presentation;
- Space management;
- Department analysis;
- Inventory control, planning sales and orders;
- Quality control, daytime and overnight care;
- Preparation and Storage;
- Customer relations;
- Packaging trends and guidelines.

Fred DeVries, acknowledged as the supermarket industry's leading produce merchandiser, will lead the seminars. DeVries, "the man in the green-flannel smock" has won many individual produce-retailing awards. He believes produce is a fun business. He'll pack information, imagination, excitement, humor and down-to-earth practical know-how into his fun-packed sessions — as he shows your produce managers how he and other produce managers have boosted volume and profits and substantially increased percentages of net revenue in the produce department.

Cost of each session is $48 per person, and includes an educational handbook, coffee breaks and luncheon. For additional details phone the AFD, 366-2400.

Do you know anybody who SHOULD be an AFD member, but isn't?
TALK TO HIM!
Fellow Members
Comment On
Your Credit Union:

Meet Dianna Makuroff, a 20-year employee of Chatham Food Center Grocery Department, main office. Dianna has been a member of the credit union since its charter, October 13, 1966. About the CU, Dianna states, "It’s been the only way that I can save for emergencies (car repairs) and semi-emergencies (a new dress for Saturday night). The credit union and I are inseparable!"

DIANNA MAKUROFF

Larry Joseph is the owner of the Market Square Supermarket in Birmingham, Michigan. He and his employees have been members of the AFD Credit Union since July, 1982, when the facilities became available to the Associated Food Dealers. Larry feels the credit union is like, "one big happy family — the place to save now, the place to borrow, and the place to save for tomorrow."

LARRY JOSEPH

Gordon Warren, "Gordie" to his friends, is well qualified to be a spokesman for our credit union. He has been employed in the Chatham warehouse since November 13, 1967 — and has been a credit union member since November 14, 1967! About our credit union, Gordie says, "Our credit union has been the backbone of my financial success."

GORDON WARREN

COME, JOIN FORCES WITH US, TODAY!

AFD CREDIT UNION

28727 Dequindre, Madison Heights, Michigan 48071 • (313) 547-0022
Happy Employees

PARTICIPATIVE MANAGEMENT

There was a time when workers were expected to do the work set before them in the manner directed by their employer with no explanation and no questions asked. It is no longer true today; employees expect to be asked how they feel about their job, and for their ideas on how their job can be done more easily, better, faster and smarter. They want participative management.

The reasons are quite obvious. The social values of our society have changed. All of us have been conditioned to receive explanations of the purpose of our work and successful employers have discovered that there are tangible business values in asking for and using the ideas and input of their employees.

This general philosophy of willingness to let employees participate in the decisions that affect them is sometimes misunderstood. It is not a "softness" or easy-going style in which the boss asks for employee's permission before making decisions. Participative management does not mean passive management. It means leadership. The role of leader is a real and necessary one, and needs to be recognized by the group. It does mean that actions which give employees participation in the decisions and plans of the organization will make that organization more profitable, efficient and stable. More importantly, it can help the organization prosper and grow.

CONSISTENT LEADERSHIP

1. Treat all fairly.
2. Let them know, good or bad, how they're doing. Tell them how to improve.
3. Receive and give them credit for their ideas.
4. Listen carefully; answer questions patiently and fully.
5. Explain new policies and why they are being adopted.
7. Know their talents, skills and openly consider deserving candidates for each opportunity for advancement.
8. Give strong consistent and fair leadership. They'll learn to count on you.

Tips For Cashiers

1. Check the bottom of every shopping cart. If any item is on the bottom of the cart, it must be moved to assure that no smaller item is hidden underneath.
2. Look for rips in large bags of dog food or large boxes of soap powder, particularly when they are on the bottom of the cart. The customer may be using large bags or boxes to conceal other items.
3. Handle or lift magazines by the binding. Shoplifters often try to hide smaller flat items inside magazines and tabloids.
4. Be alert when customers talk to you constantly while you are ringing up the order.
5. Be aware of weights of boxes of cereal, toilet, paper, and rolls of paper towels. Shoplifters often use these packages to conceal other items.

FMI Issues Computer Guide

Today's supermarket owners and operators are finding that through the effective use of small computers, they are steadily improving the operating performance of their companies.

To aid those operators contemplating the purchase of a small computer, the Food Marketing Institute (FMI) recently released its "Guide to Small Computers in Supermarkets."

The Guide is designed to help the computer buyer who is not a data-processing expert review important considerations involved in applying a small computer to the supermarket business.

Organized around a series of checklists, the Guide is designed to help supermarket executives examine the role that small computers can have in their businesses. The first checklist helps identify basic business functions to be automated and management considerations for introducing computers into the supermarket business; the second one provides a system for considering alternative software packages to solve specific business problems; and the third highlights issues which should be considered in selecting computer hardware.

Specifically, the Guide provides information about identifying business functions the supermarket owner might want to automate, such as payroll, Direct Store Delivery, shelf allocation, energy management, depreciation, etc. The Guide also is designed to help the supermarket owner work through business issues involved in computerization.

"The Guide to Small Computers in the Supermarket" is available from FMI Publication Specialist, 1750 K Street N.W., Washington, D.C. 20006. Cost for FMI members is $5.00, and for non-members is $10.00.

Three New Supplier Members Join AFD

ARMEN BARRY WAREHOUSE, general warehouse facility, 1448 Wabash, Detroit, Michigan 48216; (313) 964-3069.

MONARCH PACKING COMPANY, meat packers, 2520 Orleans, Detroit, Michigan 48207; (313) 567-3420.

SMITH MEAT PACKING, INC., meat packers, 1420 Thomas Street, Port Huron, Michigan 48060; (313) 1-985-5900.

These new members, and all AFD supplier and service company members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory in this publication. For convenience sake, post near your phone. To keep up to date, use the Directory from each new issue of The Food Dealer.
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