



# THE FOOD DEALER

MAY/JUNE • A Magazine for the Michigan Grocery and Beverage Industry • 1987

## *AFD and Detroit...*

### *Working Together For Progress*

#### *Also Inside...*

- High Technology Update
- Video Rental Programs
- Food Stamp Rule Changes
- AFD Seminar Highlights
- Annual Trade Dinner a Success!
- Upcoming Golf Outing
- Manufacturer's Corner
- AFD Joins 'Yes I Can' Campaign
- Fight Excise Tax Increases

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# THE FOOD DEALER

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## FEATURES

- |  |           |
|--|-----------|
| <b>An Update On Food Stamp Regulations</b>   | <b>6</b>  |
| WARNING — New Food Stamp Regulations were published on April 22, 1987, which can seriously affect a retail store owner.  |           |
| <b>Retailers Cash In On Video Mania</b>  | <b>9</b>  |
| Video expert, Henry Starr of Videoville USA, tells how stores of all sizes can take advantage of the lucrative video sales and rental business.  |           |
| <b>Liquor Ordering Goes High Tech</b>  | <b>12</b> |
| The Liquor Control Commission is experimenting with a computerized liquor ordering system called the Michigan Audio Response System (MARS).  |           |
| <b>Let's Fight Excise Tax Increases</b>  | <b>14</b> |
| Michigan Congressman Levin is target of efforts to fight excise tax increases. The price of a six-pack of beer could increase by as much as \$1.25.  |           |
| <b>Worker's Compensation Reviewed</b>  | <b>15</b> |
| On May 4, 1987 the State Legislature and Governor Blanchard signed Senate Bill 67, the Worker's Comp Reform Bill. Some changes are for the better...others are not.                        |           |
| <b>Old Fashion Service Through Technology</b>  | <b>16</b> |
| An update on the latest in technology that can help you improve your business and customer service. Looks at cash registers, scanners, automated checkouts, point-of-sale videos and more! |           |
| <b>Conventioneers Bring Appetites to Detroit</b>   | <b>24</b> |
| William McLaughlin, of the Metro Detroit Visitors & Convention Bureau, highlights efforts being made to keep Detroit among the top convention cities in the country.                       |           |
| <b>An Interview With Gill Hill</b>   | <b>30</b> |
| Detroit's Homicide Chief-Turned-Actor uses his notoriety to help Detroit's young people.   |           |
| <b>AFD Joins 'Yes I Can' Club Program</b>  | <b>32</b> |
| The Associated Food Dealers of Michigan help support students in making positive changes in their lives.   |           |

## DEPARTMENTS

- |  |           |
|--|-----------|
| <b>President's Message</b>                     | <b>4</b>  |
| <b>Ask The Lottery</b>                         | <b>6</b>  |
| <b>Chairman's Message</b>                      | <b>13</b> |
| <b>Manufacturer's Corner — Faygo Beverages</b> | <b>26</b> |
| <b>Upcoming AFD Functions — Golf Outing</b>    | <b>34</b> |





## Executive Director's Report

Joseph D. Sarafa  
Executive Director  
Associated Food Dealers

# Life and Love

## Some Personal Thoughts

Whenever I put ink to paper for The Food Dealer magazine, I usually write about what's happening in our association or in the food industry. This time, I am going to take the liberty of sharing some very personal thoughts with you. Thoughts about

life and love.

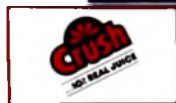
Nearly ten weeks ago, my little four year old nephew was trapped underneath the garage door and stopped breathing. Although today he doesn't walk or talk, I am absolutely thrilled that he is alive and I am very hopeful

and confident that, through therapy and patience, he will regain the skill he once had.

When tragedy like this strikes, or can't help but to stop and reassess his own life. Am I spending too much time at work? Am I spending enough time with my family? Am I taking care of my own health? These are the questions we must ask. The answers come from the heart. God has given us many gifts, but the most precious of all are good health and a loving family. Cherish them both and never take them for granted.

And in speaking about a loving family, it is with great pleasure and pride that I announce the start of my own family. On July 25, 1987, I will be wed to Kelley Ann Hoover, wonderful woman from a wonderful family. Kelly and I look forward to sharing our life together and you'll be seeing a lot of us at future AFD events.

In closing, I wish you and those you love, health and happiness always.



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**Customers Look for the Sign of "Kowality"**



# WARNING

## New Food Stamp Regulations Carry Stiff Penalties

By J. W. Younce  
US Dept. of Agriculture

New Food Stamp Program regulations were published on April 22, 1987, which can seriously affect a retail store owner. Section 278.6 (f) (2) of the regulations states in essence that if a store owner is disqualified from participating in the Food Stamp Program for a given period of time and subsequently decides to sell the store, that upon the transfer of ownership, the original owner shall be subject to a civil money penalty in an amount to reflect that portion of the disqualification period which has not expired.

Regulations have always provided for the imposition of a money penalty instead of disqualification, but only in those instances where food stamp users would have no other place to shop. Generally in remote, rural areas. The amount of a civil money penalty is intended to punish the retailer to a degree that is comparable to a given period of disqualification. The computation of the amount is somewhat complex, but suffice to say the amount can, under most conditions, be substantial.

For example consider this hypothetical situation. A grocer who redeems food stamps at the rate of \$5,000 per month is found guilty of buying food stamps for cash. The penalty is usually permanent disqualification. If after a year, for instance, the owner decides to sell, he could be liable for an immediate penalty ranging anywhere from \$10,000 to \$120,000. And, is still barred from ever participating in the Food Stamp Program again. Another typical example would be a store caught violating and disqualified for 3 years. If after six months he sells or transfers ownership he could be required to pay

a fine of \$15,000, again assuming the store averaged redeeming \$5,000 per month in food stamps. And again, he is still barred from participating for the entire three year period.

The intent of course is to insure that violators are not going to be able to escape punitive action by simply selling or transferring ownership.

Any retailer currently serving a period of disqualification would be well advised to check with our office before making a decision to sell or transfer ownership of their business.

Another new regulation provides that if a store participates in the WIC (Women Infants and Children) Program and is found to be in Violation of the WIC regulations and is subsequently disqualified from participating, the firm's authorization to participate in the Food Stamp Program shall also be withdrawn for the same period.

As some may not know, the WIC program is also a USDA FNS program, but differs somewhat from the Food Stamp Program, for instance, in that the State of Michigan handles the entire administration of the program, subject, of course, to compliance with Federal Regulations and with USDA - FNS guidance review.

The regulations governing the WIC program already include provisions for withdrawing a retailer's WIC authorization when disqualified from the Food Stamp Program.

The result of this is that violations in either program will in most instances cause a firm to lose its privilege to participate in both.

These new regulations became effective April 1, 1987.

In a previous issue of this publication we were allowed to review many

of the regulations governing the Food Stamp Program and in the course of that article we were stressing the penalties for violations also. Before we get labeled as being paranoid or only concerned with the negative aspects of this program, let me state emphatically that the large majority of retailers participating in the Food Stamp Program are honest, hard working people who are routinely required to enforce rules that frequently are contrary to their own self-interests. That is, without question, a most admirable quality and I don't know of any other industry or business that makes such demands upon its participants. So, let me take this opportunity to congratulate and thank the food retailers in this area for their cooperation and help.

Again, if we may be of assistance, feel free to call our office at (313) 226-4930. Or if there is any aspect of the Food Stamp Program regulations you would like to see discussed in this publication, please let me know.

## ASK THE LOTTERY

By Bruce McComb  
Deputy Commissioner for Marketing  
Michigan Bureau of State Lottery

**QUESTION:** I'm thinking of selling my business. Will my lottery license and on-line terminal transfer to a new owner?

**ANSWER:** A lottery license, including the on-line terminal, is NOT transferable. The lottery reserves the right to qualify or disapprove an application for a change of ownership. The lottery license may be revoked and the terminal removed for failure to obtain proper approval.

You must give the lottery written notice of the intended sale at least 45 days in advance of the closing date.

For more detailed information, please refer to your ON-LINE GAME AGENT CONTRACT, page 2, items 3-6, or contact your lottery District Manager.

If you have any questions about the Lottery, please send them to: Associated Food Dealers, 125 W. 8 Mile Road, Detroit, MI 48203.

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But to make certain everyone gets the message, we're introducing London's Olde Fashioned Recipe Ice Cream with a comprehensive campaign designed to create high visibility, awareness and excitement.

First of all, a dramatic 4-page 4-color newspaper insert featuring all ten flavors in a mouth-watering display that's going to capture lots of attention and create a real craving. Included in this insert will be a 50¢ off coupon (good through September 30, 1987) that will help get ice cream lovers into your store and create product trial.

To further enhance our product launch, London's is running a 60-second radio commercial that highlights our old-fashioned method of creating this truly outstanding ice cream. We're also implementing prominent billboard advertising in Detroit and Flint. And an intensive public relations/promotion program that includes radio interviews.

Finally, we've designed new eye-catching packages and point-of-purchase materials that will attract in-aisle customers to your shelves and turn them into buyers.

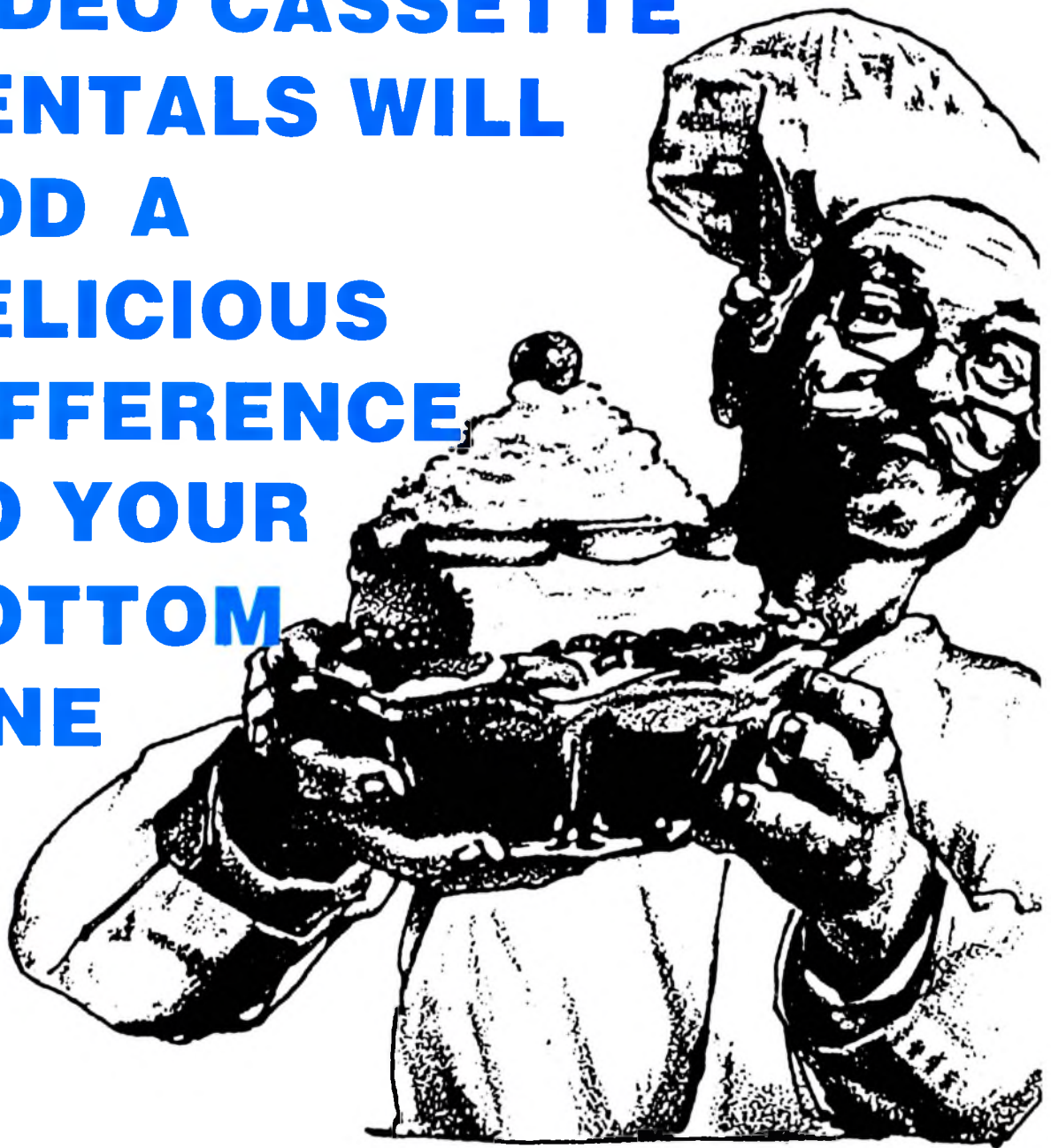
To get in on the action with our old-fashioned money-maker contact London's Farm Dairy, or call 1-800-572-3624.



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# VIDEO MANIA

Stores of all sizes have opportunity to share in the lucrative video sales and rental business.

By Henry Starr, Videoville, USA

In an industry that just began in 1975 when Sony introduced the Betamax, the video cassette (software) industry has grown dramatically in just 12 short years. In just a decade, and for the past two years, the video cassette rental industry has out-performed theaters in generating dollars. In 1986 the home video cassette rental activity represented \$7 billion at retail. That's with approximately 40% market penetration of VCRs into homes. Yet, most astonishing is that industry experts predict that upwards of 80% 85% of the home television viewing will be done on pre-recorded cassettes within the next five years with similar numbers of homes having VCRs in them.

The video entertainment industry will continue to grow and Americans, as a result of their "love" for movies, will continue to support the overall software industry.

Up to now, most of the industry's revenue has been captured from the rental and sale of entertainment tapes. While that should continue to be true, it should be recognized

that only just recently the industry began to produce good quality "How-to" tapes, travel tapes, self-improvement tapes, lower priced sell-thru and on and on. The point to all this is that not only will the market grow vertically - it will grow horizontally.

What does this all mean for the supermarket, independent grocery store, convenience store, party store, or drug store? It means OPPORTUNITY. Opportunity to not only capitalize on a market that is truly fertile, but opportunity to service your customers with another need/desire and give them an



Henry Starr, chairman of Videoville USA in Livonia, shares his views and knowledge of the video business and installation programs designed to meet the "real world" needs of the largest supermarkets to the smallest of convenience stores.

additional reason to shop at your store. Statistically speaking, the profile of the grocery market shopper is a mirror image of the typical video renter. Markets are made by capitalizing on similarities like this. And, smart operators simply begin to service markets such as these by way of putting their commitment and money in the market - the proper way.

When it comes to the video market potential and growth and profits, jump in and fasten your seat belt. In probably any other business you might think of, the massive influx of stores over the past three years or so would constitute a glut of available retailers. Terms like "an over-saturated market," etc. are typically stated by unknowing observers of the in-



For some stores, video vending machines may be the wave of the future.

## "This year alone, several billion dollars will be spent by the consumers on videos they want to own — not rent"

dustry. In reality, "you ain't seen nothing yet."

**T**oday, there are somewhere in the neighborhood of thirty five thousand video stores nationwide. Five years from now, industry experts anticipate fifty thousand-plus video stores, plus supermarket video centers, drug store installations and so on. In addition to that, only about 11 percent of all grocery, convenience, party and drug stores handle videos today. Probably no one knows where that market will grow to, but make no mistake about the fact that it will grow dramatically. This is primarily because of two factors.

First, convenience. It's a natural environment for the consumer. People have to eat and get prescriptions and to do that they have to visit the grocery, convenience, and drug stores. The convenience of being able to select and rent a video tape at these stores is unequalled.

The second factor that will surely impact the growth of this market is that it appears to be finally sorting itself out with proper distribution and servicing by qualified suppliers, with programs that work for the store owners. Even just a year ago, it was becoming fashionable to revenue-share a store installation. That is to say that stores would seek a supplier willing to front the funding for the video inventory, fixtures, and so on and accept a 20% - 50% share of the gross revenue generated as compensation.

Talk about setting up instant encampments prepared to battle each other this is exactly what happens here. Retailers having gotten involved in this type of situation typically gripe:

we never get enough new releases and, as a result, the vendor is hurting my reputation with my valued customers as opposed to being a nice service for them. The vendor or rack-jobber, on the other hand, laments "if the stores' clerks were sharper, we'd get far more revenue or R.O.I. on our investment. Because we are not getting what we feel we should, we simply cannot concern ourselves about more quantities of titles, etc. The problems intensify from here to get much nastier and pretty soon neither party is happy. Videoville U.S.A. gets calls nearly every day from stores that have some-

directly proportional to the enthusiasm and suggestions of the clerk servicing the customer. Videoville believes that an "order taker" philosophy from the clerks will not make a video center profitable. The importance of relating to the customers' likes and dislikes to types of films or actors/actresses cannot be stressed enough. Clerks responsible for the video area should ideally be video buffs and capable of reciting the basic plots and, perhaps, even have some opinion on many of the various titles available.

It probably goes without saying that different communities command different rental rates and selections.

Take a major city like Detroit and you'll find that virtually 80% of the geography rents videos at \$2.50 to \$3.00 per unit. The other 20%, however, has been abused so badly with price wars resulting in a \$.99 to \$1.50 market, that it could take several years to recover. Recover is the proper term here, because at \$1.50 per rental (with no membership revenue) the retailer



can simply not afford to continue to keep current on new titles in sufficient quantity. And, no new titles = no business in short order. Consumers have gotten real savvy on "what's new" and when it's available and it makes little difference to the "renter" that you are convenient if you have an outdated selection *without* new releases.

Three years ago, very few people ever considered buying a video tape. One could name on both hands the titles that were reasonable candidates to be sold to the customer vs. rented. Titles like "Gone With the Wind", "Sound of Music", "Singing in the Rain", some Disney classics, and few

what naively gotten into revenue share contracts, proven to themselves that there is a market there, and now want out so they can do it on their own. Before providing a video center to stores, Videoville U.S.A. asks the store to really look beyond the simple act of renting videos. They need to do more than just make a conscious decision to make the investment in inventory, fixtures, etc. They should think through the commitment that must be made to be successful for the "service aspect" as it relates to the customer. When clerks are involved in a total service video renting operation, revenue will fluctuate dramatically (up and down)



## "The convenience of being able to select and rent a video at these stores is unequalled."

others literally constituted the sell-thru market. Today, all that's changed. This year alone, several billion dollars will be spent by the consumer on videos they want to own — not rent. Companies like Paramount, Kartes and Karl Lorimar Video have invested millions of dollars developing, packaging, and marketing films that are specifically targeted for purchase. Titles like Top Gun, Jane Fonda's New Workout, Warren Miller's host of "Learn to Ski Better" tapes, golf tapes, Consumer Report tapes, Parents (a series of guides to better parenting), Kideo Videos by the armful, Made Easy Electrical, Plumbing, Remodeling, and on and on. Much effort has been put into providing selections such as these with particular attention paid to the price point consumers will be comfortable with. Videoville personnel know what to recommend here to round out your inventory selection.

**A**nyone getting into the video picture needs to do it with a program that addresses all the business aspects. It's a business that can cost you dearly if your eyes are not wide open.

If the customer count is fairly strong (approaching that of a chain supermarket) we generally recommend installing a clerk operated full-service video center. Typically, the store will set up with 500-1,500 movies, fixtures, signage, forms necessary to run the center, studio ad slicks and training for store personnel. In addition to all this, the supplier should offer the store a continuing program of recommending new titles to purchase and procuring them for the purposes of constantly updating inventories. The philosophy is that a store needs a critical mass of tapes as well as titles, to service its customers. Too many, and the store does not prosper as it should. Too few, and it's not properly servicing its customers. Therefore, when a store brings in ten new titles on a given week, it should have an outlet to

reduce its existing inventory by ten titles if it's not in a growth mode. For a fraction of the cost of a new title, the store can exchange one title for another at the Videoville warehouse or simply sell it back for use in the after-market.

If the customer (store) is a good candidate for getting into the video business, but with somewhat lesser traffic counts, there are vending machine programs. The vending machine is a great alternative for renting videos when space is limited and personnel to man a center is at an absolute premium. The Videoville vending equipment holds 320 movies and has a proven history of success and dependability. The secret for making a video vending operation pay for itself is to approach it from the totally different marketing posture. Videoville U.S.A. suggests a couple of different programs designed to provide the customer with

a lesser rental rate by way of a "Members Only" approach. If the store chooses to do this, the customer can bulk purchase ten rentals at a time, then simply take them as desired. Or, the store can charge a monthly rental rate (normally \$12 - \$20 per month) that is attractive to the customer and ultimately end up renting the videos for nothing more than a monthly membership fee.

Programs vary. Title selections vary. Consumer demand varies. Service varies. But, the non-variable is that the consumer loves movies and the video business is here to stay.

To learn more about the many opportunities and programs available, contact Videoville U.S.A., Inc., 37659 Schoolcraft Road, Livonia, MI, 48151, (313) 591-7777.

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# Liquor Ordering Goes High-Tech

## MLCC Experiments with New Computer System

Newly developed "MARS" computer system lets licensees place orders by punching numbers on their touch-tone telephones.

"Hello, this is your Liquor Control Commission Order Entry System. This is store 245. Please enter your License Number."

If you sell liquor in your store, you're undoubtedly accustomed to hearing that greeting when calling to place a weekly liquor order at your designated state store. Now, however, that voice at the other end of the line may not be human - it could be something from "MARS".

"MARS" stands for Michigan Audio Response System, a computerized ordering system that will allow liquor licensees to place their orders by punching the keys on their touchtone telephones. The system features a computer which can actually speak to the caller, requesting information and prompting the caller to input data.

The MARS system was developed jointly by the Michigan Liquor Control Commission and Diversitec (short for Diversified Technologies Inc.), a Farmington Hills based subsidiary of Blue Cross and Blue Shield of Michigan. It is currently being tested by the MLCC in Bay City and, if successful, could spread to other parts of the state. LCC officials hope the system will reduce operating costs and increase service and response time for licensees. When put into place, the system will allow a licensee to place an order, change an order or delete an order - all by touching the

buttons on the telephone.

According to Frank Gregory, Director of Operations for the LCC, the MARS system will greatly expand the number of hours during which licen-

placed on back order.

When the order is complete, the computer tells the licensee the total cost of the order and when it will be available for pick-up. The licensee then hangs up and the system creates a billing invoice and a pic ticket. That "pic-tic", as it is called, is printed by product location so the warehouse staff can walk a standard route in the warehouse and pull products in order of the printed line items.

When the order is filled, it is matched to the invoice for any adjustments because of inventory and awaits pick-up by the licensee. When the order is picked up, the system is updated and the inventory file adjusted.

In addition, the system will also provide the store managers with valuable sales and inventory information. The warehouse staff can be immediately updated

with any traffic or calling problems, special ordering or dollar volume changes.

The LCC cautions, however, that the system is strictly experimental and there is no estimate of when, if ever, the system may be implemented statewide.

"We are by no means committed to this system," explained MLCC Business Manager Walter Keck. "We have to take a good long look at it first to see if it accomplishes what we want it to."



Bernie and Iva Ploechl (left) of the Sand Bar in Bay City were the first to use the new MARS liquor ordering system. Ted Olszewski of State Store 245, Bay City, is pictured at right.

sees can place orders. Since it uses no operators, it can be used virtually 24 hours a day.

The system uses a friendly female voice to prompt the caller to input their security codes and, if authorized, to use the system. When prompted by the computer, they will enter a new order by entering in the item and quantity desired. The voice will repeat the order to insure it is correct and move on to the next item. If the item is not available, the computer will inform the caller and ask if the item is to be





## Chairman's Report

by Tom Simaan, Chairman  
Associated Food Dealers

# Do You Know About All that AFD Has to Offer You?

Let me ask you a question. Do you know which programs and services that AFD offers that can either help you save money or make money for you? If you don't know the answers, don't be embarrassed because many of our members are in the same boat. Not because they are not smart because our members are. But because they have not taken the time to really find out the answers.

This concerns me and I think I have figured out why this situation exists, and why more of our member investors do not take advantage of what AFD has to offer. The reason? Because most of us just don't understand: understand what is available - understand how the programs operate - or understand the cost effectiveness of each program. So take a moment and let me illustrate.

Our Worker's Compensation Plan differs from most because, number 1, it is self-insured, creating an invested reserve for our use. Number 2, it is managed and controlled by us and not by some company back East. This means that our claims service is localized and our Loss Control services can be used to help reduce claims. We all pay for Worker's Comp and what I am suggesting is that you check to be sure that what you are paying for is the best

you can get.

And what about our Medical and Hospitalization coverage? Most of us have some form of health insurance because we can't afford not to. But is it the best? Through AFD, there are three medical programs available, all

through Blue Cross and Blue Shield, and under each of the three, there are a number of optional benefits that you can select. From basic coverage and dependent coverage, to dental and life insurance, you can devise the most affordable plan that is best for you, your family, and your employees.

One other service of AFD that has great appeal is our Coupon Redemption program. Oh, I know, some of you retailers are happy with your present operations, and that's fine. But, if you're not happy, or you're not taking coupons, why not check in with AFD? After all, we are only as far away as 125 W. 8 Mile, off I- 75 and John R. It's a service that's really cost effective.

These three examples are just the tip of the iceberg. We also offer: Compu-Check, discounts on eye glasses, free legal consultation, and the list goes on. But the point to remember is that it is important to understand about all of AFD's programs and services. By doing so, it will help you either save money or make money. Want to find out more? Just call 366-2400 and WATCH YOUR ASSOCIATION IN ACTION!!



## ELECTRIC COOKING IS COOLER.

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# LET'S FIGHT

## Michigan Congressman Levin is Target of Efforts of Fight Excise Tax Increases

The price of a six pack of beer could increase by as much as \$1.25 and a typical bottle of wine by as much as \$1.75 if Congress goes ahead with plans to increase the federal excise taxes on beer, wine and spirits. Liquor, which was hit with both federal and state tax increases in 1985, is also the target of more taxes, increasing shelf prices about \$1.00 on a typical 750ml bottle.

The tax increase proposals are currently being considered by the House Ways & Means Committee, which is looking for ways to offset a huge budget deficit without increasing income taxes. Most political analysts anticipate that some form of tax increase will be needed to meet the requirements of the Gramm-Rudman Law and taxes on alcoholic beverages are perceived as an easy target.

While some view the tax increases as a fore-gone conclusion, that isn't stopping others from mounting a fight. Michigan can play a key role in the struggle because Michigan Congressman Sander Levin sits on the Ways and Means Committee and is likely to play a pivotal role on the tax issue.

A number of state businesses have

joined together to try to fight off the tax increases and influence the vote of Congressman Levin. Calling themselves "Michigan Citizens Against Excise Taxes," beer wholesalers and retailers are trying to rally support for their cause, distributing petitions and encouraging people to write letters.

Walter Wolpin, of Great Lakes Distributors, is heading the coalition.

"This is a very important position we are taking," Wolpin said. "We feel this tax increase is unjustified. We are already heavily burdened with taxes and we feel something should be done about that."

The group recently enlisted the support of the Consumer Alert Advocate Fund, a national group which is also

fighting against excise tax increases, including proposed hikes on gasoline, cigarettes and telephone service. Consumer Alert President Judy Koehler was in the Detroit area recently to speak on behalf of MCAET. Koehler told a group of industry and media representatives that the tax increases can be stopped - if people let their representatives know that they oppose them.



Judy Koehler, President, Consumer Alert Advocate Fund

"There is a good chance of stopping these tax increases, but we must let Congress know of our opposition," Koehler said.

Koehler calls the excise taxes unfair and regressive placing an unfair burden on middle and lower-income people who must spend a proportionately larger share of their income on the taxed products. They also, she adds, force a narrowly based group of industries and products to shoulder a disproportionately large share of the tax burden.

"Increasing revenue is only one way to meet the targets of Gramm-Rudman," Koehler said. "I frankly believe the country would be better served by spending reductions. But if Congress persists in wanting to increase revenue, excise taxes are the most unfair way to do so."

"A Congressman from your area, Sander Levin, D-17th District, sits on the House Ways and Means Committee," she added. "He will play a key role in determining whether the proposals to increase excise taxes get to the floor of the House."

Michigan retailers are being encouraged to write to Congressman Levin at 17117 W. Nine Mile Rd., Suite 1120, Southfield, MI 48075. There is also a toll-free number that can be called, 1- 800-33-TAXES, which will convert your message to a Mail-Gram for delivery to Levin.

### SAMPLE LETTER

Honorable Sander Levin  
17117 W. Nine Mile Rd.  
Suite 1120  
Southfield, MI 48075

Dear Congressman Levin:

As a Michigan businessperson, I urge you to oppose efforts to increase taxes on beer, wine and spirits. These products are already the most heavily taxed products in America. I am counting on you to stand up for all the working Americans who already pay more than their fair share of taxes.

Sincerely,

(Name, Address, Signature)



# Workers' Compensation

Some Changes Are for the Better ...  
Others Are Not

*Prepared by Karoub Associates*

During the past several months, Karoub Associates has been representing the interests of the Associated Food Dealers in the workers' compensation negotiations. Within hours of the midnight deadline on May 4, 1987, the State Legislature passed and Governor Blanchard signed Senate Bill 67, the Worker's Compensation Reform Bill. After weeks of committee hearings, working group meetings and negotiations, the Senate approved the final bill 35-1, with the House of Representatives following with a 95-0 vote.

The highlights of the new law are as follows:

- The disability definition has been tightened to read: "disability means a limitation of an employee's wage earning capacity in WORK SUITABLE TO HIS OR HER QUALIFICATIONS AND TRAINING resulting from a personal injury or work related disease."
- In order to clarify the Beauchamp decision, the law has been amended to state that the workers compensation system will be used as the **exclusive remedy**, except for intentional injury. Previously, the law limited suits "except as otherwise provided by law."
- The new act rectifies the earlier Supreme Court Chamber's decision which required the coordination of workers' compensation benefits with other benefits, such as social security and pension benefits. More specifically, any payments made to an employee for an injury occurring

on or after March 31, 1982 that have not been coordinated as of May 15, 1987 shall not be coordinated and shall not be considered an over-payment or subjected to reimbursement to the employer or carrier. Furthermore, any payments made for an injury occurring before March 31, 1982 that were coordinated shall be considered an underpayment of compensation benefits and shall be subject to reimburse-

ment with interest to the employee for any amount withheld.

- Finally, any employee who paid an employer/carrier money alleged to be owed because benefits had not been coordinated for an injury occurring before March 31, 1982, shall be reimbursed with interest. Numerous attorneys who have reviewed this latter provision deem it to be an unconstitutionally enacted "ex post facto" law.
- The bill does not establish the Accident Fund as a private insurance entity. However, members of the legislature informally agreed to convene a group to review this issue.

These are the highlights of the new act. If you have any questions or would like a copy of the statute, contact the office of Karoub Associates at (313) 477-6900.

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# Old Fashioned Service through TECHNOLOGY

*Editor's Note: Information in this article is provided by Richard Malecek, Malecek & Associates, St. Louis, Missouri.*

**P**robably every supermarket operator in the United States has given some thought to acquiring a computer for his operation or in some other way gaining access to the plethora of new food industry technologies.

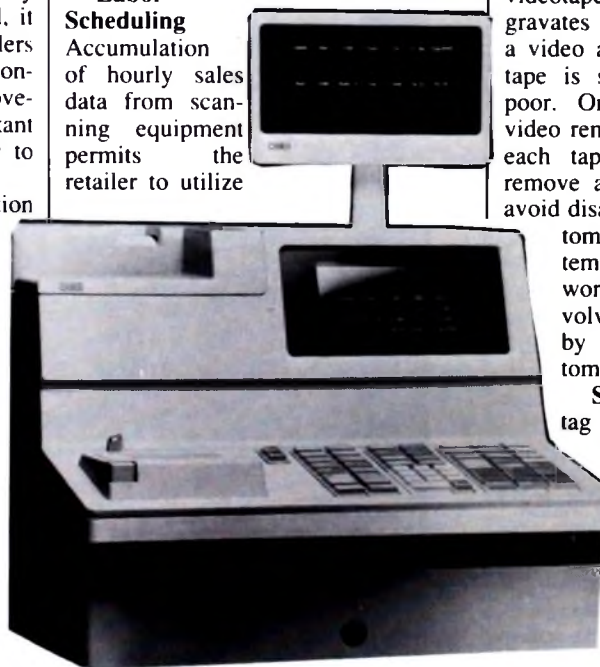
Since food retailers traditionally have been very operations oriented, it is no surprise that many retailers caught up in the euphoria of contemplating all the potential improvements may lose sight of an important aspect of technology — the ability to improve service to the customer.

**Scanning** Proper implementation of scanning permits cashiers to have much more personal contact with the consumer, particularly if the checkstand configuration allows the cashier to face the customer while scanning the order. The consumer receives a descriptive receipt which indicates the products purchased, coupons tendered, total costs, tax, amount tendered, and a calculation of the change required to complete the transaction. Careful selection of the product descriptions and careful management of price changes bring much more useful information to the customer.

**Space Management** Scanning also provides the necessary data with which to implement space manage-

ment techniques which allow the retailer to customize the product mix of an individual store to respond to consumer demand. Proper allocation of product can virtually eliminate out-of-stock situations. Likewise, elimination of unneeded products normally provides space for introducing additional products. These changes not only increase sales, but obviously provide a higher degree of shopping satisfaction for the consumer.

**Labor Scheduling** Accumulation of hourly sales data from scanning equipment permits the retailer to utilize



sophisticated labor scheduling techniques to reduce front end labor while improving customer service by

scheduling cashiers and/or baggers in response to shopping patterns at different stores.

**Electronic Store Directories** Electronic store directories are being expanded to include informational video dealing with recipes, product information, and cooking instructions particularly for fresh seafood and exotic vegetables. Conveying product and preparation information not only improves sales, but makes shopping a very positive experience for the customer. Interactive video devices are also being used to dispense customer-selected coupons resulting in higher coupon redemption rates and an additional customer service. Other coupon dispensing devices attach directly to the front end scanning system and dispense coupons during checkout which are redeemed at a later date in the same store. These coupons are dispensed when a "trigger" item or product category appears in the shopper's purchases.

**Electronic Video Rental** A computerized video rental system can increase customer service in addition to providing increased control over the videotape inventory. Nothing aggravates a customer more than renting a video and then discovering that the tape is so worn that the quality is poor. One of the functions of a good video rental system is to keep track of each tape so that the retailer can remove and/or replace worn tapes to avoid disappointing the tape rental customer. Also, an automated system normally reduces the clerical work and check out time involved in the rental process thereby enhancing the level of customer satisfaction.

**Shelf Tag Printing** Shelf tag printing not only allows the retailer to create individualized shelf tags and shelf talkers, but also allows for the inclusion of store-unique operational data such as individual reorder points, retail prices, DPP indicators, space allocation information, and wandable bar codes to permit price verification of the normal order entry activity. This type of shelf tag not only reduces labor for routine order entry and price



verification, but provides the retailer with tools and techniques for virtually eliminating ordering and pricing errors. In addition, judicious use of shelf talkers can stimulate individual item sales and call attention to specific shopping opportunities. Introduction of new items, special pricing opportunities, and nutritional information all may be highlighted on shelf tags and all generally enhance the retailer's image with the shopper. A note of caution: some shelf tags look like they were conceived by a computer mechanic who was primarily interested in making the job of printing the shelf tag as simple as possible at the expense of readability. The shelf tag is a retailer's first line of communication with his customers. Their needs and satisfaction should be a primary design consideration.

**Point-of-Sale Videos** One of the newest techniques for improving customer service, and profits, involves point-of-sale educational videos.

Whether in the deli department or wine section, a video tape displayed on a continuous monitor can give the customer the knowledge they need to make purchase decisions.

A Michigan company, Glass Eye Video Productions of Plymouth, developed a video entitled "The 2 Minute Chef" for one of the major supermarket chains. The tape is designed to educate the consumer on ways to select, prepare, and cook different grocery items. When displayed near the deli or seafood counter, the video has proven to increase sales substantially. How does "The 2 Minute Chef" work?

The video enlists the services of a Nationally Certified Executive Chef who selects the items and prepares them on camera for display in the video. The tape will run between one and three minutes covering points such as identification of the display product, nutritional information and common uses, selection tips, list

of recipe ingredients, preparation information and demonstration. The tape will end with a message referring the customer to pick up the recipe card, the video tape loaner, and/or the ingredients to try the recipe at home.

Point-of-sale videos can help enhance a store's image and increase sales in a targeted area. Glass Eye Video's "2 Minute Chef" concept has worked for a major chain and is now available to area retailers — and the video library now includes almost 40 seafood and poultry recipes that can be used for the kitchen or barbecue.

In conclusion, when evaluating the cost/benefit aspects of new technology, take into consideration the positive aspects of these systems and techniques as well as the operational improvements they offer. It is this consumer services aspect of technology which may provide retailers a larger share of the market.

GLASS EYE VIDEO PRODUCTIONS PRESENTS

# the 2 MINUTE Chef

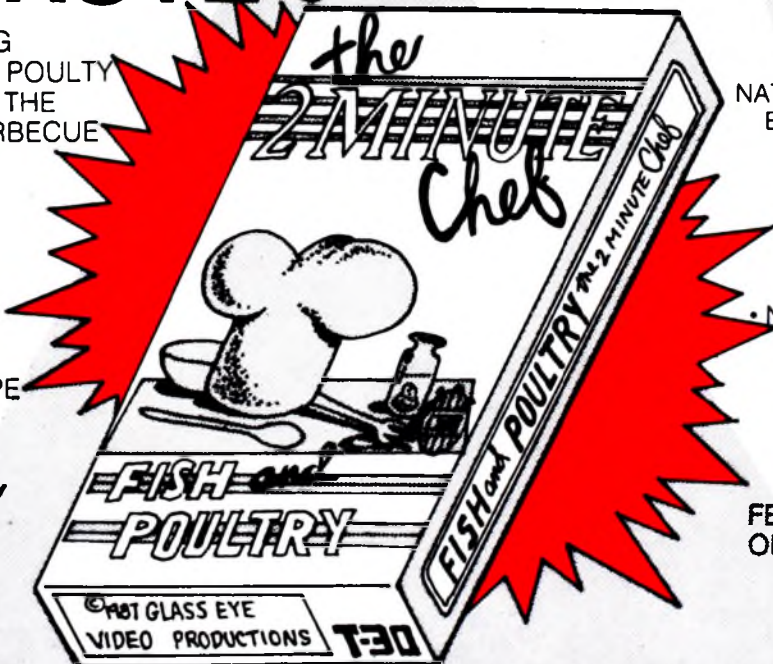
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| 3 Inventory System    | 9 Truck Routes   |
| 4 Store Inquiry       | 10 Phone List    |
| 5 Accounts Receivable | 11 Operator File |
| 6 Accounts Payable    | 12 Print Reports |

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\* UNIX is a trademark of Bell Labs.

## Is Your Business Ready For A Computer?

*Where Do You Start?*

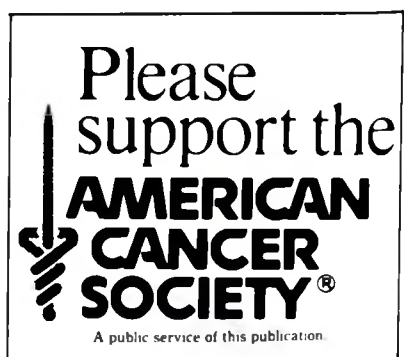
**I**f you are a distributor and have not yet computerized, you face the big question. Would a computer help my business? If so, where do I start? The following checklist will provide you with a few key points to consider in your pursuit for the right computer system.

The question of need is simple. Do you have all the means to analyze your business? Do you spend hours or days returning information which should be at your fingertips? Are your personnel provided with up-to-the-minute, accurate information?

Your business is unique. You do not want to live with a canned software package purchased at the corner computer store. You may find yourself inflexible to change, and unable to get answers to basic questions about the software. Make sure you do at least the following:

1. Eliminate any company willing to write "from scratch" the "perfect" package. (You cannot afford to teach someone your business.)
2. Take time to visit the references provided. Learn from their experience.
3. Select the software which best fits your company and let this software lead you to hardware. User documentation and available support team are mandatory.
4. Consider a company who can provide solutions to both your software and hardware needs.

For more information, please contact Joanne Garcia, consultant with Business Computer Software, Inc. at (313) 737-2132.





# 1987 AFD TRADE DINNER

**O**n April 24th the Associated Food Dealers of Michigan, the oldest and largest state-wide Association representing the food and



ABOVE: Over 500 business men and women attended the 71st annual AFD Trade Dinner.

AT LEFT: Sam Yono (right) congratulates Joe Sarafa, AFD Executive Director, on a job well done!



ABOVE: Tom Simman, AFD Chairman, told the crowd of his commitment to the Association's "new" direction. AT LEFT: Mel Larsen (right) of Mel Larsen Distributors in Hamtramck takes time out to pose with Richard Gergis of Highland Foods in Pontiac.



BELOW: Amusionist Al the Only (center) entertained as the table-side magician.



RIGHT: The AFD staff (Mary Dubay, Claudia Herbst, Chris Wojt, Judy Mansur and Debbie Pagett) worked many hours and did an excellent job in organizing this year's dinner.



beverage industry, hosted the 71st Annual AFD Trade Dinner.

The dinner was a tremendous success with more than 500 business men and women in attendance. The black tie affair, held at Thomas' Crystal Gardens, turned out a glittering array of industry leaders and political dignitaries. The theme was one of celebration with a light-hearted program of music, magic and caricatures.

Attendees were delighted by the sounds of the Billy Rose Trio during the reception hour and The Austin-Moro Band, a fourteen piece orchestra from Detroit, during the formal dinner.

The elaborate before dinner reception was sponsored by 7UP, RC, and Canada Dry. The lavish 9 course dinner was followed by an evening of dancing and the drawing for door prizes a trip for two to Las Vegas, a color TV, a VCR, and a portable movie camera.



Sam Yono, Tel-Kaif Party Store  
AFD Treasurer

Guests commented that the "food and beverage industry really outdid itself as it proudly put its 71st foot forward." The Associated Food Dealers of Michigan tanks all of you who attended and look forward to seeing you at our 72nd Trade Dinner next year.

A special thanks to this year's Trade Dinner Committee Sam Yono (Chairman), Bernie Garmo, Najat George, Sharon Joseph, Mukhles Karmo, Fran Munaco, Akram Namou, Louis Stephen, Firyal Yono and Khalid Zaitouna.



Joseph D. Sarafa  
AFD Executive  
Director

## AFD Provides Educational Seminars for Members

Over 200 members of the Associated Food Dealers gathered at the Southfield Manor in Southfield recently for an educational seminar featuring an outstanding line-up of guest speakers. Each speaker provided important information in a number of areas of vital concern to AFD members, such as legislative issues, the lottery, handguns and workers compensation.

**LEGISLATION** - AFD employs Karoub Associates in Lansing to monitor legislative issues at the capital and express our views to state lawmakers. Joseph Garcia and Michael Ranville, both of Karoub Associates, updated attendees on the progress of workers compensation reform legislation and proposed legislation that would provide retailers with compensation for handling redeemable containers. They warned that any handling fee would be strongly opposed by the Michigan Beer and Wine Wholesalers Association and that that organization had collected a large PAC fund to fight the legislation.

**LOTTERY** Since lottery revenues have become so vital to so many retailers, AFD invited Bruce McComb, Deputy Commissioner for Marketing, Bureau of State Lottery, and Nancy Horton, Director of Licensing, to update AFD members on lottery issues. Mr. McComb reviewed some of the marketing activities that have helped increase lottery sales and outlined some future plans. He also discussed plans to increase the number of on-line terminals across the state and the criteria which would be used to determine which businesses will qualify.

Ms. Horton provided important information on lottery regulations which every agent should know. She discussed proper procedures for handling changes of ownership or changes of location. She also explained how the Bureau of Lottery will be dealing with delinquencies in lottery payments.

**HANDGUNS** - Crime is a major

concern for all business people, especially in light of the handgun problem in Detroit. Detroit City Councilman Rev. John W. Peoples, who has aggressively campaigned for handgun legislation in Detroit, outlined his position on the city's controversial new handgun ordinance. He also discussed the overall crime problem and how each of us can help.

### WORKERS' COMPENSATION -

Every business person is affected by workers' compensation reform. AFD Legislative Counsel James Bellanca, partner in the lawfirm Bellanca, Beatie and DeLisle, gave an overview on changes made by state lawmakers will affect businesses. AFD Safety Consultant Carl Trimarche, of Creative Risk management Corporation (CRM), gave an informative presentation on "Safety in the Workplace," outlining steps every employer can take to prevent work-related accidents that might lead to workers' compensation claims.

Amy J. Schwenn, AFD Account Representative for CRM, discussed the benefits of AFD Workers' Compensation Self-Insurance Program, and explained how policy-holders can help reduce their rates by holding down claims.

Finally, everyone got a special treat with the appearance of Detroit Police Commander Gil Hill, who starred with Eddy Murphy in the movies Beverly Hill Cop I and II. Commander Hill, who works actively to encourage Detroit's young people to stay in school, invited AFD members to attend the gala premiere of the new movie Beverly Hills Cop II. Proceeds of the event were to go to two outstanding organizations, the Metropolitan Detroit Youth Foundation and the Scholarship Fund for Children, a fund which provides tutoring for children with learning handicaps. (See related article on page 26.)

The Associated Food Dealers expresses its gratitude to all the guest speakers.



# DEALS FOR DOLLARS

## “Incentive Selling Show”

Fairlane Manor, Dearborn

October 13 & 14, 1987

### An Invitation to AFD'S 4TH ANNUAL TRADE SHOW, by the:

#### Task Force of Exhibitors:

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Tom Awrey, Awrey Bakeries  
Fred Cahill, Frito Lay Co.  
Joe Najor, 7-Up Bottling  
Bill Larsen, Hygrade Food Products  
Paul Marks, Prince Macaroni  
Cathy Adams, Philip Morris USA

&

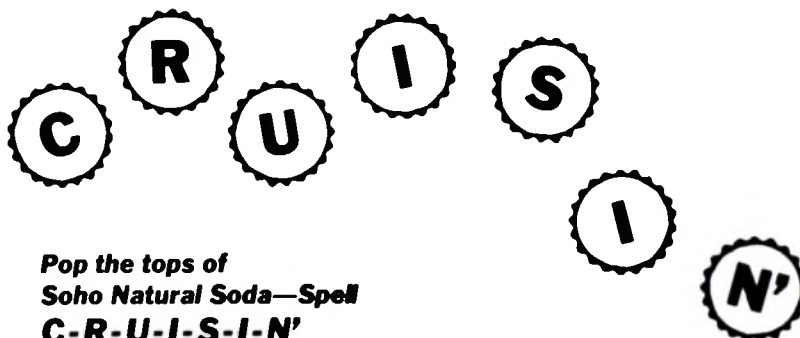
#### Task Force of Retailers:

Fred Thomas, Chairman  
Frank Chiarelli, Chiarelli's Mkt.  
Paul Saad, Priceco Market  
Frank Kory, Trade Winds  
George Khamis, B & B Drugs  
Kenny Zair, In-N-Out  
Henry Jones, Black & Jones P/S  
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These **NEW** task forces are working with the **NEW** AFD to put together a **NEW** show concept with a **NEW** thrust - “DEALS FOR DOLLARS.”

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No purchase necessary. See package for details. Contest ends September 15, 1987.  
American Natural Beverage Corp., 100 Varick St., New York, NY 10013

# Become a Youth Corp Honor Roll Member

**Y**outh unemployment affects nearly every community in Michigan, especially during the summer months. Overall youth unemployment is estimated at 18 percent, with the rate for blacks being over 50%.

Michigan's restaurant owners, as well as other business owners, are being asked to help provide jobs for Michigan youth through the Michigan Youth Corp program.

Established by the Michigan Legislature in 1983, the Michigan Youth Corp (MYC) is a statefunded summer employment program for 18 through 21 year olds. It provides jobs to unemployed young men and women at thousands of public sector worksites in

all 83 Michigan counties. MYC participants work at more than 400 occupations, from bookkeeping to building bridges, from driving trucks to landscaping parks. Over 73,000 young adults have found employment in the program since it began.

Last year, a Youth Corp Employer Honor Roll was established to encourage employers to hire the young people who had participated in the MYC program. Sixteen prominent businesses participated last year, including Bill Knapps Restaurants, Elias Brothers Restaurants, McDonald's and Wendy's.

This year, the Michigan State Chamber of Commerce will co-sponsor

the 1987 Employer Honor Roll in an attempt to increase the number of participating businesses.

"I am delighted that the Chamber is joining this unique initiative to link the public and private sectors," stated Gov. James Blanchard. "Our goal for 1987 is to expand upon the number of businesses who support this commitment to accept applications from and interview MYC graduates. Enlarging the Employer Honor Roll will significantly enhance Corps members' chances of finding a job after the program, and the State Chamber will be an important partner in this effort."

For businesses, the Employer Honor Roll is a simple, cost-free way to recruit young adults with work experience for job openings. Employers are assured that these workers have had "real world" work experience. They must be on time, responsible, cooperative, dependable and have a positive attitude.

Each MYC worker receives an application and information about each member business, including job openings, interview times and names of people to contact.

Nearly \$15.2 million has been appropriated for the 1987 program to find 12,700 jobs for young people. An additional \$17 million has been requested by Gov. Blanchard to provide jobs for eligible young people who are unable to find employment. There are also special services for MYC workers who are dropouts, including assessment of educational level and occupational interests, skills and abilities; education and career counseling; and referral to appropriate programs.

Businesses interested in joining the Employer Honor Roll may call the toll free hotline at 1-800-652-7124.

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## Federal Update

*Status of legislative issues in the U.S. Congress of special interest to the food industry, and significant actions by Federal Regulatory Agencies.  
Prepared by Food Marketing Institute,  
1750 K Street, N.W., Washington, DC  
20006 (202) 452-8444.*

**Mandated Benefits** Developments are occurring so rapidly in this area that no matter what is currently written for publication, it will be somewhat out of date by the time it appears in print. As this is being prepared, several matters are in the forefront.

The Senate Labor and Human Resources Committee, one of the key committees which is dealing with employer-mandated benefits legislation, has agreed to try to develop a procedure for determining the employment consequences of such bills. The Committee considered a proposal by Senator Dan Quayle (R.In.), strongly supported by FMI, which would require the Committee to determine the adverse consequences on employment of any proposed legislation in this field, and to set an overall cap on increased employer labor costs. Although no agreement was reached, there was interest in trying to establish an organized method of addressing this problem, and efforts are being made to try to develop an acceptable procedure.

As various state legislatures also attempt to get on the mandated benefits "bandwagon", several states have adopted similar resolutions which would require that employment consequences be taken into account.

FMI members who visited with their Senators and Congressmen during the recent FMI/NAWGA Public Affairs Assembly raised the "mandated benefits" issue. In some instances the discouraging reply was, "Mandated benefits legislation is almost certain to pass in some form. The only question is how far it will go." The reason given: the Federal government is "broke," and putting the burden on employers is the only recourse to meet what was called a "health care crisis" in this country.

Issues involved include federally mandated family and medical leave, catastrophic health insurance, mandated level of health benefits for all employees - regardless of length of service with a company as a condition of being allowed to do business, retiree health benefits and many issues related to these matters.

**Parental Leave** Bills have been held in the House and Senate Labor Committees on H.R.925 and S.249. Markup in the House could occur by early April.

**Plant Closing** - Bills have been introduced in both the House and the Senate (H.R.1122 and S.538) which would require employers to give three to six months' advance notice of plant (store) shutdowns or mass layoffs. Employers with 50 or more full-time or part-time employees would be affected. Under the bills, employers would be required to meet with employee representatives and local government to explain the reasons for

the closures and discuss alternatives. Failure to provide advance notice would subject employers to suits from employees for back pay and attorneys' fees, and failure to notify or consult with government officials would subject employers to fines of up to \$500 a day. Hearings are being held by House and Senate Labor Subcommittee in March. Committee mark-ups could come by early Spring.

**Minimum Wage** - A number of bills have been introduced in the House of Representatives calling for increases in the minimum wage. Most call for indexing of the wage and phased in increases. H.R.79 for example, would increase the minimum to \$5.05 per hour by March 1, 1991 with indexing the minimum thereafter to provide automatic increases. The official AFL-CIO endorsed Labor Committee bill is expected to be introduced soon.

**Polygraph Ban** - The Employment Opportunities Subcommittee of the House Education and Labor Committee has held hearings on H.R.1212, which would ban the use of polygraphs (lie detectors) in the private sector.

# TOM DAVIS & SONS

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## Conventioneers Bring Appetites to



*By William McLaughlin  
Metro Detroit Visitors & Convention  
Bureau*

It is often said that a conventioneer eats a lot while visiting an area. It's true! Last year, over 220,000 pounds of beef were consumed by the 585,232 attendees of metropolitan Detroit meetings and conventions. That's 27 times the weight of Jefferson Avenue's 8,000 pound Joe Louis "Fist."

To wash down all that beef, the conventioners consumed over 11,000 pounds of coffee, resulting in 1.1 million cups of coffee drank last year by conventioners.

Nearly 150,000 pounds of fresh vegetables were bitten into by the people attending Detroit's 375 major conventions last year. Fresh fruit consumption was also high, with 128,000 pounds of the healthy stuff devoured.

Who is responsible for tempting all these large appetites to come to Detroit? The Metropolitan Detroit Convention & Visitors Bureau, located in Detroit's Renaissance Center.

The world's first convention and visitors bureau, the MDCVB has spent the last 90 years promoting meetings and conventions and servicing them while they are here.

Detroit is one of the nation's top restaurant cities. Offering ethnic food representing 97 different nationalities, first-rate elegant dining and inexpensive "quick stops", the area's restaurants are burgeoning with conventioners and visitors. While visiting a city, a delegate spends an average of 24.1 percent of his budget in restaurants.

The MDCVB offers a restaurant reservation service at most major conventions. The service, led by Annette McNamara, allows visitors to review area restaurant menus, select their choice and have reservations made for lunch and/or dinner.

Key to the success of the MDCVB is the support the non-profit, civic organization receives from its 600 member companies and organizations.



William McLaughlin

Members range from hotels to restaurants to purveyors. This backing allows the MDCVB to maintain its position within the increasingly competitive convention and tourism industries.

One of the nation's top convention cities, metropolitan Detroit offers associations a complete meeting package with excellent facilities in Wayne, Oakland and Macomb counties and top-notch attractions to keep people "on the move" during their stay.

The MDCVB is divided into six departments: Convention Sales, Group Tours, Corporate Sales, Communications, Membership and Services. Staff members attend many pertinent trade shows that target potential customers, whether it is meeting planners, community leaders or the media. Personal

sales calls, direct mail and advertising are also tactics used by the Bureau to attract people to the metropolitan Detroit area.

The MDCVB operates the Visitors Information Center on Jefferson Ave. in front of Hart Plaza. Last year, nearly 50 visitors stopped in to pick up brochures and get answers to their questions about the area. This phone hotline, 298-6262, gives the latest information on "what's happening" in the metropolitan Detroit area for no charge.

The MDCVB has been host to many events in the area: both big and small. The organization led the successful bids that secured the 1980 Republican National Convention and the 1982 Super Bowl and works annually with many groups of only 50-100 people.

The area's largest convention center, Cobo Conference/Exhibition Center is undergoing expansion from 400,000 to 720,000 square feet of exhibit space. This will allow even further growth in the area's convention and meeting business.

Some of the largest events scheduled for 1987 include: the July 4-11 Church of God in Christ-United National Auxiliary Convention with 10,000 people; the August 9-15 Gospel Music Workshop of America with 10,200 people; the September National OEM Design MRO Show with 10,000 people; and the November 14-17 Society of Manufacturing Engineers-Autofact with 35,000 people.

Of special interest to food dealers are the upcoming September 20-21 Beverage Journal Wine & Spirits Holiday Show at Fairlane Manor with 3,000 people and the October 7-8 Miesel/Sysco Food Service Show with 5,000 people.

For more information about MDCVB services, phone (313) 259-4333.





### Chippewa Springs Mineral Water Available in Michigan

Chippewa Springs has announced that their products are now available in Michigan. They bottle "The purest, softest, natural spring water in the world" and it is completely free of any organic material.

Chippewa Spring Water was founded in 1880 and has been in continual operation since that time. Seven flavors (Sparkling Lime Water, Sparkling Lemon Water, Sparkling Cola Water, Sparkling Citrus Water, Sparkling Cayman Isle Punch, Sparkling Mandarin Orange Water, and Sparkling Natural Water) are produced in 16 oz. bottles using pure natural spring water. six oz. bottles are available in 3 flavors for on-premise use. Chippewa Springs is free of sodium and sweeteners with only the finest natural flavorings used. The spring flows at the rate of 100,000 gallons per-day with no filters or purifiers used. Chippewa Springs sparkles to life when opened, because of its high oxygen content.

The Food Dealer — May/June, 1987/25

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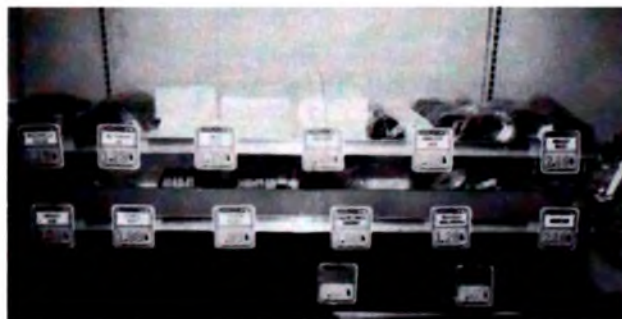
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# FAYGO

Committed to Quality  
Committed to Consumers  
Committed to Detroit



1987 marks a landmark year for Faygo Beverages in Detroit, Michigan. For it was 80 years ago that two Russian immigrants settled in Detroit and began to package and sell their unique line of soft drinks.

Perry and Ben Feigenson, brothers, invested their meager capital in some pots and pans, a siphoning hose and a hand-capper and began mixing and bottling the colorful and bubbly soft drink flavor formulas they had brought with them when they immigrated from their native Russia.

The pop then retailed for 3 cents a bottle or two for a nickel. There was no mechanical refrigeration in those days and so nearly all soft drinks were consumed at point-of-sale.

By the end of the first year, their fledgling venture was producing and peddling upwards of \$100 worth of product a week. This volume level translated into considerable success because there were at least 100 other similar entrepreneurs also competing for Detroit area soft drink consumers.

Scores of soft drink bottling ventures had their beginnings in Detroit at the start of the century. Only Faygo has survived. All the others failed along the way or became franchised operations of national companies.

Faygo has more than survived. Faygo has prospered, becoming a vital force in the soft drink industry.

Faygo sugar-sweetened and sugar-free diet flavors, 33 of them, made to the highest quality standards, are now sold not only in Michigan, but also in 39 other states stretching from the Atlantic Ocean all the way to the Pacific.

Driving by it, few people are aware of what they are passing. But on Detroit's near eastside, at 3579 Gratiot

Avenue to be exact, there it is the largest capacity soft drink plant in America, capable of producing 25 million cases of soft

drinks annually.

In 1983, the biggest and most efficient soft drink lines in the country were installed, with the capacity necessary to sustain Faygo's continual growth.

The building's front seems to stretch out on Gratiot Avenue almost as far as the eye can see. Behind it, spread over some half-million square feet of plant area, are the most modern soft drink manufacturing, packaging and warehouse operations to be found anywhere.

One Faygo packaging line turns out pop in 12-ounce cans at the blurring speed of 1,200 per minute. Another fills and caps either pint or half-liter bottles at over 900 per minute.

Faygo in 1978 invested several millions of dollars to adapt its main Detroit plant to being able to produce soft drinks in both no-return and

deposit-return packaging. The dual capability was needed to enable the company to continue marketing in Michigan under the state's "bottle law"

## Faygo Commitment

Faygo's formula for success has been focusing its resources on three key areas, quality, consumers and community.

### "Nobody Makes Flavors Like Faygo"

Faygo's commitment to producing the highest quality soft drinks possible is fundamental to the company's success. NOBODY MAKES FLAVORS LIKE FAYGO, and the company's reputation of being dedicated to marketing the best quality products is deserved.

The Faygo Detroit plant is the nation's only soft drink plant staffed by graduate chemists, bacteriologists, biologists and other highly trained technical people to assure that Faygo soft drinks are of the highest quality. Unlike other pop bottlers, Faygo's formulations are its own. Made from the best essence of natural fruit juices and other natural ingredients. In addition, the water Faygo uses goes through a purification system which filters and polishes it until it is as pure as the water of a mountain stream.

(Continued)

## MANUFACTURER'S CORNER



Focusing corporate resources on flavored soft drinks while establishing a unique system of delivering products to the retailer, has made it possible for Faygo to provide the highest quality soft drinks at the most economical price.

While the soft drink industry moved it's focus to colas, Faygo stuck to its heritage, unique, colorful flavors. Today, flavors like Red Pop, Rock & Rye, diet Frosh and Pineapple-Orange have become industry standards. Faygo's focus on the flavored soft drink business is paying off. Today this segment of the industry is growing faster than the entire cola category.

Faygo's system of using warehouse delivery in conjunction with the store-door delivery system has provided the means for it to sell its products to consumers at a price less than a typical national brand. The consumer clearly

has the best of both worlds, high quality, unique flavors and an economical price.

### Commitment to Detroit

Faygo and Detroit go a long way back. Faygo has been headquartered at its Gratiot Avenue location since 1935. Through the ensuing years, countless other companies which also found their beginnings in Detroit made their ways to suburbia and to other new locations outside the City of Detroit.

Faygo, in the community of Detroit is considered unique for the success it has had in hiring a work force which comes from the neighborhoods that surround the plant. Ask Faygo management to explain this success, and the simple answer is, "We started when we should have started. We have never stopped and now have

been at it a long time. Neighborhood hiring always has proven for Faygo the best way to recruit qualified people."

Faygo also has an excellent reputation for embracing the community. Each year high school students from local high schools are chosen to receive scholarships to further their education. Faygo also makes generous contributions to local charities and other organizations to help aid in feeding the city's hungry. Faygo has great pride in Detroit and its people.

Faygo's commitment to quality, consumer and community has made it into an important player in the \$27 billion soft drink industry. In 1986, Faygo's 6% volume gain was surpassed only by two other soft drink companies. And the best is yet to come. Continued efforts to establish Faygo as the leading flavor soft drink category.

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# New Liquor Distribution System Proposed by Commission

BY Sheila Gorman, Karoub Associates

At an April 8, 1987 meeting of the Senate Regulatory Affairs Committee, the Michigan Liquor Control Commission (MLCC) presented the Commission's plans to restructure its liquor distribution systems.

The Liquor Control Commission's proposal is to reduce the number of state liquor stores-wholesale outlets throughout the state. Liquor sales have been declining while administrative costs have been increasing. The plan is viewed as a way to control costs without increasing price. The LCC, in conjunction with the Department of Commerce has retained the Department of Marketing and Transportation at Michigan State University to develop the plan.

According to Mr. Keck, the LCC's proposal consists of creating five distribution centers which would be a combination of a warehouse/giant store. These proposed distribution centers will replace the existing three warehouses and 75 store-wholesale outlets which currently house the bulk of the state's liquor inventory and serve as a facility to both receive and pick up licensees' orders. The LCC's proposed plan provides for the licensee to place their order with one of the five distribution centers and pick it up at or near one of the current 75 store/wholesale outlets. Under the plan, a licensee will continue to pick up his order from the local store, but will no longer be able to place orders with them. The drop off point will be staffed only when orders are due.

It is the LCC's intention to streamline the liquor distribution system by improving its inventory control procedures through consolidation, as well as reducing overhead costs, primarily in the area of personnel, as well as leasing costs, over the long term. Mr. Keck stated that the LCC anticipates a minimum savings of \$4.2 million from the decrease in personnel as well as ad-

ditional savings from decreased lease costs. It also expects to improve the inventory turnover from six times a year to twelve to thirteen times a year. Currently, it has \$53 million worth of merchandise in its warehouses.

Mr. Keck stated that the Commission plans to initiate the modernization of the liquor distribution system by establishing the first distribution center in the Grand Rapids area by mid-1988. It will be a combination of the current 13 stores. The Grand Rapids area was chosen because of its current leasing arrangements, as well as the higher population in the region, creating an economy of scale. It is anticipated that the entire restructuring will be completed by 1992 at a cost of approximately \$10 million. The upper

## Consumers Should Learn to Return Sanitary Containers, MDA Says

Consumers need to realize they play an important role in the total effort to assure the cleanliness of returned beverage containers to reduce the health risks posed by the return of unsanitary containers, according to officials of the Michigan Department of Agriculture.

According to Sam Saullo, MDA's Food Division Deputy Director, many of the complaints involving unsanitary containers stem from the misuse of the container after the beverage has been consumed.

"The upward trend in the consumption of carbonated beverages increases yearly and should continue as new low calories and natural flavor beverages are created and become more popular," said Sarullo. "It's important for consumers to realize they can play and important role in minimizing the risk of container contamination."

In addition, Sarullo reminds consumers that **retailers are not required**

peninsula will probably be the last area to be restructured since the LCC is unsure of how it will address changes in that region.

The LCC anticipates the possibility of problems with special orders, particularly in the out-state region. It is considering a proposal to allow bars to legally supplement their inventories by purchasing some products from local retailers.

While the proposed distribution system does not require legislative approval, per se, any construction of new buildings for distribution centers would. The LCC's overall budget is also set by the Legislature. It is important to note that many questions were raised by the committee members, including questions on the general efficiency of the current system and the proposed changes. We fully expect the proposed modernization of the liquor distribution system will be met with parochial opposition from the members of the Legislature. We will keep you apprised of any developments in this matter.

**by law to accept dirty bottles or containers which contain foreign material.**

The nature of beverage complaints range from improperly crowned bottles, containers with foreign materials, defective bottles, and complaints of "off taste."

MDA's Food Division suggests consumers can reduce the possibility of bottles becoming contaminated if the following precautions are taken:

- Rinse containers with water immediately after use.
- Store returnable bottles in a clean place and reseal or cover so that foreign material cannot enter.
- Do not use containers for waste receptacles or to store other materials - think of them as food packages.
- Return empties to the retailer as soon as possible.



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# Inspector Gil Hill

## Detroit's Homicide Chief-Turned-Actor Uses His Notoriety to Help Detroit's Young People

**Y**ou've seen him as the tough homicide Inspector Todd in Beverly Hills Cop and Beverly Hills Cop II with Eddy Murphy, but real-life Inspector Gil Hill, a Detroit Police officer for the past 28 years, is really a man with two careers. Inspector Hill has worked the homicide division in Detroit for the past seven years. His acting career, which came about almost by accident, has provided him with a new celebrity status—a status he now uses to try to reach the young people of Detroit.

"There has been quite a change in my life, and quite a few negatives which I don't like to dwell on," says Hill. "But overall, I have met a lot of people and my notariety has afforded me entry to a lot of groups that I might not have had. And I love to go to schools and churches and places where young men and women are and to talk to them about life in general and how important it is to stay in school, discipline, goals, etc."

Hill's unique status as police officer/movie star enables him to command the attention of youths who look up to him, not because he is a police officer, but because he has been in the movies. Hill says it doesn't matter why they listen to him, just as long as they do.

"Whatever it is just as long as I get a chance to talk to them," he says. "I seem to have quite a bit of luck. I love talking to them and maybe that comes across. I try not to be boring and talk too long."

He also tries to convince them he is not as profane as the character he

portrays in Beverly Hills Cop.

But Inspector Hill's main goal is to use his celebrity status to encourage Detroit youngsters to stay in school. The dropout rate among blacks in Detroit's schools is between 50 and 75%, he says, and many of the people he comes in contact with as homicide inspector can't read.



Detroit Homicide Inspector and Beverly Hills Cop II star got together with AFD Director Joe Sarafa to help Detroit's youths stay in school.

"I noticed that anytime I was on the job that some of the people I kept in contact with who committed the most vicious crimes couldn't read a sentence. I think it has been estimated that 85% of these persons who came before the Bar of Justice had some

deficiency in reading. I know that you have to deal with what is being presented to you now. I also want to be a person who recognizes the need that is there. I want to do anything I can to prevent this from happening sometime down the road, so I do what I can for the young people now."

Hill has lent his name and support to two area organizations which help young people, the Detroit News Foundation and the Scholarship Fund for Children.

"The big program that we have and the one that I identify most with is a support group and what they do is they form a group of 9th graders and those who are likely to drop out for one reason or another," Hill explained. "We sponsor a retreat for them and they meet over the course of a year about 30 times. They have a 3-day weekend retreat and one reception for parents. We have 22 paired group counseling sessions where they discuss personal initiatives. We also have six academic forums where groups from all over the city get together to lend each other some type of support. They are supervised by two staff members who are trained in this regard and their primary purpose is to keep our young people in school."

The Scholarship Fund for Children is designed to help young people while they are still in school, targeting students who are having problems and offering individual help. Experience has found that a few hours of individual tutoring can significantly improve a student's overall performance, thereby reducing



the likelihood that the student will become discouraged and drop out.

"That is why I believe so much in this fund for children," Hills said. "This is not a scholarship fund for persons in high school. These children are generally referred to us by the parents or the teachers and we have sent them to Marygrove. Now its being done a different way -- there can be a one-on-one tutoring and its been proven that they gain almost 1-1/2 years of reading comprehension for each tutoring session that totals about 20 hours."

At the suggestion of AFD Executive Director Joe Sarafa, Hill recently organized a benefit premiere showing of Beverly Hills Cop II here in Detroit. Proceeds from the black-tie event were donated to the Scholarship Fund and the Youth Foundation. As a result of that conversation, a blue-ribbon committee was set up, headed by radio personality J.P. McCarthy and featuring many prominent Detroiters, to organize and promote the event.

Inspector Hill (the cop not the movie star) also has some advice for store owners, who are often faced with potentially lethal situations. While everyone has the right to protect himself, there are limits on what one can do during the course of a robbery.

"Of course, there are limits as to what you can do based on what is being done to you," Hill explained. "Of course, sometimes you can use resistance. I know that there have been times when people have been shot stealing a bottle of beer or chips or whatever and I am sure that even the people involved know that this just won't wash. But we do understand, not only in our town but all across America, that there is very little respect for people and their properties these days. Sometimes it can drive you up a wall and you can take only so much and you reach a certain point that it is hard to be reasonable. It's almost as if a person is suffering some type of mental/stress thing -- temporary insanity. You just can't go any further."

Hill acknowledges that many Detroit store owners, especially those in high crime areas, keep weapons in the store to make them feel more secure. He cautions, however, they

should be well versed as to when they may use it.

"It seems that it eases the minds of quite a few people to have a weapon available," he said. "I would imagine that working in some of these stores in some of the high crime areas we have the tension and the stress has got to be fantastic. If that gun or that plexiglass adds to your feeling of confidence or lessens the tension, then maybe that's good. But it would also be a good thing to know that if you were going to have a weapon there you should be very well versed as to under what circumstances you can use it."

Hill says that if a robber is pointing a gun at you, assume that he is willing to use it.

"I would certainly believe that if a person has the jump on you that sometimes you are committing suicide trying to get your gun," he said. "I always assume that if a person points a gun at you he is going to kill you. Or that he would kill you. If its a situation where I feel that the robber is going to kill me anyway, then I'll take the chance. If I can convince myself

that all its going to be is a robbery and not my life, I would be cool and give them what they want. Of course, I would also have a system that I would not have all of the proceeds from the day available. I would see that various times during the day that I remove most of the money from the premises."

As far as what the future holds for Detroit's actor/homicide inspector, more movies are possible. But Hill keeps his fame, and chances for future success, in perspective.

"Being involved in Beverly Hills Cop was one of the most pleasant experiences of my life," he says. "I was treated super, like a star. And that is a heavy experience to go through. I liked it. But I am also aware that acting is not as easy as I thought it would be. I was given something that I could handle. I am conceited enough and egotistical enough that I could branch out into something else, but I do know that I would be limited by my lack of experience. When I got into it, I really got into it."

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# “Yes I Can”

## *Associated Food Dealers Help Support Students In Making Positive Changes In Their Lives*

**T**he “Yes I Can” Club Program founded by Ted Hunt has been established in 40 Detroit area schools with the specific purpose of providing the students with the opportunity to make positive changes in their lives.

The Associated Food Dealers of Michigan, in conjunction with Coca-Cola and the National Bank of Detroit, have added their support in order to broaden the impact of Mr. Hunt’s “Yes I Can” Program.

Today’s youth are beset by a tremendous range of problems that need to be addressed on a daily basis. Negative peer pressure and other social and cultural pressures continue to cause serious problems for youngsters. It is obvious that many children are deprived of the “grass roots” elements of motivation. The “Yes I Can” motivational program club’s activities provide self-help methods specifically designed to address the problem area of drug involvement, low academic achievement, school dropout/truancy, youth crime, negative attitudes, disruptive behavior, teen pregnancy, and teen suicide. A major emphasis of the program is placed on “Yes I can say no to drugs and crime.”

Ted Hunt, Motivational Consultant, speaks to over 100,000 people each year. He has made “Yes I can” presentations in ninety percent of the Detroit Public Schools, providing students with a viable program that encourages them to evaluate their behavior and to take responsibility for making needed changes. The uniqueness of the program is that it offers an opportunity for teachers, parents, and

community leaders to participate in a joint effort geared to motivating youth to strive for academic and interpersonal excellence. Recognizing that helping students develop



Yes I Can Club Founder  
Ted Hunt

self-esteem is a total community effort, which includes the corporate world, Coca-Cola’s supportive funding has made implementation of the program possible in 40 Detroit Area “A” Schools. The “Yes, I Can” presentation is given to all the students and teachers, with parents invited to attend this session. A follow-up seminar is presented to school staff to solicit their support for the program.

The National Bank of Detroit has funded the production of a five part “Yes, I Can” video tape series, which can be used as a follow-up rein-

forcement of all materials presented in this program, or as a separate motivational tool. This video series consists of five, 20 minute video presentations, a facilitator’s manual and student workbook, especially designed to teach self motivational skills to students. The publication of the facilitator’s manual and the student workbook accompanying this series was funded by the Gannett Corporation and Lewis Business College.

The “Yes, I Can” student program offers an innovative approach to teaching students self-determination. Participating students receive redeemable store coupons which allow them not only to receive a free bottle of Coca-Cola, from local Associated Food Dealer members, courtesy of Coca-Cola, but also teaches them the value of “coupons”. Couponing helps to save money. Students learn how to earn while saving. Through Coca-Cola’s willingness to provide these coupons, and the cooperation of local food dealers with the distribution of the free “cokes”, students are rewarded for the success they achieve by learning how to save with coupons.

Over 5,000 evaluation questionnaires and thousands of letters have been received that validate the quality of Mr. Hunt’s “Yes, I Can” program and the impact it has made in the lives of area youngsters. It is understandable why he was recently selected as one of “Detroit’s 10 most admired men” by Detroit’s historical Second Baptist Church, and in 1983 he was selected by the Detroit News as one of the recipients of the Michiganian Of The Year Award. His impressive background also includes having been the “Winner of the International Platform Preview Award.” This retired Air Force Sergeant has devoted many years to helping youth understand and utilize the power within themselves. Mr Hunt’s philosophy towards life is easily summed up in his personal motto “The key to success is education, imagination and application”



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# Golf Day Is Fun Day!

**Get in the Swing of Things on August 17  
at the Wolverine Golf Course in Mt Clemens**

**W**hat day? Monday, August 17th is the **12th ANNUAL GOLF DAY** sponsored by the Associated Food Dealers, with all proceeds going to the Scholarship Fund.

This year golfers will be able to play **ALL DAY**, because two eighteen hole courses have been reserved for AFD. Play starts at 8:00 a.m. with assigned tee times on both courses. With seven minute tee offs, we can handle over 300 golfers from 8:00 a.m. to 1:00 p.m. and for those who need to tee off later, they can, as long as they tee off by 3:30 p.m.

Add to this, a **Continental Breakfast** that runs from 8:00 a.m. - 10:30 a.m.; a **Buffet Luncheon**, open from 10:30 a.m. - 2:30 p.m.; **Three Refreshment Carts** that tour both courses from 9 a.m. - 3:30 p.m., filled with snacks, soft drinks, nibbles, and beer; and it all adds up to a great **FUN DAY!**

Plus, two holes that feature a new car for anyone getting a hole-in-one; two other holes for special prizes; five contests for more prizes; play that goes from 9 holes to 36 holes; and it all adds up to a **DREAM DAY** for the Hacker or the Scratch Golfer.

The place will be Wolverine Golf Club, located at 25 Mile and Romeo Plank Road, Mt. Clemens. It has been substantially improved with new lockers and showers, plus reception and dinner facilities that are par excellence.

That's the program for the **DAY**. But it doesn't stop there! Beginning at 5:00 p.m., the **NIGHT** activities begin, with the bar open until 9 p.m. a sumptuous steak dinner served at 7:00 p.m. and at 8:00 p.m. the Program

begins. From 8 p.m. to 9 p.m. door prizes will be given away the raffle winner will be called - the contest winners announced and then the Grand Finale.

Because of the long record of ser-



vice to both AFD and the Golf Day, a special tribute will be given to our two Honorary Chairmen, Vito Guzzardo and Mike Simon. This is a first, and we invite all the friends of these two distinguished gentlemen to be on board and to share in their recognition. The Golf Committee is delighted to announce this first-ever award that will become a lasting tradition.

The cost for all day and evening is only \$75 per person. For those who can only attend the Reception and Dinner honoring Mike and Vito, the cost is only \$35 per person.

Registration for this **FUN DAY** and **SPECIAL EVENING** are being mailed, and if you haven't received yours, just call the AFD office at 366-2400. Remember, bring your friends, customers, associates, and employees for this Day of Days.

This year's Golf Committee is chaired by Ed Gulick, and serving with

Ed are the following:

Ray Amyot of Detroit Free Press  
Joe Caruso, Jr. of Caruso Sales & Marketing  
Lou Czanko, Stark and Company  
Bob DeCooman, The Detroit News  
Don Gundle of Pfeister Company  
Vito Guzzardo of Guzzardo Wholesale Meats

Glen McCallum, Metro Grocery  
Don Webb of Kowalski Sausage Company  
Bob Hollinsworth of Borden, Inc.  
Fred Krohn, London's Farm Dairy

Jack Lake of Blue Cross and Blue Shield

Mel Larsen of Mel Larsen Distributors

Tex McCarthy of Adolph Coors Company

Jack Myers of Faygo Beverages  
Tony Munaco of Munaco Markets  
Joe O'Brien of Coca Cola Bottlers  
Ted McConnell of Miller, Mason & Dickenson

Mike Simon of Everfresh Juice Co.  
Art Simons of City Marketing  
Chuck Turnbull of Pepsi Cola Bottling

Jim Vitale of Faro Vitale & Sons  
Tony Williams of Jays Foods

If you want to help out and work at this prestigious event, just call AFD. If you have anyone in your company who would care to volunteer, please call AFD. If you have any products that you would like to donate to this one of a kind affair, just call AFD. **THANK YOU!**





# WE NEED YOUR HELP IN '87

# CASH for KIDS®

**OUR COUPON REDEMPTION/COOPERATIVE ADVERTISING  
PROGRAM IS GOOD FOR BUSINESS AND GOOD FOR OUR KIDS!**



**The CASH FOR KIDS COUNCIL & The VARIETY CLUB OF DETROIT  
invite your company's support in 1987:**

Place your 4 color coupon/ad in the 1987 CASH FOR KIDS "mini-tab" insert to be distributed to over 1,000,000 homes in the greater Detroit area beginning September 23rd-30th.

**Coupon/ad Contract deadline: July 24nd**  
**Artwork/copy deadline: August 5th**

Funds from the 1987 CASH FOR KIDS program will be contributed to the Variety Club Cardiology Center at Children's Hospital of Michigan, the Variety Club Myoelectric Center, Dearborn and charities for handicapped and underprivileged children located within Greater Detroit.

To learn more about CASH FOR KIDS 1987 and what this commitment can mean to your company contract Barbara Moretsky. (Variety Club Office (313) 567-8177)

**Variety Club of Detroit, P.O. Box 263, Southfield, MI 48037**

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