High tech food stamps on horizon

With much talk in Congress about welfare reform, federal, state and local governments are looking for ways to make the food stamp program more cost efficient, user friendly and less subject to fraud. Electronic benefits transfer (EBT) is one approach that has received considerable attention and high marks. Using EBT, each eligible beneficiary is given a plastic card which can be used in retail stores at checkout counters. That card is scanned through a machine and a computer automatically deducts the amount from the recipient's account. Proponents say that EBT can eliminate massive amounts of paper that currently clog retail stores and hamper Federal, State and local governments' delivery systems.

The food stamp program is currently a key issue with the Executive Director's Report page 3

Burton Manor
Livonia, Michigan
April 25 & 26, 1995
Free Trade Show Events:
Tuesday, April 25, 1995
4:30-5:45 p.m.
Crime Prevention Seminar
6:00-10:00 p.m.
Trade Show Buying Hours
Wednesday, April 26, 1995
10:30 a.m.-12:30 p.m.
T.I.P.S. Seminar
12:30-1:00 p.m.
Tobacco Youth Act Training
1:00-9:00 p.m.
Trade Show Buying Hours
2:00-4:00 p.m.
Best Bagger Contest

You must preregister for all of the events. You will then receive the show specials in the mail.

There is a $5 admission fee for those retailers who do not preregister. Please call Danielle to preregister for AFD's Buying Trade Show at (810) 557-9660.

Shoppers' opinion on the believability of advertisers promoting the health benefits of food

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<th>Female %</th>
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Number of Interviews: (1000) (270) (730) (774) (181)

FOOD & BEVERAGE REPORT, APRIL 1995
NOTHING ELSE IS A PEPSI ™
Welfare Reform changes food assistance programs

By Joseph D. Sarafa
AFD Executive Director

Welfare is one of the key elements in the Contract with America that House Republicans pledged to act on in the first 100 days of the 104th Congress. Republicans began by developing legislation that links welfare to work, places a cap on spending, eliminates welfare entitlements and consolidates welfare funding into block grants to the states.

After much debate and input by our industry, on March 8 the House Agriculture Committee approved food stamp simplification and reform legislation (H.R. 1135) and it is now part of the comprehensive welfare reform package on the House floor. Earlier this year, consideration was given to converting all the federal nutrition programs into one block grant to the states. We are happy to report that the current bill preserves the food stamp program as a federally administered program and avoids a total cash-out of food assistance programs. However, it does give the Secretary of Agriculture the option of giving food stamp benefits to the states in a block grant, but the state could only do so if they have implemented a statewide electronic benefits transfer (EBT) program. In addition, any benefits under a block grant EBT program must be limited to the purchase of food.

The legislation:
• Preserves food stamps as the ultimate safety net for needy families.
• Aggressively attacks fraud and abuse
• Motivates states to adopt an Electronic Benefits Transfer system
• Stipulates that EBT programs be compatible between states
• Allows for cost-control experimentation within the states
• Avoids undue burdens on legitimate retailers.

Several issues were brought up during lengthy sessions regarding this bill. There was a move to prohibit the use of food stamps to purchase a wide range of products including coffee, ice cream, soft drinks, candy and snack food. Fortunately, our industry convinced Congress that such restrictions would put undue burdens on retail store employees.

Another amendment was defeated which would have block granted the food stamp program and in effect, cashed it out.

As the bill is folded into comprehensive welfare reform legislation, AFD supports H.R. 1135, as amended, because it preserves the principles developed and approved by the food industry.

I hope to see all of you at the AFD “Meet the Stars” Buying Trade Show at Burton Manor in Livonia on April 25 and 26.

Statement of Ownership

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AFD works closely with the following associations:

The Grocery Zone

By David Coverly

NATIONAL GROCERS ASSOCIATION

NACS

NCGA

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POP PSYCHOLOGY

LET'S TALK ABOUT YOUR NEED TO CALL YOURSELF 'DOCTOR', WHEN YOU HAVE, IN FACT, NO FORMAL EDUCATION WHATSOEVER...
Left: Al Albert of Al’s Salvage in Detroit.

Right: Peter Varamanos, owner of Bob’s Drugs, recently joined the AFD Coupon Department.

Above: Nabby Yono, AFD Chairman, gives an attentive group at Pepsi, a retailer’s perspective.

Above: Manager of the Merchant of Vino store in Dearborn, John Christie.

Above: Alex Wojton is an employee of Andy’s Party Store in Dearborn.

Above: Ed Fisher, owner of Fishers in Birmingham.

Right: Ed Abro of New Boston Market is a long time member of the AFD.

Left: Nabby Yono, AFD Chairman, gives an attentive group at Pepsi, a retailer’s perspective.

Officers of the Detroit Police Department address a crime prevention advisory board (including the AFD) at a recent meeting.

Right: Neil Bell, owner of Village Foods in Grosse Pointe.
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It was called many things. The shot heard 'round the state... the most significant legislative action in a generation... the day Lansing listened. And around the Capitol, they're still talking about it.

It started innocently enough. The Republican controlled Michigan Senate was preparing to move a bill calling for twenty percent reduction in school property taxes. Some groaning from both sides of the aisle was expected, but in the end all knew it would pass.

Then lightning struck. An amendment was offered to remove all property taxes from the funding base. Two cryptic but critical comments followed, the first by Governor John Engler—"take it," the second from the Michigan Education Association—"go for it."

The bill passed the Senate that night and the House quickly followed suit the next day.

How to fund the state's education program dominated discussion in Lansing. In the months that followed, Susan Grimes Munsell, already a respected State Representative from Howell, would step to the forefront and seize control of one of the most volatile issues Lansing had ever seen. She would display more than ample amounts of political courage, and impressive knowledge of Michigan's tax code and, most importantly, an independence that would prompt both applause and criticism across the state.

Munsell knew the solution resided in the ability to set aside partisan politics. That conviction led to her forming the now famous bi-partisan legislative team, or as they dubbed themselves, "the BLT." That effort proved to be the spark that culminated in the most significant legislative action in a generation... the day Lansing listened. And around the Capitol, they're still talking about it.

Munsell was well-prepared for her role as State Representative. Taking a B.A. at Michigan State University and an M.B.A. at the University of Michigan, she went on to become a Certified Public Accountant. Locally she was more well-known for her work with the schools, the League of Women Voters and a number of Chambers of Commerce.

Not long after taking her first oath of office in January 1987, Munsell acquired a well-deserved reputation for independence. She earned respect from both sides of the aisle for rapid journeys to the heart of an issue, a quick study as it's known in Lansing. Her business acumen and working knowledge of Michigan's tax laws were frequent and helpful companions in committee and on the floor.

Not surprisingly, she developed a reputation for voting her district. "Democrats were in control then," she says of her early days in the Legislature, "and I used to get upset at the partisanship. I couldn't understand why such issues as auto insurance reform and medical malpractice couldn't be decided on the floor."

Following the elections of 1992, the Michigan House became evenly divided between Republicans and Democrats and enjoyed one of its most productive sessions in history. "We worked together because we had to," she says. "The real beneficiaries, though, were the people of Michigan. I'm happy to have participated in that effort."

When Republicans assumed control of the House last January, Munsell was tapped to chair the standing committee on Regulatory Affairs. From AFŠ's standpoint, it is the panel that deliberates, among other things, legislation involving regulation of alcoholic beverages. Again, she can put her background to use.

"I worked in a drug store that sold liquor while I was in college," she recalls. "Both from the time I spent in the store, and later as an accountant, I acquired a life-long respect for independent business people. Small business is really the backbone of our economy. I'm convinced you learn more about economics by simply meeting a payroll than you do from most textbooks."

"Independent business people," she says with resolve, "will always find my door open."

Munsell can also boast of additional vantage points from which to assist Michigan's business climate. She serves on committees dealing with Tax Policy, Conservation and Labor.

* * *

After weeks of illness, Henry David Thoreau was informed that his hour had drawn near. Asked if he would like to make his peace with God, history's legendary disciple of civil disobedience replied, "I was not aware we even quarreled."

Eight years ago Susan Grimes Munsell made the 45-minute trip from Howell to Lansing for the first time as a State Representative. She traveled light that day, her only real luggage being personal conviction and independence of thought. Henry Thoreau would be pleased that she is still using both pieces of her luggage—and neither show signs of wearing out.

"I'm not sure Thoreau and I would have the same voting record," Munsell smiles, "but I know neither one of us ever had a problem looking in the mirror."

Name: Susan Grimes Munsell
Office: Michigan House of Representatives
Party: Republican Party
District: 66th, Which includes Brighton, Howell and seven townships. Local office, 209 W. Sibley, Howell 48843
First Elected: 1986
Committees: Tax Policy; Conservation, Environment & Great Lakes; Regulatory Affairs (Chair) and Human Resources & Labor
Education: B.A., Michigan State University in Tourism; M.B.A., University of Michigan, specializing in taxation and accounting
Civic Activities: League of Women Voters of Livingston County; The Brighton Rotary; and the Brighton and Howell Chambers of Commerce
Professional Organization: Michigan Association of Certified Public Accountants Committee on State and Local Taxation

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6.....FOOD & BEVERAGE REPORT, APRIL 1995
Quick reaction time. Expert assistance. Realistic solutions. It's a
most effective way to prevent this
A short change claim
A shortchange artist presents a bill to
the salesperson in payment for a pur-
chase and after receiving change, he or
she claims to have given a larger bill.
The most effective way to prevent this
practice is to call the amount of money
received for the transaction very dis-
tinctly each time you make change. If a
customer claims that a cashier has short-
changed him or her, the following steps
should be taken by the cashier:
1. Immediately close the cash register.
2. Listen closely to the customer's claim.
3. Determine exactly how much the
customer claims to have been short-
changed.
4. Call a manager and explain the
situation to him or her.
The manager will do one of two things.
The manager will take the cash
drawer to the courtesy booth and do a
complete audit of the transactions and
balance the drawer. If the customer
does not choose to wait for the audit
to take place, the manager will take
down the name and telephone number
of the customer in order to notify the
customer of the verification of the
cashier's drawer.
A shortchange artist
A shortchange artist presents a large
bill (such as a twenty dollar bill) to the
salesperson in payment for a small pur-
chase. After receiving their change, they
ask the cashier to return the large bill to
them in exchange for smaller denomina-
tions. However, the customer has made
an error and has not given the cashier
even money. The cashiers call it to
their attention, and the shortchange artist
will try to rectify the situation by re-
questing another larger bill in the ex-
change for the smaller ones. They use
the change that the cashier gave them,
the money they gave the cashier, and per-
haps an additional bill of their own and
receive the large bill.
The following is a demonstration of the
shortchange technique:
1. Suspect will pay for a small priced
item with a large bill, usually a twenty
dollar bill.
2. Cashier gives change for the purchase
to the suspect.
3. Suspect will ask cashier if he or she
has a few large bills ($10s or $20s) for
a pocket full of small ones he wants to
get rid of. (Change for the purchase is
still on the counter.)
4. Suspect adds small bills to the change
from the purchase.
5. Cashier gives the large bills which the
suspect pocketed. (This is the money
that is stolen due to the confusion that
follows.)
6. Cashier counts out the pile of bills
that he or she has just given him or
her and finds it to be short, usually by
$1 or $5. He or she informs the
suspect.
7. Suspect will apologize and add the $1
or whatever it takes to balance. He or
she will suggest making more change
by saying, "Do you have five twenties
for $100 in small bills?" Suspect will
pull more bills out of his pocket and
begin counting starting with the fifty
dollars in the cashier's hand. He or
she will count out an additional $50
which totals $100. (The suspect is
really only giving the cashier $50 for
the $100 since he or she has already
given the cashier $50 earlier which the
suspect pocketed.)
8. The confused cashier will take the
$100 in small bills and exchange it for
$100 in larger bills.
9. The suspect has now shortchanged the
cashier of $50.
Tip-offs to shortchange artists are:
Marked money
An accomplice presents currency to
the salesperson on which is written some
message, such as "Happy Birthday" or a
telephone number or address. Later, the
shortchange artist then makes a small pur-
chase using a smaller bill. The short-
change artist then claims to have given
the cashier the larger bill and can verify it
because there is something specific writ-
ten on the bill. The cashier inspects the
bills and finds the marked money is in the
drawer and then gives the shortchange
artist additional change. The best precau-
tion against this is for the cashier to care-
fully inspect the bills he/she receives and
to erase or mark through any notations
on the currency when he/she receives it and
to call the mount of money received from
the customer each time. Do not return the
money. Call management, who will
count the drawer down.
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In the Greater Detroit area, call 1-800-877-2145 or 1-800-776-6021
Michigan lottery jackpot reaches all-time record

by Bill Martin
Michigan Lottery Commissioner

Michigan Lottery players experienced “Lotto Mania” in February as the Michigan Lotto jackpot climbed to an all-time record level of $45.8 million. Lottery players, retailers and staff reveled in the excitement of “Lotto Fever!”

Radio and TV news reports and front page stories ran everyday as the jackpot grew. Headlines read: “Lottery lines grow,” “Lotto sales frenzied while jackpot climbs,” and “Tonight’s record Lotto has Michigan dreaming.”

It all started on January 14, when the $2 million minimum jackpot began an unprecedented 12 rollovers. Six weeks of mounting excitement and enthusiasm culminated in a record $45.8 million jackpot on February 25.

Strong retailer support, the highly successful SMARTPLAY! promotion, media attention and increased play at each new jackpot level were responsible for this record-setting jackpot. It was absolutely fantastic!

The Lottery set a new sales record. At the peak sales period the Lottery sold 39,000 tickets in one minute and 2.1 million in one hour. We’ve not seen that kind of Lotto fever in Michigan before.

Three winners split the jackpot for shares worth $15.28 million each. Muir Village Market sold one of the big winners. Mark Schafer, manager, has seen many new faces at the store. Since selling this big winner, customers from up to 140 miles away have made special trips to buy tickets at this lucky spot. Michigan Express Liquor in Dearborn is where the Dearborn Lottery club bought their lucky ticket. Both stores proudly display signs proclaiming “A winning ticket was sold here.” The third retailer, in Gratiot County, has not yet been identified because the winner has not yet filed a claim.

Thanks to all of our retailers and their staff members for a wonderful job!

The recent Lotto frenzy helped increase awareness of the Lottery’s SMARTPLAY! promotion which gives players an extra chance to play Michigan Lotto for free. The promotion, which started in January, has been extended for an indefinite period of time. When a $5 five-wager Lotto ticket for a single drawing is purchased, players automatically get a Lotto easy pick ticket free, that could mean a free chance to win millions!

This month the Michigan Lottery will focus on a second chance sweepstakes promotion for Daily 3 game players.

The “Daily 3 Big Pay Back” sweepstakes is a promotion designed to provide Daily 3 players with the opportunity to use their non-winning tickets during the program period as entries into a second chance sweepstakes for cash prizes.

Non-winning Daily 3 tickets for drawings from March 4 through April 29 may be entered in this exciting promotion. The Michigan Lottery will give away 22 prizes (ranging from $100 to $2,000) each week for eight weeks, a total of 176 prizes worth $280,000. Michigan’s “Daily 3 Big Pay Back” sweepstakes gives retailers the opportunity to increase sales and introduce new customers to the Daily 3 game. The promotion will be supported by radio and newspaper advertising, outdoor billboards and point-of-sale materials.

Michigan Lottery players will scratch their way to the bank with the new instant game “Banko!” The "Daily 3 Big Pay Back" sweepstakes gives retailers the opportunity to increase sales and introduce new customers to the Daily 3 game. The promotion will be supported by radio and newspaper advertising, outdoor billboards and point-of-sale materials.
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Governor Engler’s tax package

Final action on the Governor's $1.5 billion tax package was recently completed with few changes from the original proposal outlined in the State of the State message. The $1.5 billion figure is the amount of tax savings estimated over the next five years. Immediate effect was withheld from the intangibles tax bill reflecting the Democrats basic disagreement with this item in the package. In response, State Treasurer Doug Roberts has indicated that the State may create an accounts receivable to hold the refunds due to intangibles tax payers and then refunding the monies in 1996 when that bill becomes effective. This option may be utilized only if the Legislature adjourns sine die in December, as is the normal pattern. Another option being considered by the Republicans is to adjourn mid-year, which would allow the 1994 refunds to be made 90 days after adjournment. The intangibles tax bill is the only measure in the package with the retroactive feature.

The final provisions agreed upon by the House and Senate will:

1. Reduce the Single Business tax (SBT) by more than $500 million over five years by eliminating taxes on worker's compensation, unemployment insurance and social security costs.
2. Raise the personal exemption on the income tax from $2,100 to $2,400 in 1995 and 1996 and $2,500 in 1997. Families save $13.20 per member due to the $300 exemption increase.
3. Phase out the intangibles tax on profits from stocks and bonds over a four year period.
4. Permits families earning less than $200,000 per year to utilize a four percent tuition credit up to $250 a year for children who attend private and public/colleges, community colleges and universities in Michigan that keep tuition and fee increases below the inflation rate.

Most American families now own a microwave oven

Ninety-four percent of all Americans own a microwave oven and 72 percent use the appliance at least once a day, according to a recent survey. The survey, conducted for "Pاردade" magazine by Mark Clements Research, Inc. and reported in part in November 1993, also found that 62 percent of the respondents purchase products especially for their microwave-oven.

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The Spirits Shoppe starts over in Port Huron

by Virginia Bennett

"If only change just the about this or I could store?"

Imagine if you could move around and make it just the way you want it.

The Spirits Shoppe in Port Huron did even more than that. They moved out of an older and smaller building across the street into a beautiful new space, built to their specifications, on the corner of Holland and Gratiot. They were able to keep the most important ingredient of their success which is their location.

The Spirits Shoppe is within a short walk to Lake Huron, across from the main city park and just a few blocks north of the Blue Water Bridge to Canada. In addition to serving the surrounding community and some border traffic, the area comes alive in the summer months. The store serves fishermen anchored offshore, picnic goers and boaters who like the big new pull-through parking lot.

With little more than six months in the new store, owner Dennis Minock and son Dave are finding their store has fulfilled their highest expectations. The 6,000-square-foot facility is a model of efficiency and organization. The layout is a carefully thought out combination of work stations, freezer/cooler display and storage, and selling floor. The old store was 4,000 square feet but half was wasted in storage space.

The work areas were carefully arranged to minimize handling, thus cutting down on manpower. For instance, Dave Minock carefully thought about the recycling center, going so far as to take the cardboard bins home to his driveway to arrange them in a workable space. Then, he planned the room, visible to the customers, with the boxes neatly arranged, and a small sink for clean up. An employee can handle the bottles and cans without leaving the area. Part of Dave’s solution to the recycling mess was a hatch door through which he can slip the filled and sealed bags to a holding area. The bags are ready for pick up and the holding area can be easily washed down.

The refrigerated storage system is the area that has exceeded all their expectations. With 25 cooler doors and four freezer doors it stretches across one and a half walls and is one of the biggest in town. Beverage reps and employees enter the cooler from the back room. When product comes in it goes directly into the cooler. "Delivery people love it, too," Dave says. "During our busiest season we used to spend two hours every night loading and rotating product from back room storage into the cooler," says Dennis. "One heck of a lot of bull labor."

Has the cost of energy gone up? "Not really," say the Minocks. "The new building is so energy efficient, and we save employee hours, too." Even the cement floor is insulated and there is a Styrofoam break that doesn’t allow the floor inside to transfer the cold from the coolers to the outside storage area.

The ample coolers allow the Minocks to stock an amazing variety of beers. We counted 146 varieties of domestics from Anheuser-Busch to Zima and imports from Australia to New Zealand. The Spirits Shoppe offers exotics like Cave Creek, bottled with an actual jalapeno pepper inside to a Samuel Smith Oatmeal Stout.

The selling floor is a clean, spacious area with wide aisles and a typical convenience store product mix. Flexibility is the key to planning in the store. Besides having lots of room to add new products, the first floor office can be moved upstairs, making way for a kitchen and additional deli area if they ever decide they need one.

Dennis was a beer rep for Jerry’s Distributing when he opened the original Spirits Shoppe twenty years ago. Now, in his new location, he considers the future when he will be able to spend more time as a "cottage dweller," away from The Spirits Shoppe. He and his wife, Patricia, who does the accounting for the store, will eventually turn the operation over to Dave.

Luckily, crossing the street was a positive move for the Minock family. They got what they wanted in efficiency and flexibility and kept virtually the same location—the biggest reason for their success.
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Sunkist
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Clearly Canadian
Evian Spring Water
Gatorade Vending Equipment
Mistic Natural Sparkling Juices
The Greeson Company promotes fifteen

The Greeson Company recently held their annual meeting at the Ritz Carlton in Dearborn announced the following promotions:

In the Corporate Division: Rick Weatherhead (Detroit) to executive vice president and John Simmons (Grand Rapids) to senior vice president retail operations.

In the Grand Rapids Division: Ray Peuler (Grand Rapids) to senior vice president, branch manager; Tom Adloff (Grand Rapids) to senior vice president perishables, Joe Merrill to vice president frozen food; Jim Eardley to vice president grocery; Gene Bush to vice president dairy/deli; and Ruth Plat to office coordinator.

In the Detroit Division: Norma Garbula to vice president perishables; Paul Marks to vice president grocery; and Tom Wandzel to vice president sales, Northern Michigan.

In the Columbus Division: Lance Richl to vice president grocery, John Newland to vice president non-foods, Adam Zinsmeister to vice president frozen foods; and Joe Burns to vice president food service.

Executives elected to NAWGA Board of Governors

Twenty-four industry executives were recently elected to three-year terms on the NAWGA Board of Governors during the National-American Wholesale Grocers’ Association convention in Dallas.

One newly-elected Board member is from Michigan. He is Patrick M. Quinn, President & CEO, Spartan Stores, Inc. of Grand Rapids.

In addition, NAWGA Chairman John Woodhouse appointed seven additional executives to one-year terms on the Board; one is from Michigan Gregory Gallus, Chairman of the Board & President, Foodland Distributors of Livonia.

WHAT'S HOT?

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<table>
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Michigan Sugar Co. announces personnel changes

Michigan Sugar Company recently announced the following personnel changes.

Glenn L. Peacock was promoted to director of communications. He joined the company as manager of public relations in 1990. In his new position, Peacock manages and provides strategic direction for the company’s diverse integrated marketing communications system including internal and external communication, brand advertising, co-op promotion programs, trade show programs, as well as community, government and customer relations. He also serves as liaison with numerous industry trade groups.

Tricia DeGroat was promoted to the position of by-products sales assistant. DeGroat joined the company in 1988 as an accounts payable clerk. She later joined the sales staff where she worked in order entry. In her new position, DeGroat coordinates domestic beet pulp sales, export pulp, molasses and molasses desugaring shipments. She also provides customer service support for grocery accounts.

Rhonda R. Mohowitsch recently joined the company as a logistics analyst. In this position she will be responsible for monitoring plant inventories, coordinating rail shipments of sugar, beet pulp and molasses, monitoring production at the processing plants, coordinating grocery shipments to customers and other logistics duties.
The bagger from Vegas Markets was;
the bagger from J & J Foodcenters was;
and the bagger from Danny's Market
was on TV in April of 1994.

The Associated Food Dealers is hosting its 2nd Annual Best Bagger Contest
and we want your store to be involved. We received national news coverage in
1994. We have it all on video tape so please call if you would like a copy.
The only thing you need in order to participate is a great grocery bagger.

By bringing your best bagger to AFD's Trade Show you are giving praise and recognition for a
job well done. What a great way to motivate your employees!! Our Best Bagger Contest will improve
employee bagging skills, build pride among your staff, develop a "Customer Care" image, boost
enthusiasm, gain media coverage, receive community recognition and increase employee
confidence and moral. Recognition breeds enthusiasm and excellence!

What Is A Best Bagger Contest?
The contest will consist of 10 heats of approximately two minutes each. During that two minute time
period your best bagger will perform his/her magic. There will be counters, groceries and of course
grocery bags. Your bagger will be judged on the following criteria:

1) speed
2) proper "bag building" technique (no eggs on the bottom, etc..)
3) number of bags used
4) distribution of weight between bags
5) style-attitude-appearance

Who Can Enter?
One contestant per member company who is a regular full or part time employee and whose job
includes bagging can enter. There is no cost to participate. In fact, each bagger receives $50 just for
participating and even more if you win!

What Will Your Best Bagger Win?
Three winners will be selected. First prize consists of a trophy, a $500 award for educational purposes,
a $300 shopping spree.

Where Is The Contest?
The contest takes place at Burton Manor before the Trade Show opens on April 26, 1995 at 2 p.m.
and ends by 4 p.m.. The address of Burton Manor is 27777 Schoolcraft Rd., between Inkster
and Middlebelt on the south side. (Burton Manor is the former Roma's of Livonia)

ENTRY FORM

Please print—Please cut out this form and enter your store's best bagger!

Store name______________________________
Mailing Address__________________________
City/State/Zip____________________________
Telephone (____)__________________________
Contact Person___________________________
Best Bagger's Name_______________________ Phone Number____________

Complete this form and send it to:
AFD, 18470 West 10 Mile Road, Southfield, MI 48075
Attention: Danielle, (810) 557-9600
Please send this form to AFD by March 31, 1995
High quality exemplifies
L & L Wine & Liquor

by Shannon Swanson Taylor

Since the end of Prohibition, L & L Wine & Liquor Corporation has been in the wholesale wine business as a high volume, premium wine wholesaler.

The company was started by Samuel Lewis and his associate who saw the opportunity to make money in an industry reborn after the repeal of Prohibition. L & L received the first wholesale wine license in the state of Michigan. Today, almost sixty years later, the Lewis family, Milford, Frank, and Steven, continue to run the company.

Originally located on Fort Street in Detroit, L & L Wine & Liquor moved in the early 1970s to a facility at Intervale in Detroit which they soon outgrew as well. Three years ago L & L moved to a facility with a 56,000 square foot warehouse on Allen Drive in Troy.

Covering Wayne, Oakland, Macomb, Washtenaw and Livingston counties, approximately 5,000 independent retailers, chain retail accounts and on-premise accounts (restaurants, bars, hotels, etc.) are served by the wholesaler. In order to promote the best possible service, L & L continuously analyzes sales territories to ensure the proper mix of accounts. A newly implemented merchandising program provides all salespeople with additional support.

“The core philosophy of L & L has been to work closely with our suppliers to ensure that we achieve distribution goals and objectives,” said Steven Lewis, executive vice president of L & L.

This philosophy is accomplished through continued growth in the premium wine business as well as an experienced and highly trained management staff and sales force. (There are 12 senior sales managers and 34 sales representatives.)

To ensure continued growth in the premium wine business, an experienced and highly trained management staff and sales force is critical. Efforts are aimed at continual training and education in the form of staff meetings, wine tastings, educational seminars and hands on management.

“Communication between L & L personnel and our customers is the key to our ability to execute to the standards of our suppliers,” said Lewis.

Lewis emphasized that L & L has quality brands and suppliers and that their products are at the premium end of the wine industry. Along with the wines, L & L has moved into the premium specialty beer category as well as non-alcoholic mixers, juices and “new age” beverages. They are also representing a portfolio of spirits for Sazerac Company.

Some of their more popular premium domestic wines include Robert Mondavi, Wine World (Beringer and Napa Ridge), Fetzer, Almaden and their best imports are Tosti Asti Spumante, Frederick Wildman as well as an extensive portfolio of German and Italian wines.

“arre appreciate of the independent retailer; they are much more progressive in their marketing styles for wine, beer and spirits.”
THIS BUD'S FOR YOU!
Scanning in C-stores
POS scanning systems called time and money savers

Scanning is on its way to convenience stores. The National Association of Convenience Stores (NACS) calls the innovation a technological tool with the potential to vastly improve the way convenience stores operate.

NACS reports that convenience stores with scanning systems already in place have seen radical improvements in price management.

"Scanning allows convenience stores to accurately price their products and make timely price changes," says Gene Gerke, an industry consultant and President of Gerke & Associates (Columbia, MO). "And, while making those price changes usually takes one to two weeks, with scanning the job can be done in less than two hours."

NACS reports that convenience stores with scanning systems already in place have seen radical improvements in price management.

According to the 1993 NACS State of the Industry report, the use of automation in convenience stores has grown 20 percent since 1990. However, scanning remains in its infancy in the industry. Fewer than 10 percent of stores used POS (point-of-sale) systems in 1992.

But a group of NACS task force members believe scanning will grow rapidly over the next few years for several reasons. One of the biggest reasons is cost. Studies show that the cost of new technology continues to drop. Convenience store retailers also have a wider choice of scanning systems available to them today than they did in the past.

The task force also believes that industry-wide use of scanning will grow because consumers have become used to seeing POS systems when they shop. It adds that scanning has proven itself to be successful in other channels of trade.

Improved price management leads list of benefits

The benefits of scanning vary from company to company, although better price management stands out as a common plus. Another plus is the ability to keep track of consumer trends.

"Scanning gives us immediate feedback on the unit movement of products," says task force member Chris Wilson, Director of Merchandising Administration with National Convenience Stores Inc. (NCS) (Houston, TX), which operates 710 Stop N Go stores. "We get a first-hand look at the consumer reaction to price changes. This allows us to make better decisions on which products to promote and how much those products should cost."

Task force members say that they also found some intangible benefits of scanning. Gerke points out that scanning can improve average cashier productivity and speed up customer service. He adds that customers also get "a detailed receipt indicating prices and descriptions of the items purchased. These benefits can serve to increase customer satisfaction in stores where the scanning systems are operating efficiently."

Stores also can use scanning systems to identify peak and slow shopping periods because they record detailed information on item movement and record the time that transactions

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Family and Medical Leave Act rules finalized

The rule for the Family and Medical Leave Act (FMLA) became final on April 6, 1995.

Only a few changes were made in the final FMLA regulation. The FMLA requires employers with 50 or more workers to provide up to 12 weeks unpaid, job-guaranteed leave in a 12-month period for childbirth, adoption, and serious personal illness of employees or their close family members. The law does not apply to short term illness which would normally be covered by employer sick leave policies. The final regulation defines serious illness to be one that lasts for longer than three consecutive days. The final rule expands the definition of "serious health condition" to ensure that leave is provided for those who suffer from certain chronic conditions such as asthma and diabetes.

Wage and Hour inspectors have found that most employers' violations of the FMLA resulted from their failure to communicate family and medical leave obligations to their employees. This includes written notice of employees' rights under the law. Businesses should examine their employee handbooks to ensure that information included is in compliance with the FMLA.

—NGA

Labeling update for poultry products

The United States Department of Agriculture (USDA) has proposed a new regulation that would change the labeling of poultry products as "fresh." Under the current system, poultry may be labeled "fresh" even if it has been transported or stored at temperatures as low as zero degrees Fahrenheit and as high as 40 degrees. Under the USDA's proposed rule, poultry held at temperatures between zero and 26 degrees would have to be labeled "previously frozen." Twenty-six degrees was chosen as the defining temperature because this is the temperature at which chickens begin to freeze.

This measure would effectively outlaw the practice of "deep chilling" chickens for long distance transportation after which the poultry is thawed and sold as "fresh." One effect of the regulation would be to promote local poultry over poultry shipped long distance.

—NGA

How to communicate with your U.S. Senators and Representatives

Call the Capitol switchboard (202) 224-3121 and ask for his or her office, or write: The Honorable (full name), United States Senate Washington, D.C. 20510 or The Honorable (full name), United States House of Representatives Washington, D.C. 20510

Food Bank of Oakland County Scans for hunger

The Food Bank of Oakland County is inviting grocery, party and convenience store operators to take part in a new project called Check-out Hunger. Stores put up a display at the check-out counter that contains $1 coupons that have a bar code on them. The display asks customers to tear off one or more coupons, which the cashier will scan like any other purchase. If the store does not scan, the PLU code is used. The cost is then added to the shoppers’ order. At the end of each month, the Food Bank of Oakland County will make a purchase at your store based on the coupons collected that month. The Food Bank will be responsible for making sure that all stores receive all the material needed to run the program and will also make sure that stores are stocked as necessary. "It’s simple and everyone wins! Money raised at your store is spent at your store," says Bob Bauer, director of resource development and marketing for the Food Bank of Oakland County.

For more information contact: Bob Bauer, The Food Bank of Oakland County, P.O. Box 430636, Pontiac, MI 48343, Phone (810) 332-1473.

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Six cardinal rules of customer service

Here are six foolproof rules that can help you achieve an efficient customer service department. These rules come from Nancy Friedman, President of Telephone "Doctor," an international telephone skills and customer training company. Hang these rules in your office, by every phone, every water fountain and every cash register. Make them a part of your company policy.

1. People before paperwork.
How many times have you stood and waited while a clerk tallied up a batch of figures and then, after he or she was through, asked, "How can I help you?" And how many times have you waited while someone "fiddled" with a desk drawer, or wrote up a note, before they acknowledged you? Paper can wait-people should not. At the very first inkling a customer is near, STOP. Put your paperwork down. Set it aside. It won't walk away, but the customer will. Make eye contact and immediately acknowledge your customers-let them know that THEY come first.

2. Always be nice ... even when you’re busy!
Don’t be too busy to be nice. Being busy does not give you carte blanche to be rude. The customer wants all of your attention and if you appear too busy, and make them feel unimportant, they may go elsewhere.

3. Take your time with callers.
Let’s face it... most phone calls we get are an interruption and we usually are in the middle of something. When you answer the phone and rush the caller, it threatens them. The caller needs your full attention. Don’t write, type, or talk to anyone else unless it pertains to the conversation 100%. Quick, short answers are also very intimidating. If you are in the service industry, your clients aren’t an interruption-they are your business.

4. Speak on their level.
Company jargon should stay in your company. Mistakes and miscommunications thrive on company jargon. You’ll be far more familiar with them and abbreviations than the caller will. And, you’re not impressing anyone with the knowledge of what they don’t know. Find a common denominator-a common bond, the customer will appreciate your thoughtfulness.

5. Be friendly at all times.
Have you ever called a company where you were treated in a fairly average manner, and when they realized you were a friend of the boss or someone other than an average customer, they brightened right up? Why wait to be friendly? Why discriminate? If you’re friendly before you know whom you’re talking with, you’ll make a whole lot of good points and you’re giving the same fabulous service to everyone. Don’t discriminate!

6. There “Ya go” is not “Thank you.”
Count, starting today, for one day, how many times people forget to say “thank you” and “you’re welcome.” There “ya go” just doesn’t hack it. When a customer spends money, they want to hear a big smilely “Thank you, we appreciate your business.” Also, “you’re welcome” is a wonderful phrase, it is far more impressive than “uh-huh.” Use it more often.

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Planning for workplace violence

Violence in the workplace has become the third leading cause of death on the job. In the last year alone, nearly one million U.S. employees were victims of physical attacks at work and 1,004 were killed on the job as a result of these incidents.

While the causes of workplace violence are complex, many can be directly linked to the employee's perception of their "loss of control." Whether this loss of control is in the family unit or on the job, the corresponding stress can lead to explosive behavior. The violent acts of the individual are the end product of a series of events that have created stress in the individual's life.

"Often, the telltale signs of workplace violence were present, but went unnoticed."

Employers should assess the potential for violence or other inappropriate behavior and plan to avoid or diminish the possibility. Often, using a team approach offers the best look at assessing the risk for violence. Combining the resources, perspective, and talents of loss prevention, human resources, legal and employee assistant programs allows for the risk evaluation of potential problem employees. Recognizing that the loss of one's job is a significant stress inducer comparable to a divorce.

In assessing the threat potential, consider the following:
- Statements made and the parties involved;
- Circumstances of previous threats and existence of weapons;
- The witnesses to the threat;
- Evaluation of previous incidents and resulting conduct;
- Recent behavioral changes, discipline, or work performance;
- Other factors: denied promotion or transfer, fear of layoff, relationship with management.

In the event that it is determined that the potential for a violent act exists, the employees should prepare counseling or protective measures that meet the needs of the situation. The employer must be sensitive to the needs of the accused, during and after the process, as well as those of the company. Paying attention to potential for violence and planning to handle it on several levels can reduce the chance that it will actually erupt.

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Talking Rain produces New Age soft drink

Talking Rain Beverage Company recently launched its line of Sparkling Ice
in order to stake its claim in the New Age category of beverages.

The etched artwork along and frosted bottles gives the all-natural fruit-flavored water an identity of its own. The patented and trademarked bottles have won award-winning package with a 38-millimeter, wide-mouth, explained John Stevens, founder of the company.

A new line of non-carbonated products including ice-teas and lemonades and the new 20-ounce, single-serve bottles are expected to come into the market this spring.

For more information regarding Talking Rain products, please call Garden Foods, Inc. at (513) 584-2800.

Tea brewer’s consumer appeal steeped in tradition

This spring, Arizona Iced Tea will take a step that shows the company remains in close touch with consumer sensibilities. It will unveil an innovative product that while new, is also steeped in tradition, Arizona Iced Tea With Ginseng. According to Arizona Chief Operating Officer Mike Schott, ginseng is a natural and mysterious substance that has been the subject of folk lore for centuries.

The combination of ginseng with tea originated in ancient China. The tenets of traditional Chinese medicine hold that ginseng is a tonic to increase strength, increase blood volume, promote life and appetite, quiet the spirit and give wisdom.

The product is being marketed in 20 ounce cobalt blue bottles with high lighted neck and body labels.

Pierre Frozen Foods offers JUMBO Breakfast Sandwiches

Satisfy the hungriest morning customers with JUMBO Blue Ribbon™ Biscuit Sandwiches from Pierre Frozen Foods. These big, delicious microwaveable breakfast sandwiches are made with the freshest real ingredients including premium quality meats, eggs and cheese, all served on buttermilk biscuits.

Pierre JUMBO Blue Ribbon Biscuits taste so country oven fresh and delicious, customers will make these sandwiches a regular part of their morning routine, offering you a steady source of repeat business.

Every Pierre Breakfast Sandwich features a full 14-day shelf life under refrigeration to help attract consumer trial. The Pierre Breakfast Sandwiches include: Canadian Style Bacon; Egg & Cheese on Biscuit; Country Fried Steak on Biscuit; Sausage Patty and Cheese on Biscuit; Bacon, Egg, Cheese on Biscuit; and, Sausage, Egg and Cheese on Biscuit.

Pierre Frozen Foods produces a full line of wrapped sandwiches and fully cooked meals for foodservice, vending, convenience store, mobile catering and other consumer markets.

For more information, contact Pierre Frozen Foods, 9990 Princeton Road, Cincinnati, Ohio 45246 and the telephone number is (513) 874-8741 or (800) 543-1604.

Dip into this!

Marie’s extends its vegetable dip line

On the heels of last year’s successful launch of Marie’s five new refrigerated vegetable dips, the maker of premium-quality refrigerated salad dressings is introducing yet another delicious dip variety—Marie’s Bacon Ranch Dip.

Like Marie’s other sour cream-based dips, new Marie’s Bacon Ranch Dip is made to serve with fresh vegetables. Marie’s dressings for salads, and Marie’s vegetable dips must be refrigerated. The five Marie’s refrigerated dips feature: New Bacon Ranch, Homestyle Ranch, Parmesan Garlic and Sun Dried Tomato.

Clear plastic 12 ounce tubs enable consumers to see product quality.
Coors Brewing Co. introduces technology for new packaging

Technicians at Coors Brewing Company (CBC) have shared brewing and packaging experience with container design people at Anchor Glass to develop production capabilities for packaging configurations that are unique to the beer industry. The result of their efforts will allow Coors to produce a new package that has previously only been available to the soft drink and alternative beverage market.

Bumble Bee promotes spelling bee

Bumble Bee Seafoods, Inc. is creating a new buzz in town as the presenting sponsor of the live ESPN broadcast of the 68th Annual Scripps Howard National Spelling Bee® on June 1, 1995. The collaborative effort marks the first time the media giant teams with a broadcast sponsor to promote spelling nationwide.

The success of the Scripps Howard National Spelling Bee has led to its continued growth over the years. The competition’s objective of encouraging students to improve their spelling and vocabularies, and develop correct English, aids them for the rest of their lives.

Based in San Diego, Bumble Bee Seafoods, Inc. is one of the world’s largest distributors of canned seafood products and the number two producer in the United States.

Labor is high cost item in food industry

According to FMI’s Operations Review, 1993, store labor is the largest portion of all supermarket expenses—equaling more than half (51.5%) the percentage of the gross margin.

The industry’s hourly wage for non-supervisory employees averaged $7.57 in 1993, well above the nation’s minimum wage.

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Ten valuable tips to create quality teams

by Joyce Weiss, M.A., CSP

As a professional speaker and workshop trainer, I am asked the following question from team leaders and managers: "How can I create quality teams, that are focused on a common goal?" We need to increase productivity and strengthen our position in the marketplace." I have noticed certain qualities that successful companies share. Our clients see a significant change in the marketplace. "I have no customized plan. Here are ten tips after we help them design their own appropriate plan. Have fun with these ideas and watch the "bottom line" increase as you surpass your competition.

1. Set a positive example.

Leaders are scrutinized by all employees. If you are a team leader make sure that you "walk the talk." Don't just give lip service on quality. When you make mistakes, share them with your team. Les Wexner, owner of the Limited, a chain of women's clothing stores, shares his mistakes with his team in his "Hall of Shame." When someone makes a mistake, leaders must discuss what went wrong and then problem-solve for solutions. Yelling at an employee in front of his or her peers doesn't work. It only decreases morale and reduces self-esteem.

2. Give support to create trust.

Leaders must create a feeling of trust in order for their team to succeed. When someone makes a mistake, leaders must discuss what went wrong and then problem-solve for solutions. Yelling at an employee in front of his or her peers doesn't work. It only decreases morale and reduces self-esteem.

3. Develop an open line of communication.

Create an atmosphere where employees can communicate ideas to you. Convey these ideas to the entire team. A common complaint from non-management is that they feel uninformed. Quality teams share their vision from the team leader on down.

4. Create regular and productive meetings.

The leader does not have to be present at every meeting. I suggest the leader stay for only part of the meeting. The team may feel more comfortable discussing challenges freely. Often times this starts the creative juices flowing.

5. Assess strengths and weaknesses.

Knowing where the team excels and what is their weakest link is one of the strongest elements of quality teams. It can prove fatal when teams skip over their weaknesses. Teams need to constantly ask themselves: "How can we improve?"; "What areas need strengthening?" Teams need to find out what they can do to get competitive edge. Constant improvement is mandatory for quality teams to excel.

6. Encourage creativity.

Successful companies realize that each person on the team has his or her own special uniqueness that brings diversity to the team. Encourage team members to share ideas, no matter how simplistic they may seem. It is usually the basic ideas that start the creative juices flowing. An athletic coach, while eating waffles for breakfast, got an idea and designed and developed the unique soles on Nike athletic shoes. Set some rules at creative brainstorming sessions: only positive statements allowed; anyone can contribute ideas; there are no stupid ideas, only ones not mentioned. Do something totally new and different. Think of constant improvements.

7. Motivate your team.

Make sure you celebrate the small successes. Showing appreciation and recognition to team members will inspire everyone to continue doing a good job. Show thanks for a job well done in front of peers. Other motivators might include recognition plaques or presents, such as gift certificates to a restaurant. Any form of recognition will be appreciated. Employees tell us their biggest complaint is not feeling appreciated. Leaders need to show their staff how much they care. If you have problems with your staff, share your concerns. Part of being a good coach is motivating your team to continue their success, to stretch their potential.

8. Develop a "joy" committee.

Ben and Jerry's, the ice cream company, started this wonderful idea. Their employees expect to have a great day. Their slogan is: "If your job isn't fun, why are you doing it?" The "joy gang" improves the quality of life for all employees and the community. Employees must take home three pints of ice cream each day. Find out what your "joy gang" could do to increase productivity.

9. Give your staff permission to take risks.

A good coach must help employees determine what they need to do to get the information they need to make good decisions. I am talking about smart risks, which need to be discussed ahead of time. Quality teams realize that the competition is making changes constantly. They are surveying their customers about their specific needs. Risk encourages everyone to take risks in order to keep up during these competitive times.

10. Empower all staff members.

Sometimes team leaders feel uncomfortable about this. It is not easy for those in charge to relinquish power to others. If you really want to have a quality team that feels passionate about their job, then you must set the tone. It takes time to teach others how to be empowered. But people who are persistent with empowerment will increase their bottom line. Empowerment makes employees feel important, their creative ideas worthwhile, and it frees up the team leader to do what he or she needs to do.

The power of your success lies in how you motivate your team. Leave your comfort zone because you are learning and growing. Then celebrate your victories each and every day. Don't settle for second when you can be #1 in your industry.
scanning, but also drive away customers. "If you have prices that are incorrect or someone neglects to program any additions or deletions, you will be in trouble with the customer. He or she will lose confidence in the system and go somewhere else."

As a high-technology category representative on the NACS Associate Board, Bob Johnson has seen firsthand many of the challenges that scanning poses for convenience store companies. Johnson, President of The Pinnacle Corporation (Arlington, TX) which specializes in store automation, says that what may take small companies several months to implement could take a year or more for larger ones.

"A chain with 500 stores usually has different pricing structures for each store," Johnson points out. "Scanning creates a major problem for a firm trying to keep up with all the price changes that occur in each of those stores in a given week."

Johnson also recognizes that the

See Scanning page 35.
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cost of scanning systems has been an obstacle to their use in the convenience store industry. He points out that operators have had to spend hundreds of thousands of dollars on new underground tank systems, leaving less capital for things like scanning. However, Johnson looks to the future with optimism, noting that the per-store cost to implement scanning has dropped from the $18,000 to $24,000 range in the mid 1980s to the $10,000 to $12,000 range today.

Though scanning is designed to speed up customer service, some firms found the opposite, at least during the initial start-up period. They actually had their checkout times slow down because of items that were not bar coded for scanning were difficult to scan because they were wet or frozen. Compatibility is another challenge some firms have reported with scanning systems. Gerke points out that the system must not only be “compatible with all of the different cash register hardware in each store, it must also be designed to interface with other equipment, such as gasoline pumps and money order dispensers.”

There also has been some confusion over whether products, such as soda or beer, should be scanned by item or pack. This could require scanning everything as a single item, and then modifying the transaction if the product is sold in a pack.

—NACS SCAN

Scanning Terminology

Is your company thinking about installing POS scanning systems? Here’s a glossary of scanning terms to help you in your shopping:

Automatic Ordering - Reordering selected UPC-marked items through the use of scanning-generated data. Typically, such a system compares item sales to a pre-determined order point to trigger a new order.


Check Digit - A numeric character encoded in the UPC symbol following the item ID. The check character is computed from the other characters of the UPC and serves to check the accuracy of the code during the scanning process.

DSD (Direct Store Delivery) - Refers to items not warehoused by retail stores which are delivered directly to stores by manufacturers.

Hi-Cone Packaging - This refers to products attached together as a multiple unit with UPCs only on the individual units.

Host Computer - The computer that is used to update the store-level computers on prices and to collect and process store generated information.

Movement - Refers to the number of units or dollars sold on a specific item.

Multi-Packs - Multiple single items bound together in a single package which has a separate UPC from the UPCs on the individual items in the package.

Not-On-File - Condition when an item is scanned at the cash register, looked up on the item file and not found.

PC - Personal Computer.

PLU (Price Look Up) - Code used instead of a UPC that provides price look-up in the scanner file and the ability to track product movement.

Price Book - Also known as the item file, or master item file, this is the file where all the product descriptions, UPC codes, prices and product costs are maintained.

Pricing Integrity - Ensuring that the in-store computer price file contains the same price for an item that is marked on the product.

Scanner - Laser device used to scan UPC codes.

UPC (Universal Product Code) - Scannable bar code specified by the Uniform Code Council, usually printed on products.

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many retail outlets. Federal law prohibits selling, lending or giving away food stamps. Hoch says that the EBT program combats that problem.

"Our stores require that anyone who uses the food stamp card must also have some other form of identification," he says. "This helps eliminate fraud and prevents anyone from falsifying coupons."

## Lottery

from page 1.

Michigan Lottery introduced this brand new $2 instant game called "Banko" on March 27. Lottery players can win up to $15,000 on this new game which is unlike any other instant game ever before sold in Michigan.

There are five different games on each "Banko" instant ticket, which means five ways to win. Players first scratch the "Banko Board" to reveal 20 numbers. Then the players match the "Banko Board" numbers to the numbers on the five different games. Players indicate each match by rubbing the scratch-off area below each number. Players win the prize shown for the numbers matched in each of the five games.

Talk up this new game to your customers, sales commissions are double on this exciting $2 instant game.

The Michigan Lottery will introduce two new instant games, "Gimme A Winner" and "Cash Wave," in April.

Players can win up to $1,000 in the new "Gimme A Winner" instant game, which goes on sale on April 10. If players get a "Win" symbol, they win the prize amount shown in the prize box. If players get two "Win" symbols, they win double the prize amount.

Players can win up to $3,000 in the new "Cash Wave" instant game, which goes on sale on April 24. If players get three like amounts, they win the amount instantly.

Finally, I’m pleased to announce that the Lottery will kick off a retailer incentive program in April. Retailers will compete (only with retailers in their group) for great cash prizes in "Instant Sales Drive—95." This instant ticket retailer incentive program, which runs from April 4 through July 24, is a "win, win, win" proposition for retailers: Lottery agents can win cash prizes from $100 to $1,000; increase sales now that the Lottery is offering more $2 instant games; and boost sales commissions by beating last year’s sales. Your Lottery sales rep has complete details on the incentive program for you. Good Luck!

Hoch adds that his company has seen very little in the way of problems with the card readers. In fact, he says the units are so small, approximately one foot long by five inches wide, that very little counter space is lost. Hoch also believes that the program has the potential to be implemented in every retail outlet across the nation.

"This should be carried forward," Hoch notes. "Not only does it make things easier for the customer using food stamps, in the long run it saves stores' money. If you can save dollars, it reflects in your bottom line and pricing."

Daryl Bausher, a Store Manager for the 220-store chain Turkey Hill Minit Markets in Lancaster, Pennsylvania, also supports the EBT system. Bausher says that EBT has made his job much easier and has made shopping more convenient for food stamp recipients living in his area.

But, with any new system, there are a few drawbacks. Since food stamp sales occur in spurts, there’s always the danger that the machines will break down due to high sales volume taking place all at one time.

Bausher also notes that there is some confusion about how the special food stamp card is used.

"Other family members who want to use the card sometimes don’t realize that only the person whose name is on the card can use it," he says. "Alternate cards can be used, but many customers don’t know about them. Once EBT sees more use, this problem should work itself out."

—Some information for this story was provided by National Association of Convenience Stores.
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