During the holiday rush, don’t let your guard down!

Preventing sales of alcohol and tobacco to minors should always be a concern of retailers, all year long. However during the holiday season when alcohol consumption traditionally increases and people are in the “party” mindset, it is important to remind your sales staff about the laws regarding proper alcohol and tobacco sales.

Cigars become popular with minors
The holidays are festive times, when everyone is in the mood to celebrate. Alcohol, and now cigars too, seem to be important elements. Increasingly, minors see these as status symbols. Store employees must be cognizant of this and know the proper policies for alcohol and tobacco sales, including the sale of cigars.

Severe shortage of retail sales clerks predicted for holiday season

Many retailers remember all too well how difficult it was to find seasonal help last year. That’s when a headline in USA Today's business section read: Not enough elves to stock the shelves. From what we’re seeing all across Michigan and throughout the U.S., 1997’s holiday season is shaping up to be an even bigger nightmare.

Unemployment is at record lows, the economy is strong, and holiday sales look promising. Will retailers be able to respond to the demand? Many retailers reported being understaffed in September. What will it be like in December? Retailers who want to maximize holiday sales will take a pro-active approach. Some things they can do include:

- Implementing employee referral reward programs.
- Calling those who worked the holidays for them last year to see if they’d like to come back or if they know of anyone else who might be interested.
- Making sure pay rates and perks are competitive.
- Offering assignment completion bonuses, in cash or discounted merchandise, in order to get temporary help to stay on through the entire holiday season.
- Actively recruiting, accepting applications and interviewing now.

Top 10 convenience store product categories for 1995 and 1996

<table>
<thead>
<tr>
<th>Category</th>
<th>1995</th>
<th>1996</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>26.4</td>
<td>27.4</td>
</tr>
<tr>
<td>Fast food</td>
<td>13.9</td>
<td>13.7</td>
</tr>
<tr>
<td>Beer</td>
<td>12.6</td>
<td>11.7</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>10.4</td>
<td>10.0</td>
</tr>
<tr>
<td>Milk/Milk Products</td>
<td>4.7</td>
<td>4.2</td>
</tr>
<tr>
<td>Candy &amp; Gum</td>
<td>4.1</td>
<td>4.2</td>
</tr>
<tr>
<td>Salty Snacks</td>
<td>3.8</td>
<td>3.6</td>
</tr>
<tr>
<td>Publications</td>
<td>3.2</td>
<td>3.2</td>
</tr>
<tr>
<td>Conversions</td>
<td>3.0</td>
<td>3.5</td>
</tr>
<tr>
<td>Bread &amp; Cake (Packaged)</td>
<td>3.0</td>
<td>2.9</td>
</tr>
</tbody>
</table>

More than 10,000 retailers trained by We Card
Over the past 18 months the We Card program has trained over 10,000 retailers across the country in hands-on seminars about preventing underage tobacco sales. Here in Michigan, AFD’s own Dan Reeves has personally trained over 1,000 retailers.

At these free training sessions owners, managers and clerks of retail outlets and grocery stores learn, among other things, how to request identification, how to identify underage customers and how to refuse an illegal sale. They also learn about laws and regulations governing tobacco sales.

In addition, AFD offers TIPS training seminars, as a low-cost way to protect your liquor license by knowing the responsible alcohol selling techniques.

Please make certain that all your staff has the proper knowledge to correctly handle tobacco and alcohol sales. To order We Card materials, call 1-800-W ECARD 968. To find out about upcoming training sessions – for both alcohol and tobacco sales – call Dan Reeves at (248) 557-9600.
Open your own Starbucks.

A Starbucks Frappuccino™ Coffee Drink, to be exact. A lowfat creamy blend of dark-roast coffee and milk.
Education is key to food safety

by Mark Karmo, AFD Chairman

Lately, nearly every venue of the media has a story on food safety or foodborne illnesses. Most recently we witnessed a large-scale recall of beef patties that were processed by Hudson Foods, causing negative repercussions for the company. With media and consumer attention focused on this hot topic, one thing is certain, food safety and its related issues will continue to be priorities for the food industry.

In August, the Food Institute Report cited the World Health Statistics Quarterly as saying that “foodborne illnesses may be 300 to 350 times more frequent than reported cases indicate.” With statistics such as these entering the national’s food supply must be maintained. Safe food practices and food safety education are shared responsibilities of the food industry, the government and consumers. This is an issue that promises to grow in importance as the private sector takes on its own methods of food safety practices and the government works to enact tougher legislation and regulations. (See related article on page 8.)

Earlier this year, President Clinton launched the President’s National Food Safety Initiative. The objective of the campaign being to reduce, to the greatest extent possible, the incidence of foodborne illness. Clearly this is not an issue requiring extensive research or debate. Already, there is widespread consensus that education is the least expensive yet most effective way to reduce foodborne disease, said C. Everett Koop, M.D., Sc.D. and former U.S. Surgeon General, in remarks made in 1996. “Thus putting the country’s resources behind public education on safe food handling is not only logical, it is absolutely essential. Now is the time to give this investment in basic information and public awareness the attention it deserves.” Education is seen as one of the most formidable weapons in fighting foodborne illness.

Now, Agriculture Secretary Dan Glickman is proposing legislation to increase USDA’s regulatory authority. Of particular concern for AFD members is the provision that would authorize the secretary to impose civil monetary penalties of up to $100,000 for each violation of any provision of the Meat and Poultry Inspection Acts. At the same time, consumer groups and others are calling for a single food safety agency that has the power to enforce food-safety regulations.

As the industry continues to reassure consumers on the safety of the food supply, the best course of action is a voluntary and proactive approach. September was proclaimed National Food Safety Education Month by the National Restaurant Association’s Industry Council on Food Safety. However, AFD believes that food safety education and practices must continue as a part of our daily lives in order to be truly effective. To that end, AFD is offering some special food safety and sanitation videos that will help you and your employees renew and review food safety skills: “Meat Department Safety,” “Proper Receiving and Storage,” (parts 1 and 2) and “The Spoilers,” (a sanitation video). To order one of these videos, call Dan Reeves, deputy director at AFD, (248) 557-9600 or (800) 66-66AFD. Give him a credit card number as a deposit and he’ll mail you your selection to view for two weeks, free of charge, and then return to AFD.

Your opinions are important to us! Call AFD at (248) 557-9600 or (800) 66-66AFD. Or write to us at 18470 West Ten Mile Road Southfield, MI 48075.
Last Minute Tax Tips for Year-End Planning

By Andy Goldberg
Lipson, Neilson, Jacobs & Cole, P.C.

While businesses should undertake tax planning throughout the year, as the final quarter of 1997 draws near it is not too late to take steps, in concert with your tax advisor, that could take a significant bite out of your tax bill. The type of entity in which your business is conducted (i.e., partnership, corporation, sole proprietorship) will play a significant role in determining the best options to take to minimize your tax bill.

Fixed Assets
Consider whether to make purchases this year or next. Determine how current depreciation deductions will affect this year’s tax picture, and whether making the purchase next year instead will achieve a better result. Also, consider a cost classification study of your assets to determine the best asset classification for your property.

Inventory
The lower the value of year-end inventory, the lower the profit. When inventory costs are rising, using the Last-in, First-out (LIFO) method of accounting can result in significant tax savings because there will be a larger costs-of-goods-sold deduction resulting in lower taxable income. Consider changing to the LIFO method for 1997; note, if you use LIFO for tax purposes, you must also use it for financial statement purposes.

Travel, Meal, and Entertainment Expenses
In addition to the fact that you may only deduct 50% of the cost of meals or entertainment expenses, there are significant rules relating to documentation. As this is a favorite area for IRS agents to audit, make sure your documentation complies with all IRS requirements.

Charitable contributions
Consider contributing unsalable goods you might abandon, to charities. You can obtain a tax deduction and generate community goodwill for your business. Also, make sure charitable contributions are appropriately documented.

Compensation to Owners
Make sure compensation paid to the owner-employee meets the “reasonable compensation” requirement to the IRS. If the compensation is unreasonable, it will not be deductible by the company.

Expansion of a Business
The requirement that start-up expenses be amortized over 60 months is not applicable when an existing business is expanded. Therefore, undertake an analysis to determine the appropriate structure and method to expand an existing business, in order to ensure current deductibility of business expenses.

Capitalization of Business
If your business is in need of a capital infusion, consider loaning money to the business. The receipt of corporate funds in repayment of the loan is not taxable to the owner and any interest payment will be deductible by the corporation.

Net Operating Losses
If you anticipate your business will have a New Operating Loss, consider filing a quick carry-back refund claim for taxes paid in prior years. If the taxpayer decides to carry back an NOL, consider increasing the size of the NOL by deferring income and by accelerating deductions.

Alternative Minimum Tax
Determine the impact of tax preference items, the AMT Credit, and the AMT net operating loss deduction on your potential AMT liability. A corporation should also plan to spread its AMT income to take maximum advantage of its exemption.

Choice of Entity of Business Organization
Reevaluate the type of entity through which your business is conducted. You may want to consider utilizing an Limited Liability Company or an S corporation so you are only subject to one level of taxation during operation of the business and in the event it is ever sold.

Transfer of the Business
Consider estate and succession planning issues before year-end. Implement a buy-sell agreement, a family limited partnership, or other method, to reduce the value of the estate of the business owner. Also, if applicable, consider making gifts of business interests to children already involved in the business.

These planning suggestions are only a few ideas that can be implemented before year-end to save your business taxes. Again, consult your tax advisor to determine the appropriate actions to take. Finally, as you formulate your business plan for 2000, I highly recommend that you consider on-going (not just year-end) tax planning as a significant component of your overall plan.

Andrew Goldberg is an attorney and Certified Public Accountant with the Troy, Michigan-based law firm Lipson, Neilson, Jacobs & Cole, P.C., a nationally recognized law firm specializing in business and tax law, estate planning, employment law, real estate work and in civil, commercial and insurance defense litigation.
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NGA calls for congressional action to restore impartiality to NLRB

By Thomas F. Wenning, NGA senior vice president and general counsel

The National Grocers Association (NGA) today reinforced its support for congressional action to establish impartiality to the National Labor Relations Board (NLRB), which was identified as the “most aggressively anti-employer agency in the government” by 71 percent of employers responding to a recent Labor Policy Association poll.

The NLRB’s impartiality was the subject of a hearing before the House Subcommittee on Employer-Employee Relations chaired by Rep. Harris Fawell (R-IL), who defined its purpose as taking a broader view of the Board’s actions and the impact of its decisions on employers and employees.

In opening the hearing, Fawell said the Board should be neither pro-union nor pro-employer, but that under the direction of Chairman William B. Gould it has become politicized. “As a quasi-judicial body, indeed, as a prosecutor and judge of labor disputes,” said Fawell, “it seems to me that the NLRB should bend over backwards to be impartial, to strive to be above politics, rather than act in such a way that paints the correct picture of political posturing.”

Fawell said that “given the current political state of affairs at the NLRB” the best way to ensure fair treatment of cases is to pass the Fair Access to indemnity and Reimbursement (FAIR) Act, H.R. 2449, which he introduced September 10. That measure would automatically award attorney’s fees and expenses to small businesses or small organizations that prevail against the Board.

“The Act” explained Fawell, “says to the board that before it brings its vast expertise and resources against the ‘little guy’ it had better make sure it (the Board) is a winner, because if it isn’t, it will pay the legal costs the small entity had to pay to defend itself against the meritless action.”

Expressing agreement with the proposed bill and the thrust of the sub-committee’s hearing, NGA President and CEO Thomas K. Zaucha stated, “Just as Congress is looking into the Internal Revenue Service (IRS) to ensure that it treats the taxpayers fairly, so should Congress be scrutinizing the NLRB to make sure that it is fair and impartial in its dealings with employers.”

Mr. Zaucha cited the testimony before the House panel by Jesse Lewis, president of Mid-Mountain Foods, Inc., an Abingdon, Virginia, wholesale grocer, as an example of the NLRB’s pro-labor bias.

Lewis told the committee that the NLRB has “single-mindedly pursued the agenda of a labor union that seeks to organize our company’s employees despite their repeated strong rejections of that representation.”

The Board is currently seeking a ruling that would force the company to bargain with the union even though, said Lewis, “many of the allegations on which such
The Chaldean Merchants in Detroit, Councilman Gil Hill and the Associated Food Dealers of Michigan sincerely thank the donors and volunteers for helping to make the 7th Annual Senior’s Picnic on Belle Isle a huge success. We couldn’t have done it without you:

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A survey of consumers by a public relations firm located in Des Moines, Iowa, and reported to the U.S. Agricultural Communicators Conference showed that consumers most trust supermarkets to keep the food supply safe, followed by producers and farmers. Others listed in descending order were restaurants, processors, and manufacturers and government agencies. A companion survey was taken of media personnel, who rated university contacts as the most reliable sources of information.

Foodborne illness statistics
In a report to the recent convention of the Institute of Food Technologists, Dr. Russell Cross of Texas A&M University quoted statistics from the Centers for Disease Control and Prevention, showing that there are between 44 million and 81 million cases of foodborne illness a year in the United States.

Each year there are over 10,000 deaths attributed to foodborne illnesses in the U.S.

There are over 10,000 deaths a year attributed to foodborne illnesses. Also, the cost of tracking the source of foodborne illnesses is between $8 billion and $23 billion. Some 61 percent of traced sources were found in the food service industry, 32 percent in the home and seven percent in food processing plants. According to CDC data, for the past 15 years, 90 percent of the cases that could be traced were due to biological contamination. Less than four percent of the cases were attributed to chemical contamination. Dr. Cross said that it is ironic that many consumers believe that chemicals, especially pesticides, are the major problem. He said the food industry’s challenge is to get the word out that the problem is pathogens. Dr. Cross also stated that irradiation of food is a barrier to pathogens but is not widely used, and that consumers should have the option to buy irradiated foods. Their response will indicate whether there is a market for these products.

The United States Department of Agriculture (USDA) Food Safety and Inspection Service (FSIS) recently released its report on microbiological testing of 1,297 broiler chicken carcasses, collected over a one-year period from federally-inspected establishments. Campylobacter appeared on 88.2 percent of the carcasses; staphylococcus on 64 percent; clostridium on 42.9 percent; salmonella on 20 percent, and listeria on 15 percent. No evidence of E. coli was found on any of the carcasses. FSIS concluded that all levels of pathogenic bacteria would be rendered safe if consumers follow recommended cooking and handling practices.

See Food Safety, page 24
It's a party
and your taste buds
are invited.
Crime Alert

Protecting the bottom line

Government releases new $50 bill

by Chuck Miller, CPP, CSP

The U.S. Treasury Department and the Federal Reserve announced recently that they will issue a redesigned $50 bill beginning this fall that incorporates new and modified security features. The new bill is the second in a U.S. currency series designed to stay ahead of advances in reprographic technology. A $100 bill was introduced in March 1996.

In announcing the new $50 bill, Treasury and the Federal Reserve said that the U.S. Secret Service identified only 1/18th as many counterfeit $100 bills as the older series had during the new bill’s first year in circulation, despite the fact that by the end of the year over a third of all such denomination bills were the new series.

The $50 bill has similar security features that the $100 bill uses, plus some changes and a feature designed to aid the visually impaired. As with the $100 bill, the new $50 bill will replace the older series gradually as older notes reach the Federal Reserve. About $46.5 billion $50 bills are currently in circulation. A redesigned $20 bill will be issued next year and will include the low-vision feature as will future new currencies and redesigns of the $100 bill.

All retailers should make certain that their employees familiarize themselves with the features of the new $50 bill, which include:

- A large, dark numeral “50” on a light background on the back of the note. This feature makes it easier to see for people with failing eyesight and easier to see in low-light situations. It will be incorporated into future redesigns of $100 bills and future redesigns of other currencies.
- A larger portrait, which has been moved off-center to create more space for a watermark.
- The watermark, which is to the right of the portrait, depicts the same historical figure as the portrait and can be seen only when held up to the light.
- A security thread to the right of the portrait glows yellow when exposed to ultraviolet light in a dark environment. “USA FIFTY” and a flag, which itself contains microprinting, are printed on the thread. (In the $100 bill, the thread is to the left of the portrait, glows red and is printed with the words “USA 100”).
- Color-shifting ink in the numeral on the lower right-hand corner of the bill’s front changes from green to black when viewed from different angles.
- Microprinting has been used in the border and in Ulysses Grant’s shirt collar in the $50 bill. (In the $100 bill, microprinting is found in the numeral in the note’s lower-left-hand corner and on Benjamin Franklin’s lapel.)
- Concentric, fine-line printing is in the background of the portrait and on the back of the note. This type of printing is difficult to copy well.

On the $50 bill, the engraving of the Capitol has been enlarged to include more detail and reflect an accurate, contemporary view of the west front of the Capitol. The security thread images and characters also are printed in two different heights.

Fact sheets on the new bill, the history of U.S. currency and related agencies are available from the Treasury’s interactive fax at (202) 622-2040 (for an index, request document #1745) and on the Treasury’s Web site at www.ustreas.gov/treas/whatsnew/
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Retailers earn a record $112 million in 1997 commissions!

At the Michigan Lottery, it was a successful year no matter how you look at it! Posting unaudited record gross ticket sales of $1.63 billion, the Lottery achieved its sixth straight year of increasing sales, as well as a number of other new records.

In fact, the Michigan Lottery was recently named the top performing U.S. lottery in fiscal 1997 by International Gaming & Wagering Business—one of only two lotteries to achieve double-digit growth.

Lottery retailers are clearly a key part of our successful sales record, racking up more than $112 million in commissions. That's a jump of nearly 13 percent over last year, not to mention one of the largest year-to-year commission increases in Michigan Lottery history!

Our 9,300 retailers have continually supported the Lottery and that's what makes record years like this possible. Every time you answer a customer's question, explain a new game or offer an in-store promotion, you are a Lottery ambassador.

As we close the books on fiscal 1997, I want to extend a sincere "thank you" to each of you. Since I became Lottery commissioner, one of my primary goals was to strengthen existing retailer relationships and create new ones. Thank you for your support, your enthusiasm and your hard work. I can't wait to see what fiscal 1998 will bring to all of us!

While the Lottery's gross ticket sales and retailer commission records can clearly stand on their own merit, I must point out the Lottery's fiscal year contribution to the state School Aid Fund—$538 million!

Every net dollar generated by the Michigan Lottery supports Michigan's public schools (K-12). In fact, since the Lottery's inception in 1972, we've transferred nearly $8 billion in net revenue to support Michigan's schoolchildren. That's a cause we can all stand behind.

First $10 Ticket. This month marks another Michigan Lottery milestone as we introduce the Lottery's first-ever $10 instant ticket, "$1,000,000 Gift." The new ticket is available November 3 and is sure to be a popular gift for the upcoming holiday season. The $1,000,000 Gift boasts a top lump-sum prize of $1 million as well as other prizes ranging from $10 to $100,000. Also attractive are the approximate overall odds 1 in 2.83—be sure to stock up on $1,000,000 Gift today.

Website up and running! If your customers are looking for a way to keep up on winning numbers and all the latest Lottery news, be sure to direct them to the Lottery's new website at www.milottery.com. Launched in September, the Lottery's website offers winning numbers all the way back to 1984, current press releases, frequently asked questions, "how to play" information and much more. Next time you're online, take a look and tell us what you think!
Scholarship winner keeps it in the family

Jessica Kattula of Howell is carrying on a family tradition as a two-time recipient of a scholarship granted by the AFD Food and Beverage Scholarship Program.

Jessica is not the first in her family to receive the AFD scholarship. Her sister, Jennifer received the scholarship in 1994 and 1995 which she used to earn her degree in chemical engineering. "This is a first for AFD," says Joe Sarafa, AFD president. "We have never had two consecutive two-time winners from the same family." Jessica is following in her sister's footsteps by attending the University of Michigan where she is a sophomore majoring in chemical engineering. Her scholarship entry was submitted by her parents, owners of Fox Hills Market in Plymouth.

A graduate of Howell High School, Jessica was honored with an AP Scholar Award, English Honor Award and was in the National Honor Society. She participated in varsity golf and varsity tennis.
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Sales Mark grows with new merger

Sales Mark, one of the largest full-service food brokers in the nation is pleased to announce that the Bradshaw Group, a full service food broker, has merged into Sales Mark, effective October 1, 1997. With offices in Michigan, Georgia, Alabama, Ohio, Texas, Indiana, Mississippi, Florida, Arkansas, Tennessee, Louisiana, Oklahoma, North Carolina, South Carolina, Kentucky, New Mexico and Kansas, Sales Mark has now strengthened its position as the leading sales and marketing company in the United States by incorporating the Bradshaw offices in California, Oregon, Washington, Idaho, Utah, Nevada and Arizona.

This merger reflects the dynamics of the industry: increasing concentration at the procurement level and complexity at the store level; a drive for greater productivity and flexibility; and the need for greater business building.

Butch Smith, president of Sales Mark said “the merger of these two businesses allows us to better represent our manufacturers and serve our customers on a broad geographic basis.” Smith also said “The Bradshaw Group brings an outstanding group of people dedicated to sales excellence. Our companies have worked in concert for many years.”

Sales Mark will now operate a unique organization with brokerage offices in 46 contiguous markets, representing 73 percent of the all commodity food volume, and a retail merchandising organization serving all classes of trade throughout the United States and Canada.

Food industry mergers total 300

There were 300 mergers and acquisitions among food and food-related firms during the first half of 1997—26 percent more than the same period last year, reports The Food Institute. “If this pace continues, the number of industry divestitures tracked by The Food Institute in 1997 could top the 600 mark for the first time since 1989,” commented Brian Todd, senior vice president of the non-profit association.

MOYO AU NATUREL
A new line of natural health and beauty products

Herb Mart, a new Detroit company, is introducing a fresh idea for face and body care in the form of soap and face cream called MOYO AU NATUREL. Manufactured in America but incorporating natural ingredients long used in Ghana but little known outside of Africa, MOYO AU NATUREL means life, well being and health. Herb Mart imports ingredients that are of the earth and natural.

In Ghana, villagers gather native herbs, roots, bark, plants, flowers, minerals to produce Shea butter. Using traditional methods in secrecy, they then make soap cake, which is the base for MOYO AU NATUREL. The people of Africa have long known that the use of soap cake during religious and ceremonial rites helps to eliminate stress and negative influences, both internal and external.

Ghana exports Shea butter and soap cake to other countries in Africa, Western Europe and England. Consumers in Western Europe and England are much more familiar with soap cake and Shea butter, having used them for centuries in their natural state to gain the benefits of healthier skin, as well as physical and mental cleansing and revitalization.

More than just soap and face cream, MOYO AU NATUREL offers a new direction in health and beauty care. MOYO AU NATUREL soap made of soap cake from Ghana, is available in a vegetable milled, light brown four-ounce bar with a natural floral scent. The face and body cream made of Shea butter and soap cake and naturally scented, is available in two-ounce jars.

A network of dealers and distributors in the Metro-Detroit area is being developed. For more information call Robert Walter at Herb Mart, Inc. (313) 868-5971.

Miller High Life and High Life
Light salute “Life on the Edge”

“Snowboarding is a winter sport that’s gaining popularity every new season,” said Karen Conorqui, senior brand manager. “We’re bringing all the fun and excitement to retail this winter with off-premise displays that are sure to catch the attention of current and would-be snowboarders — along with anyone else who enjoys ‘life on the edge.’”

Display materials for the “Life on the Edge” promotion, which runs throughout the winter ski season, include a display featuring a take-one “Guide to Snowboarding,” where legal. Other display pieces include base wrap, dangles, stickers and a display enhancer featuring cut-out snowboards.

Miller Brewing Company is a wholly owned subsidiary of Philip Morris Companies Inc. Principal beer brands include Miller Lite, Miller Genuine Draft, Miller High Life, Miller Beer, Lowenbrau, Meister Brau and Milwaukee’s Best. Primary products from the Plank Road Brewery, a small division of Miller, include ICEHOUSE and Red Dog. Miller also brews Sharp’s, a non-alcohol brew.
Dick explains:

My name is Dick. I am the man behind the Miller Lite ads on TV. When I create my ads it's Miller Time for me. When you see my ads it's Miller Time for you.

Sometimes I hear: "I love your ads on TV but where's the LOGIC? Can you please explain it to me?" My answer is always: "Sure, why not?" And then I explain it like this:

Sometimes I hear: "I love your ads on TV but where's the LOGIC? Can you please explain it to me?" My answer is always: "Sure, why not?" And then I explain it like this:

Many people also ask me: "Dick, what is this 'anything' that you are talking about?" My answer: It is what's in my head when I do my ads! And that can be 'anything'! This is what's in my head right now.

To the left: Made-up example of 'anything' with a SLAPSTICK twist.

To the right: Example of 'anything' from one of my commercials (Magician).

I want the advertising to itself to have the same BASIC FEELIN' as you get when having a Miller Time. So I concluded: Why not let all commercials have a general Miller Time start? Then everybody will know it's Miller Time! Add to that the fact that ANYTHING could happen during a Miller Time and you get: THE LOGIC! OK? For more info, just ask me. Or go to www.millerlite.com. Tx.

My thoughts behind my thoughts:

To the left:

Made-up example of 'anything' with a SLAPSTICK twist.

To the right:

Example of 'anything' from one of my commercials (Magician).

"Let's work together. I do my best to make ads. And you do your best to like 'n' understand them."

(OK, you might still not understand everything 100%. But 90% is better than 70%!)

All the ads on TV also have a general Miller Time end so that everyone knows the ad is over/done as it is now.

Watch out for Dick and his Miller Lite campaign.
Eager Beavers keep busy

Joe Beavers' back room is filled with Coca-Cola memorabilia.

An addition, consisting of office space, storage and a break room, was added this year. The 10,000-square-foot store does the volume of an average 30,000-square-foot store. Great Giant Super Market has even logged sales of $65,000 in one day.

Beavers is backed up by an excellent union staff of 50 full and part-time employees. Son Tony is a co-owner and the store's general manager. Daughter Tracey is the office manager. Grandson, Tony Jr., is a third-generation Beavers employee. Joe is grandfather to seven children.

Joe Beavers is "Grandpa" to more than just his own seven. Many of the store's littlest customers refer to him as Grandpa, too. He is still a kid himself, however, if you judge him by his toys. Joe has two big collections of grocery-related memorabilia. Two hundred trucks line the walls by the entrance. These samples, given away by reps, are Joe's prized possessions.

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Detroit Edison's position on electric utility deregulation

Put your energies behind the “Made in Michigan” plan

The clock is ticking
Michigan must adopt an electric utility industry restructuring plan before Washington imposes its one-size-fits-all federal plan. As state legislators consider legislation this fall to implement a Michigan-based restructuring plan, Detroit Edison urges you to support the Michigan Public Service Commission (MPSC) order because it:
• Provides fairness to all customers—large and small, employees, utilities and shareholders.
• Maintains the reliability of the system.
• Preserves the economic security of the state and communities.

The state’s businesses and electric customers would benefit from a restructuring plan created expressly for Michigan. The MPSC order provides electricity customers what they really want—lower bills and reliable service.

There are many advantages to the Michigan plan versus House Bill 5245.

Rate Cuts
The MPSC order would guarantee immediate electricity price decreases through rate reduction bonds. On the other hand, House Bill 5245 would burden customers with billions in new costs for a 150 percent increase in transfer capacity of the power transmission system. This represents $1.3 billion of potential new stranded investment for Michigan utilities alone.

Reliability
The MPSC order protects consumers against a sudden switch to a competitive market without appropriate safeguards. House Bill 5245 is reckless because it jeopardizes customer service by hastily bringing one-third of all customer classes to the market each year from 1998 to 2000. This is technologically unfeasible.

Choice
The MPSC plan supports an orderly transition period for the necessary technology development while it allows all Detroit Edison customers—industrial, commercial and residential—access to their choice of electricity provider.

Fairness
The MPSC plan protects consumers from rate increases and cost shifting if large customers leave the system. Also Michigan utilities would be able to recover prudent, government-approved investments which were made to provide all customers with a reliable and efficient electric system.

Michigan jobs and taxes
Recovering government-approved utility investments through rate reduction bonds and transition charges honors past government commitments and helps maintain the health of Michigan utilities. Thousands of Michigan jobs and millions of dollars of tax revenue are threatened by allowing out-of-state power suppliers to reap profits in Michigan without allowing Michigan utilities to compete in their home states.

The “Made in Michigan” plan will let us get it right the first time and not become hostage to the results of hasty, ill-conceived alternatives.

Editor’s Note: This article, by Detroit Edison, may not necessarily reflect the opinions of AFD Food & Beverage Report. For more information, call toll-free, 1-888-529-3692.

We’re putting our energy to work for you.

At Detroit Edison, we do more than provide electricity to our 2 million customers. We’re proud to serve Southeastern Michigan in many other ways, including:

• Awarding nearly $3.9 million annually in grants to over 500 charitable organizations, through Detroit Edison and the Detroit Edison Foundation.

• Sponsorship of National Night Out, Kids Voting Michigan, Detroit Edison/McDonald’s “Play It Safe Around Electricity” program, Michigan Envirothon, Detroit Festival of the Arts, and the Detroit Thanksgiving Day Parade.

• On behalf of our employees, donating more than $49,000 annually to education-related organizations through the Detroit Edison Foundation’s Walter J. McCarthy, Jr. Volunteer Service Awards.

• Caring for Michigan’s environment by planting 10 million new trees.

• Serving as Michigan’s second largest property tax payer.

Because providing a brighter future for Southeastern Michigan is worth all our energy.

Detroit Edison
Draft ciders continue their lucrative resurgence

Johnny Appleseed would be proud

What could be a more fitting way to celebrate the 200th anniversary of Johnny Appleseed’s epic journey across America, than with a resurgence of the fruits of his labor—draft apple cider?

With the microbrew revolution still in full force, draft cider, not beer, is proving to be the new apple of consumers’ eyes. Johnny would be glad his efforts paid off.

Though the upward trend in sales of cider is recent, the beverage itself is not. Cider is as ancient a beverage as beer. The fruit drink is recorded in history as early as 55 B.C. by the Romans who discovered it to be a common drink in England. French and English colonists brought apple seeds with them to the new world (later dispersed and planted by Johnny), and also their affinity for apple cider.

As not all apples are alike, neither are all ciders. British ciders have earned a reputation as not being as fruity tasting as American made ciders, and having a bitter aftertaste.

Green Mountain Cidery, which makes Woodchuck Amber, Woodchuck Dark & Dry and Woodchuck Granny Smith Varietal, prides itself in using home-grown New England fermented apple juice and French champagne yeast, said Rob Hyman, executive vice president, Green Mountain Cidery.

The process of turning apples into draft cider is more similar to the wine-making process than beer-brewing process. Like grapes, apples are first crushed then fermented with yeast. After fermentation, which kills bacteria such as E-coli, the draft cider is cold filtered to remove yeast. American-made draft ciders are not pasteurized because this process would kill the delicate apple flavor. The result: a clean, refreshing drink that’s versatile enough to be served as a complement to other alcoholic beverages and as an ingredient in any number of recipes.

Woodchuck Draft Ciders, the world’s best-tasting ciders, are handcrafted in the Green Mountains of Vermont by the Green Mountain Cidery.
You’re invited to

A Night of Romance

at the Associated Food Dealers'

82nd Annual Trade Dinner

Friday, February 13, 1998 at Penna’s of Sterling

38400 Van Dyke, Sterling Heights, MI

Mingle with over 1,000 leaders from the Food and Beverage Industry, YOUR INDUSTRY!

Dance the night away to the romantic sounds of Intrigue or visit the Photo Booth and Professional Caricaturists for a momento with your Sweetheart!

GOLD SPONSORSHIP – $5,000.00
• Starring role in BIG SCREEN Slide Show (12 slides featuring your company),
• Half page advertisement in the Food & Beverage Report (circulation over 10,000)
• Two tables of ten for dinner (preferred seating)
• "Night of Romance" signage
• Use of two of your company's products at dinner (or two additional slides)
• $600 for each additional table.

BRONZE SPONSORSHIP – $2,000.00
• Three company photos in slide show,
• One table of ten for dinner
• 1/8 page advertisement in the Food & Beverage Report,
• "Night of Romance" signage

SILVER SPONSORSHIP – $3,000.00
• Feature role in slide presentation (six slides featuring your company),
• Quarter page advertisement in the Food & Beverage Report (circulation over 10,000)
• One table of ten for dinner (preferred seating)
• "Night of Romance" signage
• Use of your company's products at dinner (or one additional slide)
• $650 for each additional table

NON-SPONSOR OPTIONS
$200 per couple
$750 per table of ten

Call AFD Special Events Director, Tom Amyot now at (248) 557-9600 for more details or to confirm your reservations.

Don’t miss out! This event will sell out!
Egg temperatures
The United Egg Producers Association (UEP) has asked Congress to force the USDA to issue final regulations requiring shell eggs to be kept at 45° F. during storage and transportation to prevent the growth of salmonella enteritidis. The temperature requirement was introduced when the Egg Products Inspection Act was passed in 1991 and included a mandate that the requirement be implemented within a year of the bill’s passage. The USDA is still reviewing this temperature requirement to determine its feasibility.

Seafood Labeling
The Food and Drug Administration will be conducting a survey of retailers in the United States to determine their compliance with the voluntary labeling program to provide nutritional information on the 20 most frequently consumed fish. It will include all the tools used for providing nutritional information (i.e., signs, posters, brochures, and individual food package labeling). It will also reference the use of video and other media. If substantial compliance is not observed, the FDA will propose to make the program mandatory.

Last year, the FDA announced the availability of current nutritional values for the 20 most frequently consumed fish. These values can be obtained by sending a written request, accompanied by an addressed adhesive label or fax number to the Division of Technical Evaluation (HFS-165), Office of Food Labeling, Center for Food Safety and Applied Nutrition, FDA, 200 C Street SW, Washington, DC 20204.

For AFD members:
BLUE CROSS
RATES REDUCED!

Now you can have the best for less.

AFD members want the best for themselves and their families. In health coverage, the best has been Blue Cross and Blue Shield of Michigan for more than a half-century.

Now, through an industry rating change, AFD members can enjoy the benefits of being Blue for much less than before. You'll have the advantage of the most widely recognized and most widely accepted health card of all.

Even with the new, lower rates, you can choose from several benefit options with various levels of co-pays and deductibles. Select what best meets your needs and your budget.

With Blue, you can also buy dental, vision, hearing and prescription drug coverage at a nominal extra charge.

If you’ve wanted Blue Cross coverage but hesitated because of the cost, ask now about the new, dramatically reduced rates.

For information on AFD’s Blue health coverage options, call Judy Mansur at 1-800-66-66-AFD.
Legislator Profile

Andrew Raczkowski:
Working for the people

by Kathy Blake

Andrew Raczkowski is a hard-working state freshman representative who is gaining respect despite his youthful age of 28. He is the second youngest state representative and the youngest Republican representative. He may not be old, but he is experienced, having been involved in politics half his life.

At the age of 14, along with his parents, he volunteered for Dick Headlee’s campaign for governor. In 1984, he aided the former astronaut, Jack Lousma in his Senate campaign. Since then he has volunteered and/or managed over 34 campaigns, ranging from local to national office races.

Now Raczkowski is the representative for the 37th district which includes the communities of Farmington and Farmington Hills in Oakland County.

Representative Raczkowski grew up in Farmington Hills with his parents who immigrated from Poland. Before they retired, his mother was a medical doctor and his father was a Ford executive. All his grandparents survived imprisonment in concentration camps during World War II. His paternal grandmother baby-sat for Andrew and his brother while their parents worked. His parents fulfilled the American dream and now their son represents them in Lansing. “They voted for me, at least that’s what they tell me,” said Representative Raczkowski. “My parents instilled in me a work ethic that is unstoppable. They taught me that determination and persistence and honesty is what you need to succeed, along with the willingness to work hard for everything you get.”

The representative who is fluent in both Polish and Spanish, served as an infantry soldier during four years of enlisted service with the U.S. Army Reserve and plans to stay in the Reserves. He is a paratrooper and infantry company commander. “I love this country and I’m unconditionally patriotic,” he said.

In addition to his military service, Andrew Raczkowski also owns an interest in a small business. In 1993, he started a specialty advertising and print production company, Mainline Communications Group, Inc., that enjoys the support of his partner manages. He graduated this spring from the Detroit College of Law at Michigan State University and completed an M.A. in Human Resources from Central Michigan University. He received his B.A. in Political Science from Eastern Michigan University.

A friendly, outgoing person, Raczkowski makes himself available to his constituents even for dealing with the bureaucracies of college admissions. He recently helped one student change a class, enabling him to maintain his schedule for spring ’98 graduation.

Being a representative allows you to go above and beyond what people expect of you. The willingness to work hard, reinforced with the belief that you can do anything, helps you to achieve the seemingly impossible for your constituents,” Raczkowski explained.

He believes Farmington, where he has grown up and now lives and represents, is the best place to live and he plans to stay there. The district has urban as well as rural land, serenity, good education, ample community pride, plenty of entertainment and access to major throughways.

The representative was appointed by the Republican Caucus and Speaker Curtis Hertel to serve on the following standing committees of the Michigan House of Representatives: Health Policy; Labor and Occupational Safety; and Urban Policy and Economic Development.

As a freshman legislator, Rep. Raczkowski emphatically supports the new term limits restricting representatives to three terms, (6 years) of service. “Term limits allow us to get in, get our jobs done and get out,” he expounded. “This gives us the opportunity to put debate about public policy above politics. That way, we determine what is truly best for Michigan,” he added. “Also, it provides the opportunity for a representative like myself to be in the leadership of a party at an accelerated rate.”

As a result of the new term limits, the election of 98 will bring a minimum of 68 new faces to the state house. Without the luxury of time, these freshmen will need to overcome the “learning curve” quicker. Now it’s more of a “learning cliff” said Raczkowski, “we must learn the ropes or fall off.” He reports that the senior leadership has allowed freshmen the opportunity to develop the ability to process a lot of information and make decisions promptly, a quality that is vital in their position.

On other issues, Raczkowski is in favor of deregulation of utility companies, being a firm believer in competition, but he wants it to be fair for Michigan families and businesses. He’d like to do away with the single business tax and get roads fixed through innovative funding, taking a closer look at how we currently spend transportation dollars.

As for farmers and food retailers, he says they seem to be at a great disadvantage although they are of prime importance. Their place is at the base of Maslow’s Hierarchy of Needs Pyramid since they fulfill the basic need of nourishment. Yet the Legislature is not supportive enough of farmers and food retailers which is causing them financial hardship. “We’re squeezing them, requiring them to do more with less,” said Raczkowski.

Raczkowski’s future plans include marriage and eventually a family. He also plans to expand his business and continue to be active in the Army Reserve. He won’t rule out running for another office. The representative truly enjoys his work and his responsibilities. “What I do everyday is fun, there’s never a dull moment. I love people and love helping them,” he says. He feels he can do this best by being a politician. He believes people have the power to make the government work for them and encourages his constituents to speak out and get involved. The representative enjoys his part in the process.

APF FOOD & BEVERAGE REPORT NOVEMBER 1997... 25
The Associated Food Dealers of Michigan welcomes these new retail members who have joined in July through September 1997:

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Career Fair 1998

Meet many qualified candidates, both entry-level candidates and seasoned professionals. Call (616) 387-2745 today to reserve a space for your organization.

Thursday, February 5, 1998
10:00 a.m. to 4:00 p.m.
Bernhard Center Ballroom
Western Michigan University
Kalamazoo, Michigan

Career Fair is sponsored by
Career Services
Division of Student Affairs
Phone: (616) 387-2745
Fax: (616) 387-2555

Communication changes with the times

The Coca-Cola Company’s recent issue of Journey Magazine printed a set of guidelines for communicating with each other in this new age of technology.

- Find out what communication tools your associates prefer.
- Choose not to use voice mail strictly as a screening device. By never answering, you’re not screening; you’re ignoring. And when you’re leaving a voice mail message, be brief. Practice by seeing how few words you can use to make a point.
- Avoid typing e-mail messages in all capital letters; that is the equivalent of SHOUTING. Remember you’re communicating with people, not your computer screen. Consider how they might receive your message.
- Respond promptly. Respond within 24 hours, even if it is only to let the person know you won’t be able to act on his or her request until another time.
- Avoid ambiguous metaphors. Someone in a country where baseball is not popular probably wouldn’t understand what an American means by calling a business deal “a home run.” In your communication, seek out every opportunity to make your message meaningful and specific.
Tobacco settlement debate to carry over to 1998

After almost 3 months of review, President Bill Clinton has called on Congress to pass tobacco legislation to reduce teen tobacco use, but with significant changes to the June 20, 1997 settlement with state attorneys general. The president has called for tougher penalties and price increases. Specifically, it would require reductions in teen smoking of 30 percent in 5 years, 50 percent in 7 years, and 60 percent in 10 years. In addition, the president’s proposal calls for giving full authority to FDA to regulate tobacco products to assure no marketing is made to children. The president’s revised recommendations have resulted in the House and Senate leadership delaying the tobacco legislation until 1998.

Of particular importance to AFD members is that none of the settlement proposals or President Clinton’s revision make any reference to enactment of shared responsibility by either adults or teenagers making illegal purchases of tobacco products, similar to those imposed for the illegal purchase of alcoholic beverages. AFD strongly believes we must make teenagers accountable for their own illegal behavior. Penalties, including fines, community service and/or suspension of drivers licenses, should also be imposed on illegal purchasers.

Important notice on “underground storage tanks” by EPA

If you own or operate underground storage tanks (USTs) storing petroleum to fuel your own cars, or trucks for business, you should be aware of your responsibilities for UST management and compliance with federal regulations, according to the United States Environmental Protection Agency’s Director of Underground Storage Tanks, Anna Hopkins Virbick.

In a letter to Food Industry Association Executives, Virbick states that “compliance with the UST requirements is essential to protecting the environment, public health and owners’ assets from the effects of leaking USTs. It is very important to adhere to the basic UST requirements:

• USTs installed after December 1988 need to meet the standards for spill, overfill and corrosion protection when they are installed.
• USTs installed before December 1988 must meet standards for spill, overfill and corrosion protection by December 1998. If not, these USTs must be replaced or closed properly.”

In addition, all federally regulated USTs need to comply with existing requirements for notification, release detection, corrective action and financial responsibility.

EPA offers copies of several publications that you might wish to refer to your members, which can be obtained by calling EPA’s Jay Evans at (703)-603-7149; or you can find useful information about USTs through EPA Web site at http://www.epa.gov/oust/.

It is important to note that states have the primary responsibility for implementing and enforcing UST standards. While state standards may differ from those established by EPA. Before making decisions on UST compliance, AFD members should check with Michigan UST programs.

Michigan court ruling affects workers compensation

Recent rulings by the Michigan Supreme Court could have major ramifications on workers’ compensation costs in the state, resulting in increased eligibility and larger settlements. In Haske v. Transport and Bailey v. Leoni Township, the court held that an employee who suffers a work-related injury and is prevented from performing any work, even a single job, within the employee’s qualifications and training, is disabled under the Workers Disability Compensation Act. This is a reversal of the past definition of disability which included consideration of the employee’s residual wage earning capacity following an injury. If you have any questions please contact Craig Sadick at (202) 429-8263.

PACA Alert
Continued from front page

or wholesale grocer who became newly covered by the PACA Act between November 15, 1995 and November 14, 1996, or during this year, November 15, 1996 to November 14, 1997 or will become covered in the period November 15, 1997 to November 14, 1998, are required to only pay the applicable PACA license fee one time. However, failure to file the renewal application for your license can subject retail and wholesale grocers to new PACA license fees. YOU MUST RENEW THE PACA LICENSE EVEN IF YOU ARE NOT REQUIRED TO PAY THE FEE.

Under USDA regulations, at least 30 days prior to your PACA anniversary license date, the PACA director is required to mail a notice that your PACA license will automatically terminate on its anniversary date unless a renewal application is filed and the renewal license fee (if applicable) is paid on or before such date. If the renewal application is not filed and the license fee (if applicable) is not paid by the anniversary date, the licensee may obtain a renewal of that license at any time within 30 days of the anniversary date by submitting the renewal application and/or paying the renewal fee (if required), plus $50. Within 60 days after the termination of a valid and effective license, PACA will notify you of the termination of your PACA license, unless a new license has been obtained in the meantime.

Retail and wholesale grocers who were licensed before November 15, 1995 are in the second year of the phase-out of PACA license fees. For the year November 15, 1996 to November 14, 1997, the renewal license fee is $300, plus $150 for each outlet in excess of 9, up to a maximum of $3,000. For the year, November 15, 1997 to November 14, 1998, the renewal license fee is $200, plus $100 for each outlet in excess of 9, up to a maximum of $2,000. First-time licensees only pay the applicable license fee one time in the year first covered.

After November 14, 1998, there will be no license renewal fees for those covered before November 15, 1995, but retail and wholesale grocers must have, and renew, their license to do business. Newly covered grocers will pay a one-time $100 administrative fee to obtain a license after November 14, 1998.
California electricity deregulation savings not as significant as expected

As the January 1, 1998 implementation date of deregulation looms near, many retailers are looking to California as the example of what is to come for their state. When deregulation efforts began in California three years ago the expectation was that the current rates, which are about 50 percent above average, would drop significantly, approximately 25 percent for corporate customers. Now that California will officially become the first state to end utility monopolies, it seems the drop in rates will be less significant. Current projections predict that the average savings will be no more than 7 percent for “medium-size customers,” such as grocery stores. This drop in projected savings is the result of technicalities associated with implementing the new law. While drafting the deregulation bill, the legislature froze rates until the year 2001 with the intention of later evaluating if consumers had been overcharged for stranded costs. If they had been overcharged, consumers will be reimbursed.

- AFD- Delivers
In More Ways Than One.

- Financial Resources
  - Blue Cross/ Blue Shield Health Care
  - Western Union Money Orders
  - Ameritech Payphone Program
  - AirTouch Cellular
  - AMNEX Long Distance Payphone Program
  - Coupon Redemption Program
  - MasterCard/Visa Acceptance
  - Self Insured Workers Comp Fund

- Legislation Resources
  - Full Time Lobbyist
  - AFD PAC Committee
  - Legislative Updates
  - Liaison with Governmental Agencies

- Educational Resources
  - Audio Visual Loan Library
  - T.I.P.S. Seminars
  - Legal Consultation
  - Accounting Advice
  - Monthly Food & Beverage Report
  - Scholarship Awards

- Activities
  - Annual Trade Show
  - Annual Trade Dinner
  - Annual Golf Outing
  - Annual Seniors Picnic
  - Annual Turkey Drive
  - Reward Fund

For more information on any of these excellent programs, call:
ASSOCIATED FOOD DEALERS OF MICHIGAN
18470 West Ten Mile Road • Southfield, Michigan 48075
1-800-66-66-AFD
or (248) 557-9600

28.....AFD FOOD & BEVERAGE REPORT, NOVEMBER 1997
Turning 100:
Hobart steps into its second century

by Nancy Bowman, Managing Editor
Troy (Ohio) Daily News

Many innovative products for the food industry have rolled out the doors of Hobart since electric motors from The Hobart Electric Manufacturing Company were connected to hand-powered coffee mills early in this century.

In 1997 a company known over the years as the Hobart Manufacturing Company, then Hobart Corporation and Hobart U.S., a subsidiary of the Premark International Food Equipment Group, offers a broad line of food equipment products.

July 20, Hobart marked the 100th anniversary of the incorporation in Troy, Ohio via a handwritten document of The Hobart Electric Manufacturing Company. The Troy facilities, which like the company have changed over the years, and continue to change, today serve as the headquarters for Hobart U.S. and the PMI Food Equipment Group.

Despite the changes, some things about Hobart haven’t changed, say those well-acquainted with its history and its products.

“Everything we do today is pretty consistent with that initial undertaking by supplying very high quality, heavy duty products for the food industry,” Gleitsmann said.

Hobart products “are known worldwide as the Cadillac of the food equipment industry,” said William Lohrer, manager of advertising at PMI Food Equipment Group. During a recent vacation to Tennessee the owner of a restaurant, on hearing of his association with Hobart, led him into the kitchen to show off a meat slicer made in 1938, Lohrer said.

In 1931, The Hobartizer, a company publication, featured pictures of a wrecked kitchen at the Joliet, Illinois prison where inmates went on rampage just before a planned dinner of hot dogs. Tables and benches were overturned and equipment “attacked with a vengeance” but the Hobart dishwashers sustained little damage. “Of course, there are very few prospects (aside from other penal institutions) that would be interested in riot proof dishwashers: nevertheless, when Hobart-Crescents will stand up under attacks by enraged prisoners, it is only reasonable to presume that even the most careless of operator can do little harm to them and that their years of fine service are really unlimited.” readers of The Hobartizer were told.

Over the years, Hobart grew with both internal development of products and acquisitions of other lines. It moved into international markets early on, opening its first overseas office in London in 1910. “The Company didn’t rush into new lines real rapidly. They were conservative,” said Frank Baizler of Troy, Ohio, a former corporate attorney at Hobart with an interest in history and a collection of company historical information. Devoted employees and executives, including long-time Chief Executive Officer David A. Meeker who had more than 80 patents issued in his name, “worked nights and weekends on developing new products,” Bazler said.

“They made a quality product that would last. That was always the prime objective in all the engineering, the development,” he said. “It gained that reputation throughout the world as a durable product.”

Bazler recalled he would tell people he worked at Hobart, but would experience increased name recognition by adding that the firm made Kitchen Aid products.

More people relate to the Kitchen Aid name because they were home-related items as opposed to the original Hobart commercial market products, said George Meeker of Troy, the grandson of David A. Meeker and son of David B. Meeker, who also served as Hobart Corporation chief executive officer. During the years under the leadership of David A. Meeker, Hobart grew from a business of less than $13 million a year in sales to more than $201 million, while the years of David B. Meeker leadership saw sales go from $156 million to $665 million, according to reports published at the time of their retirements.

A family story is that the Kitchen Aid name was tagged by Mrs. Walter Bowyer, mother-in-law of David A. Meeker and George Meeker’s great-grandmother, who agreed to test a mixer downsized for home use in 1918. She used the mixer for a couple months and suggested to engineers searching for a name that since the mixer “is such an aid in the kitchen. I don’t know why you don’t call it the Kitchen Aid,” George Meeker said.

The testing of products, many still developed today at the research and development facility in Troy, has continued over the years in homes and businesses throughout the region, Lohrer said. For example, electronic scanner check out systems first were tested at Marsh Supermarket in Troy in the mid-1970s.

Kitchen Aid was sold in 1986 by then Hobart owned Dart & Kraft Inc. to Whirlpool. For those with long-time ties to Hobart the sale of Kitchen Aid “was a tragic day.” Bazler said. As the food industry continued through rapid changes, more changes were in store for Hobart, whose ownership changed again in 1986, to Premark.

In the past decade, manufacturing jobs in Troy have declined under a corporate restructuring program, while Gleitsmann said increases now are being seen in sales, engineering and marketing staff. Some portions of the old factory area will be removed while other sections are being renovated for expanded training facilities.

The 100th anniversary is being observed through a variety of internal activities, and an emphasis on the future, Gleitsmann said.

“During the past 100 years, a lot of advancements have taken place (at Hobart) of which we are very proud” he said.

Anniversary materials feature a graphic of an open door with light shining through “We think that is indicative of where we are. We have been on a journey for 100 years and we’re about to step through this door into the future, which we see as being very, very exciting for the company.” Gleitsmann said.

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