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VOL S. NO. 8

An official publication of the Associated Food Dealers of Michigan and its affiliate, Package Liquor Dealers Association

August 1998

Inside

Make plans for the Senior Picnic, August 20

Automated Collection Systems fights bad checks page 12

Rep. Richner - from Lawyer to Law Maker page 24

Legislative Update

No unstamped cigarettes after August 31

We are reminding you that Michigan now requires tax stamps to be placed on macks of cigarettes. The new law prohibits retailers from acquiring unstamped igarettes and you must teep a copy of purchase records for the most recent four months.

State retailers will have until August 31, 1998 to dear their unstamped agarette inventory.

Starting September 1, 1996 retailers can sell way stamped packs of disasters.

There will be severe penalties for violating tamping rules. Retailers found selling or in penession of unstamped agreeties could find tampelves facing charges with up to 10 years in Prison and fines of up to \$50,000.

Retailers could be based from selling pretters for up to six and for a first offense

See Tebacco Stamp

Miller Brewing teams with AFD to raise funds for Scholarships

The Associated Food Dealers of Michigan (AFD) is proud to work with Miller Brewing Company and their local distributors to support the AFD Scholarship Program. From July 1 through September 7, a donation will be made to the AFD Scholarship Fund for every case sold of Miller Genuine Draft and Miller Lite in long neck 12 pack bottles. "Miller and its distributors are extremely pleased to support the AFD Scholarship Program for the fourth consecutive year," said Chris Hudgens, sales and merchandising manager for Miller Brewing Company.

Approximately 3,400 supermarkets, liquor stores and convenience stores in Southeastern Michigan will participate this year. "As business leaders we must give back to the community," said AFD President, Joe Sarafa. "The students we support today, will be our leaders in the future. We really appreciate Miller and its distributors - Action, Eastown, O&W, and Powers, for their dedicated support to the AFD Scholarship Program."

The AFD has been awarding scholarships to deserving students in the food and beverage industry for over 25 years. This one-year renewable scholarship is awarded to Michigan High School seniors, college freshman, sophomores and juniors who excel in both academics and extracurricular activities. To be eligible, either the student or a family member must work in the food and beverage industry.

Please help us raise money for scholarships by putting a display and feature price on Miller Genuine Draft and Miller Lite in long neck 12 pack bottles. Ask your local sales representative for more information. Participating distributors include: Action, Eastown, O&W, and Powers.

Miller is a wholly owned subsidiary of Philip Morris Companies Inc. Principle beer brands include: Miller Beer, Miller Lite, Lite Ice, Miller Genuine Draft, Miller Genuine Draft Light, Miller High Life, Miller Reserve, Lowenbrau, Meister Brau, Milwaukee's Best, and ICEHOUSE and Red Dog from the Plank Road Brewery. Miller also produces Sharp's, a non-alcoholic brew.

For more information on how you can help raise money for scholarships, please call Tom Amyot at AFD at (248) 557-9600, or ask your Miller sales rep. Thank you in advance for your support.

Cigars at Shenandoah



It was a great night for enjoying a cigar on the deck of Shenandoah Country Club. More photos from this special PAC evening on page 20.

Beverage sales continue strong course

In summer's hot weather, beer, wine and liquor sales heat up. Read more about the beverage industry beginning on page 5.







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President's Message

Taxes are consuming too much of your budget



by Joe Sarafa, AFD President

When considering the burden taxation imposes on your daily life, I am reminded of an observation offered by Mark Twain: "What's the difference between a taxidermist and a tax collector? The taxidermist takes only your skin."

At first glance, this may seem funny. But when looking at the combined burden of federal, state, and local taxes, it becomes apparent that today's tax bite is no laughing matter.

According to the non-partisan

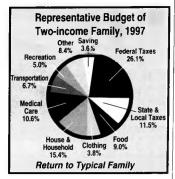
Tax Foundation, the average American family is now paying more in taxes than it spends on housing, food, and clothing combined.

Working families should be allowed to take care of their basic needs before being required to finance the whims of politicians.

Last year's tax cut improved this situation, but more work needs to be done. The tax burden has grown since 1955.

If Congress and the president exercise the courage to make the federal government efficient and less costly, you can receive a bigger tax cut. It's as simple as that. And lower taxes will make it easier for you to provide for your family, save for your future, and pursue your dreams.

Sometimes people in Washington forget that they work



for you - the America taxpayer.

You can do a better job of spending your money than someone in the federal government, and it's time for Congress and the president to let you do so.

AFD MEMBERS We want to hear from you!

Did your store recently celebrate an important anniversary? Does your company have a new product? If so, we want to feature your company or its products in this magazine!

Call Tom or Ray Amyot at (248) 557-9600.

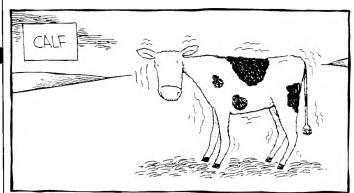
Governor announces Posthumus as running mate

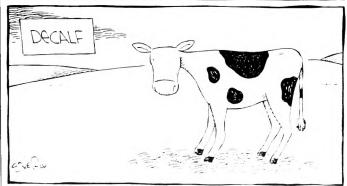
Long-time AFD friend, Senator Dick Posthumus, will join Governor Engler on the November ballot as his Lieutenant Governor nominee. AFD sends its congratulations and best wishes.

Senior Picnic scheduled for Thursday, August 20

Here's a great way to say thanks to your many loyal customers and have a great time too! Volunteer to help at our 8th Annual Senior Picnic on Belle Isle. Once again AFD, along with Councilman Gil Hill, will bost a free picnic lunch for Detroit-area senior citizens. We always welcome extra helping hands. Call John Loussia at (248) 967-2900.

The Grocery Zone By David Coverts





Paper industry begins marking waxed containers

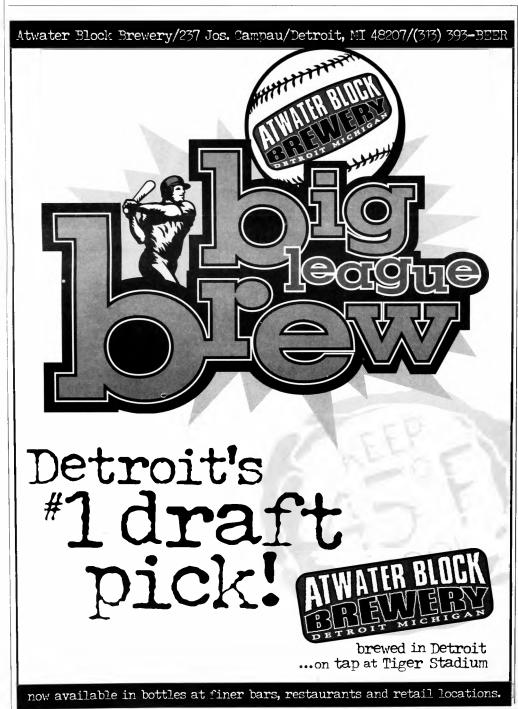
The North American corrugated box industry, in cooperation with the Food Marketing Institute's Environmental Affairs Committee, has initiated a program to mark all waxed containers—making it easier for supermarkets to separate waxed from non-waxed boxes.

This program offers retailers two significant benefits:

- 1) Recovering greater amounts of clean corrugated that's mistakenly discarded into compactors.
- 2) Reducing sorting and handling costs in the back room.

The education centerpiece of the program is a poster for display in the backroom produce area, or alongside the baler or in the break room. Flaps on the waxed boxes are imprinted in English, Spanish and French-recognizing the language diversity of store associates in the U.S. and Canada.

If you have not received a copy of the poster, or if you need additional copies, please contact the American Forest and Paper Association at (202) 463-2700.



Calendar

August 13-14
Category Management for
Perishables
Holiday Inn, Chicago City Centre,
Chicago
(202) 429-4517

August 20 Senior Picnic Belle Isle (248) 967-2900

August 26
21st Annual Ben Celani Golf Day
Benefit
Call Action Distributing

(734) 591-3232 September 9-10 Loyalty Marketing Seminar

Chicago, IL (202) 452-8444

October 4-6 FMI MealSolutions 98 Tampa Convention Center Tampa, Florida (202) 452-8444

October 25-28
Food Industry Productivity
Convention & Exposition
Nashville, TN
(703) 532-9400

Statement of Ownership

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AFD works closely with the following associations:







FOOD INDUSTRY ASSOCIATION EXECUTIVES

Beer - The beverage of choice for millions of Americans

"I'll have a lite." Today, everyone knows that is a request for a beer. With more young adults reaching the legal drinking age and more graying baby boomers choosing beer at meals and other social occasions, 1997 beer volume experienced healthy growth for the second consecutive year. This trend is expected to positively impact beer retailers well into the 21st century.

The nation's 476,000 licensed retailers sold over 193 million barrels of beer and parlayed \$53 billion in consumer beer purchases into nearly \$27 billion in retail profits. This is one of the many reasons beer remains the number one beverage category in almost all classes of retail trade.

Beer consumers are also very valuable customers to all retail outlet types. During their frequent shopping trips they buy many other profitable items in addition to beer. This makes their average dollar ring of \$33.21, forty four percent higher than a purchase that does not include beer. Most often they buy brands from the lucrative premium priced segments and their tastes are satisfied with a very small and manageable number of SKUs. In fact, only four percent of the available beer SKUs make up 80 percent of total U.S. beer volume. That's just 180 beer brands and packages of the more than 4,300 available. This further enhances beer's role as a very manageable and profitable merchandise category

Beer's popularity with consumers has made it the leading adult beverage in almost all trade classes. Beer also ranks at or near the top in merchandise sales when compared to most any other product categories.

The continued health of the supermarket industry is important to brewers as it accounts for 19 percent of U.S. beer sales and consumer beer purchases of over \$5.8 billion. Beer sales increased

News & Products of the Beverage Industry

Miller Lite has big Super Bowl plans

The Miller Lite "Really, Really Good Football Team" promotion planned for this fall, has both on- and off-premise elements.

Nationwide, Miller will send 50 winners and their guests to Super Bowl XXXIII in Miami, making a team of 100 football fans.

Winners will receive Super Bowl tickets, round-trip airfare for two to South Florida and

accommodations for a three-day,

two-night ocean cruise.

On-premise, legal drinking age consumers can play a variety of Miller Time games, where legal, that will give them the opportunity to "make the team," competing for a chance to win a trip to Super Bowl XXXIII.

Off-premise, legal drinking age consumers can make the "Really, Really Good Football" team by mailing in sweepstakes entries



found at POS displays, where legal. Point-of-Sale supporting the sweepstakes includes Miller Lite Miller Time football-field posters, danglers, case cards, tackers and, where appropriate, team-specific materials supporting local NFL teams. Twelve Super Bowl trip winners will be selected in the off-premise sweepstakes.

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1999 CENTRAL ALARM SIGNAL, INC.

Brown-Forman promotes Finlandia vodka

Brown-Forman is building up the image for its new import. Finlandia Vodka in order to compete in the American market. Brown-Forman obtained import rights to Finlandia, a 250,000- case brand in late 1996 and has budgeted \$60 million to use over five years in upgrading Finlandia's image. Beginning last spring, Brown-Forman began promoting at high profile events such as the Cen Art Film Festival in New York. Besides event marketing, Brown-Forman is using print advertising, outdoor ads and new packaging to promote the vodka.

The new bottle is taller with a slender neck, narrower shoulders and a silver cap. The logo of the three reindeers and a red sun is the same but smaller and the label information is silk-screened onto the bottle. For more information, call the Brown-Forman Beverage Company at (734) 433-9989.

Schmidt's Ice is touting new outerwrap graphics

Schmidt's brand commissioned wildlife artist Jim Tostrud of Kenosha, Wisconsin to create an original illustration which silhouettes a caribou against a snowy glacier mountain backdrop, said Steve Bosking, Schmidt's brand manager.

"The new graphics are consistent with the overall brand family wildlife theme and gives



the brand a cooler, more refreshing look," Bosking said. "In addition, we've contemporized the logo and used a color scheme that enhances the beer's presence within the ice beer category."

The new look for Schmidt's Ice comes at a time when ice beers continue to be one of the few categories in the entire beer industry experiencing growth. According to Impact Databank, U.S. shipments of ice beers have grown from 5.2 million barrels in 1995 to 6.6 million barrels in 1996 to 6.7 million barrels in 1997.

The new graphics for Schmidt's Ice were created in-house by The Stroh Brewery Company.

Schmidt's Ice, available in 16 states, comes in six-packs, 12-packs and cases of 12-ounce cans and six-packs of 16-ounce cans.

Schmidt's Ice is brewed by The Stroh Brewery Company, the nation's fourth largest brewing company, headquartered in Detroit.

Continued from page 5

by over \$250 million in 1997 and now represent almost three percent of supermarket grocery category sales.

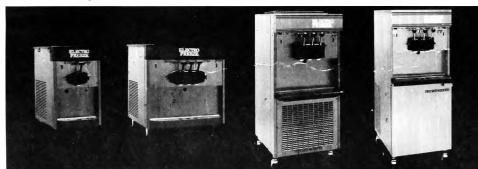
1997 was a good year for convenience store operators as well. Revenues grew nearly three percent to over \$156 billion. A strong performance of same store sales, combined with an enormous increase in beer category volume, drove the \$4.3 billion in sales growth.

Beer's role as a major product category in convenience stores is further demonstrated by its position as the second leading product category with 14 percent of total in-store merchandise sales. Beer is the leading beverage category overall and it generates more revenue per square foot of cooler space than any other beverage. Beer also delivers the largest dollar ring of any beverage transaction.

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energy-efficiency, and ease of cleaning and maintenance.

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- Electro Freeze is one of the leading manufacturers in soft serve, yogurt and slush with over a half-century of experience.

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Congratulations to all AFD Scholarship winners from 7Up Detroit!



News & Products of the Beverage Industry

FDA approves new sweetener for beverages

The Food and Drug
Administration (FDA) recently
approved the use of the caloriefree sweetener, Sunett®
(acesulfame potassium) in liquid
beverages. The sweetener, which
is made by the Hoechst subsidiary,
Nutrinova, is expected to
revolutionize the diet beverage
industry in the United States
because of its unique taste
characteristics and stability.

Millions of Americans consume

Sunett in products such as chewing gum, candies, baked goods, ice cream, syrups and dry-base beverage and dessert mixes. U.S. consumers were first introduced to Sunett in 1988 when it received FDA approval for use in tabletop sweeteners, chewing gum and dry-base beverages, dessert and dairy product mixes. Since then, the FDA has approved its use as an ingredient in seven other food categories.

Beverages containing Sunett sustain their sweetness over longer periods of time, thereby increasing the sweetness shelf life of beverages and other food products.

Nutrinova will market the sweetener to the beverage industry under its Sunett® Multi-Sweetener concept.

Sunett is a popular ingredient in beverages around the world. The sweetener is widely used in beverages in Europe and Canada.



For example, Sunett is in more than 70 percent of diet carbonated soft drinks sold in Canada, Sunett is 200 times

sweeter than sugar, calorie-free and heat stable, which means it can be used in cooking and baking It does not contain sodium and does not promote tooth decay.

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Leinenkugel's Original makes impact with new packaging

The recipe for Leinenkugel's Original hasn't changed in 131 years. For over 13 decades, this popular beer has been a symbol of the tradition and heritage of the Jacob Leinenkugel Brewery, nestled in the northwoods of Wisconsin. Now, consumers are responding to the new look of their old favorite with enthusiasm.

"Through five generations, the Leinenkugel family has believed in the value of keeping up appearances," said Brewery President Jake Leinenkugel. "So we have built on the success we enjoyed with our 130th anniversary commemorative packaging design to create this historic look. But just like the story about the emperor's new clothes, the most important part of the package is still what's inside."

The new packaging was created through a collaborative effort between Design Partners in Racine, Wisconsin; Rick Petroske and Dave Sroka of Miller Brewing Co.; and John Leinenkugel. It is now available in all markets where Leinenkugel beers are sold.



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Towne Club returns

Intrastate Distributors bring back flavored pops

Do you remember buying soft drinks in glass bottles, by the case? Remember choosing the flavors you wanted and packing them into the case yourself?

Towne Club Beverages are back after a 10-year hiatus. Now your customers can enjoy the same premium pop you had as a kid.

Available in 24 different soft drink flavors, Towne Club is distributed and bottled at the Intrastate Distributors Inc. facility. Call your INTRASTATE sales representative for a program, (313) 892-3000.

Icehouse Beer launches plans for strong year

Icehouse, the beer that in 1997 dropped a vintage pickup from 1,000 feet to entertain consumers is running a Keg-A-Pult promotion as part of its 1998 marketing mix. The Icehouse Keg-A-Pult is a 35-foot tall, 15-ton medieval military contraption that is similar to a catapult. It can launch a 160 pound full keg of beer about 450 feet at a speed of 100 miles per hour.

At the final Keg-A-Pult event in Florida this September, winning finalists will be combined into ten groups of two, then the Keg-A-Pult will hurl a pair of kegs for each group towards a target pickup truck. The consumers whose kegs land nearest the target will win a brand new truck. The Keg-A-Pult promotion will award 10 new Ford pickup trucks.

Beginning this month, Icehouse will usher in the college football season with an on- and off-premise promotion that will bring the excitement to consumers via a variety of contests featuring the ever-popular electric football game and the tagline, "When the field was steel and the men were plastic."

And throughout the year, Icehouse is giving racing fans all sorts of new thrills through its new sponsorship of the Tom Gloy- and Bobby Rahal-owned entry in the NASCAR Craftsman Truck Series

The folks at the Plank Road Brewery expect to propel the brand to a second consecutive year of double-digit volume growth. The Plank Road Brewery, a small division of Miller Brewing Company, also brews Red Dog.

Stroh wins international award

A panel of 36 distinguished brewing experts from 16 countries selected Stroh's as the world's best tasting lager beer in the biennial Brewing Industry International Awards competition. In addition, two other Stroh-brewed brands, Old Milwaukee NA and McSorley's Ale, were awarded gold and silver rankings in the Low & No-Alcohol and Ale categories respectively.

Stroh received a gold medal in the Class 1 Packaged Lager competition. There were 191 entries, judged in three classes, within the Packaged Lager competition.

Stroh also retained the "Championship Trophy" in the International Low and No-Alcohol Beer competition. Old Milwaukee NA was awarded the 1998 gold medal and the Championship Trophy.



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Automated Collection Systems helps you fight back against bad checks

It's late in the day; everyone is tired. A customer gets to the counter with a bundle of groceries and "milk for the kids," and asks to write a \$50 check for a \$20 sale. The face is kind of familiar. It's not one of your regulars, but you say OK

A few days later you open an envelope from the bank. There's the same check, stamped with

INSUFFICIENT FUNDS or ACCOUNT CLOSED. So much for good will. Now, you have to waste valuable time trying to collect from the check writer, if you can find them at all.

People still like to write checks, especially for grocery and party store items. Plus, taking checks is good for business and all of the competition accepts them. One

way to keep a positive attitude toward checks is to use a fullservice collection agency, which saves merchants time and makes it much more likely that any bad check will be collected.

Michigan food retailers are frequent targets of bad check writers," says Sales Manager Gill Davis of Automated Collection Systems (ACS), a sister company

of TeleCheck Michigan. "People can't go without things like food. the doctor or car repairs. If they must, they will use bad checks as a kind of short-term loan to themselves.'

ACS is the only full-service collection agency endorsed by the Associated Food Dealers, joining TeleCheck as an AFD strategic partner. This way, AFD members can now work with a "front end" guarantee or verification service from TeleCheck Michigan or a professional "back end" collection agency like ACS.

The check problems stop

One of the great benefits of working with ACS or TeleCheck, adds Davis, is that retailers like JC Penney, WalMart, Target and Kmart all use the TeleCheck/ACS database of bad check writers. This very strong national database is boosted by over 5,000 Michigan subscriber locations.

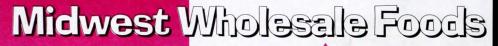
"This is the great leverage that ACS and TeleCheck provide to AFD members," emphasizes David Johnson, sales manager for TeleCheck Michigan. "Write a bad check at Kmart and TeleCheck knows about it. Write a bad check to an AFD member and that person will be stopped cold at any TeleCheck subscriber throughout the country.1

In all, AFD members can choose among various services. Your TeleCheck or ACS representative will help you select the best program for your business, depending on factors like: the number of checks taken in each month; the average size of checks written to you; the experience of your staff and how many unknown customers you tend to get in your store.

Check guarantee. This service from TeleCheck guarantees to pay for any check that the TeleCheck system approves, no matter what happens later.

Check verification. The AFD member decides whether to accept the check, but can have TeleCheck

See Automated Checks page 33



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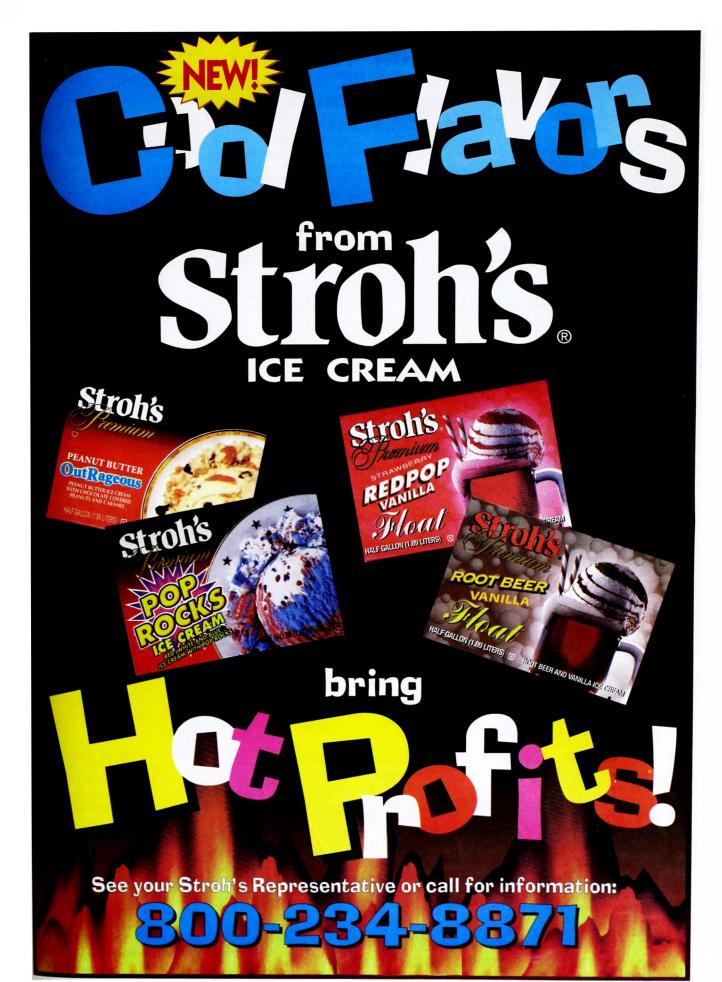
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Lottery Lowdown

by Commissioner Bill Martin
The Lottery will spark a little
summer sizzle with a two-month
Michigan Lotto promotion and a
special weekend travel giveaway!
Lottery retailers can take part in a

Lotto commission, travel promotion!

"lotto" special commission for selling a winning jackpot ticket, and Michigan Lottery players have the chance to "get away from it all" for a weekend at three of Michigan's most sought-after travel destinations.

Attention all retailers! The Lottery will award a special \$10,000 bonus commission to any retailer that sells a jackpotwinning ticket for Michigan Lotto drawings held August 1 through September 30, 1998.

Bonus commissions will be paid to retailers regardless of the redemption status of the jackpotwinning tickets. Each eligible retailer will receive the \$10,000 commission through special warrant by mail following the drawing.

The Lottery will support your in-store efforts with targeted advertising throughout the promotion period. There's never been a better time to "ask for the sale" – your customers could wind

up sharing in Lotto's millions and your store could earn a \$10,000 bonus commission. From May I through the first week in July, five Michigan Lotto jackpot-winning tickets were sold throughout the state; you could be next!

Road to ... Mackinac? The months of August and September also mark the launch of a unique Michigan travel promotion. Highlighting three of Michigan's first-class resort destinations, the Lottery will award eight weekend getaway packages each week throughout the nine-week promotion.

A total of 72 all-expenses-paid weekend travel packages will be awarded, 24 each to: The Grand Hotel on Mackinac Island; Garland Resort in Lewiston; and Homestead Resorts in Glen Arbor

The prize packages will be awarded through the regular "Road to Riches" drawing procedures. Each week, after the six "Road to Riches" contestants' names have been selected for the upcoming show, an additional eight bonus names will be drawn to determine the winners of that week's special travel getaway! There are no special entry requirements for this promotion; participants should still send their entries to "Road to Riches," P.O. Box 30077, Lansing, MI 48909.

Over the nine-week period, each of the three resort destinations will be featured three times on a rotating basis. The winners' names will be broadcast on the "Road to Riches" show each Saturday throughout August and September.

New Instants. Four new instant games are available with top prizes up to \$200,000! Stock these games at your counter and you're sure to have plenty of instant winners on hand.

Ask your customers if they want to try three new \$1 games. "Shake, Rattle and Roll" boasts a top prize of \$7,000 and up to three chances to win per ticket. Take a chance with "Hearts are Wild," a card game with a \$5,000 top prize. or "Double Doubler Time," with prizes up to \$2,000.

The Lottery introduces a new \$5 game this month. "Lucky Dollars, available August 10. That's a 30-cent per-ticket sales commission for you, and your customers could win up to \$200,000 on the spot! Watch for these and other Lottery games to keep your summer sales hot.



Our Retail Food and Beverage Industry Specialists will help you improve the way you do business.

Like Cindy Jensen and George Caracostas who each have more than 20 years experience helping businesses like yours get the job done. So whether it's financing the purchase of a new store, commercial real estate or equipment, making leasehold improvements or investing—we have your business solutions. After all, couldn't your business use a little more business?

For information call:

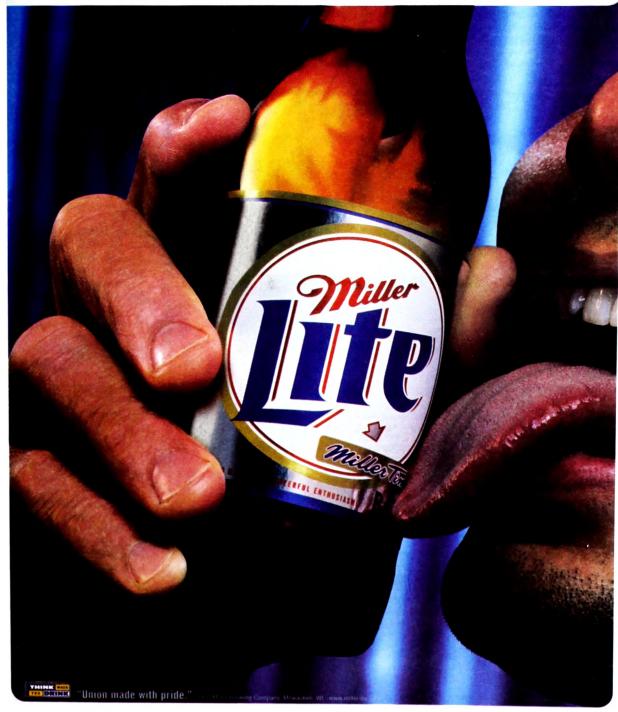
Cindy Jensen at 1-248-615-5863 or

George Caracostas at 1-248-473-2785



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Seminar offers solutions to tight labor market

In a recent survey conducted by Deloitte and Touche and the Oakland Press, business owners reported that finding qualified employees was a major problem in the tight, Southeast Michigan labor market. While welfare reform initiatives have led some previously unemployed workers to seek positions, these new workers may have limited skills or barriers to labor force participation. What can businesses do to make the most of the pool of employees available today?

Oakland University and Public Policy Associates of Lansing announce a special, one-day conference featuring speakers from around the country who will share their tested solutions to the low-supply, low-skill worker pool problems businesses confront. The seminar, *Untapped Resources: National Solutions to a tight labor market* will be held September 2, 1998, 8 a.m. to 5:30 p.m. at the Northfield Hilton located at 5500 Crooks Rd.. Troy. The cost is \$50 per person which includes materials and lunch.

This conference has been organized with business owners and human resource professionals in Southeast Michigan in mind. During the day, you will hear about strategies tested in communities across the country to respond to the challenge employers face with pre-employment readiness, recruitment, screening, retention, advancement and providing support services for employees. Registrants will include members of the business community as well as policy makers and administrators involved with welfare to work and job creation in Michigan. For more information, call (248) 370-3125.



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The Associated Food Dealers of Michigan welcomes these new retail members who have joined in April through May 1998:

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New Michigan Driver license offers protection against forgeries

Prepare for a new concept being introduced by the Secretary of State this year. The Michigan driver license will have a whole new look and feel, opening the door to customer benefits never available before with Michigan's driver license.

Unlike any license ever issued by the state, the new Michigan driver license represents the latest in driver licensing technology. With its superior quality photograph, state-of-the-art security features and attractive design, the new driver license is a high quality, tamper-resistant product designed to meet the needs of residents, retailers and law enforcement

Residents will receive their new driver license in the mail about a week after applying for it.
Retailers will be able to simply scan the license number rather than having to write or key in numbers.

The new driver license is produced for the Secretary of State by the Polaroid Corporation, and will be issued at Secretary of State branch offices.

The Magnetic Stripe and Bar Code - On the back of the new driver license and state identification card is a magnetic stripe and bar code. Under Michigan law, the information on the magnetic stripe and bar code is restricted to only the:

- Driver license or state LD.
 number
- Holder's date of birth
- License expiration date

It is important to note that Michigan's law limiting the amount of information on the magnetic stripe and bar code is one of the strictest in the nation. The reason both a bar code and a magnetic stripe are included is to permit both type of readers that are already in existence in the marketplace to be used.

Security Features – The new driver license offers several innovative security features. In fact, Michigan's driver license is first in the world to carry PolaPrime UVTM, a unique security feature only visible under black light. Created with special primary colored inks, the PolaPrime UVTM image of the state seal will deter copying or

reproduction of the license.

Another security feature is the optical variable device known as PolaSecure®, which is imprinted on the laminate to protect the portrait and data from counterfeiting, scanning or color copying. The outline of the state and the word "MICHIGAN" on the license are created with the PolaSecure® technology.

Because driver licenses are used for everything from cashing a check to showing proof of age, it is important that residents have a license that is secure and tamper resistant. With its state-of-the-art security features offering the latest in tamper-resistant design, Michigan residents can rest assured that the new driver license is a secure, fraud-resistant product.



With more than 6.7 million licensed Michigan drivers, it will take about eight years to completely remove the old driver license from circulation and replace it with the new one. For more information on the new Michigan driver license or other Secretary of State programs, visit the department's web site at www.sos.state.mi.us

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AFD on the Scene

Cigars at Shenandoah











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Earn a 10,000 cash bonus if you sell a jackpotwinning Lotto ticket for August & September!

So sell, sell! Because the more tickets you sell, the bigger your commissions...and the better your opportunity to collect \$10,000!

If you sell a lot 'o Lotto tickets for drawings held August 1 through September 30, bigger commissions may not be the only thing you collect! Because if one of the tickets you sell happens to be a jackpot winner, you'll earn a '10,000 cash bonus—but only for a limited time! So be sure to remind customers:

- Michigan Lotto is always fun to play!
- With Smartplay, they can buy a five-wager ticket and get an extra chance at winning! (And you get an extra shot at earning \$10,000!)
- Wednesday & Saturday drawings mean twice the opportunity to collect big money! (For you and your customers!)
- With the lump sum cash option, they can collect the money all at once (Just like you!)

Remember...The more tickets you sell, the better your opportunity to collect a \$10,000 cash bonus, but only for a limited time!

AFD on the Scene

Ron Fairchild, president and CEO of Paul Inman Associates, announces the 1998 Centsible Super Saver promotion to the retail trade

It's Centsible Super Saver time again!

Headquartered in Farmington Hills, Paul Inman Associates, Inc. a sales and marketing company servicing grocery, convenience and drug stores in Michigan, Ohio and Indiana is the proud sponsor of the Centsible Super Saver Sweepstakes, an annual coupon event entering its 20th year.

Full color inserts totaling over 80 million coupons on National Brand Products will be dropped in 50 major newspapers in five markets in September (Detroit, Saginaw, Grand Rapids, Toledo and Fort Wayne). With over 30 national brands participating in Centsible Super Saver, shoppers will enjoy Super Savings with high coupon values on their favorite items, as well as corresponding promotional pricing in the stores.

The Centsible Super Saver insert will be home delivered in the Detroit Free Press on Monday, September 14 and the Detroit News on Monday, September 21. To add to the excitement, each year shoppers look forward

> to entering the Centsible Super Saver Sweepstakes for a chance to win \$15,000 in prizes.

> For twenty years, consumers have enjoyed considerable savings on their favorite products, tried new products and won thousands of dollars with the Centsible Super Saver Program.



Phil Fischioni, executive vice president and sales support administrator, awarding prizes at the Centsible Super



Lucky winners of the grand door prize a gold and pearl necklace, Roger and Madonna Hartley of Kessel Food

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From Lawyer to Law Maker Rep. Richner draws from legal knowledge

By Kathy Blake State Representative Andrew Richner set out on a career as a lawyer but found something along the way...a more than passing interest in government. "I really got the political bug during law school as an intern in the legal counsel's office of the White House during the Reagan administration," says Richner. Upon graduation, Richner went to work in Washington D.C. for a New York law firm doing corporate finance and securities work. It wasn't until after moving back to Detroit and working at a law firm in private practice for a few years that he became an elected politician.

Ironically, he got his start due to an issue with the local parks. "I took the issue to city hall. Council members suggested that I run for office," says Richner. So he did. He continued working as a practicing attorney during his years as a Grosse Pointe Parks council member and during his following service as an elected member of the Wayne County Commission.

Although one of only two Republicans on a 15 member board of commissioners, he served on a number of influential committees and was the chairman of the Legal Affairs subcommittee. He was instrumental in passing ethics reforms, implementing a permanent sheriff road patrol in northeast Detroit and establishing a Crime Victim's Compensation Board, which requires inmates in the Wayne County jails to pay the cost of their stays into a fund which is later disbursed to crime victims.

Now as a freshman representative, Richner finds little



time to practice law. He said that he has found the challenges of state level government more demanding than Wayne county.

Representative Richner represents the people of the first district which includes Grosse Pointe, Grosse Pointe Farms, Grosse Pointe Park, Grosse Pointe Shores, Grosse Pointe Woods, Harper Woods and Detroit's east side. He says that his district has a very diverse constituency with a broad spectrum of socioeconomic classes. The per capita income ranges from \$9,400 on the east side of Detroit to \$58,300 in Grosse Pointe Shores according to 1989 census figures.

The first bill he worked on was signed and passed into law. It was a banking/education bill that helps schools invest in multi-state banks in order to receive a higher return on investment.

He has also been working on the Uniform Trade Secrets Act for protecting the intellectual property of Michigan businesses, (such as customer lists, product formulas, etc...). This act was adopted in over 30 states and Richner believes it will encourage businesses to come into the Michigan market. This along with lower property taxes will make Michigan more attractive as a new location for business and industry. "I am concerned with making Michigan as attractive as possible in regard to the cost of doing business. We should lower our business and personal property

taxes," says Richner.

"The personal property tax is expensive to administer," Richner says. He has been working on a bill with the Michigan Chamber of Commerce to exempt the first \$25,000 worth of property from taxation, because that is the break even point for the tax.

He serves on the following committees: Judiciary, Commerce, the House Oversight and Ethics and the Regulatory Affairs committee. On the judiciary committee, which is the legal committee of the state house, he says they've discussed retail fraud, tort reform and have passed criminal laws during this term. The commerce committee has dealt with the bill for beer and wine sales in gas stations and banning ATM fees.

On the House Oversight and Ethics Committee, discussion has centered around casino gaming including the contracts with the Indians. "They have a competitive advantage with tax breaks and other concessions. Generally, the state doesn't have much to say about matters with respect to Indian reservations because the federal government supercedes the state," says Richner. He added, "The state can affect these issues through the casino gaming compacts that the state has negotiated with the tribes in exchange for other benefits.'

The regulatory affairs

See Rep. Richner, page 27

Introducing . . . the 2/12 Longneck MGD Bottle Available NOW!



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Tobacco and Alcohol Sales Quiz

Adopted from the "We Card Program" (see answers below)

- 1. In Michigan it is illegal to sell tobacco to anyone under the age of?
- 2. In Michigan, it is illegal to sell alcohol to anyone under the age of?
- 3. Who pays the fine for illegal tobacco product sales?
- 4. Who pays the fine for illegal alcohol sales?
- 5. Is it legal to sell loose tobacco or pipe tobacco to minors?
- 6. Is it legal to sell pipes to minors?
- 7. Is it legal to sell chewing tobacco and snuff to minors?
- 8. The FDA requires you to ask for ID for tobacco sales for anyone who appears under what age?
- 9. Is a school or college ID a legal ID?
- 10. Is a work ID a legal ID?
- 11. Is a military ID a legal ID?
- 12. Is an immigration card or U.S. passport a legal ID?
- 13. Is it okay for a youth to buy alcohol or tobacco for his parents?

SALES MARK becomes CROSSMARK

AMERICAN MANAGEMENT GROUP, Inc. and its subsidiary companies: SALESMARK, ALPHA ONE, RETAIL SUPPORT FORCE AND OMNI announced their new company name, CROSSMARK, effective August 1, 1998.

SALES MARK, a food broker/sales and marketing company with 44 offices in 31 states including Michigan, will now be known as CROSSMARK Sales and Marketing.

The parent company, CROSSMARK, Inc. provides a number of significant resources to its operating companies. Foremost among these are the management of all accounting, finance, insurance, fleet, benefits and payroll. The Information Services group, responsible for providing technology throughout the corporation, is also headquartered in CROSSMARK, Inc.'s Plano, Texas corporate offices.



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New activations only. Limited to certain rate plan \$ 99 applies to access only. On 1/1/99, regular monthly access applies. Cradits for monthly access and free weekend calling begin on second bill. Weekend calling leature includes off-peak hours from Salurday a.m. through Sunday p.m. and continues after fourth bill at \$9.99 per month until can called. Free airtime in Home calling area only. Other restrictions apply. Alrtime, roaming, toll, long distance, and taxes extra. Offer ends 8/22/98.

AF COR3-SI





Jays variety packs for packing lunches

Jays Snacks has new variety packs right in time for school lunch packing. The chips come packaged in nine individual serving sizes per pack. The Original Pack contains nine oneounce bags of potato chips. The Variety Pack has three bags of: BBQ, O-Ke-Doke Cheese Popcom and potato chips. Cheesy Pack contains three bags of: sour cream and cheddar, O-Ke-Doke Cheese Popcorn and Cheezelets. The Snack Pack has three bags of shoestrings, crispy ridge chips and potato chips.

The packs will retail for \$2.50 during a promotional period that ends September 13, 1998. Jays is offering increased profit margins and school bus merchandising units during the promotion. Retailers can call 1-800-752-5309 or see their local Jay's distributor to place an order.

L	ON		
9	ON	13	Never
3	oN	15	Yes
Þ	Seller and owner	11	Υes
E	Seller	10	ON
7	17	6	oN
1	81	+8	LZ

Answers to tobacco and alcohol sales quiz

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FOR SALE—Liquor Store w/Lottery, Beer & Wine. 2400 sq. ft. Completely renovated 3 years ago. New Equipment. South of Schookcraft, east of Southfield Road. \$249,000+ inventory. Very motivated seller. Call Re/Max Exec. Prop. Brian Yaldoo at (810) 518-4600 (Pager).

SUPPLIERS: Looking for ways to increase your market visibility? Let the AFD show you how Promotional opportunities through membership limitless. Call Dan Reeves at (248) 557-9600.

FOR SALE BY OWNER—Detroit Area Party Store Liquor, Lottery, Beer & Wine. Lottery sales – \$12,000 average/week. Building w/lot \$115,000. Business - \$210,000. Terms negotiable. For more intormation call Robert at (248) 855-8750 or (313) 846-1222 after 6:00 p.m.

COUPONS GOT YOU DOWN?—Call AFD coupon redemption specialist Harley Davis at (248) 557-9600 to save yourself time and money

ESTABLISHED BUSINESS FOR SALE— Must sell health reasons. Wine Chateau. Beer, Wine, Liquor, Lotto, Deli. 3750 sq. ft. in Troy Call Sam Razook. (248) 689-9940.

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FOR SALE BY OWNER— Country Party Store Beer, Wine, Liquor, Lotto & Movies. 20 minutes south of Lansing, \$11,000+ ang,/week. Lotto sales. Growing business— \$225,000/land & business. Call Doug at (517) 694-4558 after 2 p.m. SERIOUS IMOUIRIES ONLY!

FOR SALE— Detroit store, SDD, SDM, Lotlery \$10,000 weekly, \$6,000 Lotlery Asking \$250,000—building & business. Terms negotiable. Ask for Wilson at (313) 868-5677

MARKET DELI FOR SALE—3,300 sq. 1 Ann Arbor, central University of Michigan campus locations, student clientele. Owner is refiring All newly remodeled including new equipment. Call (734) 741-8303, ask for Bill.

GAYLORD BUILDING FOR SALE— 3,600 sq. ft. across from new Post Office. that for Party Store or Convenience Store. \$198,000. Ask for Don Mitrzyk at (517) 732-

LIQUOR STORE & PHARMACY W/
LOTTERY FOR SALE—5,000 sg. ft.
Between Chalmers & Conners. Ask for Mike
(313) 331-0777.

800 LICENSE FOR SALE—Commerce Township, Call Madison National Bank at (248) 548-2900, ext. 2244.

\$00 LICENSE FOR SALE—City of Allen Call Madison National Bank at (248) \$48-2900, ext. 2244.

EQUIPMENT FOR SALE—Taylor, 3and soft serve ice cream machine—
stood Drink Spinner—\$150. Triple Dip
context 575 Hot Fudge warmer—\$50.
Blender—\$250. Pizza Warmer—
800 Bagel merchandiser, 2-compartment—\$50. All equipment in excellent
condition Call Rick at (248) 545-3500 or
(248) 652-2239

Rep. Richner continued from page 24

committee is involved with lottery and alcohol sales and accomplished a re-codification of the liquor control act.

"Being a lawyer is an advantage in being a legislator.

Understanding the process and the language and the impacts that our acts have on people and businesses has been a real asset. What we do on the legislature has a substantial impact on people and businesses," Richner explains.

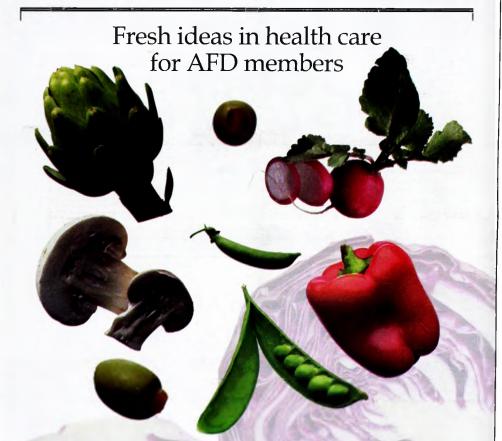
He has extensive experience in corporate securities and commercial law. He is a member of the Michigan, New York and the District of Columbia bars. He worked for several months in Warsaw, Poland assisting a Polish law firm on government privatization projects and joint ventures.

Representative Richner graduated from the University of Michigan with business and law degrees. A native of Grosse Pointe, he attended and graduated from Grosse Pointe schools. He and his wife Susan, a speech pathologist in Grosse Pointe, have two children. Richner says his spare time is occupied mostly by his children: Clark who is six and Emily who is two. Having a working mother in the household

brings the issues affecting families of young children home to the representative, who is an active caregiver to his children.

Born on the fourth of July, Richner is proud to be a part of the democratic process. "It's a great opportunity to have an impact, hopefully positive....to be able to make a difference. It's a commitment but it's also a unique opportunity," he says.

Representative Andrew Richner can be reached at his Lansing office by phone (517) 373-0154, by fax (517) 373-5945, e-mail arichner@house.state.mi.us or U.S. mail: The Honorable Andrew Richner, State Representative, State Capitol, Lansing, MI 48909.



When you visit a salad bar, you make your own choices. You build your salad with ingredients to suit your taste and nutritional needs.

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The North Star leads the Riggio family to the produce business

by Danielle MacDonald

Dominic Riggio's experience with the North Star started a family tradition in the produce business that has spanned over 66 years. Dominic had always wanted to be a fisherman, but fate brought him into the produce business. In

1932, 14-year-old Dominic boarded a vessel to cross the Atlantic, leaving his home of Sicily and his family behind.

"My parent's sent me to America so I could have more opportunities," explained Dominic, "My two brothers worked as peddlers in Detroit. They had a horse and buggy and they sold fruit and vegetables. I hated it!" Dominic was a fisherman by trade in Sicily, and he yearned to fish again. He moved to Gloucester, Massachusetts and began to fish on a boat called the North Star. "I was



Dominic Sr.

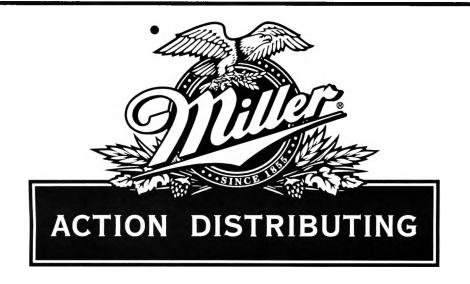
fishing off the coast of Cape May, New Jersey when the North Star lost its rudder," remembers Dominic. "The captain barely managed to get our ship to shore. The first thing I did when I got off that boat was throw my fishing equipment away. Fishing in America was not like fishing in Sicily."

Having left his fishing gear in New Jersey, Dominic then boarded a train back to Detroit. Peddling fruits and vegetables did not seem as daunting. In 1936, Dominic purchased a Dodge Truck for \$18 and started selling produce. "All the money I had in the world was \$20," mused Dominic. "And I spent \$18 on a truck. I bought 12 gallons of gas for \$1, and I bought \$1 worth of groceries for my family." Dominic named his business North Star Produce. "I never would have gotten into the produce business if I wasn't fishing on the North Star when it lost its rudder."

With no money, and a new bride named Jennie, Dominic needed a break to get his produce business up and running. "I had gotten to know the farmers in the Eastern Market and in the Produce Terminal really well," explained Dominic. "I bought 18 bags of 100 pound potatoes for 75 cents a bag. I worked out a deal where I got the potatoes today, and I paid tomorrow. I never missed a payment." Business was conducted with a handshake, and people were bound by their word.

Business today revolves around order sheets, and technology is a

See North Star, page 30



A special thanks to AFD and all of Action's Retail Accounts for their support of Action Distributing for the last 32 years.

Tom Celani, CEO



Storm preparation and restoration

Everything you need to know about power outages

Warmer temperatures have arrived and with them another unoredictable summer storm wason. With the torrential rains, damaging winds and powerful lightning prevalent in Michigan storms, it's often not a matter of if Mother Nature will turn out the lights this summer-but when.

While it's difficult to predict exactly when and where a volatile storm will knock out power, there are some preventive measures your business can take to limit your down time and the potential damage caused by brownouts and blackouts

An effective Emergency Plan for your business

While we do everything possible to restore your lost power quickly, you can help yourself by reating an emergency plan with clearly defined roles for key employees. Your plan should answer these important outage

- Who is responsible for mitiating and maintaining contact with Detroit Edison?
- . What are your needs for backup power generation, dry ice or temporary refrigeration, and who will be in charge of arranging those items?
- *Do you have protective measures in place, such as surge suppressors and uninterrupted power supply devices, which can help prevent data loss or sensitive electronic equipment damage?
- Will shift employees be notified of work schedule changes? When and by whom?
- *Do you have battery backups for emergency lighting and security systems?

Free power outage emergency raide for businesses

Many insightful tips are found in The Power Outage Emergency Guide for Businesses. This handy booklet explains how to cope with a brownout or blackout and outlines the restoration process. We hope you keep it as a useful tool in the case of a power outage.

For your FREE copy, fax a request with your name and address to (313) 235-0344 or visit "Br website at http:// www.detroitedison.com. And

remember it's free, so order as

many copies for your business as you'd like!

Reporting an outage

Should you experience low voltage or a power outage, call 1-800-477-4747 and follow the quick-entry menu prompts. If you are a Primary Supply Rate customer, contact your Account Representative today to obtain special back-in-business

instructions detailing the most efficient outage reporting procedures.

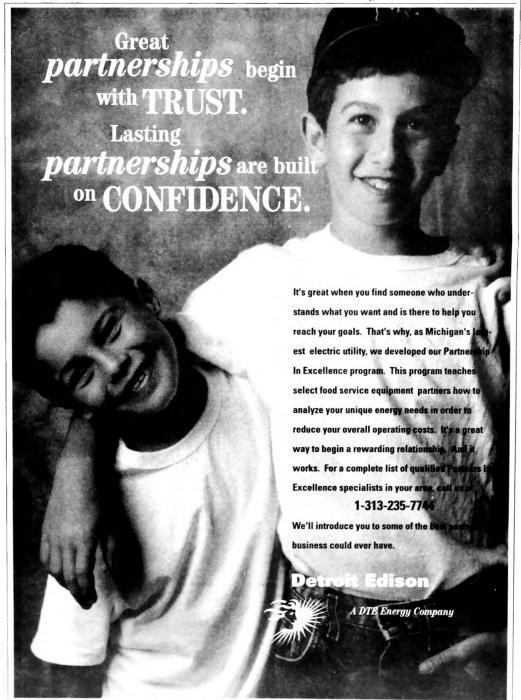
Receiving restoration updates

Once you've reported an outage, you can track your restoration progress by calling the same number -1-800-477-4747. The automated system will provide you restoration estimates within a few hours after a storm

has left the service area. Customer service representatives are available to answer any questions left unanswered by the system.

You can also log-on to our "Storm Banner" which is activated on the Detroit Edison web page during severe storms: http:// www.detroitedison.com. By

See Storm Restoration Page 33



North Star continued from page 28

critical link in the produce chain. "In my day, products were seasonal. You couldn't get strawberries in the winter, for example," explained Dominic. "I also remember bananas were shipped on the stalk and they weighed 90 to 100 pounds. And we didn't have the equipment that is available today. My shoulder was my hydraulic truck."

There were many other technical obstacles to running a produce business in the 1940s. The infrastructure was very limited in terms of roads and freight access. Produce shipments used to take from a week to 10 days. "I also remember that my truck didn't have any heat, so I would take off my coat to keep the bananas warm," said Dominic.

The produce business today is characterized by same-day delivery; produce is cut fresh in the morning and delivered by early afternoon. In addition, all produce is available year-round. And carrying 100 pound bags of potatoes on your shoulder is a thing of the past.

Despite the limitations of technology. North Star Produce flourished right from the beginning. Behind the scenes, the Riggio family was also growing at a steady pace. Dominic and Jennie started their family in 1936. They had four boys and two girls.

Sam, the oldest son, has been an employee at North Star Produce since the late 1940s. In 1957, he began working full-time, and he continues to run North Star Produce today. In 1953, Dominic Jr. and Phil joined their father and brother in the produce business. "I was seven and Dominic was four years old," explains Phil. "We had a radio flyer wagon and we would sell cantaloupe door-to-door. We always came back with an empty wagon."

The Riggio children attended St. Martin Catholic High School in Detroit, and the boys worked every evening at North Star Produce. "I have very happy memories of working as a young boy," said Phil. "I always loved the produce husiness."

Dominic Sr. left Sicily so he could partake in all of the opportunities that America had to offer. He wanted his children to do the same. "I was the first Riggio to attend college," said Phil. "I got a full athletic scholarship to Eastern Michigan University. We would not have been able to afford the tuition, so I was very lucky that I was good at basketball."

Phil cites his four years in college as the most enlightening of his life. "I was so shocked to see



(l to r) Vincent, Dominic Sr., Philip Jr., Dominic III, and Phil Riggio

that there was another world out there," muses Phil. "I learned more from the people I met, than I did from my courses." Dominic Jr. followed his brother's college path. He received a full athletic scholarship to play football at Western Michigan University. Both brothers graduated with degrees in education.

Phil was 22 years old when he graduated from college in 1971. "I taught English and Psychology at Dexter High School in Ann Arbor for four years," said Phil. "I loved every minute of it! I was the biggest kid in school." In 1974. Phil returned to the family business. Dominic Jr. graduated from Western Michigan

being a terminal market receiver, Aunt Mid Produce is also a processor and repacker of produce. For example, fresh fruit salads are packaged for resale; carrots are diced for easy pickings, and potatoes are repackaged into three pound bags. "All produce is processed and packaged fresh daily," said Phil. Aunt Mid is different from North Star Produce, but the important things are the same. They both sell high quality products, and they are both family run.

Phil and his wife of 23 years, Maria, have three boys, and they all work at Aunt Mid Produce. Dominic III is 21 years old;



(I to r) Phil, Philip Jr., Dominic Sr., and Vincent Riggio

University the same year, and he too joined Phil at North Star Produce. Phil was 26 and Dominic Jr. was 22 years-old.

Phil and Dominic Jr. worked at North Star Produce, with their father and older brother Sam, until 1984. "Dominic Jr. and I found a business opportunity that was too good to pass up," explained Phil. The Craprotta brothers wanted to sell Aunt Mid Produce, so Dominic and I bought the company." Dominic Sr. and Sam continued to run North Star Produce. North Star Produce is a service wholesaler, whereas Aunt Mid Produce is a terminal market receiver, processor, and repacker of produce. In fact, North Star purchases produce from Aunt Mid.

Aunt Mid sells entire gardens of fresh produce at the Produce Terminal in Detroit. In addition to Vincent is 18, and Philip Jr. is 13 years old.

"Dominic III came to me and said we need a new stir fry concoction," said Phil. "I told him to come up with the recipe. We put it on the market in 1997, and it has been very well received." The stir fry package consists of pea pods, baby com cobs, and various other vegetables. "I work with my entire family, and that alone makes me a very rich man," said Phil.

Phil considers himself successful because of his family, but Aunt Mid Produce is also very profitable. "The main reason for our success is because of our precision in food safety handling," explained Phil. In 1995, Aunt Mid implemented a United States Department of

Agriculture (USDA) food safety program called Hazard Analysis of Critical Control Points (HACCP). In short, HACCP involves using hair nets, gloves and segregating the reprocessing from the packaging areas, to name a few. In addition, Aunt Mid has their own in-house garbage disposal system which retards the growth of bacteria. Product waste is never put in dumpsters; it is always handled internally.

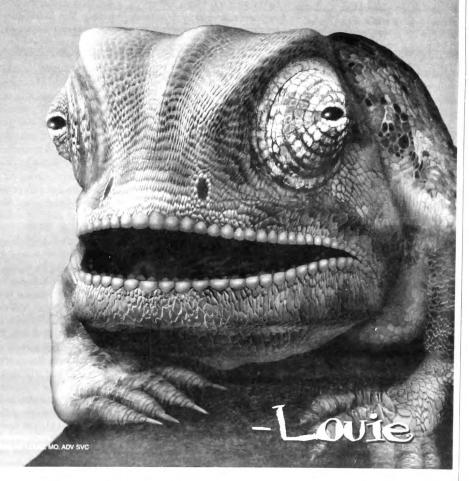
Aunt Mid Produce is years ahead of USDA rules and regulations. "Although it is not USDA mandated yet, we never break the cold chain at Aunt Mid Produce," explained Phil. "Produce is brought in cold, processed, repackaged, and stored cold." Phil implemented these visionary regulations because he wants Aunt Mid to supply the highest quality produce possible. "My business philosophy is to use old world care and attention, and combine it with new world technology so our customers always get excellent quality produce." said

Phil is extremely meticulous in complying with HACCP standards He won't even take the crown off a pineapple in the repacking room because of dust. His efforts have not gone unnoticed Health inspectors bring their trainees to Aunt Mid, so they can show them how HACCP is supposed to work Excellence at Aunt Mid Produce has also been recognized in the industry. In 1996, Aunt Mid was authorized to package pineapple under the Del Monte name. In addition, they have been endorsed by Henry Ford Health System to print Heart Smart recipes on the back of all Aunt Mid packaging. And Aunt Mid also packages vegetables under the Dole label. "The sole reason for these endorsements is because of our implementation and management of HACCP," explained Phil.

Aunt Mid Produce is very successful on many different levels They have 75 employees, 75,000square-feet of office and warehouse space, and a regional distribution network covering Michigan, Ohio. Kentucky, Indiana, and parts of Canada. But Phil and his brother Dominic Jr. feel most blessed because of their family. Dominic Sr. sums it up best. "I love my business. I love my wife, and I love my children and grandchildren." Dominic Sr. has been working at Aunt Mid Produce since 1990, and Sam continues to run North Star Produce. The Riggio family is a tight knit group both at work and at play. They were all together on July 7, 1998 celebrating their father's 81st birthday on their boat called the North Star.



"We Couldive Been Fluge"



Hubert Distributors Serving Oakland County Since 1937

There's a passion for produce at Westborn Market

by: Danielle MacDonald

At a time when news reports bombard us with messages about obesity and health, a trip to the newly opened Westborn Market in Livonia just makes you feel slim, fit, and healthy. The store is layed out so customers are immediately face-to-face with bright and colorful arrangements of fresh fruit. As co-owner Mark Anusbigian says, "we want our customers to get a fresh start right when they come in the market.' Faced with a rainbow of colors, customers are automatically drawn into the market.

The architecture just adds to the market's appeal. The high ceilings and expansive line of windows give the feel of an outdoor market. There is also a window partition between the meticulously displayed vegetables and the storage area. Shoppers catch glimpses of the pallets while picking out their fresh vegetables, which again is reminiscent of an old world produce market.

In addition to the physical appeal of the new Westborn Market, the store is very easy to shop. Westborn Market in Livonia is compartmentalized into three different sections: fresh produce, meat and cheese, and flowers which includes a 5.000 foot greenhouse. There is actually a separate open air cheese room which is a first in the industry. Each distinct area in the market is like entering a world unto its own.

There is also a strong family focus at Westborn Market in Livonia. There's a 'kids table' where children can take a free piece of fruit for the ride home. Even the ceilings are adorned with pictures of young children. It is also not uncommon to hear the Red Garter Band playing, and they're popular with kids of all ages.

Westborn Market in Livonia, which opened in May 1998, is only the newest addition to Anusbigian family's portfolio. For 35 years, the Anusbigian family has been serving the Metro Detroit area with high quality produce. In

1963, George and Janette Anusbigian opened a 3,000 square foot produce and flower market on the north side of Michigan Avenue in Dearborn. Even in the early years, Westborn Market sold fresh flowers. "My father George, always loved flowers," explained Mark. "In fact, it was one of his passions."

Westborn Market in Dearborn was one of the first fresh produce markets in the Metro Detroit area. The market housed fruits, vegetables, flowers, and a few staples. "The first few years were very difficult," explained Mark. "The family worked very hard for years and years to make Westborn Market what it is today." After many successes and a few failures,

There is a separate open-air cheese room, a first in the industry.

the Anusbigian family mastered the produce trade, and in 1988 they were ready to expand.

By this time, George and Janette had four boys Mark, Jeffrey, Kevin and Tony. And they all worked in the family business. Kevin now works with Merrill Lynch, and is the only brother not involved on a daily basis in the family business. In 1988, the Anusbigians built their second Westborn Market on the south side of Michigan Avenue in Dearborn.

The original store became, and still is today, Westborn Flower Market. "We do a lot of business in flowers," explained Mark. "We do weddings, funerals and we are FTD authorized."

All of the Anusbigian family markets are layed out the same with fresh fruit at the entrance, and vegetables lining the back wall. In addition, the architecture is similar in each store with high ceilings, lots of open space, and the familiar green roof. It was George that developed the unique Westborn look, and it hasn't changed much since 1963.

"With each venture, we bring in

something new based on what we've learned over the years," said Mark. The Anusbigian's added a fresh meat counter in their Dearborn store. They also started selling seasonal gourmet gift baskets, which today is operated out of an 11,000 square foot warehouse in Melvindale. "Our new market in Dearborn was also more than double the size of our original location at 10,000 square

smashing success."

All of the Anusbigian sons Mark 39. Jeffrey 37. Kevin 36, and
Tony 30 - started washing
produce, straightening up the
store, and greeting customers with
their young toothless grins as soon
as they were tall enough to reach
the counters. "I remember when I
was eight I would go downtown
on a Saturday during the summer
to help my dad pick produce at the
Eastern Market," said Mark. "I
helped my dad load and unload the

feet," explained Mark. "My father

was worried that the new store was

too big. The grand opening party

was in Spring 1988, and it was a

George would guide his family through one more expansion, before leaving the family business in the capable hands of his sons. In 1993, the Anusbigian family opened their third Westborn Market in Berkley on Woodward Avenue. The store was 17,000 square feet, and housed all the gourmet items that customers came to expect. The look and feel was distinctly a Westborn Market. George was also able to find room for his fresh flowers in the Berkley store - just like the first store in Dearborn.

"The gourmet craze was just winding down when we opened the Berkley store," explained Mark. "Consumers were most concerned with good quality food. In the 1980s and early 1990s. A+



Tony (l) and Mark Anushigian

quality food was a rarity. Now it's a necessity, because consumers are more educated."

During the planning stages of the Berkley store, Janette Anusbigian lost a battle with breast cancer. Not long after losing his wife, George passed away. He was 55 and she was 52. The Anusbigian family spent most of their lives watching, listening and learning from their father. And George was a self-taught expert on produce. He left a legacy of excellence for his customers, and he left his wisdom about the industry with his sons.

"I learned that the most important part of the business is having a passion for produce,"

explained Mark. "I want the best quality products in my store. If a customer gets a poor quality product they re justifiably upset. But their feelings are not even close to how upset my family is when our product isn't absolutely excellent. I also learned that you have to give a damn about your business. The produce business is a series of little things. No one area is more important than another; all areas are vital to success."

We have now come full circle back to the beginning of this story. Mark, Jeff and Tony Anusbigian use everything they have learned about the industry to open a new 33,000 square foot Westborn Market in Livonia on Middlebelt Road in May 1988. There's a beautiful plaque in memory of George and Janette Anusbigian: not surprisingly, the plaque is in the flower area.

Automated Checks continued from page 12

match the customer against a list of known bad check writers. This service is very useful when checks are typically less than \$35.

Full-service collection. This can range from a friendly tap on the shoulder to going to court to collect a bad check. ACS always follows strict legal and consumer rights guidelines.

"We take our cues from the merchant," Davis says, "but the faster we 'work' the check, the more we can collect. That is why the Bank Direct program is so great."

Bank Direct - An outstanding new program. When AFD members instruct their bank to send bad checks directly to ACS, members receive all amounts collected (after the check fee) up to the entire face amount of the check.

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For further information about ACS's Bank Direct Collection program or TeleCheck Michigan, please contact 1-800-444-3223.

Storm Restoration continued from page 29

clicking on the storm banner, you can read general information on the extent of storm damage, link to the WDIV weather report and even find emergency business provisions such as dry ice yendors.

What is Detroit Edison doing to minimize the impact of storms?

We take a proactive stance

against severe storms by routinely performing work to minimize storm impact. Field workers maintain and regularly repair lines, and trees are trimmed every four to five years to avoid unnecessary line interference.

When a storm is imminent, Detroit Edison engages its Storm Restoration Plan. This high-tech action plan, which blends state-ofthe-art computer programs, an integrated communications web and innovative power-restoration processes, is entirely focused on restoring customers' power quickly and efficiently.

As soon as a severe storm is

detected, the restoration plan begins mobilizing thousands of employees and a multitude of resources. By the time the storm has passed, we have determined target restoration times for each circuit and the most efficient dispersal of restoration crews who are already in the field.

Tobacco Stamp continued from page 1

of selling unstamped cigarettes. Retailers charged with additional offenses could lose cigarette sales for longer periods of time.

There are two main reasons

state legislators fought to require stamping. First of all, there have been record levels of cigarette smuggling after Michigan's cigarette tax was tripled in 1994. Secondly, there have been major reductions in revenue for public schools. The stamping program will help to recoup the estimated \$20 million in losses to the state due to smuggling of illegal cigarettes. If you have questions, call the Department of Treasury at (517) 373-3180.

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