

# AFD ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

## FOOD & BEVERAGE REPORT

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VOL. 9, NO. 9

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

September 1998

**Working hard for our members.**

### Inside

You can help reduce your tax burden • page 3

What to do if a reporter calls • page 5

Meet Rep. Bob Brown • page 14

Meet "the man in the hat" at Dearborn Farm Market • page 26

### Legislative Update

## Grocers still face a minimum wage vote

Using the same tactics he used in 1996, Senator Edward Kennedy (D-MA) continues to assert that he will attach his bill (S. 1805) to increase the minimum wage to \$6.15 an hour by January 1, 2000, as an amendment on the Senate floor. The next likely vehicle is bankruptcy reform legislation which is scheduled to be debated on the Senate floor during the week of September 7. Please call or write your senators today and ask them to oppose S. 1805. Over 300 grocers, and approximately 3,000 business owners from across the country have signed on to the "mega letter" which will be circulated to members of Congress prior to any minimum wage vote.

More Legislative Updates page 24

## Great Golf at Wolverine!



More photos beginning on page 22

## Lobbyist's Perspective

by AFD Lobbyists Mike Runville and Mel Larsen

The two major political stories from the current legislative session are now being played out across Michigan.

The first involves Southfield lawyer Geoffrey Fieger's upset victory in the Democratic gubernatorial primary election on August 4. While some trace the Fieger win to a crossover Republican vote, others contend the flamboyant attorney for assisted suicide advocate Dr. Jack Kevorkian peeled a scab from growing Michigan voter dissatisfaction. Whatever, organized labor's inability to deliver the nomination to their chosen candidate, East Lansing attorney Larry Owen, means voters will have a clear choice when they go to the polls in November.

Fieger's position on key issues to AFD members is still being discerned. For instance, he has criticized the

See Lobbyist's Perspective, page 28

## Tailgate parties score winning touchdowns for your store

by Ginny Bennett

The sound and sight of crashing helmets on our TV screen, lets us know that it is football season and time for tailgating. Americans love any excuse for a party and football fans party before, during and after the game.

Tailgating—the impromptu pregame parties that begin in the stadium parking lots and nearby streets—is so popular that some fans tailgate and never even make it into the stadium. Some don't even have tickets! Still others will tailgate in the comfort of their own TV room. For today's fan, the food and beverage is just as important as the main event.

So offer your customers everything they'll need. They'll be stopping in for beer, soft drinks and snacks—send them out the door with everything else necessary for the perfect get together and more.

Tailgate parties can be as simple as subs, chips and cookies or as elaborate as ribs and burgers on a hibachi. Remind shoppers to pick up veggies and dip, chips and salsa, and dessert, too.

Everyone will need paper products like paper plates, cups, napkins, paper towels, trash bags, and wet towelettes. Suggest they stock up on film, ice, batteries, sun protection and even plastic chairs.

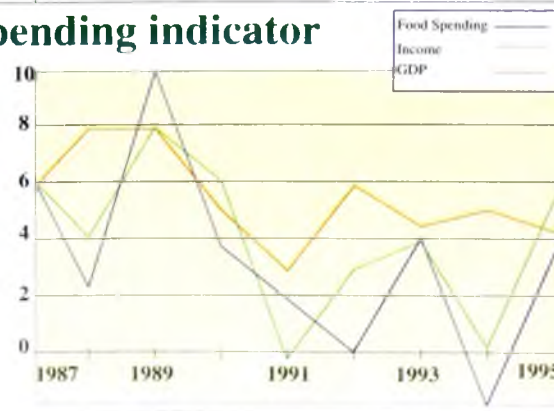
Innovation is the key here. Position tailgate necessities together in an easy-to-access arrangement. Get creative! Set up a store display with an old sofa or car seats, a hibachi and a cooler and decorate with streamers and pennants. Add mums from the floral department for color. Get the spirit and score a tailgating touchdown for your store!

## Income as a food spending indicator

Income and household size are the two best indicators for explaining consumer expenditure behavior and for predicting trends in food spending and consumption. Food spending tends to closely follow consumer income rather than GDP (an indicator for the general economy).

While the amount spent on food increases with household income, the proportion of income spent on food decreases as income rises. And where consumers spend their food dollar varies by income. Wealthier households spend more money and a larger share of their food budget on food-away-from-home (47 percent). Whereas the poorest group spends a relatively smaller share on food-away-from-home (27 percent).

Disposable personal income (DPI), as tracked by the Department of Commerce, is the income indicator used most. The DPI is calculated as personal income less personal tax and nontax payment.



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## Chairman's Message

# New estate tax bill introduced in the senate



by AFD Chairman Bill Viviano

Last month a column in this publication by AFD President Joe Sarafa talked about excessive taxes. This month I'm pleased to write about legislation that aims at reducing a portion of our tax burden - specifically estate taxes.

In July, Senator Ben Nighthorse Campbell (R-CO) introduced the Estate and Gift Tax Rate Reduction Act (S. 2318) which would phase out the estate tax over 10 years by reducing the estate tax rates by five percentage points each year until 2009 when the rates would be zero. This is a companion bill to the Dunn/Tanner legislation in the House.

The estate tax, which was first introduced as a temporary emergency measure designed to raise revenue during war time, became a permanent feature of the tax code in 1916. Aside from being a source of revenue, the estate tax was also meant to break up large concentrations of wealth. The outcome, however, was different than intended, and instead of being a

means for promoting equal economic opportunity, the estate tax destroys family businesses and harms the American economy at little to no benefit to the federal Treasury. The estate tax amounts to only one percent of total federal revenues while costing the government and taxpayers 65 cents per dollar collected for enforcement and compliance.

The hard reality is that federal estate tax policy forces many successful, family-owned and operated businesses to sell out - often to large publicly held or foreign corporations - in order to pay the tax collector. Over 70 percent of family-owned businesses do not survive through the second generation and 87 percent do not make it through the third.

Reducing the tax burden on businesses and individuals will spur economic growth, increase investment through a reduction in the cost of capital and create new jobs through business growth. A Center for the Study of Taxation (CST) report examining the effects of reducing the estate, gift and generation-skipping tax rates by 20 percent a year for five years beginning in 1999, with a complete phase out thereafter, concluded that in the first five years, 66,504 jobs would be created and the GDP will grow by \$104.9 billion.

Small business has long been recognized as the backbone of America's economy. Small businesses have been leaders in job creation - employing almost 60 percent of the workforce and creating about two-thirds of the new jobs in the United States since the 1970s. Our tax laws should encourage rather than discourage the perpetuation of these businesses.

With the mid-year Congressional Budget Office (CBO) prediction of a \$1.6 trillion surplus over the next ten years, members of Congress are focusing on their tax priorities. Efforts are underway to ensure that federal estate tax repeal is part of any tax package, but we need your help. Now, it is more important than ever, that members of Congress hear from their constituents on this issue.

Please call or write your members of Congress and urge them to support elimination of the federal estate tax (S. 2318, H.R. 3879). I've made it easy for you. On the next page is a list of Michigan's United States congressional members. Please take a few minutes to call each one, urging their support of this important bill. I've also included some helpful talking points that you may want to use when speaking with your legislators.

See Chairman's Message  
page 4

## Minding the store

By Matt Chisholm



Members of Congress can be reached through the capitol switchboard at (202) 224-3121 or by calling their district office.

#### Michigan's U.S. Senators

Carl Levin (517) 354-5520, (313) 226-6020  
Spencer Abraham (248) 350-0510, (517) 484-1984

#### Michigan's U.S. House of Representatives

James Barcia (D Bay City, District 5) (517) 754-6075  
David Bomor (D-Mt. Clemens, District 10) (810) 469-3232  
Dave Camp (R-Midland, District 4) (517) 631-2552  
John Conyers, Jr. (D-Detroit, District 14) (313) 961-5670  
John D. Dingell (D-Dearborn, District 16) (313) 846-1276  
Vernon J. Ehlers (R-Grand Rapids, District 3) (616) 451-8383  
Peter Hoekstra (R-Holland, District 2) (616) 395-0030  
Dale E. Kildee (D-Flint, District 9) (810) 239-1437  
Carolyn Cheeks Kilpatrick (D-Detroit, District 15) (313) 965-9004  
Joe Knollenberg (R-Bloomfield Hills, District 11) (248) 851-1366  
Sander Levin (D-Southfield, District 12) (810) 268-4444  
Lynn Rivers (D-Ann Arbor, District 13) (734) 741-4210  
Nick Smith (R-Addison, District 7) (517) 783-4486  
Debbie Stabenow (D-Lansing, District 8) (517) 336-7777  
Bart Stupak (D-Menominee, District 1) (616) 929-4711  
Fred S. Upton (R-St. Joseph, District 6) (616) 982-1986

## Important talking points

### The Death Tax:

Threatens the future of family-owned businesses and the jobs they support

Penalizes families

Re-taxes income that has already been taxed

Destroys the American dream

Imposes the highest marginal tax rates

Stifles productivity and employment opportunities

Creates a disincentive towards savings

Punishes success

Discourages capital formation

## Calendar

September 23-26

**FMI Consumer Affairs Conference**  
Omni Jacksonville Hotel  
Jacksonville, FL  
(202) 429-4540

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

October 29

**Dracula Day & Harley Give-Away**  
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for Alternating Hemiplegia Foundation  
(734) 762-0020

November 5-6

**Category Management - The Basics**  
Philadelphia, PA  
(202) 452-8444

November 24

**AFD Turkey Drive**  
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February 12

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AFD works closely with the following associations:



FOOD INDUSTRY ASSOCIATION EXECUTIVES



## When a reporter calls, be prepared



*Mary Dechow, Director of Corporate & Public Affairs, Spartan Stores, Inc.*

At our press time, the Detroit Free Press was preparing to run an exposé on retail food store inspections. In light of this, it is highly likely that many stores will receive calls from their local media as a follow up. Your customers may have questions too. The following information should help you prepare for those calls, and respond to them should they occur. It seems every day, the newspaper prints some story related to the food industry. Or there's a story on the television or the radio. The latest in Michigan has been a series of articles by a reporter for the Detroit Free Press.

Media coverage always sparks customer concerns, and more media coverage. The following tips, compiled from a variety of sources including the Internet, are designed to help you be prepared should someone from the media call.

### Tips on preparing for a media call

There are some important steps you can take to prepare yourself if you think there's a possibility that a reporter will be calling, or if you need to return a call. In the Detroit Free Press case, it was known that the reporter was focusing on results from store inspections. The following are some examples of things a store owner or manager should do before returning a call.

1. Review your Michigan Department of Agriculture and Public Health inspection reports for the past few years.
2. Make a list of any violations you may have had, and what you did to correct those violations.
3. Ask yourself, were any of these food safety related issues? If yes, when did you do what you

have done to make sure the situation doesn't occur again.

4. List the additional things you are doing. Some examples would be: sending staff through food handling training, hiring trained staff members, putting up new signs to remind help to wash their hands, requiring the use of gloves when handling food, providing written consumer education

materials on food safety,

sponsoring/offering classes on food safety and food handling. List anything and everything you can think of that shows you're concerned about food safety.

5. List what you have done structurally to change the store. Built a new store? Remodeled? Repainted or put in new fixtures such as added sinks?

6. Make note of the results of your Agriculture/Public Health inspections from the past 12 months. They'll document where you are today—and that's the important part.

7. Have the name of your inspector handy. If your store gets named in the story for some reason, you might want to alert your inspector (especially if you

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**When a reporter calls,**  
continued from page 5

have a good relationship with that individual) since he/she would be a good person to stand behind your facts and figures.

**Tips on responding to media questions**

A news reporter wants an interview: Choose a spokesperson and a back-up. Communicate with your entire staff that these people are the designated and exclusive spokespersons for your company.

**General interview:** Know the facts! Try to second guess what a reporter will ask and get the information. Write notes down and refer to them if necessary during the interview.

**Never say "no comment."** No comment could be perceived as a guilty statement.

If you don't know an answer, say "I don't know." Don't try to be a stand-up expert in all areas. (If there's a chance to find the answer and get back to the reporter, do it).

Answer ONLY what pertains to the situation.

Say, "I can't speak for that person/company."

Avoid giving your own personal opinion.

Don't go off the subject of the interview.

If a reporter calls and you need to get more information, find out his/her deadline. At whatever time you promised a call back, do it, even if it is to ask for more time.

**Be positive.** Never repeat a negative statement. The audience will remember the negative.

Give answers 8-10 seconds in length. They tend not to be edited down.

Be helpful. Give reporters outside sources that could favorably help your side of the news report.

**When doing a TV interview:** Don't worry about anything but the reporter's question.

- Speak to the reporter, not the camera.

- Smile when subject warrants or look somber if it is a serious issue.

- Use hand motions close to your body. (TV screen is small. Wide motion makes you look out

of control).

- Avoid nervous movements when on camera. (Don't sway back and forth on chair, click pen, tap feet, etc.)

- Avoid wearing white clothing or shiny jewelry. Button your jacket.

If given a choice, be interviewed indoors. Outside sun causes you to squint and wind can be distracting.

Sit on edge of seat when being interviewed. It will make you look more poised on camera.

Don't cross your legs; it will throw you off balance.

When interview is done, reporter may ask:

"Is there anything else you'd like to add?"

**Add something positive:**

- Philosophy views of the company

- Positive actions of particular situation

- Give a compliment relative to subject of interview

**Respond within 24 hours.** It makes you look guilty if you take longer. Plus, the negative publicity is more likely to

penetrate public opinion. If possible, hold a news conference. Or else fax news releases and call reporters.

**Show you are solving the problem.** Make it clear you are taking steps to improve or rectify the situation.

**Demonstrate leadership.** The president, CEO or other top official in your organization should be the one to address reporters. Words coming from the mouth of a chief executive will be more credible than those of a spokesperson.

**Be accessible to the news media.** Make phone calls from the media your top priority. You may appear like you have something to hide if the media can't reach you.

**Be honest.** If you lie, you will likely be caught and your crisis will worsen.

**Show concern.** Demonstrating you care about the people affected by the situation will help you win the public's understanding.

**See How to talk to a reporter,**  
page 7



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# How to talk to a reporter

**If they keep trying to get you to answer a question you don't want to answer:**

Say you're "not in a position to answer that" and explain why.

**If they ask unfair questions:** If you don't agree with how a question is being asked, say so.

**Remember: Reporters never stop using cameras, recorders, or pencils! Nothing is "off the record." Don't say or allude to something you will regret. Once you've said your comments, STOP TALKING.**

Be careful not to admit or apologize for something. Say "it's an unfortunate situation" or "we regret inconvenience," NOT we regret we didn't do something.

You'll be nervous; however, the more prepared you are, the more confident you'll feel.

This article was designed to help you handle potential bad news. But remember, there's always good news, too. Get to know your local media. Invite them to your store. Send out press releases. Let them know when you're having a special event and the results. Make sure they're aware of all the good things you're doing for your customers and your community. An ongoing relationship with the local media will help assure you fair coverage on all issues.

## Nominations for AFD board elections are being accepted now

It is time to begin the process of choosing our new AFD board of directors for 1999. Any voting member of the association may be nominated to sit on our board.

In order to be eligible, you must be a member in good standing for no less than the prior 12 months and you must be nominated, in writing, no later than October 1, 1998. All nominations require the support of 25 other members in good standing or a majority vote by the nominating committee. If you are a retail member, you must seek a retail position on the board. If you are a general member, you must be nominated to stand for election for a general director's position.

In addition, the AFD will accept nominations for regional directors' positions for regions 3 and 4. Please send your nominations with supporting signatures to the AFD Nominating Committee, 18470 West Ten Mile Road, Southfield, Michigan, 48075.

Our board of directors sets policies by which the AFD is governed. We urge all AFD members to get involved by nominating candidates you feel will devote their time and talent to represent the food industry with professionalism and integrity.

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## Y2K heads up

Accountants have predicted five percent of all companies will go bankrupt or out of business because of their lack of year 2000 (Y2K) compliance. The National Association of Convenience Stores (NACS), takes this problem very seriously—the issue is much more than a back-office systems concern. Will the lights, telephone, security cameras, pumps and registers function? Will your vendors' systems work to ensure you have products to sell?

To help, NACS, in conjunction with the National Retail Federation, is releasing a Y2K survival guide aimed at companies that have yet to start addressing the issue. NACS will also offer a workshop on Y2K compliance at the NACS Convention in October. For more information, call (703) 684-3600.

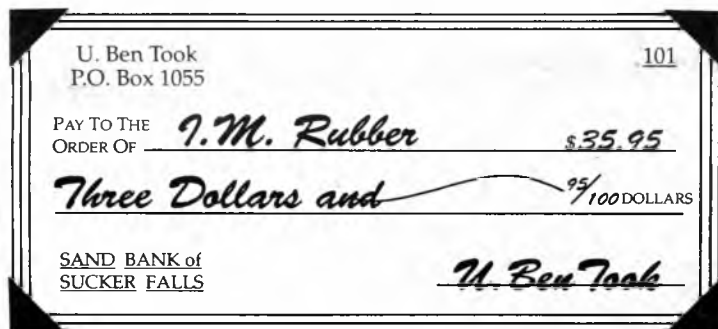
## ATM fees ban update

NACS has received conflicting reports from various sources as to whether Sen. D'Amato's (R-NY) legislation banning ATM fees affects convenience store operators who own and operate their own ATMs. The bill (S. 885) indicates a surcharge may not be assessed against a consumer if the transaction takes place at a terminal that is owned or operated by a financial institution and is conducted through a national or regional network. This could be interpreted to mean that convenience store operators who own ATMs would not be affected. However, NACS lobbyists spoke with the Majority Counsel for the Senate Banking Committee who confirmed that the legislation would affect all ATMs, regardless of whether they are owned or operated by a bank or a non-financial entity. This week NACS will lead an aggressive campaign in

both the House and Senate to express the industry's opposition to the bill.

D'Amato stated that he would attach his ATM fee ban legislation to a bankruptcy reform bill (S. 1301). According to Senate Majority Leader Trent Lott (R-MS) the Senate will probably not vote on the bankruptcy reform bill until after the August recess (early September). D'Amato wants to attach his legislation to the bankruptcy bill because it may lessen the opposition to the bankruptcy reform bill by consumer groups.

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## AFD on the Scene



Rodney George (l) receives a plaque from Joe Sarafa for his excellent work as AFD's Trade Show Co-Chairman.



Frank Arcori of V.O.S. Buying Group addresses a DAGMR meeting.



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## Three Northern Michigan retailers collect \$10,000 lotto commissions! Who will be next?



by Commissioner Bill Martin

At press time, just two weeks into the Michigan Lotto special

commission period, three Lottery retailers have each collected the \$10,000 bonus! In the August 8 Lotto drawing, two jackpot-winning tickets were sold, splitting that day's \$8.8 million jackpot. And in the August 15 Lotto drawing, a winning ticket matched all six numbers for a lump-sum prize of \$1,091,204 (\$2.1 million announced).

Proving that winning tickets really are sold in all corners of the state, these lucky retailers are from the northern Lower Peninsula: **Alpena Oil Self Serve, 1017 W. Chisolm St., in Alpena (Alpena County); Val U Variety, 10698 Michigan Ave., in Posen (Presque Isle County); and Toms Food Markets Inc., 1201 S. Division St.,**

**in Traverse City (Grand Traverse County).** Each will receive a \$10,000 bonus commission for having sold a jackpot-winning ticket within the two-month special commission period.

As part of this limited Lottery promotion, every retailer who sells a jackpot-winning ticket for Michigan Lotto drawings held August 1 through September 30, 1998, will be awarded a \$10,000 commission.

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

The Lottery continues to 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 you could earn a \$10,000 bonus commission. Someone's going to sell a winning ticket—why not you?

**Instant Success!** As the fiscal year wraps up September 30, instant ticket sales are on track to post a \$30 million increase over fiscal 1997. That means instant tickets continue their reign as the fastest-growing product segment for the Michigan Lottery.

Stock up on a variety of instant games! With more than 40 new ticket introductions this fiscal year, there's something for everyone and lots of different ways to increase your sales commissions.

This month you'll find four new games available for display! Your customers will have fun trying to predict the outcome of "Michigan Weather," a new \$1 game available September 8 with a sunny \$1,000 top prize! Two other \$1 games hit ticket counters in September, "Dough in a Row" and "Red Hot Cash," with top prizes of \$4,000 and \$3,000, respectively.

Rounding out the month is a new \$2 game, "Lucky Slots," available September 14 with a \$25,000 top prize.

**Great Getaways.** Only a few weeks remain in the Lottery's "Michigan Getaway & Play" special travel promotion, but there are still fantastic prizes to be won!

Are your customers looking for a little relief this summer? Be sure to

See Lottery, page 31

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## Earn a \$10,000 cash bonus if you sell a jackpot-winning Lotto ticket for August & September!

**So sell, 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 of 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!**

**MICHIGAN  
LOTTO**

Odds of winning: Match 6 of 6: 1 in 13,983,816; Match 5 of 6: 1 in 54,201; Match 4 of 6: 1 in 1,032; Overall odds: 1 in 1,013



## Reminder: Check WIC coupon dates!

All retailers are reminded that it is important to send in WIC coupons in a timely manner. Also check dates carefully on coupons you receive to be certain your customers are redeeming them within the dates specified on the coupon.

According to the WIC Vendor Contract and Certification, "Payment will not be made for redeemed coupons received 60 days after the starting date" (Page 9, XII). In addition, page 4 (b) of the contract reads as follows: "Never redeem coupons before the coupon starting date printed on each coupon or after the expiration date printed on the coupon."

**Beginning October 1, 1998, the state office will no longer approve appeals for the following coupons:**

- Redeemed coupons received by the department after 60 days from the starting date indicated on each coupon.
- Coupons redeemed by the WIC participant before the starting date or after the expiration date printed on the coupon.

Please advise all your staff and cashiers of the importance of closely examining the dates on all WIC coupons.

If you have any questions, contact WIC Operations at (517) 335-8899.

## Ecco D'Oro loses vice president

Robert J. (Bob) Bagno, executive vice president and general manager of Ecco D'oro Food Corp., died Friday night, Aug. 7, 1998. He and his wife were walking back to their Mackinac Island hotel after a late dinner when he suddenly died of heart failure. He was 55 years of age.

Bob Bagno attended college at Ohio's Bowling Green State University on an athletic scholarship and went into advertising in Detroit for the New York Times and the Time Inc. magazine.

He later started a food store in Grosse Pointe Woods before moving to Rome for three years in 1990. While in Rome, he developed a pasta meal in a box called Spaghetti & Co. When he came back to the United States, he helped found Ecco D'Oro, a pasta company, along with AFD Chairman Bill Viviano and Craig M. Smith.

He is survived by his wife: Anne Donnelly Warren Bagno; his son, Craig Bagno; daughter, Andi Bagno Robinson; aunts, Ida and Betty Bagno; four half-sisters and half-brothers and step-children, Elizabeth and Charles Warren.

The funeral was held Aug. 12 at St. Paul Catholic Church in Grosse Pointe Farms. The Associated Food Dealers of Michigan sends its condolences to the Bagno family.

## Acosta Sales and PMI-Eisenhart merge

Acosta Sales and PMI-Eisenhart merged in July becoming ACOSTA-PMI, Inc., with 56 offices covering 28 states including Detroit and Grand Rapids. The merger of the two sales and marketing companies follows an industry-wide trend toward consolidation and centralized procurement by its customers, namely food distributors. ACOSTA-PMI will serve over 50 percent of the United States population across its geographic territory.

## Toll-free hotline for teen workplace safety

The U.S. Department of Labor has established a toll-free hotline 1-800-959-3652 for teenage workers to provide information on workplace safety. In addition, the agency has developed an "Employers' Pocket Guide on Teen Worker Safety." Copies of the guide are available through the Employment Standards Administration at (202) 219-8743.

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# Representative Bob Brown meets the people and their needs

By Kathy Blake

State Representative Bob Brown (D) is over halfway to his goal of knocking on 20,000 doors in his district before the general election in November. He's knocking at homes in the 16th district which includes Dearborn Heights and south Redford. Brown realizes the importance of meeting the people he wishes to represent. That's how he made his first break into the political arena, knocking on doors and getting to know the people and what they want.

A Democrat, he says his brother got him interested in being a politician, in a non-conventional way. "My brother didn't believe just anybody could run for office, he said that 'it's all a system.' That made me want to prove him wrong. I could run for city council and win," said Brown. He began campaigning for a seat on the Dearborn Heights City Council. "I was unsuccessful my first two attempts, but I kept at it, I kept knocking on doors, you gotta be persistent," says Brown. His diligence paid off when he was elected on his third try in 1985.

He remained a council member for 11 years and during that time fought to enhance the 911 system in Dearborn Heights.

Since his election to the state legislature in 1996, Brown has been instrumental in moving several bills through the house. He sponsored the bill to have the Michigan Catastrophic Claims Association give drivers a \$180.00 refund check for overpayment rather than have the amount deducted from premiums for the next 20 years. The day after the bill passed the house 103-3, the MCCA passed a resolution to issue the refunds. Other issues he has worked on with the transportation committee cover road quality and getting a fair return from the federal government on our taxes for roads. "The federal government gives Michigan 80-91¢ on our dollar making us a donor state. Some states on the



east and west coasts are recipient states that get more money back on their tax dollars. We want to make sure the federal government gives us our share," says Brown.

As far as road quality, Brown emphasizes there first must be a plan. "Just taking them over is not a plan. We need to decide what we are fixing first, such as reconstructing the old roads, then develop a five-year plan and a 20-year plan."

Representative Brown is active on the Education committee and vice chairs the committee for Colleges and Universities. He cosponsored and fought hard for bills to reduce class sizes, especially in Kindergarten through third grades, and he introduced legislation requiring every new elementary teacher to be educated in reading disorders and different methods of teaching for those disorders. "If you just teach phonics, you'll lose 20 percent of the class," said Brown. The representative is an active volunteer at his neighborhood elementary school for the H.O.S.T. Reading Program (Help One Student To Succeed). H.O.S.T. pairs a reading mentor with a student one-on-one with supervised instruction.

The education committee has put together a package of bills for

violence in schools which would call for expelling violent students and putting them in disciplinary education settings.

As a former computer programmer, systems analyst and research analyst for Ameritech and BASF for 20 years prior to joining the legislature, Brown brings experience to the Advanced Technology and Computer Development Committee he vice-chairs. The committee has been looking at policies of contracts for work out-sourcing as part of the Year 2000 Task Force, making sure the state and its vendors are compliant for the century turnover. Brown said the forecast of doom for New Years Day 2000, may actually be energizing people to take action to prevent the doomsday from occurring.

Brown is on the task force to put the legislature's records on the Internet for people to access. But in addition to the wealth of knowledge people can access off the Net, it has it's problems too. The Internet has created a new arena for criminal activity which must be dealt with. "If you can't hide behind it in the real world, you can't on the Internet either," said Brown.

The representative is on the Conservation, Environment, and Recreation committee and the

Consumer Protection committee. He introduced a bill which passed the house, making it a felony to steal someone's credit identity. His committee has been working on a group of bills regarding home solicitation. "The state would maintain a turnoff list for households that don't want home phone solicitation. It would be free to consumers: solicitors would have to pay for maintaining and updating the list," says Brown.

Brown is a graduate of Annapolis High School in Dearborn Heights. He went on to receive an associate's degree in computer science from Henry Ford Community College. Brown then went on to receive his bachelor's degree in business administration from Lawrence Technological University.

Representative Brown is a former high school football coach and has coached Little League soccer for 20 years. He is a member of Knights of Columbus and is an usher at his church.

Brown's parents are Michigan natives. The representative is married with four sons ranging in age from 7 to 25, and he has two grandchildren.

His family enjoys bowling, scuba diving, boating and camping. The representative is an airplane pilot and occasionally rents a plane.

With the election coming up, Representative Brown's spare time has been consumed with campaigning which leaves little time for excursions. Yet he maintains that family comes first. "I believe in promises," says Brown and his first promise is to take care of his wife and children. With priorities in order, Brown is more prepared to take care of the needs of his district and keep his promises to the people he represents.

Representative Brown can be reached toll free at 1-800-929-0602 or via mail: Bob Brown, State Representative, 16th District, P.O. Box 30014, Lansing, MI 48909.



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## Detroit Edison Deregulation Update

The past few months can be characterized as getting ready for the deregulation process, making sure that sound planning underlies the transition from a regulated power generation industry to a free market system.

Here's what's been happening:

- Detroit Edison and Consumers Energy have both filed their versions of the implementation plans for the

transition period which will end with full open access on January 1, 2002. The plans are highly detailed and subject to approval by the Michigan Public Service Commission (MPSC). Final plans were submitted to the MPSC June 30, 1998.

- Detroit Edison continues its efforts to convince the State Legislature to adopt legislation codifying the MPSC orders issued

on January 14 and achieving the following:

- Provide a stable environment for sound business planning and decision making.
- Provide a specific set aside to assure that small business will be able to benefit from deregulation during the transition period.
- Protect customers with provisions against "slamming" and other abuses, assurance of reliable

performance by marketers and retailers and other marketplace safeguards.

- Create an atmosphere conducive to attracting private capital investment in new generating capacity necessary to meet the electricity demands of the future.

- Assure worker retraining in order to adjust to the unregulated environment.

- According to the implementation plans that have been submitted, large businesses will have open access electricity available to them by the end of this year with smaller businesses and residential customers having access in the spring of 1999. Bidding for the 225 megawatts of electricity available in the first allocation is planned for the fall of this year.

- For more information on deregulation, you can reach the MPSC web site at <http://ermisweb.cis.state.mi.us/mpsc/electric/restruct> or Detroit Edison at [www.detroitedison.com/aboutus/CCIT](http://www.detroitedison.com/aboutus/CCIT)



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### Tickets on sale for Comedy Night 7

Comedy Night 7. For Action Against Hunger, a benefit for hunger relief, presented by Forgotten Harvest, is being held on Saturday, October 4, 1998, at 8 p.m. at the Music Hall Theater. Comedy Night 7 will star WOMC's (104.3 FM) Dick Purtan and the hilarious morning drive comedy team Purtan's People. Also appearing, nationally known comedian, Rocky LaPorte. WDIV-TV4's Chuck Gaidica will be the evening's emcee. Tickets start at \$25. Sponsorship packages and group discounts are available. For more information and ticket orders, call (248) 350-FOOD.

Forgotten Harvest collects surplus perishable food, that would otherwise go to waste from airlines, bakeries, caterers, dairies, hospitals, meat and produce distributors, and other health department-approved establishments. Forgotten Harvest transports approximately 70,000 pounds each month, providing the equivalent of over 840,000 meals a year to hungry men, women and children.



## People

### Robert H. Horn takes helm of C & K Manufacturing

C & K Manufacturing, a Westlake, Ohio foodservice, food processing, safety, retail and industrial products manufacturer announces the appointment of Robert H. Horn as president and CEO, effective immediately.



Formerly, Horn held senior management positions with World Tableware, Anchor Hocking and Rubbermaid corporations.

He has served on the Board of Directors for both the International Foodservice Manufacturers Association (IFMA) and the International Sanitary Supply Association (ISSA).

### Miller names Bergren, Mrazek to national accounts positions

Miller Brewing Company recently named Brad Bergren director of national off-premise accounts with responsibility for convenience stores and clubs, and



Lee Mrazek director of national off-premise accounts for the supermarket and drug store channels of trade.

In his new position, Bergren will oversee management of all sales and marketing activities for convenience stores and clubs.

Mrazek will direct sales and marketing activities for Miller's supermarket and drug store chain business.



### New appointments at Stroh

The Stroh Brewery Company appointed Tom Fox, formerly – national director of retail sales – to vice president of national retail sales. Fox now manages sales and distribution activities for Stroh's national chain accounts, including supermarket, convenience, drug store, mass merchandise and club channels.

In addition, Ronald L. Golumbeck becomes vice president of human resources. Previously, Golumbeck was senior director of

industrial relations. In his new position, he will continue to oversee labor relations and contract negotiation issues, as well as personnel and administrative issues for Stroh's 3,500 employees.

Roy L. Johnson, formerly senior director, financial planning, was appointed vice president of financial planning. Johnson is responsible for coordinating and developing Stroh's operating financial plans, analyzing and reporting actual financial results.

### Westfall Joins Monitor Sugar



Darlene Westfall recently joined Monitor Sugar Company in Bay City as an account

executive. Westfall will be responsible for sales to retail, food service and industrial food companies in Eastern Michigan and Ohio. She is a graduate of Michigan State University.

## New Sizes for Two Hot Summer Brands!

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Code	On-Premise	Off-Premise	Shelf
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9046-6	\$15.83	\$16.14	\$18.97



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(313) 397-6541

# IntraState Distributors is a Father's Gift

By: Danielle MacDonald

Aziz Dabish purchased IntraState Distributors in 1980, without any intention of ever working in the business. He bought the company for his children to run, and eventually for their children to continue the tradition.

Aziz was born, raised, and educated in Iraq. His first taste of the United States came in 1967 when he came to Detroit on business. "I came here to buy bulldozers and other equipment from Caterpillar," explained Aziz. "I thought it was a wonderful country." His brother and sister were already living in Detroit which only added to its appeal.

"I got a strong sense that in America no one would bother you if you worked hard and were good to people," said Aziz. In 1969, he moved to Detroit, with his wife Suad and their five children. "I had a degree in survey engineering and construction from Iraq, so I soon got a job with Angelo Deponia Construction."

Aziz worked in construction for a little over a year. In 1971, he purchased Robertson's Supermarket in Westland. "It was a convenience store with a full line of food, liquor, lottery, and meat and produce," said Aziz. He worked hard, and was good to his customers and Robertson's Supermarket flourished.

In 1980, one of Aziz's customers, Lou Kovari, came into the store. "He wanted to sell his beer and wine distributorship," explained Aziz. "I thought it was a great opportunity for my children. I met with my attorney that afternoon and signed the papers to buy IntraState Distributors."

When Aziz purchased the company, IntraState represented two brands from a brewery in Dubuque, Iowa - Star Beer and E & B beer. The company was run out of 4,000 square feet in a Livonia based warehouse. "I felt that a distributorship had a lot of room for growth," said Aziz. "And

that my children would have a great future running this company." Two of his sons, Edwin and Amer, began working at IntraState immediately; there were two other employees. Aziz remained at the helm of Robertson's Supermarket.

In 1983, Aziz's oldest son Edwin secured a deal to distribute Narragansett Beer and Canadian Club Mixers. The growth caused IntraState to become cramped in the Livonia warehouse, so they

with it. The beer business was very hard. I wanted to focus more on consumer tastes and industry trends."

Edwin also wanted something different. He purchased Premier Video in 1986, and left IntraState to pursue his new venture. At this point Tim and Amer began to take their father's advice about turning IntraState Distributors into something great. "I am very interested in marketing trends,"



(l to r) Tim Dabish and Moe Jabbar

moved into a 7,500 square foot warehouse in Farmington. Expansion at IntraState created a need for more employees. Aziz's youngest son Tim was recruited to work in 1983.

"I had worked with my family in the store since I was eight years old," explained Tim. "I was off doing my own thing when I got the call to come back. I had just finished my second year at Schoolcraft College taking accounting and business courses when my brothers asked for help at the distributorship. Back in the family business again."

Twenty-year old Tim was in charge of getting the trucks loaded and getting the product to the customers. "I did not like the beer business," said Tim. "I told my father that I was unhappy and he sat me down and told me to stick

explained Tim. "And I kept reading about a new product category called New Age Beverages." Tim's instincts proved right on target. He brought Mystic Ice Tea and Crystalline Water into Michigan in 1989. By this time, Star and E & B were no longer distributed by IntraState.

Mistic was a hit with consumers in Michigan, but an even bigger deal was brewing over the horizon. "I went to a trade show in 1990 to meet with personnel from Snapple," explained Tim. "They agreed to meet with us in Michigan to discuss opportunities." By this time, IntraState was headquartered in a 163,000 square foot warehouse in Detroit, where they are still located today. In addition, they had 100 employees, and 22 trucks on the road. In late 1990, Snapple was added to the roster at IntraState



Aziz Dabish

Distributors. Their territory included Wayne, Oakland, Macomb and Washtenaw Counties.

"Mistic was outselling Snapple until 1993," explained Tim. "And then all of a sudden Snapple sales went through the roof. We were going crazy trying to keep up with the demand." Mistic was also doing well, and they were asking distributors for exclusive relationships. "We decided to let Mistic go and ride the wave with Snapple," said Tim.

In 1994, the tea market peaked. One million cases of Snapple were sold in the United States that year. "New Age Beverages were so popular, that the market soon became saturated with new products," explained Tim. "And customers were not brand loyal. They tried whatever new tea was on display. There were too many products and consumers were becoming confused."

Snapple is also one of the most expensive teas, which is a tough sell in a saturated market. "Snapple is one of the only teas that goes through a pasteurization process called hot fill," explained Tim. "It is much more expensive than cold fill, but the end result is a higher quality beverage with a longer shelf life." Sales of Snapple did decline, but so did all New Age Beverages. Snapple is still a dominant force in both the market and at IntraState Distributors.

By 1997, IntraState was distributing Snapple, Crystalline Water, Crush, Dad's Root Beer, Nantucket Nectars, Crystal Geyser Water, Sobe, and Woodchuck Cider to name a few. With a full docket of products to distribute, Tim decided to throw his hat into

See Intrastate, page 30



# New designs for your money

Over the past few years, statistics indicate a significant rise in the amount of computer-generated counterfeit U.S. currency manufactured and passed throughout the United States. As computer, scanners, ink-jet printers, color copiers and other technologies become more available and more affordable to the average consumer, this type of counterfeit activity will continue to increase.

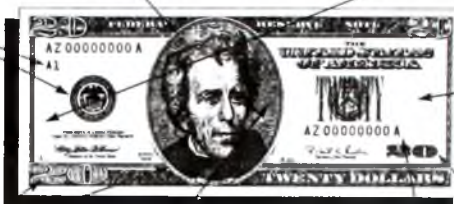
The United States of America is issuing currency with new features. These features will help protect against technologies that could be used for counterfeiting. Newly designed \$20 notes are being issued this fall. New \$50 and \$100 notes have already been introduced. Lower denominations will follow. There will be no recall or devaluation of any U.S. currency. Old or new, all U.S. currency always will be honored at full face value.

**Federal Reserve Indicators** A new seal represents the entire Federal Reserve System. The letter and number under the left serial number identify the issuing Federal Reserve Bank.

**Microprinting** "The United States of America" is on the lower edge ornamentation of the oval framing the portrait. On the front of the note, "USA 20" is repeated within the number in the lower left corner.

**Fine Line Printing Patterns** The fine lines printed behind the portrait and building are difficult to replicate.

**Portrait** A larger, off-center portrait allows room for a watermark.



**Security Thread** A vertically embedded thread to the far left of the portrait indicates the \$20 denomination. The words "USA TWENTY" and a flag can be seen from both sides against a light. The number "20" appears in the star field of the flag. The thread glows green under an ultraviolet light.

**Watermark** A watermark identical to the portrait is visible from both sides against a light.

**Color-Shifting Ink** The number in the lower right corner on the front of the note looks green when viewed straight on, but black at an angle.

**Low-Vision Feature** The large numeral on the back of the \$20 note is easy to read.

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## Scenes from the 1998 AFD Scholarship Golf Outing



*Dana N. Abro received one of 25 AFD scholarships. Her entry was submitted by Boji's Food Center and sponsored by the Alex Bell Memorial Scholarship. Here, AFD Chairman Bill Viviano presents her award. Abro graduated with honors from North Farmington High School, where she earned her letter in debate, received first prize in the chemistry fair and was president of the Japanese Club. Abro is currently a sophomore at Michigan State University, working toward a degree in telecommunications.*



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Oven Fresh  
Pepsi-Cola

Rocky Peanut  
Stroh's Ice Cream  
Tom Davis & Sons Dairy  
Tony's/Red Baron Pizza  
Union Ice

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Coca-Cola  
Gadaleta  
Ramsby & Associates  
General Wine & Liquor Company  
Independence One

Kar Nut-Fat Freddie  
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Michigan Sugar  
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## **Reminder: Retailers can no longer sell or return unstamped cigarettes!**

Beginning September 1, it is illegal for retailers to stock unstamped cigarettes.

Wholesalers are also prohibited from stamping any cigarettes returned from retailers' inventories. Any person found attempting to return untaxed, unstamped, fresh cigarettes for exchange will be held liable for the tax and prosecuted.

If a retailer hasn't sold all unstamped cigarette products by September 1, they must be discarded.

## **Liquor payment system could change**

Although the Engler administration maintains that the privatized liquor distribution system is working, they're now looking to place the finances back under state operations.

A state bid document states that the goals of the change are to reduce the handling of cash by private distributors and to allow more timely and accurate depositing of receipts to the state treasury.

Contending that liquor could be more efficiently distributed through private companies, Gov. John Engler pushed his plan through the Legislature in late 1996.

At the time, Treasury officials expressed concern about the role of private companies in handling state money.

In the fiscal year ending last Sept. 30, gross revenue from liquor sales declined more than \$15 million.

After savings from the privatization effort—dozens of stores were closed and 400 state employees lost their jobs—the state's net profit was down about \$6.4 million from the previous year.

## **Country-of-origin labeling required in senate agriculture bill**

Country of origin labeling at the retail and wholesale level would impose additional costs and burdens on grocers. During floor debate on the Senate FY99 Agriculture Appropriations, two amendments containing mandatory country-of-origin labeling were adopted. Senator Tim Johnson (D-SD) sponsored the amendment requiring import labeling on all beef and lamb products offered for sale to U.S. consumers identifying product as "United States," "Imported," or "Blended with Imported." Beef and lamb products improperly labeled would be misbranded, and thus, trigger criminal prosecution under the Federal Meat Inspection Act. It is estimated that this provision will cost retailers, foodservice operators, and the beef and lamb industry over \$100 million. Senator Bob Graham (D-FL) sponsored the amendment requiring country of origin labeling for produce at the retail level. If a retailer fails to indicate the country of origin of imported produce, civil fines begin at \$1,000 for the first day. Please call or write conferees and ask them to oppose country-of-origin mandates. The House FY99 Agriculture Appropriations bill does not contain country-of-origin labeling requirements.

## **Liquor Control Commission continues to make changes**

The Lincoln Park Liquor Control Commission offices have moved to 24155 Drake Road in Farmington. All meetings previously scheduled at the Lincoln Park facility will now be held at the Farmington location.

With input from licensing and enforcement staff, attorneys and trade groups, the Commission's policies, procedures and administrative rules are being reviewed and fine tuned to streamline the liquor licensing process. Six new Licensing Division employees and seven new investigators at the Enforcement Division will help

the commission provide faster service through less paperwork for applicants and licensees, and increase enforcement activity.

To help stem sales of alcoholic liquor to minors, the Enforcement Division has been running "controlled buy" operations for one year. This entails sending supervised 18- or 19- year-old minors into licensed establishments to try to purchase alcoholic liquor. Already inside the establishment are enforcement officers, who then observe the attempted buy. Enforcement made 2,364 stops statewide and cited 747 businesses from March 1997 through February 1998.

Enforcement also sends congratulatory letters to those businesses that do not sell to the minor decoy. Controlled buy operations will increase throughout the rest of this fiscal year.

Because of concern about the increasing amount of illegal importation of alcoholic liquor, the Enforcement Division will work with the Attorney General's Office to prosecute companies who ship alcoholic liquor into Michigan illegally by mail and Internet.

## **Ground Beef Sampling Update**

The USDA sampling of raw beef to determine E. coli presence found only one positive sample among 4,910 taken in retail stores in 1997, according to statistics supplied by USDA. Analyses made in 1996 of samples from 3,415 retail stores revealed three positive samples. The inspection program to date has involved 12,199 stores with a total of only five positive determinations.

## **WIC reauthorization legislation passes the house**

In July, the House of Representatives passed, by a vote of 383-1, legislation (H.R. 3874) to reauthorize the WIC program. H.R. 3874 includes a provision directing state agencies to "take into consideration the prices that the store charges for foods under the program as compared to the prices that other stores charge for such foods" and "to establish procedures to insure that a retail store selected for participation in the program does not subsequently raise prices to levels that would otherwise make the store ineligible." This language is **not** in the Senate WIC bill, and N.G.A. is working to oppose or modify this provision on the consideration of retail prices.

Senate WIC reauthorization legislation, which is still awaiting floor consideration, contains language requiring the Secretary of Agriculture to establish a long range plan for the development and implementation of management information systems (including electronic benefits transfers) to be used in carrying out the WIC program. The plan must be developed in conjunction with state agencies, retailers and other interested parties, and a report must be filed with the Agriculture Committee within two years of enactment. Most important to retailers is the inclusion of N.G.A. recommended languages that states, "the cost of systems or equipment that may be required to test management information systems (including electronic benefits transfers) for the program may not be imposed on a retail food store." N.G.A. is working to ensure that this language is included in the final bill.

## **Food stamps for bottle deposit clarification**

Customers can use food stamps to pay for non-alcoholic beverage (i.e. soda pop), bottle deposits. However, bottle deposits for beer and other alcoholic beverages cannot be paid for with food stamps.

## **Michigan bills eliminate prepayment of taxes for large retailers**

Legislation (H.B. 4942 and H.B. 5313) recently signed into law by Michigan's Governor Engler, eliminates the pre-payment of state sales taxes by large retailers. Large retailers are defined as those who have annual sales and/or use tax liabilities of more than \$720,000. Instead of requiring large retailers to prepay a portion of their taxes, the legislation allows payment of 50 percent of a large retailer's estimated monthly tax liability on the 15th of the month and the balance on the last day of the month. Reconciliation of the actual amount will now take place on the 15th of the following month. According to the Michigan Retailers' Association (MRA), the two House bills were tied to legislation (S.B. 1138) that eliminated the cap on the vendor's compensation allowance. Even though H.B. 4942 and H.B. 5313 passed both chambers earlier this year, S.B. 1138 had to pass by the House in order for the two House bills to take effect.

## **Interest in organic foods increases**

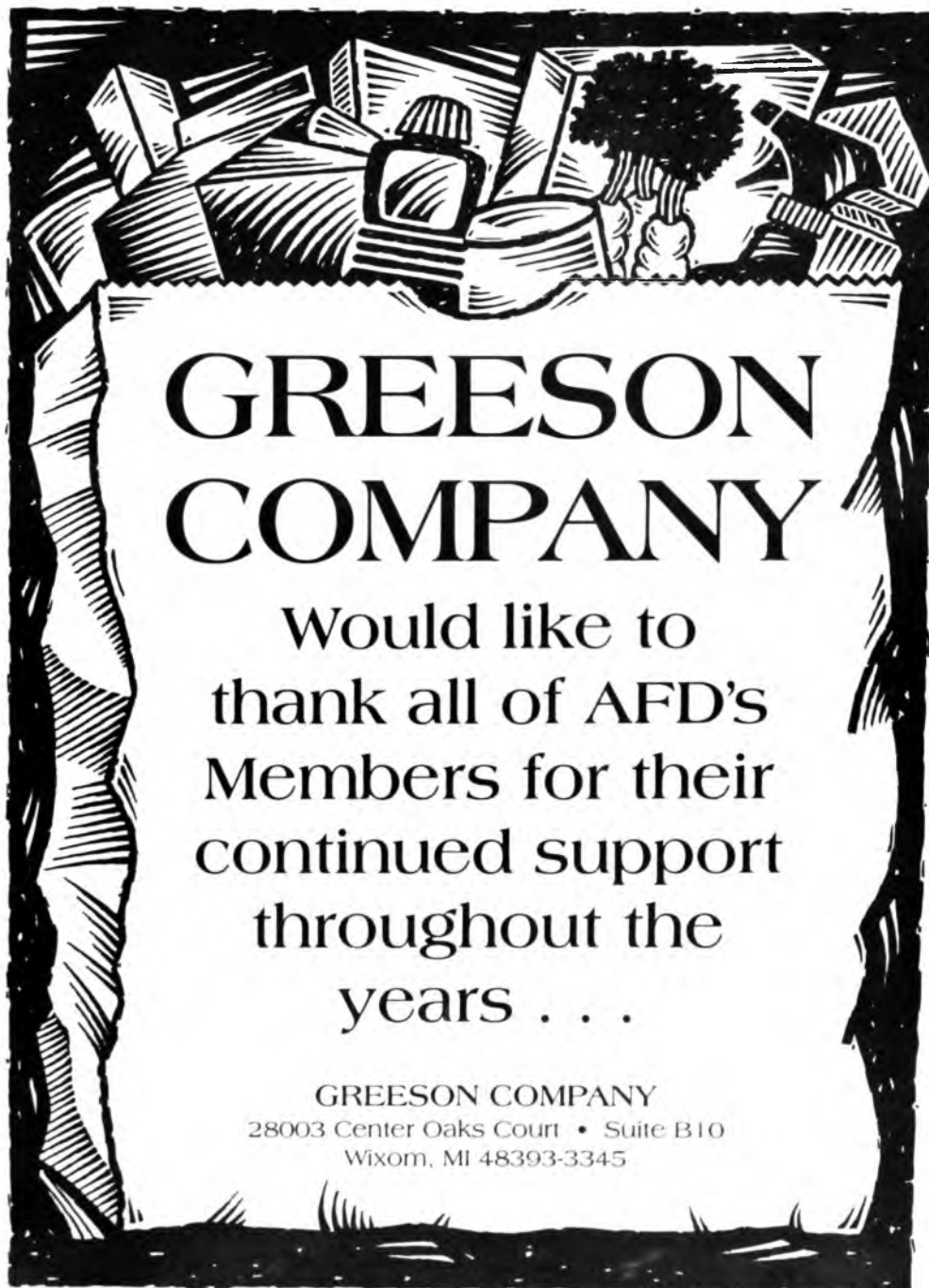
US Department of Agriculture (USDA) economists predict that there will be a dramatic increase in the interest in organic food, when federal organic-standards regulations go into effect. Currently under review by the White House Office of Management and Budget, the proposed regulations are an effort to create consumer confidence in foods labeled as organic. Sales of organic foods have increased from \$178 million in 1980 to \$3.5 billion by 1996, according to USDA estimates. The retail food industry typically does not separate data on organic food sales from other types of food, making it difficult to track organic food sales in conventional food stores.

## **House Republican leadership outlines principles for tobacco legislation**

Representative Deborah Pryce (R-OH), who heads the House Republican Task Force on Tobacco, outlined the framework for legislation to reduce teenage smoking and drug use. According to Pryce, the bill defines new authority for regulation of tobacco products by the Food and Drug Administration (FDA). The

legislation would create a federal model for states to enact uniform laws to penalize persons who sell tobacco to minors as well as holding minors responsible for possession of tobacco products. Penalties for possession by underage teenagers would include parental notification, suspension of their drivers' licenses and

community service. The House Republican bill also calls for a national advertising campaign to curb teen smoking and drug use. Finally, the proposal would grant enhanced authority to the Federal Trade Commission (FTC) to penalize cigarette companies that advertise their products to teenagers.

A stylized illustration of a large sack or bag, similar to a burlap sack, with a torn top edge. Inside the sack, there are various items: a television set, a lamp, a plant, and some boxes. The sack is set against a dark, textured background.

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# Season's bounty brings country to the city

by Ginny Bennett

The sidewalk in front of Dearborn Farm Market is full of the bounty of the season. In spring vegetable plants and bedding flowers line the sidewalks, in summer it is floral bouquets, corn-on-the-cob, tomatoes and melons, and in the fall it's mum plants, corn shocks, gourds and pumpkins that decorate the storefront. However, this display isn't just part of an upscale store entrance decorating scheme—this is the closest thing to a farm market you'll find inside the city limits.

Wearing his familiar driving cap and a warm, friendly smile, store



Art and Ellen Hughes just celebrated 40 years of marriage.

Art remembers opening day like it was yesterday. He and Doug stood watching at the back door of the store waiting for a customer to pull in and then when one did, they would hightail it to the front door to greet them. They were anxious at first, with ten children between them to feed, but their business has been successful, ever since they opened the doors. In the beginning the management was very frugal. They had to be strict with payroll. Both Doug's wife Sue and Art's wife Ellen worked and so did some of the children. Art did his own maintenance, too, a skill he has passed on to his son, Pat.

The success of the first store and their combined experience,

inspired them to open another location. Art and Doug bought a building, this time in Woodhaven, fixed it up and opened it in January of 1989. Sadly Doug Hirvela died, accidentally in July of 1989, leaving his widow Sue with two little children and Art with two stores to run. Due to Doug's untimely death, Art's son Greg left Stark and Co. to be the produce buyer and with his brother Patrick they now run the new store. Called Trentwood Farm Market, the store is on West Road near Allen Road in Woodhaven. Today each store averages up to fifty employees on two shifts, many of which are high school and college students.

To Art, every day in the store is

different and that is just fine with him. He welcomes change. Selling mostly produce, his business is dependent on the weather and he relishes the season's changes. Storms in California and a freeze in Florida don't particularly worry Art. He says the customers raise "hell" about the price of lettuce sometimes, but all in all they are pretty understanding. When a case of lettuce goes from \$12 to \$40, Art just puts up a sign and loyal customers seem to understand.

For sure, customers enjoy Art's good humor. It is a friendly place. No request is considered unworthy. The standard response is, "Go see the man in the hat!" The kid wants a cookie? You'd like half a dozen eggs? Half a squash? They are all sent to Art. According to his staff, Art can be seen bouncing around the aisles making sure everyone is happy. There is never a dull moment! Customers feel comfortable enough to ask for anything. One asked, "When are ripe bananas in season?" It wasn't meant to be a joke. There is a fun atmosphere at work, says Michelle Zonca, store manager, and Ann Paternoster, head cashier and office manager agrees. Both women have worked in the store for eleven years, since high school.

Art began in the grocery business when he was nine years old. A peddler's helper, he would ride to the Eastern and Western Markets every day in the peddler's old pickup. Art's father was a truck driver in the construction business, so later whenever young Art wasn't in school he found jobs in the summer and week-ends doing cement work. He also worked — for 32 cents an hour — at the Wrigley Supermarket whenever he would get laid off from the construction business. During high school he worked, on and off, for A&P and Lucky/Lucky Food Fair, now called Farmer Jack.



Art Hughes has been greeting customers in front of his store since 1983.

owner Art Hughes is frequently out in front greeting the customers and very likely helping them to pick the best melon. He meets every customer with the same enthusiasm that he has since 1983 when he and his partner, Doug Hirvela, left their jobs at the struggling Chatham Supermarket and opened the store.

The men renovated an old 6,500-square-foot building at 2645 Monroe, between Michigan Avenue and Outer Drive in Dearborn, once used as an auto parts store. They scrubbed and cleaned it out, doing all the construction work themselves, except the heating and electrical.



(l to r) Store Manager Michelle Zonca and Head Cashier and Office Manager Ann Paternoster agree that Dearborn Farm Market is a fun place to work.

See Dearborn Farm Market page 29



## FMI offers video to train employees on stocking

Food Marketing Institute (FMI) released their newest video, "Stock it right!" to assist supermarket managers in training and retaining entry-level associates on proper methods for stocking shelves.

The 15-minute video, "Stock it Right!" features proper techniques of case opening and shelf stocking, along with a lesson on customer service. The video covers such topics as using safety cutters, rotating product, blocking and facing product, controlling shrink and customer service.

The video demonstrates techniques with a touch of humor that helps increase retention, while stressing the importance of safety, customer service and proper and efficient techniques. Viewers will learn from Matt, a new grocery associate, and his experienced coworker, Dave, about the basic skills needed for stocking shelves.

This video is part of the basic skills series, which also includes "Bag it Right" demonstrating proper bagging principles and "Food For Thought" training for supermarket economics.

For more information about FMI's Stock it Right! video, contact FMI's publication and video sales department: Phone (202) 429-8298; Fax (202) 429-8266; Email: [publications@fmi.org](mailto:publications@fmi.org) or visit FMI's Web Site: <http://www.fmi.org>

## Jack VanSlembrouck Memorial Golf Tournament

The American Lung Association (AMAL) has established the Jack VanSlembrouck Memorial Golf Tournament to raise funds in the fight against Adult Respiratory Distress Syndrome, (ARDS). The tournament was established in memory of Jack VanSlembrouck, a golfer who died rather unexpectedly from ARDS, the same as 60,000-100,000 others in the United States each year. The tournament will be held October 10 at Rochester Golf Club in Rochester Hills. For more information call (313) 537-8073.

## Produce Safety

The US Food and Drug Administration (FDA) has made available to the produce industry a working draft of its proposed food safety standards for fresh fruits and vegetables. The draft is titled "Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables."

While the Guide is close to the voluntary guidelines developed by the produce industry, some grower groups have expressed concern that the proposed regulatory changes are being developed too rapidly to insure enough produce industry participation, and that some of the regulations may not be justified scientifically. The draft document is available from the FDA, 200 C Street, NW, Room 3812, Washington, DC, 20204. Phone: (202) 260-8920; Fax: (202) 205-4422.

## Symposium for 5 A Day consumption

The Produce for Better Health Foundation and the U.S. National Cancer Institute (NCI) will host the first 5 A Day International Symposium October 14-16 in Washington D.C. It will provide a forum for public health and industry leaders from around the world to hear from others about developing their own public/private partnerships to increase fruit and vegetable consumption. Dr. David Satcher, M.D., Ph.D., the U.S. Surgeon General, has been invited to deliver the keynote address.

## Fresh ideas in health care for AFD members

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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You can also select from side dishes like prescription drugs, dental and vision coverage—all from the leading provider of health care benefits in Michigan. No other health care company has a larger network or better selection of doctors and hospitals.

With AFD-endorsed Blue coverage, you get the best coverage available at the best possible price and value. Contact AFD's health care/salad bar expert Judy Mansur and let her "toss" around a few ideas for you. Her number is 1-800-66-66-AFD.

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**Lobbyist's Perspective**  
continued from page 1

Engler privatization plan for liquor distribution, but his concerns appear to be with the manner in which key vendors were selected and not the plan itself. Yet to be determined is Fieger's stance in important areas like worker's and unemployment compensation—both major cost items for Michigan's small business community. Nor has Fieger been asked if he favors allowing gas stations to sell beer and wine.

While a slur-filled campaign is expected—CNN has already given considerable airtime to the

election—hopefully, issues of importance to AFD members will be addressed in the months to come.

The second act of Michigan's other political drama, term limits, occurred on August 4, when voters went to the polls for the primary election.

When the Michigan electorate approved term limits for state officials, a quirk in the initiative gave incumbent State Senators one more term than their House counterparts. Unable to run for their current seats, a number of state Representatives decided to

run for the Senate, creating a number of bitter intra-party battles. The general election will also pit a number of House members against Senators from the opposing party.

Beyond the partisan politics of term-limits, the critical loss of experience—institutional memory, as it's being called—promises to have a major impact on legislation in the next session. Will long-decided issues such as liquor distribution be revisited? Tobacco and alcoholic beverage point of sale signs? Billboards? Bottle deposit? Will the Senate, with its edge in experience on the House, control legislation.

Will the House, not burdened by history, become the body of new and exciting ideas? All remains to be seen.

In the weeks and months to come, AFD members must make a special effort to become acquainted with new members of the legislature and, where appropriate, re-establish relationships with incumbent lawmakers. The expertise independent business people can provide legislators will be a valued resource as lawmakers begin casting votes next year. Previously, experienced legislators, with able assistance from the AFD legislative program, have been able to mentor new lawmakers. Unfortunately, there will be little time for school come January. A strong grass roots program is essential to AFD's continued success in Lansing.

**HB 4396 - Beer and wine sales by gas stations**

While it has been known by other names—SB 201, SB 210—the intent has never changed, allowing gas stations to sell beer and wine. Although gas station retailers across the state have been enlisted to lobby for the bill, make no mistake, its roots reside squarely in the boardrooms of major oil companies.

After the bill was initially introduced two sessions ago, AFD aggressively sought the support of other interested parties. Soon, all major Detroit area media were editorializing in opposition to the bill. New Detroit, the NAACP-Detroit Branch, Michigan Interfaith Council on Alcohol Problems (MICAP), Mothers Against Drunk Driving (MADD), Detroit Urban League, to name a few, all joined the strong, clear voice of AFD to oppose the bill.

But major oil companies saw there was money involved and the issue would not go away. AFD stayed alert, and pointed out to legislators that many of the storeowners that serve their constituents, and have been serving them for years, would be put out of business should the bill be approved. The ability to sell beer and wine would make a mega-service station more profitable but also signal the demise of the neighborhood store. No increase in beer and wine



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To find out more about these services and how AFD members are saving on other programs like these, please call Dan Reeves at AFD,

**(248) 557-9600.**

***Belonging to the AFD Doesn't Cost It Pays!***

Continued on next page.



## Lobbyist's Perspective, continued from page 28

sales, it was emphasized, would be realized.

Discussions were held, the most recent being last spring. The oil companies indicated that they would provide a proposal. None came. Now it is anticipated there will be an attempt to move HB 4396 when the legislature returns to Lansing after the November elections—the lame-duck session. The oil companies' strategy is that many non-returning legislators would be more willing to vote for the bill than they would have been had they been forced to face the voters for another election. While lacking in merit, from a political standpoint that message may carry weight.

It is imperative that all AFD members contact their legislators and voice their opposition to HB 4396, now and again in November.

### SB 1182 - Beer keg tagging

Last spring, Senator Diane Byrum (D-Lansing) convened a meeting of AFD and other retail associations to address underage drinking in resort and university towns. It had become common practice for a legal-age individual to purchase a keg, with underage people attending the subsequent party and consuming beer.

Working closely with her local law enforcement community, Byrum suggested placing a tag on the keg so it could be traced to the purchaser. Care was taken to keep retailer involvement to a bare minimum and to ensure there would be little to no impact on retailer liability. A strong supporter of small business, Senator Byrum was not interested in harming the retailer and agreed to both provisions. The bill was introduced on June 4 and currently sits in the Senate standing committee on Economic Development, International Trade and Regulatory Affairs.

### Comment:

The next few months are critical to the AFD legislative program. It should be noted that the AFD PAC enjoyed a phenomenal 85 percent success in the August 4 primary.

One of the reasons why onerous legislation like HB 4396 has not passed is due to the willingness of AFD members to become involved with contributions to the PAC and forging relationships with key legislators. Nothing is more frustrating for a legislator than to be informed of a position on a bill, AFT:R it passes.

## Dearborn Farm Market continued from page 26

In 1958, he married and left the construction business for the relatively secure pay at Chatham Supermarket.

Art and Ellen Hughes celebrated 40 years of marriage this summer, with their eight children and 18 grandchildren present. The littlest grand daughters carried daisies as their grandparents repeated their vows during the Saturday evening mass at Our Lady of Good Counsel in Plymouth. Together Art and Ellen love baseball and have season tickets to the Detroit

Tigers games. Art also enjoys his two toys, a classic 1931 Model A Ford and a 1918 Model T. But fondest to their hearts are their eight children: Catherine, Lorrie, Ann, Tim, Chris, Kelly, Gregory and Patrick, and their eighteen grandchildren.

Now Art's fruits and vegetables are delivered to him from his own big truck that transports produce from Michigan, Ohio, and Indiana farms to the Dearborn Farm Market. He serves the immediate neighborhood, the residents of nearby Henry Ford retirement community and the city of Dearborn which buys his bedding

flowers for its parks, golf courses, libraries, and boulevards.

Art still remembers fondly the times he spent helping to peddle produce. He enjoys chatting with customers and has a great deal of empathy, especially for the lonely and elderly that come to the store. A life threatening bout with cancer, when he was 34, convinced Art of the importance of family and gave him a good appreciation of what is really important in life. Today Art's customers go see "the man in the hat" for good will, good humor and great melons.



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Intrastate,  
continued from page 20

the manufacturing ring. On April 1, 1998, IntraState started delivering Towne Club soda - a Detroit tradition from the 1940s.

Remember the Pop Shops in Detroit that only sold 41 flavors of Towne Club soda? The founder of Towne Club, Harold Samhat, sold his trademark rights in the 1970s to Pop Shop International. The famous brand changed hands again in 1983, when a Canadian investor purchased the rights to Towne Club. "They didn't advertise or really try to compete," explained

Tim. "And in order to become more efficient, they closed a lot of stores in the beginning." In early 1990, production of Towne Club soda came to a halt.

"I have been working on buying the formula for Towne Club since 1993," said Tim. His dream became a reality in 1998 when IntraState started to manufacture Towne Club. "So far it has sold beyond our expectations," said Tim. Right now they are only introducing a few of the 41 flavors such as orange and grape. Tim and Amer are not the only ones with high expectations for Towne Club.

"Towne Club is a wonderful product, and it's going to be a major item for IntraState," said Aziz.

Armed with a solid product portfolio, Tim and Amer are very optimistic about the future of IntraState Distributors. Aziz was right when he told his sons, "your efforts will pay off in the long run, so be strong and stick with it." Tim and Amer were also on the mark with their instincts to move into the non-alcoholic beverage market. Aziz sold Robertson's Supermarket in 1993 with plans to retire. But he soon

accepted a full-time position ordering product and taking inventory at a certain distributorship in Detroit.

## America Recycles Day Display contest open to all retailers

Michigan retailers are invited to take part in the November celebration of America Recycles Day through activities being organized by the Michigan Recycling Coalition. This national event is designed to encourage consumers to buy product that's either made of recycled materials or packaged in recycled materials. A mail-in pledge card puts consumers in a contest to win an American Green Dream House, a 1,859 square ft. contemporary home built primarily with recycled content and energy-efficient products.

In conjunction with the national event, Michigan Recycling Coalition is sponsoring a retail store decorating contest. Retailers are encouraged to build a display using posters, shelf talkers, Dream Home contest entry forms, and recycled products. Judging will be conducted based on store entries, and prizes will be awarded to the winning stores. Michigan Recycling Partnership, a retail industry based organization that works on environmental issues, has pledged \$500 for prizes.

For sign-up information and to receive display materials, contact Michigan Recycling Coalition at (517) 371-7073, or Mary Dechow, Chairperson for Michigan Recycling Partnership at (616) 878-2469.

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(703) 684-3600

FAX (703) 636-4564

E-MAIL [nacs@cstorecentral.com](mailto:nacs@cstorecentral.com)

<http://www.cstorecentral.com>

## Handling Store Inspections

The following are recommendations for properly handling a store inspection: 1) welcome the inspector to your store; 2) accompany the inspector around the store during the inspection; 3) correct problems immediately whenever possible; 4) review the inspection report with the inspector; 5) follow your company's standard operating procedure for post-inspection reporting.



# CLASSIFIED

**RETAIL MEMBERS:** Turn your clutter into CASH. Retail members can receive FREE classified ad space. Suppliers and Non-Members pay \$50/col. inch. Contact Tom Amyot at AFD for details. (248) 557-9600.

**FOR SALE BY OWNER—** Party store. Beer, Wine & Liquor. 4,000 sq. ft. in Garden City. Call Roxi at (313) 833-1191.

**FOR SALE—**Liquor Store w/Lottery, Beer & Wine. 2400 sq. ft. Completely renovated 3 years ago. New Equipment. South of Schoolcraft, east of Southfield Road. \$249,000+ inventory. Very motivated seller. Call Re/Max Exec. Prop. Brian Yaladoo 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—**Downriver area. SDD, SDM, Lotto. Building. Land & Business with high visibility and traffic. Terms negotiable. Ask for Bob Eldredge, BBA Associates (313) 389-3700.

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

**NEWBURGH RD. STORE FOR SALE—**Liquor, Lotto, Deli. Business for sale. Lease only. 3550 sq. ft. building. Terms negotiable. Call BBA Associates at (313) 389-3700.

**FOR SALE: ECORSE SUPERMARKET—**SDD, SDM and Lotto. 9650 sq. ft. Great location, great visibility. Business, Building & Land. Terms negotiable. Call BBA Associates at (313) 389-3700.

**PARTY SHOPPE/DELI—**Great Royal Oak location. Lotto, Frozen Coke, SDM/Store sales—\$9,000/week. Lotto sales—\$3,800/week. Business—\$165,000. w/ \$80,000 down. Call Rick at (248) 655-1923 or (248) 545-3500.

**FOR SALE BY OWNER—**Country Party Store. Beer, Wine, Liquor, Lotto & Movies. 20 minutes south of Lansing. \$11,000+ inv./week. Lotto sales. Growing business—\$325,000/land & business. Call Doug at (517) 694-4558 after 2 p.m. SERIOUS INQUIRIES ONLY!

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

**MARKET DELI FOR SALE—**3,300 sq. ft. Ann Arbor, central University of Michigan campus location, student clientele. Owner is retiring. 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. Ideal for Party Store or Convenience Store. \$198,000. Ask for Don Mitrzyk at (517) 732-9422.

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

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

**SDD LICENSE FOR SALE—**City of Allen Park. Call Madison National Bank at (248) 548-2900, ext. 2244.

**EQUIPMENT FOR SALE—**Taylor, 3-head, soft serve ice cream machine—\$1300. 2-compartment bagel merchandiser—\$50. (248) 656-1923 or (248) 545-3500, leave message for Rick.

**FOR SALE—**Four (4) door, reach-in cooler, asking \$500. One (1) door, upright freezer, asking \$500. Call Sam Sheena at (248) 288-4774.

**ESTABLISHED PARTY STORE—**Port Huron, MI. Highly populated, high traffic area. SDD, SDM and Lotto. Owner retiring. Call (810) 985-5702, leave message.

Lottery, continued from page 10

tell them about the "Michigan Getaway & Play" promotion. They could be packing their bags for an all-expenses paid paradise at one of three premier Michigan destinations: the Grand Hotel on Mackinac Island; Garland Resort at Lewiston; or Homestead Resorts in Glen Arbor.

Winners will be chosen each week as eight additional entries are drawn from the pool of "Road to Riches" hopefuls. A total of 72 travel packages will be awarded through September 26, with all winners' names announced on the "Road to Riches" broadcast every Saturday night.



**It was a great day for "Rockin' in the Park!"**

Held July 10, the 1998 Taylor Summer Fest, "Rockin' in the Park" was sponsored by AFD, WRIF FM, Budweiser, Coca-Cola, Melody Farms, and Young Country FM. Proceeds benefited Alternating Hemiplegia Foundation.

**Budweiser**  
CLASSIC AMERICAN LAGER

"We Could've Been Huge"

-Louie

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Serving Oakland County Since 1937

# More scenes from the 1998 AFD Scholarship Golf Outing



*"One of you has got to go."*



*"No, best ball means one at a time."*



*"Hullo, Domino's?"*



*"It doesn't get any better than this!"*



*"Is it soup yet?"*



*"Go long, Bill!"*



*"Thanks, Marty and Larry for stepping up to the plate."*



*"That's right— keep those toes pointed!"*



*"What do you mean we can't play through?"*



*"Maybe I can just guide it a little."*



*"One and two, the old soft shoe!"*



*"My knee hurts right here!"*



# AFD on the Scene



## GENERAL WINE & LIQUOR COMPANY IS PROUD TO PRESENT THE FOLLOWING FINE CIGARS



FOR MORE INFORMATION PLEASE CONTACT YOUR SALES REPRESENTATIVE OR CALL (313) 852-3815

# SUPPORT THESE AFD SUPPLIER MEMBERS

## AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor	(248) 852-3918
National Wine & Spirits	(888) 697-6424
Philip Morris USA	(888) 642-4697
Encore Group/Trans-Con, Co.	(888) 440-0200

## BAKERIES:

Ackroyd's Scotch Bakery	
& Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakesies, Inc.	(313) 522-1100
Dolly Madison Bakery	(517) 764-5516
Interstate Brands Corp.	(313) 591-4132
Koeppinger Bakeries, Inc.	(248) 967-2020
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Taystee Bakeries	(248) 476-0201

## BANKS:

The ATM Network	(410) 821-1600
The ATM Company	(352) 483-1259
Convenience Mortgage Corp.	(800) 474-3309
Cornelius Systems	(248) 545-5558
Madison National Bank	(248) 548-2900
Michigan National Bank	1-800-225-5662

## BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	(810) 591-3232
Anheuser-Busch Co.	(800) 414-2283
Arizona Beverages	(810) 777-0036
Bacardi Imports, Inc.	(248) 489-1300
Bellino Quality Beverages, Inc.	(313) 946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Brown-Forman Beverage Co.	(313) 453-3302
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	
Auburn Hills	(248) 373-2653
Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Port Huron	(810) 982-8501
Coffee Express	(734) 456-4900
E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
General Wine & Liquor Corp.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Hiram Walker & Sons, Inc.	(248) 948-8913
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 835-6400
L & L Wine World	(248) 588-9200
Metro Beverage Inc.	(810) 268-3412
Miller Brewing Company	(414) 259-9444
Mohawk Distilled Products	1-800-247-2982
Nestle Beverages	(248) 380-3640
NAYA, USA	(248) 788-3253
Oak Distributing Company	(248) 674-3171
Pabst Brewing Co.	1-800-935-6533
Paddington Corp.	(313) 345-5250
Pepsi-Cola Bottling Group	
Detroit	1-800-368-9945
Howell	1-800-878-8239
Pontiac	(248) 334-3512
Petipren, Inc.	(810) 468-1402
Powers, Dist.	(248) 682-2010
Red Hook Beverage Co.	(248) 366-0295
R.M. Gilligan, Inc.	(248) 553-9440
Royal Crown Cola	(616) 392-2468
Seagram Americas	(248) 553-9933
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Tri-County Beverage	(248) 584-7100
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165

## BROKERS/REPRESENTATIVES:

Bob Arnold & Associates	(248) 646-0578
The Greeson Company	(248) 305-6100
J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(248) 424-8500
Paul Inman Associates	(248) 626-8300
PMI-Eisenhart	(248) 737-7100
Sales Mark	(313) 207-7900
Treppo	(248) 546-3661
"The Sell Group"	(810) 574-1100

## CANDY & TOBACCO:

A.C. Courville Inc.	(248) 863-3138
Brown & Williamson Tobacco	(248) 350-3391
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(248) 475-5600

## CATERING/HALLS:

Emerald Food Service	(248) 546-2700
Karen's Kafe at North Valley	(248) 855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	(810) 978-3880
Southfield Manor	(248) 352-9020
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(810) 949-2280

## DAIRY PRODUCTS:

Dairy Fresh Foods, Inc.	(313) 868-5511
Golden Valley Dairy	(248) 399-3120
London's Farm Dairy	(810) 984-5111
McDonald Dairy Co.	(800) 572-5390
Melody Farms Dairy Company	(313) 525-4000
Pointe Dairy Services, Inc.	(248) 589-7700
Stroh's Ice Cream	(313) 568-5106
Superior Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

## EGGS & POULTRY:

Linwood Egg Company	(248) 524-9550
Montgomery Egg	(517) 296-4411

## FISH & SEAFOOD:

Seafood International/	
Salasnek, Inc.	(313) 368-2500
Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

## FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Sunnyside Produce	(313) 259-8947

## ICE PRODUCTS:

Union Ice	(313) 537-0600
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## INSECT CONTROL:

Rose Extermination (Bio-Serv)	(248) 588-1005
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## INSURANCE:

Alphamerica Insurance Agency	(810) 263-1158
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(248) 354-6110
CoreSource / Presidium	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(248) 569-0505
IBF Insurance Group, Inc.	(248) 354-2277
Frank McBride Jr., Inc.	(810) 445-2300
Miko & Assoc.	(810) 776-0851
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 557-6259
Willis Corroon Corp. of MI	(248) 641-0900

## MANUFACTURERS:

Anthony's Pizza	(810) 731-7541
Ecco D'oro Food Corp.	(810) 772-0900
Eden Foods	(517) 456-7424
Fine Manufacturing	(248) 356-1663
Gerber Products Co.	(810) 350-1313
Home Style Foods, Inc.	(313) 874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kraft General Foods	(313) 261-2800
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	(248) 478-1350
Nestle Food Company	(248) 380-3670
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600

## MEAT PRODUCERS/PACKERS:

Bar S Foods	(248) 414-3857
Burdick Packing Co.	(616) 962-5111
Country Preacher	(313) 963-2200
Hartig Meats	(313) 832-2080
Hygrade Food Products	(248) 355-1100

Kowalski Sausage Company	(313) 873-8200
Metro Packing	(313) 894-4369
Nagel Meat Processing Co.	(517) 568-5035
Pack 'Em Enterprises	(313) 84303600
Pelkie Meat Processing	(906) 353-7479
Potok Packing Co.	(313) 893-4228
Strauss Brothers Co.	(313) 832-1600
Swift-Eckrich	(313) 458-9530
Wolverine Packing Company	(313) 568-1900

## MEDIA:

The Beverage Journal	1-800-292-2896
Booth Newspapers	(616) 459-1567
C&G Publishing, Inc.	(810) 756-8800
CBS Young Country Radio	(248) 799-0624
Daily Tribune	(248) 541-3000
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2325
Gannett National Newspapers	(810) 680-9900
Macomb Daily	(810) 296-0800
Michigan Chronicle	(313) 963-5522
OK Communications, Inc.	(301) 657-9323
Outdoor Systems Advertising	(313) 556-7147
WDIV-TV4	(313) 222-0643
WJBK-TV2	(810) 557-2000
WWJ-AM/WJOL-FM	(313) 222-2636
WWW-AM/FM	(313) 259-4323

## NON-FOOD DISTRIBUTORS:

Advanced Formula Products	(313) 522-4488
Items Galore, Inc.	(810) 774-4800
Scott Pet	(765) 569-4636
Toffler Marketing	(810) 263-9110

## POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Country Preacher	(313) 963-2200
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-24FRITO
Germack Pistachio Co.	(313) 393-2000
Grandma Shearer's Potato Chips	(313) 522-3580
Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Michigan Rainbow Corp.	(810) 365-5635
Nikhlas Distributors (Cabana)	(313) 571-2447
Rocky Peanut	(313) 871-5100
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(810) 365-5555

## PRODUCE

Ciaramitaro Bros. Inc.	(313) 567-9065
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## PROMOTION/ADVERTISING:

PJM Graphics	(313) 535-6400
Promotions Unlimited 2000	(248) 557-4713
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	(810) 777-6823

## RESTAURANTS:

Copper Canyon Brewery	(248) 223-1700
The Golden Mushroom	(248) 559-4230
Palace Gardens	(810) 743-6420

## SERVICES:

AirPage Prepay & Talk Cellular	(248) 547-7777
AirTouch Cellular	(313) 590-1200
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-441-1409
AMNEX Long Distance Service	(248) 559-0445
AMT Telecom Group	(248) 862-2000
Automated Collection Systems	(248) 354-5012
Bellanca, Beattie, DeLisle	(313) 964-4200
Central Alarm Signal	(313) 864-8900
Check Alert	(616) 775-3473
Checkcare Systems	(313) 263-3556
CIGNA Financial Advisors	(248) 827-4400
Community Commercial	
Realty Ltd.	(248) 569-4240
Dean Witter Reynolds, Inc.	(248) 258-1750
Detroit Edison Company	(313) 237-9225
Follmer, Rudzewicz	
& Co., CPA	(248) 355-1040
Garmo & Co., CPA	(248) 737-9933

Goh's Inventory Service	(248) 353-9033
Great Lakes Data Systems	(248) 356-4100
Jerome Urcheck, CPA	(248) 619-0995
Karoub Associates	(517) 482-9000
Law Offices-garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Merchant Card Services	(517) 321-1649
Metro Media Associates	(248) 625-0700
MoneyGram	(800) 642-8050, 16953
Nationwide Communications	(248) 208-3200
NexTel Communications	(248) 213-3100
Paul Meyer Real Estate	(248) 398-7285
PC Specialties	(248) 594-3255
POS Systems	(517) 321-1649
Quality Inventory Services	(810) 771-9526
REA Marketing	(517) 386-9666
Franki Smith's Red Carpet Keim	(248) 645-5800
Sal S. Shimoun, CPA	(248) 424-9448
Southfield Funeral Home	(248) 569-8000
Telecheck Michigan, Inc.	(248) 354-5000
Travelers Express Co.	1-800-328-5678
Western Union Financial Services	(248) 449-3860
Whitey's Concessions	(313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Bollin Label Systems	1-800-882-5104
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	(313) 369-1666
Great Lakes Gumball	(248) 723-5113
Hobart Corporation	(313) 697-3070
National Food Equipment	
& Supplies	(248) 960-7292
North American Interstate	(248) 543-1666
POS Systems Management, Inc.	(248) 689-4608
Refrigeration Engineering, Inc.	(616) 453-2441
Taylor Freezer	(313) 525-2535
TOMRA Michigan	1-800-610-4866

## WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors	(313) 369-2137
Central Foods	(313) 933-2600
Consumer Egg Packing	(248) 354-5388
Dairy Fresh Foods, Inc.	(313) 868-5511
Detroit Warehouse Co.	(313) 491-1500
EBY-Brown, Co.	1-800-532-9276
Family Packing Distributors	(248) 644-5353
Foodland Distributors	(313) 523-2100
Garden Foods	(313) 584-2800
Gourmet International, Inc.	1-800-875-5557
Great Lakes Wholesale	(616) 261-9993
Habfus Trading Company, Ltd.	(810) 754-2250
Hamilton Quality Foods	(313) 728-1900
I & K Distributing	(313) 491-5930
JC's Distributing	(810) 776-7447
J.F. Walker	(517) 787-9880
Jerusalem Foods	(313) 538-1511
Kay Distributing	(616) 527-0120
Keebler Co.	(313) 455-2640
Kehe Food Distributors	1-800-888-4681
Lipari Foods	1-810-447-3500
McInerney-Millere Bros.	(313) 833-8660
Midwest Wholesale Foods	(810) 744-2200
Norquick Distributing Co.	(313) 522-1000
Pointe Dairy Services, Inc./	
Vie De France	(248) 589-7700
Robert D. Arnold & Assoc.	(810) 635-8411
S. Abraham & Sons	(248) 353-9044
Sam's Club—Hazel Park	(248) 588-4407
Sherwood Foods Distributors	(313) 366-3100
State Wholesale Grocers	(313) 567-7654
Spartan Stores, Inc.	(313) 455-1400
Super Food Services	(517) 777-1891
Tiseo's Frozen Pizza Dough	(810) 566-5710
Treppo Imports	(248) 546-3661
Value Wholesale	(248) 967-2930
Weeks Food Corp.	(810) 727-3535
Ypsilanti Food Co-op	(313) 483-1520

## ASSOCIATES:

American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2208
Livermoir-Davison Florist	(248) 352-0081
Minnich's Boats & Motors	(810) 748-3400
Wileden & Assoc.	(248) 588-2358
Wolverine Golf Club, Inc.	(810) 781-5544





PROUDLY PRESENTS

# M A D E I N MICHIGAN

SPECIAL  
EDITION

October  
1998

## Celebrate Harvest Time In Michigan!

As a bonus to advertisers of Michigan made products, *The Food & Beverage Report* will publish editorial copy about your company and/or products without charge. Also, there is no added charge to advertise in this special section; regular contract rates apply.



Send in your advertising and editorial copy today. However, editorial copy must reach AFD by September 15. We reserve the right to edit submitted material to fit space available.

The Food & Beverage Report offers you virtual total market coverage in Michigan ... with circulation at 10,000+ and readership at 25,000\*. Our distribution includes the retail food trade including major food stores, independent food stores, party stores, manufacturers, wholesalers and distributors.

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Know You Support  
and Promote Michigan-  
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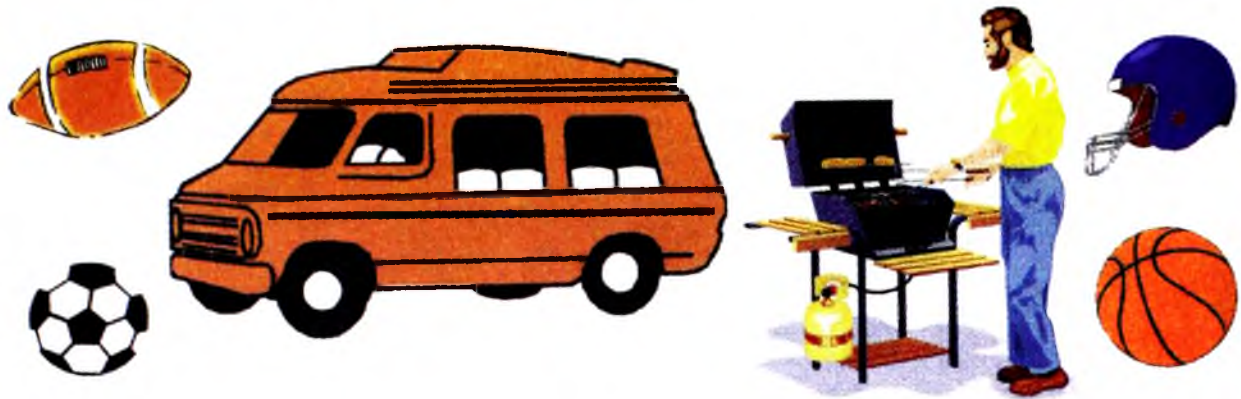
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**For additional information and rates,  
call Ray or Tom Amyot at  
1-248-557-9600 • 1-800-66-66-AFD**

# CROSSMARK™

## Sales & Marketing

*Do you like "tailgating"? The season is here ... for increased "tailgating" sales and merchandising activity!*



Feature these CROSSMARK "**Tailgating**" products to help you increase your sales and profits!

### GROCERY

- A-1 Steak Sauce
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- Bush's Baked Beans
- Dixie Cups & Plates
- Dole Pineapple Juice
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- Grey Poupon Mustard
- Ice Mountain Spring Water
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- Mardi Gras Napkins
- McCormick Grill Mates (Detroit Only)
- McIlhenny Tabasco Sauce
- Musselman's Apple Juice
- Northland Cranberry Juice & Blends
- Old El Paso Salsa
- Planter's Peanuts & Mixed Nuts
- Reynolds Wrap (Detroit Only)

- Sweet Baby Ray's BBQ Sauces
- Wet Ones Towelettes
- Win Schuler's Snack Crackers

### FROZEN

- Eskimo Pie Ice Cream Bars (Detroit Only)
- Mrs. Smith's Pies & Cobblers
- Totino's Pizza Rolls & Stuffed Nachos

### DAIRY

- Dean's Refrigerated Dips
- Florida's Natural Citrus Juices & Lemonade
- Win Schuler's Bar Scheezes

### DELI

- Father Sam's Pita Breads
- Land O Lakes Deli Cheeses

### MEAT

- Turkey Store "New" Prem. Cooked Sausage
- Tyson Wings & Roasted Chicken (Detroit Only)

### PRODUCE

- Dole Value Added Salads
- Marie's Produce Salad Dressings

# CROSSMARK™

Sales & Marketing - Midwest Region

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Cincinnati    Columbus    Indianapolis    Ft. Wayne