



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

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Working hard for our members.

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Legislative Update

Call To Action: Minimum Wage Alert!

The Chairman of the House Education and Workforce Committee Rep. Bill Goodling (R-PA), held hearings in April on the minimum wage's impact on lower income workers and welfare-to-work programs.

This is in response to Committee Democrat's repeated calls for action on President Clinton's proposed \$1.00 per hour minimum wage increase.

There currently appears to be enough votes in the House to pass some form of a minimum wage increase. Although there are no floor votes expected prior to July, **it is crucial that you write your Representative and Senators today!**

Although there is political will to increase the minimum wage, it is bad public policy that not only harms small businesses, but also the very people it is trying to help: entry-level employees.

If there is a strong protest against an increase, there is still a chance to sway Congressional opinion before July.

African Americans: Ultimate in “consumerism”

Editor's note: Patricia Bailey was a workshop speaker at the Food Marketing Conference held March 22 and 23 at Western Michigan University. I found her speech particularly relevant for independent convenience store and grocery store retailers. —Michele MacWilliams



by Patricia Bailey,
vice president of marketing,
Pro-Line Corporation

Today there is an even more compelling need for products specifically designed for African Americans because of the diversity of the market.

Population trend watchers would agree that the African American consumer is really worth romancing because of their numbers and their buying power. Moreover, African American buying power is projected to be over \$400 billion.

At this economic level, the African American market alone ranks in the top ten of the largest economy in the free world according to Target Market News, a research group out of Chicago. How does all of this affect retailers and distributors? Needless to say, the effect is tremendous! Today's retailers and distributors know that if they want to satisfy the African American consumer, they have to carry the products

desired by the consumer. They must also be sure that their stores stay in stock and merchandise well. Knowing facts and stats pertaining to this awesome consumer does, without a shadow of doubt, give retailers and distributors an edge when attempting to please African American consumers. No one would want to risk losing consumers

The African American market ranks in the top ten of the largest economy in the free world. —Target Market News

who exhibit strength in buying power!

Consider the fact that ten percent of all dollars spent by African Americans are spent on Health & Beauty Aids versus only eight percent for the general market. The numbers for haircare are even larger. African Americans represent 30 percent of all haircare sold.

It's worth repeating! The African American consumer is definitely a consumer that warrants attention.

Retailers should note the following facts where consumerism and the African American consumer is concerned:

1. Television viewing among African Americans exceeds television viewing by non-African Americans

See African American consumers, page 4

June is Dairy Month, “got milk?”



June is Dairy Month. Why should your store get excited about that? Of course, it's because product placement along with your enthusiasm can help sell more milk, and milk is just the beginning.

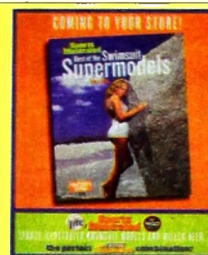
Milk rarely stands alone. It pairs up naturally with cookies and cereal. It appears in so many variations. Milk is chocolate, skimmed/no-fat, low-fat, condensed, evaporated, cream (both sweet and sour), half-and-half, and vitamin fortified. It is sold as cottage cheese, yogurt, cheese and ice cream. Cheese never

stands alone either, it's melted on chips, grated on salads and used as a dip for bread and veggies. The story is the same with ice cream. In all its many flavors, ice cream adorns pie, snuggles up to cake and makes malts, shakes and smoothies irresistible. Furthermore, dairy products are used as ingredients in numerous home-made products. It seems that every dairy purchase invites an opportunity to sell something else.

Nutritionists stress the importance of dairy products in a healthy diet. Milk is good for you and fat-free and lactose-free products make milk a good choice for nearly everyone. The National Academy of Sciences recommends children ages 4 to 8 need the equivalent of at least 3 servings of milk a day

See Milk, page 5

Starting in May, Miller Brewing Company and Sports Illustrated will offer a custom-published magazine titled “Best of the Swimsuit Supermodels: 1964-1999.” The 48-page issue covers 35 years of spectacular swimsuit photography.



AFD purchases Beverage Journal Holiday Trade Show

The Associated Food Dealers of Michigan is proud to announce the purchase of the *Beverage Journal* Holiday Trade Show. Now AFD's staff will add its expert touch, making this show the prime venue for introducing new holiday products or special holiday pricing and promotions.

Mark your calendars for September 21 and 22 at Burton Manor in Livonia. Watch your mail for more information. Call Becky at (248) 557-9600 with questions.

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Chairman's Message

Y2K Crisis:

*Tell your customers that there is
no need to stockpile food*



by Bill Viviano, AFD chairman

Retailers, food processors and a bipartisan group of US Senators met in early March to discuss the outcome a potential Y2K computer crisis would have on consumers' food supply.

The group determined that the Y2K problem will not cause disruptions in food supplies and services and urged Americans to refrain from stockpiling.

The plea to restrain from stockpiling came amid growing concerns that basic supplies and services could come to a halt on January 1, 2000, if the Year 2000 (Y2K) problem shuts down some business computers.

"This is not a time for people to go crazy or be alarmist" said Senator Christopher Dodd, a Connecticut Democrat. "We see nothing that would cause anyone to want to stockpile large amounts of food."

News reports about soaring sales of dried food and military-style meal kits "have begun to unnerve many people," added Dodd, a member of a subcommittee on the Year 2000

Technology problem that has been investigating the impact of the "millennium bug" on various U.S. industries.

The Y2K problem refers to the inability of some computers to recognize dates beyond December 31, 1999.

Food industry executives told the panel, headed by Utah Republican Senator Robert Bennett, that at worst there would be only minor disruptions for a few days in isolated areas.

Bennett urged the food companies to conduct "end-to-end testing from the coffee field to the grocery store shelf" to ensure that all computer equipment is ready.

U.S. grocery chains are spending an average of \$27 million to prepare computers and most expect to have systems installed by midsummer, according to Tim Hammond, head of the Food Marketing Institute.

"At this point, we're not seeing anything out of the norm," said Michael Herschel, executive vice president of Kroger Co. The company plans Y2K tests at Kroger stores this summer to make sure they are ready, he added.

"We believe unless there is widespread hoarding or excessive stockpiling, January 1, 2000 will be a routine shopping day," Herschel said.

Nestle USA, which owns brands such as Stouffer's and Libby's said it would see a drop in the firm's first quarter sales next year if consumers begin hoarding food.

"Consumer confidence in the supply chain could erode, resulting in pantry loading toward the end of the year," said Jeri Bender, a Nestle USA vice president. "Such actions would pull sales forward into 1999 and dampen first quarter 2000 sales as consumers eat their way through accumulated products."

The food companies said they were most concerned about the U.S. Agriculture Department's Y2K preparations to keep the federal food stamp program operating smoothly.

Be certain the Y2K bug doesn't bite you. Testing now will prepare your company for complications later. Do everything you can now, so that your store will remain open and able to service your customers. Remember, it's not the millennium bug that will take a bite out of your profits, it's the competitor down the street who is prepared and who can continue operating during Y2K.

National Wine & Spirits may purchase R.M. Gilligan

At press time, this publication has received word that negotiations are ongoing for National Wine & Spirits to purchase R.M. Gilligan, Inc.

According to sources, all parties have agreed in principle and final papers are expected to be signed within a few weeks.

The deal is described as an "amicable partnering" between the two companies.

AFD recognizes that a smooth transition is important to retailers, therefore, more information on this breaking news story will follow in the June issue of the AFD Food & Beverage Report.

Shirley Johnson wins Senate seat

Congratulations to Shirley Johnson who will replace Sen. Michael Bouchard in the 13th Senate district. AFD's Political Action Committee supported her candidacy and looks forward to working with her.

Coke changes bottle cap redemption policy

Coca-Cola Bottling Company of Michigan, along with all divisions of Coca-Cola Enterprises, recognizes the difficulties that free product under-the-closure (UTC) promotions are causing its retail partners.

Lost sales and profitability, store accounting and control issues, and the problem of what to do with all the bottle caps are concerns of retailers. These problems have magnified in recent years with increased promotions.

To rectify this, Coca-Cola is changing its redemption policy, effective May 1, 1999.

The new policy is as follows:

**All under the closure
promotions on 20 ounce
and 1-liter packaging,
which include a free
product offer, will be
redeemed in the following
manner: Coca-Cola will
redeem the cap at full
retail value.**

AFD appreciates CCE's efforts to address retailer concerns and needs.

African Americans, the ultimate consumers

-Continued from page 1

by over an hour per week, on average; and radio usage among African Americans exceeds non-African Americans by more than two hours.

2. The ultimate buying power of the African American consumer is over \$400 billion, which is dramatically illustrated by their buying and shopping patterns.

3. African Americans are split on the subject of target advertising. Forty-eight percent favor advertising geared to African Americans, while 37 percent believe general advertising works better.

Ethnic pride is strongly present in the value system of African Americans. Ninety percent feel proud of their heritage. Commitment to family and religion are the pillars of African American culture.

4. The African American woman has specific haircare product needs. She understands that her desired products are not always available at most drug stores, therefore she frequents stores where she is certain her desired products are available. The African American woman knows where she has to go in order to find the product she needs for her hair.

In fact, African Americans over index their general market counterparts in a variety of retail areas, but because a heavier premium is placed on grooming, there is a wider spending margin when it comes to the health and beauty aids category.

5. African Americans read more newspapers and magazines than non-African Americans. Newspapers are the principle source of coupons for both African Americans and non-African Americans. Forty-two percent of African Americans use cents off coupons. Eighty-four percent of African Americans get their coupons from newspapers while 38 percent use the coupons they receive in the mail.

6. African Americans spend more than non-African Americans during each trip to the grocery. They shop almost twice weekly, and spend about \$23 more than non-African Americans.

7. According to population trend watchers, the African American population will reach 33.8 million by the onset of the millennium. Ten years later, in 2010, the population is expected to reach 38.2 million, and the numbers will peak at 42.9 million by 2020.

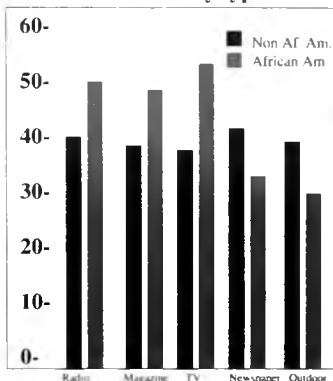
8. The U.S. Census notes that the greatest segment growth in consumerism is the African American female. She purchases a wide variety of products from different categories,

often buying other items in addition to those intended.

When affixing a buying number to this fast growing consumer group, it becomes clear that the African American consumer is poised to be the "go to" market segment for the future.

These compelling realities make the African American consumer a segment that merits being wooed, courted, coaxed, cajoled, romanced, solicited and persuaded with the same ferocity that their disproportionate spending power merits.

Media Used by type



When marketing to the African American consumer, consider that this consumer will evaluate the store based on the appearance of the ethnic section.

-Harvey Braun
Deloitte & Touche



Marketing to African American customers

by Michele MacWilliams

African American values center around family, religion, ethnic culture, music and community events. The Number One pastime for many of African American consumers is going to kid's sports events. Bailey suggests reaching this consumer where they live and entertain.

Ethnic pride is strongly present with this group. Bailey posed the question: How may retailers use Kwanza as an event to sell products? The holiday requires preparation of meals, and also is a special event where families gather. Promoting special foods, beverages and other party products can boost sales. Since health and beauty aids represent a higher percentage of African American purchases than for the remaining population, these products should be displayed attractively.

African Americans are sensitive to idols in their community—locals can be heroes.

Bailey suggests tying into local publications and using local heroes—like high school coaches—to promote special events at your store.

She also suggests targeting youth and teens by participating in local events. Some places to start are the local Links chapters, Jack and Jill social chapters and other urban youth groups tied to schools, churches and civic groups.

She believes that independent stores can steal market share by filling the niches other stores leave out. Make African Americans feel welcome in your store by featuring the products they desire. Keep them in their neighborhood store by showing them they are wanted.

Calendar

May 2-5
FMI Supermarket Convention & Educational Exposition
Chicago, Illinois
(248) 557-9600

June 13-17
Managing the Total Store: Operations Course, an FMI Presentation
Western Michigan University
Kalamazoo
(202) 452-8444

June 20-24
Electric Foodservice Council Overview of the Foodservice Industry
OGE Foodservice Technology Center
Oklahoma City, OK
(919) 553-5800

July 22
AFD Annual Scholarship Golf Outing
Wolverine Golf Course
Macomb, MI
(248) 557-9600

October 2-6
National Frozen Food Convention
Boston, Massachusetts
(703) 821-1350

Statement of Ownership

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AFD works closely with the following associations:



NATIONAL GROCERS ASSOCIATION



FOOD INDUSTRY ASSOCIATION EXECUTIVES

Milk

(Continued from page 1)

and children 9 to 18 need the equivalent of at least 4 servings of milk each day to meet their calcium needs. That is a lot of milk!

According to the USDA, most children fall short: less than 40 percent of boys and less than 30 percent of girls ages 6 to 11 actually meet current recommendations.

It is the same story with adults. Although it is widely accepted that dairy products can provide positive health benefits, like preventing bone loss and lowering blood pressure, many adults fail to meet the minimal daily requirement. Continuing to spread the word about milk's health benefits will surely help spike sales!

An effective public relations program has been in place since the summer of 1939 when the National Dairy Council designated June as Dairy Month and later, in 1955, the American Dairy Association began their promotional activity.

Milk

Milk has long been a popular beverage, not only for its flavor, but because of its nutritional attributes. Milk is considered one of the best sources of calcium in the American diet and it also provides protein, vitamins and other minerals.

Their advertising and merchandising programs are designed to kick-off the summer milk promotion period. This strong support from the dairy industry, food chains and the media will help your store deliver sales of more milk. During May and June, your customers will see an extra push in the media as dairy products are in the news.

Consumers are getting the word about milk, too. The aggressive Milk Mustache campaign, "got milk?" has captured the imagination and given a little "panache" to milk drinking. And that is a good thing.

In 1993 milk consumption in

Ice Cream

The delicious ice creams of today evolved from the flavored ices popular with the Romans in the fourth century B.C. Nancy Johnson invented the hand-crank freezer in 1846 and brought ice cream making home.

California had declined steadily for 20 years, so milk processors from all over the state got together to do something about it.

Research found that people think they know all they need to know

about milk. It is white, comes in gallons and is good for you. You need it most when you have a mouthful of cookies or for your favorite cereal.

And people notice milk most when they suddenly run out of it. Thus was born a multi-faceted advertising campaign initiated to educate consumers and correct misconceptions about milk. The campaign is a little sadistic in part, since it features the torture of Cookie Monster and of Snap, Crackle and Pop. In one ad a fellow goes to the fridge for milk and tips up the carton only to realize his milk is "out of date." Ads with "attitude" like these,

are designed to remind consumers to be sure they always have plenty of fresh, cold milk.

Has the advertising campaign

Butter

Buttermaking used to be a common activity on the farm. The first U.S. creamery was built in 1871, taking butter-making out of the hands of home cooks and putting it into commercial production.

worked? The decline in milk sales has been halted. "got milk?" Milk Mustache ads featuring Roseanne, Cosby, Leno, Bart Simpson and

others, have helped make the term "got milk?" part of the American vernacular. Children have been overheard asking for a "glass of got milk?"

The "got milk?" Milk Mustache marketing campaign is jointly funded by the nation's fluid milk processors and America's dairy farmers.

"got milk?" is licensed by Dairy Management Inc. (DMI). DMI and state, regional and international organizations manage the American Dairy Association, the National Dairy Council and the U.S. Dairy Export Council.

Information is available at www.dairyinfo.com or call 1-800-241-MILK.

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Teaching and learning is the Kadouh circle of life

by Ginny Bennett

In 1974, Lebanon was in turmoil and Chafic Kadouh, a teacher, felt that he should take advantage of the opportunity his uncle Nassib offered—to sponsor him and give him a job in the United States.

Kadouh began by working at Blazo's, his uncle Bachir's pie shop. On his second day in America, he visited his uncle's store and met a waitress, Denise, the woman destined to become his wife.

Denise was an Eastern Michigan University student and worked as a waitress, part-time. She remembers that when she saw Chafic come through the door, she remarked to a fellow worker that she was certain she would marry that man. She was right. Denise went on to receive her degree in special education.

In the interim, Chafic would struggle to become fluent in English and make his way in America. He wanted to learn everything he could. At first he worked for one uncle, and then another, but Chafic realized that making an hourly wage was not really



Chafic Kadouh in front of the Marine City Dairy Queen

his goal. After all, he had come to America looking for opportunity.

Finally one presented itself to become a distributor for Tom's Candy. His route was run down and

neglected. He remembers that it was a real struggle in the beginning to sell without the necessary language skills but Chafic took the job very seriously and within five or six months he began to make a profit. It was also important to him to build a reputation.

Kadouh developed a respect for the hard-working Chaldean store owners he met on his route. He says he learned a lot from them. One day he was waiting to be paid for his delivery but the store owner was too busy. The owner opened the cash drawer and told Chafic to help himself to the amount. Of course, Chafic hesitated to reach into the drawer but the man insisted. It felt good to be trusted.

Honesty has always been one key to success. Another is Denise. "Make no mistake," he says, "she has always been at my side."

In two-and-a-half years, Chafic had saved enough money to begin looking for a party store. Then an uncle discovered the Marine City Dairy Queen which was on the market. Chafic didn't know anything about this business but he wasn't afraid to

try.

One could say that 1978 was a monumental year for Chafic. He married Denise, moved to Marine City and bought the Dairy Queen. They also bought a house across the street from the business. The original store was seasonal. It had a dining room with seating for 50. His first winter he received training at the Dairy Queen headquarters in Minneapolis.

Denise never worked in her field but she says she has been a teacher



Chafic and wife Denise

Regardless of the nature of your business...



...Liquor law hassles can be a sobering experience.



When it comes to liquor law regulation, Michigan is one of the toughest states in the country. Bars and restaurants represent only a small fraction of the businesses affected. Airlines, retail department stores, hotels, non-profit organizations, political committees and a broad spectrum of other entities can be shut down for non-compliance.

The law firm of Abbott, Nicholson, Quilter, Eschaki & Youngblood P.C. in Detroit is proud to announce that Thomas J. Giachino — a recognized Michigan liquor law expert — has joined the firm. A former Michigan assistant attorney general, Giachino represented the Michigan Liquor Control Commission for 23 years. He is qualified to help companies in metro Detroit deal with Michigan's regulatory and administrative liquor law hurdles.



Abbott, Nicholson, Quilter, Eschaki & Youngblood, P.C., 300 River Place Suite 3000, Detroit, MI 48207-4291 (313) 566-2500 fax (313) 566-2502 e-mail anquey@anquey.com

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**Dairy Queen,
Continued from page 6**

nonetheless. And as a waitress and now as a Dairy Queen manager she always has worn a uniform.

In the beginning they worked side-by-side "24 hours a day." The couple have three children and every morning at 8:00 a.m. they would bring their twin sons, Hussain and Hassan, across the street to a crib in the back of the store, work all day and eventually go back across the street to their home at 11:00 p.m. The boys were soon joined by their sister, Mariam.

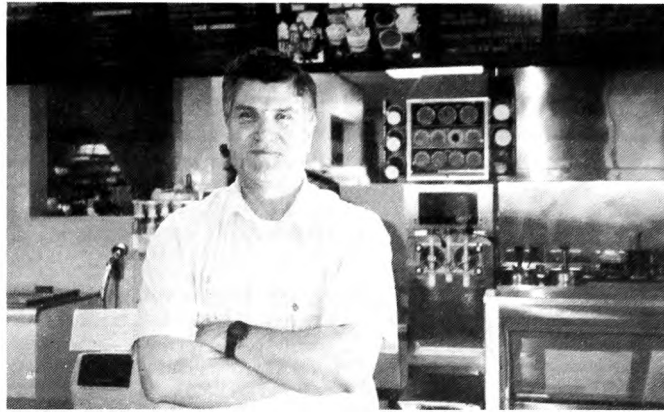
The Kadouhs worked long, hard hours together and never cut corners. They sold a consistently good product. They built a new Dairy Queen to replace the old one and then tore the old one down. The new store has a dining room with seating for 80, with a hot menu in addition to the traditional Dairy Queen line.

Three years ago they bought the St. Clair/East China location, a seasonal, walk-up store and most recently the Dairy Queen in Richmond. At the same time Chafic purchased a bank building across from the "stone church," a Richmond landmark. Chafic will change the location to utilize the bigger building and soon ice cream will be handed out the drive-through window where money used to pass. The building is undergoing a complete renovation.

The twins manage the St. Clair store and all three children work hard. They are nearly college age and the twins are planning to attend Michigan State University. In the meantime the children have all returned from vacation. Hassan and Hussain from Hawaii and Mariam from Florida. It makes him happy that they had this opportunity.

If he had more time, Chafic would like to fish. He only goes a couple of times a year. He isn't interested in his business getting much bigger. "Too much pressure, and having no life whatsoever, is of no interest to me," he says. His goal is to provide security for his children and have a store for each one of them if they want it. In the meantime, he has taught his children to take responsibility and has provided a means for them to generate their own expense money. Chafic is open-minded about the choices they will eventually make.

The Marine City store is the number one Dairy Queen in the state. In addition to the family's dedication, Margaret Burgess and her daughter, Gail Cartwright have provided managerial stability for eleven and nine years, respectively. The company employs 30 people. Most are students and because of the seasonal nature of the business Chafic and Denise are always teaching and training new employees.



Chafic Kadouh subscribes to AFD's Blue Cross Insurance and Worker's Compensation programs.

Dairy Queen mix is licensed to be made by dairies according to company formula. Chafic's soft-serve mix is provided by London's Farm Dairy of Port Huron.

A good relationship with his supplier is important to Chafic since London's provides ongoing training and service to the account.

When the Kadouh children are done learning in school, perhaps then it will be time for Chafic to learn the hiding places of some of those big fish. And Denise can finally turn in her uniform.



Dairy Queen soft serve is a reduced fat ice cream with 35 calories per fluid ounce.

KANSMACKER, INC.

Lansing, Michigan

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NACS Government Issue Survey shows convenience store concerns

Approximately 265 members of the National Association of Convenience Stores responded to the 1999 Government Relations Issue Survey. According to the results, the following issues are respondents' top priorities (ranked in order of importance):

1. Minimum Wage
2. Tobacco Excise Tax
3. National Sales Tax/IRS Reform
4. Capital Gains Tax Cuts
5. Estate Tax Repeal
6. Retailer's Credit Card Fees
7. Uniform Compliance with EPA's Underground Storage Tank Regulations
8. Native American Taxation Issues
9. Y2K Compliance
10. Electric Utility Deregulation
11. Full Deductibility of Health Insurance for Self-employed
12. Kerosene

While most of these issues were expected, there were some surprises. Tobacco legislation fell from first place, where it had been the #1 issue for two consecutive years. However it did come in a close second. Native American taxation issues fell from fourth place (in 1998) to eighth, mainly due to the strong appeal for tax relief.

Many respondents stressed the importance of tax relief—rating capital gains tax cuts, estate tax repeal and

national sales tax/IRS reform within approximately a tenth of a percentage point of each other. Riding on its strong 1998 support, the uniform compliance of EPA's underground storage tank regulations remained at number seven. Other issues mentioned by NACS members included: FDA tobacco regulations; the quality and availability of employees; excessive government paperwork; OSHA regulations and enforcement; and the alcohol excise tax.



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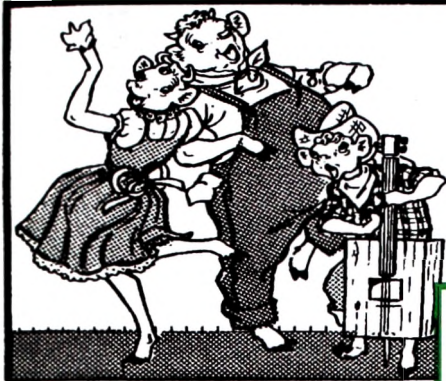
New Dollar Coming... Should Penny Go Away?

On December 1, 1997, President Clinton signed legislation calling for a new \$1.00 coin which will be placed in circulation during the year 2000. The U.S. Mint is compiling research on the type of metal used in the new coin and the final artwork. It's expected the coin will be golden in color, about the size of a Susan B. Anthony Dollar and have a distinctive (probably smooth) edge.

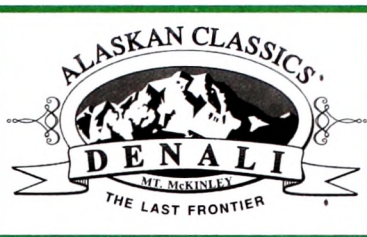
In most retail channels, the \$1.00 coin will be viewed as a minor nuisance, since clerks will have to handle two forms of the same denomination. For that reason, most cash retailers will not use the \$1.00 coin to make change and will continue to request Federal Reserve Notes. Also, public opinion polls repeatedly find that Americans prefer \$1.00 notes to \$1.00 coins, roughly 4 to 1.

Nevertheless, convenience stores could be the retail channel exception by actually embracing the dollar coin. Many convenience stores are in a \$1.00 note deficit situation, meaning more \$1.00 bills leave the cash register than are received in payment. To restock, clerks must roll and unroll bills into a drop safe tube. Pre-rolled \$1.00 coins may be a more efficient alternative.

However, to maximize cash transaction efficiency, it may be necessary to eliminate the penny. This would leave an open tray for dollar coins. Also, the National Association of Convenience Stores has estimated that an average of two seconds is spent handling pennies during every convenience store transaction. That's well over 5.5 million hours per year wasted handling pennies. Walgreen's Drug Stores has estimated that costs avoided by eliminating pennies would exceed \$2,000 per store annually. Costs include rolled coin charges, time spent counting pennies at the end of shifts and the time lost by handling pennies during transactions.



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Successful safety orientation is key to new employee training

Safety orientation programs for new employees are important for at least two reasons: 1) OSHA requires such training and 2) getting new employees oriented to safety is just good business practice.

Here are 10 steps for a good safety orientation, suggested by the Bureau of Business Practice.

1. Know what to do in an emergency.

Make sure you cover fire and emergency evacuation procedures from day one. Tell workers whom to call and how to sound the alarm. Walk them through two different escape routes and show them where to meet outside.

2. Follow established rules, procedures, and safety signs.

Make it clear that failure to do so is inviting an accident. Emphasize your

commitment to safety and point out that, if necessary, rules will be enforced through progressive disciplinary action.

3. Wear required Personal Protective Equipment (PPE)

Go over the PPE that is required, as well as the hazards this equipment will protect against. Then communicate that the employee is required to wear it right, wear it every time, with no excuses.

4. Handle hazardous materials according to instructions.

Discuss specific substances workers are using and go over the labels. Cover the hazards, PPE, safe handling procedures, and emergency procedures in case of a spill. This training is vital for new workers and whenever new substances come into the workplace.

5. Operate equipment correctly.

Workers should only use equipment for which they've been trained and authorized. They should never maintain or repair equipment unless they've been expressly trained and authorized to do so. Instructions should be followed exactly, including no gloves or jewelry around machinery and exact compliance and lockout/tagout procedures.

6. Avoid taking safety risks.

Make it clear that is never acceptable for an employee to take shortcuts, ignore near misses, or engage in horseplay.

7. Remove, repair or report safety hazards right away.

Emphasize that everyone has personal responsibility to correct safety problems. Communicate that you expect workers to respond immediately to hazards.

8. Report accidents promptly.

Make sure workers know what steps to take to report accidents, including what emergency number to call and being prepared to state the location of the accident, give their name and phone number, describe what happened, and stay on the phone until they're told it's okay to hang up.

9. Contribute to work zone safety.

Communicate your expectations that individual work areas be kept neat and clean, and that all employees help keep common areas free from clutter and other housekeeping hazards that could result in an accident or injury.

10. Take training seriously.

Inform workers that safety training will be an important and ongoing process. They can expect it whenever new processes or procedures are introduced, and whenever their safety performance needs refreshing — *IMI*



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FDI recognizes Campbell Sales Company's 50th anniversary of support

Food Distributor's International Vice Chairman Alfred A. Plamann during FDI's Annual Membership Breakfast recognized the Campbell Sales Company for its half-century association with FDI.

"For the first time ever, we are able to celebrate an anniversary of support that stretches back over 50 years, said Plamann. Campbell's support began in 1949 when FDI was headquartered in New York.

"Campbell's itself dates back to

1869 when Ulysses S. Grant was sworn in as president," Plamann said. "A fruit merchant named Joseph Campbell and an icebox maker named Abraham Anderson started the business."

Campbell's Soup still is relied upon by families around the world. "Americans alone consume some 2.5 billion bowls of tomato, cream of mushroom and chicken noodle soup each year," he added.

USDA to enforce safe food labeling

The United States Department of Agriculture will start vigilantly enforcing the labeling of meat and poultry with safe handling instructions. Back in 1994, the USDA amended the federal meat and poultry inspection regulations (9 CFR parts 317 and 381). The labeling became a requirement for all raw and partially cooked comminuted meat and poultry products, i.e. product that is chopped,

flaked, ground or minced, such as ground meat or sausage going to household consumers, hotels, restaurants or similar institutions.

Also, partially cooked meat and poultry products prepared by retailers, such as those that have been cut, sliced, trimmed or otherwise processed or repackaged are required to be labeled.

Retailers that display meat and poultry for sale that has not been labeled correctly, could be subject to fines.

For more information, call the USDA Food Safety and Inspection Service Compliance and Investigations Division at (248) 968-0230. The Consumer Meat & Poultry Hotline is 1-800-535-4555. It is open 10 a.m. to 4 p.m.

Beverage classes offered by Brown-Forman

A new Brown-Forman educational program called Beverage University will be offered to bartenders, wait staff and consumers.

With an increase in the popularity of the classic cocktail, Beverage University allows bar, restaurant and beverage connoisseurs an opportunity to learn more about the products they are serving and drinking. The spirited lessons are taught by John Barrett, officially titled on-premise development manager, but better known as the whiskey professor since he travels the country conducting educational training and tasting sessions for Beverage University.

After the completion of a Beverage University class, Barrett recognizes each of his students with an honorary B.S.—Beverage Specialist.

The folks who work in bars and restaurants are interested in knowing more about the products they serve so they can share that knowledge with their customers," said Barrett. "And, I guess you could say I'm something of a spiritual advisor. I don't tell people what to serve or what to drink, but rather what they are serving and drinking."

Barrett, who holds a master's degree in fermentation sciences from the University of California at Davis, flavors each class with interactive exercises and visual aids to not only educate students about various spirits but to entertain them as well. Reach him at (502) 774-7782.

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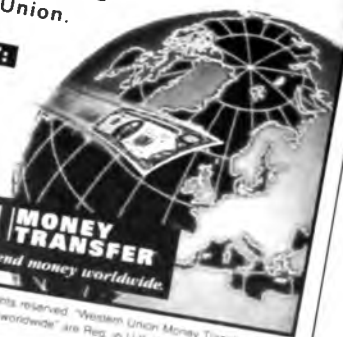
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OSHA and Ergonomics - A Premature Policy Could Cripple American Businesses



by John R. Block

One of the hottest topics in the nation's capital — now that the Monica Lewinsky scandal has been put to rest — is ergonomics. You're probably thinking "what the heck is ergonomics?" Derived from the Greek words "ergos" (work) and "nomos" (laws), it is the study of how laws of nature effect people and their work environment. In plain English, it's how the body interacts with workspace, assembly lines, machines,

computers, tools and furniture.

The big fuss is over a new ergonomics draft regulation released by the Occupational Safety and Health Administration (OSHA) that would require employers to take significant, and perhaps, unnecessary, steps to deter workers from experiencing injuries to the back, neck, wrist and arms in the

"....the rulemaking would be one of the most burdensome regulations to ever hit American businesses"

workplace. Such injuries are termed musculoskeletal disorders and carpal tunnel syndrome is an example of one such injury, though its causes are still not fully understood.

While the ergonomics issue has reached the height of controversy, it certainly isn't a new focus for OSHA, which has been trying to lock-in a

final rule for years without success. Industry and members of Congress have continued to block OSHA's efforts due to insufficient scientific evidence regarding the relationship between work activities and the development of musculoskeletal disorders.

The newly proposed draft regulation applies to general industry, such as jobs on assembly lines and in baking, sewing, meatpacking and package handling. If implemented, the rulemaking would be one of the most burdensome regulations to ever hit American businesses, from both a financial and logistical standpoint, without any guarantee that the ergonomics problem will be solved. The impact on small business likely would be the most severe. The rule may be ready for public comment by the fall of 1999.

In the draft, a single work-related musculoskeletal disorder (WMSD) triggers the requirement to implement a program to control ergonomic hazards, and the program must

continue until no WMSDs have been reported for three years.

Al Lundeen of the National Coalition on Ergonomics told The Washington Post that OSHA "wants employers to solve something that the medical community says they need to know more about to simply understand. We just don't know enough to regulate at this point."

For example, it's not known for sure whether certain pains are caused by one's work environment or from any number of outside factors. Without more scientific research, these are the types of uncertainties that plague the ergonomics debate.

At a bare minimum, OSHA should wait until the National Academy of Sciences completes a study that was approved by the U.S. Congress last year as part of the FY '99 study on the science of ergonomics. The research will look into the causes of musculoskeletal disorders and the measures employers can take to

See OSHA, page 24

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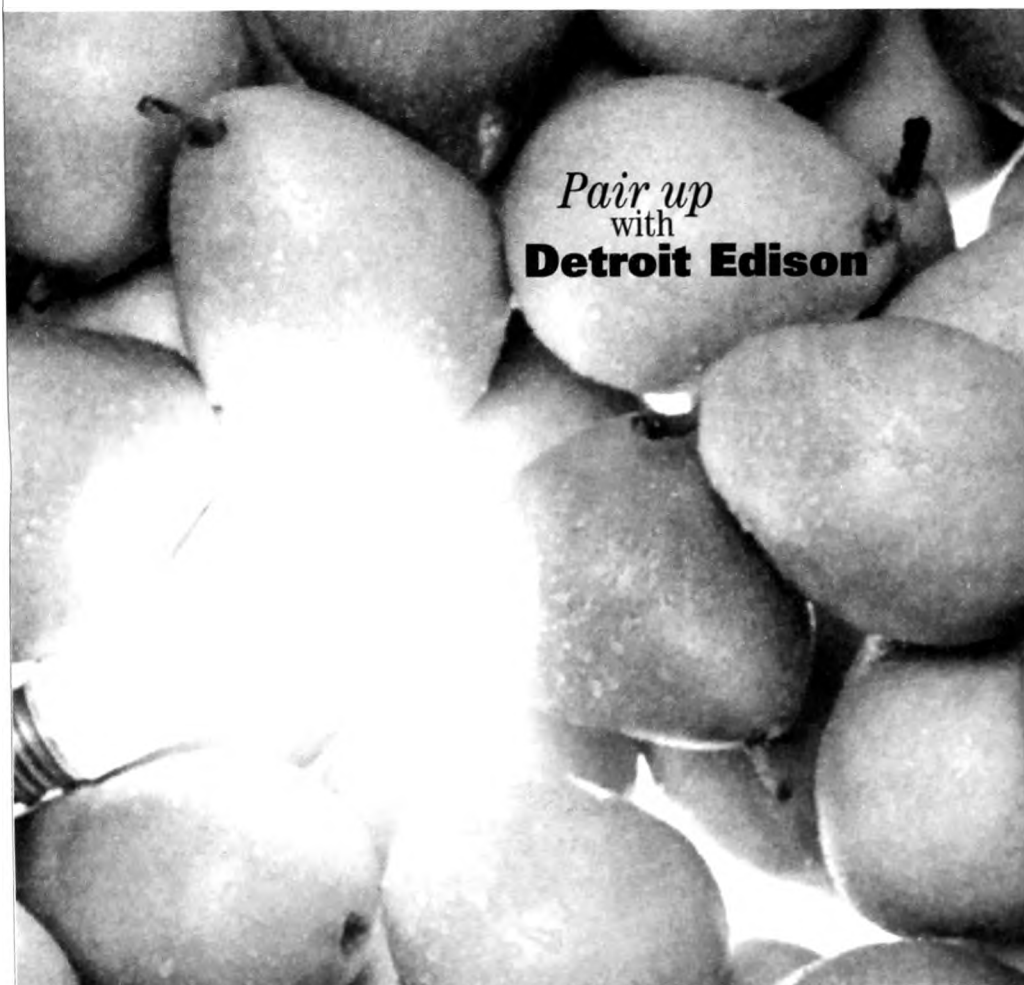
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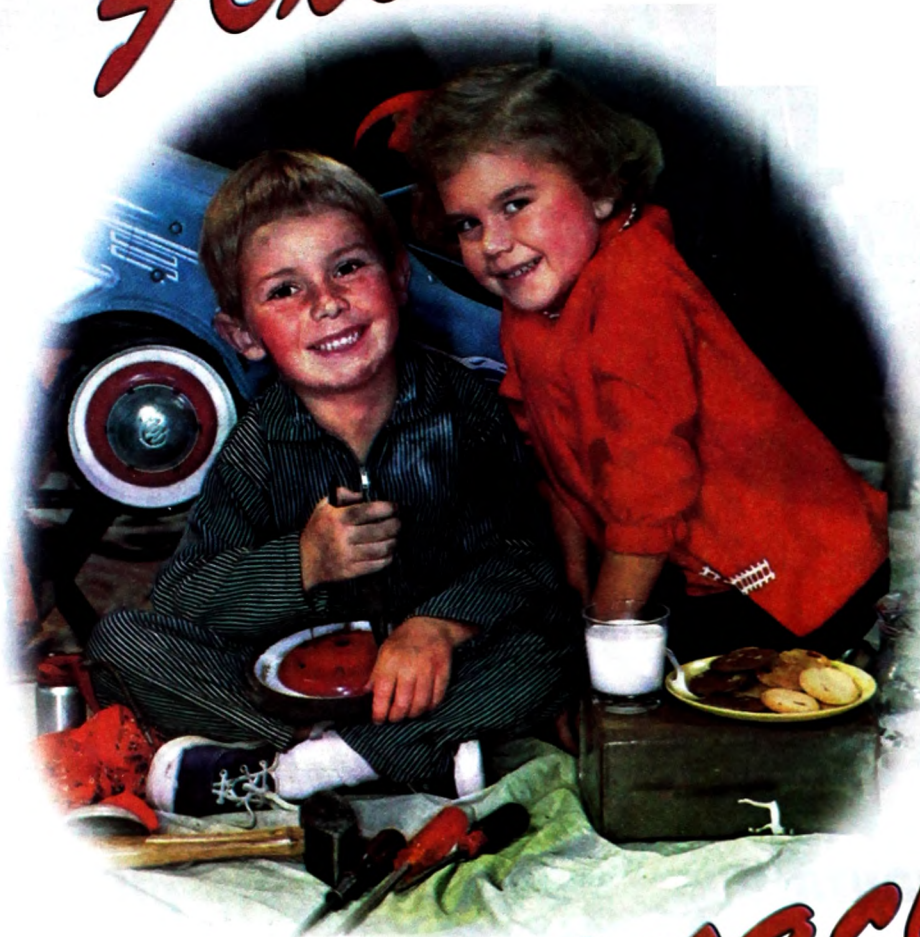
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Internet commerce under scrutiny

Public and Congressional concern over age-restricted commerce and activities conducted on the Internet is growing, which is assisting the retail food and convenience store industry's efforts to address the tax-free mail order sales of cigarettes. Increasingly, minors have the access and ability to illegally purchase age-restricted products such as alcohol and tobacco via the Internet. Minors are also able to gamble on Internet gaming sites. Sen. Jon Kyl (R-AZ) has renewed his attack on Internet gaming, by vowing to reintroduce the "Internet Gambling Prohibition Act," which Congress failed to pass last year, which would ban all forms of sports betting and casino gambling on the Web. Several states have introduced legislation to prohibit mail-order sales of alcohol, and the U.S. Senate Judiciary Committee recently held a hearing on alcohol sales via the Internet. In fact, the anti-tobacco group Action of Smoking and Health (ASH) recently began to fight against tobacco sales via the

Internet. Earlier this month, ASH stated that, "Thanks to the Internet, the sale of tax-free cigarettes from Indian reservations has become a booming business. But while most Web site order forms have a block for buyers to indicate they are over 18, no proof of age is required. Minors with credit card numbers can buy (tobacco products) with ease and have them shipped directly to their homes." The National Association of Convenience Stores (NACS) is using this momentum to actively solicit Congressional opposition to the tax-free sale of tobacco over the Internet. NACS has been meeting with leadership from both parties to urge the introduction of either amendments or stand-alone bill. If you have any questions, call Marc Katz or Lyle Beckwith of NACS at (703) 684-3600.

AFD on the Scene



Spartan Stores President and CEO Jim Myer outlines Spartan's future plans at the April DAGMR Dinner.



SuperValu's Central Region President addresses members and guests at DAGMR's March business meeting.



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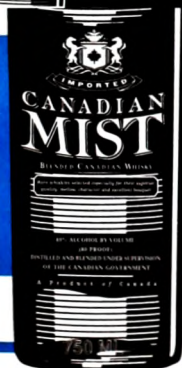
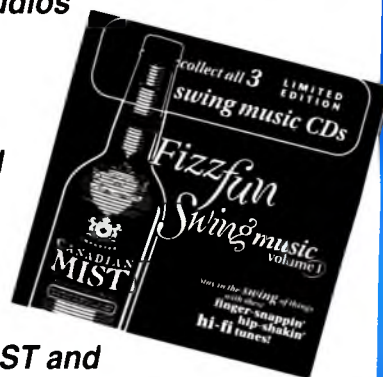
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prevent these injuries.

Representative Roy Blunt (R-MO) recently introduced a bipartisan bill in the Congress to require OSHA to await the result of the study before promulgating such a rule.

While employers have concern for the health of their workers, they caution that additional regulation may unnecessarily harm their businesses. The food industry, for example, is one of the most overregulated industries in the country. More unfounded, burdensome regulation is a frightening prospect.

Another concern American businesses have with OSHA's

proposed ergonomics standards is the broad nature of the language. The regulation is so vague on crucial point that it amounts to little more than a blank check for OSHA inspectors. It would require all American businesses to become full-time experts in ergonomics, a field for which there is little, if any, credible evidence.

In addition to criticizing the proposed standards, Food Distributors International, a national trade association representing hundreds of companies — both large and small — also took offense with a comment by Assistant Secretary of Labor Charles Jeffress that he isn't interested in

hearing from trade associations on the ergonomics issue. Jeffress told The Washington Post, "Trade associations have never seen a regulation they like. I'm more interested in hearing from the companies."

Perhaps Mr. Jeffress has a mistaken understanding about who pays trade association dues. Trade associations are created to represent the viewpoints of member companies. They cannot act without member company approval, and certainly no trade association would make major policy decisions that were contrary to its members' wishes.

I would say OSHA has never seen a regulation it didn't like. If it wasn't

for trade associations, I would shudder to think what would be shoved down the throats of those companies that Mr. Jeffress says he is so interested in hearing from. —John R. Block is a former U.S. Secretary of Agriculture and is currently president of Food Distributors International.

The Garden Party of the Summer set for June 6, 1999

The St. Vincent and Sarah Fisher Center invites you to the most celebrated summer event in metro Detroit - The Garden on Sunday, June 6, 1999 from 1 p.m. to 6 p.m. in the gardens of the St. Vincent and Sarah Fisher Center (27400 W. 12 Mile, Farmington Hills). This exquisite tradition, presented by Ford Motor Company, will feature the best entertainment, finest wines from around the world and incredible array of food prepared by 60 of the area's distinguished chefs to benefit the Center's programs for children and families in crisis.

Over 1,200 guests will enjoy strolling through the Center's gardens and food tents to sample appetizers, entrees, desserts and sample the largest presentation of premium wine from Michigan distributors.

Innovative performer and jazz musician Alexander Zonjic and Friends will perform live on stage. The Hugh Borde's Trinidad Tripoli Steel Band will entertain with their high energy music from the Caribbean.

A live auction of drinkable fine wines, trips and extravagant items will be hosted by Dick Purian of Oldies 104.3 WOMC with his morning crew cast of characters and Huel Perkins of WJBK FOX 2.

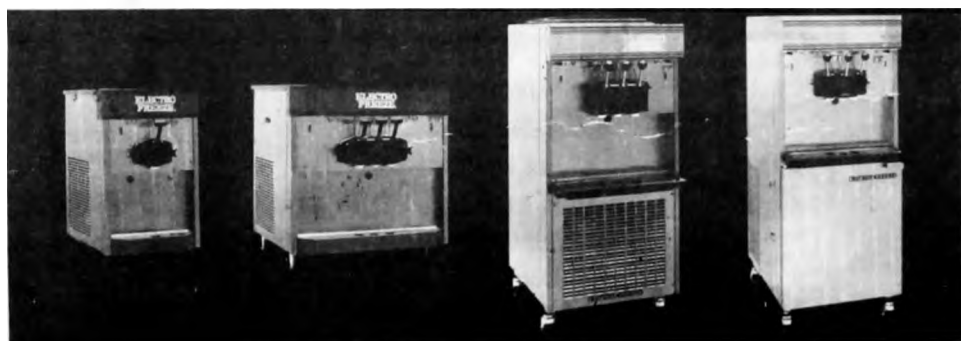
The event's newest attraction this year will be a silent auction featuring sports memorabilia and unique gift items.

Sponsors of The Garden Party include Ford Motor Company, MNP Corporation, Comerica, Paine Webber, Hour Detroit Magazine, Oldies 104.3 WOMC and WJBK FOX 2.

Tickets to The Garden Party are \$150.00 per person. Patron tickets are \$500 (includes two tickets, pre-event reception and tour and complimentary valet parking). Benefactor tickets are \$750 (includes four tickets, pre-event reception and complimentary valet parking). For more information please call the Center's Agency Relations Department at (248) 626-7527 ext. 3115.

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Senator Hatch holds direct alcohol shipment hearings

Sen. Orrin Hatch (R-UT), Chairman of the Senate Judiciary Committee, held a hearing in March, concerning the growing business of interstate shipment of alcohol beverages. It's Senator Hatch's concern that the growing business of interstate shipment is not consistent with the laws. He believes that we need to fix the system, instead of breaking the laws.

In his statement the Senator said "All states, including the state of Utah, need to be sure that the liquor that is brought into their state is labeled properly and subject to certain quality control standards. States need to protect their citizens from consumer fraud and have a claim to the tax revenue generated by the sale of such goods. And of the utmost importance, states need to ensure that minors are not provided with unfettered access to alcohol. Unfortunately, indiscriminate direct sales of alcohol have opened a sophisticated generation of minors to the perils of alcohol abuse."

The day following the hearing, Senator Hatch introduced S. 577, the "Twenty-First Amendment Enforcement Act." The bill would provide for injunctive relief in Federal

district court to enforce state laws relating to the interstate transportation of intoxicating liquor.

According to the senator's office, the bill "is balanced to ensure due process and fairness to both the state bringing the action and the company or individual alleged to have violated the state's laws."

Estate tax reform is supported

Members of the Family Business Estate Tax Coalition sent a letter to Rep. Nancy Johnson (R-CT) urging her to include reforming the estate tax in her targeted tax relief bill. The letter stressed that family-held businesses are penalized at death and forced to pay up to 55 percent of their value to the government.

The tax-writing committees are expected to draft a tax bill this fall if budget estimates confirm a future budget surplus.

A recent study by the Institute for Policy Innovation (IPI) indicates that perhaps no section of the tax code does as much societal damage while generating relatively little revenue as the estate tax.

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**Associated Food Dealers of Michigan
Working Hard for our Members**



Ticket sales boosted by history-making Big Game jackpot!



By Commissioner Don Gilmer

The weather wasn't the only thing heating up during the month of April! April 6 marked the largest Big Game jackpot to date (and the second largest ever in the nation) — \$197 million — and Michigan Lottery players lined up in droves for the chance to become an instant multi-millionaire.

The Big Game truly lived up to its name not only in the enormous jackpot amount, but in ticket sales as well. In the week leading up to

the \$197 million drawing, Michigan Lottery players wagered more than \$23 million on Big Game tickets!

The enthusiasm over the growing jackpot shown by Michigan Lottery retailers, coupled with players' excitement about the many ways to win with The Big Game, have made The Big Game a big hit here in Michigan. The Big Game has grown in popularity since its September 1996 introduction, and players are getting their money's worth. In fiscal 1998, Michigan Lottery players

collected more than \$65 million in Big Game cash prizes, including jackpots of \$17 million and \$22 million!

The sole jackpot-winning ticket in the April 6 drawing was sold in Boston, Mass., but the Michigan Lottery had its share of happy Big Game winners as well.

Among the six Big Game states, there were 70 ticket-holders who matched the first five numbers drawn to win second-tier prizes of \$150,000. Of those 70 winning tickets, 12 were sold by Michigan Lottery retailers.

Overall, Michigan Lottery players collected more than \$3.5 million in cash prizes in the April 6 Big Game drawing!

The following Michigan Lottery retailers sold \$150,000 winning tickets:

1-Stop Food Store #23 in Davison
Groneks Party Store in Marysville
Total Petroleum #4275 in Jackson
D&D Town & Country Market in Southfield
Cheker #7143 in Sturgis
Wesco #26 in Muskegon
Ryans Foods in Detroit
Lakeport Market in Lakeport
Rite Aid Discount Pharmacy #4335 in Trenton
Dairy Mart #9977 in Temperance
7-Eleven #112A in Saginaw
Vince's Bakery & Party Store in Detroit

Congratulations to all of our retailers on increased Big Game ticket sales. Your patience and courtesy with customers is a big reason Lottery players keep coming back. Thank you for a job well done!

Big Game Getting Bigger! The Big Game will soon grow to include seven states when the New Jersey Lottery joins our ranks in late May. The addition of New Jersey will significantly increase The Big Game player base which should, in turn, allow jackpots to grow larger at a faster pace!

New Instant! In May there are four new games you will want to have available at your ticket counter. A new \$1 game, "21," goes on sale May 3, and offers prizes up to \$2,100. The \$2 "Money Maze," available on May 10, takes players through a cash-filled maze in which they can win up to \$35,000. The \$1 "See You At The Bank" will keep players' pockets full of dough with a \$6,000 top prize. The newest \$5 game, "Lucky 7's," debuts on May 24, and offers a very attractive top prize of \$250,000.

LET THE SALES FRENZY BEGIN!



A crisped rice center surrounded by rich milk chocolate covered in a colorful candy shell.

PRESENTING

"M&M's" Crispy Chocolate Candies — the newest variety of America's #1 Candy Brand, and the biggest candy launch in history.*

RIGHT PRODUCT, RIGHT TIME

The crispy/crunchy segment of the chocolate category has grown 23% over the past 2 years*. With its perfect combination of chocolate and crunch, "M&M's" Crispy Chocolate Candies can't miss; 8 out of 10 consumers tested said they would definitely buy "M&M's" Crispy.

INCREMENTAL SALES AND PROFITS

"M&M's" Crispy will deliver incremental sales to the brand and the category. This means extra profit for you, with almost no drop in volume for other varieties.

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A HISTORY OF SUCCESS

When "M&M's" Brand introduces a new variety, big things happen. Contact your local M&M/M&R representative for details. Don't wait — the countdown to the sales frenzy has begun.

*Based on past 1 advertising and promotion support. Competitive Media Reporting, 5/98 IRI, 12/28/97.
*Source: IRI P-13MM, 8 weeks ending 11/26/97 versus 11/26/95

DON'T MISS OUT ON THE BIGGEST CANDY LAUNCH IN HISTORY!



AFD welcomes new members

The Associated Food Dealers of Michigan welcomes these new retail members who have joined in January through March 1999:

7 Foodland Inc.
Al & Jerry's Market
Cady's Superette
Cloverleaf Market Inc.
Country Farms
Fergusons Country Store
Franks Liquor City
Grand Food Center
Happy Foods & Checks
High Tydes Grocery & Deli
Hillcrest Center Market
Jam Party Store
Kamils Mid-Eastern Foods, Inc.
Kelleys Food Mart
Lombardo's Fine Foods
Long Lake & Dequindre Shell
Marvin's Liquor Store
Najors Market
North Bay Foods, Inc.
Old Town Party Store
Orchard-10 Market
Pak Inc.
Quik Pick Party Store
Remington Food & Spirits
Road Runner Express
Welch Food Market
Woody's Oasis
Wright's Corner Store

New course teaches how to do business with the State

The Office of Purchasing, Michigan Department of Management and Budget, in partnership with the Michigan Economic Development Corporation (Michigan Jobs Commission), and the Michigan Department of Transportation again will be hosting a series of free "How To Do Business With The State of Michigan" seminars throughout the State.

The target groups for seminar attendance are minority, women, handicapped-owned and small businesses.

The purpose is to reach as many businesses as possible to provide information about the changes that have taken place involving State Purchasing.

The seminar locations and dates will be: St. Clair Inn, Tuesday, May 11; Grand Rapids Eberhard Center, June 10; Treetops Sylvan Resort, Gaylord, June 22; Cascades Manor House, Jackson, July 15; Holiday Inn Saginaw, July 27; Bay deNoc, Escanaba, August 12; Holiday Inn Airport, Kalamazoo, August 26; and Wayne County Community College, Detroit on Thursday, September 16.

For more information, call Darleen Mikulka at (517) 373-6834.

MDA thanks Anheuser-Busch distributors

Two metro-Detroit Anheuser-Busch distributors have been recognized by the Muscular Dystrophy Association as the best in the country for their support of the association's programs. Central Distributors in Romulus and Petitpre, Inc. in Mt. Clemens were ranked in the top ten of Anheuser-Busch distributors nation-wide for 1998. Other participants throughout the state include:

Marchetti Distributing
H.Cox & Son
Ludington Beverage Company
Mervene Beverage

Tyler Sales Co.
West Side Beer Distributing
Cove Distributing
South End Beverage
Bud Distributing
Atlas Sales
Kalamazoo Beer Distributors
Main Beverage
Daniel L. Jacobs
M & M Distributors
Tom Ryan Distributing Company
Earl Smith Distributing Company
Fabiano Brothers
Griffen Beverage Co.
Huron Distributors
Great Lakes

Hubert
Floral City

The Muscular Dystrophy Association is deeply appreciative of the support of all the Anheuser-Busch distributors in Michigan, as well as thousands of on-premise and off-premise accounts such as, Kroger Company, Total Petroleum, Carter's, Glen's Market, Nash-Finch, V.G.'s and Mr. B's Foodland.

Their efforts on the SHAMROCKS program raised the funds needed to support local patient care and research programs.

Superior DAIRY

Superior Dairy Celebrates June Dairy Month with the Introduction of the "Rock'N Pour" Bottle

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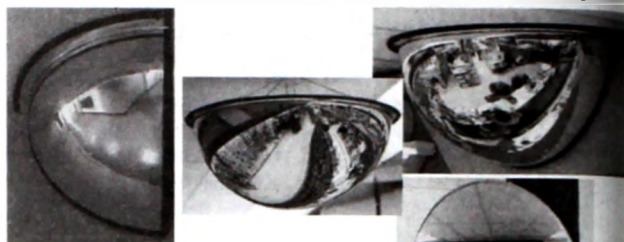
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Increase asparagus sales with this simple recipe

Michigan's asparagus crop is beginning to arrive in your stores. Asparagus has become a symbol of spring, its arrival as anticipated and heralded as the sunshine and warmth that comes with it.

One cup supplies an impressive amount of dietary fiber and more folic acid than three oranges, says the California Asparagus Commission. There's also a significant amount of vitamin C, thiamin, vitamin A and vitamin B6. With 3.3 grams of protein and 5.4 mg of carbohydrates, per cup, it's a good choice for dieters. What's more, all of that nutrition is jammed into a fat-free, low-calorie and lovely-looking stalk at only 30 calories per one-cup serving.

We love asparagus when it is cooked simply and quickly. So will your customers. Post this recipe near your asparagus display and watch customers come back for more.

Roasted Asparagus Spears

Preheat oven to 400° and wash asparagus. Rub or brush olive oil to coat spears and sprinkle them with salt and pepper to taste. Roast on a baking sheet for nine minutes. Serve warm.

Sweet cherries promoted now

The Cherry Marketing Institute (CMI) is now promoting sweet cherries, primarily maraschino cherries, for the National Sweet Cherry Foundation. Maraschino cherries are the fun fruit. Their bright color adds marketability to many products.

Since 1989, CMI has been a national research and promotion organization for tart cherries. CMI provides promotion materials and other information to retailers, food manufacturers, restaurants, schools and the media. The CMI staff has in-depth expertise on cherries and can answer questions or direct inquiries to an appropriate source. For consumers, CMI offers recipe brochures and other usage ideas. CMI maintains a web site at www.cherrymkt.org.

To obtain additional information or promotion materials, contact the Cherry Marketing Institute at PO Box 30285, Lansing, MI 48909-7785.



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The Michigan Asparagus Advisory Board is seeking a sales and merchandising professional to represent asparagus and related products directly to retailers and food distribution companies. We are looking for a person with strong sales, people and relationship building skills. We need a person with the ability to aggressively sell and merchandise our products. We prefer 1 to 2 years experience in retailing, merchandising, direct sales and/or DSD. Agricultural experience a plus. A bachelors degree or equivalent in experience is required. This position requires travel and a valid MI drivers license with acceptable driving record.

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Governor invites employers to use Talent Bank

Dear AFD:

One of the biggest challenges facing many Michigan employers today is finding workers in the current tight labor market.

Fortunately, help is available by utilizing Michigan's Talent Bank at www.michworks.org. The Talent Bank is the largest Internet-based public resume system in the nation. It's helping companies throughout Michigan fill job vacancies by bringing employers and job seekers together.

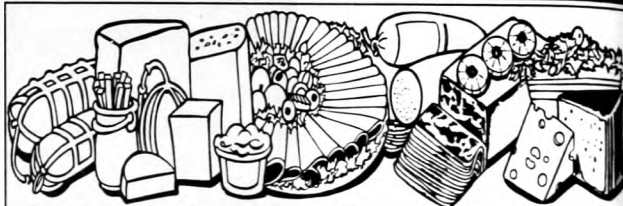
Employers can easily access the Talent Bank database to search for potential job candidates. The Talent Bank's pool of resumes includes a wide variety of occupations, skills, and educational backgrounds. Since its debut a year ago, more than 370,000 resumes have been entered into the Talent Bank. To date, employers have used the system to conduct more than 300,000 employee searches.

Among the Talent Bank resumes are those submitted by many U.S. veterans. There can be several benefits to employers who hire veterans. Veterans are disciplined workers and receive extensive training in task management and career skills. Many, for example, are

well-trained in computers and other high-tech specialties. Additionally, there can be other benefits from hiring veterans. Employers who hire veterans who have received three continuous months of food stamps within the last 15 months may be eligible for a federal Work Opportunity Tax Credit (WOTC). Employers who hire veterans also may be eligible to receive 50 percent reimbursement of a veteran's wages for a specified time period if they qualify for federal On the Job Training (OJT) program funds. Clearly, when looking for good workers, it pays to consider our veterans.

Employers also can post job openings at the Talent Bank web site that in-state and out-of-state job seekers can view. There is no cost to either employers or job seekers who use the Talent Bank. Besides accessing the Talent Bank at its Internet site, you can call Michigan Works!, your one-stop employment service center, at 1-800-285-WORKS for more information or job-search assistance. We're eager to help you find the workers you need.

Sincerely,
John Engler, Governor



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Hip-hoppin' and still rockin' at 75—Stewarts Old-Fashioned Root Beer

Calvin Coolidge made the first presidential address on the radio, stockless women were allowed on the Atlantic City boardwalk for the first time, and in Mansfield, Ohio, a school-teacher named Frank Stewart developed a recipe for root beer and began selling it. Today, 75 years later, Cable Car Beverage Corporation, proud makers of Stewart's, is celebrating this 75th anniversary with promotions as American as root beer—free trips to the World Series and All Star baseball games, sponsorship of little league

teams, and events like ice cream floats for local charities.

Root beer is at least as old as America's colonial days when it was often promoted as a cure-all for whatever ailed.

Today, it is America's great good times drink. Root beer gets its name from the flavor that comes mainly from roots (Stewart's is made up of a



secret blend of over 20 roots and herbs). Root beer makes up 3 to 5 percent of the soft drink market. A sip of it often evokes a flood of

memories.

Stewart's sodas are sold all across America and in the UK, Canada and Chile. According to Sam Simpson, president and CEO of Cable Car, "Over one hundred million servings of Stewart's will be enjoyed this year, and you can still find the Stewart's drive-ins and restaurants all along the east coast."

Stewart's old-fashioned root beer is packaged in amber, glass bottles. For its 75th year, Stewart's is packaged in a commemorative 75th anniversary bottle.

Pepsi One Challenge highlights baby promotion

Pepsi Cola rolled out its new product, Pepsi One, a one calorie, sugar-free cola last fall. Pepsi also launched a promotion in conjunction with the roll out.

A unique "Baby One" promotion awarded 101 Pepsi Co. shares to the first baby born on the day of the roll-out. Shares are to be used toward college.

Joseph Jr. Verner, the son of Mary and Joseph Verner, was the lucky winner.

Grandma Shearer's introduces two new nacho products

Grandma Shearer's Snacks has introduced two new nacho tortilla products: Cheezy Nacho! and Spicy Nacho! made of yellow corn in a triangular shape with custom blended seasonings to give each a distinct, robust flavor.

Cheezy Nacho! blends several cheese flavors for a nacho cheese taste, while the Spicy Nacho! is a combination of seasonings to create an intensely spicy taste. The eye-appealing graphics and bright colors on the bags draw consumer's attention to these new Grandma Shearer's nacho products.

For more information on Grandma Shearer's products or services, contact the Customer Service Department at 1-888-GREAT-CHIPS (toll free), or contact Grandma on the website at <http://shearers.com> or e-mail at greatchips@aol.com

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THANK YOU FOR MAKING US #1

Raymond Basham takes union spirit to Lansing

by Kathy Blake

Raymond E. Basham represents the 22nd district which includes the cities of Taylor and Romulus located in Wayne county. He spent numerous years serving union members at Ford Motor Company and believes that is what laid the groundwork for his involvement in government. "Being a state representative is sort of a continuation of what I did at Ford with the UAW," says Basham.

His state representative office is very active with constituency work: handling grievances, state issues and helping people who may have lost their retirement benefits because the company they worked for was sold.

Although not a union crusader, Basham is quick to defend the usefulness of unions. Basham explains that one of the reasons the U.S. has three classes of people is due to unions. "Unlike countries which have only two classes—the very rich and the very poor—the U.S. has a large middle class," Basham says.

At Ford, Basham was appointed Employee Support Services Representative for the UAW Local 245, from 1985 to 1997. In this position, he worked with Ford employees on personal issues such as mental health, substance abuse, stress management and wellness.

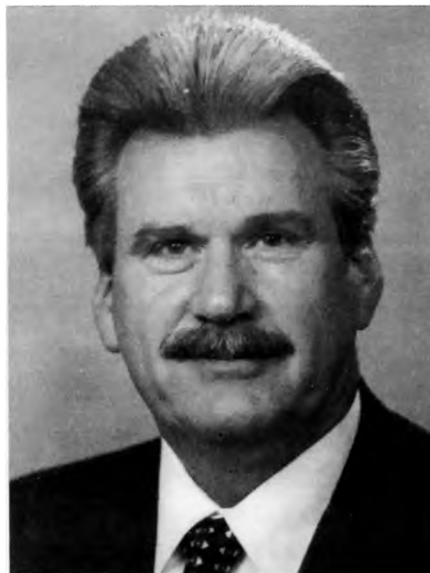
Eight of those 12 1/2 years, he helped to run a fitness center for 5,000 Ford employees. He was

"Being a state representative is sort of a continuation of what I did at Ford with the UAW," says Basham.

elected as an Education Committee Person and/or Committee Person At-Large for his UAW chapter from 1972-1975. He was elected Bargaining Committee Person from 1976 to 1995.

Basham took numerous humanities courses for behavioral sciences at local colleges until he decided he was going in a different direction, towards politics.

He took political leave from Ford upon winning his seat in Lansing. He replaced Greg Pitoniak in a special election in June 1997 when Pitoniak was appointed mayor of Taylor. Because Basham served more than half a term, it counts as one term in the 3 term limit that took effect last fall for state representatives. "I hit the ground running," says Basham when he took office that summer. The



legislature was holding marathon sessions primarily on casino and transportation issues. He was on the Conservation, Environment and Recreation committee, Insurance committee and Consumer Protection committee.

Last year, he co-sponsored the auto insurance bill which gave auto owners a \$180 rebate.

Another bill he passed last session recaptured \$14 million in road money that he says was lost due to time limits with the Tax Increment Finance Authority (TIFA). Wick Road at I-94 ended in a field. Now the road will be continued north of the interchange.

He started working against legislation for commercial hazardous waste disposal wells. Basham claims that a for-profit company, Environmental Disposal Systems, is using Detroit Police and Fire pension fund money for a project to inject liquid hazardous waste on property in Romulus. The company is bringing much of the waste from Canada. Basham is strongly opposed to this.

"This is not just a Romulus problem, it's a regional problem. Romulus is part of the Mt. Simon formation which encompasses mid-Michigan from Mount Pleasant to northern Ohio. The director of the Department of Environmental Quality plans to allow this well to be permitted," says Basham and the project continues to inch forward despite his efforts to squelch it.

"Ohio and Texas have had problems with this sort of dumping," Basham explained that health

problems were reported and linked to the waste resurfacing.

He is still fighting for the passage of bills that would prohibit commercial hazardous waste disposal in Michigan and on the Injection Well Task Force, he has several meetings planned in Wayne county.

This term, he is on the Conservation and Outdoor Recreation committee again and is also on Insurance and Financial Services committee and the Tax Policy committee.

Located within his district is the 6,000-acre Detroit Metropolitan

Airport. Basham is part of the Air Travel Study Group which is looking into noise issues, plane pollutants and airport expansion. One year ago,

Basham's gratuity bill would require food service establishments to give notice of automatic gratuity or service charge.

Detroit Metro was publicized as the worst airport, says Basham. The airport plans to expand from servicing 3 million people to 6 million people per year. He is studying ways to make it better as well as bigger.

A food-related development in his district is the recent opening of a Gleaners food pantry in Taylor, filling a void for the Downriver people in need.

Basham sponsored a gratuity bill last session that passed the House and then died in the Senate. He's reintroducing the bill which requires food service establishments to give notice of an automatic gratuity or service charge. The notice is required to be printed on the customer's bill and must also either be posted in the food service establishment or printed on the menu. All of the money from the automatic gratuity must be distributed to the appropriate wait staff.

He's also on a nursing home task force and a task force for the Allen Park Veterans Hospital which closed. They are considering transforming the hospital to a smaller clinic.

Representative Basham has worked on numerous bills significant for seniors such as the Medicaid Waivers program which allows seniors to receive their Medicaid benefits at home, for home nurses and medical support. It was administered by the Senior Alliance.

Basham joined the U.S. Air Force right out of high school. He was in the Strategic Air Command and worked on hydraulics for B-52s. In 1969, he took his hydraulics skills to the Ford Research and Engineering Center where he became involved with the UAW which led to his civic involvement.

He served as an auxiliary police officer from 1979 to 1984. He was a mayoral appointee to the water commission in Taylor. He was appointed constable in Taylor in 1986 and elected in 1987. Basham served on the Taylor City Council from 1990 to 1997 and was on the Taylor Planning Commission as well for the latter half of his council stay. While he was a council member, the city built a nationally acknowledged golf course, "Lakes of Taylor," designed by Arthur Hills. The council built an animal shelter, bought and rebuilt a hall and created a park.

The council enabled people to vote on subsidized housing in the southwest corner of the city: a half square mile section. "Some will be redone, some refurbished and some removed," says Basham.

Basham believes in government as much as he believes in unions. "You need to plug in: if it's not working for you, it's working against you." Each month he brings a student from each of the three high schools in his district to Lansing to spend the day, going to legislative session. "It lets them know that government is accessible. A lot of people feel disenfranchised. They believe all politicians are dishonest," says Basham. He hopes that his influence will show politics positively and prove that most politicians are truly concerned with the welfare of their constituents and district.

Basham was born in Roanoke, Virginia. He is married with two adult children. To reach the representative, call his Lansing office at (517) 373-0852, or write to State Representative Raymond Basham, State Capitol, PO Box 30014, Lansing, MI 48909-7514 or e-mail him at rbasham@house.state.mi.us.

CLASSIFIED

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DELI EQUIPMENT—8 ft. Master Bilt deli display case, like new—\$2100. 5 ft. stainless steel table on wheels w/drawer & shelf—\$225. 2-door reach-in cooler—\$150. 10-inch Univex slicer—\$275. Hobart 30-lb capacity scale—\$175. Call (248) 652-2239 or (248) 545-3500.

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

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Spartan Stores, Inc.,

names two new regional vice presidents

Spartan Stores, Inc. has announced the appointment of two veteran grocery executives as regional vice presidents overseeing the operation of retail stores in the company's Valuland, Inc. subsidiary.

David Hogoboom will serve as vice president of operations for Southern Stores, the 13 west Michigan supermarkets that were formerly the Family Fare chain. Hogoboom had been senior director of operations for Family Fare markets.

Glen B. Catt has been named vice

president of operations for Northern Stores, currently the eight stores in the Ashcraft's Market chain in central Michigan and soon to include over 20 stores in the Glen's chain. Catt had been president and Chief Operating Officer of Glen's Markets.

The corporate offices for Valuland, Inc. will be established in what had been the Family Fare corporate office at 3030 Corporate Grove, Hudsonville. A small satellite office will be located in Gaylord.

Chuck Fosnaugh, Spartan vice president development and acting

president for Valuland, Inc., indicated Spartan expects to name a president for Valuland, Inc. in the near future. He said that over the next several months the Valuland leadership team will review all retail operations and procedures, including the Family Fare policy of being closed on Sunday. Fosnaugh noted that any decision to change store hours will be based on many factors, including the needs of all shoppers and store associates. He said a final decision may not be made until late this year.

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North American Interstate (248) 543-1600
Plex-Lab Corp. (810) 754-5099
Refrigeration Engineering, Inc. (616) 453-2441
Taylor Freezer (313) 525-2535
TOMRA Michigan 1-800-610-4800

WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors (313) 369-2137
Central Foods (313) 933-2600
Consumer Egg Packing Co. (313) 871-5099
Dairy Fresh Foods, Inc. (313) 868-5511
Detroit Warehouse Co. (313) 491-1500
EBY-Brown, Co. 1-800-532-9276
Family Packing Distributors (248) 644-5338
Fleming Company (313) 879-5411
Flippin Distributing (906) 789-9562
Garden Foods (313) 584-2800
Gourmet International, Inc. 1-800-875-5557
Great Lakes Wholesale (616) 261-9393
Hamilton Quality Foods (313) 728-1900
I & K Distributing (313) 491-5900
JC's Distributing (810) 776-7400
J.F. Walker (517) 787-9400
Jerusalem Foods (313) 538-1511
Kay Distributing (616) 527-0120
Keebler Co. (313) 455-2600
Kehe Food Distributors 1-800-888-4611
Kramer Food Co. (248) 851-9000
Lipari Foods 1-810-447-3400
McInerney-Miller Bros. (313) 833-8600
Midwest Wholesale Foods (810) 744-2200
Norquick Distributing Co. (313) 522-1100
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) 588-4400
Sherwood Foods Distributors (313) 366-1100
State Wholesale Grocers (313) 567-7654
Spartan Stores, Inc. (313) 455-1400
Super Food Services (517) 777-1901
SuperValu Central Region (917) 374-7874
Tisco's Frozen Pizza Dough (810) 566-5710
Trepco Imports (248) 546-3661
Value Wholesale (248) 967-2000
Weeks Food Corp (810) 727-5500
Ypsilanti Food Co-op (313) 483-1520

ASSOCIATES:

American Synergistics (313) 427-4444
Canadian Consulate General (313) 567-2300
Liverpool-Division Floral (248) 352-0001
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