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

African Americans: Ultimate in “consumerism”

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 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


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.

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**Chairman's Message**

Y2K Crisis:

Tell your customers that there is no need to stockpile food

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, Inc.**

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 a "amicable partnering" between the two companies.

A FD 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.

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**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.

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

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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 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

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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 often buy 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 and solicited and persuaded with the same ferocity that their disproportionate spending power merits.

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 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 special meals, and is also 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 associations and national organizations like high school coaches-to promote local events.

Media Used by type

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Calendar

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

June 13-17
Managing the Total Store: Operation 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, Michigan
(248) 557-9600

October 2-6
National Frozen Food Convention
Boston, Massachusetts
(703) 821-3350

Statement of Ownership

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AFD works closely with the following associations:

Food Distributors
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NACS
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Food Industry Executives

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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 worked? The decline in milk sales has been halted. "got milk?" Milk Mustache ads featuring Roseanne, Crosby, 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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AFD FOOD & BEVERAGE REPORT MAY 1999 5
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 Nasab 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 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...

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, Eshbaki & Youngblood PC 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 25 years. He is qualified to help companies in metro Detroit deal with Michigan’s regulatory and administrative liquor law hurdles.
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.

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.

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

Dairy Queen soft serve is a reduced fat ice cream with 35 calories per fluid ounce.
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 US. 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 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 coin 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 dollars 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.
June is **Borden Dairy Month**

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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.

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10...AFD FOOD & BEVERAGE REPORT, MAY 1999
THIS BUD'S FOR YOU!
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.

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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 240-208-0230. 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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OSHA and Ergonomics -
A Premature Policy Could Cripple American Businesses

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 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.

Ale 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 prevent them.

See OSHA, page 24

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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 bills. If you have any questions, call Marc Katz or Lyle Beckwith of NACS at (703) 684-3600.

The Associated Food Dealers of Michigan has solved the confusion about long distance rates.

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The Associated Food Dealers of Michigan has solved the confusion about long distance rates.

Good News for our Members! We have just negotiated new lower rates with our long distance provider, LD M I Telecommunications, the only long distance carrier endorsed by The Associated Food Dealers. LD M I's outstanding domestic and international rates are available to our members without a term contract or monthly fees.

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• Swing is King among Canadian MIST's target 25-34-year-old demographic. Hot swing music continues to climb the Billboard Music Charts, and affluent adults 24-44 are flocking to Swing Clubs and Dance Studios to learn the latest steps.

• The Big Band Sound with the snappy step is a current staple of groups appearing on Leno and Letterman.

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Canadian MIST Imported Whisky, 40% alc. by volume. Imported and bottled by Brown-Forman Beverages Worldwide, Louisville, KY.
OSHA, continued from page 16

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 points 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 are so interested in hearing from.

—John R. Block is a former U.S. Secretary of Agriculture and is currently president of Food Distributors International.
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On sale now!
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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AFD
Associated Food Dealers of Michigan
Working Hard for our Members
Lottery Lowdown

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 #4135 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!

New Instants! 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,” which will keep players’ pockets full of dough with a $50,000 top prize, debuts on May 24, and offers a very attractive top prize of $500,000.

LET THE SALES FRENZY BEGIN!

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AFD welcomes new members

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

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- Cady's Superette
- Cloverleaf Market Inc.
- Country Farms
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- 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
- Najar's 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 de Noc, 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 Peitpren, Inc. in Mt. Clemens were ranked in the top ten of Anheuser-Busch distributors nationwide 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
- Cope 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
- Griffin 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.

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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.
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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To keep bad checks from spoiling your check business, call today at 1-800-444-3223.
Hip-hoppin’ and still rockin’ at 75—Stewarts Old-Fashioned Root Beer

Calvin Coolidge made the first residential address on the radio, stockingless 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 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. Verneri, the son of Mary and Joseph Verneni, 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 elected as an Education Committee Person and / or Committee Person At-Large for his UAW chapter 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 Pitomak in a special election in June 1997 when Pitomak was appointed mayor of Taylor. Because Basham served more than half a term, it counts as one term in the latter half of his council stay. While he was a council member, the city built a nationally acknowledged golf 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 10014, Lansing, MI 48909-7514 or e-mail him at rbasham@house.state.mi.us.

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 administrated 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 1987 and elected in 1987. Basham served on the Taylor City Council from 1985 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 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.

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.

Legislator Profile

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 up to 24 million people per year. He is studying ways to make it better as well as bigger.

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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 had been senior director of operations for Family Fare markets. Glen B. Catt has been named vice president of operations for Northern 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 the Glen’s Market chain. 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 of 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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Leemon Creek Winery
616-471-1321

Peterson and Sons Winery
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616-524-9441

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616-622-1181

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616-561-4657

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616-625-1185

For a free winery touring map with directions to 23 Michigan Wineries and 8 Winery Tasting Rooms, or point of sale materials to support Michigan wine sales, call the Michigan Grape and Wine Industry Council at 517-373-1104 or visit their web-site at www.michiganwines.com

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