AFD supports Michigan commissions for Lottery • See page 2
Meet Representative Laura Toy • See page 10
Online alcohol purchases simplify ordering • See page 26
Wayne County goes after bad check writers • See page 24
 Clinton pushes for listeria testing
U.S. food processors may be required to begin testing for the listeria bacterium, due to a recent order by President Bill Clinton.

“We hope to complete our role technology will have on the supermarket industry in the new millennium. It consisted of a guided tour through a simulated consumer kitchen, store, and corporate head-quarters and showed how the technological connectivity of each environment can work to empower the retailer and streamline the process from manufacturer to consumer. “It’s not the supply that feeds our cash registers...it’s demand. Today’s customer has more power than ever before, enabled by unlimited access to information and sales of fast-food and food-manufacturer brands should exceed $10 billion, for 1999 as the market reaches into new outlets and new “street brands” move into non-traditional markets for the convenience store industry to get its share of the foodservice pie, Phillips said. “Branded food can enhance a good location, but rarely helps a poor location,” said Judson Phillips, a partner at Dallas-based LJT Co-Branding Services. Since 1990, branding has exploded across the foodservice industry—growing at an annual rate of more than 20 percent a year in convenience stores, supermarkets, schools, hospitals and hotels. Sales of fast-food and food-manufacturer brands should exceed $10 billion, for 1999 as the market reaches into new outlets and new “street brands” move into non-traditional markets for the first time. For the convenience store industry to get its share of the foodservice pie, Phillips said retailers have several key obstacles to overcome: credibility, commitment, labor, options, time and space. The goals convenience retailers should be setting are to maximize revenue and profit potential. “Convenience stores and petroleum marketers need to satisfy the consumers’ needs for high quality, recognized branded food at a reasonable price point.” Phillips said

AFD congratulates Samuel Logan Jr. on new publication
A new Detroit publication that targets black 18- to 54-year-olds, with emphasis on upwardly mobile 18- to 35-year-olds, was recently launched by Samuel Logan Jr., the former publisher of the Michigan Chronicle, called The Michigan Front Page. The paper is the product of a partnership between Logan and Regal Plastics Co. President, William Pickard.

According to Logan, the weekend paper has an internet presence and is committed to community news. AFD members are encouraged to sell the paper in their stores because, Logan has promised to donate a portion of sales to the AFD scholarship program.

“We are targeting young blacks in Detroit for our readership, the very same demographic AFD targets for their scholarships. We are happy to help give scholarship opportunity to these deserving young people,” says Logan. The paper’s mission statement reads: News and information empowering people today for a better tomorrow.

For information on how your store can sell The Michigan Front Page, please call (313) 967-1940.


AFD Chairman Sam Dallio says, “mark your calendar for Thursday, July 20, and join us at Wolverine Golf Course for AFD’s Scholarship Golf Outing!”

See page 23 for details.
THEY HAVE BRAINS.
THEY HAVE AMBITION.
BUT THE FUTURE COMES FROM YOU.

JOIN IN THE AFD/Pepsi Scholarship Challenge Drive.

Please call Liz Arbus at AFD to make a donation: 1-800-66-66-AFD.

PEPSI AFD
POTENTIAL MADE POSSIBLE.
by Joe Sarafa, AFD President

Our state received national publicity recently when a Utica man split over $360 million in the Lottery’s Big Game with a winner in Illinois. Although both men received the same amount – roughly $181 million before taxes – the two stores that sold the tickets were treated differently by each state’s Lottery. The Michigan retailer received a $2,000 bonus while the Illinois retailer walked away with $1.8 million. This brought cries of unfairness from both men. Television news reports stated that the Michigan retailer was planning to sue the Michigan Lottery. The Michigan retailer received a bonus for selling the ticket while the Illinois retailer received no bonus.

Our retailers would choose it over Illinois’ commission structure and believe all retailers should be treated the same. The Michigan Lottery pays two percent for $1,000, for an average of 5.5 percent. The Illinois Lottery pays just five percent or less.

Are you willing to take several thousand dollars a year out of your pocket and hand it over to a store owner that sells a big winner? Everyone works hard to sell lottery tickets. Why should only one retailer benefit?

5.5 percent commission and a very, very slim chance to become a millionaire or a solid seven percent commission? Is it our philosophy to spread the wealth. We do not want to take money out of our retailer’s pockets to give to one winning retailer.

We have worked closely with the Michigan Lottery to develop what we feel is the most equitable commission structure for retailers. In fact, Michigan is the only Big Game state where retailers receive a six percent commission. All other states get five percent or less.

Sam Dallo, AFD chairman, says that he is grateful for the Michigan Lottery structure and believes all retailers should be treated the same. The Michigan Lottery pays two percent for $1,000, for an average of 5.5 percent. The Illinois Lottery pays just five percent or less. Are you willing to take several thousand dollars a year out of your pocket and hand it over to a store owner that sells a big winner? Everyone works hard to sell lottery tickets. Why should only one retailer benefit?

Felice Markets reportedly negotiating sale

Word is out that the family-owned Felice supermarkets, which began in Pontiac in 1921, could be sold to the Great Atlantic & Pacific Tea Co., parent company of Michigan’s Farmer Jack stores.

Paul Felice and his brother, Jim, are partners in the Felice Family Food Center in Waterford and Felice Valuland Food Centers in Sterling Heights and Macomb Township. They employ approximately 500 people. The Felice chain began in Pontiac and then moved to several locations before finding a home in Waterford in 1962. The Valuland stores were acquired in the early 1990s from Spartan Stores.

Great Atlantic and Pacific reports call for opening 50 to 60 stores nationally this year.
Co-branded ice cream puts smiles on retailers’ faces

by Ginny Bennett

There were some very happy faces at the AFD Trade Show. These were the lucky people testing and tasting the Ashby’s Sterling Ice Cream at Tom Davis and Sons’ booth.

Imagine your customers when they leave your store with the whole family enjoying Ashby’s Sterling Ice Cream. While they enjoy as many as 60 flavors, your store can be increasing the bottom line,” says Rick Davis, vice president of sales.

The added value comes from a new co-branding concept that matches ice cream with fast food inside a retail business. Jeff Spinx, of the Spinx Oil Co., says in National Petroleum News that he was looking for a certain franchise. “Ice cream and fast food work together,” says Spinx Oil Co., president of Bensenville, Ill.-based Mark Sutherland, vice president of Bensenville, Ill.-based Superior Coffee, said consumers respond to brands. “It’s a competitive marketplace for operators and manufacturers; everyone must stay in front of the trends,” he said. “Strong product identification can build strong brand equity and bring new customers to the store.”

Sutherland said it’s especially important for convenience store retailers to build a strong branded coffee program because a new coffee standard has been established. “There are a lot of gourmet coffee programs available in every market in the country. The coffee enthusiast views specialty coffee, cappuccino and espresso drinks as a daily ritual,” he said. “Coffee consciousness is not just a culinary trend; not only are Americans drinking more specialty coffee, but a new ‘coffee culture’ has arisen.”

Although experts keep talking about how important branded foodservice is, Kevin McCabe, food services manager at the University of Western Ontario, quantified it with some impressive numbers the school compiled in its proprietary research. According to McCabe:

• 83 percent of consumers think that brands make the dining experience more appealing, while 8 percent reported that they detract from the experience.

• 60 percent of people in the 18-to-44 year old demographic use take-out or delivery regularly to ease their home-meal-replacement problems.

• 42 percent reported they are willing to pay an average of 6 percent more for a menu item featuring a brand-name ingredient.

McCabe said choosing to brand with a trusted name reduces decision-making initiatives. “In a world of constant change, pressure and ever increasing options, brands work because they provide quality, consistency, familiarity and comfort,” he said. “Foodservice operations are in a race to satisfy their customers. Brands help simplify decision making for the consumer and they’re willing to pay more for it. It’s a win-win situation for everyone.”

— John Lofstock, CSP magazine
WE CAN'T HIT,  
BUT WE CAN  
CATCH FLIES.  

THE OFFICIAL BEER OF  
MAJOR LEAGUE BASEBALL
State Representative Laura Toy gives a hand up, not a hand out

by Kathy Blake

State Representative Laura Toy (R-19) learned about the needs of families with disabled children at a very young age. Her little brother was disabled due to lack of oxygen supply to his brain at birth. That's why helping physically challenged people be mobile is important to her.

When her brother was born in the mid 1950s, there wasn't much agency help for children with special needs. "Easter Seals was the only agency that helped," says Toy. "Now it is recognized that needs vary greatly among the different types and levels of disabilities and 50 years of progress has improved services for the disabled, although they still have a long way to go," Toy adds.

It is still very difficult for families with disabled children both financially and emotionally. "My brother had a very loving family, which is why he lived long past the doctors' forecast of 4 years," says Toy. He died two years ago at the age of 44.

Toy was appointed by Governor John Engler to the State Interagency Coordinating Council of the Handicapped Infants and Toddlers. The purpose of the council is to coordinate assistance for infants and toddlers up to 3 years of age with other state agencies such as the Family Independence Agency and the Department of Education. The council reports to the federal government. A main concern is for early education for children.

Representative Toy came up with an idea for helping physically-challenged residents across the state access their homes. Titled "Reps for Ramps," Toy and Speaker of the House, Charles Perricone, are partnering with the Lions Foundation Group and other civic groups to build ramps and help with yard maintenance at the homes of people who are confined to wheelchairs. "Donations will be accepted through the Lion's Club," says Toy.

Representative Toy serves on the Appropriations subcommittees of Capital Outlay, Judiciary and Retirement and the Joint Capitol Committee. In addition, Toy serves as vice chair of the Family Independence Agency subcommittee. She says "Michigan has been doing very well; welfare rolls are down and unwed pregnancy numbers are down," Toy says, pointing to the fact that the agency has been working on developing Early Childhood programs for zero to five year olds.

Toy also vice chairs the Capitol Committee, which is currently undertaking a remodeling program at the capitol building, to make the downstairs more user-friendly. "With thousands of tour groups visiting our Lansing capitol yearly, there was a need for more space and additional restrooms," she says. "I remember when I was a Girl Scout, my troop went to the Capitol. I was very impressed with the historical aspect which is a very important part of any capitol. We wanted to preserve the heritage and atmosphere while adapting to the needs of the new millennium."

Representative Laura Toy graduated from Bentley High School in Livonia where she was president of her class. She received an associates degree from Schoolcraft College and a Bachelor of General Studies from the University of Michigan. A General Studies degree requires maintaining above a 3.0 grade point average in three subjects. Her subject choices were public administration, social welfare and child psychology.

Representative Toy put herself through school and became an environmental leader in her area. She started a recycling center in the early 1970s for newspaper and glass. Libby Owen's Glass Company of Ohio provided containers. Toy says many city officials felt recycling was a "passing fad," but their center See Representative Toy, page 28
New Look... Same Great Taste!

Over our 92 years, we’ve updated the label a few times, but we’ve never changed the original, successful formulas. Your customers will still be buying the great taste of Faygo, and you’ll still be reaping the profits.
Alcohol goes online, overcoming regulatory maze

Web site simplifies ordering for industry that hasn’t changed much since Prohibition

By Larry Kahaner

The beverage alcohol industry is designed to be purposely inefficient and deliberately slow moving, thanks to huge amounts of burdensome and complicated government regulation. So how do you take such an industry online and transform it so it moves at Internet speed?

You don’t change the industry business model to conform to the Net; you adapt the Internet model to accommodate the industry’s traditional way of doing business.

That’s the goal—and challenge—of eSkye.com Inc., a new online liquor Web site that is taking a unique approach in an unusual industry. Rather than attempt to change the rules, as many other E-businesses have done, eSkye.com is trying to modernize an industry that’s forced to live under decades-old rules imposed by federal and state governments.

The eSkye system is designed to let retailers—bars, restaurants, and liquor stores—place orders for spirits online around the clock. Attempting to use the system shows just how unusual the industry is—you need a state liquor license to sign on to the Web site. By using eSkye, retailers should be able to take care of their liquor needs quickly rather than spending hours talking to and placing orders with salespeople from several distributors. eSkye then transmits the orders directly to the appropriate distributor, which, in some cases, are organizations run by state governments.

eSkye is taking a state-by-state approach because of the different laws regulating liquor distribution. It debuted in Michigan, Indiana, and Illinois. New Hampshire is next on its list. The Indianapolis company also plans to launch pilot programs in 16 more states and the District of Columbia. These pilot programs will let eSkye service up to 43% of the $110 billion U.S. beverage alcohol market.

Although eSkye’s efforts to move purchasing online may seem routine to many industries that are creating Internet marketplaces and exchanges on a daily basis, it’s a major change for the liquor industry, which is divided into beer, wine, and distilled spirits segments, with a patchwork of distributors and laws. While most E-commerce Web sites attempt to eliminate the middleman, the liquor industry can’t do that.

J. Smoke Wallin, brother of J. Smoke Wallin, at AFD’s Trade Show in April.

See eSkye, page 15

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Stock up on our new 1.75L bottles of Country Cocktails, featuring Lynchburg Lemonade, Downhome Punch, and new Wildberry Jack. With five consecutive years of strong growth, new advertising support, and the selling power of Jack Daniel’s name, you’ve got sizeable reasons to give your distributor a call.

The Others Don’t Have Jack.

Your friends at Jack Daniel’s remind you to drink responsibly.
What does it take to become a vital energy resource for a diverse community? A willingness to listen, learn, and become involved. At Detroit Edison we’re doing all three.

Our Ethnic Marketing group understands that small business owners have unique needs. That’s why we’re listening to local entrepreneurs and learning about their specific needs – to help them maximize electricity efficiency and minimize costs.

We’re also working with large- and medium-sized businesses and we’re educating business owners about electric utility industry deregulation, so that they understand their options in the future.

But our involvement stretches beyond the bottom line. We’re supporting cultural diversity by dedicating resources to educational and civic groups and organizations. It’s all part of our efforts to provide personalized service to a very valued group of customers.

At Detroit Edison, we’re excited about becoming more involved in multicultural business communities. We’re waiting to hear from you. If you have an energy-related issue or concern that you’d like to discuss with a representative, contact our Ethnic Marketing group today. Call 1.888.777.6996.
The three-tier system was designed on middlemen. While the system has accomplished those two goals, it also has stifled an intact distribution chain that relies on middlemen.

Salespeople from distributorships visit retailers and take orders using paper and pencil. The orders are submitted to the home office using a hand-held electronic device that is customized for a distributor's products. It is used to record orders to industry estimates, these administrative tasks can eat up 40% to 60% of a salesperson's time because of the large number of products. There are more than 15,000 products in the beer, wine, and spirits business and collect taxes.

Sales reps each week, each restaurant wants to carry. As a result, the distributor. Wallin also designed his Web site to get involved in the Internet. The service is free to retailers, and eSkye receives a small fee for each transaction from the distributor.

Wallin also designed his Web site so it would appeal to and be easy to use by those not familiar with computers. The Web site allows point-and-click ordering, using proprietary software dubbed "eHots" that the company built to take into account the myriad discounting and pricing schemes that vary by state. The company decided to use the Microsoft BackOffice Server Suite 4.5, which includes SQL Server 7.0, Systems Management Server 2.0, Exchange 5.5, SNA Server 4.5, Site Server 3.0, Proxy Server 2.0, and Windows NT Server 4.0, because it was reliable and easy to use, according to eSkye President Andrew Lobo. The system is designed to scale up by adding more servers so it can handle 500,000 customers, which is the total number of liquor retailers (restaurants, bars, and stores) in the United States. "Even if everyone ordered at once, we could handle it," Lobo says.

With the scalability issue apparently solved, eSkye is working on reliability. Nearly one-third of the site is mirrored on multiple servers, and it's aiming for 100%. "Our biggest decision was to do our own hosting. We wanted control if anything went wrong," Lobo says.

One distributor who didn't need much convincing to participate in eSkye was Robert Lipman, president of Lipman Bros, in Nashville, Tenn. Salespeople prefer to spend more time marketing; with eSkye, they can call on more accounts, and they can develop new ones," he says. "The wine and spirits business has been in a backwater," notes Lipman, who is also on eSkye's board. "This allows us to get involved in the Internet."

Distributors such as Lipman are also looking forward to the day when they can sell distressed or discontinued goods on eSkye. Since distributors only have a limited numbers of outlets (by law, retailers are the only outlets), they often let go of cancelled or unpopular brands for pennies on the dollar. They hope that eSkye may some day allow them to use an eBay-like auction that will reach more potential customers who might be interested in bidding on these leftovers.

For retailers, the most important aspect of eSkye is the flexibility it allows. "It gives me an opportunity to order when I want, not just when a salesperson is here," says Dean Tomaras, owner of Archer Liquors in Chicago, a store with 3,000 square feet of selling space. He says the Web site also can help him find a distributor for an obscure product that a customer requests. "It's quicker and easier than the old way," says Kelly Stafford, manager of Tillis Restaurant in Chicago, a 150-seat establishment that spends $2,000 to $3,000 a week on liquor. "I can do my orders on Sunday night, after I do my inventory, and I can have it by Tuesday," she says. "It's taken a lot of stress out of my job."

Dave Wilson, executive VP for

See eSkye, page 25

KANSMACKER, MFG.

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Ask for Nick Yono
Employee turnover has far-reaching economic impact on supermarket industry

New Ideas for Retaining Store-Level Employees, a study recently conducted by the Coca-Cola Retailing Research Council, indicates that grocery industry faces a turnover rate that exceeds profits by more than 40%. On average, the per-store cost for employee turnover is about $190,000.

According to the survey, costs of turnover are "hard to manage, in part because — unlike other supermarket costs — it does not show on the P & L statement." The survey indicates that the high level of employee turnover within the industry also impacts customer satisfaction and can translate into lost customers and sales.

"Retailers have traditionally faced an employment situation where turnover is high and it's challenging to retain current employees. The Coca-Cola study emphasizes the economic impact that these issues have on a retailer’s bottom line," said Frank DiPasquale, N.G.A. Senior Vice President.

As the study outlines, tackling employee retention issues depends on retailers' abilities to accurately estimate the costs of turnover and then use meaningful practices to retain employees. The Coca-Cola study shows employers can positively impact retention rates through top organizational and management practices in the areas of providing employees with directions, equipment and supplies, and immediate supervision.

A recent article in CFO magazine, "Recruiting, Retention and Returns," cites a study from Watson Wyatt Worldwide that attributes employee retention to factors such as chance to use skills on the job; trust in senior leadership; competitiveness of rewards; and quality of company's products and services.

For more on employee retention:
- If you are interested in obtaining a free copy of the study from the Coca-Cola Retailing Research Council, please call (800)808-8877.
- Visit www.NationalGrocers.org to learn more about evaluating the level of turnover at your company. Go to HR Management and click on "Tips for Calculating Turnover."
- Order an audiotape of the following N.G.A. Convention Workshops from the Human resources Conference: How Do You Become an Employer of Choice? and How Store Managers Become Leaders (An order form for convention audiotapes is located on the N.G.A. website within the Convention Review section.)

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So go ahead . . .
POP the top.

Find a Coca-Cola can with the special pop top in specially marked multi-packs or look under the cap of specially marked 2-liter bottles, and you could win a million dollars*, a walk-on role in a movie from Universal Studios, a trip to see the making of a music video, or one of thousands of other amazing prizes.

Look for specially marked packages, available at participating stores until 7/31/00, or while supplies last. No purchase necessary. Requests for a free game piece must be received by 8/31/00. *Million dollars will be paid as an annuity $40,000/year over 25 years. For rules, see store displays or call 1-800-360-2663.

Michigan Food Law of 2000 outlines food safety fundamentals

The Michigan Food Law of 2000 sailed through the legislature and was signed into law by Governor Engler on May 8, 2000. The new Michigan Food Law takes effect on November 11, 2000 giving regulators and food retailers a six-month window to become familiar with the new requirements.

Passage of the Michigan Food Law occurred rapidly because a broad coalition of regulators, public health officials, and food industry associations agreed that Michigan's food regulations needed updating. The new Michigan Food Law will help retailers to focus more clearly on food safety issues and to control the factors that have been shown to be leading contributors to foodborne illness outbreaks in the past.

The Centers for Disease Control and Prevention (CDC) has reported that the five factors that contribute to foodborne illness in this country are: inadequate cooling of foods, improper holding temperatures, poor personal hygiene, contaminated equipment, and obtaining food from unsafe sources (e.g. raw oysters harvested from contaminated oyster beds).

While there are other causes of foodborne illness that occur less frequently, controlling the leading causes of foodborne illness is fundamental to retail level food safety programs. At a very basic level, the retail grocery or convenience store manager must consistently control these key areas: handwashing, cross contamination, cleaning and sanitizing, employee health and hygiene and time and temperature controls.

During the next several editions of the Food and Beverage Report, we will discuss each of these food safety areas in more detail. I will be highlighting important points to consider but will not be able to duplicate the information that is contained in the several excellent food safety training programs currently available to assist food retailers. The MDA has a non-exhaustive list of examples of these types of training programs. The list can be downloaded from the MDA website (www.mda.state.mi.us) or requested from the Associated Food Dealers office. We look forward to working together with Michigan’s food retailers to strengthen food safety in Michigan.

For more information, contact Dan Reeves at AFD (248) 557-9600.
Consumers stand back and watch the dollars flow in with new DeKuyper* Peach Pucker™ schnapps. The latest, great-tasting flavor from the best-selling line of sweet and sour and Pucker is great advertising, of-purchase and on-premise promotions. Resulting in over 600,000 cases of Pucker* sold in 1999 alone. With this kind of backup, new Dekuyper Peach Pucker is sure to deliver a powerful punch, right into your pocketbook. Ask your Jim Beam sales representative for details.

Classes offered in new Michigan Food Law compliance

Michigan has passed legislation to update the laws regulating food establishments. One of the major changes is that all establishments must have someone present at all times of operation who has knowledge in food safety and sanitation principles and the new food code. Depending on the nature of the operation, this ‘demonstration of knowledge’ could require specific food handling certification for multiple staff people. This is especially true for any store (including c-stores) that has food prep or food service departments including those which sell any kind of prepared food for immediate consumption.

There are a number of acceptable training programs, including the Cornell/PMI Food Safety Certification, Serv Safe and others. ProActive Consulting Services will be offering training classes in the Cornell program starting in August. This program is a home-study program involving an estimated 20-25 hours of home study plus 5 hours of classroom work. The cost is $170 per student.

Dates and locations of classroom work

NOTE: Students attending the Cornell program will need to complete the 20-25 hours of home study prior to the classroom meeting date.

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REGISTRATION DEADLINE FOR OCTOBER SESSIONS IS JUNE 17

To register for any of these classes, leave a message for Art Shook at ProActive Consulting Services at (616) 878-2600.

Insurance fraud alert

Insurance fraud costs insurance companies billions of dollars each year. Some companies take an active role in detecting, investigating and prosecuting fraudulent claims and applications. By reporting false information about your company – such as payroll, number of employees or prior insurance history – you may be committing insurance fraud.

If you have falsified any information on your enrollment forms, your insurance carrier can refuse to pay claims and cancel your coverage immediately. Don’t be tempted to select a carrier strictly because of rates. Research the market and make sure you know what the benefits are before you enroll. Some progress such as the Wayne County program, that are subsidized by the state or county require that you have had no prior insurance coverage.

Check with your insurance agent to make sure that your company meets the eligibility guidelines and that the information you reported is correct. If new employees are eligible for health care coverage add them according to your groups new hire agreement.

Health insurance is very important and most people can’t afford to be without it. AFD offers many different health care options. We will make sure that you understand your benefits and make sure that your group is in compliance before you enroll. So, if you currently have no insurance, call AFD today to receive free quote at (238) 557-9600.

Stand back and watch the dollars flow in with new DeKuyper* Peach Pucker™ schnapps. The latest, great-tasting flavor from the best-selling line of sweet and sour and Pucker is great advertising, of-purchase and on-premise promotions. Resulting in over 600,000 cases of Pucker* sold in 1999 alone.

With this kind of backup, new Dekuyper Peach Pucker is sure to deliver a powerful punch, right into your pocketbook. Ask your Jim Beam sales representative for details.

Paint the town Pucker.
N.G.A. finds independents doing more electronic marketing

The independent retailer continues to demonstrate the ability to focus on solution-oriented programs and resources in an effort to connect with their customers.

Electronic marketing is on the increase, frequent shopper programs are declining overall although card-based programs are growing in favor, most advertising budgets have increased, and store coverage continues to be a growing concern for independent retailers. Those are the key findings from Marketing Survey 2000 conducted by the Grocers Research and Education Foundation (GREF) of the National Grocers Association (N.G.A.) and sponsored by Georgia-Pacific.

"The results of this survey," said Frank DiPasquale, senior vice president of N.G.A. and executive director, GREF, "continue to demonstrate independent retailers ability to focus on solutions-oriented programs and resources in an effort to connect successfully with their customers."

The 175 participants in Marketing Survey 2000 represent a cross section of the independent sector, and range from small to large volume operations including self-distributing retailers, members of retailer-owned cooperatives, and customers of voluntary wholesalers. Just over two out of five (41%) have websites that provide consumer information, and an additional 8% have websites that feature virtual shopping with home delivery. Retailer use of websites for information and marketing purposes increased in 1999, indicating a strong commitment on the part of independents to satisfying the new consumer dynamics.

While this year's survey found that the number of independent retailers using frequent shopper programs was down from almost 50% in 1998 to 40% last year, those that are using these programs are more readily embracing card-based programs, which 67% of those surveyed now use. Independents reported receiving more wholesaler involvement and support in this area, but less support from manufacturers. Overall, retailers this year seemed somewhat less satisfied with the results of their frequent shopper programs, 75% saying they were satisfied in 1999 compared to just over 80% in 1998.

Just over half (53%) of the retailers responding to the N.G.A. survey reported increased advertising budgets in 1999, while 36% said the percentage of budget devoted to advertising remained the same. Only 10% reported decreases.

Asked about their current retail store sales/merchandising coverage from manufacturers, 48.1% termed it unacceptable, only 14.3% called store coverage good, and the remainder termed it acceptable. Asked if they thought retail coverage would improve, 84% replied "No."
The negative responses regarding manufacturer store coverage were up in 1999 compared to 1998, indicating increased concern about this issue on the part of independent retailers.

Copies of Marketing Survey 2000 have been provided to all N.G.A. members. To request additional copies call Virginia Lowe at N.G.A., (703) 437-5300.

N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry.

An independent retailer is a privately owned or controlled food retail company operating in a variety of formats. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing.

N.G.A. members include retail and wholesale grocers and their state associations, as well as manufacturers and service suppliers.


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2000 AFD Scholarship Golf Outing!

Thursday, July 20, 2000
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10 a.m. Shotgun Start

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Start now with an AFD Scholarship Golf Outing Sponsorship
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Associated Food Dealers of Michigan
Working Hard For Our Members
Record-Setting Big Game Jackpot Makes Ticket Sales Soar!

By Commissioner Don Gilmer

Lottery terminals at retailer locations all across the state were cranking out Big Game tickets at a rapid rate in early May as the Michigan Lottery’s Big Game jackpot reached a record $363 million for the May 9 drawing! Not only is this jackpot the largest in Michigan Lottery history, but it is also the largest in North American history!

The Big Game truly lived up to its name not only in the enormous jackpot amount, but in ticket sales as well. From March 7 — when The Big Game jackpot started at $5 million — to May 9 — when the jackpot hit $363 million — ticket sales for all seven Big Game states totaled $565,015,173. Ticket sales in Michigan alone for that period of time were $83,294,843! Of that, roughly $29 million will be transferred to the state School Aid Fund.

Two jackpot-winning tickets were sold in the May 9 drawing — one in Michigan and the other in Illinois. While the owner of the jackpot-winning Illinois Lottery Big Game ticket has not yet claimed his or her prize, Michigan’s jackpot winner claimed his share of the jackpot — $181.5 million — during his appearance at a May 12 press conference in Governor John Engler’s press room.

I had the honor of presenting Larry and Nancy Ross, the country’s newest multimillionaires, with their check in front of members of both local and national media. The Rosses chose to take their $181.5 million share of the jackpot winnings in a one-time, lump-sum payment of $90,302,950 (before taxes).

The Rosses’ lump-sum payment ranks as the third-largest ever! In July 1998, the “Lucky 13” lottery club from Ohio won a $95 million Powerball jackpot, and opted for a one-time, lump-sum payment of $161,969,959 (before taxes). The second-largest lump-sum lottery payment went to Maria Grasso of Boston who won a $197 million Big Game jackpot in April 1999. Her one-time, lump-sum payment was for $104 million (before taxes).

In addition to the jackpot-winning ticket, eight Michigan Lottery retailers sold second-tier prizes of $150,000 for the May 9 Big Game drawing. The following Michigan Lottery retailers sold $150,000 winning tickets:

• George’s Convenience Store in Riverview
• Marvin Liquor Store in Flushing
• Rite Aid Discount Pharmacy #4377 in Bloomfield Hills
• Farmer Jack #319 in Novi
• In N Out #18 in Detroit
• Puritan Express Liquor in Detroit
• CVS/Pharmacy #08113 in Shelby Township
• Food Town Plus #42 in Monroe

The jackpot-winning Michigan Lottery Big Game “easy pick” ticket was purchased at Mr. K’s Party Shoppe, 2238 Auburn Road, in Utica. The owner of Mr. K’s Party Shoppe is entitled to a $2,000 commission for selling the jackpot-winning ticket.

While national news media highlighted the fact that the Michigan retailer earned a $2,000 commission versus the $1.8 million commission the Illinois Lottery retailer earned, they failed to point out that Michigan Lottery retailers operate under a completely different commission structure that allows commissions to be distributed more equitably among a greater number of retailers.

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For information about Blue Cross coverage available to AFD members, please call Judy Shaba at 1-800-66-66-AFD.

www.bcbshm.com

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Lottery, from previous page

for Lottery retailers awards a 6-
percent commission for each ticket
sold; a 2-percent redemption
commission on prizes up to $600
cashed in their stores; a 2-percent
commission on prizes up to $600
sold; a 2-percent redemption
commission for each ticket
sold, plus a 1-percent bonus
commission on prizes of
$1,000 or more. Neither commission
structure is inherently better or worse,
but when you compare the numbers
across the board you will see that the
Michigan Lottery paid out $40
million more in retailer commissions
than Illinois did in fiscal 1999.

Last year alone, Michigan Lottery
retailers collected a record $121
million in commissions, and this year
there is a 7-percent commission on
the sale of $2 instant games, up from
the regular 6-percent commission.

Congratulations to all of our
winners! Metro Detroit players keep coming back. Thank
you for a job well done!

eSkye, from page 15

sales and marketing at National Wine
and Spirits in Chicago, which is
Wallin’s liquor distribution company,
says he may follow the example set
recently by companies such as Ford
Motor Co. and buy computers for his
400 sales reps in Illinois. “Right now,
we have salespeople taking orders on
the backs of paper bags,” he says. “I
want them to stop being order takers.
I want them to have true sales time
with the customer to present new
products and distributor
opportunities.” Some of the
opportunities may include what’s
called “point of sale” products such as
paper cups, napkins, and ashtrays.

Wallin hopes restaurateurs will one
day order these items through eSkye.

Another big benefit that eSkye
hopes to offer is data collection.
Because of the fragmented nature of
the industry, manufacturers don’t
have national sales and marketing
information. Until eSkye came along,
there was no nationwide coding
system of liquor brands and products,
so there was no way to provide
national market or sales data to the
manufacturers. “For the first time, we
can give the manufacturers this
information,” Wallin says. Such data
could one day be an important
element of eSkye’s revenue, perhaps
generating as much as 20% of its
income, he says.

eSkye still faces some formidable
challenges. Some distributors will
never join, which could put a damper
on hopes for nationwide coverage and
signing up some national restaurant
chains. One distributor who asked not
to be named says he won’t participate
in eSkye because he’s developing his
own Internet-based ordering system.

“We’re big enough that we can do
that,” he says.

Other Internet-based competitors
are selling liquor directly to individual
consumers. Wallin says eSkye’s key
challenges are keeping the system
reliable while building its database of
products and customers, and
connecting retailers to the Internet.
Many restaurants already order food
online, so Wallin hopes to leverage
that ability to get them to order liquor.

“Getting buyers on board is their real
issue,” says Steve Kalka, an analyst
with Forrester Research.

Wallin says ease of use should help
to attract more customers, plus the
ability to offer retailers better deals
from distributors because salespeople
and the Web site will alert them to
promotions.

The company has also set its sights
outside the United States. Wallin is
visiting England and Hong Kong,
hoping to learn the quirks in each
country’s system and use the eBots
system to exploit it.

What’s next on the menu for
eSkye? “Beer,” says Wallin “Beer is
the next frontier.”

--Courtesy of informationweek.com

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Organizational
changes for National
Bulk Food Dist., Inc.

National Bulk Food Dist., Inc.
(NBFD), has announced some
organizational changes. NBFD is
expanding its production capacity to
meet the growing demand for
packaged bulk confections. All
automated and manual production
activities will be centralized in the
company’s headquarters in Taylor,
MI. An additional 30,000 square feet
will be used in support of production.

National Bulk Food Dist., Inc. is
the nation’s largest supplier of bulk
confections, count goods and novelty
items.
Bad Check Restitution Program developed by Wayne County

Wayne County Prosecuting Attorney, John D. O’Hair has organized the Bad Check Restitution Program to assist local merchants with bad check losses. The primary goal of the program is to obtain full restitution for the victim without adding to the financial burden of the criminal justice system. “The hope is to recover tens of thousands of dollars lost every year to merchants as a result of this growing problem at no cost to the taxpayer,” said George Ward, Chief Assistant Prosecutor and Program Administrator.

The program will operate in conjunction with American Corrective Counseling Services as a unique, cooperative effort between the private and public sectors. Benefits are two fold, local merchants will recoup their money without paying any collection fee while first time bad check offenders are given the opportunity to avoid criminal prosecution by attending a mandatory, eight hour intervention class, in addition to paying restitution.

The complaints are easy to file and recovery will be 100% of the face value of the returned check. Information as well as complaint forms are available at the following offices:
- George E. Ward, Chief Assistant Prosecutor, (313)224-5736
- Craig Yaldoo, Director of Community Outreach & Special Programs, (313)224-6644
- todd Wadkins will join past Champions at this year’s tour. Join our team by making a fixed donation or pledge based on the number of birdies made during the event. (Hint: A birdie is a score of one stroke better than par for any golf hole. In a four-day event approximately 1,200 birdies are made.) By pledging or making a donation you will also be entered into a drawing to win one of these great prizes: two round trip Northwest Airlines tickets (within the contiguous United States), foursome of golf at the TPC of Michigan, two clubhouse passes (admission all week to clubhouse and TPC tournament) and two stadium passes (admission all week to tournament grounds). Championship spectators will have additional opportunities to guess the amount of birdies made, and a separate charity auction will be held during Championship Week at the Ambassador’s Ball. All donations benefit the charities represented. For more information on the event, and to make a donation, call (248) 427-2228.

Letters

Dear Editor:

Enjoyed your article about Priceline.com (May, 2000). I couldn’t agree more – my experience was the same. See you at the real supermarket!!

– Mary Dechow, Spartan Stores

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Proper attire, please. No bags in, no bags out.

Call AFD for more information: (248) 957-9600.

AFD Food Dealers of Michigan
Working hard for the Food and Beverage Industry for over 84 years!
**Representative Toy,**
*continued from page 10*

received so much newspaper for recycling that the storage room floor bowed.

The center had as a motto, “To wait is too late.” The center led to creation of the Livonia Ecrology Commission, which was ordered by Mayor Ed McNamara. Toy served on the commission.

In the late ’70s, Toy and a friend started a flower shop, Cudwell Florist. They were told, “Two little girls in a flower shop won’t last.” Now, 21 years later, their little flower shop has blossomed into the largest florist in Livonia. The store is 3,300 square feet and boasts one of three 24-hour flower vending machines in the state. She also had stores in Milford and South Lyon.

“Small business owners have a hard time. Florists, like convenience stores, are one of the last mom and pop businesses. It’s hard for business owners to get very involved in politics when they have to be there on a daily basis to run their small business,” Toy says.

Nonetheless, Toy made time for civic duties. She has been involved with numerous organizations such as: Livonia Youth Commission, Livonia and Redford Chambers of Commerce, the League of Women Voters, Suburban Republican Women, Livonia Historical Society and she has been a volunteer probation officer and Goodfellows volunteer.

She was trustee for Schoolcraft College from 1980 through 1987. Then she ran for Livonia City Council and served two terms. She was the third female since the 1950s to serve on the council. Following her term expiration, she ran for city treasurer against a ballot proposal to eliminate the position. She was elected and served 2 terms as treasurer with responsibility for $200 million.

Now as a freshman state representative, she meets with people in her district periodically for an informal gathering she calls “Coffee with your Representative.” Her district covers the Wayne county communities of Livonia and Redford Township.

“Livonia is 98 percent developed and has three quarters of the population and area of her district, while Redford still has that hometown feel,” says Toy.

Representative Toy resides in Livonia and enjoys golfing. She is a member of the Italian American Club of Livonia and Executive Woman Golfers. “I try to donate to alot of charitable golf outings especially those that benefit medical needs. I’ve even won some trophies playing in golf scrambles,” she adds.

To reach Representative Toy, call (517) 373-3920, email ltoy@house.state.mi.us or write State Representative, The Honorable Laura M. Toy, P.O. Box 30014, Lansing, Michigan, 48909-7514.
Classifieds
GROSVENOR MARKET FOR SALE—Grocery, deli, specialty foods, salon, bar and juice bar. 1150 sq. ft. west side Ann Arbor campus location. Ample parking (734) 685-2000; ask for Lutfi.

FOR SALE—Ray's Food Center. Full line of groceries and frozen foods. Beer, wine, lotto, checks cashing, money orders and fax. Lottery sales average $12,000 weekly. Located between U of D and Mercy College. Call and business for sale, building 12,000 sq. ft. business 5,500 sq. ft. - hockey rink. For more info call Ray at (313) 861-0287.


SAGINAW HIGH VOLUME PARTY STORE—For Sale. Saginaw Township location on heavily traveled route. 1,600 sq. ft. Lottery sales $11,000/week. Also available, several high volume restaurants in the Saginaw/Ray City market area. For more information contact Bill Saha, Trombley Real Estate & Leasing Co. (800) 678-1962 or (517) 895-7900.

www.lottery-watchdog—Take control of your lottery ticket sales.

EQUIPMENT FOR SALE—Coin machine, Hot Dog Steamer, Bun & Coffee Maker w/3 warmers. Business $40,000 all in! Call Patrick at (810) 725-7076.


FOR LEASE—50,000 sq. ft. supermarket. Currently operating as a Kroger store. Turn key operation. Located in Monroe strip mall on SMART bus route. Call John Wowor for details at (810) 978-0191 or (810) 925-4908.

FOR SALE—Supermarket. SDD SDM Lottery sales average $10,000/week. Contact Eddie at (313) 925-0511.

SOD LICENSE FOR SALE—Highland Park. Well established. Retail sales average $5,000/week. For more information call Brian Saha, Trombley Real Estate and Business Co., (800) 678-1962 or (517) 895-1000.

BEER & DELI BUSINESS IN SANDUSKY. Ml—Well established business opportunity includes equipment, inventory and Real Estate. Cute 2 bedroom home w/full basement adjacent to business. $129,000 for business or $189,000 for business & house. Call Shelly at (810) 367-2562. Century 21 First Choice.

PARTY STORE FOR SALE—Beer, wine, lottery, deli and grocery. Located on Saginaw Road in Huron. Call Sam at (810) 756-4010.


FOR SALE—Party Store in Warren. Excellent location! Good business with GREAT income. Call Sam or Mike at (810) 751-6440.

FOR SALE—Four Door Reach in Cooler, compressor 1 year old $1,000. Gas Countertop Pizza Oven $1,200. Two Deck Broiler Gas Pizza Oven $2,200. Copy machine $400. Call Sam 810-246-4714.

FOR SALE—Liquor, beer, pizza. Brighton area high volume corner! Business & property available. Contact George at (313) 849-9194.

NEWER PARTY STORE—New owner desired. 6,000 plus sq. ft. liquor beer and wine. Lease at competitive price. First class—6 year old equipment and building. Excellent location and clientele! Contact Bob Shumate or Mike Real Estate Inc. (810) 985-8114 for more info.

DELIVERY EQUIPMENT & SHELVING FOR SALE—May store fixtures also available. Call Art at (734) 675-7000.

LIQUOR STORE w/LOTTERY FOR SALE—Sandy, north west location. Beer, wine & groceries. 4,000 sq. ft. building. Store sales—$16,000/week with lottery sales—$6,000/week. Business for sale—$33,000. For sale or lease. Contact Mike at (313) 926-4146.

RETAIL HURON—Small supermarket. Includes dairy department w/smokehouse, deli, bakery and 10% sale area and business for sale. Always been profitable. (810) 326-4146.

SPARES—Looking for ways to increase your profitability? Let the AFD show you how. Competitive rates, no deductibles, policy fees or surplus lines tax. Available through the Independent Agent network with over 1,000 agencies to serve you.

See SuperTechMart page 34

SuperTechMart
continued from front page choice. How well suppliers, wholesalers and retailers optimize the demand chain to serve that customer will play a key role in determining the future success and prosperity of the food industry," said Kenneth Fobes, Chairman of Strategy Partners Group, Inc., the designers of SuperTechMart.

"All of us are very aware of the impact the 'internet revolution' is having on our businesses. Many firms have already entered into the home shopping arena. But, being "e-enabled" means much more than that. It's business-to-business, consumer-to-business-to-business and business-within-business. The power of the network can help give our companies the edge we need to compete more effectively," Fobes added.

In SuperTechMart, the sales environment starts and ends with the consumer. New technologies enabled consumers to have more control over their buying decisions than ever before, as well as making it easier for them to communicate their needs. Our first stop was the virtual kitchen of a typical internet family who uses home computing to make their lives simpler and more enjoyable.

They used a hand-held scanner to scan groceries that they had purchased at their local store. They also scanned the empty boxes of items that they had used up, before...
family linked to their local supermarket via the internet, shopped online and their groceries were waiting at the store at a specified time. This sounds pretty good to me!

A visit to the virtual store
In our tour, the link between customers and their local store became closer, as retailers learned how to use technology to connect to the consumer and make their shopping experience more convenient and enjoyable. In the store, we saw customer-specific marketing. Because our Mom from the virtual home was a preferred shopper, the store knew her preferences. All she had to do was log in once she arrived at the store. Her own personal shopping list appeared, along with coupons that spoke directly to her buying patterns. We also saw another customer avoid checkout lines entirely by purchasing items online at home, then picking them up at the store and simply walking out with her purchases.

The store operations
We then went to the back of the virtual store to learn how today’s enabling technology can help improve store operations. Store-specific data was used to ensure that “the right product is in the right store for the right customer at the right time.” In addition, we were shown how the full power of the web was used to gain increased efficiencies in retail operations, as processes are simplified, redundant tasks are eliminated and communications channels are enhanced. Data from scans of purchased items was used to provide information about which items were moving and which stayed on the shelves. Ordering from company headquarters was effortless, as items that moved quickly were automatically reordered and slow-moving products were eliminated or order sizes were reduced.

Back at headquarters
Here the focus shifted from supply-driven to demand-driven operations, as retailers learned how to optimize their “bricks and clicks” to better serve their customers, collaborate with their suppliers and simplify their business processes. Traditional data mining gave way to the new “knowledge discovery” tools to find the gold hidden in data warehouses at the consumer became the focus of the entire enterprise. Armed with data that began with a scan at the customer’s home, this new technology gives retailers the intelligence needed to make intelligent purchasing decisions based on sales and also streamlines the process, eliminating the need for place orders. It is all done with the click of a mouse in a virtual city of SuperTechMart.

“We Card” Available Online
The Coalition for Tobacco Retailing has now put the “We Card” program online. Now, retailers can order their “We Card” materials, research information on the state and federal laws concerning tobacco sales to minors, and learn how law enforcement is involved with the “We Card” program through the “We Card” Web site. The “We Card” program provides effective employer training seminars for free. These materials include point-of-sale signage, a video, an employee-training guide, and posters that are sure to be noticed by minors and parents alike. In addition, the program provides daily reminders like the age-of-purchase calendars, which make it easy for sales associates to determine if customers are of legal age to purchase tobacco.

To order your “We Card” materials, learn more about the program, or gain a better understanding of tobacco laws, please log onto the “We Card” Web site at www.wecard.org, or call “We Card” at (800) 934-3968.

Players can make $1,000,000 appear instantly. But the magic doesn’t end there.

With an instant 60c commission on every ticket you sell, "Instant Million" will mean big profits.

Abracadabra! With million-dollar top prizes, the newest $10 instant game is sure to disappear quickly. Sell it aggressively. Display it prominently. After all – with over $2,000,000 in total retailer commissions – "Instant Million" is one great trick to have up your sleeve!
Does your supplier have the purchasing power to get you the best price?

When retailers can buy competitively, they can sell and compete more effectively. That's why Spartan Stores, Inc. takes an aggressive approach to securing as many price advantages for our customers as possible. Our experienced buying capabilities, tremendous buying power and unique programs such as Pallet Pro allow us to lower the cost of goods. We currently purchase product for 475 Spartan stores and over 5,500 subsidiary retail operations. If you let us, we can get you the best price, too.

Take Advantage of Our Strengths.

Visit our web site at www.spartanstores.com