



Food & Petroleum REPORT



Vol. 17, No. 8

August 2006

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Mark your calendar for the AFD Holiday Beverage Show near you

Order your holiday gift sets at the show!

Special pricing, holiday gift sets and new products galore will be available at AFD's TWO Holiday Beverage Shows. Due to the popularity of the shows last year, they are both bigger and better than ever!

AFPD's S.E. Michigan Holiday Beverage show (in its 8th year) will take place once again at Rock Financial Showplace in Novi on Wednesday and Thursday, September 13 and 14, 2006. "The show has grown so much that we had to move into Hall C for more exhibit space and a place for people to sit and order food from the concession stand," said Cathy Willson, AFPD special events director. See page 8 for details.

Then the next week, the AFPD West Michigan Holiday Beverage Show will take place on Tuesday, September 19, 2006 at the DeVos Place in Grand Rapids. "This is our second year for the West Michigan Holiday Show at DeVos Place. Due to its popularity last year, we have enlarged the show by 30 booths and will have a stage with demonstrations of the newest cocktails and other items of interest," Willson said. Details are available on page 10.

For exhibit space and more information, call Cathy Willson at (248) 671-9600.



THE INDEPENDENT DEALER



Governor and AFPD send message against high gas prices to D.C.

The Associated Food and Petroleum Dealers has partnered with Governor Granholm and her office to promote the governor's petition drive to help lower gasoline prices.

In May, Governor Jennifer Granholm sent more than 275,000

signatures from Michigan residents to President George W. Bush, urging him to cap corporate profits of oil companies in order to "bring down the sky-high prices of gasoline at America's gas pumps."

The governor's announcement fell



Governor Jennifer Granholm stands with Ed Weglarz, AFPD's Executive Vice President of Petroleum at the Governor's press conference.

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on a day when gas prices jumped 20 cents a gallon and shortly after the Department of Agriculture alerted the public that it plans to up its inspections this summer to 10,000 gas pumps to protect consumers from price gouging (see related story).

"Both the governor and the attorney general have finally recognized

the plight of the locally owned and operated gasoline retailer, and have publicly expressed the fact that the entrepreneur on the corner is not to blame when it comes to escalating gasoline prices," said Ed Weglarz,

Granholm,

See this story and other related stories on page 5.

ENERGY'S BIG Line Up 16 oz Can



See Your Pepsi Representative
for More Details

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President's MESSAGE

Hiring and retaining good employees

By Jane Shallal
AFPD President



Employees are the central force in your business and make the business run. In talking with members about their store operations, I note that there is some struggle to recruit, hire and retain good and qualified employees. Hiring good employees is important to your business. If a customer has experienced a bad employee, it will surely affect you and your business in negative ways. Bad employees not only affect an employer by driving down sales and chasing away customers, they also cost the company unwanted expenses due to absenteeism, tardiness or a simple lack of motivation which can slow down production of your business operations.

Find the right people to start with

Getting the right people into your store to begin with is one of the most important things you can do as an employer. There are some occasions which place you in dire need to hire

someone—anyone. But it is clearly better to wait than to hire someone you know is not the best person for the job. Don't simply rely on job postings or ads to identify candidates. Always keep an eye out for prospective candidates at events, meetings and other gatherings. Ask for referrals from your other employees, colleagues and agencies such as local churches and community service organizations.

Thoroughly screen prospective employees to weed out bad candidates

Many employers never bother to verify a candidate's experience and background. After gathering information from various sources, including interviews, background and reference checks, review the information carefully and speak to those who have worked with the prospective employee.

An effective way to interview candidates is to define the qualities and skills you'd most like to have in an employee. Then, develop a series of interview questions to ask a candidate that allow your applicant to demonstrate he/she has the desired qualities

and skills. For example, some of the things you may want to look for in an employee might be:

- Excellent Attendance and Dependability
- Honesty
- Motivated and Dedicated
- Team-Orientated
- Strong Work Ethic
- Positive, Polite, and Approachable
- Good Communication Skills
- Actual Hands-On capability to run a cash register, pack meat, bag groceries, mark and stock inventory, etc.

After determining what characteristics are important to you, prepare a list of questions which will help you determine if your candidate has these characteristics. For example:

- Why did you choose to apply at our store?
- Give me some information about yourself and your last job.
- If we were to call your previous job or any of your references what are they likely to tell us in regards to your dependability and attendance?
- Describe a time when you set a goal for yourself and tell me how you went about accomplishing it.
- Describe a time when you were able to communicate with another person when that individual did not like you.
- In what kind of an environment do you do your best work? Alone? With others?
- Request the prospective employee to work the register, meat counter, or bag groceries.

Lastly, don't be cheap. Employers sometime try to cut costs by offering and paying a low salary. However, less-qualified or lower paid candidates usually end up costing more in the long run than those who are better qualified and require higher pay. The latter generally results in greater long-term productivity and loyalty.

Create employee retention strategies

Just hiring a good employee isn't enough. Managers and owners should also focus on strategies for keeping their best employees on the job. Certainly, benefit packages help to retain employees. But, is that all you can

Good Hiring Practices,
See page 17

The Grocery Zone

By David Coverly



Retailer**PROFILE**

Building a foundation for future generations

By Kathy Blake

It's a common theme for American immigrants who come to this land of opportunity with little or no money; they often work long hours to build a future for their families in this country.

This is the American Dream, it isn't easy and it doesn't always bring riches, but for many, it holds a great deal of satisfaction. To be independent, to be your own boss and to create a legacy for your descendants is what motivates many immigrants. "The first generation has to work hard for a better future for those that follow. We have to build a bridge to the future for our children," says Yacoub (Jack) Matarweh.

He came to Detroit from Jordan in 1982 and worked at a variety of retail stores for 10 years before buying Parkway Food Store in 1992. Parkway is located in a rural area, north of Davison, Michigan on M-15. In 1997, Jack moved the business across the street into a custom-built storefront that also includes an apartment in the back. Jack's younger brother, Ghattas (KC), immigrated to help him with the new store. KC lives in the apartment with their mother, Aziza, who had come to the US in 1989. KC enjoys not having to drive to work. He just gets up in the morning and walks through the house and in through the back door of the store. "In the winter, I can work in my shorts, because I don't have to go outside," he said with a smile. Jack commutes from his house in Pineview, a community in Genesee Township, where he resides with his wife, Janet, and their two sons.

The old store had limited space so Jack took advantage of customizing the new store to meet the needs of his



(L to R) KC, Jack's son Peter and Jack Matarweh

customers. They designed a bottle return room right next to the front door, so customers wouldn't have to walk to the back. KC said that their bottle truck driver said it was the nicest he'd seen. They had a delivery door put in the back room so drivers wouldn't need to haul products through the front door, interrupting shoppers. They also designed the floor plan to have spacious aisles with shelves at shoulder height. "We give the customer the freedom to move between aisles," said Jack. There are four aisles full of grocery items. "Some of our prices are better than the supermarket," he added.

The old store was smaller and didn't have many coolers. So they had 22 refrigerator doors installed in the new store for beer, wine and cold food. There are nine doors of beer, plus two for wine and other alcoholic beverages. "Customers are drawn to the refrigerator doors," he said.

They have a self-serve cappuccino and coffee machine and a pop dispenser. The brothers also sell liquor and lottery tickets.

Parkway Foods is located in Richfield Township, about seven miles north of Davison. Customers come primarily from the nearby neighborhood. In the summer, their customer traffic increases on weekends when vacationers head north. In addition to the local clientele

their summer business is augmented with campers at nearby Wolverine Campground, visitors to Holloway Reservoir Regional Park and Genesee Recreation Area. The store is nestled in the midst of these recreation areas and is why Jack and KC sell night crawlers and a nice offering of basic tackle for fishing, along with fishing and hunting licenses.

Open at 6:30 a.m. Monday through Saturday and 8 a.m. on Sunday, customers are happy to get in early for worms and other early morning fishing trip necessities. The ice cream case, which faces the front door, is a big hit in the summer. Jack and KC keep it stocked with popsicles, ice cream sandwiches and other frozen treats.

The two brothers are the store's only employees. Their mother pops in periodically to provide moral support and coffee or tea breaks. The two brothers work such long hours that Jack's older son, Suleiman, played his little guitar and sang, "Dad is home, Dad is home," one night when Jack got home before the boy's bedtime. With their store open until 11 p.m., Monday through Thursday and midnight on Friday and Saturday, it leaves little time for family or anything else. They open at 8 a.m. on Sunday and close at 10 p.m. in the winter and 11 p.m. in the summer.

Although their hours are long, the Matarweh brothers are truly living the American Dream. They own their own business, take pride in it and are working to build a solid future for themselves and their descendants.



Calendar

July 12, 2006

AFD Foundation Scholarship Golf Outing
Fox Hills
Plymouth, MI
Contact: Michele MacWilliams
(248) 671-9600

September 13 & 14, 2006

AFPD S.E. Michigan Holiday Show
Rock Financial Showplace
Novi, MI
Contact: Cathy Willson
(248) 671-9600

September 19, 2006

AFPD West Michigan Holiday Show
DeVos Place
Grand Rapids, MI
Contact: Cathy Willson
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August is...

- Harvest Month
- National Catfish Month
- National Water Quality Month
- Peach Month

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Petroleum News & Views

Information of interest to Petroleum Retailers, and Allied Trades



Governor signs Gas Fraud bill into law



Michigan Governor Jennifer Granholm recently signed into

law a bill that changes the penalties for gas pump miscalculations. The bill is viewed as an attempt by Michigan's government to deal with high gas prices, by making it a criminal offence for pumps that provide less gas to the customer than the meter reads. Working with the Michigan legislature, AFPD was able to amend the bill to levy the penalties on retailers that "intentionally" program their pumps

to miscalculate the amount of gas that is dispensed.

"Legislators needed to know that most miscalculations aren't intentional," said Ed Weglarz, AFPD Executive Vice President of Petroleum. "In fact, as pumps age, they tend to pump more gas instead of less. The way this bill was initially worded, retailers could be fined for inadvertent miscalculated pumps, even if the pumps were providing more gas than their meters recorded," he added, reminding retailers that it is important to calibrate pumps annually.



By Ed Weglarz
AFPD Executive VP of Petroleum

EPA releases UST enforcement guides

In its effort to implement the Energy Pricing Act of 2005, the Environmental Protection Agency (EPA) has been working with relevant stakeholders, primarily the states themselves, to develop federal guidelines by which states must abide in order to receive money from the Federal Leaking Underground Storage Tank (LUST) Trust Fund.

The provisions stipulate that states are required to:

- Inspect every tank once every three yrs
- Ensure all tank operators are trained according to their level of responsibility
- Prohibit delivery of fuel into non-compliant tanks
- Ensure all government and tribal owned tanks are held to the same standards as private tanks
- Require states to either implement secondary containment requirements for new installations or hold equipment manufacturers and installers financially responsible for any defects in their activities

EPA is planning to release several of these draft guidance documents over the next few weeks for public review and comments. In June, the Agency released the three documents relative to delivery prohibition, secondary containment and manufacturer/installer financial responsibility and certification.

If you have questions or need additional information, please feel free to call me at (248) 671-9600.

Granholm,

Continued from front page.

AFPD Vice President Petroleum. Weglarz spoke at the Governor's press conference regarding the signatures. AFPD and the Governor's office jointly produced a flyer that petroleum retailers can duplicate to display in their store and to hand to customers. It is available on AFPD's website at, www.afpd.org. "We strongly encourage our members to print copies of the flyer. Please consider putting them in your pump toppers. Post them in

the window or have them available to distribute at the cashier's counter. When a customer complains about increasing fuel prices, hand them the flyer and ask them to register their frustration at the web-site indicated on the flyer," said AFPD president Jane Shallal. "We need to continue to exercise every possible avenue to defend our position and educate the motorist. This is a step in that direction. Please join us in this effort," she added.

Gov. Granholm said the Federal Trade Commission's recent finding that consumers must rely on competitive market forces to protect

them from high gas prices is "dead wrong."

Instead, she wrote to the President, that he should use "anti-trust laws to prosecute any companies pocketing extra profits in the wake of disasters like Hurricane Katrina" and should reverse the \$10 billion in tax breaks oil corporations enjoy.

"As Michigan continues to experience gas prices that average as high as \$2.93 per gallon, I join our petition signers in urging you to stand up for consumers by taking immediate federal actions that put family budgets ahead of excessive corporate profits," she wrote.

Ohio issues approaching slow boil

By Paul R. Harvey
Ohio Correspondent

Summer has arrived and key legislation affecting Ohio gasoline retailers and repair facilities are heating up. A number of issues are percolating at the state level and AFPD leaders are staying ahead of the curve with a good offense.

The Commercial Activities Tax (CAT) exemption granted to petroleum retailers is due to expire July 1, 2007, but oil companies, jobbers and industry

trade associations in the state have warned that it would be extremely hazardous to the industry, if the exemption is removed.

"The CAT tax would spell financial disaster for most independent retailers," said Pat LaVecchia, Vice Chair, Government and Legislative Affairs. AFPD petroleum lobbyist McKenzie Davis reported no new movement on the CAT, but added that negotiations are continuing.

Lobbyist Davis projects little

short-term movement on SB 217 (Gas Meter Reading) or on SB 218 (Gasoline Pricing). "There's a chance something could happen in lame duck, but it's very doubtful," stated Davis.

SB 338 (Gasoline Price Fixing) is also rattling around the capitol but is not showing much progress. However, the introduction of the bill underscores a new approach

Ohio,

Continued on page 12.

Retailers required to identify diesel products and additives

The petroleum industry has been working for more than four years in preparation for the implementation of ultra low sulfur diesel (ULSD) fuel. On June 1, the first phase of the implementation began as refiners are required to produce at least 80 percent of their diesel volume with no more than 15 parts per million. In addition, retailers began affixing proper labels to all diesel fuel products, including kerosene and additives.

It is generally expected that refinery production will be closer to the 7 or 8 parts per million level, which is intended to provide the distribution system additional flexibility to deliver compliant product to retail. But there remains work to be done, between June 1 and August 31, terminals are authorized to sell as 'ULSD' fuel containing up to 22 parts per million sulfur. This will provide them with an opportunity to turn their storage tanks and improve their handling of the product before they have to certify full compliance with the 15 parts per million standard. Effective September

1, any product leaving the terminal labeled as 'ULSD' must not exceed 15 parts per million.

Retailers selling any type of diesel fuel, independent of their decision to sell ULSD, must affix proper labels identifying product as either 500 parts per million or 15 parts per

million. Between June and October 14, retailers may label as 'ULSD' fuel containing no more than 22 parts per million sulfur, giving them time to convert their systems to ensure product integrity. On October 15, any fuel sold as 'ULSD' must not exceed 15 parts per million sulfur.

Retailers selling any type of diesel fuel, independent of their decision to sell ULSD, must affix proper labels identifying product as either 500 parts per million or 15 parts per million.

million. In addition, product transfer documents must contain certain information, including the name and address of the transferor and transferee, volume being transferred, location and date at time of transfer and an official statement properly identifying the product.

Retailers choosing to sell ULSD may begin doing so at any time, however, they must meet regulatory standards for sulfur content before they can label fuel as 'ULSD.'

EPA has provided some flexibility to the market by allowing up to 3 parts per million variation in testing tolerances, essentially acknowledging that testing for sulfur content that low remains imperfect.

If a retailer chooses to sell ULSD, it is essential that the retailer communicate with its distributor to ensure availability of product and obtain assurances that product will meet EPA specifications. If fuel leaves the terminal at 15 parts

per million, there is no flexibility available to the distribution and retail channels of trade. It is the retailer's responsibility to ensure integrity of the product sold through the presentation of product transfer documents that all ULSD delivered to the facility was certified as compliant by the distributor. In addition, a retailer must have its own credible quality assurance program (QAP) designed to protect the integrity of the product once it is delivered. This could include testing every batch or a variation thereof. Finally, a retailer must be able to demonstrate that contamination of the product was not caused by the retailer. It is uncertain at this point how EPA plans to enforce the regulations at retail, but any retailer choosing to sell diesel fuel as 'ULSD' must take every precaution to ensure compliance with the sulfur standards. -NACS



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ENVIRONMENTAL

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ASSOCIATED FOOD & PETROLEUM DEALERS



S.E. MICHIGAN HOLIDAY BEVERAGE SHOW



WED. & THURS., SEPTEMBER 13 & 14, 2006

Rock financial
SHOWPLACE

46100 Grand River Ave.
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Show Hours:

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No bags allowed in or out. The law demands that you be at least 21 years of age to attend this show.

Call AFPD for more information at: (248) 671-9600

Huron Consultants provides environmental solutions

Free consultations and discounted rates for AFPD members

By Michele MacWilliams

Whether it is site planning, Phase I/II property assessments, underground storage tank closures, asbestos management, soil testing, mold services or a host of other environment-related services, Huron Consultants can provide the expertise. And, for AFPD members, the company will provide a free consultation and special reduced rates for Phase I site assessments and underground storage tank services.

Co-owned by Fred Abdou and Daren McLaughlin, the spectrum of projects performed by Huron Consultants ranges from due diligence assessments for real estate transfers, underground storage tank management, to large-scale river restoration and watershed planning.

Huron Consultants was formed in 1997 and purchased by Fred and Daren in 2002. Prior to that, Fred was the vice president of a large environmental engineering company. He is a civil/environmental engineer by trade with his dual degree from Michigan State University.

The company's first office is located in the majestic Maccabee building in Port Huron, and a branch office in Lansing. To meet the needs of their growing clientele, on March 1, 2006, Huron Consultants opened a third office in Madison Heights. "The commute to Madison Heights isn't nearly as difficult," smiles Fred, who lives in Waterford.

When the two purchased Huron, there were six employees. Today there are 27.

Huron Consultants is hired by communities for watershed and storm water management. Developers and builders contract them for foundation and soil engineering and permitting, environmental permitting and regulatory compliance planning, among other services.

One of Huron Consultants' primary roles is property assessment services that are often

needed by service station and convenience store retailers.

"Due diligence services – like Phase I environmental site assessments, are a primary function of our business," says Fred. "It is important to know the condition of the facility before purchasing a service station. Having this type of knowledge can save the potential purchaser thousands of dollars," he adds.

Huron also provides baseline environmental assessments (BEAs), underground storage tank management, and brownfield redevelopment services.

"We make sure that our customer knows what he/she is getting into before they purchase property."

For retailers that are building a new fuel station, convenience store or commercial building, Huron can provide site planning reviews, construction inspections and soil stability services.

"We work to minimize and control costs by implementing the best technology, innovative design and operational techniques. Our job is to assist the retailer with compliance, while at the same time minimizing costs. We really are very service oriented and we respond very quickly. If a Phase I needs to be done fast, we can do it fast. If it needs to be done in a week and a half, we do it," Fred maintains, adding, "That's really the reason why we've grown. We're able to mobilize and service from three locations, which adds to our quickness."

Another important advantage of using a firm like Huron Consultants is that they can provide the information necessary for an owner to bid out any environmental work.

"One big mistake that I see often is owners who say that they are going to use a certain contractor based on recommendations. This shuts the door for competition and allows the contractor to set his own fees. By spending a little more up front and getting a few bids, property owners can save thousands," he adds.



Fred Abdou at a service station construction site on M-59 in White Lake, Michigan.



Rick Weaver of L&R Construction Services consults with Fred Abdou.

On March 1, (the same day as Huron Consultants opened its Madison Heights offices) Fred and Daren purchased a second company in Holly, Construction Testing Services, Inc., that specializes in geotechnical work including foundation analysis, and concrete, asphalt and steel testing.

"This is a solid company with 14 employees that has been in business for 42 years, with a long track

record of good work. The owner wanted to retire and we saw an opportunity to add these services to our portfolio," Fred adds.

Suffice to say that when it involves environmental issues, Huron Consultants has it covered, from the ground (water) up! To learn how you can save on Huron Consultants' services, call Dan Reeves at AFPD (248) 671-9600.

20006

ASSOCIATED FOOD & PETROLEUM DEALERS



OPRR
U.S. Nuclear Regulatory Commission

SSDA
Sustainable Society Development Association

WEST MICHIGAN HOLIDAY BEVERAGE SHOW



TUESDAY, SEPTEMBER 19, 2006

at the DeVos Place, Grand Rapids

Show Hours:

Tues., Sept. 19, 2006

2-8 p.m.

DeVos Place,
Grand Rapids, MI
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Courvoisier

Ohio,

Continued from page 5.

to the big players in the gasoline industry. Davis noted that if SB 338 sponsor, Democratic Senator Marc Dann, wins his bid for Attorney General, he could be a boon for independent retailers.

Shell Oil continues to sell wholesale markets to jobbers, including their Dayton/Cincinnati region. AFPD director Maurice Helou noted that association member Lyden Oil may soon be under contract to deliver fuel in those areas, along with their previous contract for Cuyahoga County. Gilligan Oil serves Shell dealers in the Columbus market.

BP is also making waves in the Buckeye state. Their new and controversial "AIMS" program (Automatic Inventory Management Service) has angered many independents. AIMS entirely removes dealers' independent decision to order gas in an amount and quantity they desire. BP tankers now show up when they want,

particularly when gas prices are high. If they drop a full load of premium on Tuesday, the dealer's account is drafted by Friday, which can be a crushing blow to cash flow. Additionally, if the load drop coincides with a price spike, the retailer is left with a tank of fuel to be sold at break-even, or worse yet, below-cost. On June 15, AFPD representatives including Membership Services Director Ron Milburn, Director Maurice Helou, Executive Vice President Ed Weglarz and President Jane Shallal attended a BP dealer meeting in Columbus to learn more about the situation. AFPD promised to take action for the change in contract conditions imposed by BP. Watch for additional updates in next month's edition.

In other BP news, the company has floated out new offers for dealers to purchase their property, along with exclusive supply agreements.

AFPD has scheduled a meeting with US Senator Carl Levin to seek his assistance and support with federal bills currently pending in Washington, which affects our

petroleum members

E85 Update

Ohio leaders, like their Michigan neighbors, are taking a proactive stance on E85, an alternative ethanol-based fuel. Legislators here are projecting that several E85 plants could be built within five to ten years, but are first looking to auto manufacturers for a much larger output of ethanol-burning vehicles. General Motors has pledged to build about 1.5 million alternative fuel vehicles this year.

According to AFPD's Pat LaVecchia, dealers interested in converting to E85 may be eligible for financial assistance from the government, in the form of grants and low-cost loans. "The federal dollars would be crucial to ensure station owners could survive and transition to E85 since only about one percent of the U.S. auto fleet currently runs on E85," said LaVecchia. AFPD Director Maurice Helou added that many of the "big-box" retailers are rapidly becoming heavily involved in the race for E85. (See related story page 14.)

AFPD working on new job bank program

AFPD will soon offer an employment and training program that is designed to help retailers screen, hire and train new employees.

"It will be like having your own human resources department," says AFPD President Jane Shallal.

When in operation, AFPD members will be able to call us with the position that needs to be filled and a description of the skills and training requirements of the desired employee. You can even make a special request that we recruit from your surrounding neighborhoods. The program will ensure that candidates meet the qualifications set by the employer through pre-screening, testing and assessments. Once this is done, qualified candidates will be referred to you.

Look for more details on this program online at www.afdom.org and in this publication next month.

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Workers' compensation costs continue to rise for Ohio employers. In March, the Ohio Bureau of Workers' Compensation (BWC) Oversight Commission announced it would raise premiums an average of 3.9 percent for private employers as of July 1, 2006. The BWC expects the increase to offset rising medical costs and lower investment returns. In addition, they have reduced or eliminated dividend credits for the past several years, and the bureau is expected to suspend or severely reduce dividends for upcoming payroll periods.

Fortunately employers have options. The best choice is the Associated Food and Petroleum Dealers (AFPD) group rating program. Our group offers a wide range of savings options to employers in every industry. With our multiple tiers – saving from 17

to 90 percent off premiums – we can pinpoint the greatest discount for which you are eligible, up to the BWC's maximum allowed discount. Even if you have claims, our range of discount levels enables us to place most companies in our group.

Group rating is a benefit to AFPD members. With our group, members pay no additional dues to join, which you may be doing if you are in another group rating program.

To find out how much you can save, contact our program administrator, The Frank Gates Service Company, for a free, no-obligation savings estimate. Call them at 1-800-395-4119, or visit www.frankgatesgroups.com and submit an AC-3 form to begin your analysis. Frank Gates has 60 years of experience in workers' compensation. Their strength

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When you join the AFPD group rating program, you are also partnering with the experts at Frank Gates for comprehensive claims and risk management services, which can help maintain your future group eligibility. Frank Gates will also determine if other premium discount programs offered by the BWC are right for your business. Programs such as the Premium Discount Program Plus and the Drug-Free Workplace

Program provide businesses with premium discounts in exchange for implementing comprehensive safety measures designed to prevent accidents. Contact Frank Gates for advice on reducing your workers' comp premiums, and assistance with program applications.

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Kroger to offer E85 in Ohio

Ethanol will get a major boost in Ohio this fall when Kroger Co. begins offering it at its gas stations across Ohio as part of a deal with General Motors Corp., reported *The Toledo Blade*. The grocer will introduce E85 in Ohio by September as part of an initiative by GM to promote the gasoline alternative.

As reported in CSP Daily News, the Cincinnati-based supermarket chain began selling E85 at stations in Texas this week, and Ohio will be the second market where Kroger will introduce it, spokesperson Meghan Glynn told the *Blade*. Nine Kroger stores in northwest Ohio sell gasoline.

Glynn said she didn't know how soon E85 will be introduced in Ohio. Currently, the alternative fuel is available at only one station in the area, a Sterling store in Toledo. "This is part of a GM effort to make E85 available nationwide," Dave Barthmuss, a GM spokesperson in Detroit told the newspaper. The car maker teams up with state governments and various fuel retailers around the nation to promote E85 sales.

Details of the Ohio program aren't yet finalized, Barthmuss said. GM's role in the program is to carry on marketing campaigns that "drive customers to these pumps."

Other large retailers are helping to jumpstart the E85 retail movement. In late May, San Antonio-based H.E. Butt Grocery Co. (H-E-B) said it selected five sites along I-35—from San Antonio to Waco, Texas—to offer E85.

Walker, Mich.-based mass retailer Meijer Inc. announced earlier this year that it would provide E85 at some of its stores with gas stations in Michigan and Indiana.

And Wal-Mart Stores Inc. may offer E85 at its 383 U.S. gas stations, a company spokesperson said last week. Bentonville, Ark.-based Wal-Mart owns and operates gas stations at 375 of its nearly 570 Sam's Club locations and another eight on the grounds of Wal-Mart stores. Outside companies operate stations at more than 1,000 Wal-Marts nationally, but Wal-Mart cannot dictate whether they offer E85.

NewsNOTES

Pepsico ramps up low-calorie offerings

Pepsico will continue to introduce waistline-friendly products this summer, with the launch of Diet Pepsi Jazz, a zero-calorie drink in flavors such as black cherry-French vanilla and strawberries and cream. In the fall, it will offer a low-sugar juice drink called Dole Sparklers and a seasonal Sierra Mist product. *-IndustryWeek*

Self-checkout to boom in popularity

Revenue at the self-checkout kiosks doubled from 2003 to 2004 to about \$161 billion, according to retail research firm IHL Consulting Group. IT experts predict that self-checkout sales will reach \$454 billion in 2008. *-The Washington Post*

Kroger to compete with Wal-Mart

Kroger Co. is successfully battling Wal-Mart Stores with improved produce and meat sections, expanded general merchandise selections and speedier service, according to a *Wall Street Journal* report. To add further bulk, Kroger attracted customers from other supermarket chains and purchased competitors' stores.

Treasure: White Chocolate M&M's

Masterfoods USA's M&M's brand is introducing White Chocolate M&M's in the U.S. in conjunction with a multi-media marketing campaign for "Pirates of the Caribbean: Dead Man's Chest." In addition to several M&M promotions, Masterfoods is also incorporating a Pirates theme with its Skittles and Starburst brands. *-Promo Magazine*

Fruit companies to rush convenience store market

Chiquita Brands International hopes to significantly boost its market share by selling individually wrapped bananas in 10,000 convenience stores by the end of this year. According to one distributor, Dole Food is also testing a line of pre-packaged fruit for the convenience store market. *-American City Business Journals*

Supervalu to invest \$1.1 billion

With Supervalu's purchase of selected Albertsons assets complete, the chain plans to invest up to \$1.1 billion to open new stores and remodel and remerchandise existing ones, including those that are newly acquired. *-GlobeSt.com*

Look for new product details this year!



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Greece to ramp up olive oil positioning

In order to make a bigger footprint on the international olive oil market, the Greek olive oil industry will increase its marketing budget by 50% as part of a national campaign deeming 2006 the "Year of the Olive and Olive Oil." Greece is the world's third largest producer of olive oil.

-Yahoo!/Agence France-Presse

Good Hiring Practices

Continued from page 3

offer as an employer to help retain a good employee?

It is very important to provide new employees with adequate orientation and training, and opportunities within your company operations. This will result in a fewer turnover problems and give you happier, more productive employees.

Set clear expectations

You may know what you expect from the new hire, but they may not know or understand what the expectations are. Have the employee describe to you what they think their new responsibilities will be.

Recognize and reward good work

Employees need to feel important and part of the team, and to know that their efforts are appreciated. Promoting from within, and providing employees with opportunities for growth will help you to develop a more talented, motivated and energetic team. If promotions are not possible or limited, then let your people try other things, especially if they express an interest to do so. Finding opportunities and challenges for valued employees can help keep them committed.

Also, do not treat an employee as if he or she is a robot working on a clock. Employees should be treated with respect by talking to them as people and not "talking down to them." Take time to listen and receive feedback from employees, and, if possible, act on the information you receive from this feedback. A work environment should be open enough for all employees to contribute and offer ideas and suggestions, as this generates creativity in an employee and empowers them to contribute more to your business.

The AFPD is currently developing a special program to assist our members to find, hire and retain good and loyal employees. More details and information about this exciting program will be included in next month's issue.

FMI lauds Senate hearings into interchange fees

The Food Marketing Institute (FMI) commended the decision by Sen. Arlen Specter (R-Pennsylvania), chairman of the Senate Judiciary Committee, to hold hearings into the cost to consumers of interchange fees charged by credit card companies.

"The public has a right to know they are

paying hidden interchange fees on virtually every transaction — fees that are anti-competitive and fixed in secret by Visa, MasterCard and the banks that issue their credit cards," said FMI President and CEO Tim Hammonds. "Very few consumers are aware of the interchange fees that cost them tens of billions of dollars a year," he said. "Credit card companies prohibit retailers

from disclosing the fees on receipts, month statements or other written records."

As a leading member of the Merchants Payments Coalition, FMI is seeking transparent, cost-based interchange fees in the U.S. The coalition is composed of 20 trade associations representing 2.7 million retail stores and 50 million employees.



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Spencer Nevins joins MB&WWA



Director, Regulatory and Legal

The Michigan Beer & Wine Wholesalers Association (MB&WWA) recently announced the appointment of Spencer Nevins to the position

Affairs. In this position, Mr. Nevins will be a key contributor to the association's advocacy efforts in the regulatory and legal arenas, as well as assist in legislative efforts.

Spencer joins MB&WWA after ten years of experience in state and local government; most recently serving as Tax Counsel in the Michigan Department of Treasury. Additional

experience includes Assistant General Counsel for the Michigan Economic Development Corporation, an Assistant County Prosecutor and as a legal/policy advisor to the Michigan House of Representatives. Spencer holds a BS degree in Criminal Justice from Ferris State University and a Juris Doctor from Thomas M. Cooley Law School.

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FOR SALE—Convenience Store. Beer & Wine, Lottery & Money Orders. Approx. 2,500sq. ft. Good Location, full neighborhood. Gross \$8,000/wk. Building & business \$250,000 plus inventory. Call Art at (313) 839-6262.

FOR SALE—Ice cream equipment. Total cost \$50,000. Asking only for \$15,000. Used for three months only. Call Joe at (734) 213-4800.

FOR SALE—Convenience store located off busy I-94 exit. Beer & wine, bait & tackle, ice cream parlor, bakery & deli and lottery. Celebrating 25th year in business. Owner ready to retire. Call (517) 764-5284.

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Lottery off and running at summer events



By Commissioner Gary Peters

The Michigan Lottery's summer events schedule is in full swing!

Many thanks to the retailers who participate in these events. They require a definite time commitment and it is difficult to anticipate revenues, since many factors, including the weather and other activities during the same time period, can influence attendance and sales.

Our first event was in May at the Downtown Hoedown in Detroit, with Meijer #35 as the retailer. In mid-June, Happy Three Party Store manned the Lottery's booth at the Arab International Festival in Dearborn. August will be a particularly busy month as we start with the Pig Gig in Bay City, with Meijer #48 as the retailer. Aug. 3-6. Next up will be the Upper Peninsula State Fair in Escanaba Aug. 15-20, with Holiday Stations as our co-op retailer. Our largest event is the Michigan State Fair in Detroit, which runs Aug. 23-Sept. 4. Northville Downs and Hazel Park Raceway share in the staffing of this event. And finally, Arts, Beats & Eats with Meijer #53, Sept. 1-4 in Pontiac, rounds out the season.

These are excellent opportunities not only for the Lottery to be showcased, but for the retailer as well. Again, many thanks for your support!

Instant ticket update

Besides participating in events throughout the state, the Lottery is offering a dozen new instant games this summer. You'll want to be sure you are fully stocked and prepared for vacationers this season!

June introductions were: June 5, Wild Time Gold, \$2; June 12, Tripling Red Bingo, \$2, and Moolah Mania, \$1; June 19, \$2,000,000 Cash Winfall, \$20; June 26, Red, Hot & Blue 7s, \$2, and Boogie Bucks, \$1.

July introductions: July 3, \$200,000 Cash, \$5; July 10, The Price is Right, \$2; July 17, Double

Your Luck, \$1, and Super 7's Bingo, \$2; July 24, Casino Multiplier, \$10, and July 31, The Three Stooges, \$2.

Retailer Commission

Congratulations to 7-11 #33143 on Dequindre in Shelby Township, which recently earned the Lottery's first \$5,000 commission payment

for the sale of a winning Classic Lotto 47 jackpot ticket on May 24. The selling commission amount was increased late last year, boosting the CL 47 jackpot award to \$5,000 and the Mega Millions jackpot bonus to \$50,000.

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May We **SUGGEST**

A monthly column featuring an AFPD suggested wine

Mirassou California Pinot Noir



A little Pinot Noir background:

Pinot Noir is one of the oldest wine grape varieties. Ancient Romans knew this grape as Helvenacia Minor and vinified it as early as the first century AD.

Great Pinot Noir creates a lasting impression on the palate and in the memory. Its aroma is often intense with a ripe-grape or black cherry, frequently accented by a pronounced spiciness that suggests cinnamon, saffron, or mint. It is full-bodied and rich but not heavy, high in alcohol, with substantial flavor despite its delicacy. The most appealing quality of Pinot Noir may be its soft, velvety texture. When right, it is like liquid silk, gently caressing the palate.

Because it is a "difficult" grape to grow and to deal with in the winery, Pinot Noir fans are passionate about it. The sensually expressed dialogue between Miles and Maya in the 2004

movie "Sideways" describes this obsession:

"I like to think about what was going on the year the grapes were growing; how the sun was shining; if it rained. I like to think about all the people who tended and picked the grapes. And if it's an old wine, how many of them must be dead by now. I like how wine continues to evolve, like if I opened a bottle of wine today it would taste different than if I'd opened it on any other day, because a bottle of wine is actually alive. And it's constantly evolving and gaining complexity. That is, until it peaks, like your '61. And then it begins its steady, inevitable decline."

—Maya describing a Pinot Noir in "Sideways"

Mirassou Pinot Noir

Mirassou Pinot Noir is an excellent example of a good quality wine, at a very reasonable price. Sandra Silfven, *Detroit News* wine columnist describes it as, "An impressive Pinot for the price tag. It has spice, it has fruit — it's the real deal. It's an affordable, thoroughly satisfying Pinot whether you're taking your first step in dry red wines or, like Miles in 'Sideways,' you know it all."

The Mirassou family has been growing grapes and crafting wines

in California since 1854, earning the proud distinction of being

America's oldest winemaking family. In 2004, they celebrated an unprecedented 150 years and six generations of winemaking.

AFPD's overall impression of Mirassou Pinot Noir was very good. It displays intense fruit flavors of strawberries, pomegranates and cherries, balanced with delicate floral notes. Mirassou California Pinot Noir can be compared favorably with other, more expensive Pinots and is recommended as an excellent value.

AFPD Recommended Wine:

Mirassou California Pinot Noir

Description:

A difficult varietal to produce, the Mirassou family has come up with a winner. This wine displays intense fruit flavors of strawberries, pomegranates and cherries, balanced with delicate floral notes. Mirassou California Pinot Noir can be compared favorably with other, more expensive Pinots and is recommended as an excellent value.

Food Pairings:

Grilled salmon, shark and swordfish, roasted or braised lamb, pheasant, duck or beef, or any dish that features mushrooms as the main flavor element. Classic French cooking has creations based on Pinot Noir, such as Coq au Vin (chicken cooked in red wine) Beef Bourgeois, and Cassoulet.

Alcohol Content: 13.35%
Appellation Name: California
Titrateable Acidity: 0.54
pH: 3.64
Residual Sugar: 0.6

Origin:

California



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Representative Tory Rocca carries the family torch

State Representative Tory Rocca
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1st term

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- Veteran's Affairs and Homeland Security
- Conservation, Forestry and Outdoor Recreation
- Judiciary

By Kathy Blake

State Representative Tory Rocca, (R-30), is keeping a family tradition of holding the state representative seat for his district. His father, Sal Rocca and stepmother, Sue Rocca, both served the district before him. Tory was first elected in 2004 and is running for a second term in the fall.



Rocca's district

His district is part of Macomb County and includes the cities of Utica and Sterling Heights. The area has experienced a great deal of growth and with it the need for improved roads. Rocca worked for funding to widen M-59 and finally it was approved in May of 2006. The project provides \$3 million for a lane-expansion plan to add another eastbound and westbound lane to M-59 from Crooks Road to Ryan Road, thereby eliminating the traffic bottleneck between eastern Oakland County and western Macomb County. "Eliminating traffic congestion makes life easier for people who have to drive during rush hour, and makes our area more attractive to job providers. I am relieved that after years of fighting red tape, we were able to get approval for this project," said Rep. Rocca.

Background

What Rocca says has helped him most with his career is having a good knowledge and history of state and local politics from family conversations. "It's always the first

and second topic of discussion at family gatherings," said Rocca. He worked on his family's political campaigns while growing up, doing "grunt work," like stuffing envelopes, putting up signs and handing out literature.

Rocca graduated summa cum laude from high school with a 4.0 grade point average. He graduated with distinction from the University of Michigan's School of Business Administration in 1995. He worked his way through college as a laboratory technician specializing in DNA sequencing. After graduating, he went to work at Johnson Controls working as a laboratory technician. With his family upbringing, he decided that eventually he would want to work in politics, so he pursued a law degree at the University of Michigan Law School, where he earned his J.D. degree in 1999. He is an active member of the Michigan Bar Association.

Rocca began practicing law in 2000 at a law firm specializing in defending doctors from medical malpractice lawsuits. He also worked in business law, premises liability defense for retailers and products liability defense for clients such as Ford Motor Company.

He puts his law degree to good use in Lansing, by creating legislation and working out discrepancies, loopholes and confusion. Recently he worked on a bill for registering home inspectors for the purpose of consumer protection. There are a large number of home inspectors in the state and the bill was designed to create a registration system that homeowners could check before allowing entrance to their home. However, the language of the bill needed to avoid being anti-competitive. "Our goal was not to carve out a turf for some home inspectors, while excluding their competition," explained Rocca.

Legislation

Rocca is working on legislation to move control of rates for Detroit Water and Sewer to the Michigan Public Service Commission, which also regulates gas and telephone rates for the state. "It is to make sure that there is oversight and accountability for all who use the system," said Rocca.

After a triple shooting last year in Warren's Arden banquet hall in which one person died, Rocca worked to prevent the hall and others like it from operating as a bar without a liquor license. There was a disagreement between how local government interpreted the rules and how they were interpreted by the Michigan Liquor Control Commission. As the chairman of the Regulatory Reform committee, Rocca helped end the practice of promoters operating illegal blind pigs at rental halls. In May, Governor Granholm signed the bill into law, amending the liquor code requiring that only businesses licensed by the Liquor Control Commission can charge patrons to consume alcohol on the premises.

Rep. Rocca also voted to eliminate the Single Business tax, which he expects will be repealed fairly soon.

Personal

Rocca lives in Sterling Heights, the city in which he grew up. Rep. Rocca is very committed to his work. "My job requires a lot of devotion," said Rocca. However, he has set aside a little time for personal interests. He added, "I consider myself very fortunate. I love my job, it's the best job I've ever had." Rocca plans to continue his work to make positive changes for the people of Michigan.

To reach State Representative Tory Rocca, please call 517-373-7768, email toryrocca@house.mi.gov or write State Representative Tory Rocca, PO Box 30014, Lansing, Michigan, 48909.

AFPD's Ray Amyot, and wife Stephanie retire



After 16 years as the sales director for this publication, the *AFPD Food & Petroleum Report*, Ray Amyot and wife Stephanie are settling into retirement. A longtime advertising sales representative, Ray worked at the Detroit Free Press as the National Food Manager. Stephanie was the Assistant National Advertising Manager. In 1989, when the *Detroit News and Free Press* changed ownership and

combined sales staffs, the Amyots took an early retirement buyout.

"I was a member of the Associated Food Dealers and Joe Sarafa asked me to come onboard to help him create a monthly publication for

the association," said Amyot. Joe Sarafa was the president of AFD at the time. "It took a good deal of work on our part, but by January, 1990 we published our first edition," he added.

Through the years, both Amyots worked to build the publication. Ray sold ads while Stephanie kept the ad sales records. Ray was always available to help with the AFD Foundation Golf Outing and

other special events.

"I've gotten to know so many members and made so many friends through the association that it makes it difficult to leave," Amyot reminisced.

"Ray and Stephanie have done a remarkable job in building the publication. They truly know the business and have been a pleasure to work with," said Michele MacWilliams, AFPD's vice president of communications and editor of the *Food & Petroleum Report*. MacWilliams has worked with the Amyots for the past 14 years.

In June Ray suffered a mild stroke and spent a couple of weeks in a rehabilitation center. He and Stephanie are thankful that the stroke's effects were very mild and that Ray is recovering quickly.

"My leg is a little wobbly, but other than that I feel pretty good," he added.

Ray and Stephanie will spend their summers in their

Clare lakefront home and winters in Florida.

Cathy Willson, AFPD's Special Events Director, has taken on the responsibility of advertising sales for the *Food & Petroleum Report*. "Cathy is a natural for this position," adds MacWilliams. "She has caught on quickly and with Ray's assistance in the transition, we haven't missed a beat."

AFPD wishes the Amyots great health and happiness in their retirement.



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Meet AFD's newest Board members

The Associated Food and Petroleum Dealers (AFPD) recently welcomed nine new members to its Board of Directors, two of which sit on its Executive Committee.

New Executive Committee members:



Pat Lavecchia of West Lake, Ohio, owner of Pat's Citgo in Rocky River, Ohio, was elected Vice Chairman of Government and Legislative Affairs—

Petroleum/Auto Repair for AFPD.

LaVecchia purchased his current store in 1969 when it was a Sunoco station and changed it to a Citgo five years ago. He bought his first station, a Sohio Station, in 1966. He has owned several service stations through the years, including a Sunoco station in Rock River. He is a graduate of North Olmsted High School in North Olmsted, Ohio.

In addition to running Pat's Citgo, Lavecchia is a part-time lobbyist in the Ohio legislature and Washington D.C. He is also a member of the Knights of Columbus.

He is a past President of the Ohio Petroleum Retailers and Repair Association and he was also chairman of government affairs for the Great Lakes Petroleum Retailers and Allied Trade Association.



Dennis Sidorski of Howell is owner of Maple & Miller Marathon Service Station of Ann Arbor, Michigan. Sidorski

is vice chairman of Membership—Petroleum/Auto Repair for the AFPD Board of Directors.

In addition to his Marathon store, Sidorski has been a co-owner of three service stations in the metro Detroit area through the years: in Pontiac, Southfield and Ann Arbor.

He is a past president of the Service Station Dealers of America. He was also president of the Service Station Dealers Association of Michigan. He is a graduate of Birmingham High School.

Sidorski was active in the merger earlier this year between the Associated Food Dealers of Michigan and the Great Lakes Petroleum Retailers and Allied Trades Association. "I think it's great and I'm looking forward to our multi-state

organization with expanding services to both associations," said Sidorski.

New Board Member, Food & Beverage

Mark Shamoun of West Bloomfield was recently appointed to the AFPD Board, as a Food & Beverage Retail Director. He is co-owner of Country Acres Village Market in South Lyon, Michigan and Mobil gas stations in South Lyon, Novi and Farmington Hills,

Michigan.

New Board Members, Petroleum/Auto Repair

The following six individuals were elected to the AFPD Board as Petroleum/Auto Repair Retail Directors:

Gary Bettis, owner of Blissfield BP in Blissfield, Michigan.

Rich Bratschi, owner of Lake Lansing Mobil in Lansing, Michigan.

Paul Elhindi, co-owner of Citgo of Lyndhurst in Lyndhurst, Ohio.

Dave Freitag, owner of Yorkshire Tire & Auto in Bellevue, Ohio.

Maurice Helou, co-owner of Citgo of Lyndhurst in Lyndhurst, Ohio.

John Price owner of 3C Sunoco in Westerville, Ohio.

"We welcome these new board members and look forward to working with them," said AFPD President Jane Shallal.

Associated Food and Petroleum Dealers



FINANCIAL

- Blue Cross/Blue Shield Health Care
- Lincoln Financial Business Planning
- Coupon Redemption Program
- Clear Rate Local & Long Distance Phone Service
- Michigan Merchant Services Credit Card Processing
- Northpointe Liquor Liability Insurance
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- AAA Auto & Home Insurance
- Workers Compensation Insurance
- Property Casualty Insurance
- Bad Check Recovery/Debit Recovery Program

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- Full Time Lobbyist
- AFD PAC Committee
- Legislative Updates
- Liaison with Governmental Agencies

EDUCATION

- Business Seminars
- T.I.P.S. Seminars
- Legal Consultation
- Accounting Advice
- Monthly Food & Petroleum Report
- Scholarship Awards

ACTIVITIES

- Annual Trade Show
- Formal Trade Dinner
- Scholarship Golf Outing
- Thanksgiving Turkey Drive
- S.E. Michigan Holiday Beverage Show
- West Michigan Holiday Beverage Show

For more information on any of these excellent programs, call:

Associated Food and Petroleum Dealers

30415 West 13 Mile Road • Farmington Hills, Michigan 48334

(248) 671-9600

SUPPORT THESE AFD SUPPLIER MEMBERS

AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor	(313) 867-0521
National Wine & Spirits	1-888-697-6424
	1-888-642-4697
Trans-Con Sales & Marketing	1-888-440-0200

BAKERIES:

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Great Lakes Baking Co.	(313) 866-0300
Interstate Brands/ Wonder Bread/Hostess	(586) 792-7580
Taystee Bakesies	(248) 476-0201

BANKS:

ATM of America	(248) 932-5400
ATM of Michigan	(248) 427-9830
Bank of Michigan	(248) 865-1300
Cash Depot	(920) 432-5777
Comerica Bank	(313) 222-4908
Fifth Third Bank	(248) 603-0550
LaSalle Bank	1-800-225-5662
Peoples State Bank	(248) 548-2900

BEVERAGES:

7UP / American Bottling	(313) 937-3500
Absopure Water Co.	1-800-334-1064
Allied Domecq Spirits USA	(248) 948-8913
Anheuser-Busch Co.	1-800-414-2283
B & B Beer Distributing Co.	(616) 458-1177
Bacardi Imports, Inc.	(734) 459-2764
Brown-Forman Beverage Co.	(734) 433-9989
Brownwood Acres	(231) 599-3101
Central Distributors	(734) 946-6250
Coca-Cola Bottlers of MI	
Auburn Hills	(248) 373-2653
Detroit	(313) 825-2700
Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Port Huron	(810) 982-8501
Coors Brewing Co.	(513) 412-5318
Diageo	1-800-462-6504
E & J Gallo Winery	(586) 532-0321
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
Future Brands	(248) 471-2280
Galaxy Wine	(248) 669-9820
General Wine & Liquor Co.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Great Lakes Distribution	(810) 794-1300
Hansen's Beverage	(313) 575-6874
Henry A. Fox Sales Co.	1-800-762-8730
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributors	(313) 892-3000
J. Lewis Cooper Co.	(313) 278-5400
Jones Sodas	(269) 382-4200
Josulete Wines, Inc.	(313) 538-5609
Kent Beverage Co. Inc.	(616) 241-5022
McCormick Distilling Co.	(586) 296-4845
Michigan Grape & Wine Industry Council	(517) 373-1104
Mike's Hard Lemonade	(248) 344-9951
Miller Brewing Company	(414) 259-9444
National Wine & Spirits	1-888-697-6424
	1-888-642-4697
Northern Falls, LLC	1-866-270-5944
Paramount Coffee	(517) 372-3330
Pepsi-Cola Bottling Group	
Detroit	1-800-368-9945
Howell	1-800-878-8239
Pontiac	(248) 334-3512
Pernod Ricard USA	(248) 601-0172
Petitpre, Inc.	(586) 468-1402
Powers Distributing Co. Inc.	(248) 393-3700
Sara Lee Coffee & Tea	(734) 414-8433
Tri-County Beverage	(313) 584-7100
Xango	(313) 608-9847

BROKERS/REPRESENTATIVES:

Bob Arnold & Associates	(248) 646-0578
CrossMark	(734) 207-7900
Hanson & Associates, Inc.	(248) 354-5339
J.B. Novak & Associates	(586) 752-6453
Metro D Sales	(734) 416-8969
S & D Marketing	(248) 661-8109

CANDY & TOBACCO:

Altira Corp. Services, Inc.	(734) 591-5500
Nat Sherman	(201) 735-9000
R.J. Reynolds	(248) 475-5600

CATERING/HALLS:

A-1 Global Catering	(248) 514-1800
Farmington Hills Manor	(248) 888-8000
Karen's Kale at North Valley	(248) 855-8777
Penna's of Sterling	(586) 978-3880
St. Mary's Cultural Center	(734) 421-9220
Tina's Catering	(586) 949-2280

DAIRY PRODUCTS:

Country Fresh Dairies	1-800-748-0480
Golden Valley Dairy	(248) 399-3120
Melody Farms Dairy Company	(734) 525-4000
Mexico Wholesale	(313) 554-0310
Pars Ice Cream Co.	(313) 366-3620
Pointe Dairy	(248) 589-7700
Prairie Farms/ Tom Davis & Sons Dairy Co.	(248) 399-6300
Superior Dairy Inc.	(248) 656-1523

ELECTRONIC AGE VERIFICATION

D.J. King & Associates	1-800-781-5316
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EGGS & POULTRY:

Consumer Egg Packing Co.	(313) 871-5095
Linwood Egg Company	(248) 524-9550

FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 841-7911
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ICE PRODUCTS:

Arctic Glacier, Inc.	(810) 987-7100
International Ice, Inc.	(313) 841-7711
U.S. Ice Corp.	(313) 862-3344

INVENTORY SERVICES:

Action Inventory Services	(586) 573-2550
Goh's Inventory Service	(248) 353-5033

INSURANCE:

AAA Michigan	1-800-AAA-MICH
Al Bourdeau Insurance Services	(248) 855-6690
Gadaleto, Ramsby & Assoc.	1-800-263-3784
Frank McBride Jr., Inc.	(586) 445-2300
JS Advisor Enterprises, Inc.	(248) 684-9366
Cell	(586) 242-1331
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 851-2227

MANUFACTURERS:

Art One Sign Expo, Inc.	(248) 591-2781
General Mills	(248) 465-6348
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Old Orchard Brands	(616) 887-1745
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600

MEAT PRODUCERS/PACKERS:

Bar S Foods	(989) 652-0598
Kowalski Sausage Company	(313) 873-8200
Nagel Meat Processing Co.	(517) 568-5035
Strauss Brothers Co.	(313) 832-1600
Wolverine Packing Company	(313) 259-7500

MEDIA:

The Beverage Journal	1-800-292-2896
Booth Newspapers	(734) 994-6983
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Michigan Chronicle	(313) 963-5522
Suburban News—Southfield	(248) 945-4900
Trader Publishing	(248) 474-1800
WDIV-TV4	(313) 222-0643

NON-FOOD DISTRIBUTORS:

Items Galore	(586) 774-4800
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POTATO CHIPS/NUTS/SNACKS:

American Way Foods (Viner)	(313) 945-0710
Better Made Snack Foods	(313) 925-4774
Detroit Popcorn Company	(313) 835-3600
Frito-Lay, Inc.	1-800-359-5914
Herr's Snacks	(248) 557-6044
Molown Snacks (Jays Cape Cod)	(313) 931-3205
Kar Nut Products Company	(248) 588-1903
Mexico Wholesale	(313) 554-0310
Nikhlis Distributors (Cabana)	(248) 582-8830
Pik a Snak, Inc.	1-866-466-9166

PROMOTION/ADVERTISING:

DBC America	(313) 363-1875
Enterprise Marketing	(616) 531-2221
PJM Graphics	(586) 981-5983

RESTAURANTS:

Copper Canyon Brewery	(248) 223-1700
Pizza Papalis Corp.	(248) 332-1300

SERVICES:

AAA Michigan	1-800-AAA-MICH
Advance Me Inc.	(513) 518-3150
Al Bourdeau Insurance Services	1-800-455-0323
American Mailers	(313) 842-4000
Ameriana Systems	(248) 379-1575
AMT Telecom Group	(248) 862-2000
Andrews Brothers Inc.	
Detroit Produce Terminal	(313) 841-7400
A.S.C. Security Systems	(734) 416-5550
Bellanca, Beattie, DeLisle	(313) 882-1100
Binn & Binn Investment Co.	(248) 540-7350
C. Roy & Sons	(810) 387-3975
Calvin Zara Insurance Agency	(248) 433-8508
Cartronics, Inc.	(760) 707-1265
Cateraid, Inc.	(517) 546-8217
Central Alarm Signal	(313) 864-8900
Cherry Marketing Institute	(517) 669-4264
Clear Rate Communications	(734) 427-4411
Closed Circuit Communications	(248) 682-6400
CoCard	(616) 794-3271
Constellation New Energy	(248) 936-9027
Cummins Bridgeway Power	(248) 573-1515
D.J. King & Associates	1-800-781-5316
Diamond Financial Products	(248) 331-2222
Dragon Systems	1-888-285-6131
DTE Energy	1-800-477-4747
Excel Check Management	(248) 787-6663
Financial & Marketing Ent.	(586) 783-3260
Freedom Systems Midwest, Inc.	(248) 399-6904
Gadaleto, Ramsby & Assoc.	1-800-263-3784
Great Lakes Data Systems	(248) 356-4100
Guardian Alarm	(248) 233-1645
ICU Surveillance	(248) 255-6419
JJ Security Systems	(847) 668-2666
Kansmacker	(248) 249-6666
Karoub Associates	(517) 482-5000
Lincoln Financial Advisors	(248) 948-5124
Mekani, Crow, Mekani, Shallal	
Hakim & Hinde P.C.	(248) 223-9830
Metro Media Associates	(248) 625-0070
Milente Energy	
Conservation Service	(248) 932-1222
Paul Meyer Real Estate	(248) 398-7285
POS Systems Group Inc.	1-877-271-3730

Premier Energy Marketing	1-866-348-7605
Prepaid Legal Services	(586) 777-9700
Rainbow Tuxedo	(248) 477-6610
Secure Checks	(586) 758-7221
Security Express	(248) 304-1900
Shimoun, Yaldo & Associates P.C.	(248) 851-7900
Simplicity Wireless	(619) 654-4040
Southfield Funeral Home	(248) 569-8080
UHY Advisors, Inc.	(248) 355-1040
Vix-Kersch Vending Co.	(248) 548-1300
Wireless Giant	(248) 786-4400

STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(989) 427-5858
Culinary Products	(989) 754-2457
DCI Food Equipment	(313) 369-1666
Envipco	(248) 471-4770
Hobart Corporation	(313) 697-3070
JAYD Tags	(248) 624-8997
Martin Snyder Product Sales	(313) 272-4900
MSI/Bocar	(248) 399-2050
Sara Lee Coffee & Tea	(734) 414-8433
Taylor Freezer	(734) 525-2535
TOMRA Michigan	1-800-610-4866

WHOLESALE/FOOD DISTRIBUTORS:

Brownwood Acres	(231) 599-3101
Capital Distributors	1-800-447-8180
Carp River Trading Co.	1-800-526-9876
Central Foods Wholesale	(313) 862-5000
Chef Foods	(248) 789-5319
Consumer Egg Packing Co.	(313) 871-5095
CS & T Wholesalers	(248) 582-0865
D&B Grocers Wholesale	(734) 513-1715
Dearborn Sausage	(313) 842-2375
EBY-Brown, Co.	1-800-532-9276
George Enterprises	(248) 851-6990
Great North Foods	(989) 356-2281
Hershey Creamery	(734) 449-0301
I & K Distributing	(989) 743-8497
International Wholesale	(248) 353-8800
Interstate Brands/ Wonder Bread/Hostess	(313) 868-5600
Jerusalem Foods	(313) 846-1701
Kaps Wholesale Foods	(313) 567-6710
Karr Foodservice Distributors	(313) 272-6400
Liberty Wholesale	(586) 755-3629
Lipari Foods	(586) 447-3500
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Mexicantown Wholesale	(313) 554-0001
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Michigan Quality Sales	(313) 255-7333
Nash Finch	(989) 777-1891
Nat Sherman	(201) 735-9000
Nikhlis Distributors (Cabana)	(248) 582-8830
Norquick Distributing Co.	(734) 254-1000
Piquette Market	(313) 875-5531
Polish Harvest	(313) 758-0502
Robert D. Arnold & Assoc.	(810) 635-8411
Roma Foods Inc.	(313) 535-3377
S. Abraham & Sons	(616) 453-6358
Sara Lee Coffee & Tea	(734) 414-8433
Shaw-Ross International Importers	(313) 873-7677
Sherwood Foods Distributors	(313) 366-3100
Spartan Stores, Inc.	(616) 878-2248
Suburban News: Southfield	(248) 945-4900
SuperValu Central Region	(937) 374-7874
Tom Maceri & Son, Inc.	(313) 568-0657
Total Marketing Distributor	(734) 641-3353
U.S. Ice Corp.	(313) 862-3344
United Wholesale Dist.	(248) 967-2900
Value Wholesale	(586) 727-3535
Weeks Food Corp.	(313) 862-3700
Wine Institute	(313) 862-3700

ASSOCIATES:

Canadian Consulate General	(313) 567-2208
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It's a new day in training for service stations and c-stores

AFPD partners with Sunrise Basic Training, LLC

They say you never get a second chance to make a good first impression. While most business owners embrace this concept with customers, many overlook the importance of this notion with new employees who are often placed in front-line positions with little or no training. The result: poor service, dissatisfied customers and costly employee turnover.

Now, Sunrise Basic Training LLC in alliance with the Associated Food and Petroleum Dealers, has developed a new employee orientation program designed specifically for front-line staff at service stations, convenience stores, car washes, oil change operations and other auto trade businesses. This innovative program provides a positive introduction to the industry and establishes ten essential work habits and job skills that each new employee needs to be successful in the industry and in life.

The 16-minute DVD program, titled *Welcome to the Retail*

Petroleum, Convenience and Auto Trades Industry, begins with an overview of the operations and opportunities within these unique small businesses, stressing the important role each employee plays in customer satisfaction and business success. The second part of the program delivers ten "Winning Work Habits" that will help make each employee and the business more successful:

- Be on Time
- Be Prepared for Work
- Follow the Rules
- Work Safely
- Be Dependable
- Practice Teamwork
- Value the Customer
- Learn While you Earn
- Activate your Attitude
- Take Ownership

The enhanced DVD disk includes a "Quick Quiz" to assess employee's understanding of the concepts presented in the program, and a customizable "Certificate of Completion" that can be

personalized, printed and awarded to successful trainees. In addition, the DVD disk includes a full-color 8"x10" mini-poster featuring the ten "Winning Work Habits" that can be printed and posted for ongoing reinforcement.

"Our businesses, like many retail operations, face a tight employment market," says AFPD Executive Vice President of Petroleum, Ed Weglarz. "High turnover and competition for qualified applicants often means that untrained employees are thrust onto the front lines to represent (or misrepresent) our businesses to the customer. We believe this new program will establish positive attitudes and realistic job expectations on day one that will generate long-term customers and loyal employees."

Sunrise Basic Training President, Cheryl Armstrong, agrees. "At Sunrise Basic Training, our mission is to help employers develop successful team members who will contribute to the success and

Sunrise
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growth of their business. We believe that employees who understand their role and the opportunities for growth within their industry are more likely to take ownership in the success of the business and embrace the idea that a successful business is a better place to work."

The new training program is affordably priced at \$99 and can be purchased online at www.afdom.org, or by calling toll-free at (866) 309-1069.

Attention Food and Beverage Industry:



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MEDIA INFO & DATA**
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Monthly Theme/ Promotion Schedule

January	Store Design, Equipment
February	Trade Dinner and Ball
March	Service Organizations
April	Beer & Snacks
May	AFD Buying Trade Show
June	Deli & Dairy
July	"Independent's Day"
August	AFD Foundation Golf Outing
September	Meet our Scholars
October	Holiday Beverage Show
November	"Made In Michigan"
December	Food & Beverage Industry Trends

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Farmington Hills, Michigan 48334

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