Governor seeks liquor license fee increase

Governor Granholm recently proposed to increase liquor license fees to raise $23 million dollars for Michigan budget. It is being recommended that liquor license fees be tripled. This would significantly increase the cost of doing business for the retail industry.

"The AFD is seriously concerned about this proposal and the fact that small businesses are being targeted," stated Jane Shallal, AFD President. Small and independent businesses are regularly compelled to carry the burden of increased licensing fees and other small business taxation. The Associated Food Dealers is opposed to this increase and will be fighting to defeat any effort to increase Liquor License Fees.

U.S. Treasury warns money service businesses to register and report

By Jane Shallal, AFD President

On January 31, the AFD, in conjunction with Security Express and the Bank of Michigan, sponsored an informative presentation for money services businesses. The event, which was held at the Shenandoah Country Club, drew over 200 retailers and representatives from other related businesses. Guest speaker U.S. Treasury Agent Theresa McGill informed businesses that the Bank Secrecy Act (BSA) requires certain money services businesses (MSBs) to register with the Financial Crimes Enforcement Network (FinCEN), of the U.S. Department of the Treasury.

To meet the definition of a "Money Services Business" or "MSB" a business must provide check cashing, money order services, or currency exchange services in an amount greater than $1,000 for any person in one or more transactions on any one day. Specifically, the term "money services business" includes anyone who does business in one or more of the following categories:

**Money orders:**
- Issuer of money orders
- Seller of money orders
- Redeemer of money orders

**Traveler's Checks:**
- Issuer of traveler's checks
- Seller of traveler's checks
- Redeemer of traveler's checks

**Money Transmission:**
- Money transmitter

**Currency Dealing:**
- Currency dealer

**Stored Value:**
- Issuer of stored value
- Seller of stored value
- Redeemer of stored value

MSB

Continued on page 16.
President's MESSAGE

NGA conference offers solutions for independent retailers

By Jane Shaffal
AFD President

I recently had the opportunity to attend the National Grocer's Association 2006 Supermarket Synergy Showcase in Nevada. This convention gave me a wonderful chance to meet and visit with independent retailers and wholesalers from all over the country and to hear from nationally known and respected industry leaders and experts. After attending three days of “retailer-focused workshops,” it reinforced how important it is for us as retailers to take our game to the next level by instituting programs to improve customer and community service. With increased competition and changing customer needs, developing an ability to notice and understand the shopper will help us stay relevant and gain a sustainable advantage in today’s competitive marketplace.

Despite the increasing growth of supercenters and national chain stores, a recent consumer panel survey conducted by the NGA showed that, while the national chain supermarket outranks the independent grocer in both location availability and frequency of store visits, the panel named its ONE favorite store to be the independent grocer. Shoppers want more personal service and attention and traditionally the independent grocer has outperformed the national chain in these areas. Friendly customer service is essential for a satisfying shopping experience for the customer. It is critical to maintain and build on our personal relationship with the shopper.

Giving the owner and store employees a “face” vs. the faceless conglomerate, is our advantage and should be used in-store and in all of your marketing efforts. The NGA study also showed that product assortment, good value, good service and clean stores continue to be at the top of the shoppers’ desires. Although the concept of “Every Day Low Price” continues to be most important in choosing where to shop, the NGA recommends that we adhere to the following “value” equation:

Value = Price + Quality + Service + Relationship.

For retailers, the balance between the four “ingredients” of value may differ. For example, a Wal-Mart or Costco may focus on Price, although Quality, Service and Relationship still remain a part of their equation. Independent Grocers should take a hard look at their present “value equation” and balance the “ingredients” in a manner relevant to their shoppers, so they too can compete successfully.

• As independent retailers we must be aggressive in our techniques in responding to the most recent consumer trends. Know your customers needs before they do! For instance, trends show that consumers view the “Health Food” assortment as the most needed.

The Grocery Zone
By David Coverly

OKAY, TOMORROW I START MY DIET...

President’s Message,
Continued on page 27.
Representative Steve Bieda is dedicated to Michigan’s economic growth

By Kathy Blake

State Representative Steve Bieda (D-Warren), believes there’s a place for good people in politics. “Politics can be a little rotten sometimes, but still, good people can have a positive effect,” said Bieda.

Coming from a family of John F. Kennedy supporters, he firmly believes in the former president’s famous quote. “Ask not what your country can do for you, but what you can do for your country.”

Bieda says he doesn’t disparage government. “There’s a place for government, there are a lot of things it can do. But it is not the answer to everything. When working on legislation, I like the motto ‘If it isn’t broken, don’t fix it.’” said Bieda.

Bieda says he has been devoted to working on issues relating to keeping jobs in Michigan and encouraging economic growth.

There has been ongoing discussion in the House regarding the Single Business Tax, (SBT). The current law was to phase-out the tax by 2009, but due to the state budget crisis, the phase-out was paused for two years. The SBT accounts for about 21 percent of the state’s general fund. In fiscal year 2002-03, the SBT raised approximately $2.2 billion.

When the SBT was established in 1975, it was a replacement for the corporate income tax and six other business taxes.

As Vice Chair of the Tax Policy committee, Bieda says, “Until we find an alternative funding source, we need to keep the single business tax because the state is dependent on the income. Taking it away leaves a gaping hole.” He said the legislature is listening to the business community to come up with ideas. If it isn’t repealed on the ballot, Bieda says he believes there will be some changes made to the tax following the election.

Among other issues, Bieda says he will be working on legislation encouraging hybrid gas and ethanol use in the near future.

Bieda graduated from the University of Detroit Mercy School of Law. He obtained a Bachelor’s degree in Political Science and a Master’s degree in Public Administration from Wayne State University. While completing his Master’s, he taught political science and public administration classes. After law school, he went to work for the Michigan House of Representatives in 1996, as a senior policy analyst and legal counsel for the Democratic Caucus on the House Tax Policy and Local Government committees. He was instrumental in formulating legislation for the current Michigan Tuition tax credit, as well as several tax cuts. He also helped clean up the loop-holes left by Proposal A of 1994.

In 1999, he became labor relations director for the City of Warren. He successfully negotiated six labor contracts, and assisted Reps. Jennifer Faunce and Paul Wojno with the GM tax abatement legislation. In May of 2000, he left the City of Warren to run as the Democratic candidate against Rep. Faunce, (R-Warren) in one of the closest races of the year. After losing the election, he worked as an attorney at the law firm of Florka & Schmitz, P.C., where he specialized in estate and tax planning. Then in 2002, after the 2000 census redistricting, he ran for the state rep. seat in the 25th district and won.

Besides being a lawyer and a state representative, Rep. Bieda is also an accomplished artist. He designed the reverse side of a legal tender United States Half Dollar coin commemorating the participation of the US in the 1992 Olympics. The special collector coin generated millions of dollars which were used in construction of the Olympic Training Center in Colorado Springs, Colorado. He also served as an advisor to Governor Granholm and the Michigan State Quarter commission in the selection of the 2004 Michigan State Quarter.

Rep. Bieda is active in a number of organizations. He is a director for the Warren Lions Club and the Warren Jaycees (former vice president). He is a member of the Macomb County Bar Association and he is on the community relations board of St. John’s Macomb Hospital.

Bieda, Continued on page 22.
Talal Stephen settles in Clarkston

By Michele MacWilliams

Editor's Note: For over three years, my son and I have watched as the Davisburg & Dixie Market took shape. It is on a route that we take weekly to my son’s tutoring session. We frequently stop in to purchase a snack or a quick Chester Fried Chicken dinner. Curious about its owners and their history, I recently asked who they were, he said that they are the kids of his customers. “We participate in their birthdays, support sporting teams and other events. We love the people here – especially the kids,” he explains.

The Davisburg & Dixie Market is actually a mini strip mall in itself. Built into a hill, it is also home to a Curves facility and has additional space for lease. The exterior is new and inviting. The brick structure has a clean, solid appearance that is in keeping with the other new developments in the area. Talal says that the structure cost him $2 million to construct, but the money was well worth the effort. Inside, customers find the convenience store basics, including a Lottery terminal, a small grocery section, beer and other refrigerated beverages plus a fountain area for slushies, sodas and coffee. However, what sets this market apart is its extensive liquor section and good selection of wine.

The Davisburg & Dixie Market is also home to a Chester Fried Chicken, which is currently the only fast food carry-out restaurant within a five-mile radius. This is obviously a real advantage for the store. Talal’s wife, Najat Asmar Stephen, son Stefan (24) and daughter Stephanie (22) all work in the busy store and now live in the area.

But why did he choose Clarkston? Originally from Iraq, Talal Stephen came to the States on a student visa when he was 22. “My uncle Louie was able to bring me over,” said Talal. “I fell in love with it too, so we bought it and built a home.”

Located in Clarkston, on the northwest corner of Davisburg Road and Dixie Highway, is the Davisburg & Dixie Market. A handsome building, it is a relatively new structure in a rural but growing area. There wasn’t much around the store when construction began three years ago, except a veterinary office across the street. Today, a strip mall with a Kroger store as its anchor occupies the southwest corner with a new Chevy dealership next door.

Being the first new development at the corner was a definite advantage, says Davisburg & Dixie Market owner Talal (Tony) Stephen. He purchased the property on the contingency that he would be able to get a liquor license and fortunately, he was awarded one by the township in a much easier process than he ever imagined.

Talal loves the Clarkston area and his local customers. His small office in the back of the store is lined with photos of young children. When asked who they were, he said that they are the kids of his customers. “We participate in their birthdays, support sporting teams and other events. We love the people here – especially the kids,” he explains.

The structure that houses Davisburg & Dixie Market is actually a mini strip mall in itself. Built into a hill, it is also home to a Curves facility and has additional space for lease. The exterior is new and inviting. The brick structure has a clean, solid appearance that is in keeping with the other new developments in the area. Talal says that the structure cost him $2 million to construct, but the money was well worth the effort. Inside, customers find the convenience store basics, including a Lottery terminal, a small grocery section, beer and other refrigerated beverages plus a fountain area for slushies, sodas and coffee. However, what sets this market apart is its extensive liquor section and good selection of wine.

The Davisburg & Dixie Market is also home to a Chester Fried Chicken, which is currently the only fast food carry-out restaurant within a five-mile radius. This is obviously a real advantage for the store.

Talal’s wife, Najat Asmar Stephen, son Stefan (24) and daughter Stephanie (22) all work in the busy store and now live in the area.

But why did he choose Clarkston? Originally from Iraq, Talal Stephen came to the States on a student visa when he was 22. “My uncle Louie was able to bring me over,” said Talal. “I fell in love with it too, so we bought it and built a home.”

“We all love it here.” he added. “I’ve had a great career – no regrets.”
Could you lose your food stamp, WIC or liquor license?

An important message from the Michigan Department of Agriculture

The answer is yes, you could lose your licenses if you fail to properly renew your MDA Food Establishment license; you could risk losing your food stamp, WIC and/or liquor license. Your current Food License expires on April 30, 2006. MDA has teamed up with USDA's Food and Nutrition Service, Department of Community Health's WIC program and the Liquor Control Commission to share information about delinquent MDA licensees. Anyone who is found operating without an MDA Food Establishment license, or failing to renew their Food license, will be reported to these three partner agencies. All three agencies have confirmed that a valid MDA Food license is required in order to obtain authorization to accept food stamps (bridge cards) or WIC or to sell liquor. If you do not have a valid MDA license and are reported to these agencies, you risk losing your ability to participate in these important programs.

License renewal applications were mailed in mid-March. If you did NOT receive one by mail, it is your responsibility to obtain one by calling 517-373-1060. Renewal license applications are due in the MDA office by May 1, 2006.

Don’t lose your Food Stamp, WIC or liquor license just because you let your MDA license expire!

Changes to food stamp EBT system

The State of Michigan recently awarded a contract to Affiliated Computer Services (ACS) to handle the Michigan Bridge Card (EBT) retail food stamp operations in Michigan, replacing JPMorgan EFS. ACS will assume this role in mid May.

A store's FNS Food Stamp Permit number will remain the same unless it is sold or the ownership is transferred.

Retailers will receive additional information from the Michigan Department of Human Services and will be contacted by ACS.

Retailers will still have the option of using commercial equipment provided by any one of a number of third party processors. These commercial processors may provide services that go beyond the Food Stamp Program, but these additional services will result in per-transaction fees. Note that commercial equipment is not a requirement and that contractor-supplied EBT-only POS equipment will continue to be available at no cost.

As a result of the contract change, if you choose to use the EBT-only POS equipment from ACS, you will be required to complete a new Retailer Agreement with ACS within the next few months so that you can continue to participate in the EBT Food Stamp Program. The machine in your store will then be replaced with a machine owned by ACS.

Baseball season is almost here . . .

Stock up with Kar's

Find out about our In-Shell Specials

You're always hitting a GRAND SLAM when you choose Kar's:
✓ VALUE
✓ SERVICE
✓ VARIETY
✓ TASTE

Full line supplier of meat snacks!

JACK LINK'S
SLIM JIM
FRESH JERKY

Ask your sales rep about our current promotions!

Full line supplier of nuts, meat snacks and candy.
Made in MICHIGAN for Snack Lovers Everywhere.

KAR NUT PRODUCTS CO.
1-800-KAR-NUTS • www.karsnuts.com
to work at Anheuser-Busch.

The only major American brewery
that's still American owned. So
profits stay in America, making
our country stronger.

We are dedicated to making
the world's finest beers. Because
we are owners. This is America's
beer. This is Anheuser-Busch.
Weight Watchers and Whitman’s launch new chocolate line
Whitman’s Candies Inc. and WW Foods LLC’s Weight Watchers are teaming up to debut a new line of chocolates that have zero trans fats. Candies in the Weight Watchers by Whitman’s line will coordinate with the diet firm’s flex plan and include real milk, sugar and nuts.

Drinking and flirting allowed in beer ads
Anheuser-Busch’s “Hidden Bud Lights” Super Bowl spot, which shows revelers at a party, was among the first beer ads to reflect new relaxed standards from the Beer Institute. The revised rules permit shots of revelers drinking and even flirting, as long as they do not depict “sexual passion, promiscuity or any other amorous activity as a result of consuming beer.”

The future of online sales
By 2010, annual online retail will grow to more than $300 billion, with the Web affecting half of all retail sales, according to Jupiter Research.

Alcohol use linked to cancers
Excessive alcohol use is linked to a greater risk for several types of cancer, including cancer of the mouth, larynx, esophagus, liver, colon and breast, according to health experts. Researchers say the more alcohol is consumed, the greater the risk of developing cancer. They also said alcohol’s role in cancer is underestimated in many parts of the world.

Brighter days ahead for supermarket chains
Standard & Poor’s analysts say traditional supermarket chains may be able to grow market share as a result of their own reform efforts and the predicted slowdown in the expansion of discount chains. “Our fundamental outlook for the food retail industry is positive,” wrote S&P’s Joseph Agnew in BusinessWeek.

Wal-Mart to open 1,500 stores
Wal-Mart Stores said it plans to open more than 1,500 stores in the U.S. in the next few years and is on track to open up to 370 new U.S. stores this year. The expansion plan includes Wal-Marts, Neighborhood Markets and Supercenters, which will have redesigned formats.

AFD teams up with SW Detroit to offer $3,000 reward for arrests in grocery store break-ins
The Southwest Detroit Business Association, representing the Southwest Detroit Grocers, and in partnership with the Associated Food Dealers of Michigan and The Alliance for a Safer Detroit have announced a Crime Stoppers Reward of up to $3,000 for information leading to the arrest of suspects involved in 13 grocery store break-ins that have occurred in Southwest Detroit and Midtown between late November 2005 and January 2006.

Exclusive Insurance Provider
Endorsed by AFD!
Having worked with AFD for more than five years, Meadowbrook is exclusively endorsed to provide workers’ compensation and business insurance.

- Competitive Rates
- Fast, Easy Quotes!

To speak with a Meadowbrook Agent, call Marlene at (800) 482-2726, ext. 8216.

www.meadowbrookagency.com
Any way you look at it ... 

It's that simple! Daily 3&4 straight bet players who match their numbers to the drawn numbers, "straight back" in reverse order, will win a bonus payout:

• $1,000 for a Daily 4 straight back match
• $100 ($1 wager) or $50 ($.50 wager) for a Daily 3 straight back match

This promotion doubles straight bet players' chances to win!

You win!

SOMEBY
Evening drawings • March 6-26

April 2006 | 9
Costco to open 30 warehouses

Costco Wholesale Corp. plans to open 30 new warehouses in 2006 ahead of a planned expansion that could double the retailer’s U.S. stores. Costco had a record year in 2005 with $51.9 billion in sales, and its 331 pharmacies notched $2.3 billion in sales — up 12% from 2004. - Drug Store News

Cell phones the next wave in contactless payment

Motorola is developing a chip that would allow users to pay at cash registers by swiping their cell phones. Such payments already are prevalent in Asia, where customers can buy groceries, movie tickets and train fares with their mobile phones. - The Wall Street Journal

Wine boom continues for retailers, vintners

Grape growers, wineries, wholesalers and retailers are pushing to keep pace as more Americans become more knowledgeable about wine. The market enjoyed 31% growth from 2001 to 2005 according to the Wine Market Council, and stores offering a variety of labels and prices are flourishing. - Orlando Sentinel

US looks for big share of debit card settlement

The Wall Street Journal reports that the United States Government is looking for a piece of the action in the $3 billion settlement that MasterCard and Visa are paying in a case involving debit card fees. The antitrust division of the Justice Department submitted a claim that is estimated to be valued at $100 million, surpassing the $80 million that Wal-Mart Stores Inc., the lead plaintiff in the lawsuit, is estimated to collect from the 2003 settlement, stated the Wall Street Journal.

"By filing a claim, the government is essentially contending that it -- like the nation’s retailers -- suffered as a result of Visa and MasterCard’s rules. That policy required merchants to accept Visa and MasterCard branded debit cards if they also accepted credit cards branded with their logos. The government racks up millions of debit card transactions each year as consumers use plastic to buy everything from stamps to souvenirs at the Smithsonian Institution’s museums and cigarettes on military bases," stated the Journal.

The retailers may not be sanguine about the government’s claim, however. The Journal reports that Lloyd Constantine, the lawyer who represented the retailers in the lawsuit that resulted in the settlement, has petitioned the court, saying that there was "a serious question" about whether the government should be allowed to get its hands on any of the money. - MorningNewsBeat.com

Meijer to outsource jobs to India

The Grand Rapids Press reports that Meijer Inc. will outsource 81 positions in its information technology department to a company in Bangalore, India. The Press notes that Delhaize-owned Food Lion and Hannaford already use the Bangalore service.

The move will case 81 people to either be placed in other jobs at the company or lose their jobs, as well as 50 other people in its customer call center. Those people are being replaced by a Boston-based call center company that hires people with disabilities who work at home; those people will be locally based, however, so that they will be able to tour Meijer stores and get a sense of the operation.

The moves are all part of Meijer’s ongoing efforts to create greater efficiencies.

A healthy alternative to the high cost of health care.

Introducing Flexible Blue from Blue Cross Blue Shield of Michigan—a new, more affordable way to give your employees the health care they really want.

Our Flexible Blue plans are designed to work seamlessly with the new health savings accounts (HSAs), which offer a number of attractive benefits:

For Employers
• The potential of significantly lower premiums
• The ability to customize your benefit plan
• Ease of administration, with financial services from Wells Fargo

For Employees
• More control over their health care
• HSAs funded by tax-free* contributions, similar to a 401(k)
  (certain maximums apply)
• Unused funds roll over each year and can be invested for growth

Flexible Blue also includes online resources to help employees make informed decisions about their health care, prescription drugs and more. Best of all, Flexible Blue lets you offer your employees the security of Blue Cross coverage at a cost that could be significantly less than you currently pay. Flexible Blue also works with health reimbursement arrangements (HRAs), flexible spending accounts (FSAs), or as a stand-alone benefit option.

To learn more about how Flexible Blue can save your business money on health care costs, contact the Associated Food Dealers today at (248) 671-9600.

Flexible Blue
Michigan’s most trusted name in health care.
SPECIAL GREAT VALUES and DEALS will be given to those who attend the show!

• We can meet your needs in your Meat, Deli and Frozen Food Departments!

To serve you better, we are building a 300,000 Square Foot Distribution Center!!

Every booth will have samples you can taste, so COME HUNGRY!!

Attend and book your needs through the MEMORIAL DAY HOLIDAY!

YOU CAN SAVE IF YOU ATTEND!

Pre-register with your Sherwood Foods Sales Representative or call for information.

The law demands that you be at least 21 years of age to attend this show.

(313) 366-3100

Sherwood Is Building New Opportunities!

Proud members of AFD, Sherwood Food Distributors would like to invite AFD members and our customers to visit our 50 booths at AFD's 22nd Annual Trade Show

Burton Manor • April 25 & 26, 2006
Wonder Bread debuts whole grain versions
Manufacturer of the popular white bread introduces three new varieties of white, whole grain breads.

Responding to the growing consumer demand for breads with whole grain, Interstate Bakeries Corporation, the maker of Wonder bread, recently introduced three new versions of whole wheat bread that look and taste more like white bread. Citing market research, Interstate said that eight out of ten white bread consumers want white bread with whole grain nutrition. The new varieties will keep the taste and texture of white bread, but will include whole grain, according to the company.

The three new varieties are:

- Wonder Whole Grain White, which is a bread that looks and tastes like white bread but is also a good source of whole grains (8 grams) and fiber, nine vitamins and minerals, calcium and folic acid.
- Wonder White Bread Fans 100% Whole Grain bread, which is targeted to consumers of white and wheat bread who love the taste of white bread but want 100% whole grain nutrition. This bread is slightly darker than traditional white bread but contains 32 grams of whole grain per sandwich and is also a good source of fiber, nine vitamins, minerals, calcium and folic acid.
- Wonder Kids is a bread designed for moms who want their kids to eat a nutritious bread but know that they prefer traditional white bread. This bread looks and tastes like Wonder Bread, but also is a good source of fiber, contains 35% value of calcium in every sandwich, nine vitamins and minerals and no saturated fat.

"With our exciting new varieties of bread, Wonder is renewing its focus on health -- providing consumers more nutrition than ever before from a brand they know and love," Richard Seban, chief marketing officer for Interstate Bakeries said in a statement. Wonder Bread, which celebrates its 85th anniversary this year, will continue to sell traditional Wonder white bread in updated packaging under Wonder Classic and Wonder Classic Sandwich.

Baby Boomers eat more, better

BrandWeek reports on a new study saying that the nation's 78 million baby boomers spend more on food than their older and younger counterparts. "Boomers aged 45-54 spend $123 weekly on food vs. $102 for 25-to-34-year olds and $75 for 65-to-74-year olds. Overall, they are the largest food spenders in the U.S."

The good news for food retailers – not only are baby boomers willing to experiment and spend money on foods that are both high quality and convenient, but they also will drive the functional foods trend.
Prairie Farms® and Old Recipe® Ice Creams
- 41 Different Ice Cream Flavors
- Variety of Packaging Options and Sizes; including the Full Half Gallon Square
- Regular, Low Fat/No Sugar & Fat Free Ice Creams
- Sherbet and Frozen Yogurts

North Star® Frozen Treats
- Club Packs to Single Serve
- Ice Cream and Fudge Bars
- Sandwiches
- Juice Bars and Pops
- Cones, Cups and Specialty
- 4, 6, 10, 12, 16 and 24 Packs

Battle Creek • Detroit • Jackson • Saginaw • Traverse City
Call us toll-free for more information at 800-399-6970, ext. 200
www.prairiefarms.com
Promotion, new instants sure to increase sales

By Commissioner Gary Peters

Michigan Lottery retailers won’t want to miss out on promotion and new instant ticket offerings that are coming up for your businesses.

In the online games area, fans of the Michigan Lottery’s Daily 3 and Daily 4 games can double their chances of winning with the new Straight Back Bonus promotion going on now through March 26.

Straight bet players who match their numbers to the drawn number, “straight back” in reverse order, will win a bonus payout. For example, if a person plays a straight bet with the numbers 2-4-6 and the Lottery draws 6-4-2, that player wins $100 if the wager was $1 and $50 if the wager was 50-cents. A straight bet is one in which the player is betting that the Lottery will draw the numbers in the exact order that he or she has. Boxed and 2-way bets are not eligible for the promotion.

Daily games have a very loyal player base and these promotions are always big hits. We expect sales, which in fiscal year 2005 accounted for 34 percent, or $712.6 million, in Lottery ticket sales, to increase from all the additional winners.

Straight Back Bonus is on the heels of Fantasy Flyaway, another online promotion offered in February that gave away 30 fabulous trips for two to Atlantis Resort on Paradise Island in the Bahamas.

Retailers should have plenty of the new $2 Detroit Red Wings instant tickets in their inventory. This game has top prizes of $20,000 and three second chance drawings. Each drawing will award one grand prize of a National Hockey League dream trip, in which the winner can choose an all expense paid home game getaway package, a road trip getaway package, or a Sony 42-inch widescreen LCD television. Each drawing will also award 185 prize packs of Red Wings/NHL merchandise that include a Red Wings home jersey, an embroidered jacket, embroidered his and her polo shirts, a watch and a leather backpack.

Instructions on how to enter the Second Chance Bonus Drawing appear on the back of the Red Wings tickets, and also in the brochure that accompanies the tickets.

Retailers will also want to make sure they have plenty of the newly release Pac-Man Cash instant tickets. When we first introduced this game in September 2005, sales took off and the game sold out. Given that history, this latest version is sure to be just as popular. Pac-Man Cash sells for $2 with top prizes of $20,000. Players can also instantly win one of 30 Pac-Man Arcade games.

Player City, the Lottery’s online VIP club, recently went to the dogs. The Lucky Dog photo contest, through which players could submit photos of their dog in a competition to be on an upcoming Lottery instant ticket, was an overwhelming success. Over 1,000 photos were submitted, with seven canines selected to be a “Lucky Dog.” The Lucky Dog instant game is scheduled for launch in mid-April. Visit Playercity.net to see the seven lucky dogs for yourself.

All proceeds from the Lottery are contributed to the state School Aid Fund which supports kindergarten through 12th grade public education in Michigan. In fiscal year 2005, the contribution was $667.6 million.

For additional information, please visit the Lottery’s Web site at www.michigan.gov/lottery.
Country Fresh

Stroh’s

Take our Family of Products Home
The Dairy Best!

For more information about Country Fresh products:
LIVONIA • 1-800-968-7980
MSB Registration Requirement

IRS Agent McGill advised that, if you are a business involved in any of the above activities, federal law requires you to register your business with U.S. Treasury’s Financial Crimes Enforcement Network (FinCEN). Registration of an MSB is the responsibility of the owner or controlling person of the MSB and registration with FinCEN must be renewed every two years. If you have already registered your business with FinCEN, you will receive a letter of acknowledgement from the Internal Revenue Service, Detroit Computing Center verifying that your MSB is properly registered with FinCEN. Registration forms are available by downloading FinCEN Form 107 (TD F-90-22.55) online www.msb.gov or please feel free to stop by the AFD office to pick up a registration form.

Record Keeping Requirements.

MSBs are required to develop and implement written anti-money laundering compliance programs, file currency transactions and suspicious activity reports (SARs) and maintain a variety of records on their customers. If an MSB provides currency exchanges of more than $1,000 to the same customer in any given day, it must keep a record of such transaction. Also, if you sell money orders or traveler’s checks over $3,000 to the same customer in a day, your business must keep a record of such purchases. Further, if an MSB knows, suspects, or has reason to suspect that any activity or transaction (or aggregate of transactions) over $2,000 is suspicious, it must file a Suspicious Activity Report (SAR). An SAR must be filed with the IRS within 30 days after becoming aware of any suspicious transaction that is required to be reported and must be kept for 5 years. SAR report forms are also available at www.msb.gov.

Agent McGill indicated that banks and federal treasury agents will be performing reviews and investigations of the accounts of MSBs to control money laundering and reputation risks. Banks and federal agents will be verifying registration and licensing status, and may visit your place of business to determine if you have implemented monitoring procedures to identify and report suspicious activity, and whether you have written anti-money laundering (AML) policies, procedures and record keeping controls in place.

Penalties.

Civil penalties may be imposed for negligent violations and much more serious monetary penalties for willful violation of the registration requirement and reporting requirements. Violations are also punishable as a misdemeanor or a felony and constitutes conducting an illegal money transmitting business. These regulations for MSBs are intended to assist FinCEN in collecting and analyzing information to support law enforcement efforts in the fight against money laundering, financial crimes and financial schemes that may support terrorism. We should all cooperate in combating such activities so that we can make our community a safer place to live and work. If you have any questions or wish further information, please contact the AFD office at (248) 671-9600.

Get Quenched!

Absopure Natural Spring Water Is Available In Just The Right Size For People On the Go!

Naturally clean, naturally clear Absopure. Available at fine stores everywhere.

Absopure Tastes Great Because It Comes From Our Own Natural Source In Pristine Southern Michigan!
It's time for the 22nd Annual AFD Trade Show!

2006

Join your peers on April 25 & 26, 2006 at Burton Manor in Livonia

Admission ticket required. $12 at the door.
Ask your sales rep for tickets.

TRADE SHOW HOURS:
Tues., April 25, 2006—5-10 p.m.
Wed., April 26, 2006—4-9 p.m.

at Burton Manor in Livonia
27777 Schoolcraft Road
(I-96 just west of Inkster Rd.)

Supported by:
Blue Cross Blue Shield
Blue Care Network of Michigan

For more information contact Cathy at 248-671-9600
At DTE Energy, our door is open. As your hometown energy provider, we’re committed to helping your business’ customer service needs. That’s why we have more than 50 customer service representatives that specialize in business assistance, from multiple location issues to varying rate structures and more. You can reach them Monday through Saturday at 800.477.4747 (press 2 for business service). We also offer my.dteenergy.com, where you can access your business’ billing statements 24-7, whenever it’s convenient for you. At my.dteenergy.com you can also add, transfer or disconnect electric and natural gas service.

Our business service doesn’t stop there. With more than 100 years of experience in natural gas and electric service, we offer products and services that can benefit your business. Ever thought about having an energy audit performed? We can examine the energy used in your facility to reduce wasted energy and increase your energy efficiency. Developed through a comprehensive program, our personnel will inspect all your energy consuming equipment—whether it’s electric, natural gas, fuel oil, or propane—and provide you with summarized results, project recommendations, and your expected energy cost savings for implementing each one. We’ll even waive the cost of your energy audit if you have DTE Energy implement the recommendations for you.

And even though we’re one of the nation’s most reliable energy suppliers, we understand that such things as weather and construction can cause unexpected power outages. Our Premium Power Service ensures that your business will be uninterrupted in the event of a power loss—especially important if you produce, store or sell perishable items. With Premium Power Service, power generation equipment owned by Detroit Edison is installed at your site to provide uninterrupted, reliable and quality electric power. And you won’t need to worry about any of the headaches associated with generator ownership. We’ll provide 24-7 system monitoring and perform equipment installation, operation, fueling and regular and unscheduled maintenance. Plus, the fixed monthly fee allows you to avoid a major capital outlay, freeing your cash for your other business needs.

Call your Market Executive today at 888.777.6996 for more information on our energy audit or Premium Power Service. DTE Energy. Delivering on your business needs.
The Power of Your Community is right behind you.

Every time you turn on a light, thousands of your friends and neighbors are right there making sure it works. That's thousands of Michigan-based Detroit Edison and DTE Energy workers providing you with the level of service and dependability you've come to expect for over a century. And we're also right behind you when it comes to community support, donating more than six million dollars a year to community causes.
Coke opens new facility in Highland Park

Coca-Cola Bottling Company of Michigan, a division of Coca-Cola Enterprises Inc., held a dedication and ribbon cutting ceremony for its new Sales and Distribution Center in Highland Park on February 13. Governor Jennifer Granholm, U.S. Senator Debbie Stabenow, Wayne County Executive Robert Ficano, and dignitaries from Highland Park were on hand to welcome Coca-Cola to Highland Park.

The 175,766 square-foot facility on 21 acres will bring 384 jobs to the city of Highland Park and increase Coca-Cola’s sales and distribution efficiency in Southeast Michigan. Coca-Cola has invested approximately $5 million in land and building improvements and $500,000 in machinery, equipment, furniture and fixtures.

A highlight of the ceremony was a presentation of a check for $10,000 from Coke to the Boys & Girls Club of Highland Park. The donation will help fund their youth basketball league.

“Coca-Cola is committed to supporting the communities in which we serve,” said Percy Wells, Director of Community & Public Affairs, and Kathy Cole, Sales Center Manager for Coca-Cola Bottling Company.

Governor Granholm commended Coca-Cola for understanding the important role that companies play in their community and she honored Coke for their major investment in Highland Park and for giving back to the community. She ended her speech by saying, “Highland Park does go better with Coke!”

The most important investment decision you may ever make won’t be the choice of a stock, bond or mutual fund. It will be how you decide to allocate your assets. Most industry experts believe that up to 90% of long-term returns are directly attributable to this one decision. Asset allocation helps reduce volatility, minimize risk and optimize return. Lincoln Financial can help you and your advisors develop and maintain a personalized, long-term asset allocation plan—one that balances things just the way you want. Find out more. Call us today.

Michael J. LoGrasso CLU, ChFC and John M. Bussa
Lincoln Financial Advisors
1000 Town Center, 26th Floor, Southfield, MI 48075
800-382-8122

A balancing act for the serious investor.
They’ll Play. You’ll Win.

Introducing two new instant games from the Michigan Lottery:

**Mega Bucks Jackpot**
- Casino-themed action with up to 28 ways to win
- Loaded with $1,000 prizes
- Grand prize of $2,000,000

**$1,000,000 Scratch Pack**
- Ticket opens to reveal eight play areas
- Up to 22 ways to win
- Top prizes of $1,000,000

So keep plenty of these new games in stock and remind your customers to play. They’re bound to be winners!
Bieda, and member of the Ushers Club at St. Sylvester Church—where he has also served on the Festival Committee. Bieda received the Paul Grobel Encouragement award in 1999, 2000, and 2001 for providing pro bono legal services through Lakeshore Legal Services. He also performed pro bono work for the Macomb County Prescription Drug Network and the Campaign for Quality Care (a nursing home reform organization). Bieda also belongs to the Warren Historical Society and the Friends of the Library, and is a volunteer fundraiser for the Warren Symphony. A life-long resident of Warren, Bieda is a graduate of Warren Cousino High School. His hobbies include art, mostly drawing and sculpting. He also enjoys hiking, snorkeling, history and he is an enthusiastic aquarist.

To reach State Representative Steve Bieda, please call 517-373-1772, email stevebieda@house.mi.gov or write State Representative Steve Bieda, PO Box 30014, Lansing, Michigan, 48909.

Our outstanding service has made North Pointe #1

- Competitive Rates
- Endorsed by AFD for 18 consecutive years
- Never assessable, no deductibles, policy fees or surplus lines tax
- Available through the Independent Agent Network with over 1,000 agencies to serve you

Michigan’s Leader in Liquor Liability for 18 years!

Give us a call:
(800) 229-NPIC
Fax: (248) 357-3895
or visit us at
www.npic.com

or call AFD at:
(248) 671-9600
or (800) 666-6AFD

Classified

FOR SALE—Livonia Liquor Store Liquor, beer, wine and lottery. Contact Max [phone number]

FOR SALE— Entire pizza store with a stand plus building with equipment. Located in Wixom, $550,000 asking. Please contact [phone number]

FOR SALE—Convenience store with a stand plus building with equipment. Located in Wixom, $400,000 asking. Please contact [phone number]

FOR SALE—Upscale Charlevoix business# 2600 sq ft. Great opportunity! Please contact [phone number]
A Special Thank You to all of our
AFD Super Ball Sponsors
The 90th Annual Trade Dinner & Ball of the Associated Food Dealers
Saturday, January 28, 2006

Platinum Sponsors

Frito Lay

Gold Sponsors

Diageo

Silver Sponsors

Spartan Stores

Bronze Sponsors

Comerica

At & T

Brown-Forman

Gallito, Ramsby & Associates

DB Grocers

Lincoln Financial Advisors

Miller Lite

Nash Finch Company

Peoples State Bank

Prairie Farms

Pernod Ricard USA

SFD Sherwood Food Distributors

We listen. We understand. We make it work.
Held on Saturday, January 28, the weekend before Detroit's Big Game, AFD's 90th Annual Trade Dinner took on a football theme—complete with pompon girls and cheerleaders. Many thanks go to our sponsors, Trade Dinner Committee members, the AFD Board, Trade Dinner Organizer Michele MacWilliams and especially to the Trade Dinner co-chairs Bobby Hesano of D&B Grocers Wholesale and Norman Yaldoo of University Foods for their commitment to this event. It wouldn’t be possible without you!
"Instant Replay" from the Super Ball

Members of AFD’s Trade Dinner Committee enjoy the night. (I to r) Fred, Jay, Jim Chuck, Wendy Acho of LaSalle Bank, Joe O’Bryan from 7UP Bottling Co. and Blue Cross Blue Shield of Michigan’s Dierdre Scott.

Wadia Hakim, Jantoe Thomas, Wafa Hakim, Dana Hakim and Joseph Hakim of Hayes Market in Southfield.

Kelly Mies of LaSalle Bank watched the Super Bowl in style on her new Wide Screen LCD HDTV!

The Hustle is still a popular dance!

Kelly and Mark Moritz and Zad and Mario Sito of Powers Distributing

AFD Chairman Fred Daly and board member Mark Karmo with Diageo’s Super Ball ice sculpture.

AFD Super Ball Co-Chairs Norman Yaldoo and Bobby Helano were the dynamic duo as the Ball’s commentators.

Angelo Binno, Chris Zebani and Mariani Sarafa

AFD’s new president, Jane Shaltai, welcomed guests to the Super Ball.

Mike Rosch and Jill Thistlethwaite-Rosch of General Wine & Liquor pause for a photo.

Mike Sarafa, AFD’s past president, gave a moving invocation.

April 2006 | 25.
DBC America offers models to professionally represent client businesses

By Kathy Blake

Lifelong friends, Matt Widby and Ted Copley were managing a bar called Utopia in Allen Park, when their Corona representative, Jorge Garza, asked if he could borrow two waitresses to promote Corona products at a function. Widby and Copley arranged the stint which turned out to be a career changing point for them and the waitresses. Widby asked the Corona rep if he used a modeling agency. "He said he did, but it wasn’t working out," Widby recalled. That inspired the two friends to start a modeling service, specifically to promote clients' products.

They started doing business in 2001 under the company name of DBC America Promotional Modeling & Marketing Agency. The DBC originally stood for Downriver Business Consultants, but as the agency quickly outgrew the area, they let the acronym stand alone.

Widby said they have had 400 percent growth each year. Now they cover all of Michigan and have branch offices in New York, New Jersey and Florida.

The majority of their clients are Michigan beer and liquor companies. During the Super Bowl in February, Widby reports they had 105 jobs. "We were everywhere from Monroe to Sault Ste. Marie during Super Bowl weekend," said Widby.

One of their biggest jobs was the 2005 NASCAR races in Brooklyn, Michigan. They contracted 32 young women who worked for three days. "Most of the functions for which the agency is contracted involve tastings, sampling at bars and restaurants and booth representation at trade shows. "We represent all major beer and liquor companies at the level they deserve," said Widby.

DBC America currently represents over 70 major beer and liquor companies along with clothing manufacturers, auto & boat manufacturers and various television stations such as Showtime. DBC America invested a great deal of time and expense into their website. Their webmaster is Steve Miles of Copperheadsoftware.com. The website allows clients to login and complete model request forms. This updates the web page for jobs available. Models also have login capability and can view the model requests and book themselves to fill the available jobs. Clients can update changes online and view which models will work their promotion, said Widby.

"We have over 100 male and female models available at any given time. Our rates start as low as $25 per hour. Some agencies only book jobs weeks in advance, but we can staff any event with as short of notice as the day before," said Widby.

He said they have approximately 40 models that are paid weekly. A large number of models are college students, who only work when they have time. All of them are at least 18 years of age, and most are 21 or older.

"We have always had zero tolerance for tardiness and absenteeism. To be on time is to be late. Models are required to arrive 15 minutes early to their assignments," said Widby.

"The quality of our work and our employees/promoters is guaranteed by our reputation and our references. We go the extra mile to always make sure our clients are happy, and our models are safe," is the quality standard posted on the DBC America website. Copley is a Detroit firefighter who was laid off last fall. Widby is a laid off engineer. Copley is married and his wife Darcy models for the agency. Widby’s girlfriend, Sonja Werksma, models as well.

Their branch offices in New York, New Jersey and Florida are run by three of the agency’s first models.

For more information, call DBC America at 1-877-DBC-MODEL (322-6633) or visit the company website complete with models photos at www.dbcamerica.net.

President’s Message,

Continued from page 3.

and underserved area in the food industry. Clearly, it is the fastest growing category (likely resulting from an aging baby boomers) and especially the aging baby boomers)

Independent retailers should give healthier offerings to customers and maintain their attention in this area.

• Additionally, because independent retailers are competing more against Wal-Mart and other Supercenters, it is important that retailers begin to work collaboratively with

their wholesalers. Talk with your wholesalers and suppliers about developing strategic buying alliances. Pay attention to category management and use consumer data (gathered by you or the manufacturer) to plan, develop and execute.

• Investigate loyalty marketing strategies such as frequent shopper cards, special discounts, checkout coupons, in-store informational opportunities, or a unique program or special event idea to connect with your community.

• Offer meal solutions such as hot foods that are prepared in your store and menu planning. Expand your selection of organic foods and specialty foods. Communicate food safety information to your customer.

• We should also take advantage of innovative technologies and incorporate them into our stores, since customers are demanding the use of these technologies for faster checkout, lower prices, and better customer service. Many say that we are headed for a paperless, no checks — no cash, society. Biometrics, check clearing systems, e-payments (credit/debit cards), RFID, scanning, smart pads, self check-out, and interactive kiosks are some innovative technologies for point-of-sale.

Results from recent studies reflect a very competitive Independent Retail sector — one that is community oriented and passionate about exceeding the expectations of the consumer. Although we are faced with many challenges, we must always continue to be open to changes that will improve our ability to successfully compete with the marketplace. The AFD is here to assist you in this challenge.
Does Your Distribution Company Offer Over 200 Services?

Hardly Small Potatoes.

For information on how Spartan Stores can help your business succeed call 616-878-2248 or visit our web site at www.spartanstores.com