Happy Holidays

Cool new beverages to keep holiday sales hot

By Michele MacWilliams

What will your customers look for during the holiday entertaining season? What are the hottest new cocktails? What wine will they choose with their holiday meals? AFPD's two Holiday Beverage shows provided the venue for retailers to find the answers. With a total of over 300 booths, there was so much to see and sample that it was difficult to visit every booth. Here is a roundup of some of the new products that were showcased and our picks for what will be hot for the holidays:

Lindemans, the mammoth Australian winery, has now jumped continents to introduce Lindemans South Africa. Originating in the Robertson Valley of Western Cape, South African wines have a 300-year winemaking history. Add the recognition of the Lindemans name, and the wines are bound to be a winner.

Richard Tiedemann, the National Sales Representative for Flora Springs Winery and Vineyards, flew in to Novi to meet Michigan's retailers. Flora Springs is a small family-owned winery in Napa Valley whose products are new to Michigan. Try their exceptional Trilogy, a blend of Cabernet, Merlot and Cabernet Franc.

Craig Kariban of General Wine recommends BV Coastal, a line of seven varietals all priced at $9.99 retail. "There's really something for everyone here," he explained. Michigan's own Leelanau Cellars touted their Great Lakes Red wine and St. Julian Winery introduced Red Heron, a red wine that compliments the winery's popular Blue Heron white wine.

Henry Fox Sales was promoting a line of wines with

Holiday Beverages,
Continued on page 13.
New Exciting
Fun Runner Packages!

See Your Pepsi Representative
for More Details
Retailers giving thanks

By Jane Shallal
AFPD President

I love Thanksgiving, it is one of my favorite holidays—no glitz, no presents to buy and a meaningful purpose—a time to reflect on the many things to appreciate in life. Here are some things maybe you can say “thank you” for:

• Thank you for healthy competition and its spur to greater achievement.
• Thank you for the entrepreneurial spirit that harnesses potential and transforms it into products and services that can improve our professional and personal lives.
• Thank you for the freedom to run a business as we see fit.
• Thank you for the clutter of cash registers in our ears and for cashiers who work so hard.
• Thank you to all our other employees. You put in such a great effort. You did not have to work through your lunch hour or bend over backwards to help that customer. You put up with my changing priorities.
• Thank you sales people and vendors. You contribute to our success. You are a valued partner who helps our business grow.
• Thank you supervisor or mentor for your good advice and guidance. You give us your time and interest, when there is little to spare.
• Thank you customers for your business, for without you buying our product or service, there is no business.
• Thank you to our legislators who strive to understand our business and enact legislation fair to the independent dealer.
• Thank you for the cell phones and emails that link us with home and office, no matter where we are.
• Thank you family. You put up with our crazy work hours—school plays or sports games we’ve missed, weekend hours, and our short tempers on hectic days. Thank you wife/husband and kids for understanding or at least appreciating how hard we work when we are not at home. And thank you family for working so hard at home while we are at the store/office. Neither is necessarily easy.
• Thank you to all of you—AFPD members— for your contributions that enrich our association and our lives as business men and women.

We live in an incredible world full of many opportunities and friendships. I sincerely hope that you and your families enjoy this Thanksgiving season and that you take the time to give thanks for all good things in your life.
Kroger adds no-sugar food line at select stores

Kroger has added a new line of no-sugar foods to select stores nationwide. The no sugar/no sugar alcohol products, created by Eat Well Be Well Foods, are designed for diabetics, pre-diabetics, and those struggling with their weight.

All nine Eat Well Be Well products, including cereal, oatmeal, cereal bars, and chocolate bars, are now available at Kroger stores.

Kroger already hosts free educational programs on diabetes, nutrition, and other health topics at supermarkets nationwide, and serves as a regular participant in the America’s Walk for Diabetes.

As part of its own effort to educate consumers, Eat Well Be Well Foods said it works closely with members of the American Association of Diabetic Educators (AADE) and is a proud supporter of Juvenile Diabetes Research Foundation (JDRF), providing generous support for programs and services across the country.

Eat Well Be Well Foods said its line is also available in Albertsons’ Cub Foods, H-E-B Grocery Co., Super Target, and Rite Aid.

Merlot loses cachet for wine drinkers, growers

The Northern California Press Democrat writes that Merlot has turned into “an albatross, literally hanging - unsold and unpicked - in some North Coast vineyards.”

According to the paper, Merlot - for a while the “in” red wine - has been overplanted, overproduced and overhyped - and now is receding from the public interest as the problem can be traced to - and is illustrated by - the scene in the movie “Sideways” where the main character says, “I’m not drinking any (expletive deleted) Merlot.”

Some jerky for your ride

Harley-Davidson and ConAgra Foods have partnered to sell beef jerky. The new line of snacks will be on shelves in January and will be available in three flavors. - Denver Rocky Mountain News/Associated Press

Credit card companies criticized on late fees

Consumers are paying an average of $34 in late payment fees on their credit cards, compared to $13 in 1995, according to a study by the Government Accountability Office. The study criticized credit card companies for not doing a better job of explaining their late fee policies to consumers and advised the Federal Reserve to revise rules on credit card disclosures.

- Progressive Grocer

“General Store” retailer gets a little more specialized

The Toledo Blade reports that The Andersons Inc., which operates six 140,000 square foot hardware-and-groceries general stores in the Toledo area, plans to open a 30,000 square foot specialty food market that will have “produce, deli and bakery items, fresh meats, specialty and conventional dry goods, and wine and beer.”

“We have seen growing success with our conventional and specialty food product offering in our existing stores and have chosen to expand that offering through this new store concept,” Mike Anderson, president/CEO, said in a prepared statement. “We appreciate the support we continually receive from our customers and see this as an opportunity to provide a venue to further serve the needs of the greater Toledo area.” - MorningNewsBeat.com

The next generation of plastic bags

Retailers including Sainsbury’s, Tesco and IKEA are encouraging their customers to reuse plastic bags, offering incentives from loyalty points to charging customers for bags. Plastic bags are becoming increasingly more expensive for retailers, but most are reluctant to get rid of them altogether. - The Times

Mars extends CocoaVia, functional foods line

Masterfoods’ Mars will introduce its flavonol-rich chocolate line, CocoaVia, in single-serving sizes for sale in convenience stores to capitalize on the growth of the functional foods sector. CocoaVia Heart Healthy Snacks were first introduced last year in multipacks. - FoodNavigator

Lawmakers criticize Cocaine soft drink

A new soft drink called Cocaine got an unfriendly reception from New York lawmakers who called for a boycott of the highly caffeinated beverage. The name, they said, glamorizes a deadly drug that has wrecked havoc on urban neighborhoods since the 1980s. - The New York Times

Yet another Alzheimer’s Disease study

HealthDay News reports that a new study conducted by Columbia University Medical Center in New York suggests that a so-called “Mediterranean Diet” rich in fruits, vegetables, cereal, seafood and olive oil seems to be effective in creating a lower risk of developing Alzheimer’s Disease.

“The diet could be helping avoid Alzheimer’s disease by protection from oxidative stress or by reducing inflammation in the brain,” says Dr. Nikolaos Scarmeas, an assistant professor of neurology at Columbia, who noted that the advantages of such a diet seem to be extensive. “Taking into account that this diet is protective for other conditions such as coronary heart disease, heart attack, high blood pressure, obesity and a series of cancers, it seems to make sense to follow this diet anyway, and the diet may also protect from Alzheimer’s disease.”

Over the past few months, a variety of medical studies have been released that determine that certain foods can reduce the chance of Alzheimer’s disease. Pomegranate juice, marijuana, massive amounts of coffee and now a Mediterranean Diet seem to all fight or at least delay the onslaught of Alzheimer’s disease.
Petroleum News & Views
Information of interest to Petroleum Retailers, and Allied Trades

AFPD fights Michigan cigarette registration bill

Anyone who sells cigarettes in Michigan needs to respond to SB 1363, a bill that would require, among other elements, all cigarette retailers and wholesalers to be registered and licensed by the State of Michigan. This bill is portrayed as an aid to help stamp out black market cigarettes and illegal sales. But the burden of responsibility falls almost entirely upon the small cigarette retailer with many administrative compliance issues.

Proof of financial responsibility, proof of property ownership or leasehold interest, and detailed, redundant record maintenance are just a few of the new requirements that you will need to endure if this legislation is enacted.

What can you do? Express your opposition to this proposal to your Phillip Morris Sales Rep. Phillip Morris is spearheading the effort to enact this bill. Voice your complaints about SB 1363 to State Senator Thomas George, the sponsor of the bill, at 866-305-2120. Politely and briefly express your displeasure with the proposed legislation and remind the Senator that this bill will hurt the very entities that provide most of the jobs here in Michigan, the small businesses.

Everyone's voice must be heard. It is important that each of you contact Senator George or your State Senator, and carry the message to them.

If you need any additional information, call the AFPD office at (248) 671-9600, we're here to help.

Getting back to business

By Ed Weglarz
AFPD Executive Vice President, Petroleum

The election is over and it's time to get back to the business of doing business. Take advantage of the products and services offered by your association as outlined in the October Special Edition of this magazine.

Get to know your newly elected officials at all levels of government and rekindle your relationships with those who continue to serve.

The AFPD will continue to monitor all legislative initiatives during the "lame duck" sessions of the legislatures. Unorthodox happenings often occur. Sometimes an opportunity is presented to move legislation forward during these last few months for many leaving legislators. We must be on guard for legislation that could be detrimental to our members.

Now is also the time and place to replenish our PAC funds. It's a fact of life that we need PAC funds to help support those legislators who understand our issues. Please consider contributing to your PAC funds with a personal check (No corporate checks can be accepted) that will enable us to continue our legislative initiatives.

As we move toward the end of the year, make it a priority to recruit a new member for the association. Keep in mind that we now represent a broader range of small businesses. Look up and down your street and visit a neighboring business. Ask the owner to join with us to secure the future of all small businesses. If you need help, call the AFPD office at (248) 671-9600, and we'll take it from there.

Lastly, be thankful for the many opportunities that have been afforded us in this country! Have a HAPPY THANKSGIVING!
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Consumers are confused over ‘Free Gas’ offer

A Web site promising consumers $100 in free gasoline “coupons” is leading consumers to believe specific retailers are affiliated with the program, putting retailers in the difficult position of having to explain to their customers that they are not, in fact, eligible for free gasoline.

The site, freegasvouchers.com, a purported Tennessee company, tells consumers that it "gives you Free Gasoline Certificates/Checks to be used at participating gasoline centers for completing just ONE special offer from our partners.” Consumers who divulge with the required information receive a black plastic card with a magnetic strip that is significantly smaller than that of other cards, making it unusable at card readers. But that’s beside the point – the fueling outlets that are implied as sponsors are not participating in the program.

“We have not endorsed nor do we support this program,” Speedway SuperAmerica spokesperson Linda Casey told NACS Daily. “The only reason we even found out about it was through angry customers.”

Speedway’s logo is one of several posted on the site, implying endorsement. Others include Exxon, Shell, Fina, Texaco, BP, Sunoco, 7-Eleven, Shamrock and Esso. – NACS

Ohio Legislators want to test octane levels

Ohio state legislators have proposed legislation to make sure consumers are filling up with the right gasoline by giving county auditors authority to test octane levels at the pump for accuracy, reports the Associated Press.

"When you pump that 93 octane gas into your car, you have no way of knowing if it's 93, 92 or 87." Rep. William Healy II (D-Canton) told the news source, adding, "We need to make sure consumers are getting what they paid for."

Rep. Healy was joined by five Republicans and 15 Democrats of the Ohio State House to introduce the measure. He noted that nearly 6 billion gallons of gasoline are sold each year in the state.

The AP writes that Summit County is the only county in the state that gives an auditor the authority to check octane levels and shut down dispensers that register "low-quality fuel."

Franklin County Auditor Joe Testa told the news source he has been testing fuel quality levels in the Columbus area since 2001. Since then, he says that failure rates have dropped from 15 percent in 2001 to about 3 percent to 5 percent each year since.

Testa says that if the bill becomes law, the cost to counties would likely be minimal because auditors already check dispensers for accuracy.

Meanwhile, Ohio Petroleum Marketers and Convenience Store Association General Counsel Jennifer Rhoads told the AP that the proposed legislation is "unnecessary" because many oil companies already conduct their own checks on fuel octane levels and must adhere to strict federal fuel standards. – NACS
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Beginning with a skit involving 100 students who personified reasons why teens shop – or don’t shop – convenience stores, attendees at the National Association for Convenience Stores (NACS) show session “The Inside Track and Beyond” heard compelling reasons why retailers must target the teen customer to grow their businesses. 

Scott Kelso, CEO of Howard Stores, commented that as the industry’s focus on customer retention, retailers need to develop a new generation of customers. Stores kicked off the session during the findings and discuss validation of the Convenience Store Study developed by the NACS/Convenience Stores and Traveloli Leadership Council. From Wawa’s perspective, the company sought to validate the findings as to what would resonate with its customers. Among the findings: teens expect you to sell products; freshness and visibility of food and its preparation are paramount; and customers love no-fee ATMs. Interestingly, for cleanliness, there was a gender gap: males noticed dirtiness (“We don’t like sticking to the floor”) while women notice cleanliness.

The Parker Companies also sought to validate the study’s findings with a focus group of college students from Georgia Southern University, several of whom appeared in the opening skit. Many of the findings echoed those of Wawa, noted session speaker and NACS Board member Greg Parker, president of The Parker Companies in Savannah, Georgia. But there were other study findings of note. Teens “love, love, love chewable ice,” said Parker, adding that cleanliness is also important. However, he noted the irony: “Their cars are awful, their rooms are awful, but guess what – they’re germophobic.”

Elioing Sonja Hubbard’s comments from the Tuesday session, “Industry Leaders Roundtable: Present by NACS Magazine,” Parker stressed that you need to anticipate customer demand. “You want to arrive at the solution at the same time the customer arrives at their needs.”

Takeaways abounded in the session, and they were nearly summarized by Travis Sheetz, vice president at Sheetz Inc. in Altoona, Pennsylvania, who presented a top 10 list, divided into categories, with numbers 10 through 6 applicable to all retailers, and the top five applicable only for the truly committed:

1. Make restroom appealing.
2. Don’t run out of regular items.
3. “They’re not looking for any item; they’re looking for their brand,” said Sheetz.
4. Make it easy for teens to find the things they’re looking for: “They’re multi-tasking – put it in their faces.”
5. Maintain a steady stream of new products. “Teens are early adopters; don’t underestimate their power on pop culture.”

It’s not a dream: it’s the experience of Wawa, noted session speaker and NACS Board member Greg Parker, president of The Parker Companies in Savannah, Georgia. But there were other study findings of note. Teens “love, love, love chewable ice,” said Parker, adding that cleanliness is also important. However, he noted the irony: “Their cars are awful, their rooms are awful, but guess what – they’re germophobic.”

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Even if that bid is unsuccessful, many car wash owners could be forced to go through the slow and costly appeals process, according to Milburn. If you have concerns about your Ohio sales tax status, contact your AFPD representative or call the AFPD office for assistance.

Ohio Car Wash Tax Update

Last month we reported that Jerry Billman, owner of Billman’s Shell at West Broad in Columbus was anxiously watching the calendar to see if Ohio would file another appeal regarding the sales tax status of co-owned tunnel car washes. The state had 90 days to appeal after a panel decided to overturn an earlier decision that would have forced Billman and other tunnel car wash operators to pay large sums in uncollected sales tax. The 90 days passed with no reply from state attorneys. While the decision not to overturn the panel is a small victory, Billman and other owners here remain in a precarious position. “We have no idea if they will still try to collect from here on out,” said Billman.

“We certainly have some trepidation,” said Member Services Director Ron Milburn. “However, the state is still considering the addition of sales tax on car washes that operate by using coins or paper money into a mechanism.”

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PetroleumNEWS

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Rackeye State

continued from page 8
Dealer cites loyalty and involvement for longevity

By Paul Harvey, Ohio Correspondent

When Pat LaVecchia opened the doors on his first service station in 1966, he believed that if he took care of his customers when they were in need, they would return the loyalty. This belief has served him well, as many customers, and now their children, have been with him for 40 years.

Pat started his petroleum and repair career as a Sohio dealer in Lakewood, Ohio, a suburb on the west side of Cleveland. Two years later, he moved the station to neighboring Rocky River. In 1977, after the BP/Sohio merger forced him to sell his location, he moved a half-mile down Detroit Road and established Pat's Sunoco.

Now flying the Citgo flag, downtown commuters and local shoppers enjoy the convenient spot. With its easy in-and-out location, folks stop for a tank of gas, excellent repair services and towing, a fast oil change, convenience store items, or just for a chat with Pat and his veteran crew. The station's manager, Leo Bajic, has worked with Pat for 35 years, since he was 16 years old.

Early on in his career, Pat decided that he would help control his own destiny in the turbulent petroleum industry. He jumped on board with the region's gasoline and repair dealers association, then called NOPRA (Northern Ohio Petroleum Retailers Association). After serving on several association committees and joining the board of directors in 1984, Pat facilitated the 1993 merger of NOPRA and central Ohio's ISSARA, forming the Ohio Petroleum Retailers and Repair Association (OPRRA).

Elected president of OPRRA in 1998, he realized that with many independents struggling and even more being forced out of business by mergers, underground tank concerns and historic rent increases, a larger membership would be necessary to maintain a strong voice at the state and federal level. When his presidential term expired in 2002, he became a key player in forging the merger between OPRRA and the Service Station Dealers Association of Michigan (SSDA-MI). The new group, called the Great Lakes Petroleum Retailers and Allied Trades Association (GLPRATA) is the current petroleum/repair base for the most recent merger with the Associated Food Dealers of Michigan (AFD).

"No one is more dedicated and loyal to the independent gasoline retailer than Pat LaVecchia," said Associated Food and Petroleum Dealer's (AFPD) Executive Vice President of Petroleum, Ed Weglarz. While working at the state and regional level, Pat also served with distinction on the board of the Service Station Dealers of America, the industry's national association. "For those of you in business, you know that Pat sacrificed time, and financial gain to perform these tasks," added Weglarz.

Pat’s hard work has not gone unnoticed. In 2003, after many years of service to Service Station Dealers of America and Allied Trades Association (SSDA-AT), he was named Golden Nozzle recipient, the highest honor bestowed by the group. The award is given annually to an individual who has been committed to the protection of SSDA-AT’s members and the promotion of SSDA-AT as an institution.

A recent bout with health issues may have temporarily slowed the affable LaVecchia, but it certainly has not dampened his desire to fight for the rights of independent gasoline dealers. He now serves AFPD as Vice Chair of Government and Legislative Affairs. “My greatest frustration has been the changing nature of this business and the unfair pricing practices of the big oil companies,” stated Pat. Ironically, this has also led to his greatest career satisfaction: That is, helping other dealers cope with their business challenges through his involvement in the state and national associations.

“Aside from pulling for his favorite sports teams, my father is most fervent about working, through the associations, with elected representatives to make laws that will protect small businesses,” said his daughter, Gina LaVecchia-Ragone. Over the years, Pat has spearheaded or assisted with many successful legislative campaigns, including the recent “Right to Repair” bill victory.

“For everything he’s done for his customers and our industry, we need to thank Pat LaVecchia and his family members for their dedicated support,” said Weglarz. “Without active leaders like Pat, the independent dealer base in America may have disappeared years ago.”

When he’s not tending in the petroleum trenches, Pat most loves spending time with wife JoAnn, daughter Gina and her husband Viao, son Pat and his wife Meredith, and of course his beloved grandchildren, Nicholas, Alex, Abby, Patrick and Grace.

When asked how he’s survived and prospered for four decades, Pat sighed and said, “A lot of luck... and you have to change with the market conditions, always staying one step ahead of the problems. Most importantly, you’ve got to hire good help, and take care of them.”
Ohio’s Petroleum Underground Storage Tank Release Compensation Board stays efficient, ready to help

Underground storage tank liability has long been a touchy subject for Ohio tank owners and operators. The Petroleum Underground Storage Tank Release Compensation Board (PUSTRCB) works hard to relieve one of the worries surrounding underground tanks. The Board is committed to serving Ohio’s underground storage tank (UST) owners and operators by managing the Financial Assurance Fund on a sound fiscal basis while efficiently providing assistance to remediate contamination caused by releases from assured petroleum USTs.

A main directive of the Board is to protect the Fund’s long-term future by implementing competent management systems to guide the Board’s operations, ensuring a high quality of service by continually improving the program; and maintaining strong communications with owners and operators and the consulting community.

The PUSTRCB makes every effort to deliver services through a motivated and well-trained team of employees who are ready to assist all Ohio tank owners, or those considering a UST purchase. PUSTRCB is ready to help with your UST concerns. To speak with a service representative, call (800) 224-4659.

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More millionaire prizes will be awarded in one day than any other day in Michigan Lottery history, making Millionaire Raffle a one-of-a-kind thrill for players and retailers alike!
Holiday Beverages,
continued from front page

a play on words. The selection starts with Seven Deadly Zins and moves on to Seven Heavenly Chards and wraps up with Sixth Sense Syrah.

Snacks that complement wine is the idea behind Chips for Sips, a new potato chip line that was featured in the Galaxy Wine booth.

Lorraine Bracco, better known to fans as Dr. Jennifer Malfi, Tony Soprano’s psychiatrist, is the latest celebrity turned vintner. Check out her kosher selections, including a Bartenura Moscato and Pino Grigio Rose. Little Black Dress, a wine designed to appeal to women, is available through Brown Forman and retails for $8.99.

The West Michigan Holiday Show featured an array of Michigan beers, including a wonderful assortment from Founders of Grand Rapids. Their number one, Dirty Bastard, is a dark ruby beer brewed with ten varieties of imported malts. Bells of Kalamazoo, another popular brewery, touted that their beer, “pierces your tongue without the nasty metal taste.”

Moving on to spirits, Nash Abbo of National Wine was promoting Marcini’s, a no-mixing-required chocolate martini.

Another hot new drink is Pama, a mixture of pomegranate juice, vodka and tequila, pre-mixed and ready to enjoy. Tea lovers will enjoy Voyant Chai Cream Liqueur, a sumptuous after-dinner treat.

Pernod Ricard was promoting Hiram Walker’s Pomegranate Schnapps – perfect to mix with vodka for a pomegranate martini.

For something unusual, try Tito’s Handmade Vodka from Texas. It is pot distilled six times and is as smooth as Texas drawl!

Three Olives has just introduced grape-flavored vodka. Already a popular name in flavored vodkas, Three Olives Grape rounds out the product line.

Three Olives has just introduced grape-flavored vodka. Already a popular name in flavored vodkas, Three Olives Grape rounds out the product line.

An interesting invention caught our attention at the UV booth. It is a UV Vodka Drink Machine. Designed by UV’s John Albert, the machine is intended for use by bars and restaurants and is made to dispense the proper amount of UV Vodka drinks in a festive fashion.

So there you have it...our mini round-up of the new beverages and trends from the AFPD Holiday Beverage Shows. However, we have only scratched the surface. There was much, much more to see and sample. To get the real, full story, you must attend!
Shake up your holiday sales

And that's exactly what these new holiday instant games from the Michigan Lottery will do. In fact, this is the biggest instant game release of the year, so make sure you're stocked and ready for the flurry of customers. Festive holiday themes and the chance to win $500,000 make them great to give and get, and the perfect gift for almost everyone. Instant games. It's how holiday sales are made.
Michigan to launch Millionaire Raffle
Lottery players and retailers, get ready!

Commissioner Gary Peters

The Michigan Lottery is about to launch a game that will make an unprecedented five lucky players millionaires in one drawing. This is the Millionaire Raffle, a game that will go on sale November 12. For $20 per ticket. Lottery players will have a chance at five annuitized prizes of $1 million, 10 prizes of $100,000, and a whopping 750 prizes of $1,000 each.

Great prizes, right? But the biggest appeal for this drawing is that as a raffle, only a limited number of tickets will be sold. In this case, just 500,000 tickets will be available, which means this game offers the best odds ever – 1 in 100,000 – to win $1 million.

The raffle drawing is set for January 3, 2007 and will mark the biggest one-day prize giveaway to such a large number of players in our Lottery’s history. Certainly we’ve had single or several huge prize winners with games like Mega Millions and Classic Lotto 47, but never have we made five millionaires in one drawing.

While this is a new venture for Michigan, a few other states have experienced great success with this ticket. In one state, as a result of the ticket selling out in less than two weeks, they conducted a second raffle drawing. We’ve actually had several emails from folks who’ve heard about the raffle game, asking if we were planning a similar game.

Point-of-sale materials were delivered to retailers in mid-October. We have instituted a major media outreach and advertising campaign for this game, but it is hard to predict how long tickets might be available. However, we do expect that it will sell out fairly rapidly, so retailers, be prepared.

Lots of new instants:
November kicked off the gift-giving season with Holiday Celebration, a $10 ticket with a top instant win prize of $500,000, plus another $500,000 prize to be awarded through a second chance drawing on December 24 during a Detroit Lions football game.
Other November holiday-themed games included $250,000 Gift Box, at $5 with a top prize of $250,000; Golden Wishes, a $2 ticket with a top prize of $25,000; and Let it Dough, a $1 ticket with a top prize of $5,000, all went on sale November 13. Building Bucks, with a $2 price tag and top prize of $25,000, is on sale November 20, and Winner Snow, a $2 ticket with a $15,000 top prize will hit stores November 27.

Be sure to keep your shelves stocked as we approach one of the busiest seasons for our games!

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 $676.6 million. For additional information, please visit the Lottery’s Web site at www.michigan.gov/lottery.

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  Source: Impact Databank, March 2006

- Cordials represent 13% of Spirits dollars and grew 5% versus last year. Plus, Cordials contributed 16% of overall Spirits dollars growth.
  
  Source: HU Total US Food & Drug, 52 weeks ending Apr 23, 2006

- In our Baileys Flavors test market, total Baileys grew by +60%, and Baileys Original Irish Cream by +17%.
  
  Source: Key Account Scan Data, Arizona Test Market, 26 weeks through Apr 23, 2006

- During the Baileys Flavors national limited-time offer, total Baileys grew on average +35% and Original Irish Cream +14%.
  
  Source: HU Total US Food & Drug, Top Participating Retailers, 8 weeks ending Apr 23, 2006

- Baileys Flavors are supported by a fully-integrated and incremental marketing campaign focused on media, visibility and sampling. Baileys $16 million media spend is up +43% versus last year.

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Frank Arcori, former AFD Chairman, loses battle with cancer

On September 30, Frank G. Arcori—a successful entrepreneur, an exemplary leader, an avid golfer and a devoted family man—died at the age of 49. At the time he was receiving treatment at a Mississippi cancer center. He left behind his beloved wife Lamia and his children, Angela, Marisa, Frank Jr. and Leann.

Frank Arcori is best known in the retail food industry as a successful independent retailer who owned numerous grocery stores in the Metro Detroit area, including Vegas Markets and Save-A-Lot stores. He was an active member of AFD (now AFD), serving as Chairman of the Board of AFD in 1992 and 1993. In addition to food stores, Frank also owned Pet Supplies Plus stores and was instrumental in the national expansion of Wireless Giant. "He was one of the finest men I've had the honor and pleasure to know," said Joe Sarafa, who was president of AFD when Frank was its chairman. "He came to AFD as chairman at a very difficult time for the association, but he got us through that, because people wanted to be a part of what Frank was doing. He looked at every challenge as an opportunity, wasn't afraid of failure and worked very hard. He will truly be missed," Sarafa added.

Frank G. Arcori was born on September 5, 1957 to Frank and Antoinette Arcori, of Detroit. Two other children, Joseph and John, followed. Young Frank attended St. Juliana Grade School and, later, Bishop Gallagher High School. He loved to play basketball, and was even known to show his school spirit by leading the fans in a cheer or two.

The Arcori family owned a grocery store in Detroit, aptly named Frank's Market. Young Frank grew up helping out in the store.

Following high school graduation, Frank enrolled in Wayne State University. However, after three years, a professor in one of his classes remarked that Frank could earn as much as $17,000 a year once he graduated. That settled it for Frank: he dropped out of college because he was already making more than that!

In 1977, while attending college, Frank ventured into a business of his own, a small sandwich company called Little A's that he ran in the back of the family store. Little did he know that at the time, but that sandwich business shaped the direction of Frank's life.

This business success led to a meeting with a young woman named Larma Seman, whose parents were also in the retail food business. They were married on September 7, 1980. Eventually, the Chaldean community came to adopt Frank, an Italian, as one of their own.

At first, the newlyweds lived in a condominium in Southfield then in 1983, with the impending arrival of their first child, Frank and Lamia purchased a home in Farmington Hills. By 1989 they had four children: Angela, Marisa, Frank Jr. and Leann.

Frank was a sensational father. Like everything else he did, he threw himself wholeheartedly into parenthood. He was totally devoted to his children, never missing their events and in particular, their sporting events. Frank was a leader who taught his children leadership by his example. He was very active in the parish life of St. Fabian Catholic Church, where the children attended grade school.

A born entrepreneur, Frank Arcori loved to try new things and was never afraid of taking risks. He and one of his brothers bought their parents' grocery store in 1980. In 1983, he opened the first of his own Vegas Food Centers. Then in 1994 he opened a Save-A-Lot grocery store. Later, he opened and operated numerous Pet Supplies Plus stores. Frank also delved into real estate investments and even into hotel development. He gained a reputation as an extremely loyal and savvy business partner.

Along with his brothers, Frank Arcori also joined his good friends in numerous business ventures. Frank's last business endeavor was to assist Wireless Giant in becoming a national entity. This, too, was a success.

Frank Arcori, Continued on page 19.
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6:30 p.m.

By popular demand, returning to
Penna’s of Sterling
(Van Dyke at 16-1/2 Mile Road)
6:30 p.m.

Tables of 10—$1,250 • Couple—$275 • Individual—$150
Faith, Hope and Love: Frank Arcori’s final days

**By Mike Sarafa**

I had the opportunity to visit with Frank the night before he left for Mississippi. What follows is an account of our conversation. I was privileged to work with Frank at the Associated Food Dealers, Shenandoah Country Club and the Bank of Michigan. He was a friend, confidant and trusted advisor.

Greenwood, Mississippi seems an unlikely place—unlikely as the location of a last resort medical treatment for terminal cancer and even more unlikely as the place where Frank Arcori and his family spent the last few days of his life. In the early morning hours on September 27, Frank Arcori and his family loaded onto a private jet headed for central Mississippi. From there a car was to take them for an appointment with Doctor Ralph Arnold Smith, a specialist in Immunotherapy.

Frank’s brother Joe had discovered this innovative treatment in his non-stop research since Frank was first diagnosed with cancer. It was to be one last chance to reverse the damage that the cancer was causing to the liver and prolong Frank’s life.

“I’m taking it one day at a time,” he told me the night before they left for Mississippi. “You gotta have faith. Whatever I got, brother, medicine alone can’t fix,” he said matter-of-factly.

Frank and his family moved into their dream house only 10 months ago, a massive brick and stone colonial in Franklin Village. Cars lined both sides of the forked driveway as word had spread that the whole family was leaving the next morning. Their home this night resembled a command center: phones ringing for updates, laptops open to Frank’s website, friends texting, messaging the Arcori children to cheer them up, in and out.

“Not like this everyday,” Frank told me. “It’s good for my family.”

When I got there, he seemed anxious to talk. He slowly got up from his recliner chair with the cadence and posture of someone nearly twice his age.

“Final Days,”

Continued on page 20.
he muttered as we entered his mother's first floor master bedroom where the television was on. He lay in the bed in the room as I pulled up a chair next to the bed he asked me to hand him the remote control. He turned the sound down but left the TV on and as we talked, his eyes stayed fixed on the screen while his attention was with me. Frank Arcori was a master at multi-tasking.

With the precision and logic that he was known for, Frank recited the chronology of events. "I finally went to see the Doctor on July 1. Everything checked out okay except my liver enzyme count. By August 2, I was diagnosed with inoperable, incurable cancer. It was cancer in my stomach and it had metastasized to my liver". (Over the next few weeks), "multiple protocols of chemotherapy were rejected by my body," he recounted calmly.

To prepare for the worst, Frank had assembled a virtual dream team of advisors. Jim Bellanca, Gene Esshaki, Randy Denha and Pat Gregory were among them. For weeks they had been working with Frank and Lamia to make sure their financial house was in order. While Frank was a man of faith, he was not a man of chance. As he lay in bed, he was tossing and turning as we talked, seeking what seemed like a completely elusive comfort zone. He hectically scratched his own body. His skin had been badly dried out from the liver damage.

But Frank Arcori was known for razor-like focus and attention to detail. When he had a goal, he set out to accomplish it with steadfastness and objectivity. Right at this point in time, his task was to finish his talk with me. In all his pain and discomfort, he prompted me, "What else would you like to know, Mike?"

"You and your family seem so strong," I told him. "People come to comfort you but you end up comforting them.

His response was clear, concise and powerful for its truth and simplicity. "My family has God."

"Some people get angry with God during times like this," I asked, probing for any sense of doubt or frustration. "Not my family," he responded.

I asked him if he was worried about anything. His thoughts turned to his children. His eyes moistened and reddened and he paused. "I've tried to give them everything they need, to teach them values and give them a good education. But still...if there's no Dad..." He couldn't finish his sentence, and didn't need to.

He was tired. Short of a miracle. I knew that he knew his days were numbered.

The last note on my paper read "Regrets." Something told me not to ask. There are never any regrets if you live your whole life not having to look over your shoulder. Frank Arcori never looked back—in life or death—only forward. A man like Frank Arcori has no regrets.

On July 1, 2006 Frank went to the Doctor with a cough and some discomfort in his stomach. Something was wrong. Ninety days later, on September 30, surrounded by his family in an out-of-state hospital, he succumbed not to the stomach cancer but to heart failure related to complications from treatment. The miracle in Mississippi didn't come. But another miracle had—the miracle of Frank Arcori's life. For that, we are all grateful.
Michigan’s minimum hourly wage increase explained

For the first time in nearly a decade, Michigan’s minimum wage has increased. Last spring Governor Jennifer Granholm signed legislation that boosted the state’s minimum wage to $6.95 an hour, effective October 1, 2006.

The legislation also calls for further increases, boosting the minimum wage to $7.15 an hour on July 1, 2007, and $7.40 an hour on July 1, 2008.

There are about 90,000 workers in Michigan who are working at or below the minimum wage and most will now see a 35 percent increase in their hourly earnings.

In addition to increasing the hourly wage, other changes to Michigan’s minimum wage law:

• Create a minimum wage for youth under 18 years of age.

Businesses can pay those under 18 a minimum wage that is 85 percent of the adult minimum wage ($5.91 an hour);

• Align Michigan law with most federal overtime provisions that have been in effect in the state.

The change continues to exempt certain categories of workers from overtime coverage, such as truck drivers, television/radio announcers, newspaper employees, live-in domestic workers, commissioned sales staff, nurses and computer analysts.

Michigan law, however, has extended overtime coverage to some at-home health care and day care workers.

• Establish compensatory time provisions that allow an employee to accrue and use compensatory time in lieu of overtime pay if certain conditions are met.

Agricultural workers continue to be covered by Michigan’s minimum wage law.

More information about Michigan’s minimum wage increase and about other provisions in the state’s minimum wage and overtime law is available on the Wage & Hour Division website (www.michigan.gov/wagehour) or by calling the Division at 517-335-0400 on weekdays between 8:00 a.m. and 5:00 p.m.
As the holiday season approaches, the AFPD Turkey Drive Committee has pledged to put a turkey on the Thanksgiving table of 2,000 Metro Detroit families that may not otherwise enjoy this special meal. This is an Associated Food & Petroleum Dealers tradition that started 26 years ago and each year the list of charitable groups that ask for turkeys grows. There are many more requests than we could ever fill. Thanksgiving is a time to reflect, give thanks and help those who have less. We are asking you to pitch in. A $200 donation to the AFPD Turkey Drive will provide turkeys for 20 families! When you consider that each turkey serves about 12, that’s Thanksgiving turkey for 240 people! We need your help! It is truly heartwarming to be a part of our annual Turkey Drive and to know that together, we have brightened the day for 2,000 needy families. To make a donation, please fill out the form below or call Michele MacWilliams at (248) 671-9600. Thank You.

Yes! I want to provide Thanksgiving dinner to needy Metro Detroit families.

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Make check payable to AFPD Turkey Drive and send this form, with your check, to: AFPD Turkey Drive 30415 W. 13 Mile Road Farmington Hills, MI 48334

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PepsiCo goes IZZE

PepsiCo, Inc. has acquired IZZE Beverage Company, maker of natural sparkling fruit juices. Founded in 2002, IZZE Beverage Company has built its base of consumers through grassroots marketing and sales efforts.

PepsiCo said that IZZE will remain in Boulder and continue to operate as a separate unit, reporting through Pepsi-Cola North America President and Chief Executive Officer Dawn Hudson. "IZZE connects with people's interest in great-tasting, healthier beverages," said Hudson. "IZZE drinkers are young, healthy, active, and incredibly loyal. We'll give IZZE the freedom and autonomy to preserve its identity while we develop the brand and help it grow." IZZE's current distribution system will remain unchanged. PepsiCo will drive consumer awareness of the brand through increased marketing efforts.

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FOR SALE—Hobart Grinder #4602. 2 H.P. Single Phase. Completely rebuilt—$2,000.00. Restaurant Food Market. (313) 462-1140.

FOR SALE—6 foot deli self-serval front doors. $1,500 or best offer. Call (313) 274-1448.
Rep. Donigan pushes for mass transit solutions to stimulate Michigan's economy

State Rep. Marie Donigan
Democrat
26th House District—Royal Oak
21st term State Representative

Committees
- Local Government and Urban Policy
- Natural Resources, Great Lakes, Land Use, and Environment
- Administrative Rules

By Kathy Blake

State Rep. Marie Donigan (D—Royal Oak) is fervent about improving mass transit in Michigan. After she took office two years ago, she said it would be her main goal. She has held three town hall meetings to come up with solutions for improving public transportation, particularly in Southeast Michigan. One was held in July of 2005, where she told the crowd, "Mass transit brings our communities together. It connects employers with employees; it connects doctors with patients; it connects students with teachers. Improving our public transit system will stimulate the local economy," explained Rep. Donigan.

In Michigan, 46 counties have basic public transportation to transport people to and from medical facilities, jobs and shopping. The city of Grand Rapids is the public transit leader of the state with its current system with plans for a future rail line. Donigan believes Detroit and nearby suburbs should be the leader. "We've done a miserable job of public transit in this area. All major cities have progressive transit systems. In Minneapolis, it takes 20 minutes to get to the airport from anywhere in the city. Transportation options make cities vibrant," said Donigan. She went on to say that Detroit needs a better system because 30 percent of the residents do not own automobiles. A better transit system will alleviate some of the traffic congestion in Detroit and its suburbs and free up parking spaces in downtown areas. Donigan believes it will be a good stimulus for the economy.

21st Century Jobs Fund

Donigan is also a strong supporter of Michigan's 21st Century Jobs Fund, which is a $2 billion, ten-year initiative to spark new investment and create high-tech companies and jobs which will diversify Michigan's economy. "This fund is seed money for people who have ideas for a company or a patent or prototype but lack start up money. It is the most aggressive fund in the country institutions, applied research, university technology transfer, and the commercialization of products, processes, and services. The four competitive-edge technologies are life sciences, alternative energy, advanced automotive, manufacturing and materials, homeland security and defense. Also supported are advanced computing or electronic device technology, design, engineering, testing, diagnostics, or product research and development.

To increase capital investment activity, the Jobs Fund may invest funds in or alongside qualified equity funds, qualified mezzanine funds, and qualified venture capital funds that will create or retain jobs in Michigan companies. To increase Commercial Lending Activity, the Jobs Fund may create commercial loan enhancement programs where a documented growth opportunity has been identified. In addition, the Jobs Fund will re-establish the Capital Access Program to assist small businesses.

Background

Rep. Donigan is a lifelong resident of Royal Oak. She worked as a landscape architect in private practice for several years before joining the City of Farmington Hills Department of Planning and Community Development. She was elected as a Royal Oak City Commissioner in 1997. While serving her second term, she was elected to the Michigan House of Representatives in 2004. From 2000 to 2003, Marie co-chaired the Royal Oak Area Democratic Club, boosting membership to fight for progressive causes. Her husband is the current Royal Oak School Board secretary. To reach Rep. Donigan, please call 517-373-3818, email mariedonigan@house.mi.gov or write State Representative Marie Donigan, PO Box 30014, Lansing, Michigan, 48909

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**STORE EQUIPMENT/EDUCATION:**

- Belmot Paper & Bag Supply
- B & B Distributing Co
Editor's note: Through a campaign of calls and letters, AFPD and its members persuaded Governor Granholm to veto Senate Bill 50, which would have authorized an unlimited number of catering permits to sell alcoholic beverages. Past AFPD Chairman Ronnie Jamil received the following letter from the Governor, in response to his letter to her:

Dear Mr. Jamil:

Thank you for contacting me to share your opposition to Senate Bill 50, the restaurant catering liquor license bill.

On September 22, 2006, I vetoed Senate Bill 50. This bill would have authorized an unlimited number of catering permits for beer, wine and other alcoholic beverages without specific limits on the duration of the permits. This and other ambiguities in the legislation may have unintentionally resulted in the creation of new loopholes in longstanding regulatory law regarding the distribution and sale of alcoholic beverages, including existing restrictions designed to prevent the illegal consumption of alcoholic beverages by minors. The bill also failed to adequately address the new types of enforcement challenges for the Liquor Control Commission and other law enforcement agencies that would have arisen under an entirely new distribution mechanism involving an unlimited number of permits.

Again, thank you for contacting my office. Your input is important to me as I make decisions about issues that affect Michigan's future.

Sincerely yours,

Jennifer M. Granholm
Governor

Forgotten Harvest: The One Million Pound Challenge

The Associated Food and Petroleum Dealers continues its partnership with Forgotten Harvest to issue the One Million Pound Challenge to help feed hungry people in Southeast Michigan. Running through August 1, 2007, all Michigan food retailers and wholesalers are charged with the challenge of joining together to donate a total of one million pounds of their surplus perishable or non-perishable food products to Forgotten Harvest for distribution to emergency food providers.

For more information on how you can help please visit www.afdom.org and click on The 1 Million Pound Challenge logo.

How to help

1) Contact Forgotten Harvest at 248-350-FOOD (3663) or AFPD at 248-671-9600
2) Once we’ve collected some basic information from you, Forgotten Harvest will make arrangements to pick up your surplus food
3) Forgotten Harvest’s certified, professional food “harvesters” will provide you with a detailed record of the amount(s) and type(s) of food donated and transport your donation directly to one or more of our food-provider agencies.

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Reservations received after the cut-off date of December 28, 2005, will be honored on a space-available basis. Check-in is 3:00 p.m. and Check-out is 11:00 a.m.
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To view the Sterling Inn online, go to: sterlinainn.com
### The Associated Food Dealers of Michigan Annual Trade Dinner

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#### Platinum Sponsor - $10,000

(Limited sponsorships available)

- Three tables of 10 for dinner (VIP seating)
- 30-second video or 15 company images in media presentation
- Title sponsorship signage for music, photo booth or centerpieces
- Half Price ad of your choice in AFD Food & Beverage Report
- Use of four company products at the dinner (or four additional images in media presentation)
  
  I would also like _____ additional tables (above my 3 included with the sponsorship at $600 each)

#### Gold Sponsor - $7,000

- Two tables of 10 for dinner (prime seating)
- 15-second video or 10 company images for media presentation
- Corporate signage at the dinner
- Half Price ad of your choice in AFD Food & Beverage Report
- Use of two company products at the dinner (or two additional images in media presentation)
  
  I would also like _____ additional tables (above my 2 included with the sponsorship at $700 each)

#### Silver Sponsor - $4,000

- One table of 10 for dinner (preferential seating)
- Five company images for media presentation
- Corporate signage at the dinner
- Half Price ad in AFD Food & Beverage Report
- Use of one company product at the dinner (or one additional image in media presentation)
  
  I would also like _____ additional tables (above my one included with the sponsorship at $800 each)

#### Bronze Sponsor - $2,500

- One table of 10 for dinner
- Two company images for media presentation
- Corporate signage at the dinner
- Half Price ad in AFD Food & Beverage Report
  
  I would also like _____ additional tables (above my one included with the sponsorship at $900 each)

---

### General Admission:

- _____ tables of ten @ $1,250 per table
- _____ couples @ $275
- _____ individuals @ $150

---

### Contact info:

Name: ____________________________________________________________

Company: _________________________________________________________

Address: _________________________________________________________

Phone: ______________________________ Fax: ______________________

### Sponsors, please list products you wish to use at dinner:

(Platinum 4, Gold 2, Silver 1. Liquor companies, please call for additional information)

1. __________________________ 2. __________________________ 3. __________________________ 4. __________________________

### Payment Method: Due to overwhelming response, all attendees must pre-pay!

- MC/VISA Card Number: __________________________ Exp. Date: __________

  3-digit code (last 3 numbers on back of credit card)

- Name of Cardholder: ____________________________________________

  Signature of Cardholder: __________________________

- Check Check Number: ______________ AMOUNT: _______________________

Please return by fax to (248) 671-9610 or mail to the address below.

Call Michele MacWilliams at AFD (248) 671-9600 if you have questions or need additional information.

Associated Food Dealers of Michigan, 30415 W. 13 Mile Road, Farmington Hills, MI 48334
SHERWOOD FOOD DISTRIBUTORS
18615 Sherwood
Detroit, Michigan 48234

AFD's 22nd Annual
Buying Trade Show at

BURTON MANOR - Livonia, MI

Associated Food Dealers of Michigan
30415 West 13 Mile Road
Farmington Hills, Michigan 48334
Building New Opportunities!

It's time for AFD's 22nd Annual Trade Show

Sherwood Foods will have 50 booths featuring new products, frozen foods and dry goods, offering outstanding show-only special introductory pricing on many items.

The law demands that you must be at least 21 years of age to attend this Trade Show. No bags in or out. Business attire, please.

It's Really Easy...

• All Sherwood Foods customers receive free admission into the AFD Trade Show.
• Preregister by mailing in this form, and you will receive the badge in the mail. No waiting in long lines!
• If you do not mail in this form, please bring it with you to the show, or you will be charged $12.

With Sherwood Foods You Can't Lose!

We will have some amazing deals on the following products:

• BEEF
• CHEESE
• DELI
• PORK
• POULTRY
• SEAFOOD
• TURKEY
• LAMB
• VEAL

We are now distributing Dry Goods, Meat Trays, Plastic Items and a new Bakery Line!

TRADE SHOW HOURS:

Tuesday, April 25, 2006 • 5 p.m. - 10 p.m.
Wednesday, April 26, 2006 • 4 p.m. - 9 p.m.

Burton Manor • Livonia, MI

Call your Sherwood Food Representative at (313) 366-3100.

We can meet your needs in your Meat, Deli and Frozen Food Departments. Introducing Dry Goods and Bakery Line!

Cut Off This Panel and Send It to AFD by April 10, 2006

Admission into the Trade Show is free for all SFD customers who register.
On April 1st 2006, the Associated Food Dealers of Michigan and the Great Lakes Petroleum Retailers & Allied Trades Association merged to form a more comprehensive group, called the Associated Food and Petroleum Dealers, Inc. With the two associations now combined, AFPD represents and serves nearly 4,000 retailers, wholesalers, suppliers and manufacturers in Michigan and Ohio.

A special thanks to Arctic Glacier for providing complimentary ice to all of our exhibitors! Please visit them in booth 209 for all your ice requirements.

Stop by the AFPD Coffee Corner for a FREE Gift!
We need YOU to make it fly!!

AFD appreciates your support and help. We will gladly accept monetary donations toward the AFD Foundation Scholarship Fund as well as Product and Prize Donations for Goodie Bags, Snack Stations and Door Prizes.

Or you can volunteer to help at the Outing.

Call Michele MacWilliams at (248) 671-9600 to find out how you can assist the Association at this worthy event!

All sponsorships and foursomes are first-come, first-served, based on space availability. Due to overwhelming response, all reservations must be paid in advance!

Approximately 50% of your donation may be deductible as a charitable contribution to the AFD Foundation. Please consult your tax advisor.

Wednesday, July 13, 2005 • Fox Hills, Plymouth
**Benefits AFD Foundation Scholarships!**

Proceeds raised will help fund academic scholarships!

**Any way you slice it...**

It’s time to plan for the future. Start now with an AFD Foundation Golf Outing Sponsorship.

**But we need your help to make par!**

Participate in this worthy Foundation Golf Outing! Please complete the enclosed registration form and fax to Michele at (248) 671-9610 or call (248) 671-9600 or (248) 625-0070 to make your Goodie Bag and/or Prize Donations.

**HOLE SPONSOR PACKAGES**

<table>
<thead>
<tr>
<th>Eagle—$2,000</th>
<th>Birdie—$1,200</th>
<th>Non Sponsor Options:</th>
</tr>
</thead>
<tbody>
<tr>
<td>One golf foursome</td>
<td>Two golfers</td>
<td>$999 per foursome or $333 per golfer (dinner included)</td>
</tr>
<tr>
<td>50% off ad in the AFD Food &amp; Beverage Report</td>
<td>50% off ad in the AFD Food &amp; Beverage Report</td>
<td>Dinner Only—$75</td>
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<tr>
<td>A plaque presented to your company</td>
<td>A plaque presented to your company</td>
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<tr>
<td>20% off registration for 2006 AFD Foundation Golf Outing</td>
<td>Half price registration for 2006 AFD Foundation Golf Outing</td>
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<td>50% off registration for 2006 AFD Foundation Golf Outing</td>
<td>50% off registration for 2006 AFD Foundation Golf Outing</td>
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<td>Signage at the clubhouse</td>
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<td>Exposure in the AFD Food &amp; Beverage Report</td>
<td>Exposure in the AFD Food &amp; Beverage Report</td>
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<tr>
<td>Special gift for each golfer</td>
<td>Special gift for each golfer</td>
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<td>A plaque presented to your company</td>
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**2006 AFD Foundation Golf Outing • Wed., July 12, 2006 • Reservation Form**

**SPONSORSHIP PACKAGES:** Please indicate your selection with an X

Eagle Sponsor—$2,000 Birdie Sponsor—$1,200

**NON-SPONSOR OPTIONS:**

Foursomes—$900 Individual Golfers—$250 Dinner Only—$75

Please assign a name to each foursome if purchasing more than one. Example: Pepsi Pontiac, Pepsi Detroit, etc.

I cannot attend the Golf Outing, but please accept my donation in the amount of $ _____________________

Please use the following Do Not Call numbers for Goodie Bag Donations.

I can donate the following Door Prizes: ______________________________________________________________

**BILLING / CONTACT INFO:**

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Company</th>
<th>Address</th>
</tr>
</thead>
</table>

**PAYMENT METHOD INFO:**

<table>
<thead>
<tr>
<th>Check</th>
<th>Credit Card</th>
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</table>

Please return this form by July 5, 2006 to Michele MacWilliams at (248) 671-9600. **If mailing in payment, send to AFD Foundation, 3041 SW 13 Mile Road, Farmington Hills, Michigan 48334, Phone (248) 671-9600.**
A SPECIAL THANKS TO THE FOLLOWING AFPD MEMBERS, FOR THEIR COMPLIMENTARY CONTRIBUTIONS TO THE AFPD Holiday Beverage Show:

**U.S. ICE**

Visit booth 539A for all your ice requirements and thanks to U.S Ice for providing complimentary ice to all of our exhibitors and FREE Parking for all attendees!

**tag-IT!**

Visit booth 436 for all your customized liquor tag needs and thanks to tag-IT Inc. for providing FREE Parking for all attendees!

**AFPD S.E. MICHIGAN Holiday Beverage Show 2006**

Wednesday, September 13, 4:00 p.m. - 9:00 p.m.
Thursday, September 14, 4:00 p.m. - 9:00 p.m.
<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Booths</th>
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<td>Absopure</td>
<td>333</td>
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<td>Art One</td>
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<td>ATM of America</td>
<td>339</td>
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<td>ATM of Michigan</td>
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<td>Bank of Michigan</td>
<td>222</td>
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<td>Closed Circuit</td>
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<td>Co Card</td>
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<td>Commers Bridgeway</td>
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<td>Detroit Popcorn</td>
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<td>DTE</td>
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<td>Forgotten Harvest</td>
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<td>Fordy</td>
<td>210 &amp; 212</td>
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<td>Galaxy Wine</td>
<td>335 &amp; 337</td>
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<td>General Wine &amp; Liquor Co.</td>
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<td>Brown Forman</td>
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<td>GWL Great Lakes Div.</td>
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<td>Bacot International</td>
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<td>Hemmingway &amp; Holle</td>
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<td>Royal Wines</td>
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<td>Ice Cream Express</td>
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<td>Keller Kymms</td>
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<td>Marketspace Sod</td>
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<td>Michigan Lottery</td>
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<td>Mike's Hard Lemonade</td>
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<td>Miller Beer</td>
<td>205 &amp; 207</td>
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<td>MLCC</td>
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<td>Money Gram Inter I</td>
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<td>Nat Sherman Inc</td>
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<td>National Wine &amp; Spirits</td>
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<td>Suburban News</td>
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<td>Tag IT Inc</td>
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<td>The Chatham News</td>
<td>224</td>
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<td>U.S. Ice</td>
<td>539A</td>
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<td>Xango</td>
<td>223</td>
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</tbody>
</table>
Speakers for West Michigan Holiday Beverage Show

2:45 p.m. - 3:00 p.m. - Michigan Liquor Control Commission presenting the following topics: Discount program, On-line Ordering, On-line Catalog and EST

3:15 p.m. - 3:30 p.m. - Dan Tulio, Canadian Club Global Ambassador, one of the biggest names in the world of whiskies, presenting: Whiskeys of the World, a discussion of the differences between Bourbon, Scotch and Canadian Whiskeys. There will also be sampling and education of numerous great whiskies.

3:45 p.m. - 4:15 p.m. - Simon Ford, Global Brand Ambassador of Plymouth Gin, presenting: The History of Gin. Martini recipes and tasting of super-premium Gins.

4:45 p.m. - 5:00 p.m. - Remy Cointreau USA will feature wine, beer and spirits journalist F. Paul Pacult, author of Kindred Spirits and The Spirits Journal and a nationally renown Master Mixologist. Together they will demonstrate how choosing the proper ingredients and correct preparation are the keys to crafting the perfect Margarita.

5:30 p.m. - 5:45 p.m. - Dan Tulio, Canadian Club Global Ambassador, one of the biggest names in the world of whiskies, presenting: Whiskeys of the World, a discussion of the differences between Bourbon, Scotch and Canadian Whiskeys. There will also be sampling and education of numerous great whiskies.

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7:00 p.m. - 7:15 p.m. - Remy Cointreau USA will feature wine, beer and spirits journalist F. Paul Pacult, author of Kindred Spirits and The Spirits Journal and a nationally renown Master Mixologist. Together they will demonstrate how choosing the proper ingredients and correct preparation are the keys to crafting the perfect Margarita.

7:30 p.m. - 7:45 p.m. - Kent Beverage presenting Fred Bueltman of New Holland Brewery demonstrating craft brewing process.
A special thanks to Arctic Glacier Premium Ice for providing complimentary ice to all of our exhibitors!
ASSOCIATED FOOD & PETROLEUM DEALERS, INC.

Contact: Jane Shallal (248) 671-9600
Michele MacWilliams (248) 625-0070, cell phone (248) 330-5558

Retailers provide turkeys for 24,000 Thanksgiving meals

26th Anniversary Turkey Drive of the Associated Food & Petroleum Dealers

Farmington Hills (Nov. 15, 2006)—The Associated Food & Petroleum Dealers (AFPD) will provide 2,000 families in the Metro Detroit area with turkeys for their Thanksgiving dinners, which equals approximately 24,000 meals (at 12 servings per turkey). AFPD is the trade organization for the food, beverage and petroleum industries in Michigan and Ohio. This is the 26th year that the AFPD has given away turkeys for the holidays.

Friday, November 17 – Turkey Pick-ups 10:00 a.m. to 1:00 p.m.

All turkeys are already spoken for. Turkeys will be picked up by representatives of various churches and civic organizations between 10:00 a.m. and 1:00 p.m. at:

Motown Snack Foods Warehouse
8341 Lyndon Street
Detroit, MI 48238 (1/3 mile east of Wyoming on south side of street)

Organizations scheduled to pick up turkeys:

Berkley: St. Vincent de Paul Society
Dearborn: Sacred Heart

Friday, November 17 – Turkey Deliveries 10:00 a.m. to 12:15 p.m.

Also on Friday, November 17, AFPD will deliver turkeys to area churches and civic organizations, which then provide them to needy families. In most cases the families are waiting at the location for the AFPD truck. AFPD volunteers hand the turkeys directly to the recipients.

9:30 a.m. Southfield Human Services
Contact: Rhonda Perry
26800 Berg Road, Southfield, 48034
Corner of Berg & Civic Center at the white house
(248) 795-4540

10:20 a.m. New Greater Christ Baptist Church
Reverend William Thompson
13031 Charlevoix, Detroit
(MapQuest 13145 Charlevoix, Detroit 48215)
Between Dickerson and Chauncey
(313) 311-2866
Cell phone (313) 469-2277

10:45 a.m. Ravendale Community Ed. Center
(Also includes recipients from Joy of Jesus and Faith Church of God)
Contact: Tom McQuar
13903 Harper, Detroit 48213
Next to Harper Food Center
(313) 527-1603

12:15 p.m. Chaldean Federation/Family Resource Center
At Sacred Heart School
310 West 7 Mile Road
Detroit, MI 48202
(248) 330-5558 (Michele MacWilliams’ cell)

"Many retailers give back to their community all season long and get great satisfaction out of helping others. This is one way we work together to help those in need," says Jane Shallal, AFPD President.