

## Just In

### 'It's "Tee" Time!

Welcome to the AFD Foundation Golf Outing, July 18 at Fox Hills in Plymouth! "Our annual golf outing gives members of the food, beverage and petroleum industries a chance to 'connect' on the course," said Fred Dally, AFPD Chairman. In addition to the fun, there is a serious side to our event. Golfers will be putting around for a good cause – the AFPD Foundation, which provides \$1,500 scholarships to 30 deserving college-bound students. Look for details and photos from this great event next month.



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## AFPD's first Ohio Trade Show offered something for everyone

By Michele MacWilliams

From underground storage tanks to complete foodservice setups, exhibitors offered a little of everything for the food and petroleum retailers at AFPD's first Ohio Trade Show. Held on June 19 at the John S. Knight Center in Akron, the show was an opportunity to learn about new food, beverage and petroleum related products as well as in-store equipment and services.

Games, prizes, friends and a sports theme added to the festive atmosphere and iPods were a favorite raffle prize. North Pointe Insurance, AFPD and GTech all gave away iPods to attendees!

"There really was something for everyone," said Special Events Director Cathy Willson. "We are encouraged by this first show and

know that it will be even bigger and better next year," she added.

Attendee Brian Keller from Suffield Carryout agreed, saying, "I really appreciate that AFPD went to such effort to put together a show to help me make money and put more products in my store. We've never had anything like this in our area before."

Here is a rundown of some of the products and services that were available down the aisles of the AFPD Ohio Trade Show:

Liberty USA created a fabulous display to showcase their in-store



foodservice programs. Their DeVinci's concept turns a convenience store into a gourmet-to-go restaurant, complete with paninis, wraps, pizzas, bruchetta and other trendy entrees.

**Ohio Trade Show,**  
*Continued on page 20.*

## Taste the holidays at two AFPD Beverage Shows

Order your holiday gift sets early!

Special pricing, holiday gift sets and new products galore will be available at AFPD's TWO Holiday Beverage Shows. Due to the popularity of these shows, they are both bigger and better than ever! We begin with AFPD's West

Michigan Holiday Beverage show, which takes place on Wednesday, September 12, 2007 at the DeVos Place in Grand Rapids. "This is our third year for the West Michigan Holiday Show at DeVos Place and it just keeps growing each year!" exclaimed Cathy Willson, AFPD special events director. See page 12 for more information.

Then, on September 25 and 26, AFPD's S.E. Michigan Holiday Beverage Show (in its 9th year) will take over Rock Financial Showplace in Novi. "The show is so popular that I suggest getting there early, so that you have enough time to visit all the booths," Willson said. More details are on page 13.



For exhibit space and more information, call Cathy Willson at 1-800-666-6233.



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## President's MESSAGE



By Jane Shallal  
AFPD President

## I am encouraged by our first Ohio Trade Show

our industry. It was a great show for networking and marketing of businesses from around the state.

I could see that those who were visiting the booths asked questions and exhibitors were very helpful in offering great suggestions and advice on products and services. Those involved in displaying their wares highlighted the upbeat atmosphere and really helped to create a professional and improved image for the industry. The craftsmanship of the displays was impressive. (Look for photos on pages 18 through 20.)

We received many positive comments from exhibitors, stating that the show put them in front of customers they normally have not

been able to reach. And attendees were serious about doing business and interested in learning about the products being offered by exhibitors. Most attendees were owners of their business or had buying authority. The opportunity for exhibitors to speak to potential customers makes AFPD trade shows an exceptional value. Now we have the same opportunity to grow your businesses in Ohio.

Our Ohio exhibitors committed to continuing to work with AFPD in the future as we all feel that it is imperative for our organizations to leverage the resources of each of us. You can plan on us continuing to network with your companies through our trade shows and other events so that we are all served well. We look forward to cross-leveraging each other's strengths.

We sincerely appreciate the support and participation of our Sponsors: Home City Ice, USTI, and C-BIZ. I'd like to personally thank all of the sponsors, exhibitors, and attendees that made the first AFPD Ohio Food and Petroleum Trade Show a success.

## The Grocery Zone

By David Coverly



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## Ohio company using feed contaminated with melamine

The *New York Times* reports that while all the attention lately has focused on shipments of wheat gluten from China that contained the toxic compound melamine – which ended up in pet food that sickened or killed dozens of animals – federal officials have now determined that “a manufacturing plant in Ohio was using the same banned substance, melamine, to make binding agents that ended up in feed for farmed fish, shrimp and livestock.”

“The problem surfaced after a distributor, concerned about what was in its feed binders after the reports from China, sent the product to a private laboratory for testing.”

The US Food and Drug Administration (FDA) said that it believes the level of melamine in the foods is so low as to not pose any health risk to human beings. – *MorningNewsbeat.com*

## Frito-Lay touts heart health on snacks

Frito-Lay snacks and condiments that contain at least 80% unsaturated fats will soon sport labels that tout the health benefits of good fats, including reducing the risk of heart disease. – *The Wall Street Journal*

## Union boss sees big losses at Farmer Jack

Roger Robinson, president of United Food & Commercial Workers Local 876 in Detroit, told *Supermarket News* that he doesn't expect more than 20 or 21 of the 66 Farmer Jack supermarkets to remain unionized after A&P completes its divestment of the chain. Local reports last month said Kroger was planning to buy up to 25 Farmer Jack locations, but Robinson said the actual number Kroger is interested in might be more like 20. The remaining Farmer Jacks are expected to be sold to independents or shuttered. “The costs of the leases on those stores are just too high,” he said. – *Supermarket News*

## P&G Adds Flavor to PUR water

Procter & Gamble's PUR water filtration system is adding a new spin on filtered water. It's creating a new version that includes flavors.

The Flavor Options SKU lets consumers insert a flavor cartridge into a redesigned PUR pitcher or onto the faucet-mounted version, and use a button to vary the concentration of flavor in the water dispensed by the pitcher or tap.

## Kroger reaches labor agreement in Detroit

United Food & Commercial Workers Local 876 said that it has reached a tentative agreement with Kroger Co., Cincinnati, on a new contract covering about 9,900 workers at 101 stores in the Detroit area. Roger Robinson, president, Local 876, said that a specific date had not yet been set for members to vote on the proposal. – *Supermarket News*

## General Mills introduces Chinese meal kits

General Mills will launch Wanchai Ferry meal kits, which require adding meat only, for home cooks in the U.S. “We pioneered Mexican food around the globe with Old El Paso, but we didn't have a Chinese brand in the U.S.,” a General Mills executive said. – *The Wall Street Journal*

## Wal-Mart cuts back on supercenter growth

At its annual shareholders meeting, Wal-Mart said that it would cut back on supercenter development for the next few years – opening 190-200 in the U.S. rather than the previously projected 265-270. – *Supermarket News*

# Calendar

## July 18, 2007

AFD Foundation Golf Outing  
Fox Hills  
Plymouth, MI  
Contact: Michele MacWilliams  
(800) 666-6233

## September 12, 2007

AFPD West MI Holiday Beverage Show  
DeVos Place  
Grand Rapids, MI  
Contact: Cathy Willson  
(800) 666-6233

## September 25 & 26, 2007

AFPD SE MI Holiday Beverage Show  
Rock Financial Showplace  
Novi, MI  
Contact: Cathy Willson  
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# August is...

Harvest Month

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

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AFPD retailers have access to great services and impressive benefits including our successful Coupon Redemption Program.

Our program eliminates the time-consuming and costly chore of sorting, counting and mailing coupons to individual manufacturers, which reduces the volume of accounting records a retailer must keep.

You simply package and mail your coupons to the AFPD office and receive a check from us within 5-6 weeks! AFPD specialists help make sure that you get your money. By the way, there is no charge for this service as long as you are a member of AFPD!

If you are interested, please give Harley Davis a call at 1-800-666-6233 and he can fill you in on how simple it is to accept coupons at your locations.

The AFPD Coupon Redemption Program has been a valuable membership benefit for over 25 years. Let us make it quick and easy for you to accept coupons and get manufacturer redemptions.

## Drive-off stickers available through AFPD

Service station dealers in Ohio and Michigan can purchase stickers for gas pumps that are intended to deter customers from driving away without paying for the gas that they pump. The stickers, which cost \$1 each for members and \$1.50 each for non-members, explain that a person that drives off without paying can lose their license. To order yours, call AFPD at 1-800-666-6233.

## Statement of Ownership

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AFPD works closely with the following associations:





# Petroleum News & Views

Information of Interest to Petroleum Retailers, and Allied Trades

## Ohio lawmakers announce legislation to investigate petroleum industry pricing and supply practices

Ohio State Senators Tim Grendell and Capri Cafaro have announced plans to introduce legislation to investigate petroleum industry pricing and supply practices. They are proposing the creation of a state commission to monitor and review gasoline pricing, regulations affecting gasoline supply and the availability of petroleum products in Ohio. The legislation has garnered bi-partisan support with the co-sponsorship of Republican Senator Grendell, Democrat Senator Cafaro and other State Senators from both political parties. (AFPD profiles Senator Grendell on page 7.)

The proposed legislation's intent is to more effectively regulate the cost of gasoline in Ohio and protect consumers from price gouging in light of the recent fluctuations in the cost of gas to Ohio consumers. The proposal would make the excessive pricing of gasoline an unfair and deceptive sales practice under Ohio's Consumer Sales Practices Act and violations would be enforced by Ohio's Attorney General. The Auditor of State and local county auditors would have authority to monitor gasoline prices throughout Ohio.

"What we are trying to achieve through this legislation is three-fold: We want to hold retailers and distributors more accountable for taking advantage of Ohio consumers and gain a better understanding for why the price of fuel fluctuates and what we can do to prevent that from occurring in the future," Senator Grendell said.

He said he was not attempting to put a cap on gas prices, but only sought to make sure prices are reasonable given the cost to produce and ship the product. "The drivers in Ohio are tired of excuses," Senator Grendell said referencing the typical petroleum industry explanations for the sudden increases in gas prices.

Senator Grendell understands that similar to consumers, Ohio's independent dealers are at the mercy of the petroleum industry's pricing and supply practices. Although a review of gasoline retailers is included in the legislation, Senator Grendell recognizes the differences between oil company retail operations and independent gasoline retailers like the members of the Associated Food and Petroleum Dealers (AFPD). Senator Grendell has expressed an interest in including an AFPD independent gasoline retailer on the Gasoline Practices Oversight Commission

to make sure that the interests of AFPD members and their customers are represented.

**The legislation's intent is to require petroleum producers, wholesalers and retailers to notify the Ohio Department of Commerce, at least 48 hours in advance, if the price of gas is expected to increase by more than five cents within a seven-day period and provide a written explanation for the change in price.** Producers, wholesalers and retailers would have to submit a report to the Ohio Department of Commerce by the 10th of every month that summarizes the amount of petroleum products and gasoline shipped into, refined or sold in Ohio to better monitor the price of gasoline across Ohio.

The Gasoline Practice Oversight Commission will develop a mechanism to monitor the wholesale gasoline prices of Ohio's bordering states in an effort to compare Ohio wholesale gasoline prices to those of other states. The Commission is expected to investigate possible market manipulation by oil producers and evaluate the capacity of Ohio's oil refineries and production. The distribution chain of gasoline to wholesale buyers, retailers and retail customers will also be examined.

Additionally, within one year after the initial Commission meeting, the Commission must submit a report of the findings, recommendations, methods, and petitions required under the bill to the Governor and the members of the General Assembly. Thereafter, the Task Force must submit such a report not later than one year following the preceding report.

Co-Sponsor Senator Cafaro stated, "Increased fuel costs are hitting the pocketbooks of hardworking Ohioans. The high cost of gas is felt not only when one fills up, but also has a residual negative impact by increasing the cost of delivery and shipping, for example. We must work hard to find a solution to reduce the rising prices at the pumps. Ohio's consumers deserve action by their legislators on this issue."

When the legislation is introduced, AFPD will communicate with members to contact their local state legislators to ensure that the interests of independent retailers and their customers are appropriately considered in this important review of petroleum industry practices.

*Information courtesy of AFPD Lobbyist, Rick Ayish, of The Success Group.*

## Contract signing alert

By Ed Weglarz  
AFPD Executive Vice  
President of Petroleum



About every half decade the need to review the pitfalls of signing agreements and contracts in our business dealings seems to be appropriate.

I've received a number of disturbing calls lately about members who find themselves "locked-in" to an agreement that is unfavorable for them and from which they cannot extricate themselves.

A financial planner once told me that when buying a stock it is more important to have a plan to sell the stock than a plan to acquire the stock.

A parallel philosophy must take center-stage when you enter into any contract or agreement. Before agreeing to anything, determine the "terms and conditions" and "cancellation provision" clauses of the document. These are very important to your future peace of mind and financial well-being. Establish an exit strategy!

So many agreements nowadays contain language that "automatically renews" the agreement on the anniversary date or some similar term, unless you are proactive in stopping the renewal procedure.

Agreements for fuel supply, laundry and uniforms, trash removal service, equipment leases, telephone service, advertising services, telephone directory listings, credit card processing, software maintenance, and repair and maintenance contracts will often include clauses that "automatically renew" the contract on the anniversary date, usually to the benefit of the provider. The same contract will contain a penalty for cancellation at any time other than a short window period preceding the annual renewal date.

I strongly recommend, if at all possible, that you strike any "automatic" renewal provision of any agreement to which you commit. Or, immediately draft a cancellation letter to the contract holder indicating that you want to negotiate a replacement contract before the present contract expires. If you find yourself "locked-in" to an agreement that is to your disadvantage, determine the exit strategy that the document prescribes, and mark your calendar to remind you of the cancellation terms of your agreement.

Economic situations and dynamics are always changing, you need to keep aware of your contractual commitments.

## Group rating helps Ohio AFPD members save on Workers' Comp Insurance

The Associated Food and Petroleum Dealers (AFPD) Ohio group rating Workers' Compensation Insurance enrollment wrapped up recently, and if you are not participating, you should certainly consider doing so in 2008. The AFPD program offers you so many advantages, you cannot afford to miss out on this member benefit.

Results of the 2007 enrollment show how much members can gain from the program. Participating employers are happy with the services provided by our program administrator, The Frank Gates Service Company. Retention rates for 2007 were again at 95%, and more employers were signed up for group rating than ever before through Frank Gates. Importantly for our members, return-on-investment increased again, with members on average saving \$13.80 for every dollar paid in group rating service fees. In addition, savings opportunities were expanded, allowing many with claims to stay in our program.

Although the 2007 enrollment period ended only months ago, we are already looking forward to and preparing for our 2008 group rating program. You should receive materials this summer, encouraging you to consider the AFPD program for 2008. To find out how much you can save, simply complete and submit a free, no-obligation savings evaluation form, which will be included in the packets you will receive this summer. You may also request an evaluation by calling (800) 395-4119, or you can submit an electronic AC-3 form on [www.frankgatesgroups.com](http://www.frankgatesgroups.com). As an AFPD member, you pay no additional association dues to join our program, which you may be paying if you are in another group.

For more information on the AFPD group rating program, please contact Rich Elsea with Frank Gates at (800) 777-4283, ext. 721 or email at [relsea@frankgates.com](mailto:relsea@frankgates.com).

## Petroleum industry loses leader, friend

The Service Station Dealers of America/Allied Trades announced the recent passing of Harry Murphy, author of "Murphy's Turf," and a fair minded, well-loved, respected and warm friend of the industry.

For years NOPRA, OPRRA and Great Lakes Petroleum and Allied Trades Association members enjoyed the wit and wisdom of Murphy's sometimes tongue-in-cheek articles, often published in *The Independent Dealer*, that highlighted critical industry issues and educated younger members about how to navigate through the challenges of the industry he loved.



The members and staff of the Associated Food and Petroleum Dealers offer their condolences to the family of Harry Murphy. He will be missed.

## Safety update: Take care of your ears

While some noises may be music to your ears, OSHA and AFPD's Safety Director, Howard Cherry, CECM, remind workers about unwanted sounds that can be hazardous to your health. According to Cherry, certain sounds may cause psychological disorders, stress-induced ailments or deafness. OSHA also warns workers that noise can add to workplace injuries by making warning signals difficult or impossible to hear. To learn more about hearing safety, check out [osha.gov](http://osha.gov).

Cherry also reminds members that maintaining a safe workplace means taking care of the little things as well as the big things. "Always remember to double-check that work areas are in good order, encourage your people to report items like burned out bulbs, loose tiles and broken tools and safety gear, and make the necessary safety fixes quickly," says Cherry. "It's better to delay the work than to delay the fix."

For more information on safety issues, contact Howard Cherry, AFPD Safety Director, at (800) 798-2594.

## Sterling Stores get Circle K banner

Ohio shoppers familiar with the Sterling Store logo will soon see a change to Circle K signage over 28 stores recently purchased by Canada's Alimentation Couche-Tard.

Couche-Tard completed the purchase of Sterling Stores LLC on March 25, according to CSNews Online. Combined total sales in 2006 for the stores totaled \$170 million.

"The 28 stores are located on highly visible and well-traveled roads and occupy strategic locations within their respective trade areas," Paul Rodriguez, vice president of operations for Circle K's Great Lakes Division, said in a written statement when the acquisition was announced and reiterated recently on CSNews Online. "In addition, these sites are well-operated and have a strong management team in place. Strategically, this acquisition would be an excellent fit with our network and would complement our expansion and growth plans for the Great Lakes division."

The Sterling chain began in Wauseon, Ohio, in 1934 and was purchased in 2002 by Holmen, Wisconsin-based Nesnah Ventures LLC.



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# Ohio's Senator Grendell addresses rising gas prices

**Ohio State Senator**  
**Timothy J. Grendell**  
 Republican 18th district  
 Chesterland

## Committees

- Agriculture
- Environment and Natural Resources
- Joint Committee on Agency Rule Review
- Chair Judiciary-Criminal Justice
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By Kathy Blake

State Senator Timothy Grendell, (R-Chesterland, Ohio), fights tax increases and government overregulation in the Ohio legislature. He also has been working, along with State Senator Capri Cafaro, to introduce legislation to investigate petroleum industry pricing and supply practices. Grendell said this will be the third time that he has introduced legislation to address rising gasoline prices. "Every time there is a price spike on gasoline, there is always an excuse. If it's an environmental restriction or some other issue where Ohio's laws are part of the problem, I want to know what we (the Ohio legislature) can do to help."

The intent of the proposed legislation is to assist in regulating the cost of gasoline in Ohio and protect consumers from price gouging.

The legislation would require petroleum producers, wholesalers and retailers to notify the Ohio Department of Commerce if the price of gas is expected to increase by more than five cents within a seven day period and provide a written explanation for the change in price. In addition they would have to submit a report to the Ohio Department of Commerce by the 10th of every month that summarizes the amount of petroleum products and gasoline shipped into, refined or sold in Ohio to better monitor the price

of gasoline across the state. (For more details on this proposed legislation, please see the related story on page 5.)

Senator Grendell has expressed an interest in including an AFPD independent gasoline retailer on the Gasoline Practices Oversight Commission to make sure that the interests of AFPD members and their customers are represented. Grendell said they have 14 co-sponsors for the bill and are doing much better than with the previous two attempts to introduce legislation.

Grendell is a member of the Great Lakes Commission, which has members in the eight states surrounding the Great Lakes. He was opposed to the Great Lakes Compact, which would convert all surface and groundwater in northern Ohio to public property. Minnesota adopted the Compact for their state. Grendell said he didn't think it would be fair to landowners. "I'm a leading protector of constitutional rights and values in the legislature."

Grendell was elected to his current position as State Senator in 2004. He represents the 18th District, which includes Lake and Geauga Counties and four communities in Cuyahoga County. He serves as the Vice Chairman of State and Local Government & Veterans Affairs Committee, Environment & Natural Resources Committee, Agriculture Committee and the Judiciary-Criminal Justice Committee.

Grendell's public service began in 2000, when he was elected to the State House of Representatives. His wife, Diane Grendell held the same office before him. He was an attorney in his partner law firm, Grendell and Simon. When his wife's term was about to end and she couldn't pursue another due to term limits, he decided to run for the office. "I ran as Mr. Diane Grendell," laughed Tim. Diane is now a judge for Ohio's 11th District Court of Appeals.

While a state representative, Tim served on the Finance and Appropriations (Vice Chairman of the Agriculture & Natural Resources Subcommittee),

Agriculture, Criminal Justice, Civil and Commercial Law, Judiciary, Energy and Environment and the Rules and Reference Committees. He sponsored a bill protecting family farms and small businesses in Ohio. The bill protected apple butter, maple syrup, sorghum and honey producers from overregulation.

"The Department of Agriculture was trying to put requirements of concrete floors, running water and electricity for these producers. "But most of these places are back in the woods where you won't find electricity," said Grendell.

Grendell was re-elected in 2002 and played a major role in tort reform and led the fight against tax increases and increased spending. He has received the Leadership in Government Award from the Ohio Roundtable and the Watchdog of the Treasury award every year he has been a legislator in recognition of these efforts. He is a member of the Cleveland Bar Association, the Cortland Order of the Moose and the Chesterland Historical Society.

Grendell was born and grew up in Greater Cleveland. He attended St. Ignatius High School, then John Carroll University on an Army ROTC scholarship, graduating Magna Cum Laude in 1975. He went on to Case Western Reserve University, where he earned his juris doctor in law. Grendell began his service in the Army as a JAG officer for the 2nd Armored Division, Fort Hood, Texas in 1978. He received two Army Meritorious Service Medals and the Army Commendation



Medal during his service.

Grendell was then selected out of 1800 military lawyers to teach at the Judge Advocate General School in Charlottesville, Virginia, where he earned his Master of Laws.

In 1983, he re-entered civilian life, joining a Cincinnati law firm, where he specialized in business and commercial law. In 1984, he went to work for Jones, Day, Reavis and Pogue and later became a partner in its real estate group. Grendell started his own firm in 1993 and is now a partner in Grendell and Simon.

Senator Grendell enjoys fishing and hunting. He and his wife have a daughter, a son and a grandson. Their daughter is an aerospace engineer and their son is attending college.

Contact Senator Grendell at (614) 644-7718, email SD18@mail.sen.state.oh.us or write Senator Timothy Grendell, Senate Building, Room #042, Ground Floor, Columbus, Ohio 43215.

# Revised Michigan gasoline sales tax

The chart below reflects the GROSS applicable sales tax on gasoline in Michigan. We are providing this chart because of the unprecedented increase in retail gasoline prices.

Selling Price \$	Sales Tax ¢	Selling Price \$	Sales Tax ¢	Selling Price \$	Sales Tax ¢	Selling Price \$	Sales Tax ¢
2.229	11.5	2.679	14.1	3.129	16.6	3.579	19.2
2.239	11.6	2.689	14.1	3.139	16.7	3.589	19.2
2.249	11.7	2.699	14.2	3.149	16.7	3.599	19.3
2.259	11.7	2.709	14.3	3.159	16.8	3.609	19.3
2.269	11.8	2.719	14.3	3.169	16.9	3.619	19.4
2.279	11.8	2.729	14.4	3.179	16.9	3.629	19.5
2.289	11.9	2.739	14.4	3.189	17.0	3.639	19.5
2.299	11.9	2.749	14.5	3.199	17.0	3.649	19.6
2.309	12.0	2.759	14.5	3.209	17.1	3.659	19.6
2.319	12.0	2.769	14.6	3.219	17.1	3.669	19.7
2.329	12.1	2.779	14.7	3.229	17.2	3.679	19.7
2.339	12.2	2.789	14.7	3.239	17.3	3.689	19.8
2.349	12.2	2.799	14.8	3.249	17.3	3.699	19.9
2.359	12.3	2.809	14.8	3.259	17.4	3.709	19.9
2.369	12.3	2.819	14.9	3.269	17.4	3.719	20.0
2.379	12.4	2.829	14.9	3.279	17.5	3.729	20.0
2.389	12.4	2.839	15.0	3.289	17.5	3.739	20.1
2.399	12.5	2.849	15.0	3.299	17.6	3.749	20.1
2.409	12.6	2.859	15.1	3.309	17.7	3.759	20.2
2.419	12.6	2.869	15.2	3.319	17.7	3.769	20.3
2.429	12.7	2.879	15.2	3.329	17.8	3.779	20.3
2.439	12.7	2.889	15.3	3.339	17.8	3.789	20.4
2.449	12.8	2.899	15.3	3.349	17.9	3.799	20.4
2.459	12.8	2.909	15.4	3.359	17.9	3.809	20.5
2.469	12.9	2.919	15.4	3.369	18.0	3.819	20.5
2.479	13.0	2.929	15.5	3.379	18.0	3.829	20.6
2.489	13.0	2.939	15.6	3.389	18.1	3.839	20.7
2.499	13.1	2.949	15.6	3.399	18.2	3.849	20.7
2.509	13.1	2.959	15.7	3.409	18.2	3.859	20.8
2.519	13.2	2.969	15.7	3.419	18.3	3.869	20.8
2.529	13.2	2.979	15.8	3.429	18.3	3.879	20.9
2.539	13.3	2.989	15.8	3.439	18.4	3.889	20.9
2.549	13.4	2.999	15.9	3.449	18.4	3.899	21.0
2.559	13.4	3.009	16.0	3.459	18.5	3.909	21.0
2.569	13.5	3.019	16.0	3.469	18.6	3.919	21.1
2.579	13.5	3.029	16.1	3.479	18.6	3.929	21.2
2.589	13.6	3.039	16.1	3.489	18.7	3.939	21.2
2.599	13.6	3.049	16.2	3.499	18.7	3.949	21.3
2.609	13.7	3.059	16.2	3.509	18.8	3.959	21.3
2.619	13.7	3.069	16.3	3.519	18.8	3.969	21.4
2.629	13.8	3.079	16.3	3.529	18.9	3.979	21.4
2.639	13.9	3.089	16.4	3.539	19.0	3.989	21.5
2.649	13.9	3.099	16.5	3.549	19.0	3.999	21.6
2.659	14.0	3.109	16.5	3.559	19.1	4.009	21.6
2.669	14.0	3.119	16.6	3.569	19.1	4.019	21.7

## AFPD exclusive Mini-Med Health Plan launched

AFPD's newest endorsed member benefit, the Mini-Med Health Plan, is now available. This plan answers the needs of numerous members who want to offer useful health benefits to their valued employees. While limited in scope, the Mini-Med Health Plan provides the enrollees with the most desired and necessary benefits—those for day-to-day healthcare needs.

The Mini-Med Health Plan provides coverage on a pre-tax basis, and benefits are received tax free, which helps make the program affordable.

One of the most important benefits of the Mini-Med Health Plan is the Prescription Discount feature that provides meaningful cost reductions of 10% to 60% off standard retail prices. In addition, this plan includes the Prescription Cost Management Program, which researches the market for lower-cost alternatives to each enrollee's current medications. Included in that research is a review of pharmacy programs, and other plans that can include free medications directly from the manufacturers, if employees meet qualifications. If alternatives are utilized, the potential savings on just one prescription over a year's time can more than pay the entire premium for that year.

There are several different plan offerings available to qualifying employers. Experience shows that there is a plan to fit the budget of nearly every employer, and his or her employees. Some of the highlights of these plans include: no network restrictions, allowing employees to use any licensed provider; no pre-existing condition limitations; payment for doctor's office visits; wellness benefits; accident expense coverage; x-rays; hospital indemnity and much more.

Information on the Mini-Med Health Plan was sent to all AFPD members. Any member who is interested in discovering how this benefit can be of value to their business should call AFPD's exclusive Mini-Med marketing agency, Advanced Insurance Marketers, Inc. (AIM) toll free at (877) 547 - 6337.





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## BP fined for leaking USTs

The Michigan Department of Environmental Quality (DEQ) has issued a series of demand letters to BP Products North America Inc. for failing to submit required reports related to contamination from historical releases of leaking underground storage tank (UST) systems at eight formerly owned gas stations across Michigan. The letters notify BP that their failure to properly address these issues has resulted in \$869,150 in penalties being issued against the company.

According to *CSP Daily News*, the DEQ is currently monitoring more than 200 former stations where BP has reported releases from UST systems. A study conducted by the DEQ in January 2006 found a noncompliance rate of approximately 60%, and that 47, or 63%, of BP's 74 highest risk sites have not complied with regulations in Michigan's leaking UST statutes.

The subset of sites selected to receive a penalty represents locations where significant risk is present and where BP has received written notification of the noncompliance, but has yet to undertake the necessary investigation or cleanup and submit the required reports.

Michigan law states that after a release has been discovered, an owner and/or operator is required to submit reports to the DEQ describing the amount of product lost, how far the contamination has moved away from the release area and whether the contamination is likely to impact human health. Further, they are required to develop and implement a plan for cleaning up the contamination and the timely submittal of these required reports, within the deadlines prescribed by law, helps the DEQ ensure that contamination is being cleaned up as quickly and as cost effectively as possible prior to any potential risks to human health or the environment.

With nearly half of Michigan's population relying on groundwater for a drinking water source, contamination from leaking UST sites remains a significant problem for the state. *CSP Daily News* says that Michigan ranks third in the nation, behind Florida and California, for the highest number of releases from leaking UST sites yet to be cleaned up, with more than 9,000 currently known.

— *CSP Daily News*

## Specialized Services getting into c-stores with 11-site negotiation

Specialized Services Inc. (SSI) has entered into negotiations to buy 11 gasoline and convenience stores in the Southeast, according to a spokesperson.

The Southfield, Michigan-based company is developing a transportation and distribution network incorporating alternative fuels and pricing strategies to deliver on a low-cost business model, according to Kevin Gray, director of business development for GFS Investment, a New York firm consulting with SSI.

"This is the company's first purchase of convenience stores," Gray told *CSP Daily News*. "The company is more into transportation and logistics, but this is part of a step-by-step process to deliver [product] at a lower cost."

The deal would also include real estate and other physical assets of five other stations, a 10,000-sq. ft. storage warehouse, a tanker truck and six wholesale distribution contracts.

The acquisition would launch SSI's effort to expand its fuel business and begin the initial stages of what the company calls its "eco-development system."

Gray of GFS said the deal is expected to close within a 60-day time frame. "We're doing some due diligence and making sure certain contracts will stay in place," he said.

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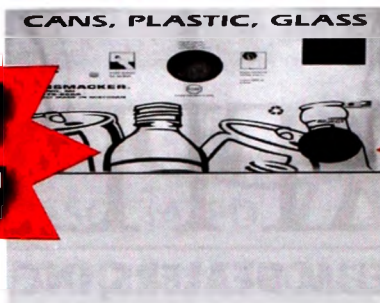
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STYLE	WIDTH	HEIGHT	DEPTH
Front Unload W/O Side Glass	47"	72"	34"
Rear Unload W/ Rear Glass	47"	72"	54"
Rear Unload W/O Glass	47"	72"	34"

#### VOLTAGE

110-115V 1 Ph (Standard Outlet)

#### PERFORMANCE/CAPACITY

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Front Unload W/ Rear Glass	32.5"	72"	53"
Rear Unload W/Side Glass	53"	72"	33"

#### VOLTAGE

110-115V 1 Ph (Standard Outlet)

#### PERFORMANCE/CAPACITY

Glass—40/minute—Holds up to 140

Plastic—30-45/minute—Holds 120-200

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## Raffle plans underway; new instant games on tap for summer



By Gary Peters  
Commissioner

With the success of raffle-style games in Michigan, it is no wonder that more are on the way.

On June 25, the Lottery launched its third Millionaire Raffle game. Tickets are \$20 each, as they have been in the previous two games, and a total of 600,000 tickets will be

available. There are six prizes of \$1 million each, 12 prizes of \$100,000 each and 2,000 prizes of \$500 each. Retailers earn \$1.20 on each Raffle ticket they sell.

Later this summer or early fall, look for a second Super Raffle game. This game carried a \$50 price tag—the most expensive Lottery ticket offered in the country to date—and it sold out in an amazing two and a half days. We'll notify all as soon as we finalize the date for this ticket launch.

In addition to the excitement of raffle games, Lottery retailers will want to be on the lookout for great new instant games that we expect will launch a successful summer sales season.

Win Sum, went on sale June 11. Top prizes for this \$1 game are \$5,000. Also on June 11 the Lottery's Lucky Stars promotion began with the launch of the \$5, \$250,000 Lucky Stars and the \$10, \$1,000,000 Lucky Stars instant tickets. Top prizes on the \$5 game are \$250,000 and on the \$10 game players can win up to \$1 million.

Additionally, players may enter their non-winning Lucky Stars tickets into any of five second chance drawings for \$10,000. All five \$10,000 winners will be entered into a grand prize drawing for \$1 million. All it takes to enter is \$20 worth of non-winning Lucky Stars tickets submitted either by mail or online at PlayerCity.net, the Lottery's VIP Club.

The popular puzzle game Sudoku makes its way to the Michigan Lottery on June 25. That's when the \$2 Mini Sudoku goes on sale, with top prizes of \$25,000 and a second chance drawing prize of a Caribbean cruise for two. Also on June 25, look for the latest Wild Time game, Red Hot Wild Time, with a top prize of \$30,000. Finally, look for Two Line Bingo to thrill bingo players across the state beginning June 25. Players will be able to double their prize when they reveal two winning bingo lines on a single player's card. Top prizes are \$22,000.

### Farewell Thoughts:

It is with mixed emotions that

I will leave the Michigan Lottery on Aug. 10 after just over four years as commissioner. While I am looking forward to my new position as the Griffin Endowed Chair in the political science department at Central Michigan University, I will miss the excitement of the Lottery business.

It has been a pleasure to be associated with the Lottery's exceptional retailers. I've often used this column to commend your efforts, without which the Lottery would not be the success that it is. I have full confidence that this great partnership will continue to benefit all parties and I thank you for all you've done during my tenure.

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 2006, the contribution was \$688 million. For additional information, please visit the Lottery's Web site at [www.michigan.gov/lottery](http://www.michigan.gov/lottery).

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## AFPD accepts nominations for Board of Directors election

It is time to choose the AFPD's Board of Directors for 2008. The election results will be tallied on Tuesday, December 11, 2007.

Any voting member of the association may be nominated to sit on the board.

In order to be eligible, you must be a member in good standing for no less than the prior 12 months and you must be nominated in writing on or before November 1, 2007. All nominations require support of 25

other members in good standing or a majority vote by the nominating committee.

This year we have vacancies for the following positions: 3 food & beverage retail directors, 2 Supplier Directors, 2 regional food & beverage directors and 3 petroleum directors.

Our board of directors sets policies

by which the AFPD is governed.

We urge all AFPD members to get involved by nominating candidates you feel will devote their time and talent to represent the food, beverage and petroleum industries with professionalism and integrity.

Please send your nominations on or before November 1, with supporting signatures, to the AFPD

Nominating Committee, 30415 West Thirteen Mile Road, Farmington Hills, Michigan 48334. For more information, call Dan Reeves, AFPD Executive Vice President of Food & Beverage, at 248-671-9600.

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## Kroger Installs Vending C-Store

Grocer places automated unit at Columbus store/station

A Kroger store and gas station in Columbus, Ohio, is installing a convenience store vending machine, reported WCMH-TV.

When operational, the unit will provide everything from drinks to pain relievers. In all, more than 150 products will be available at the automated c-store, the report said.

The machines will accept credit cards, coins and cash.

Marc Bruno, president of Service America Group, Boston, told *ATMonline.com* that the machine is a Shop24 unit similar to the one on the campus of the State University of New York in Morrisville, N.Y.

Shop24 offers 24-hour access to items such as milk, a six-pack of soda, batteries, iPod download cards and health and beauty aids, in a freestanding, self-service, outdoor unit. Shop24's product portfolio includes fresh and chilled products as well as other prepackaged grocery and convenience products, all displayed behind safety glass.

Consumers are able to create a "Shopping List" and purchase products either with cash, ATM or credit and debit cards by entering the product code on an interactive screen. A robotic arm collects the product and delivers it to the take-out gate all within 20 seconds.

The Ohio machine is the company's second in the United States and the first in Ohio, according to WCMH. Kroger officials have not released plans on any future locations.

- *CSP Daily News*



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# Jones Soda takes the ball and runs

Scores soft drink rights for Seattle Seahawks

By Michele MacWilliams

In the competitive world of beverage companies, there are literally thousands of small, mom and "pop" companies, vying for market share. So, how does one company distinguish itself from the competition without the major marketing dollars of the big players? "You have to get creative," says Gene Mezo, the Michigan representative for Jones Soda, the small Seattle-based beverage company that has recently received a lot of national press. "We think out of the box, and do things differently than our competition."

One recent example of this came in May when Jones Soda scored big by acquiring the soft drink rights at

Seattle Seahawks football games.

Peter van Stolk, Jones Soda's chief executive, told the Seattle Post-Intelligencer that his company will sell fountain drinks and sodas in plastic bottles throughout Qwest Field, and canned soft drinks in suites. The five-year deal began July 1.

"It's exciting. It shows we have the confidence of the Seahawks and their management team that we can deliver," van Stolk said in a phone interview with the newspaper.

A key in getting the deal, van Stolk said, was a patent the company owns that allows Jones Soda to place individual photos on the labels of its bottles. Jones Soda will feature different players or fans on plastic bottles sold inside Qwest Field and on glass bottles sold in supermarkets.

"We want to create something for the fan base. We will have players on the bottles. It will be like a series and almost like trading cards," van Stolk added.

The Seahawks deal puts Jones Soda in the elite company of Coke and Pepsi, which together control the soft drink pouring rights at the NFL's other 31 stadiums.

Coke and Pepsi also control a combined 74 percent of the \$70 billion beverage market. Jones Soda, with just 90 employees, is among a group of private-label companies that collectively make up 1.5 percent of the market, according to *Beverage Digest*.

## A little history

The story of Jones began in 1987, when van Stolk, recognized the potential of emerging "alternative" products in the beverage industry. The company's start in the beverage world was not as a manufacturer of its own brand, but as a distributor in western Canada of other successful lines, including Just Pik't Juices, Arizona Iced Tea and Thomas Kemper sodas.

In 1995, Jones created two brands of its own: WAZU Natural Spring water, launched in April

1995 and Jones Soda, launched with six flavors in January 1996.

The marketing of Jones Soda began with what they call their "alternative distribution strategy." Jones Soda Co. placed its own coolers in unique venues including skate, surf and snowboarding shops, tattoo and piercing parlors, independent fashion stores and national retail clothing and music stores. Next, Jones began an up and down the street "attack" of the marketplace, placing product in convenience and food stores. Finally, the company caught the attention of larger chains including Starbucks, Panera Bread, Barnes & Noble, Safeway, Target, Cost Plus, Meijers and 7-Eleven.

Throughout its growth, Jones Soda has incorporated unusual marketing initiatives in its strategy. Jones Soda has been recognized and awarded for its unique packaging that features constantly changing labels that are generated and submitted by its consumers. Jones Pro Riders and Jones Emerging Riders, including extreme pro athletes BMXer Mat Hoffman, X-Game Gold Medalist Bucky Lasek and Surf Legend Benji Weatherley, can be found promoting Jones and sporting the Jones logo at extreme sporting events across the country. The Jones RVs on both the East and West coasts, travel throughout cities in North America handing out soda and talking to the people on the street.

Locally, the company has hooked up with Ashby's Ice Cream to create some marketing noise. Together they are promoting unique Jones/Ashby's floats. By combining Jones Grape Soda and Ashby's Award Winning Peanut Butter Brownie ice cream, you have a PB&J float. Take Cherry Jones and add Ashby's Chocolate for a chocolate covered cherry float. And, for the really adventurous, try Ashby's Pistachio ice cream with Green Apple Jones for a "Pist" Apple float.

"We thought up the idea during



Jones Soda's Gene Mezo in the familiar orange Jones Soda jumpsuit

the AFPD Spring Trade Show and first introduced it at Bon Bon's Chocolate Shop in Detroit's Renaissance Center. One GM employee liked the PB&J so much that he ordered one at lunch four days in a row!" Mezo enthused. "Now we're rolling it out in Ashby's Ice Cream stores in the Metro Detroit area."

Jones Soda has always been about the consumer and interacting with the consumer. The company has managed to create a cult following and is a passion not only among soda drinkers but with its employees, directors and shareholders. With everything they do, the company works to follow its own motto: "Run with the little guy... create some change."





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## Coca-Cola Company acquires Glaceau for \$4.1 billion

The Coca-Cola Co. has acquired Energy Brands, known as Glaceau, and its enhanced-water brands, including Vitaminwater for \$4.1 billion in cash. Coca-Cola said the acquisition will expand its ability to meet consumers' needs across the spectrum of sparkling and still beverages. Vitaminwater, Smartwater, Fruitwater and Vitaminenergy brands gave Glaceau

a unique position in key market categories and are expected to make up a large portion of the beverage industry's volume and gross profit growth in the U.S. through 2010, according to the companies.

"Glaceau has built a great business with high-quality growth, as well as a strong pipeline of innovative products and brands," said Neville

Isdell, chairman and chief executive officer of Coca-Cola, in a statement. "We envision even faster growth for Glaceau as part of Coca-Cola's enhanced range of brands for North American consumers. We will manage this opportunity in a way that delivers attractive returns for our shareowners and also appropriately benefits our system."



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North Pointe Insurance offered Risk Management Seminars.



Mark Godenswager offers Dr McGillicuddy's new Cherry Schnapps to a customer.



Gus Brikho of Secure Checks and Bob Ash of Active Software & Hardware pose for a pic.



Mary Levy of Gallo Winery poses with Bartles & James and their new beverage Pomegranate Raspberry Malt Cooler.



AFPD sincerely thanks Mike Scalise and Home City Ice for donating all the ice for the Ohio Trade Show. It was a big help!



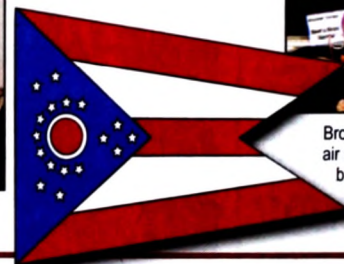
Faygo and Everfresh teamed up to offer their popular beverages to attendees.



Mike Eida proudly displays his high-tech Scada security systems.



Simplicity Wireless has a program to make any retailer a wireless provider.



Broaster Sales & Services filled the air with the inviting aroma of freshly broasted chicken. Their in-store programs can do the same for your facility.



AFPD Board Member Paul Elhindi (left) "helps" make pizza in the Liberty USA booth.



Network Payment Systems offers Credit/Debit card programs, ATMs, check conversions, gift and loyalty programs and age verifications systems to retailers in both Ohio and Michigan.

## THANK YOU SPONSORS!

Home City Ice provided ice for all exhibitors at the show and CBIZ Benefits & Insurance Services sponsored parking so that it was free for attendees. In addition, USTI was the Trade Show bag sponsor. "We truly appreciate the assistance that we received from our sponsors. AFPD certainly couldn't do it without them!" exclaimed AFPD President Jane Shallal.







Team Hackney offered complete in-store foodservice programs.



Greg Stephens of Cornelius Systems was on hand to answer ATM questions.



Darby Murphy of Sherwood Foods was all smiles.



Jim Gomde and Gary Thorncroft in their Dan Dee Pretzel & Potato Chip booth.



Many thanks to USTI for sponsoring bags for the show. Our attendees appreciated them!

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**Ohio Trade Show,**  
Continued from front page.



Four generations of a family tradition go into the making of Velvet Ice Cream, and their booth was filled with ice cream specialty products. Not only does Velvet produce excellent ice cream, they also distribute Nestle, Haagen Dazs, M&M Mars, Good Humor and Ben & Jerry's ice cream products.



Group One Realty offered advice on purchasing and selling commercial real estate. Scott Hrabcak and Tim Weber specialize in gas stations/convenience stores.



The Ballreich Bros. Potato Chip booth was a popular stop. Attendees spun a wheel to receive prizes, which included t-shirts, toys and great Ballreich Bros. chips.



For 60 years Aunt Mary Ann Donuts have provided retailers with bakery products. Now, they can even be considered to be healthy! After extensive research and additional cost, their donuts and other bakery products are now created with 0 grams of trans fat. In addition, they now offer a whole grain donut and a whole grain muffin, for a guilt-free morning treat.



Another favorite booth was Hunt Brothers Pizza, which offers in-store pizza programs. With over 5,700 locations throughout the country, their popularity has grown from a small family business to a major branded program.



New Diet Pepsi MAX caught everyone's attention. Pepsi-Cola North America has just launched Diet Pepsi Max, a zero-calorie with extra caffeine (46 milligrams per 8 fluid ounces compared to 24 milligrams in regular Diet Pepsi) and a touch of ginseng extract. It's designed to get 25 to 34 year-olds through the day by giving the mind and body a boost. Tasters liked the flavor, which was devoid of an aftertaste, and quite refreshing.



There were two hot new products from Anheuser-Busch – Michelob Ultra, Pilsner beer infused with the natural flavor of Lime Cactus and Bacardi Silver's Mojito, a malt-based beverage with natural flavor of Mojito.



The Ohio Lottery gave attendees a chance to spin a wheel to win free Lottery tickets! "It was great to be a part of this show and talk one-on-one with our retailers," said Kathy Roach of the Ohio Lottery.



Next to the Lottery's booth was GTECH, the architects of gaming. In addition to raffling iPods, they also interested attendees with their gaming machines and equipment.



During the Ohio show, Mike's introduced Mike's Cocktails, premium malt cocktails in Lemon Drop, Mike-arita, Crantini and Screwdriver flavors.



There was a doctor in the house at the Ohio show – Dr. McGillicuddy that is! And he was promoting his newest elixir – Cherry Schnapps.



Kathy Shannon and Patricia Majewski of Charley Biggs were busy providing samples of their delicious Chicken N' Sauce. A program of Harmony Brands, there is no franchise fee to have a Charley Biggs Chicken N'Sauce food service program in your store.



New from Miller is Chill, a light beer brewed with a hint of lime and salt – so there is no need to add anything!

There was much more to see and sample at the AFPD Ohio Trade Show. If you didn't make it there this year, plan now to attend in 2008 so you can see for yourself the wealth of opportunities that are available to retailers in the food and petroleum industries.



# Employer requirements regarding new hire reporting

Federal law requires employers to report newly hired and re-hired employees in Michigan to the Michigan New Hires Operation Center. The 1996 Congress enacted a law called the "Personal Responsibility and Work Opportunity Reconciliation Act," or PRWORA, as part of Welfare Reform. This legislation created the requirement for employers in all 50 states to report their new hires and re-hires to a state directory within 30 days after the employee is hired or rehired or returns to work.

New hire reporting speeds up the child support income withholding order process, expedites collection of child support from parents who change jobs frequently, and quickly locates non-custodial parents to help in establishing paternity and child support orders. Employers and/or labor organizations doing business in the State of Michigan must report the following employees:

- **New employees:** Employers must report all employees who reside or work in the State of Michigan to whom the employer anticipates paying earnings. Employees must be reported even if they work only one day and are terminated (prior to the employer fulfilling the new hire reporting requirement).
- **Re-hires or Re-called employees:** Employers must report rehires, or employees who return to work after being laid off, furloughed, separated, granted a leave without pay, or terminated from employment after 90 days. Employers must also report any employee who remains on the payroll during a break in service or gap in pay, and then returns to work after 90 days. This includes teachers, substitutes, seasonal workers, etc.
- **Temporary employees:** Temporary agencies are responsible for reporting any

employee who they hire to report for an assignment. Employees need to be reported only once; they do not need to be re-reported each time they report to a new client. They do need to be reported as a rehire if the worker has a break in service or gap in wages.

## How to report new hires

**Electronic Reporting** – you can report online at [www.MI-newhire.com](http://www.MI-newhire.com)

**Printed List** – If your software is unable to export your new hire information in our electronic format, you might be able to have your software create a printed list containing your new hire data.

**New Hire Reporting Form** – You may download, print, fill out, and fax or mail a New Hire Reporting Form, which is available online at [www.MI-newhire.com](http://www.MI-newhire.com).

**W-4 Form** – If you choose to submit a W-4 form as a new hire report, please ensure that each

W-4 is easily readable and has the employer's name, Federal Employer Identification Number, and address written at the top of each form.

**Payroll Service** – If you use a payroll or accounting service, consider asking the service to report your new hires for you. Leading payroll services are already electronically reporting new hires for thousands of employers.

Mail reports to:  
Michigan New Hires Operation Center  
P.O. Box 85010  
Lansing, MI 48908-5010

Fax reports to:  
(877) 318-1659

Contact the Michigan New Hires Operation Center toll-free at (800) 524-9846 for any questions regarding the new hire reporting process.



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**SUBURBAN NEWS**  
Wholesale Distributor

 Better Business Bureau

# Uptown Buscemis: Keep the customer satisfied

By Ryan MacWilliams

It has been four years since the Binno family, owner Roy and sons Ryan and Brandon, first purchased the Uptown Party Store at 211 East Saint Clair in downtown Romeo. Since that time it has become the community hometown shop. This year, the family took on a major renovation, adding a Buscemis franchise in order to offer quality pizzas and subs. They also renamed it Uptown Buscemis.

The Binno's operate on a principle of utmost customer service and satisfaction. With a welcoming atmosphere and the familiar Buscemis name to top it off, Uptown Buscemis has something for everyone.

Owner Roy Binno really knows how to keep the customer satisfied. No one is just a face in the crowd at Uptown Buscemis and Brandon and Ryan know the community and its residents well, oftentimes on a first-name basis. If you're new to Uptown Buscemis, you can be sure that Roy, Brandon, or Ryan will greet and show you around their store.

From the nearly endless selection of both alcoholic and non-alcoholic beverages that line the coolers of the store, to the assortment of general snack foods that fill many of Uptown Buscemis aisles, customers are kept satisfied with new and unique items.

In the last few months Uptown Buscemis has gone through some major changes of which Roy and sons couldn't be more proud. Nearly

everything in the store – from the aisles of food to the coolers – has been remodeled and moved to give those inside the store more room to breathe and allowing a more comfortable atmosphere for shopping. A new, more welcoming face to the storefront has been added, providing a fresh new look, including a large Uptown Buscemis logo, which is both recognizable and alluring.

The fine scent of cedar and tobacco welcomes customers to a large humidor that Roy has added to the back of the store, offering affordable, quality cigars. With the recent renovations also came a kitchen for Buscemis famous pizza and subs.

Sons Ryan and Brandon work with their father day-to-day, making the pizzas, and helping the customers find just what they need. They both take pride in what they do. "I joined to help my father, I know the skills I learn here will only help me and act as a jumping point for the future in whatever I choose to do in life," says Brandon.

Buscemis has been known for over 50 years in the Metro Detroit area for its fantastic subs and square pizza. It is a franchise that took root in 1955 when Paul A. Buscemi purchased a small party store and introduced his take on the submarine sandwich to the Detroit area. Dubbing his most famous subs the "Torpedo"® and the "Baby Sub"®, these sandwiches still reign as some of Detroit's most familiar and best. In fact, Buscemis famous recipes



Top: Roy Binno in his new humidor.



Left: Brandon Binno in the snack aisle of their newly remodeled Uptown Buscemis store.

for sub sandwiches is what earned it this year's "Best Delicatessen" award from the Macomb Daily during the publication's "Reader's Choice Award" contest. Uptown Buscemis also provides the customer with Buscemis famous Italian square pizza that is sure to make fans out of those that come in to try a slice.

Becoming a part of the Buscemis

franchise held many benefits for Uptown Party Store, "We knew it would improve business, Buscemis has had a good name for 50 years. Shopping here has become a tradition that many parents have passed on to their children. There is something here for everyone," says Brandon. To those interested in purchasing a franchise, Buscemis also offers their Vendor Chair Rebate program in which franchise owners can take advantage of special rebates from certain national companies including Coke, Pepsi, RJ Reynolds, Phillip Morris, and also large rebates on a variety of wine products.

From the gaggle of kids that ride their bikes to the store each day for a slice of their favorite pizza and soda, to the older man that stops in for conversation with Roy and refreshments needed for a party later in the afternoon, it is easy to tell that Uptown Buscemis has become a thriving part of its community and that Roy and his sons Brandon and Ryan will continue to serve their customers in anyway they can.





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1-888-642-4697  
Tenn-Con Sales & Marketing 1-888-440-0200

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Aurey Bakeries 1-800-950-2253  
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Interstate Brands/Wonder Bread/Hostess (248) 588-3954  
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S J Gallo Winery (586) 532-0321  
Crown Distributors (313) 867-6900  
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Crown Wine (248) 669-9820  
General Wine & Liquor Co. (313) 867-0521  
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Lone Soda (269) 217-4176  
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McCormick Distilling Co. (586) 296-4845  
Michigan Beverage Dist. LLC (734) 433-1886  
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Martin Snyder Product Sales (313) 272-4900  
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Interstate Brands/Wonder Bread/Hostess (313) 868-5600  
Jerusalem Foods (313) 846-1701  
Kaps Wholesale Foods (313) 567-6710  
Karr Foodservice Distributors (313) 272-6400  
Liberty USA (412) 461-2700  
Liberty Wholesale (586) 755-3629  
Lipan Foods (586) 447-3500  
Mexicantown Wholesale (313) 554-0001  
Nash Finch (989) 777-1891  
Nat Sherman (201) 735-9000  
Niklas Distributors (Cabana) (248) 582-8830  
Norquick Distributing Co. (734) 254-1000  
Piquette Market (313) 875-5531  
Polish Harvest (313) 758-0502  
Robert D. Arnold & Assoc. (810) 635-8411  
S. Abraham & Sons (616) 453-6358  
Sara Lee Foods US (508) 586-3396  
Shaw-Ross International Importers (313) 873-7677  
Sherwood Foods Distributors (313) 366-3100  
Spartan Stores, Inc. (616) 878-2248  
SUPERVALU (374) 374-7609  
Tom Maceri & Son, Inc. (313) 568-0557  
Total Marketing Distributor (734) 641-3353  
United Wholesale Dist. (248) 356-7300  
Value Wholesale (248) 967-2900  
Weeks Food Corp. (586) 727-3535

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