

## Just In

### Welcome to the AFPD Ohio Food & Petroleum Show

Tuesday, June 19, 2 p.m. – 8 p.m.  
John S. Knight Center  
77 E. Mill Street, Akron, OH 44308

We look forward to seeing all AFPD Ohio members on Tuesday, June 19, when the doors open to the first Ohio Food & Petroleum Trade Show at the John S. Knight Center in Akron. The show features products and services sought by owners and managers of gas stations, convenience stores, supermarkets, specialty stores, bars, restaurants and drug stores in Ohio.

The Ohio Food & Petroleum Show is similar to AFPD's extremely popular Annual Trade Show, held in the Metro Detroit area each spring.

AFPD selected the John S. Knight Center in Akron, Ohio as the show's venue for its central location and ease of access. Retailers will have six full hours to view exhibits, sample new products and take advantage of show specials.

AFPD Ohio members were all mailed four free tickets. Non-members can call AFPD at 1-800-666-6233 for free tickets as well.

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## Space is filling fast for the AFD Foundation Golf Outing!

If you haven't done so yet, it is time to reserve your foursome for the AFD Foundation Golf Outing. Scheduled this year for Wednesday, July 18 at the beautiful Fox Hills in Plymouth, this popular event gives members of the food, beverage and petroleum industries a chance to "connect" on the course, while putting around for a good cause. Michele MacWilliams, event coordinator, strongly suggests that you make your sponsorship reservations now, since space is limited.

"The AFD Foundation Golf Outing is the one annual social event where

retailers, wholesalers, manufacturers and service providers all come together to have a little competitive fun for our scholars," says AFPD President Jane Shallal.

In fact, the event is so popular that the outing takes over both Fox Hills courses – the Golden Fox and the Fox Classic.

"Your support allows the AFD Foundation to award 30 scholarships to deserving students, plus it is a great way to greet old friends and make new ones," MacWilliams adds. See page 15 for details.



## New products, flavors, specials showcased at AFPD's 23rd Annual Trade Show

By Michele MacWilliams

So many new products and so little time! There was so much to see and sample, in fact, that it was difficult to take it all in. For those who were unable to attend – or for that matter, for those that attended and couldn't visit every booth – here is a sampling of some of the interesting new products and show specials from the AFPD 23rd Annual Trade Show:

Pepsi was featuring a new Summer Mix flavor, available only during the warm months – that adds the hint of tropical fruit flavors.



The "Cocktail Culture" comes to Michigan! As exotic drinks increase in popularity, Dekuyper is launching Tropicals – in papaya, pineapple coconut and mango – to mix with vodka for a far-out martini!

New from Trans-Con Sales & Marketing, P.I.N.K. is the first 80 proof, super-premium vodka infused with caffeine and guarana. P.I.N.K. has no added flavor, providing an energy boost without having to add energy drinks. P.I.N.K. Vodka is made using a unique process to extract the essence of guarana (a natural form of caffeine that is 2 1/2 times stronger than the caffeine in coffee or tea) while eliminating its native Brazilian dark, bitter flavor. They do this without adding sugar, carbs or flavor, leaving only a premium vodka taste.



**New products,**  
Continued on page 12.



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# We only hurt ourselves when we subsidize Lottery payouts

By Fred Dally  
AFPD Chairman

Last year I wrote to you about the adverse affects of subsidizing Lottery payouts. We know that some stores will up the ante on Lottery payouts by subsidizing the winning tickets. They state that they promote this activity in order to create more consumer traffic and additional Lottery sales. When their neighboring store discovers that they have raised payouts, the competition raises them even higher. Not only is this not good for your business, this situation will lead to a rift between the Michigan Lottery and retailers. There are no controls or monitoring over this sort of retailer practice and such situation will increase the likelihood of fraud and misrepresentation in advertising and lottery payout procedures.

Lottery sales force/staff have reported that they receive numerous complaints each week regarding the failure of retailers to pay the extra payout. The Lottery Commission has an interest in seeing that its lottery

*The Lottery Commission has an interest in seeing that its lottery games are operated fairly, openly, and above board.*

games are operated fairly, openly, and above board. Citizens believe that the retailer is an agent of the State when it comes to Lottery games. Retailers should not have the discretion or power to determine the amount of the total prize awarded in a state-run lottery program. No

one should have the authority to increase or decrease a prize payment in this way. Retailers will soon become administrators of an independent gaming/gambling program, setting the prize amount at any level they wish, with no oversight and no assurance that the money will be paid. The Michigan Lottery Commission cannot sufficiently monitor these types of payouts to ensure game integrity in these situations.

We understand that retailers make these offers in order to compete with neighboring stores. I recently spoke to two retailers that want to stop this practice but don't see a way out. The first one is now advertising a \$700 payout on a \$500 win and has seen his lottery sales increase dramatically. The second has raised his payouts to \$625 and has also seen a jump in sales. However, the additional costs for an extra machine, staff to run the machine and the additional payouts have created a loss for each of the stores.

To remain competitive and profitable it is imperative that we work together. As we have said before, there is strength in numbers. We have more influence legislatively, can negotiate better rates for goods and services and can learn from each others' successes and mistakes.

Offering higher jackpots to ticket purchasers is not positive competition. AFPD has continued a dialogue with the Michigan Lottery regarding this issue. Specific and clear legislation is needed to prevent such practice and to help ensure game integrity. If you have questions or comments about this issue, please feel free to contact me personally at (313) 361-4041.



## The Grocery Zone

By David Coverly



HARVESTING OYSTER CRACKERS

## See you at Fox Hills!

I am looking forward to seeing many of you on July 18 for the AFD Foundation Golf Outing. We are again heading to the beautiful Fox Hills in Plymouth. If you haven't signed up to play yet, please call Michele MacWilliams right away (248) 671-9600. We want to accommodate as many golfers as possible. Remember, your sponsorships go to support the AFD Foundation Scholarship program. This year 30 students will receive \$1,500 scholarships. We couldn't do this without your support!

### Contact AFPD:

#### EXECUTIVE OFFICE

30415 West 13 Mile Rd. • Farmington Hills, MI 48334  
1-800-666-6233 • Fax 1-866-601-9610  
[www.afdom.org](http://www.afdom.org)

# Winning the battle of the bulge



By Michael Sansolo, Senior VP  
Food Marketing Institute

In a twist on the old saying, the way to a shopper's stomach seems to be through the heart. Or, possibly, it's through their concern for health of their heart if what they say can actually translate into what they do.

In this year's edition of *Shopping for Health*, published jointly by Food Marketing Institute (FMI) and

Prevention magazine, shoppers say clearly that they need to eat better in order to improve their health and diet. What's more, they are convinced that eating at home is essential to improved diets.

But that is also the puzzle. Shoppers have given similar response virtually every year, yet supermarket sales certainly don't demonstrate the large gains that should follow. Luckily, Shopping for Health gives us ample opportunity to see what concerns shoppers to provide a road map of what should be done to help.

It begins with recognizing the problem, which the shoppers surveyed clearly do. Some 60 percent of those surveyed admitted their diets should be healthier and a similar number say they are overweight. Nearly three-quarters of the shoppers say the foods they eat at home are healthier than meals in restaurants, and nearly 60 percent say they are now eating at home five times a week or more to build healthier diets.

The same feelings extend to school cafeterias. Shoppers strongly believe lunches packed at home are far superior in nutrition to those bought in schools.

Yet, shoppers also have a host of reasons why all this dietary concern isn't translating into better health. Asked to list the biggest reasons for not eating healthier:

- 27% say healthy foods aren't available at fast-food and take-out restaurants.
- 25% says it costs more to eat healthy foods. Another 21% say they are too busy to eat healthier foods.
- 19% say healthy foods aren't as tasty as unhealthy items.
- 19% say they are confused by all the conflicting information on which foods are and are not healthy.
- And 23% says they really aren't that concerned about their diets.

Sadly, consumer confusion is only growing larger thanks to the increasing availability of new types of products. Shopping for Health found considerable interest in organic foods, although the vast majority of shoppers incorrectly identified the key benefits of those products. More than 80 percent said they choose organic foods for nutritional value, while only 50 percent buy them out of concern for the environment or the methods of growing or producing the products—the more correct response.

Nonetheless, the message to the food industry is clear. Shoppers are looking for a solution to their dietary needs that also match the time, taste and cooking realities they confront every day. If stores can help make the process easier, the prospect for winning back sales only grows. But the answers - and the sales - won't come simply. For instance, while meals at home draw better ratings than restaurant meals, prepared foods from the supermarket are actually rated lower than eating out.

Shopping for Health helps outline these different challenges and the different levels of concern voiced by shoppers of different ages and life stages, along with suggested strategies to address shopper needs. The issue requires nothing less.

## Calendar

June 19, 2007

AFPD Ohio Food & Petroleum Show  
John S. Knight Center  
Akron, OH  
Contact: Cathy Willson  
(800) 666-6233

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

## July is...

- National Baked Bean Month
- National Culinary Arts Month
- National Hot Dog Month
- National Ice Cream Month
- National Picnic Month
- National Pickle Month

## Statement of Ownership

The AFPD Food & Petroleum Report (USPS 082-970; ISSN 0894-3567) is published monthly by Metro Media Associates, Inc. (MMA) for the Associated Food & Petroleum Dealers (AFPD) at 30415 W. 13 Mile, Farmington Hills, MI 48334. Material contained within The AFPD Food & Petroleum Report may not be reproduced without written permission from AFPD.

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**POSTMASTER:** Send address changes to AFPD, 30415 W. 13 Mile, Farmington Hills, MI 48334.

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# Petroleum News & Views

Information of Interest to Petroleum Retailers, and Allied Trades

## Buckeye State Roundup

By Paul R. Harvey  
Ohio Correspondent

### Ohio smoking ban now in effect

Ohio's voter-approved smoking ban is now in effect in the state after months of administrative and legal battles. The statewide smoking ban went into effect in December 2006, but enforcement had been delayed until the Ohio Department of Health finalized the rules designed to implement the statewide smoking ban.

Ohio businesses were to prohibit smoking, remove all ashtrays and post no-smoking signs in December. Under the new rules implementing the smoking ban, local health departments will be responsible for enforcement of the smoking ban. The newly approved rules will require the local health departments to conduct onsite investigations prior to issuing any penalties and not just rely on complaints from citizens reporting violations.

Warnings will be issued on the first offense to businesses and there will be a \$100 fine for the second offense. The fines increase to \$500 for the third offense, \$1,500 for the fourth-offense and \$2,500 for each citation after that. Individuals will be subject to first-offense warnings and \$100 penalties for any additional violations.

Although there were more than 17,000 reports of alleged violations, the Ohio Department of Health estimates that more than 85 percent of Ohio businesses are complying with the new smoking ban.

### Member Programs Update

The Associated Food and Petroleum Dealers (AFPD)/Dairymen's Milk program is about to become even more attractive for Ohio members, according to AFPD Member Programs Director Paul Elhindi. "I was able to negotiate much more competitive milk pricing on behalf of all members," said Elhindi.

The AFPD Dairy program, available to current members, offers a complete line of dairy products, with the service and program coordination provided through Dairymen's sales representatives.

In addition to the lower pricing, retailers earn a two percent rebate on all purchases.

The rebate checks are processed by the AFPD office and are paid quarterly.

Dairymen's also provides a monthly sales promotion plan, covering homogenized, 2%, 1% and skim gallons; fruit drinks gallons; iced tea gallons and additional products. Dairymen's shares its years of retail experience by providing participants a customized marketing plan, promotional signage and updated retail pricing. Dairymen's also stocks your coolers and rotates products when they make deliveries.

For more information on the AFPD/Dairymen's milk program, contact Jim Evans at Dairymen's at (800) 944-2301, extension 218.

Elhindi also reminds all members that Liberty USA is the official c-store supply program administrator through AFPD. A number of non-endorsed operations have again approached members stating they are approved AFPD member program suppliers. If you have any questions regarding a vendor's status, contact the AFPD office at 1-800-666-6233 before you sign any document.

### Valero to downsize retail operation

Valero Energy Corporation has plans to trim its retail business staff, according to an article in *The San Antonio Business Journal*.

A spokesperson from the Texas-based petroleum and c-store operation told the *Journal* that approximately 130 jobs at the "above-store-level" will be trimmed in order to shrink overhead costs and provide local store managers more control over pricing and merchandise.

The five-year expansion effort also reportedly includes plans for 100 new outlets in the U.S., including larger-format locations that will offer a larger variety of hot foods.

In 2006, the company began charting new territory in the Great Lakes region. To date, nearly 170 wholesale locations have converted, or will soon convert, to the Valero brand in Ohio, Michigan and Indiana with many more to come, according to a recent company press release.

## Association Participation

By Ed Weglarz  
AFPD Vice President of Petroleum



PARTICIPATION means actively performing! The time to participate is now! With changes in political administrations, and budgetary challenges facing all levels of government, the taxpayer (businessperson), is being targeted for consideration regarding many taxation proposals.

Many boards and committees comprised of industry representatives are being abolished as symbolic governmental cost-cutting. While these actions have little, if any, real effect on the governmental budget, it can have a profound negative affect on your voice being squelched regarding communications between government agencies and industry representatives. We need the folks who populate the regulatory bureaus to hear the concerns of the regulated community when developing and enforcing rules and regulations. Unfunded mandates, indexing, sunset provisions, and fee pass-throughs are only a few of the terms that roll off the lips of our regulators, often without concern about the affect upon our businesses and customers.

The pressure upon governmental employees to cut budgets and increase tax and fee income has never been greater. Without input from the regulated community, draconian measures can be considered and possibly implemented with adverse affects upon your business.

It has never been more important for you to interact with governmental officials and representatives at all levels to assure that your voice and concerns are taken into consideration when decisions are being crafted. Believe me when I say that your representatives hear from very few of their constituents, and every phone call or fax carries significant weight in their decision-making process.

Furthermore, participation in your association through uninterrupted membership and recruiting of new members is vital to your future. You need us to represent your point of view at both the legislative and enforcement areas of local government. The combination of constituent contact and association education gives us a fighting chance to stay in business without unreasonable bureaucratic infringement.

### Ohio Safety Reminders

If your employees have not been trained according to OSHA standards, you could be facing costly injury claims and OSHA fines, according to AFPD's Safety Director Howard Cherry, CECM, Environmental Services of Ohio.

In addition to federal signage, Cherry reminds AFPD members that Ohio also requires a number

of postings, including information regarding:

- Fair Employment
- Minimum Wage
- Child Labor
- Unemployment Compensation

If you are not in compliance with required postings or need additional training, contact Cherry at (800) 798-2594.



# Misperceptions at the Pump

Survey shows consumers often off base on station ownership, profits

While most drivers buy gasoline at least weekly and shop based on a store's specific price, the makeup of the retail locations at which they buy their gasoline—and how much the stores profit from gasoline sales—are a mystery to most U.S. consumers. Most Americans think that major oil companies own and operate the majority of fueling stations in the United States, far above the percentage that actually do, according to a recent report released by the National Association of Convenience Stores (NACS).

Just over half of consumers (52%) say that most of the gasoline retailing locations in the United States are owned and operated by one of the major oil companies, according to findings from the 2007 NACS Consumer Fuels Report. In reality, less than 3% of the more than 112,000 c-stores selling gasoline are owned and operated by major oil companies.

C-stores sell an estimated 80% of

the gasoline purchased in the United States, and roughly 60% of those stores are one-store operations, owned by independent entrepreneurs who may choose to sell a specific brand of fuel, said NACS.

"Perhaps because most gasoline retailers sell a specific brand of fuel and have canopies promoting that brand, consumers assume that these stores are owned by major oil companies," said Greg Parker, NACS vice chairman of research and technology and president of The Parker Cos., which owns 23 Parker's Convenience Stores selling branded motor fuels in southeast Georgia.

Consumer misperceptions regarding who owns gasoline retailing locations are one of several that is common to the industry, the report found. Consumers also believe profits made by gasoline retailers are much higher than they actually are.

One in seven (14%) consumers between the ages of 18 and 49

believes that retail profits top \$1 per gallon. In reality, after factoring in all expenses, including credit card fees, the real average profit per gallon is closer to one cent, NACS said. Overall, one in 11 consumers (9%) said that gasoline retailers make more than \$1 per gallon in profit.

"Consumer misperceptions about who operates stations and how much those stations make on gasoline sales are likely fueled by the strong quarterly profit statements from major oil companies, which are largely driven by 'upstream operations,' such as oil exploration and production," said Parker. "Because more than half of the price of a gallon of gasoline is attributable to the cost of crude oil, gasoline prices tend to move in the same pattern as oil prices, reinforcing consumer misperceptions."

More than one of every three consumers (36%) said that gasoline retailers make more per gallon when prices increase, even though overall

profit margins tend to shrink because of heightened competition for price-conscious consumers. Earlier findings from the 2007 NACS Consumer Fuels Report found that more than one in four consumers would change their purchasing behavior to save one penny per gallon. Only one in 20 consumers (5%) correctly said that profit margins typically decrease as gasoline prices increase.

Consumers' idea of fair profit is actually a lot higher than real profit. In fact, 11% of consumers say that at least 50 cents per gallon in profit, after expenses, would be fair.

Consumers are adamant about one thing when it comes to fueling—price. Nearly two out of three consumers (66%) said price is the most important factor when shopping for gasoline. Virtually all consumers reported that they purchase gasoline at least weekly, with 93% indicating that they had purchased fuel in the past week.

— CSP Daily News

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# New games highlight my first two months as Ohio Lottery Director



Michael A. Dolan, Director  
Ohio Lottery Commission

It has been a little more than two months since I've become Director, and it's been a real pleasure meeting the staff and getting to know more about the agency's day-to-day activities. I've had the

opportunity to go into the field and meet a number of retailers as well. I look forward to meeting many more of you in the weeks and months ahead.

## **Rolling Cash 5 promotion with Cedar Fair Parks**

Here's some good news to share with your loyal Rolling Cash 5 customers. Through September 26, customers who make a single Rolling Cash 5 ticket purchase of \$5 or more will receive a special discount which can be used at Cedar Point, Geauga Lake or Kings Island.

That purchase automatically generates a voucher offering a buy one, get one free ticket deal to these parks. The offer is good during starlight hours, Tuesdays and Wednesdays through Sept. 26. Starlight hours are typically 4 p.m. to 11 p.m. Customers should contact the individual parks for more details.

## **Sunday drawings**

Sunday drawings became a reality in Ohio on May 20, and are the norm among U.S. lotteries. In fact 79 percent of U.S. lotteries currently conduct Sunday drawings, including bordering states of: Michigan, Pennsylvania, Indiana and Kentucky. All games drawn on a daily basis – Pick 3, Pick 4 and Rolling Cash 5 – are now drawn on Sunday.

Sunday drawings are expected to generate additional sales of \$26 million to \$34 million in Fiscal Year 2008, and corresponding profit of \$10.9 million to \$14.3 million.

## **The Ten-OH! game**

On Aug. 5, the Ohio Lottery debuts its newest draw game Ten-OH! Ten-OH! and other Pick 10 draw games are the latest draw game innovation for U.S. lotteries, with Michigan, New York and Washington among the states offering a variation of that game.

It's a game with a field of 80 numbers, in which a player chooses 10 numbers and the Lottery picks 20 numbers. A player wins by matching between five and 10 of the numbers drawn, or by matching none of the numbers drawn, with a 1 in 9.05 overall chance of winning. The game will be drawn midday and evenings daily.

Ten-OH! is expected to generate between \$10.5 million and \$12.5 million in sales; and \$4.4 million to \$5.2 million in profit in Fiscal Year 2008. We are excited about its debut. The new game, along with the addition of Sunday drawings, will boost overall sales and profits.

## **The Lottery Profit Education Fund**

We're in the home stretch now, positioned to exceed our \$637.9 million commitment this fiscal year, which ends June 30, to the Lottery Profit Education Fund – Thank you for contributing to that effort. Have a great summer.

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# Ohio Legislative News



By Rick Ayish  
AFPD Ohio Lobbyist  
The Success Group

## Ohio Legislature finalizing state general revenue budget

The General Assembly has spent the past four months considering the 2008/2009 general operating budget for the State of Ohio. House Bill 119, Governor Strickland's two year, \$52.1 billion proposal was unanimously passed by the Ohio House of Representatives. This was the first unanimous vote on a state budget since 1955. The unanimous vote is significant due to the fact that Ohio now has its first Democrat Governor in sixteen years and a Republican controlled Ohio Legislature.

Governor Strickland's budget as introduced called for no new tax or fee increases and there are no changes proposed to Ohio's commercial activities tax (CAT) as the Ohio House of Representatives passed the bill. The budget does not include an extension of the exemption from the CAT tax on motor fuel sales at this time. If an exemption for motor fuel sales is not included in the final version, motor fuel sales will be subject to Ohio's commercial activities tax in a manner similar to all other business transactions in the state. The Governor and Legislative leaders have been reluctant to extend the motor fuel exemption and they have included the additional revenue projections from the CAT tax on motor fuel into their 2008/2009 budget.

However, the Governor did call for a nominal increase in the retail vendors allowance for collecting sales tax, but he also proposed a cap on the amount of vendor discount a retailer could collect on remitted sales. Working with a coalition of retail groups, we were successful in our efforts to restore the vendor's discount in the Ohio House of Representatives to its current rate and without any cap on vendor reimbursement for collecting and remitting sales tax to the State of Ohio. The cap, as proposed by the Governor, would have restricted the total allowance a retailer could receive for collecting and remitting sales tax to the state, to either \$60 for a semi-annual filer or \$360 for a monthly filer. The House restored Ohio's vendor allowance back to current law.

The Ohio Senate is now reviewing the budget bill. After the Senate completes its budget review, the Governor, Ohio House and Ohio Senate will likely have a conference committee to determine what remains in the final budget bill. The budget bill must be enacted into law by June 30, 2007 as required by the Ohio Constitution.

## Ohio reduces evaporation/shrinkage allowance; raises vendor discount on motor fuel sales

The Ohio General Assembly has passed and Governor Strickland has signed into law changes to the evaporation/shrinkage allowance and an increase to the vendor discount on motor fuel sales. The changes were included in the Ohio Department of Transportation budget that will be effective July 1, 2007.

The Governor's transportation budget included a reduction in the evaporation/shrinkage allowance that compensates fuel retailers and wholesalers for product loss due to evaporation or shrinkage. The final version of the bill calls for a reduction in the allowance for wholesalers from the current rate of 1.3 percent to 0.50 percent and a reduction for retailers from 0.65 percent to 0.50 percent that they can deduct from timely tax filings to the state.

The revenue generated from these reductions is to be dedicated to a funding shortage for the Ohio State Highway Patrol.

The legislation did include language that gives motor fuel retailers the opportunity to claim a vendor discount for motor fuel they purchase for the next two years. The discount equals 0.90 percent of the fuel tax paid on motor fuel purchased during each of the four semi-annual periods during the two-year period, July 1, 2007 to June 30, 2009. Refund applications must be filed with the Ohio Department of Taxation within 120 days after the end of each semi-annual period.

## Ohio legislation calls for lead-acid battery sales requirements on retailers

House Bill 169 has been introduced into the Ohio General Assembly that if enacted, requires a retailer to dispose of used lead-

acid batteries by delivering them to a wholesaler, a secondary lead smelter, a manufacturer or recycling entity that complies with Ohio EPA regulations. The bill requires a retailer to accept from a purchaser of a lead-acid battery, at the time of purchase, used lead acid batteries in a quantity that is equal to the number of batteries that the customer purchased. The retailer must post a sign that is prescribed by the Ohio EPA that is visible to customers that outlines the requirements.

The bill also prohibits any person from commingling a used lead-acid battery with solid waste or disposing of a used lead-acid battery at a solid waste or hazardous waste facility. House Bill 169 establishes civil penalties for violations of the bills provisions. This legislation is pending in the House Economic Development and Environment Committee.

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## Gas Station TV signs deal to broadcast ESPN

Gas Station TV (GSTV) announced that it is adding ESPN content to its programming lineup. The agreement makes GSTV the only at-the-pump network to feature ESPN programming. GSTV is a digital television network that brings news, sports, weather and

entertainment content to consumers on dual 20-inch LCD screens embedded in gas pumps in major markets across the country.

"Sports news and information is social currency, and sports fans expect ESPN to deliver the best in sports content and programming to

them, wherever and whenever they are," said Matt Murphy, Digital Video Distribution, Disney and ESPN Media Networks, in a press release.

"This agreement offers another opportunity to deliver on that promise we make to sports fans."

ESPN content on GSTV will

feature the latest sports news and information and the content will be ad-supported and updated daily. ABC television and GSTV previously announced an agreement to deliver content from ABC News and ABC-owned and affiliates as well as local weather forecasts and traffic updates.

By year's end, GSTV will be seen on more than 6,000 screens in Dallas, Houston, Atlanta, New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Detroit and Tampa/St. Petersburg, Miami, Orlando and Austin.

## Price-gouging bill opposed

In May, the National Association of Convenience Stores (NACS) issued an Action Alert, urging members to contact Congress regarding anti-price gouging legislation. NACS says the legislation will serve only to punish independent business owners and ultimately the consumer.

If enacted, this legislation (H.R. 1252 and S. 1263) would subject retailers to millions of dollars in fines and years in prison for violating an ambiguous definition of what constitutes price gouging.

"Retailers must know what they can and cannot do in response to market conditions," said Jane Shallal, AFPD President.

"AFPD supports the actions that NACS has outlined in its alert and urges its members to do the same," said Ed Weglarz, AFPD Vice President of Petroleum. The NACS Action Alert asks members to contact their U.S. senators and representatives and ask them to amend the legislation to:

- Clearly define what constitutes a violation
- Provide honest retailers with a defense to a violation
- Enable retailers to respond to market conditions.

To contact U.S. Senators and Representatives by phone, call the Capitol Switchboard at (202) 224-3121.

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## Cigarette sales, ad spending down

The Federal Trade Commission (FTC) says that the number of cigarettes sold or given away fell in 2004 and 2005, *Brandweek* reports. The report also indicated that the amount spent on marketing by the five largest U.S. cigarette manufacturers decreased during the same period.

A separate FTC report on smokeless tobacco showed that the number of pounds sold by the five largest manufacturers jumped each year from 2002 to 2004, then fell in 2005. Advertising and promotional spending varied during that period, with more money spent in 2005.

In 2004, the number of cigarettes sold and given away dropped 1.1 percent from 2003 levels, and

by 2005, the number decreased another 2.4 percent. Advertising and promotional expenditures declined from \$15.15 billion in 2003 to \$14.15 billion in 2004, and then to \$13.11 billion in 2005. For both years, the single largest subcategory of promotional allowances was price

discounts paid to cigarette retailers or wholesalers in order to reduce the price of cigarettes to consumers.

The five largest domestic manufacturers of smokeless tobacco saw \$2.13 billion in sales in 2001. While the amount of sales increased each year from

2002 through 2004, to reach \$2.62 billion in 2004, it declined to \$2.61 billion in 2005. Advertising and promotional spending varied during this time period, reaching the lowest point of \$231.08 million in 2004 and the highest point of \$250.79 million in 2005.

## Fuel testing across the river

While lawmakers debate Ohio's fuel quality testing program, their neighbor to the south has been testing fuel since the late 1980s. The Bluegrass State's program tests 500 gasoline and 100 diesel samples each year, checking for contaminants and water in the fuel, according to Kevin Pyle of the Hamilton County Auditor's Office. Kentucky officials plan to step up their testing by 2008 with the opening of a new, high-tech, higher-capacity fuel-testing facility.

Meanwhile, AFPD and other Ohio petroleum executives have always maintained that gasoline in the Buckeye State is just fine. But Ohio's Director of Agriculture now has the authority to establish a motor fuel quality testing program in rules adopted in accordance with the Ohio Administrative Procedure Act. The law requires that the testing program must be uniform throughout the State of Ohio. The uniformity of any fuel quality testing program is a priority of AFPD to eliminate a patchwork of fuel quality testing programs and standards throughout Ohio's 88 counties.

AFPD will continue to follow this story and will update Ohio members as information becomes available.

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## New products,

Continued from front page.



Absolut recently released a new flavor—in time for summer cocktails comes Absolut Pears. And, to aid in the restoration of New Orleans, Absolut is producing a limited run of vodka they call Absolut New

Orleans, infused with spicy, southern flavors. Absolut New Orleans will be released in August to those stores that pre-purchase, with 100 percent of the profits going to hurricane victims.

In the Spartan aisle, Little Diablo Salsa and Chips were a big hit. Made with all natural ingredients, the six-month-old



company was started by sisters Lisa Ruggirello and Angela Plachta, who use their mother's 20-year-old salsa recipe. The sisters have been making the salsa for their own consumption every fall for 20 years. Now your customers can enjoy their special recipes!

Perfect as a summertime feature is a line from Bacardi called Mojito. The popular drink started in Cuba, and comes in traditional lime flavor, passion fruit and mango.



In March, Coca-Cola North America launched Diet Coke Plus™, a sparkling, calorie-free beverage with vitamins and minerals. Diet Coke Plus is a good source of vitamins B3, B6, and B12, and the minerals zinc and magnesium.

"Consumers, including Diet Coke drinkers, are increasingly looking for more beverage options, and we wanted to offer them the convenience of a calorie-free beverage that is a good source of several essential vitamins and minerals, and one that delivers on the great taste that they have come to expect from us," said Katie Bayne, senior vice president, Coca-Cola Brands, Coca-Cola North America.



Sherwood Foods introduced a new line of meat called Pinebrook Valley.



Started just three weeks prior to the show, Pinebrook Valley is a unique meat line that offers value to the retailer. According to founder

David Rothbart, Pinebrook is a private label from Sherwood. Pinebrook buyers go directly to packers to buy and grade out their products. Knowing the customer is vital, they send specific cuts to the parts of the country where those cuts are most marketable. For instance, northern states prefer more marbled meats, while the South likes it leaner. They also size their products (as an example, strip loins come in three size packages) so that retailers can purchase only as much as they can reasonably use. Pinebrook tailors their program to individual customers so they receive the best value.

A unique new line of ultra-premium spirits called 267 Infusions was an eye-catcher. The line features vodka, rum and tequila infused with fruit, peppers and olives. The



## New products,

Continued on next page.



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## New products,

*Continued from previous page.*

actual fruits and vegetables are left inside the bottle, making for a beautiful presentation.



Retailers are always looking for new revenue sources. QuickServ Tax has a program that allows retailers to offer tax preparation services to their customers. The program takes little space and no experience is needed. According to President Steve Yaldo, QuickServe Tax provides advertising, support training, IRS Approvals, and product marketing. QuickServ is a national company that offers State and Federal individual tax preparation services that can even provide your customers with instant and/or rapid refund checks. The customer brings tax information into your store and you enter it into your computer

through their software program. Yaldo says it takes between five and 10 minutes to enter the information and the average commission for the transaction is about \$100. To find out more, call QuickServ at (248) 0586-1040.

Made for purse or pocket, On Go Liquid Energy is a two-ounce quick pick-me-up. Created by Derrick George, the idea came to him while studying for exams during law school. He didn't like the jittery feel and crash from popular energy drinks. After graduating, he devoted his time to developing On Go. George says he chose ingredients that would be safe for all ages. On Go does not contain sugar, but does have B-12 and electrolytes – more than a bottle of Gatorade. For more information, visit [ongoenergy.com](http://ongoenergy.com).



## AFPD welcomes these new members who have joined in January through April 2007:

572 Norton Inc.  
ATM Depot  
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Community South Bank  
Convenient Food Mart  
Country Corral Travel Center  
Crosby Oil & Carry Out  
DryB's Bottle Ties  
DTI Systems-Quick Capital  
Easy Pick Liquor  
Francis Bakery  
GAS USA  
Gasket Guy  
Ginnetti's  
Groneks Party Store  
Group One Realty  
Hague Food Mart  
Hillcrest Sunoco  
Kingston Marathon

Kush, Inc.  
L & S Express Fuel Center  
Lakeside Plaza  
Linden Marathon  
M & N One Stop Fuel Mart  
Marathon Express  
Medical Park Pharmacy  
Mike's Pit Stop  
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# Interview with Andy Dillon, Speaker of the Michigan House of Representatives

By Kathy Blake

State Representative Andy Dillon, D-Redford Township, was sent to the Michigan House of Representatives in 2004 in a special election to fill a vacancy and retained his seat in the general election later that year.

Last summer, Rep. Dillon was appointed to the Joint Select Committee on Economic Growth. The committee worked on replacing the Single Business Tax with a business tax that is more equitable, less complex and more conducive to business growth.

He was re-elected in 2006 and named Speaker of the House. The following are questions addressed to him with his responses:

**Q: Please explain the business tax plan to replace the Single Business Tax.**

A: The Michigan Business Tax is a comprehensive business tax and incentive package that rewards investment, protects Michigan-based companies, and protects funding for education, health care, and police and fire protection.

Under the MBT, about 75 percent of businesses in Michigan would pay less in taxes. It is the only plan of its kind to address both the need to reform Personal Property Tax and the need to replace Single Business Tax (SBT) in such a far-reaching manner.

## Highlights of the MBT:

- Provide \$700 million in new tax credits that reward Michigan businesses for investment, compensation, and research and development.
- Reward capital investment by cutting the Personal Property Tax by an average of 73 percent for manufacturers and 46 percent for commercial businesses, while also protecting funding for local units of government.
- Boost job creation by providing credits for investment in Michigan and for Michigan payroll.
- Help small businesses by exempting companies with less than

\$350,000 in gross receipts from taxation. Businesses with up to \$700,000 in gross receipts will pay reduced rates. The plan also enhances existing small-business tax credits.

- Protect education, health care, police and fire protection, and other essential services by ensuring revenue-neutrality.
- Benefit most businesses by creating a 0.488 percent tax on net worth and a 7 percent tax on profits.
- Offer a rebate to business taxpayers if the tax generates 10 percent beyond the revenue-neutral point.

**Q: Would it provide tax relief for businesses?**

A: Yes. The MBT will give tax relief to about 75 percent of Michigan businesses. Manufacturers would see an average cut in the Personal Property Tax of 73 percent. Commercial businesses would see an average cut in the PPT of about 46 percent.

**Q: Is it designed primarily to bring new businesses to the state?**

A: The MBT is designed to draw new businesses to Michigan and to reward businesses that already have set up shop in Michigan. The goal of the MBT is to provide credits and rewards to businesses that locate here in Michigan and provide good-paying jobs for our workers.

**Q: What is happening with the 21st Century Jobs Package?**

A: The goal of the 21st Century Jobs Fund was to jumpstart Michigan's economy by attracting jobs of the future – high-skill jobs in the growing, cutting-edge fields of homeland security, alternative fuels, life sciences and high-tech automotive engineering. More than \$400 million has been invested as we work to spur growth in



these emerging industries. Many businesses and organizations have taken advantage of this unique fund. As they use the funding they've received, we will see the benefits.

**Q: Is it too soon to realize the benefits?**

A: It's too soon to realize tangible benefits just yet. The funds have been distributed, and now it's up to the businesses that benefited from the 21st Century Jobs Fund to incorporate them into their plans.

**Q: Do you support the introduction of sales tax on services that are now exempt?**

A: At this point, everything is on the table. Michigan is in an unprecedented financial crisis. I have said from the beginning that we must look for cuts and reforms first. I will not sacrifice our education, health care and public safety services, or allow the budget to be balanced on the backs of our most vulnerable residents by making draconian cuts to our budget.

**Q: During the last term, you sponsored a health-care bill to**

**study the benefits of a statewide catastrophic health-care coverage pool for Michigan citizens. Have there been any developments on this and do you believe it will be enacted in the future?**

A: Currently, I am focused on resolving Michigan's budget crisis. There is no question, however, that we have a health care problem in Michigan. About 1 million of our residents do not have health care coverage. Creating a catastrophic health care fund will help reduce the burden of health care costs for businesses and taxpayers alike and ensure that more of our residents have access to quality, affordable health care.

## Speaker Andy Dillon's Biography

Representative Dillon was born and raised in Redford, Michigan. He graduated from Detroit Catholic Central High School in 1980 and is a graduate of the University of Notre Dame with BBA degrees in accounting in 1984 and law in 1988.

He ran a successful local law practice for seven years and was previously president of DSC Ltd. (formerly McLouth Steel). While in that position, he testified before the federal government on protecting manufacturing jobs. Prior to that, he served as vice president for GE Capital; was an administrative assistant to US Senator Bill Bradley of New Jersey in Washington, D.C. and he was a financial analyst for W.R. Grace in NY, NY.

Rep. Dillon is a former member of the Redford Planning Commission and was a Magistrate in 17th District Court.

He is a member of the Saint Valentine Parish and Men's Club; the Moose Lodge; plus he's a supporter of Redford's little league baseball (RAAL) and youth hockey (RTJA).

He and his wife, Carol, live in Redford Township. They have three school-age sons and one daughter.

To reach Rep. Andy Dillon, write The Honorable Andy Dillon, State Representative, State Capitol, PO Box 30014, Lansing, MI 48909-7514; call (517) 373-0857 or email: andyadillon@house.mi.gov.



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## Retailers use bags as "greening" tactic

In March, when San Francisco passed a measure to ban "check-out" bags that are not compostable plastic, recyclable paper or reusable cloth, the bag issue moved to the forefront. Surprisingly to many, several grocery chains already have bag programs in place, according to The Cincinnati Enquirer. The newspaper reports that supermarket chains are focusing on shopping bags as a key component of their "greening" tactics. For example:

Kroger gives customers a five-cent reduction off their bill for every bag - plastic, paper or cloth - that they bring in and use to carry out your groceries.

Bigg's recycles all plastic bags customers bring in and turns them into neighborhood benches.

- Remke Markets sells, at cost, 99-cent biodegradable cloth-like bags that can be reused.

Wild Oats gives customers the option of taking 5 cents off their bill for each bag brought in to use or getting a wooden nickel for each bag, which can be donated at the door to a local charity.

- Trader Joe's has a monthly gift certificate drawing for those who re-use their bags.

The consensus seems to be that switching from plastic to paper, or better yet, moving to reusable bags is a simple way for customers to have an impact on the globe's environmental health.

- MorningNewsbeat.com

## Fit rappers bring energy to marketing health

Rappers 50 Cent and L.L. Cool J are almost as well known for their toned physiques as they are for their beats and rhymes, so it makes sense that the two would lend their names to products associated with fitness and body image. Both rappers are getting into the vitamin business, both as investors and endorsers. -Brandweek

## Kroger Interested in Acquisitions, if Price Is Right

Kroger Co., Cincinnati, is in the market for acquisitions, possibly even a major acquisition along the lines of its 1999 purchase of Fred Meyer, Inc. - but only if the price is right, Mike Schlotman, senior vice president and chief financial officer, said in a presentation at the Bank of America 2007 Consumer Conference.

## POS market could reach \$5.8 billion

The North American computer-based point-of-sale market saw an 8% shipment increase last year, and the largest boost came from shipments to new stores run by specialty retailers and restaurants, a new study found. The market is expected to reach \$5.8 billion for 2007, according to the study.

-Progressive Grocer

## FTC, Dairy Council agree to trim milk campaign

A national dairy campaign called "Body By Milk" that features celebrity endorsers is being pared back because the ad copy links drinking milk with weight loss - assertions not supported by research, according to the Federal Trade Commission. A National Dairy Council spokesman said ads are being changed and the council's Web site will be refreshed. - The New York Times

## Chiquita aims to raise profits one banana at a time

Chiquita plans to boost its profits in North America by selling its bananas in single servings as a snack food in convenience stores, coffee shops and drugstores. The Cincinnati-based company has found a way to keep bananas fresh longer so they do not have to be sold only in bunches at the supermarket. -The Boston Globe

## Bottled water consumption flows

Bottled water is on the fast track for growth. For the first time, Americans on average drank more bottled water in 2006 than milk and almost as much as beer, according to *Beverage Digest*. Average per capita consumption of bottled water grew from 11 to 21 gallons between 1996 and 2006. Meanwhile, milk consumption dropped from 22.7 to 19.5 gallons during the same period, while beer consumption was stable at 21.8 gallons. If the trend continues, bottled water consumption may surpass that of tap water in a few years. - Supermarket News

## Expanding Ethos

Ethos Water, which is owned by Starbucks and raises money for clean-water systems globally, inked a deal with Pepsi to distribute the brand to 100,000 stores in the U.S. Ethos hopes to donate \$10 million by 2010. -The Arizona Republic (Phoenix)

## Uncorking boxed wine

Fisheye Wines launched a \$4.5 million ad campaign for its three-liter premium boxed wines. Sales of boxed wine grew 44% in the past year, according to AC Nielsen. -American City Business Journals



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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.



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## Pop gets a vitamin boost

Soda makers are hoping to boost fizzling sales of carbonated soft drinks by introducing healthier versions of their flagship products. Incited by competitive pressures from an array of functional drinks, Coke and Pepsi are adding vitamins and minerals to the ingredient lists of their conventional colas, and fortified and flavored sparkling waters and calorie-burning teas to their product portfolios.

## Martin's leaves Nash Finch for Spartan

Spartan Stores of Grand Rapids recently announced that it has added the center store business of Martin's Super Markets, of South Bend, Indiana, making the 20-store chain its largest customer. Spartan, which had been supplying Martin's with general merchandise and health and beauty products, will now add dry grocery, frozen foods and dairy products, as well as Spartan's private-label lines.

## Farmer Jack to close all its distribution centers

The *Detroit Free Press* reported that the Great Atlantic & Pacific Tea Co. (A&P) will close all of the Detroit-area warehouses that serve its 66 Farmer Jack stores, effective June 15. The company reportedly has had trouble finding a buyer at what it deems an appropriate price because four out of ten of its stores are unprofitable and the remaining have relatively low profit margins.

## Retailers learn from urban legends

Supermarket operators can create memorable messages by using some of the same principles that make people remember urban legends, Chip Heath, a professor of marketing at Stanford University and a columnist at *Fast Company* magazine, said in a keynote speech in May at the Food Marketing Institute Show in Chicago. Heath said businesses should focus on a single, simple message that they want to get across to consumers and convey it in a way that makes it memorable by emphasizing its uniqueness, making it appeal to people's emotions and telling it in a narrative story form, much like Subway has done with its Jared Fogle campaign. "By having the right message, you can have thousands of employees working to make your company great," he said.

## Two Supervalu grocers promote local gasoline

Two Illinois Supervalu-supplied independent grocers, Handy Foods in Ottawa, and Newton IGA in Newton, have partnered with Excentus Corp., a fuel site marketing programs provider, as well as with local Marathon Oil to introduce a cross-marketing program that gives consumers discounts on gasoline at Marathon Oil for purchasing certain products at the grocery stores. The program, branded as "Pump Perks" in both locations, is managed by Supervalu's regional office in Kenosha, Wisconsin. The retailers use the Excentus reward-marketing engine to track purchases of promoted items and the subsequent fuel discounts. This technology connects the grocery store with the partnering Marathon gas station nearby. — *Supermarket News*

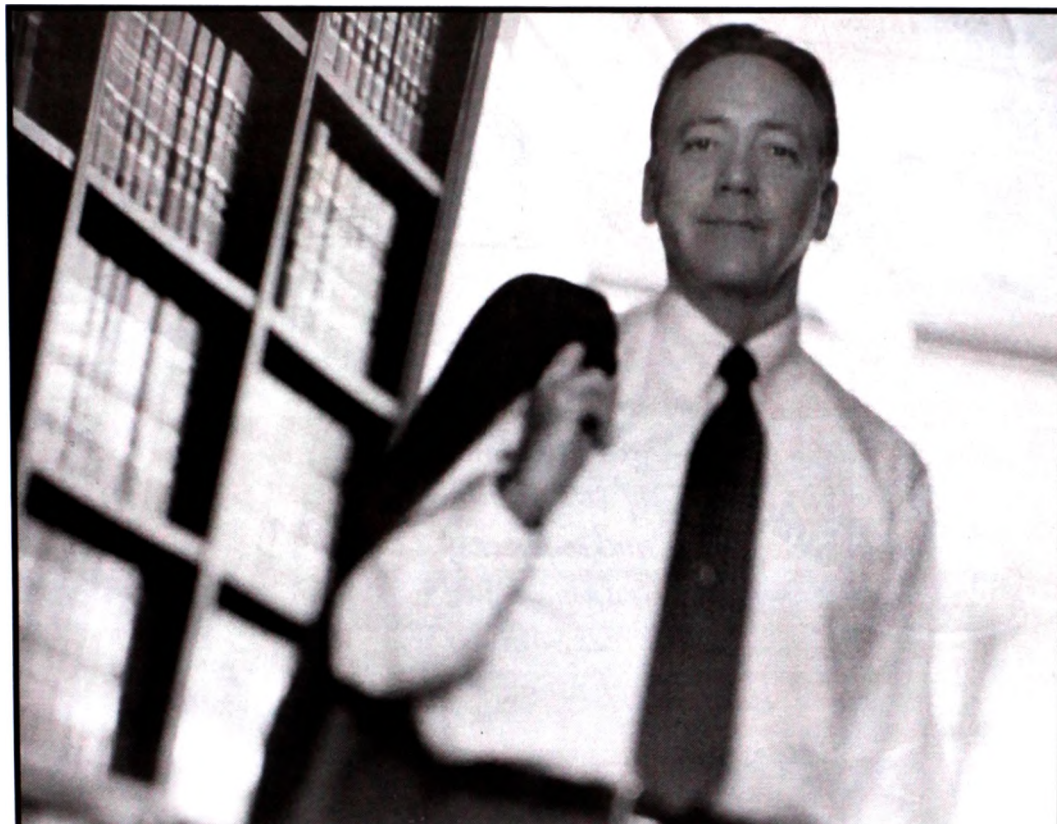
## Retail health clinics likely to benefit sales of prescriptions

Information Resources Inc. recently found that the number of in-store health clinics is expected to double by year-end. As the majority of ailments treated within these clinics are minor, OTC remedies are poised to grow among retailers housing the clinics, as will pharmacy transactions for Rx treatments for these ailments. Health screenings for chronic conditions such as diabetes and high cholesterol also offer opportunity for targeted promotions of food and beverages with related benefits.

— *GMA SmartBrief*

## Hostess pushes 100-calorie treats

Interstate Bakeries will launch a print campaign including coupons and other promotions to support its new 100-calorie packages of Hostess cakes. The snack packs were introduced last month in three flavors. — *Adweek/Brandweek*



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## WEST MICHIGAN HOLIDAY BEVERAGE SHOW



**WEDNESDAY, SEPTEMBER 12, 2007**  
at the DeVos Place, Grand Rapids

**Show Hours:**  
**Wed., Sept. 12, 2007**  
**2-8 p.m.**  
DeVos Place,  
Grand Rapids, MI  
Monroe Avenue NW

Ask your Sales Rep for Tickets or call 800-666-6233 for free tickets  
Admission Ticket Required—\$12 at the door.  
No bags allowed in or out. The law demands that you be at least  
21 years of age to attend this show.  
Complimentary parking if you park at DeVos Place, Government  
Center or Louis Campau. Present the parking ticket at registration  
booth and you will receive a voucher for complimentary parking.

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



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## S.E. MICHIGAN HOLIDAY BEVERAGE SHOW



**TUES. & WED., SEPTEMBER 25 & 26, 2007**

**Rock** financial  
**SHOWPLACE**

46100 Grand River Ave.  
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**Show Hours:**

Tues., Sept. 25, 2007 • 4-9 p.m.

Wed., Sept. 26, 2007 • 4-9 p.m.

(1 mile west of Novi Rd., Novi)

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Admission Ticket Required—\$12 at the door.

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# Cummins Bridgeway keeps the power on

By Kathy Blake

Who do you call when the lights go out? If you have perishables and/or sales dependent on electricity, you can call upon Cummins Bridgeway, for your generator needs. Cummins Bridgeway supplies new stationary and commercial mobile generators, and supports a large rental fleet in power ranges from 5,500 watt to Genset 2 Megawatt. The company provides 24/7 service for rentals and repairs, sells related products and parts and provides preventative maintenance programs.

"Our primary application is to back up and provide mobile, prime and emergency power. Thirty percent of our business is done off-hours. This is not a nine-to-five business," explained Jeffrey Amo, Director of Power Generation Field Operations. "That means there are several people on call during all off-hours which of course takes us through the wee hours of the night," he added.

Arlene Lachman, Rental and Business Unit Leader, gets the calls to send out emergency mobile power units and to check customers' account status.

Cummins Bridgeway provides all types of generator support including new sales and rentals. They also have over 6,000 maintenance contracts with a wide variety of customers including hospitals such as Henry Ford and St. Joseph Mercy and grocery stores including: Hillers Markets, Giant Eagle and Gordon Foods. One of their newer customers is Sherwood Foods, whom they met at the AFPD 2006 Spring Trade Show. "That's where we met Ernesto Ostheimer from Sherwood. They called us up when they had a power outage. We try and target

market events like the AFPD Trade Shows, where we know there will be people and vendors that can use our services," said Amo.

"It's a good choice for a service provider to participate in AFPD trade shows. It gives them exposure to hundreds of retailers and other vendors as well," said Cathy Willson, AFPD Trade Show organizer. "The food and petroleum industry is very dependent on electricity to keep perishables from spoiling, gas pumps pumping, lights on and cash registers ringing."

With a fleet of more than 150 rental gensets from 6 kW to 2,000 kW and extensive experience with natural disasters like hurricanes and the major blackout in the Northeast, Cummins Bridgeway is considered one of the top distributors in the country in supplying emergency rental power. Amo highly recommends that customers get an electrical contractor to create an analysis of their facilities, specific requirements in terms of load / generator size needed, voltage and who will perform all the building connections. Cummins Bridgeway provide clients with an Emergency Back Up Power Plan form to fill out and post on or by the main building breaker. Then when there is a power outage, the client knows what size of generator they need to rent and how much cable length is required.

Cummins Bridgeway is part of Cummins Inc., a global provider of power generation systems, components and services. Founded in Columbus, Indiana in 1919 as the Cummins Engine Company for its namesake, Clessie Lyle Cummins, the firm was one of the first to commercially use engine

technology invented two decades earlier by Rudolph Diesel. Cummins Inc. has grown to be a global power leader with nearly \$11 billion in annual sales in 2006.

Cummins bought Onan Generators and then in 1989, bought the distributorship, Standby Power of Redford, Michigan. They first called the new company Cummins Michigan Power, and then changed the name in 2002 to Cummins Bridgeway.

Headquartered in New Hudson, Michigan, Cummins Bridgeway distributes generators in the Lower Peninsula of Michigan, Ohio and western Pennsylvania and adjacent counties of neighboring states. The company has 632 employees at 16 locations in the three states. Of those 632 employees, 66 are full-time 100% dedicated power generation technicians.

The company supplies commercial PowerGen systems for standby power, distributed power generation, as well as auxiliary power in mobile applications to meet the needs of a diversified customer base.

Cummins provides a full range of services and solutions, including long-term operation and maintenance contracts, and turnkey and temporary power solutions.

The company supplies diesel and alternative-fueled electrical generator sets from 2.5 to 2,700 kW, alternators from 0.6 KVA to 30,000 KVA, transfer switches from 40 amps to 3,000 amps, paralleling switchgear and generator set controls. The company also supplies generators that use gasoline, natural gas or propane fuel.

Cummins Bridgeway is also a distributor for Cummins Inc. diesel engines, the largest diesel engine



Left: Greg Boll, owner and president



Below: Brian Marschner, Field Service Operations Manager; Arlene Lachman, Rental and Business Unit Leader and Jeffrey Amo, Director of Power Generation Field Operations

manufacturer in the world. Cummins Bridgeway not only sells diesel engines, they also have a division that designs and assembles power unit packages for the worldwide distribution network. These typically get installed in applications such as sewer, wood processing equipment and de-watering pumps to name a few. There is also an extensive diesel technician training facility at the Bridgeway Cummins headquarters.

When called for repair service, the Cummins QuickServe Guarantee is that technicians will be en route within four hours. The QuickServe trucks carry an extensive inventory of Genuine Cummins and Cummins ReCon® parts and the latest diagnostic and repair equipment. Technicians are able to complete most repairs on-site within 24 hours. The company also has many well equipped repair facilities strategically placed throughout their territory.

For more information, call Cummins Bridgeway at 1-800-969-3966.





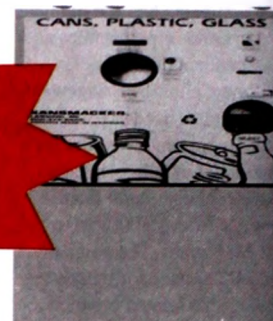
# KAN SMACKER

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**Super Series**



**Mini 3-in-1**



KANSMACKER Super Series is a large capacity customer-operated plastic, can and glass redemption center that counts, crushes and bags both plastic and cans. The glass is returned in the Distributors' carton/cases.

STYLE	WIDTH	HEIGHT	DEPTH
Front Unload W/Side Glass	67"	72"	34"
Front Unload W/O Side Glass	47"	72"	34"
Front Unload W/ Rear Glass	47"	72"	54"
Rear Unload W/ Rear Glass	47"	72"	54"
Rear Unload W/ Side Glass	67"	72"	34"
Rear Unload W/O Glass	47"	72"	34"

#### VOLTAGE

110-115V 1 Ph (Standard Outlet)

#### PERFORMANCE/CAPACITY

Glass—40/minute—Holds up to 300

Plastic—30-45/minute—Holds 160

Cans—50+/minute—Holds 720

The KANSMACKER MINI 3 in 1 is a compact version of the Super Series machine with a smaller capacity customer-operated plastic, aluminum can and glass redemption center that counts, crushes and bags both plastic and aluminum cans. The glass is returned in the Distributors' carton/cases. This machine can be configured in 6+ different possible configurations to fit almost any space provided.

STYLE	WIDTH	HEIGHT	DEPTH
Front Unload W/Side Glass	53"	72"	33"
Front Unload W/O Glass	32.5"	72"	33"
Rear Unload W/ Rear Glass	32.5"	72"	53"
Front Unload W/ Rear Glass	32.5"	72"	53"
Rear Unload W/O Glass	32.5"	72"	33"
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

Cans—50+/minute—Holds up to 480

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# Millionaire Raffle Returns June 25!

The second Millionaire Raffle sold out in just 6 days!



## Now with even more total prizes and better odds of winning

The game you and your players have come to know and love just keeps getting better. We've increased the total number of prizes to 2,018, making the overall odds of winning a prize just 1 in 297. That means even more people have a chance to cash in on this great game. And with over \$790,000 in total commissions to be paid — including those you'll earn cashing players' \$500 winning tickets — retailers will continue to cash in, too. On sale June 25 at all Club Keno and online retailers.

Remember, the raffle drawing will take place July 30, 2007, or within 7 days of sellout.

**\$5,000 Grand-Sized  
Bonus Commission**

to Each of the Six Grand  
Prize-Selling Retailers!



# Local pharmacist serves community for 34 years

By Michele MacWilliams

In 1973, Jack Polsky opened Fox Hills Medi-Mart Pharmacy in a brand new shopping center on Opdyke Road just north of Square Lake Road in Bloomfield Hills. A pharmacist by trade, Polsky reasoned that the center – anchored by a Chatham Supermarket and a Big Boy restaurant – was a good location. There were no other stores with liquor licenses nearby, new subdivisions next door – Bloomfield Orchards to the north and Fox Hills to the east – and a huge General Motors plant right across the street. Now, 34 years later, the location still proves to have been a good choice. Today, although the strip center's anchors have changed – a Hollywood Super Market occupies the Chatham's space and a Middle Eastern style restaurant replaced Big Boy – Polsky's customers have remained constant.

"I know their children and now their children's children too. They come here because we know their medical history and they have confidence in us," says Jack Polsky.

At a time when chain drugstores are aggressively cropping up on street corners across the country, Polsky's business at Medi-Mart – an independent built on customer loyalty – continues to prosper.

"People come back for the personalized service, a real relationship, something that is difficult to imitate," he maintains.

A graduate of Ferris State University, Jack Polsky began with a pharmacy in Royal Oak before opening Medi-Mart. The store is now undergoing some remodeling

to accommodate a larger wine department. However, most of Medi-Mart's interior has an ambiance of the past. Shelving, fixtures and signage are reminiscent of an earlier, more personal time and they still carry out packages for their customers.

Perhaps that is the big reason that business has been so good for so long. People are uncomfortable with change, especially when it has to do with their health and the trust they place in their local pharmacist.

Jack and his wife Joyce – who keeps the books and runs the office – meet people from all walks of life and from all over the world. That is because Medi-Mart is just north of the five star Bloomfield Hills Marriott, just south of the hotels that service the Auburn Hills tech center area and on a major route to the Palace sports complex.

"During Super Bowl, the Steelers were staying at the Marriott. We got to know some of them and their families, beamed Jack. "It was exciting."

Located on Opdyke Road at South Boulevard, Medi-Mart is right on the borders of three diverse areas – the upscale Bloomfield Hills, the technology center in Auburn Hills and the urban area of Pontiac.

"We see a little of everything!"

Adapting to their diverse clientele is something that the Polskys have been able to do well.

Mike Sante, the store's manager, is in the midst of changing Medi-Mart's wine department. Expanding to over 40% of the store area, he designs and builds unique wine displays to showcase specials and new product offerings. The store responds quickly to changing demand and, with more



Top:  
Jack Polsky examines a bottle of his newly expanded wine selection.



Below:  
Mike Sante enjoys creating original displays



Jack Polsky takes pride in his huge assortment of sports caps, which are popular and unusual items for a drug store to feature.

than 1000 labels displayed, readily satisfies shifts in the wine tastes of its customers. Linking aggressive pricing, product selection and the personal touch, "that is something that the competition has a problem doing," says Sante.

In addition to operating the retail pharmacy within Medi-Mart, Jack Polsky also provides prescription unit dose packaging for patients at many assisted living facilities in the tri-county area. "As an independent, we need a niche – personalized unit dose packaging is mine," he explains.

Polsky says that all local pharmacies have suffered with the current trend of large companies looking to save health insurance costs by mandating mail order

prescriptions. However, by being flexible and developing the assisted living business, Polsky has built a strong company while protecting his bottom line.

One day will Jack and Joyce tire of the business and retire? Their two daughters are married, "A teacher married to a doctor and a doctor married to a doctor - I don't think either is interested in taking over the business." Will they sell to a chain store? "Oh, they've been in here plenty of times," says Jack, but right now he is content and staying put. When the time does come though, he says "I'd rather see an independent in here, someone who can continue to take pride in the business and take proper care of my customers."



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More was better at the AFPD

# All Stars 23rd Annual Trade Show

Retailers from across Michigan came to sample new products, check out show specials and meet with representatives from the industry during the AFPD 23rd Annual "All Stars" Trade Show. It was an opportunity to learn about new food and beverage products as well as in-store equipment and services.

Games, prizes, friends and a sports theme added to the festive atmosphere and the special pricing, available throughout the show, made the trip to Burton Manor not only interesting but lucrative as well.

Arctic Glacier provided ice for all exhibitors at the show. "We truly appreciate the assistance that we receive from Jim Forsberg and his staff at Arctic Glacier. AFPD certainly couldn't do it without them!" said AFPD President Jane Shallal. She also wanted to thank all the exhibitors who donated products to Forgotten Harvest at the end of the show. "Because of the generosity of our exhibitors, Forgotten Harvest drove off with an entire semi truck full of food that was used to feed the hungry around Metro Detroit the very next day," Shallal exclaimed.



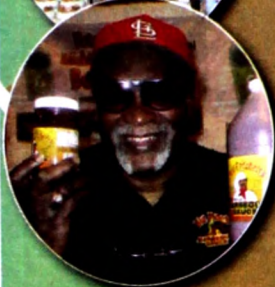
Mark Shammami  
in the Central  
Foods booth



"Nutt" Ben Benjamin,  
Kristin Ropke and  
Clayton Ross in the  
Kar's booth



Miss  
Better Made  
offered some  
tasty samples.



Moe Pritchett's  
Barbecue Sauce was  
voted Michigan's best.



DryB's, a company  
that sells wine bottle  
sleeves, was a new  
exhibitor. No more  
spoiled tablecloths,  
thanks to DryB's!



Mike Jaddou of Saveland  
Supermarket was one of the lucky  
attendees that took home \$150  
CASH, courtesy of AFPD!



There were products to sample everywhere!



Gene Mezo of  
Jones Soda with  
AFPD's Tamar  
Moreton



Attendees enjoyed a wide variety of exhibits.



Stopping for a brew at the Miller booth



Making a sale in the Tomra booth.



The folks at tag-IT! can create  
custom liquor tags specifically  
for your store.



General Wine's corner was always busy.



From the 23rd Annual AFPD Michigan Trade Show

# AFPD All Stars



Crowds jammed the sold-out show!

Nicole Yaldo of Value Center Market in Livonia with Fred Abdou, owner of Huron Consultants. Nicole was the lucky winner of an ipod raffled off by Huron Consultants.



The Sherwood Foods aisles offered a huge assortment of meats, deli items, bakery products and more.

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# PepsiCo is nation's greenest company

The U.S. Environmental Protection Agency (EPA) released its list of the nation's top 25 greenest energy users and a company known for a brown-hued drink tops the list - PepsiCo.

PepsiCo announced that it will purchase 1 billion kilowatt-hours of renewable energy credits over the next year. That's equal to all the electricity used by all of PepsiCo's U.S. facilities - enough electricity to power 90,000 average American homes for one year.

The purchase cost PepsiCo

about \$2 million - a huge sum for renewable energy.

Each energy credit represents a subsidy to help produce one megawatt hour of renewable electricity, such as wind power. Producers of renewable energy rely on brokers to sell credits that drive demand for renewables and,

thus, reduce emissions that would otherwise have been produced by burning fossil fuels.

"To the extent we motivate other companies to get involved is a good thing for America - and for the planet," said Rob Schasel, director of energy, utilities and conservation at PepsiCo, to *USA Today*. - NACS



## "Cocaine" yanked from shelves

Redux Beverages has pulled its energy drink Cocaine from stores nationwide because of concerns about the name, according to the Associated Press. The company will sell the beverage under a new name, said Clegg Ivey, a partner in Redux Beverages LLC of Las Vegas.

In April, the U.S. Food and Drug Administration (FDA) issued a warning letter to Redux that the company was illegally marketing the drink as a street drug alternative and a dietary supplement. The company had a May 4 deadline to respond.

As evidence, FDA pointed to the beverage's labeling and Web site, which had such statements as "Speed in a Can" and "Liquid Cocaine." Redux says Cocaine has no drugs and is sold as an energy drink. The drink has been on the market since August, 2006.

"Of course, we intended for Cocaine energy drink to be a legal alternative the same way that celibacy is an alternative to premarital sex," Ivey told the newswire. "It's not the same thing and no one thinks it is. Our product doesn't have any cocaine in it. No one thinks that it does."



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Average savings per \$1 paid in group rating service fees

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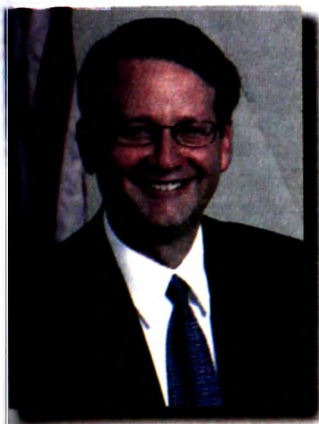
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# Lottery launches Super Raffle



By Gary Peters  
Michigan Lottery Commissioner

The Michigan Lottery's success with raffle games tops all other lotteries in the country, selling out faster than any other state. Clearly, this is a game style players like.

Players have asked for opportunities to win more prizes, so on May 7, the Lottery launched

Super Raffle, the best chance ever to win \$2 million.

Like the Millionaire Raffle games, Super Raffle tickets are available at all Lottery terminals across the state. And also like the two previous raffle games, there is a limited number of tickets to be sold in Super Raffle. In this case, just 250,000. There are two prizes of \$2 million each (annuitized over 20 years or \$1,300,000 cash); 25 prizes of \$100,000 each; and a whopping 4,500 prizes of \$500 each. A total of 4,527 prizes is up for grabs, which means that 1 in 55 tickets wins at least \$500.

Retailers, the good news for you is that you earn \$3 commission on every ticket sold. Sellers of the \$2 million prizes earn \$5,000 in commission. And the \$500 prizes can be cashed in-store, providing another commission opportunity.

Tickets are \$50 each. Purchasing details are the same as in the past: tickets will be numbered

in sequential order as they are purchased; no additional tickets will be available for purchase once all 250,000 tickets are sold; tickets will be easy picks only and players cannot pick their own numbers.

Players must have their original Super Raffle ticket to claim their prize and prizes must be claimed within one year of draw date. Winning numbers for the two, \$2 million prizes will be broadcast live at 7:29 p.m. June 18, 2007, on the following stations:

WBKB Alpena  
WDIV Detroit  
WNEM Flint  
WXSP Grand Rapids  
WLAJ Lansing  
WJMN Marquette  
WMKG Muskegon  
WGTU Traverse City

The two, \$2 million winners; the 25 \$100,000 winners; and the 4,500 \$1,000 winners will be posted on Lottery's Web site at [www.michigan.gov/lottery](http://www.michigan.gov/lottery) and all Michigan Lottery

offices. Winners of \$500 prizes can claim them at any Michigan Lottery retailer and \$2 million and \$100,000 prize winners will need to schedule an appointment with the Lottery's Public Relations Division at 517-373-1237 to claim their prize.

While we expect great sales with Super Raffle, we are not eliminating the Millionaire Raffle from the lineup. Watch for announcements on the next Millionaire Raffle this fall.

**On tap for early summer are some great new instant games:**

Win Sum (\$1), \$250,000 Lucky Stars (\$5) and \$1,000,000 Lucky Stars (\$1) all went on sale June 11. On June 25, Mini Sudoku (\$2) and Red Hot Wild Time (\$2) debut.

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).

## ASSOCIATED **AFPD** FOOD & PETROLEUM DEALERS, INC.



### FINANCIAL

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# Organized shoplifting rings prey on stores

Organized groups of retail thieves are transforming petty shoplifting to a skilled profession.

According to *The News Journal* (Delaware), they strike stores with methodical precision, sweep shelves of goods into detection-proof bags, then race out in pursuit of their next hit.

Estimates of organized retail theft losses in the United States range from \$15 billion to \$37 billion a year, and a hardworking thief can reportedly earn up to \$5,000 a week -- at 30 cents on each dollar of an item's value.

But even as police and retailers work to battle the threat -- by putting theft-prone goods into safer places or by rooting out thieves -- current laws seem ill-equipped to handle the problem, retailers and law enforcement officials said. There's a mind-set that store thefts are petty crimes and occasionally there are some problems getting full cooperation from victims.

Thieves know the potential for profit far outweighs the risks. By focusing on such moderately priced, easily resold goods as baby formula, razors and cold medicine, careful thieves can avoid

getting caught with enough goods to put them in the felony category.

## Shopping lists

Working in groups of two or three, they can hit several stores a day, up and down the state. "They come in from out of state; they make their hits in Michigan or Ohio and move on," said Jane Shallal, president of the Associated Food & Petroleum Dealers (AFPD).

Often, they come with their own "shopping list," ready to steal what has been requested by the fences -- or even by their neighbors. The prized goods include pain relievers, pregnancy tests and hemorrhoid cream.

"A well-organized team of thieves can haul in \$10,000 to \$20,000 worth of goods a day," said Jerry Biggs, organized retail crime division coordinator for Walgreen, in an interview with the *The News Journal*.

Some thieves infiltrate the store's staff itself, working as cashiers to allow conspirators to stuff extra items

in their bags at checkout -- a practice called "free-bagging." Others use foil-lined "booster bags" that literally foil the electronic anti-theft sensors attached to items; some simply bring pliers to pry off the tags.

A 2006 National Retail Federation study found 81 percent of retail loss-prevention managers said their stores have been victims of organized theft, and almost half said it is on the rise.

## Solutions proposed

Some retailers across the country have been pushing for tougher laws.

Last year in New Jersey, organized theft was codified as a separate offense, and in Colorado, second-hand sellers such as flea-market vendors were forced to have proof of ownership for some items.

Since many thieves come from out of state, it's also harder for investigators to crack the rings locally.

"The problem needs to be resolved through a new federal law to make it a federal felony," said Ty Kelley, Director of Government Relations for the Food Marketing Institute.

## A Thief's Top 20

Organized gangs of retail thieves favor goods that are moderately priced, but in high demand. Here are their favorites:

Advil tablets, 50 count  
Advil tablets, 100 count  
Advil caplets, 100 count  
Aleve caplets, 50 count  
Aleve caplets, 100 count  
EPT Pregnancy Test single  
Excedrin tablets, 100 count  
Gillette Sensor/Excel 10 count  
Gillette Sensor 10 count  
Gillette Sensor 15 count  
Kodak 200 speed, 24 exposures  
Monistat 3  
Preparation H 12 count  
Preparation H Ointment 1 ounce  
Primatene tablets, 24 count  
Similac with iron powder -- case  
Similac with iron powder -- single can  
Sudafed caplets, 24 count  
Tylenol caplets, 100 count

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## Food advertisers should target Internet consumers

Half of all Internet users are looking for food and cooking information online, creating an opportunity for food advertisers, according to a new report from Jupiter Research.

In the report, "Targeting Online Food Lovers — Identifying Segments and Online Advertising Opportunities," Jupiter Research proposes that food advertisers

should fully leverage the online channel and explore emerging opportunities around video and mobile content.

"Online food lovers use food destination sites and manufacturer sites the most, rather than branded product sites and health- and lifestyle-related websites," said Monique Levy, senior analyst at Jupiter Research, in a statement. "This

suggests that sites like epicurious.com and foodnetwork.com provide important advertising opportunities and that manufacturers' websites like kraftfoods.com are smart to invest in their main website."

Advertisers in niche categories, including organic foods and gourmet foods, should pay particular attention to the online advertising opportunity, the report said.



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