AFPD Foundation Golf Outing is fast approaching

Start the holidays at two AFPD Beverage Shows

It is not too early to start planning for the holidays! Special pricing, holiday gift sets and new products galore will be available at AFPD's two holiday beverage shows.

We begin with AFPD's 4th Annual West Michigan Holiday Beverage Show, which takes place on Wednesday, September 10 at the DeVos Place in Grand Rapids. See page 22 for more information.

Then, on Tuesday and Wednesday, September 23 and 24, AFPD's 10th Annual S.E. Michigan Holiday Beverage Show will take over Rock Financial Showplace in Novi. “This show is so popular that we suggest getting there early, in order to have enough time to visit all the booths,” says Cathy Wilson, AFPD special events director. More details are on page 23.

If you haven’t done so yet, it is time to reserve your foursome for the AFPD Foundation Golf Outing. Scheduled this year for Wednesday, July 16 at the beautiful Fox Hills in Plymouth, Michigan, 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 AFPD 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,” said AFPD President Jane Shallal.

MacWilliams added that last year the outing completely filled both Fox Hills courses – the Golden Fox and the Fox Classic.

“Your support allows the AFPD Foundation to award at least 20 scholarships to deserving students, plus it is a great way to greet old friends and meet new people in our industry,” MacWilliams added. See page 15 for details.

Michigan Senate passes bill to forbid retailers from augmenting lottery payouts

On Tuesday, May 20, the Michigan Senate passed House Bill 5102, which amends the Lottery Act to prohibit a retailer from providing additional payouts over and above the amount awarded by the Lottery to the holder of a winning lottery ticket. The bill, which was passed by the Senate on a 38 to 0 vote, now states that a licensed lottery sales agent is “prohibited from offering to give, or from giving, any money or other thing of value to the holder of a lottery ticket or any other ticket for winning the lottery. The sales agent would still be allowed to pay the amount of the prize, if such payment by a sales agent is authorized by the Lottery Commissioner.” The bill had previously passed the House vote.

The Commissioner can suspend or revoke the license of an agent who violates the act or rules promulgated under the act. As of the printing of this publication, the bill was awaiting Governor Granholm's signature.
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Retailer/supplier relations

By Chris Zebari
AFCO Chairman of the Board

I was in a store the other day visiting a friend, having a cup of coffee and talking about family, business, sports and any other subject that came up (yes, it may come as a surprise to many of you, but I do spend a lot of my day talking). A sales rep from one of his suppliers came in. The rep looked a bit worn and was likely not having the best of days. He seemed happy to walk into my friend’s place of business, almost like it was a break in his day.

He quickly joined in on the conversation we were having and seemed very comfortable in this environment. Within 15 minutes he had written a very substantial order in between talking and laughing with us. His day appeared to be getting better. He left, thanking my friend, his customer, for the order and excitedly told him that he had some new items to show him next week. He looked much better than he had when he had walked in and my friend had a smile too. Both sides were happy.

That scene is repeated throughout our industry countless times every day. Selling and buying. Both sides important, both sides requiring a level of skill, both sides, if done correctly having respect for each other.

I have been lucky enough through the years to work both sides of the counter so to speak. As a retailer, I have dealt with sales reps when I was looking for the “best deal.” Conversely, I have sold ideas and products to retailers. In the end, it’s the relationship that wins for both sides most times. While “fact based selling” has some merit, a solid relationship is usually what gets the sale for the salesperson and a large degree of comfort for the retailer.

Things for “Mr. Salesman” to implement on a day-to-day basis:
1) The “square peg in the round hole” sales pitch can be a disaster. Trying to sell something that does not fill a need is of no benefit to either side (especially to the sales rep if the customer ends up stuck with an item that did not sell). This will only inhibit future sales pitches because there is no trust.
2) Another one is trying to “hit a number” that the rep’s company has mandated. This may work in the event a relationship is in place, but the retailer’s needs should always be foremost. Develop the relationship and then ask for the favor (or better yet, do a favor before expecting a favor).
3) Pricing is always an issue. Often sales rep commissions and bonuses are directly linked to revenue generated in an account. Try “giving some back” in order to gain
Credit Card Fair Fee Act update

The House Judiciary Committee’s Antitrust Task Force held a hearing on May 15 regarding H.R. 5546, the Credit Card Fair Fee Act. The bill, sponsored by committee chairman John Conyers (D-MI) and a bipartisan group of 28 Democrat and Republican co-sponsors, would provide a market-based mechanism to address the sky-rocketing costs of the credit card interchange fees through transparency, allowing retailers an opportunity to negotiate as a group with Visa and MasterCard. AFPD strongly supports H.R. 5546 and retailers and wholesalers should continue to ask their Representatives to co-sponsor and vote for H.R. 5546.

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Calendar

June 11, 2008
Ohio AFPD Annual Trade Show
Cleveland, OH
Contact: Cathy Willson
1-800-666-6233

July 16, 2008
AFPD Foundation Golf Outing
Fox Hills, Plymouth, MI
Contact: Michele MacWilliams
1-800-666-6233

July 24, 2008
AFPD/Liberty USA Golf Outing
Weymouth Golf Club, Medina, OH
Contact: Tony Deluca
1-800-666-6233

July is...

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

Statement of Ownership
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AFPD works closely with the following associations:

IFDA
NACS
PMCA
Ohio legislative update

By Capitol Strategies Group
APFD's Ohio Lobbyists

The Associated Food and Petroleum Dealers (APFD) sent a letter to all members of the Ohio General Assembly to explicitly state their opposition to the Ohio Healthy Families Act and explain how, if enacted, it will be detrimental to APFD members.

The Ohio Healthy Families Act would require all businesses with 25 or more employees to provide seven days of paid sick leave per year for full time employees, and a proportional amount for part time employees. It's expected that the coalition backing the proposal will explain how, if enacted, it will be detrimental to APFD members.

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Ohio SB 193

APFD continues to monitor Ohio SB 193

APFD is continuing to monitor Senate Bill 193, which would require retailers to notify the Ohio Department of Commerce if they increase the price of gasoline by more than one cent in a week. At this point no additional hearings are scheduled, however, if the bill does return to the committee schedule, most likely, it will not include the provision that requires gasoline retailers to submit a written notice to the Ohio Department of Commerce. APFD is closely monitoring this piece of legislation and will keep you informed.

Discount for cash and promoting proprietary credit cards

By Ed Weglarz
Executive Vice President of Petroleum

As the price of fuel escalates, retailers continue to look for ways to keep the costs down for their customers, without resorting to selling fuel below cost. Some practices are legal, some are clearly illegal, and others fall into a grey area.

Keep in mind that the vast majority of your credit card processing agreements specifically prevent you from charging a fee for the use of a credit card! However, within certain parameters you may offer a “discount-for-cash”.

Fuel price posting regulations come with a number of caveats. You must clearly indicate on your roadside price sign the cash and non-cash price. Also, the fuel must be dispensed at the appropriate, corresponding posted price (i.e. cash or credit). Most pump controller software can be programmed to dispense at multiple price levels for the same product. You cannot post a per-gallon price that reflects a price that the motorist enjoys after a rebate which appears on the credit card statement. The rules indicate that fuel must be dispensed at the advertised sign price!!

As an alternative, you may choose to designate certain islands or dispensers as “cash only” dispensers, and other islands or dispensers as “credit only” dispensers.

In all cases, explanatory pump toppers aid in promoting the concept and answer many customer questions.

Of equal importance is the need to educate your motorists/customers. Aggressively promote the use of your proprietary credit card (flagship card such as a Marathon, Shell or Mobil) or co-branded credit card (VISA or MasterCard that also carries the service station brand name, such as Marathon, Shell or Mobil). In most cases, these cards provide significant rebates to the motorist, and reduce credit card processing fees for you, the retailer.

Institute a program to educate your customers about the features and benefits afforded by your proprietary or co-branded credit cards. Then, encourage the use of those cards. Your customer will enjoy significant savings on purchases, and you will reduce your credit card fees.

As always, feel free to call me at (800) 748-0060 about clarification of this or any other petroleum issue.
By Kathy Blake

Broadway Market and Café provides one-stop shopping for Columbus, Ohio commuters

By Kathy Blake

Broadway Market and Café has everything that busy workers need: gasoline, car wash, lunch, lottery, (in hopes they can quit work) and beer and wine for dinnertime.

Located in Columbus, Ohio at the E. North Broadway exit off I-71, the Sunoco Gas and Subway Food co-brand convenience store draws a lot of commuters as well as area residents. The convenience store is 2,000 square feet, the gas station has eight fueling bays, with two for diesel and there is a touchless Hydrospray carwash that washes up to 200 automobiles on a busy day. The Hydrospray uses very high-pressure water and soap to clean the automobiles with no brushes.

When owner Jim Mandas purchased the gas station five years ago, it had three bays with a repair garage and a small convenience store. “I tore it down and rebuilt from the ground up. It was quite a dilemma, but we stayed open during the daytime throughout the whole construction phase, except for several times for a few hours,” said Mandas. The construction took six months.

Before Broadway Market & Café, Mandas was a partner in a company called Restaurant Dimensions, which owned 12 fast food and sit down restaurants in Columbus, Dayton and Canton, Ohio including the Boulevard Grille, a contemporary cuisine restaurant and bar with an executive chef and sous chef.

Broadway Market is open 24/7, but business is conducted through a window from 11 p.m. to 5:30 a.m. “I don't want to take a chance on the safety of employees,” said Mandas.

By Kathy Blake

Treating workers well is a priority for Mandas. “Treat people well, pay well and praise them when they do a good job,” advises Mandas. “I think that’s the main reason for success in any industry. If my employees are happy being here, they in turn treat the customers with tender loving care. We have customers that come in here five to six days a week. Our customers want to be recognized when they come here,” he explained.

Broadway Market and Café has 11 employees and the last new employee was hired a year ago. His manager, Megan Green, came on board three years ago. Mandas is very happy that she can run the store when he is off and during his annual four-week vacation to Greece, where he was born.

“I think we do a great job of training people, especially for the Lottery sales. It’s a very service-oriented part of the store. Customers are very personal about how they play. They know their game.”

Mandas said Lottery sales have increased dramatically every year. They average 200 customers for Lottery tickets everyday.

The convenience store has a beer cave walk-in cooler and a nice wine selection with four to five varieties of Merlot, Cabernet, Pinot Grigio and Riesling. Along with convenience staples, there are eggs, lunchmeat, bread, and the recent addition of fresh fruit so they can accept food stamps and EBTs.

Attached to the store is Broadway Market's Coffee, one of the top 20 Subway franchises in the Columbus area. Nick Valasidis, Mandas' son-in-law is the franchisee. Mandas' son Vince, also works in the store in the summer, when he's home from college.

By Kathy Blake

Jim Mandas is a member of AFPD's Petroleum Advisory Board. “As a dealer, AFPD gives me an opportunity to voice my opinion,” said Mandas who is very vocal about Ohio's Commercial Activities Tax (CAT). His opinion is that the CAT tax is unfair.

The CAT is an annual business privilege tax measured by a business's gross receipts within the state of Ohio. The CAT became effective beginning July 1, 2005. The full weight of the tax has been phased-in over a five-year period, at approximately 20 percent per year. Businesses with annual taxable gross receipts of $150,000 or less are not subject to the CAT, those with receipts from $150,000 to $1,000,000 pay a minimum $150 tax and businesses with receipts exceeding one million dollars will be taxed at .26 percent when fully phased in by April 1, 2009.

"Originally the CAT excluded gasoline. All of a sudden, we're being taxed the CAT every quarter. That's an added expense that you have to cover with other store generated revenues, since there are days when we're not making any money on gas. The current situation cannot continue without price increases. Everything has to be passed down to the consumer." said Mandas.

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Ohio underground tank fund update

James R. Rocco
Chairman
Petroleum UST Release Compensation Board

As Chairman of the Petroleum Underground Storage Tank Release Compensation Board, I would like to take this opportunity to report on the status of Ohio’s Financial Assurance Fund. The past year has presented many new challenges and milestones. We have continued to manage our income and expenses and claims liability with an eye towards maintaining the Fund’s viability and solvency. We have proposed new administrative rules to help clarify and define the process for eligibility and reimbursement and we have hired a new executive director. I would like to address these and several other issues for you in the coming months.

Reimbursement Milestone Reached

As of December 31, 2007, the Fund has reimbursed over $175,000,000 to Ohio’s underground storage tank (UST) owners for performing corrective actions for accidental petroleum releases from their USTs. This reimbursement involves the settlement of approximately 8,900 claims for corrective actions costs incurred to clean up about 2,550 sites. Over 4,800 of these claims are related to 1,615 sites that have received a No Further Action (NFA) from the Bureau of Underground Storage Tank Regulations (BUSTR). While this is a significant milestone, we still have a long way to go in processing claims and reimbursements and we continue to need the patience and support of Ohio’s tank owners. The program continues to head in the direction envisioned at its inception in 1989. Fees were anticipated to increase to finance corrective actions primarily resulting from tank removals and upgrades in response to the 1998 federal regulations that required release detection and corrosion protection. We also anticipated that as corrective actions were completed, the annual fees would stabilize and as the Fund’s liability declined, fees would also decline. Although we haven’t quite yet reached the point in the program where fees can be reduced, the downward trend in the estimates of the Fund’s unpaid claims liability indicates we have reason to be optimistic.

In the meantime, the Board will continue to look at ways to maintain the Fund’s solvency and ensure it remains a viable and affordable mechanism for Ohio’s UST owners.

Next month I will detail the Fund’s Five Year Outlook.

Ohio BUSTR news

How to report a release

The Ohio Bureau of Underground Storage Tank Regulations (BUSTR) recently issued a reminder to all tank owners and operators that petroleum releases must be reported to BUSTR within 24 hours of discovery. To contact BUSTR, report a petroleum release or if you have an emergency, call (614) 752-7938 or (800) 686-2878 during regular business hours. After 5 p.m. and on weekends, call (614) 536-0047. Visit the Bureau’s web site at www.com.state.oh.us/sfm/bust/BUSTR is a Bureau of the State of Ohio Fire Marshal’s office. The Bureau’s mission is to effectively regulate the safe operation of underground storage tanks and to ensure appropriate investigation and cleanup of releases from underground storage tanks for the purpose of protecting human health and the environment for the citizens of Ohio.

Contact Tom Hesslau for more details—517-819-4880
### Michigan gasoline sales tax

As a service to our members, we are providing you with a chart that calculates the applicable Michigan Sales Tax on gasoline at various price levels. This chart has been updated to more realistically reflect the level of recent retail prices.

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Michigan Lottery system update underway

This conversion process will be long and detailed and will certainly involve much more than just new terminals. With an April 2009 completion date, it has actually already started but because not everyone is affected by every aspect of it, some of the changes will go unnoticed. Along the way to completing this conversion, we will keep you informed through your Lottery sales representatives, terminal messaging, and our retailer newsletter, Game Line. While there will be new things to learn with the new system, we are confident that the end result will be a much more efficient process for all: the retailer, the player, and the Lottery.

Below is a list of some of the features that will be available once the conversion is completed:
- Ticket checkers in all retailer locations
- New touch screen terminals with thermal printers at all retail locations
- Flat screen monitors at Club Keno locations
- 17" monitors for display of advertising at traditional retailers
- IP satellite communications network
- Multiple new Instant Ticket Vending Machines, plus other self service equipment
- New computer systems with enhanced reporting capabilities

Obviously, this is a huge project but we’re excited about the prospects of updating the Lottery. We’re looking forward to the positive changes that are ahead.

New Instant Games:
Just as the newest Indiana Jones movie debuted so did the Lottery’s $2 Indiana Jones instant ticket. Retailers should note that only a limited number of tickets were printed for this game and the inventory was intended to last two to four weeks. Since the ticket became available on May 12, sales coincided nicely with the May 22 release of the movie.

Also on May 12 the Grand Giveaway ticket, at $5, went on sale. This game features over 500 top prizes of $1,000 each and four second chance drawings that award a total of 100 trips for two to the Grand Hotel on Mackinac Island.

On May 23, the $2 Cashword Multiplier game launched along with the $1 game Cash Splash.

The Glittering 7’s Sweepstakes kicked off on June 9 with the release of Ruby Red 7’s ($10), Sapphire Blue 7’s ($5), and Emerald Green 7’s ($2).

In addition to millions of dollars in instant win cash prizes, non-winning tickets from these three games are also eligible for over $1,000,000 in second chance drawing prizes.

Tickets available June 23 included Bingo Blast ($5), Blazin’ Hot Bucks ($2), and Games Galore ($20) featuring 6 pages of games including four Hasbro products.

For additional information, please visit the Lottery’s Web site at www.michigan.gov/lottery.
Food prices to moderate

Joseph Glauber, the U.S. Department of Agriculture’s chief economist, says that inflation in retail food prices will gradually moderate over the next several years, even though prices for commodities such as grain and oilseeds aren’t likely to come down.

For this year, Glauber expects retail food prices to rise four to five percent. Key factors are domestic and global economic growth, weather, rising energy costs, export restrictions and use of biofuels.

“Yield growth and supply response both in the U.S. and abroad will help moderate crop prices in the long run, but for the near term, tight supplies will keep markets volatile with much attention paid to growing conditions worldwide,” Glauber said. He added that continued expansion of biofuels production will likely maintain corn and soybean prices at historically high levels and livestock producers will adjust to the increase in feed costs by reducing production, leading to higher retail prices for beef and pork in the longer term.

Higher corn and soybean prices have contributed to increases in the retail prices of cereal and bakery products and fats and oils. In addition, higher corn prices have increased the price of high fructose corn syrup, an ingredient in soft drinks and many other products.

Coke and Pepsi shrink bottle size

In an effort to boost single-serving soda sales, both Coke and Pepsi are testing alternatives to a convenience-store icon: the 20-ounce bottle.

Back in the 1990s, soft drinks in 20-ounce plastic bottles revitalized U.S. sales for Coca-Cola Co. and PepsiCo Inc. by getting Americans to drink larger servings, according to a recent story in the Wall Street Journal.

Now, health concerns, an aging population and the softening economy have taken a big bite out of the 20 ounce bottle sales. While U.S. soda sales in major retail channels overall declined 3.5% in the first quarter, convenience-store sales dropped 4.2%, according to Beverage Digest.

To win back sales, several Coca-Cola and Pepsi bottlers are conducting pilot tests on a variety of bottle sizes.

Coke launched a test in about 1,700 convenience stores in Virginia in which it has replaced 20-ounce bottles of Coca-Cola, Diet Coke, and other brands with 16-ounce and 24-ounce bottles.

The 16-ounce bottles are generally priced at 99 cents, less expensive than the 20-ounce bottles. The 24-ounce size is priced at as much as $1.49.

Pepsi Bottling Group Inc., Pepsi’s largest bottler, is testing 12-ounce and 16-ounce bottles in some markets alongside 20-ounce bottles, according to Beverage Digest.

A Pepsi spokesman told the Wall Street Journal that the move “is about giving consumers more choices, and if that leads to more frequent transactions and greater volume, it’s also a win for our customers, our bottlers and us.”

Spartan Stores earnings grow

Combining comparable-store sales gains of 5.2% with improved gross margins in its distribution business, Spartan Stores grew net earnings in its fiscal fourth quarter, ended March 29, by 11.6% to $8.1 million. Sales of $370.7 million in the quarter increased by 9.1% and were up by 18.7% when adjusted for an extra week in the 2007 fourth quarter.

Spartan said the sales lift was due primarily to the acquisition of Felpausch stores, along with a comparable-store sales gain of 5.2%. The elimination of sales to Felpausch, a former Spartan distribution customer, also helped affect a margin rate improvement in the distribution segment, the company said. Enhanced purchasing opportunities and more efficient promotions also helped, Spartan added. Sales for the 52-week fiscal year increased 12.5% to $2.5 billion, compared with $2.2 billion in the 53-week preceding year.

— Supermarket News

Meijer takes the lead in photo finishing

Meijer Inc. has taken digital photography to a new level, with its individualized photo department stations.

Customers bring in their digital photos and at the stations, can edit, delete, crop and print the photos they desire. Meijer and other retailers are investing in the technology to increase their profit margin in the $35 billion retail photo finishing business.

Offering the privacy similar to a study corral, the individualized stations are meant to let people go through the process leisurely.

Last fall, Meijer became the first retailer in the country to introduce Hewlett Packard’s advanced Digital Photo Center Solution kiosks. The switch to the new technology at all of the chain’s 180 stores was completed in April.

The new system gives consumers more options for personalizing their images, including converting them into posters, scrapbooks, calendars and slide shows with music.

With the new system, printing photos can take as little as 15 minutes.

A key element of the new system is new printing methods. The trend is moving to “dry” printing technology, replacing the “wet” or chemical process used for decades.

In addition, Snapfish by HP hosts Meijer’s online photo site, where customers can place orders for prints and creative photo products online and have them mailed directly to a their home or sent to a Meijer location for fast printing and in-store pickup.

Attention Suppliers and Manufacturers:
AFPD wants to feature your new products!

Do you have an innovative new product or service that our members should know about? If you do, we want to hear from you. Call Michele MacWilliams at (348) 671-9600 or email to her at micmcmetro@aol.com and tell her your story. From these calls, we will choose items to feature in a "New Products and Services" section of the AFPD Food & Petroleum Report.
Take a spin with renewable energy... choose DTE Energy’s GreenCurrents℠.

Ever wish you could do something good for the environment? Now you can. Sign up for GreenCurrents℠, the new renewable energy program from DTE Energy.

By paying just a few extra dollars a month, you’ll be helping promote the use of environmentally friendly energy, generated in Michigan, through wind and bioenergy resources.

Increasing the use of renewable energy will reduce our dependency on fossil fuels, decrease carbon dioxide emissions, cut down on pollutants in the air we breathe and leave a cleaner, healthier planet for future generations.

DTE Energy is committed to minimizing the impact we have on the environment. And we believe GreenCurrents℠ is an important step on that journey. We hope you’ll join us.

Sign up for GreenCurrents℠ today!
Or call 866-207-6955.

The Power of Your Community | e=DTE®
Western Michigan University's Gambino prepares the next generation of food industry leaders

By Kathy Blake

Dr. Frank M. Gambino, Director of the Food/CPG Marketing Program at Western Michigan University, says there is a multitude of opportunities in the food industry. “The thing about the food industry is, it is a very stable industry for employment,” he assures.

Dr. Gambino is a Professor of Marketing and Director of the Food/CPG Marketing Program. He has been on the WMU faculty since 1984 and currently teaches classes in “Category Management” and “Retail Merchandising.”

Dr. Gambino oversees the Food Marketing internship program and annually organizes a two-week travel course which takes students on a tour of Food and Package Goods organizations throughout the Great Lakes region. He also plans, with the assistance of a 40 member industry advisory board, the annual WMU Food Marketing Conference. It is a two-day conference that brings over 500 industry executives to the Kalamazoo area to discuss key industry issues and emerging developments. Students have the opportunity to interact with industry leaders at both the conference and the annual industry tour.

“We’re seeing a lot of evolution in how we market products. We’re seeing major changes in how retailers and manufacturers reach consumers. The younger people are not getting their product information in newspapers, they’re getting it from cell phones and the internet,” said Gambino.

Prior to joining the WMU faculty, Dr. Gambino spent 15 years in the food retailing industry where he held various positions in corporate merchandising, promotion, purchasing, pricing, and retail operations. His teaching, research, and consulting interests are in the food and CPG industries, category management, retail merchandising and sales training. In 2007, Gambino was recognized with an Outstanding Alumni Award from WMU and in 1999 he received the Teaching Excellence Award.

Dr. Gambino has remained active within the industry at both the national and regional levels. He often accepts speaking engagements and performs consulting work for a wide array of companies and organizations including: Alliance Associates, Brownberry, Coca-Cola, Daymon Associates, Dial Soap, the Food Marketing Institute, the Kellogg Company, National Grocers Association, TOPCO Associates and the United States Government Commissions of Europe.

He has also conducted numerous seminars in merchandising and sales training and his writings have been published in national and regional academic and trade journals and he co-wrote the Kellogg Company Sales Orientation Manual and their Space Management and Category Management Manual.

Currently Dr. Gambino is serving his second term on the Board of Directors for Spartan Stores in Grand Rapids, Michigan and in 2007 he was appointed to the Retail Site Development Committee for Wakefern Food Corporation’s Board of Directors in Elizabeth, New Jersey. He has served on several national and regional advisory groups including: the National Grocers Association’s (NGA) National Skills Standards Coalition, the NGA University Coalition, the NGA Entrepreneurial Institute Advisory group, the Food Marketing Institute’s Educators Consortium, the Southwest Michigan Regional Edge Food Consortium, and IRI’s Apollo Space Management Product Advisory Group.

Dr. Gambino received his undergraduate degree in Food Marketing from WMU, his Master Degree in Business Management from Central Michigan University, and his Doctoral degree in Human Resource Development from WMU.

Drawing from his experience, knowledge and pursuit of excellence, Dr. Gambino has helped make WMU’s Food and Consumer Packaged Goods Marketing program become one of the best in the world, turning out some of the top level food marketers for the industry.
NEW! Glittering 7s Series

Glittering 7s Sweepstakes!
- Free $10,000 1st chance drawings!
- $1,000,000 grand prize drawing!
- Players can submit any combination of 610 in non-winning Glittering 7s tickets!
- Plus, players can win up to $1,000,000 instantly!

NEW! Glittering 7s Series

On sale June 9th

Five $1,000,000 2nd chance drawings!

Placers can submit any combination of 610 in non-winning Glittering 7s tickets!

Plus, players can win up to $1,000,000 instantly!

NEW! Glittering 7s Series

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Michigan Rep. Joel Sheltrown leads the band for accomplishing goals

Michigan State Representative Joel Sheltrown (D-West Branch) has a diverse and unusual career background. A musician and propane dealer by trade, four years ago he went from bandleader to lawmaker.

"My wife encouraged me to run for office, thinking that I would spend more time at home. However, I'm gone more now than I was when I traveled with my band!" he muses.

Joel Sheltrown is a life-long resident of northern Michigan's Ogemaw County. As a State Representative, his current priorities include: Expanding job opportunities in the state, such as the repair and maintenance hangar at the Oscoda-Wurtsmith Airport; ensuring that students have access to career and technical education needed for good-paying jobs; reducing government regulation on business; finding innovative ways to fund the DNR without raising fees.

Rep. Sheltrown became politically active at an early age. He was elected his high school class vice president at West Branch High School, where he graduated in 1965. In 1966, he enlisted in the U.S. Navy and was sent to Vietnam. He achieved the rank of 2nd Class Petty Officer as a Communications Technician with a Top Secret Crypto Clearance and received an honorable discharge in 1970. He later went on to attend Western Michigan University and Kirtland Community College.

Following his wartime military service overseas, Sheltrow returned to West Branch, where he managed his father's John Deere Dealership. Then in 1978, Sheltrown purchased a propane dealership in West Branch and continued in that business until he was elected to the Michigan House of Representatives. He is also an accomplished musician and throughout his pre-legislative career, was part of a band that traveled throughout the Great Lakes region.

Government Experience
He served as an Ogemaw Township trustee from 1978 to 1988, and as the Ogemaw Township supervisor from 2000 to 2004. He also served as vice president of the Ogemaw Townships Association. He decided to run for the State Representative slot when he became frustrated with his local government over the condition of the gravel road he lived on. A school had been built on his road and the increased traffic caused huge ruts. The local government refused to maintain it with more gravel, saying that their policy was not to maintain dead end roads.

This gave him an idea. He ran for office on a platform of paving all the dirt roads in his district. He then went door-to-door to all his potential dirt road constituents and asked for their support. He planned to pay for the paving through a short-term tax increase. His idea was well accepted by his fellow dirt road neighbors. On Nov. 2, 2004, Rep. Sheltrown was elected to the Michigan House of Representatives with 56.3 percent of the vote in a 54 percent Republican district.

Then, true to his word, he quickly began the road-paving project. Today, all roads in his township are paved!

Community Involvement
Rep. Sheltrown is an active volunteer with the West Branch Crisis Pregnancy Center, the Ogemaw County Relay for Life and the West Branch Senior Citizens Center.

He holds a music ministry position at Calvary Baptist Church in West Branch and is a member of "Crossing Jordan," a gospel quartet that sings at various churches in northern Michigan.

As a well-known local musician, Rep. Sheltrown regularly performs at local churches, the West Branch Memorial Day Ceremony, the Ogemaw County Fair Opening Ceremony and Relay for Life. He also has helped out with the Jazz Band at Ogemaw Heights High School.

Joel Sheltrown has been happily married for 36 years to Teresa. He has three children: Alison, 35, Nick, 32, and Don, 28. He is the younger brother of the former 103rd District State Representative Dale Sheltrow (D-West Branch) and the son of long-time former Edwards Township Supervisor Ed Sheltrown.

Representative Joel Sheltron chairs the influential House Committee on Tourism, Outdoor Recreation and Natural Resources, which recently approved a three Bill package that provides $60 million, over the next two years, to promote Michigan's tourism industry.

This is important for the state, especially, in its current recessionary climate, because tourism is a sure-fire revenue generator.

A recent study by the Longwoods Institute showed that for every dollar that Travel Michigan spends on advertising, the state receives over $2 back in sales tax revenue. By spending money to promote the state, Michigan receives a two-to-one return on its investment.

The anticipated increase in travel can directly impact grocery retailers and particularly petroleum dealers. With more people choosing Michigan as a vacation destination, these out-of-state guests will need fuel and groceries as they head to Michigan's beaches, campsites and resorts.
GET IN THE SWING OF THINGS!

AFPD Foundation Golf Outing 2008

FOX HILLS
8768 N. Territorial
Plymouth, Michigan

ALL GOLFERS RECEIVE:
Continental breakfast, BBQ lunch, dinner reception, snacks and beverages on the course, green fees with cart, free use of driving range and door prize eligibility.

You are also automatically qualified for all contest holes, including longest drive, hole-in-one for $10,000 and more!

Approximately 50% of your donation may be deductible as a charitable contribution to the AFPD Foundation.

HOLE SPONSOR PACKAGES ARE AVAILABLE
Please contact Michele MacWilliams at 248-671-9600 for details and reservations.

We need your help to make it fly! Sign up TODAY!

To Benefit AFPD Foundation Scholarships!
Proceeds raised will help fund at least 20 academic scholarships!

FOUNDATION, INC.

Shotgun Start: 9:30 A.M.
Show specials, unique products and services highlighted AFPD's 24th Annual Food & Petroleum Trade Show

By Michele MacWilliams

There was so much to see and sample at AFPD’s Annual Trade Show, that it was difficult to take it all in. Held for the first time at Rock Financial Showplace in Novi on April 28 and 29, the event showcased new products, fantastic food, show specials and innovative services.

“The show is an excellent venue for picking up on industry trends,” said Jane Shallal, AFPD president. “It is interesting to see how the market responds to the interests and needs of consumers. Nowhere is this more apparent than in the beverage aisles. Over the last few years, we have watched the competition heat up in the energy drink category. Now, we’re seeing the flavored, vitamin-enhanced water taking the spotlight,” she added.

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 specials from the show:

Hoyt Green, Sunny Bouleman and George Karam display their Citron energy drink, their juices and green teas. They explained that their business has exploded over the past year, with huge growth in Puerto Rico, Mexico and California.

A popular stop was the Frosty Yogurt booth, where Aaron Morris and Alan Bell dished out samples of their yogurt, smoothies, and other treats. Frosty Products can provide an added revenue source for convenience stores, gas stations and others.

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Gus Britko of Secure Check Cashing Systems jokes with a customer.

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A popular stop was the Frosty Yogurt booth, where Aaron Morris and Alan Bell dished out samples of their yogurt, smoothies, and other treats. Frosty Products can provide an added revenue source for convenience stores, gas stations and others.

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Gus Britko of Secure Check Cashing Systems jokes with a customer.
The 7UP Bottling Group featured some very unique beverages, including their new A&W Root Beer and Sunkist Orange floats, plus Canada Dry Sparkling Green Tea Ginger Ale.

Robert Shammani with his giant Aqua-T energy drink, Aqua-T features whey protein isolates, green tea extract and more.

Mo Banners offers quick and easy signs and banners, plus some great show specials.

Chns Lalande served up Margaritaville margaritas to the thirsty crowd.

Karima Hill and Mike Eida of Scada Systems displayed their security systems and show specials.

The smiling Prairie Farm group dished out delicious Ashby’s Sterling Ice Cream.

Spartan Stores showcased their products with 18 booths featuring a huge assortment of beautifully displayed fresh produce, grocery items, bakery products and more.

The Hot Logic booth featured a unique display oven that cooks frozen prepared foods - like frozen dinners, pot pies and burritos - each at their own appropriate temperature and time, then holds them at the proper temperature. Called the Personal Chef, this unique unit allows customers to open the glass doors and retrieve their own hot meals without the risk of being burned.

The familiar men in orange served up their favorite Jones.

There was always a line at the Krissy Krunchy Chicken booth!

Tava was the hot new beverage introduced by Pepsi. It is a zero-calorie sparkling beverage enhanced with vitamins.

Michelle Gravlin and Marc Berger of Piquette Market served up some scrumptious dips. Piquette Market also offers fresh and frozen meats and cheeses.

The smiling team from Huntington Bank (Sonya Kory in foreground) offered banking options tailored to the retailer.

The show was decorated in an outer space theme, and to reinforce the concept, AFPD’s Tamir Morten gave and Tera Cuss donned Jonathan’s costumes to great attendees.

Diane Banks and Derek Humphrey of Axom Protection Group spoke to attendees about protecting their assets.

The smiling Prairie Farm group dished out delicious Ashby’s Sterling Ice Cream.

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July 2008 | 17
Keeping food safe
Two national programs help suppliers and retailers address this issue

By Michele MacWilliams

With growing consumer concerns regarding food safety, it is important for retailers to be a source of knowledge and expertise. To this end, both the Food Marketing Institute (FMI) and the Grocery Manufacturers Association (GMA) provide useful information and programs.

FMI's SQF
FMI operates the Safe Quality Food (SQF) Program, a fully integrated food safety and quality management protocol designed specifically for the food sector. SQF is the culmination of 10 years of development and is designed specifically for the food industry with application at all links in the food supply chain.

SQF Certification provides an independent and external validation that a product, process or service complies with international, regulatory and other specified standard(s) and enables a food supplier to give assurances that food has been produced, prepared and handled according to the highest possible standards.

By purchasing food from an SQF supplier, retailers provide assurance to their customers that the food they sell is safe and of the highest quality. The program provides independent certification that a supplier's food safety and quality management system complies with international and domestic food safety regulations. This enables suppliers to assure their customers that food has been produced, processed, prepared and handled according to the highest possible standards.

GMA launches safety website
In addition to the SQF program, there is a helpful website that retailers and consumers can access to help sort out food safety issues. Launched by GMA, www.Keepfoodsafe.org, is a new food safety information website for retailers, policymakers, the media and consumers.

The site features a Food Safety 101 page and links to food safety stories. "Food safety is in the news today like no other time in recent history and is the subject of intense debate in Washington, D.C.," said GMA Senior Vice President and Chief Science & Regulatory Affairs Officer Robert Brackett, in a statement. The "keep food safe" site helps address this issue and offer assistance for consumers and retailers.

FMI briefs Hill staff on SQF
FMI recently conducted a briefing on its SQF Program for key House Energy and Commerce Committee Staff. FMI stressed that the SQF program, which is being supported by a growing number of supermarket companies, can be improved or upgraded quickly when necessary and is cost effective even for smaller food retailers.

Chairman's Message, Continued from page 3.
more in the end. Remember that any percent of something is better than 100% of nothing.
These are easy points to follow once you have earned the respect and trust of your customer. Don't be surprised if he begins to ask your advice in dealings with reps that are your competition. Try to become his consultant/ confidante so to speak. Through time you might even become friends. That is the ultimate in the relationship. As for "Mr. Retailer:" 1) Don't try to "beat the best price out of the rep" EVERY TIME he comes in. The rep will dread his visit and begin to feel like a punching bag. He might actually hold back a deal or two because he can. Give and take has always worked well in business.
2) Show respect to the salesperson. Understand that many things are out of his control and try to take advantage of what he does control. He is usually dealing with 10 to 15 other customers that day. He might even share some things with you about your competition.
3) DO NOT ASK THE SALESMAN TO DO SOMETHING AGAINST HIS/HER COMPANY'S POLICY. This is unethical and could get that person in trouble.

In this challenging business climate, it is imperative that all sides operate as flawlessly as possible. Retailers must fill customers' needs or risk losing them to the vast amount of competition out there. Sales people must have what it takes or face the same dangers as the retailer.

Be ready to listen to what is being said and to focus on what is good for both sides. The relationship must become a partnership for it to be good for both sides.

James Yono, owner of Westland Foods in Westland, Michigan had this to say about his relationships with vendors: "It is important to me that I "look forward" to a visit from any rep that comes into my store. I appreciate professionalism and a person that has my business' best interests at heart along with being able to fulfill his job duties. I have always treated visitors to my store with respect and have found that when I do this I receive the same in return. It becomes a good relationship for both. It starts at home and if administered correctly, carries onto where you work."

Mike Rosch, general manager – Wine Division at General Wine and Liquor, a veteran in his industry and one of the best sales people I have known, said "Ultimately, the best working relationship between a sales rep and a customer is achieved when the customer is treated as a partner."

N.G.A. opposes proposed IRS reporting of electronic payments

In a letter to Senate Finance Committee Chairman Max Baucus (D-MT) and Ranking minority member Charles Grassley (R-IA), the National Grocers Association (NGA) strongly opposed a legislative proposal by the Internal Revenue Service (IRS) to require credit card issuers and processors to report to the IRS the amount of credit and debit card and other electronic revenue paid to merchants annually. The IRS contends that small business is underreporting income and would use the reports to create a screen for IRS audits as a means to close the alleged "tax gap."

If the IRS felt that the industry average for electronic payment revenue in grocery stores or supermarkets were 50 percent of total sales, then the IRS would use that standard to compare to a grocer's reported income. For example, a grocer's tax return shows $2.5 million in gross income and the electronic payments report to the IRS shows $1.5 million in electronic payments, the IRS could audit and challenge that retailer because the sales weren't $3 million.

The proposed discussion draft is based upon a false assumption of the IRS that small business significantly underreports taxable income. In representing many small businesses in the retail grocery industry, N.G.A. is concerned that the proposal will result in inaccurate reporting of income to the IRS and subject grocers to costly IRS audits based upon unsubstantiated assumptions about a merchant's ratio of credit and debit card transactions against other tender sources, such as cash and checks.
Organized retail crime continues to grow

Organized retail crime has mushroomed into a $15 billion per year problem for the grocery and drugstore industries, according to presentations given during the "Organized Retail Crime — Issues and Opportunities" session at the 2008 Food Marketing Institute Show. "During the past eight to 10 years organized retail crime has gone from a minor problem to a major problem, and it all has to do with the Internet," said John Griffin, mid-Atlantic investigations team leader for Target. Organized shoplifters were once forced to fence stolen goods through local pawnshops and flea markets, but now, online auction sites give them access to a national market where they can sell large quantities of merchandise anonymously. Griffin encourages retailers to use a combination of tactics, ranging from installing new closed-circuit television equipment at store level, to collaborating with law enforcement and other retailers in their region to help bust large rings of thieves operating together.

If your place of business is the victim of organized crime, Dan Reeves, AFPD executive vice president of Food & Beverage recommends calling the police first, and then placing a call to him at (248) 671-9600. "If it appears that this is part of an organized ring, I'll spread the word to other AFPD members via a fax blast," Reeves said, adding that this practice has worked in the past to warn other retailers so that they can take steps to protect themselves and their businesses.

In addition, Detroit business owners can use a new feature on the Detroit Police Department's website to review the incidences of recent crime in their area. The site is accessible by going first to the City of Detroit's site, www.detroitmi.gov and then click on Police Department.

AFPD members meet with Ohio Senator John Carey

On April 25, a group of AFPD Ohio members attended a breakfast meeting with their State Senator, John Carey (R. Wellston). The topics of discussion centered around legislative matters that are pertinent to AFPD Ohio members, including the Commercial Activities Tax (CAT), problems with retailers selling petroleum below cost, and credit card interchange fees. Pictured above were some of the breakfast attendees: (l to r) Richard Davison, an independent Marathon retailer from Chillicothe; Chad Walters a Valero Chillicothe dealer; Ohio Senator John Carey; Jason Holzapfel, a multiple location owner based in Wellston; and Glenn Willis, also a multiple location owner based in Wellston.

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“Independents’ Day”

On July 4th, we celebrate our independence as a country. This month, in a play on words, AFPD salutes our “independent” supermarkets, gas stations, grocery stores and convenience stores that work hard, day after day, to preserve the American spirit.

Baseball, hot dogs and apple pie are American icons known around the world.

This July 4th, as Americans set out to celebrate Independence Day by tuning their radios to their local baseball game and dining on hot dogs and apple pie, the independent retailer will be well stocked and ready to serve them along the way.

More than ever, the independent retailer must be aware of consumer trends and shopping patterns in order to stay solvent. Faced with competition from big box stores and chains that have the luxury of buying power discounts, the independent must offer products and services that appeal to their market. Carving out a profitable niche isn’t always easy. However, keeping abreast of new shopping pattern trends is one important role that the independent retailer can’t ignore. To assist, AFPD provides the following synopsis of the Food Marketing Institute’s (FMI) most recent shopping habit study, “Consumer Trends.”

Price Power Grows

Most years, the increasingly diverse nature of the American population makes broad generalizations relatively meaningless. Instead, building successful links with a loyal shopper base requires keen attention to the specific needs of various niches.

However, with the economic outlook darkening, the power of price is asserting itself again — raising significant areas of concern. Shoppers showed renewed emphasis on price as a key factor in selecting a primary or secondary store. Yet, price is one of the main areas where shoppers see industry performance falling short.

As price sensitivity grows, even to shoppers with higher levels of income, retailers are going to face a powerful squeeze between passing on rising food prices and the need to meet shopper concerns over those prices. “We have noticed that our customers are looking at our ads more closely and shopping what is on sale,” said Thom Welch of Hollywood Supermarkets in Southeast Michigan. “The independent retailer needs to be competitive and cross-merchandise those sale items,” he added.

The Other Half

As economic issues move to the center of the nation’s awareness, value shopping is grabbing headlines. The grocery shopping decision-making process has grown far more complex and smart retailers are going to need a close eye on shopper patterns. For instance, how will shoppers respond to private label products, many of which have considerably improved over the years, and some of which have also been taken on a premium look and feel?

What’s more, the median household income in the U.S. remains around $45,000 per year. The strategies and merchandising that works for those in the upper half may be radically different than what works for those in the lower half, who were already struggling to make ends meet before the downturn took hold. Every economic downturn is unique and the strategies employed by both shoppers in stores in previous periods merit consideration along with examination to see if those same strategies are relevant today.

“The bottom line is, people can eat a whole lot better and cheaper at home than they can by dining out. The idea is to have quick and easy

**KANSMACKER Super Series**

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.

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**Mini 3-in-1**

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.

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Global Distribution mixes oil and water—with Asian and Italian influences

We all know that oil and water don’t mix, right? They do if they are Aqua Exotics flavored waters and MGL Select cooking oils—both products of Livonia, Michigan-based Global Distribution. Founders Tom Lin and Giulio and Mario Leida bring a long history of Asian and Italian restaurant experience to this partnership and want to tap into the growing demand for healthier food.

They introduced these new products, along with Little Diablo Salsa, at the AFPD Michigan Food & Petroleum Trade Show in April, to rave reviews.

“We're right now in a new wave with consumers,” Gordon Toffler, Global Distribution's marketing director told the Detroit News. “People are looking for ways to eat healthy. We want to be right on the cutting edge with what's happening in that arena.”

The Aqua Exotics vitamin waters, which retail for about $1.29 a bottle, feature flavors such as dragon fruit, pomegranate and mangosteen, but offer less sugar than many other flavored waters and only 20 calories per serving.

The cooking products, designed to retail around $7.99 each, are made with rice bran, canola, palm fruit and coconut oils. While the health benefits are important, Lin said the taste will bring customers back to these products.

“More than ever, people want to know where their food comes from, how it was prepared and the health benefits,” said Michele MacWilliams, AFPD vice president of communications. “With the growing demand for organic foods, vitamin-enhanced beverages and products that don’t include trans fats or artificial flavorings, companies that promote the health benefits of their products stand to gain market share,” she added.

Global Distribution is using the Michigan area as its test market and plans wider distribution of its products in the near future.

For more information, contact Global Distribution at (734) 524-0100.

Independent retailers will be challenged to avoid the erosion in product dominance seen in areas like paper products or breakfast cereals. Already, retailers report anecdotal evidence of trading down in their aisles and similar trends are beginning to surface in the foodservice industry, where quick service restaurants are taking market share from sit down establishments.

“Gas prices are high right now and everyone is watching their wallet. This provides the retailer a tremendous opportunity to educate customers on the value of eating at home. Making it easy for them to do this by promoting time-saving meal preparation options as cost-saving as well, is one way to carve out a profitable niche and gain market share,” Welch maintains.

Of course, there is no single approach to winning shopper loyalty. Emerging issues like environmental concerns or bio-fuels continue to gain attention among an increasing share of shoppers. Even in difficult economic times, a significant share of customers seems ready to make environmental concerns, natural eating and health and wellness concerns key to their shopping decisions. Understand that there will be some trading down in the shopping patterns of most all customers—from those struggling to make ends meet to the most affluent. The most important thing in this economic downturn is to know your customer and anticipate their needs.
Supermarket sales increase 4.6 percent

FMI unveiled its annual "state of the industry" research, saying that supermarket industry sales increased 4.6 percent in 2007, and same-store sales rose 4.2 percent, the highest mark for this performance measure in more than a decade. These gains, however, were largely offset by the 4.2 percent food-at-home inflation rate last year. FMI CEO Tim Hammonds said, "The industry performed quite well in an extraordinarily challenging year... Companies managed spikes in energy, commodity, healthcare and credit card interchange costs, along with relentless competition in the industry."

Red Bull protects its name

Red Bull North America, Inc. won another lawsuit against a bar for deliberately and willfully "passing off" generic energy drinks as Red Bull, this time against Wet, a Chicago-based nightclub. The judgment includes a permanent injunction against Wet and its employees that prohibits the practice and a penalty against the owners and operators of Wet in the amount of $679,827.48.
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EGGS & POULTRY:
Pars Ice Cream Co, (313) 852-9150

ENRICHMENT & ENGINEERING:
Environmental Services of Ohio, (1-800-789-2594)
Flynn Environmental, (313) 452-3400

FUEL SUPPLIERS:
Alliance Oil Co, (313) 877-2000
Central Ohio Petroleum Marketers, (313) 867-8600

FRESH PRODUCE:
Aunt MId Produce Co, (313) 841-7911

FUSS SUPPLIERS:
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ICE: Product Mix Co, (313) 841-7911

INSURANCE:
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