

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

Vol. 20, No. 2

FEBRUARY 2009

## Just In

### Philip Morris raising some U.S. cigarette prices

Philip Morris USA, the largest U.S. cigarette maker, raised prices on some of its brands and made adjustments in its promotional spending that could result in higher prices for top-selling Marlboro in some markets, according to a Reuters report.

The company raised prices on brands like Parliament, Virginia Slims, Chesterfield and Ment by five cents a package.

It also cut certain promotional allowances on Marlboro and Basic cigarettes by five cents per pack. Philip Morris spokesperson David Sylvia told the news agency.

But in other markets, the company increased special promotional allowances on certain types of Marlboro offerings, which could result in lower prices in those markets.

Richmond, Va.-based Philip Morris, a unit of Altria Group Inc., New York, gives retailers and distributors promotional allowances that tend to be passed on to consumers in the form of higher or lower cigarette prices, said Reuters, although such price changes are not automatic.

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## AFPD's popular spring trade shows return

It's time to mark your calendars to attend one of AFPD's two premier trade shows. For your convenience, we are again hosting our first show in Novi, Michigan and then the following week, a second show in Cleveland, Ohio.

First is the 25th Annual Michigan Food & Petroleum Trade Show, which will take place on Monday and Tuesday, April 27 and 28 at Rock Financial Showplace in Novi.

"We anticipate a larger show with more diverse vendors," said AFPD President Jane Shallal. "This year attendees will have even more products and services to see and sample — all in one place," she added.

Hours for the show are 5:00 p.m. to 10:00 p.m. on Monday, April 27 and 4:00 p.m. to 9:00 p.m. on Tuesday, April 28, for a total of 10 exhibit hours. Admission is \$12 at the door. However, all AFPD members will receive complimentary admission tickets and additional discount coupons will be available from sales representatives of the exhibiting companies.

The following week, on Thursday, May 7, AFPD will host its 3rd Annual Ohio Food & Petroleum Trade Show at the I-X Center in Cleveland.

"To our knowledge, there is no other show in Ohio where retailers can see and sample products



and services from the food and petroleum industries all under one roof," Shallal added.

Again, admission is \$12 at the door, but complimentary admission tickets are available by calling AFPD at 1-800-666-6233. Sales representatives from exhibiting

companies will also have free admission tickets. Show hours are 11:00 a.m. to 5:00 p.m.

For additional information, please call Auday Arabo at 1-800-666-6233 or check out the AFPD website at [www.AFPDonline.org](http://www.AFPDonline.org).

Welcome to...

# CIRCUS CIRCUS!

Welcome to the AFPD 93rd Annual Trade Dinner and Ball. The premier event of the food, beverage and petroleum industries, this year's theme is "Circus Circus." Guests will "step right up" to a night of dining, dancing and a host of carnival activities, all within the confines of the beautiful Shenandoah Country Club in West Bloomfield, Michigan.

The event takes place on Friday, February 6, with cocktails and hors d'oeuvres at 6:30 p.m. and dinner at 8:00. After dinner, guests will enjoy Cognac, Scotch and cigars under the big top, music by Detroit's own Karen Newman (of Detroit Red Wings National Anthem fame); and circus midway games and gaming tables! We guarantee it will be the "Greatest Show on Earth!"

For more information, see page 24 or call Michele MacWilliams.





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By Jane Shallal  
AFPD President/CEO

In the final days of 2008, our legislators worked to approve numerous bills in a lame duck session. In Michigan, 202 bills were considered and voted on during these last few weeks of the year. (That is nearly two-thirds as many as the number of bills (331) that became law in all of 2008 in Michigan). I direct your attention

## Being Seen and Heard

to pages 18 and 19 of this month's Food & Petroleum Report to review significant legislation that affected our retailers. Your AFPD leadership worked diligently with the Legislature in both Michigan and Ohio and we were extremely active in our efforts to lobby members in the House and Senate to pass legislation that serves your best interests or defeat proposed legislation that had a negative impact on you and your business.

United together, we made a difference and got the attention deserved from lawmakers; attention to issues that affect you and your business. They heard from you on the bottle bill, tobacco regulation, petroleum issues, credit card fees, liquor issues and more. The importance of you taking an interest and participating in these legislative issues cannot be understated, as so much of the decisions made in

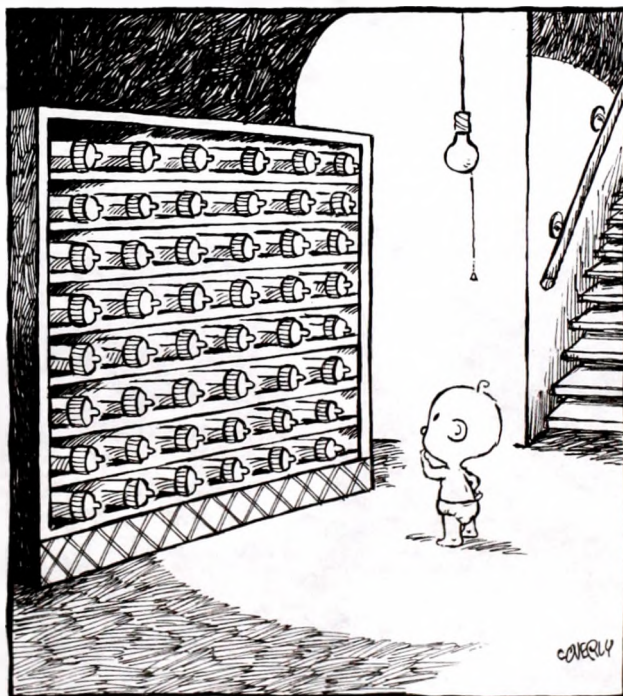
the state's capitol impacts you and your business. I am truly proud of our AFPD members who took time to come to the state capitol to meet with legislators, or contacted their elected officials to voice their opinion of issues and urging their legislator to vote a certain way on various bills. Your impact was remarkable. We were advised by many of the state legislators, that they had heard from you and that they would ensure that retailers were protected. There truly is strength in numbers.

So much is at stake for retailers. You have a right to let legislators who you elect know what you think and what you expect from them. We look forward to working with you again this year in legislative sessions that take on critical issues that relate to our industry. As a team, you and AFPD will continue to work together to ensure success and prosperity. Every phone call and fax letter puts our issues higher on our legislators' political agendas. With your help and support we can continue to gain positively, one issue at a time.

Thanks for doing your part!

## The Grocery Zone

By David Coverly



Michigan, Ohio:

**TRADE  
SHOWS  
COMIN'!**

See pages 15, 25  
for more information

### Contact AFPD:

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30415 West 13 Mile Rd.  
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Dublin, OH 43017

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## AFPD Foundation Scholarship applications available now!

Attention high school senior and college scholars... on January 1, 2009, the AFPD Foundation Scholarship Application became available online. AFPD members should have also received posters and information to post at their place of business.

Each year AFPD awards at least 23 scholarships to deserving students. Scholarships are open to high school

seniors, college freshman, sophomores and juniors who are employees, the dependent children of full-time employees, customers or the dependent children of customers of AFPD member companies. At least 10 merit, 10 minority merit and 3 financial need merit scholarships will be awarded.

A selection committee, which has no connection with AFPD, will evaluate the

applications and select the winners.

Scholarships, for \$1,500 each, will be distributed to winning students during the AFPD Foundation Golf Outing on July 15, 2009. For additional information, please go to AFPD's website, [www.AFPDOnline.org](http://www.AFPDOnline.org).

**If you are a member and have not yet received your scholarship poster, please call us at 1-800-666-6233.**

Western Michigan University

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## Calendar

**February 6, 2009 6:30 p.m.**

AFPD's 93rd Annual Trade Dinner  
Shenandoah Country Club  
Contact: Michele MacWilliams  
1-800-666-6233

**March 23 & 24, 2009**

Food Marketing Conference  
Western Michigan University  
Contact: Dan Reeves  
1-800-666-6233

**April 27 & 28, 2009**

AFPD's 25th Annual Food & Petroleum  
Trade Show  
Rock Financial Showplace  
1-800-666-6233

## February is...

- National Cherry Month
- Canned Food Month
- Chocolate Month
- Great American Pies Month
- National Bird Feeding Month
- National Cherry Month
- National Grapefruit Month
- Return Shopping Carts to the Supermarket Month

### Statement of Ownership

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AFPD works closely with the following associations:



# Petroleum News & Views

Information of Interest to Petroleum Retailers, and Allied Trades

## Reminder:

### Ethanol blend gas tax decrease

The Federal Tax Credit for ethanol blends of gasoline fell from 5.1 cents to 4.5 cents per gallon for E-10 blends on January 1, 2009, thanks to changes made by Congress to the 2008 Farm Bill.

Under the bill, the 51 cents-per-gallon tax credit allowed for ethanol use is reinstated anytime the IRS determines that ethanol production for the previous calendar year was below 7.6 billion gallons. The IRS recently announced that production for 2008 is estimated to be 11.1 billion gallons. As a result, the tax credit rate is reduced to 45 cents per gallon of ethanol effective next year.

This is a credit deducted from the per-gallon Federal Road Tax.

### Ohio-based EZ Energy USA buys 42 stations

EZ Energy USA Inc. of Mansfield, Ohio, a unit of EZ Energy Ltd. signed a contract to buy a group of 42 gas stations and four lots in the United States for \$32.6 million, plus inventory. The company had obtained an investment of \$10 million from Investec Bank (UK) Ltd. and an undisclosed private investor.

When the deal is closed, the company will own 93 gas stations and convenience stores, reported *Globes Online*.

The gas stations sell 160 million gallons of gasoline a year and the turnover of the convenience stores is \$68 million a year.

EZ Energy Ltd. is based in Ramat Gan, Israel.

### Englefield Oil buys 43 Ohio BP stations

Englefield Oil Co. in Heath, Ohio, has agreed to buy 43 BP convenience stores in the Columbus, Ohio, area. BP continues to sell all of its gas stations nationwide, according to a report in *The Columbus Dispatch*.

Englefield, which already owns 95 Duke and Duchess Shoppes in Ohio and West Virginia, will now have annual sales of more than \$1 billion, the company said. The transaction is scheduled to be completed next month.

Most of the acquired BP stations have the ampm brand name, which Englefield plans to maintain. The BP stations that aren't ampm stores will bear the Duke and Duchess name.

## Disarmed alarms provide no protection



By Ed Weglarz  
AFPD Executive Vice  
President of Petroleum

Anything that is not defended is in jeopardy! In several recent theft cases, thieves have disabled burglar alarm systems to prevent them from sounding a warning and alerting the local police department.

In one case, the telephone line was cut at the junction box. In another case, the phone line servicing the alarm system was severed at the top of the telephone pole. With no burglar alarm system protecting the building, the thieves broke in and took all the time they needed without fear of being caught.

Make no mistake, thieves are professional—these heists were well executed—and thousands of dollars of stock, inventory, office equipment, furniture and fixtures were stolen. You need to protect your business and be pro-active!

Burglar alarm systems may be activated by a wide range of detection devices including motion sensors, door/window contacts, glass breakage detectors, etc. There are two general types of alarm systems. The first one sounds only a local alarm (on the property). The second system, a monitored system, sends an alarm to a central station monitoring service. The drawbacks of the local system are obvious. It is possible that nobody will hear it or it will be ignored or disabled.

The monitored system is more commonly used in commercial properties and provides a higher level of protection. This detection unit sends an alarm to a central station monitoring service. The central station contacts the local police department to respond to the intrusion. The primary weakness is the method by which the system sends the alarm to the monitoring service—via telephone line. In most cases, if the phone line is cut, the monitoring service either doesn't know the alarm system is inoperable or it assumes a power outage or other technical problem is the fault. Either way, there is no police response. A good system includes interior motion sensors in addition to door and/or glass breakage sensors.

### Backup communication equipment is an answer.

There are several options or features that can be added to existing central station alarm systems that will improve reliability and help ensure a prompt police response. It is important that your alarm system has an uninterruptible path to the central station and an alarm is sent if the phone line is disabled

1. A cellular telephone backup system is the best and most reliable equipment. The telephone landline is backed up by a cellular system that contacts the central station to report any alarm activations.

2. A second choice is a radio backup system. It is less expensive, but also less reliable. A radio is used to report alarm activations to the central station if the telephone fails.

3. A "line cut monitoring" feature can also be added to most alarm systems. This feature alerts the central station that the phone line is not functioning properly. There could be more false alarms with this feature due to other problems that can affect telephone continuity.

4. Install a battery backup on the alarm system itself if you don't already have one. This will ensure that the detection system will continue functioning if electrical service to the building is lost.

### Take every opportunity to review and improve overall security of your facilities.

Here are some ideas for upgrading existing protection:

1. If your facility is not already protected by a burglar alarm system that is monitored by a central station monitoring service—get one.
2. Install good, old fashioned burglar bars on windows and doors. They can delay or prevent entry by thieves and can be installed to be aesthetically pleasing.
3. Increase exterior lighting to illuminate the entire perimeter of the building. Deny thieves a hiding place that would allow them to enter without being detected.
4. Post signs stating that the property is protected by burglar alarms, surveillance cameras, etc.
5. Examine door and window hardware to ensure it is functioning and locking properly.
6. Equip exterior doors with double cylinder deadbolt locks.
7. Avoid using small portable outbuildings or tool sheds to store valuable equipment. They are easy to break into and provide little or no protection.

If you have anything of value that thieves want or can sell on the open market, you are at risk. General observation (casing) of your operation and former employees can provide all the information a thief needs to identify your weaknesses and put a plan into action.

In these challenging economic times you must protect what is valuable to you.



## Michigan coalition supports Canadian Oil for energy security

The Michigan Energy Security Coalition wants the petroleum industry to use this vacation from high gasoline prices to responsibly prepare for the future. And that means looking north for energy security – to the vast supplies of Canadian oil derived from oil sands.

Michigan organizations around the state, including the Associated Food & Petroleum Dealers, have come together to form the Coalition, helping to inform the public about Canadian oil as a vital source of petroleum for the Midwest and Michigan.

Coalition leader John Griffin said the increase in production of Canadian oil will help meet growing energy demands in the U.S. This initiative will increase oil sands production by 3.3 million barrels per day over the next dozen years.

"Canada is already the number one supplier of imported oil in the U.S. and they send 99 percent of their oil to this country," said Griffin, who is executive director of the Associated Petroleum Industries of Michigan.

"About half of this oil is derived from oil sands. This is a reliable source of energy close to home."

Data presented recently by the Canadian Consulate in Chicago shows that Canada has 179 billion barrels of proven oil reserves, 175

Canadian oil sands production is expected to rise from about 1.2 million barrels per day to about 3.8 million barrels per day.

Canadian oil is less vulnerable to supply disruptions caused by international political tension or by

economic benefits to Michigan and the Midwest.

The Michigan Energy Security Coalition includes the Grand Rapids Area Chamber of Commerce, the Small Business Association of Michigan, the Detroit Regional Chamber of Commerce, the Michigan Infrastructure and Transportation Association, the Michigan Railroads Association, the Michigan Manufacturers' Association, the Michigan Agribusiness Association, Associated Food and Petroleum Dealers, the Michigan Trucking Association, the Michigan Building and Construction Trades Council, the Michigan Chemistry Council, the Michigan Oil and Gas Association, the Michigan Propane Gas Association, American Petroleum Industries of Michigan, and the Michigan Petroleum Association.

To join the Michigan Energy Security Coalition or learn more information, please call John Griffin at 517-372-7455.



billion of which is in oil sands reserves. That's more than any nation except Saudi Arabia. By comparison, the U.S. today has 23 billion barrels of reserves.

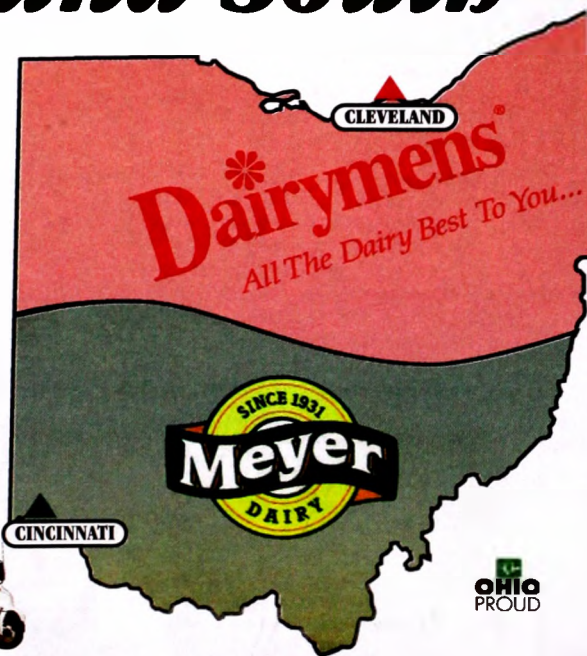
In 2007, Canada shipped nearly one million barrels per day more oil and refined products to the U.S. than did our second largest supplier of imported oil and refined products. Griffin said by 2020

Gulf Coast hurricanes. That's one reason many Midwest oil refineries, including the Marathon refinery in Detroit, are investing billions of dollars to be able to turn Canadian crude into gasoline and other petroleum products.

These refinery and pipeline expansions and upgrades will create new construction and full-time jobs, bringing additional tax revenue and

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## Ohio Senate passes HB 79 curing problem in Workers' Comp Law

The Ohio Senate passed HB 79 off the floor by a vote of 31 to 1. Sponsored by Rep. Bill Batchelder, HB 79 simply clarifies the BWC's authority to administer the current group rating program to Ohio employers.

The legislature is being asked to delete one word from the statute. That word is 'retrospective,' because it mischaracterizes how the actual Ohio group-rating program operates. This legislation will provide greater certainty for

those employers budgeting for next year's workers' compensation expenses while BWC continues to make improvements to the system. AFPD is a member of a coalition which testified in support of the legislation at both hearings

in the House and Senate stating that it would be detrimental to the economy and businesses to allow this court ruling to immediately reverse the intent and practice that has developed over the past eighteen years.



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### Ohio Bureau issues warning on group rated programs

The Ohio Bureau of Workers' Compensation has recently reminded group rated associations that any participant in the Group Rated Program must be a member in good standing (current on membership dues) with the association through which they participate. In the event that a member is found not current, the member will be disqualified from the Group Rated Program. If you have any questions on this, contact AFPD's Ron Milburn at (614) 496-8937 or [rlmlcm@yahoo.com](mailto:rlmlcm@yahoo.com).

### Fuel supplier violating CAT? AFPD can help

AFPD is notifying fuel suppliers that are currently showing the Commercial Activity Tax (CAT) as a separate entry on gasoline invoices and price notifications to cease and desist, in accordance with the Commercial Activity Tax Act 5751.02. If you determine your supplier is violating this Section of the Code and charging you for his portion of the CAT, contact Ron Milburn at (614) 496-8937 or [rlmlcm@yahoo.com](mailto:rlmlcm@yahoo.com).

#### **Drive-off stickers available through AFPD**

Member price: \$1

Non-Member price: \$1.50

To order yours, call AFPD at 1-800-666-6233.



# Knowing the people in his district is a priority for Ohio Senator Jim Hughes

By Jody Licursi  
Capitol Strategies Group

Take a walk down the streets of Clintonville, a community just north of downtown Columbus, and knock on any door; chances are that Jim Hughes has already talked with the central Ohio family that lives inside at least once over the years at a local festival, parade or on their doorstep.

After the election of 2008, a walk down the streets in Jim Hughes' new state senate district, which includes the western third of Columbus suburbs, would likely yield the same response. That's because Jim Hughes firmly believes that the best way to effectively speak for the people you are elected to represent, is to proactively reach out and take the time to regularly talk and listen to your constituents on an individual basis.

Jim Hughes grew up in Central

Ohio and has maintained a strong commitment to serving his neighbors and fellow Ohioans. After graduating from The Ohio State University with degrees in business and transportation and logistics, Hughes received his J.D. from Capital University Law School. He began his career in public service as a prosecutor in the Columbus City Prosecutor's Office and later, as an Assistant County Prosecutor for Franklin County. In 2000, he was recruited to serve in the Ohio House of Representatives and was elected and re-elected to that post four times.

As a member of the Ohio House, Hughes put his legal experience to work for the benefit of all Ohioans, helping pass a number of crime initiatives to crack down on offenders and keep families safe. He has fought to protect children from Internet predators and is the primary sponsor of the bill that would put puppy

mills out of business for good. Jim Hughes is also working to make higher education more affordable. He recently voted to freeze tuition rates at all state colleges and universities and to invest more state dollars in scholarships and grants. A strong supporter of tax reform, Jim Hughes worked to implement a 21 percent state income tax cut for all Ohioans and continues to ensure tax revenues are spent wisely and efficiently.

In November 2008, Jim Hughes was elected to serve as State Senator for the 16th Ohio Senate district. During his campaign, he earned the broad-based support of groups that represent business and labor, teachers, doctors and nurses and law enforcement. His steadfast dedication to the citizens of Central Ohio and his record of working across the aisle for the betterment of his community and state led Hughes to a resounding victory,



receiving over 58% of the vote in an exceedingly competitive district.

Jim Hughes continues to practice law as an attorney at Wiles, Boyle, Burkholder, and Bringardner. He and his wife Susan live in Clintonville with their daughter Kaela and are active in many local community organizations, including the American Cancer Society, Agonis Club, Shamrock Club, Charity Newsies, Aladdin Shrine Temple and numerous area Chambers of Commerce.



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# Turning Green Into Gold.



*"Soft, silky entry leads to a round, delicate, dryish light-to-medium body with whipped cream and mineral flavors. Finishes in a smooth, sweet, and lightly warming powdered sugar, mild citrus zest, and talc fade with nice length. A very smooth, clean, and gently style vodka for martinis or neat. Impressive. The sweet frosting and mineral aroma and flavor profile is exceptionally smooth with a nice, spicy, tingling fade and very little warmth. Overall, this is a clean, smooth, and balanced vodka."*

—Beverage Testing Institute

We took home the gold—for great tasting vodka. No wonder. 360's quadruple-distilled for delicious taste, and optimal eco-efficiency. Revolutionary bottle, made of 85% recycled glass. Labels made of 100% PCW paper, and printed with water-based inks. Green and Gold never tasted so good!

 Eco *Luxury* Vodka

© 2008 Earth Friendly Distilling Co., Weston, MO 40% alc./vol. (80 Proof) Distilled From American Grain Vodka360.com Drink Responsibly. Drive Responsibly. Exist Responsibly.



# WIC Vendor News

From the Michigan Department of Community Health

## Application period for Northern Cycle Contracts

The current contracts with WIC authorized vendors in the Northern part of Michigan will expire on June 30, 2009. Below is a list of Northern counties:

Alcona	Lake
Alger	Leelanau
Alpena	Luce
Antrim	Mackinac
Arenac	Manistee
Baraga	Marquette
Benzie	Mason
Charlevoix	Mecosta
Cheboygan	Menominee
Chippewa	Midland
Clare	Missaukee
Crawford	Montmorency
Delta	Newaygo
Dickinson	Oceana
Emmet	Ogemaw
Gladwin	Ontonagon
Gogebic	Osceola
Grand Traverse	Oscoda
Houghton	Otsego
Iosco	Presque Isle
Iron	Roscommon
Isabella	Schoolcraft
Kalkaska	Wexford
Keweenaw	

The new application period for WIC vendors in these counties is through February 17, 2009. During this period, all currently contracted vendors in these counties interested in WIC authorization for the contract period from July 1, 2009 through June 30, 2012 must submit a WIC Vendor Application for a new contract. An application was mailed to each contracted WIC vendor in December 2008.

The department must receive the completed application no later than 5:00 p.m. Tuesday, February 17, 2009. Late applications will not be considered.

The Michigan Department of Community Health does not have an obligation to renew a WIC contract. Expiration of the contract is not subject to appeal.

All applications sent by vendors in these counties and received by February 17 will be processed accordingly. All applicants will be

notified of a decision regarding their application no earlier than May 2009.

Vendors who were placed on the "waiting list" in northern counties will be notified of the application period. If interested in seeking WIC authorization, they must submit a

written request for an application.

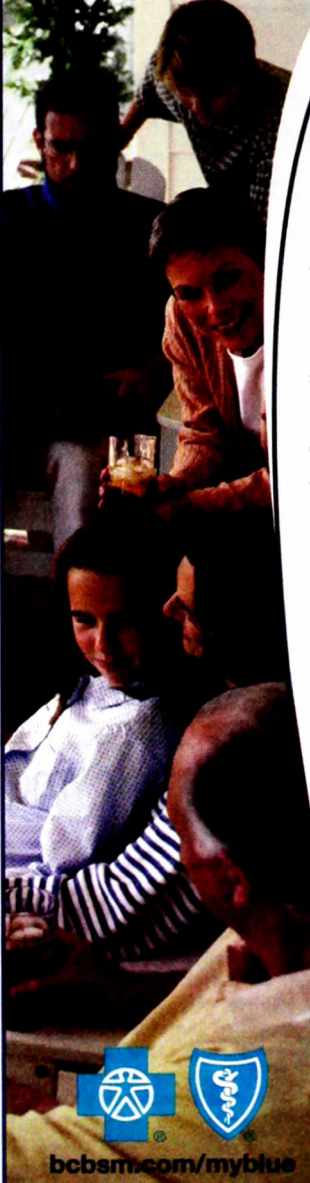
In addition, any other vendors in northern counties that are not currently on WIC and wish to be considered for WIC authorization may also apply through February 17, 2009 by sending a written request for an application.

## WIC Vendor Surveys

In December, WIC sent a Vendor Survey to WIC retailers. Any retailer that did not receive a vendor

## WIC News,

Continued on page 16.



# MyBlue<sup>SM</sup>

My Life, My Health Plan

## It's your life. Choose your health plan.

Welcome to MyBlue, Blue Cross Blue Shield of Michigan's new suite of individual health plans.

MyBlue offers the quality benefits, flexibility and valuable services you've come to expect from Michigan's most trusted name in health care.

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To sign up today or for more information regarding benefits and rates on MyBlue plans, contact the Associated Food & Petroleum Dealers at 248-671-9600.

[bcbsmi.com/myblue](http://bcbsmi.com/myblue)

Blue Cross Blue Shield of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.

## Two MSU alumni import top-shelf French vodka

Moti Goldring and Jared Rapp, two MSU law graduates, are using their knowledge of the legal system to help them import high-end vodka from France. The partners found the vodka, Dragon Bleu, while on a 2005 trip to France, and decided to bring it to the states.

"We ended up at a gourmet exposition of small producers," Rapp says. "There, we met Patrick Brisset, a gentleman who has been a producer for the largest cognac brands, and he had been showing off this vodka. We tried it and fell in love with it."

Patrick Brisset is the President of the International Centre for Spirits and Liqueurs (Centre International des eaux-de-vie) in Segonzac, France. Brisset's family has been producing spirits since 1760.

Dragon Bleu is distilled and bottled in the Grande Champagne

area, from a blend of three grains: wheat, barley, and rye, using the water of the Gensac Spring. It is 40% alcohol by volume.

"Dragon Bleu impressed us because it is a very smooth vodka," Goldring said.

Through their company, RGI Brands, they import and market Dragon Bleu in the U.S. It was launched in Michigan on August 3, with the first deliveries made about a week later, Rapp said. The pair introduced Dragon Bleu to AFPD members at the AFPD West Michigan Holiday Show in September. It is intended to retail for about \$32 per 750 ml bottle.

After earning his undergraduate degree from the University of Michigan, Goldring graduated from the MSU College of Law in 2007. Rapp graduated with a business administration degree from MSU in 2005 and is in his third year at the MSU College of Law.

While in France, neither Rapp nor Goldring had any intention of becoming liquor importers. "It was initially, 'How can we get more of this?'" Rapp said. When they discovered it wasn't available in the U.S., they decided to look into importing it themselves.

"While at MSU, we learned a lot about how to start this type of business from classes such as international business law and



Partners Moti Goldring (left) and Jared Rapp display Dragon Bleu Vodka at AFPD's West MI Holiday Beverage Show

international trade regulations. This helped us save thousands of dollars in legal consulting fees," said Goldring.

The vodka won silver at the San Francisco World Spirits Competition this year, according to its Web site. Goldring said Dragon Bleu also ranked highly in the International Wine and Spirit Competition.

"We knew we had a winning product, and this award confirmed to us that we should bring Dragon Bleu to the U.S.," he said.

The two plan to import other spirits in the future. "We are not looking into importing other vodkas because we believe that we have already found the best vodka out there," Goldring said. "We are, however, planning to import other spirits, such as cognac, in the future."

Goldring and Rapp are proud to be a Michigan business and to allow Michiganders to be the first to sample their flagship product, Dragon Bleu.



## FDA to beef up safety

The US Food and Drug Administration is seeking broader regulatory powers, proposing increased food safety restrictions and the hiring of third-party inspectors in a bid to enhance safety across the food supply chain.

The FDA said that it hoped these measures would address new threats to the US food safety system.

"Rising food imports, increasing consumption of convenience foods, and new foodborne pathogens are among the challenges we face," the FDA's food protection report said.

The report detailed food safety measures already undertaken - including the approval of irradiation

for produce and the creation of food inspection offices in China, India, Europe, Latin America and the Middle East.

The FDA said it is also seeking legislative changes that would grant it the power to hire private-sector inspectors in order to address issues of chronic understaffing, issue mandatory recalls and require food facilities to register with the FDA every two years.

The FDA has come under heavy fire from critics for its handling of a number of high-profile safety scares, including its management of food-borne illness issues and product recalls.

## Unemployment grows

The seasonally adjusted unemployment rate in Michigan for November leveled out at 9.6 percent according to figures released by officials with the Department of Energy, Labor and Economic Growth (DLEG). Moreover, department officials said the unemployment rate in the state's largest labor market—the Detroit-Warren-Livonia market—reached 10 percent for the month. The November rate was a 0.3 percent increase over October's rate of 9.3 percent, a full point higher than the rate reported for the month of July and 2.2 percent above the rate reported in

November 2007. DLEG officials also noted the unemployment rate bucked a historic trend and increased during the onset of the Christmas shopping season when some job growth is usually seen due to the addition of seasonal jobs.

Putting the numbers into a more personal basis, roughly 35,000 Michigan workers lost their jobs in November driving the number of employed in the state down to 4.439 million while 473,000 persons were now unemployed. DLEG officials said total employment in the state has fallen every month since January 2008.



# Digital-age coupons: What's in store for consumers

Coupons are already well-established as a promotional vehicle in the U.S., with coupon-clipping Americans comprising 86 percent of households and driving 89 percent of all-outlet dollar sales, according to data compiled by Nielsen.

Writing in the December issue of Nielsen's "Consumer Insight" online newsletter, Todd Hale, senior vice president, consumer and shopper insights for Nielsen, outlines what today's coupon shopper can expect as new technologies revolutionize couponing methods and media:

**1. Electronic or store entrance coupon delivery** - Instead of tagging consumers as they leave the store post-purchase, next generation systems will deliver coupons via mobile phones, Internet or in-store devices when shoppers enter the retail location or are in the mood and in the aisle, ready to buy. Global positioning systems (GPS), radio frequency identity tags (RFID), eye movement tracking cameras and similar devices will enable location- and interest-specific promotional offers to be delivered.

**2. Smart appliances provide in-store shopping assistance** - What's for dinner tonight? Visit the produce or meat department and allow your personal chef avatar to generate some electronic menu suggestions and automatically create a shopping list with aisle and item locator cues.

**3. Stores offering engagement and entertainment opportunities** -

Look for personal shopper holograms to guide you through the store or shelf talkers activated by your cell phone to offer special discounts. Walmart has pledged to invest \$10 million and two years of testing to determine the optimal placement of in-store screens and special shopper programming.

**4. One-to-one personalized**

**promotions** - Stores will become increasingly interactive and consumer-specific, marrying data from multiple sources to deliver an involving shopping experience that reflects individual interests and buying preferences. Social networks based on shopping proclivities will be formed to build demand and drive sales.

**5. Integrated strategic promotional planning** - Shopper marketing comes of age, dominating the retail landscape, displacing product-centric marketing planning. Technology enables a holistic planning approach that puts the consumer front and center while "benefiting the brand, the consumer, the shopper and the retailer."



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**Save money and time by letting the professionals handle your coupons**

All AFPD members have access to our successful Coupon Redemption Program. The AFPD coupon program eliminates the time-consuming and costly chore of sorting, counting and mailing coupons to individual manufacturers, which reduces the volume of accounting records a retailer must keep.

You simply package and mail your coupons to the AFPD office and receive a check from us within five to six weeks! AFPD Coupon Specialist Harley Davis will make sure that you get your money. There is absolutely no charge for this service as long as you are a member of AFPD.

If you are interested, please give Harley a call at 1-800-666-6233.

# Park Place Wine Shoppe caters to a discriminating clientele

By Michele MacWilliams

For the wine lover, walking into Park Place Wine Shoppe is like a kid stepping into a candy store. With a selection of over 1,500 bottles, it's the kind of place where customers like to take their time making choices. Interestingly enough, to accommodate the browsers, there is a large, flat-screen TV hanging from the rafters turned permanently to CNN News.

"I'm a news junkie," admits Eddie Fournia, the owner of Park Place Wine Shoppe. "My customers like it too. They come in to make a purchase and can also catch up on the news at the same time," he added.

Located on Evergreen Road, just north of Ten Mile in Southfield, Michigan, Park Place Wine Shoppe is a compact 2,400-square-foot store, packed to the brim with product. Outside, the first thing that catches the eye are the window displays. Floor to ceiling window panels sport huge posters for Hennessy, 1800 Tequila and Humidor Cigars. The Hennessy window is a three-dimensional ad, while the tequila panel sports a huge green vampire face. Both are sure to make window shoppers stop for a long look.

Inside, racks and racks of wine crowd the center of the small store. To the right, behind the long, granite counter, the 12-foot tall shelves housing the Park Place liquor selection extend the entire depth of the interior. A ladder is

needed to access the upper half of the inventory. Beer – a large assortment of domestic, imported and micro brews – is housed in coolers on the opposite wall.

Eddie is particularly proud of his extensive liquor selection. He says that due to competition in the area, he prices his liquor at the state-regulated minimum. Plus, his selection is so large that customers find it difficult to go anywhere else.

"We have just about everything," Eddie beams as he points out a bottle of Louis XIII Cognac, which he retails for \$1,799.97. Other high-end Cognac and single-malt Scotch selections surround the Louis XIII, with equally steep prices. However, Park Place also carries value-priced liquor and just about everything in between.

In December, Park Place Wine Shoppe was also fully stocked with holiday gift packs. Vodka with a shaker, Champagne with glasses and cordials with sniffers are packed inside an alcove in the front of the store. Above the alcove in a loft area, Eddie has created a display of Hennessy Cognac and 10 Cane Rum products and promotional material.

No space in the store is left empty. There is a feast for the eyes in every corner! The ceiling is high and pipes and rafters are exposed. Walls, ceiling and pipes are all painted a warm gold tone. Above the built-in coolers are two hand-painted murals. One is a French street scene and the other is wine.

It will be five years in June since



Eddie Fournia in one of the wine aisles.



Patrick Fournia reaches the top liquor shelf for a customer.

Eddie opened Park Place Wine Shoppe, although he has spent his career in the retail industry. Prior to Park Place, he co-owned a store on Livernois near I-94 in Detroit with his brother, who still runs that store. Eddie says it was a big risk to step out on his own, but that he is happy with his decision.

Although it took him some time to learn which products to stock in order to meet the demands of his customers, he said that the learning curve was short. "I have a lot of friends that helped me," he added.

Eddie's son Patrick and his nephew Danny help out in the store. Patrick is a business student at Wane State University who juggles a full-time academic

schedule while still assisting at the store. He enjoys working with his father, but says that when school is finished, he will probably take a different career path. For now, he is the store's wine expert and is happy to assist customers with their selection.

In the 4 1/2 years that Park Place Wine Shoppe has existed, the store had managed to carve out a niche for itself in the Southfield community. With a host of businesses to the south and west, townhouses immediately to the north and subdivisions to the east, there is a large customer base. With the outstanding service and selection that Park Place provides, those customers keep coming back.





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## WIC News

Continued from page 11.

survey should call their Vendor Relations Analyst at (517) 335-8937.

Surveys must be completed and returned by the due dates indicated on the survey. Failure to submit the vendor survey will result in the assignment of five violation points.

Full-line chain headquarters must

complete and return a full-line vendor survey. Individual chain vendor outlets are not required to submit a survey. If your store has its own WIC contract, you are NOT a chain store and you ARE required to complete and submit a survey.

In the survey, WIC is gathering information on food items being considered for WIC authorization.

### Asterisks on EBT receipts

An asterisk (\*) next to a price on a receipt means the price that you are charging for the item, or the scanned price, was greater than the maximum acceptable price for that item, also known as the max price.

A peer group calculates the max price for each UPC code. It is the average price plus a percentage for

each item and is calculated the first of each month using the previous two months' prices.

With WIC coupons, if your prices exceeded acceptable limits, you were denied payment of the entire coupon and sent a denial letter. If you appealed the denial, you would typically be paid the average price for that coupon.

With WIC EBT, if the scanned price exceeds the max price, you will automatically be paid the max price. You will not be sent a denial letter or other notice.

### WIC Addresses

Despite widespread use of the new WIC EBT Bridge Card, coupons are still in circulation. If you are still receiving coupons, the mailing addresses remain the same.

#### Coupon Batches

DIT-WIC Reporting System  
Chandler Building-Garden Level  
300 E. Michigan  
Lansing, MI 48913

#### Appeals for denied payments:

Michigan Dept. of Community Health  
Lewis Cass Building –  
Garden Level  
WIC Operations Unit  
320 S. Walnut  
Lansing, MI 48913

#### All other WIC correspondences:

Michigan Dept. of Community Health  
Lewis Cass Building – 6th Floor  
WIC Vendor Management Unit  
320 S. Walnut  
Lansing, MI 48913

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Pristine Southern Michigan!*



## Anheuser-Busch InBev to cut six percent of U.S. workforce

In the wake of the just-completed \$52 billion acquisition of Anheuser-Busch by InBev, the company recently announced that more than 1,400 jobs in the company's U.S. operations will be eliminated. This represents roughly six percent of the company's U.S. workforce, and most of the cuts were expected to take effect by the end of 2008.



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# AFPD keeps working hard for you!

*Whether it is educating your employees on proper procedures for alcohol sales, testifying at Congressional hearings, or developing purchasing programs to save you money, AFPD is here to assist the independent retailer. Here is a brief rundown on some of the projects that we have been working on over the past month:*

## Michigan Update

### Underground Storage Tank release issues

AFPD met with members of Michigan DEQ and environmental members of MPA of Michigan to discuss the unfair use of operational memos as they relate to clean up and remediation of underground storage tank release issues. A task force is being proposed to work out a solution to the problem. AFPD Executive Vice president Ed Weglarz has been nominated to serve on this Task Force by State Senator Mike Bishop.

### MBN-TV

AFPD conducted an interview with Mr. Rob DeRubeis of the Michigan Department of Agriculture-Weights and Measures Division on MBN-TV, the Middle Eastern Broadcasting Network, as part of the regularly scheduled Retail RoundTable presented by Associated Food & Petroleum Dealers. They discussed the services provided by the Dept of Agriculture, and how the department protects the consumer while maintaining a level playing field for the merchant. It is noteworthy that while inspections are "complaint orientated" with regard to calibrating gasoline dispensers, inspections reveal that the compliance ratio is 98.1% of the pumps checked. After handling motorists' complaints, the inspectors follow a pattern of visiting gasoline retailers on a regular rotating basis.

### Retail Site Image Grading

AFPD recently began the development of a Retail Site Image Grading Checklist to be utilized for a wide range of retail stores. Look for this to be published in the next several months.

### Visiting members and non-members

AFPD staff continues to visit active members and non-members on a routine basis to discuss their concerns and issues. Conducting these visits gives AFPD insight into the issues that most affect the industry.

### Rewriting Underground Storage Tank Rules

AFPD participated in the inaugural meeting of the Michigan Underground Storage Tank Rules Ad Hoc Committee. The committee will be rewriting the rules as they apply to the installation, maintenance, and removal of underground storage tanks. These rules have not been rewritten for over 20 years.

### Opposing gas tax increase

AFPD testified in front of the Michigan House Transportation Committee opposing proposed bills that would increase the state gasoline tax from 19 cents per gallon to 18¢ per wholesale gallon. AFPD opposes legislation that would grant authority to local counties to impose their own individual road taxes on gasoline in addition to Federal and State road taxes. In addition, AFPD testified in opposition to a bill which would empower local municipalities to impose an additional sales tax up to 1% on all taxable transactions.

### Lottery regulations

AFPD has been in contact with her Michigan Lottery regarding several instances related to retailers giving things of value in disregard of the newly enacted regulations.

### Detroit Food Policy Council

AFPD attended Detroit City Councilwoman JoAnn Watson's Neighborhood & Community Services Committee hearing regarding the formation of a Detroit Food Policy Council.

### WIC licensing

AFPD has been in contact with the WIC Lansing office concerning a number of retailer issues regarding licensing and contract qualifications.

### Legislative Roundup

Michigan AFPD members are directed to page 25 of this report for a detailed analysis of legislation which was passed or defeated during the 2008 lame duck session.

## Ohio Update

### CAT Tax discussions

AFPD staff, board members and AFPD Ohio lobbyists met to discuss Commercial Activities Tax issues, Bureau of Workers' Compensation rates, open enrollment, group discount, and successorship issues. The meeting also addressed credit card fee legislation, zone pricing, open supply, and Lottery commissions.

### Ohio Workers' Compensation

AFPD attended a meeting in Columbus with the Ohio Coalition regarding Workers' Compensation Group Rated Program.

### Visiting members and non-members

AFPD staff continues to visit active members and non-members on a routine basis to discuss their concerns and issues. Conducting these visits gives AFPD insight into the issues that most affect the industry.

## Shirley Myles retires from Department of Agriculture

After 35 years of service to the state of Michigan, Shirley Myles recently retired. A supervisor for the Department of Agriculture Food & Consumer Services, Myles was officer-in-charge of the food stamp program for both the Detroit area and Grand Rapids. Throughout her career, she has been recognized numerous times for her dedication and significant contributions to the Field Operations.

AFPD recently attended a retirement luncheon for Shirley and presented her with a plaque to commemorate her contributions.



Shirley Myles



Betty Washington, Program Specialist with the Detroit Field Office, accepts a plaque on behalf of Shirley Myles from Dan Reeves, AFPD Executive Vice President of Food & Beverage.



# Michigan legislative roundup

In the final days of the 2008 session, Michigan legislators worked late into the night to approve 202 bills. That is nearly two-thirds as many as the number of bills (331) that became law in all of 2008. Here is a summary of how 2008 ended:

## Reverse Vending Machine Bills Passed Into Law

After very aggressive lobbying by AFPD and AFPD retailers, the group of bottle deposit bills (SB1392, SB1532, SB1648, and HB5147), was approved by the legislature with amendments requested by AFPD included. Under the bills, Michigan-sold containers would be marked by a special mark and the State would provide retailers funds to upgrade their reverse vending machines with technology that would identify and accept only those containers sold in the Michigan market.

The upgrades would first be required in border counties if the state pays for the cost of the conversion. (Later, the next tier of counties, in southern Michigan, adjoining the bordering counties would be affected). Money to help retailers convert the reverse vending machines to recognize Michigan-purchased containers would come from a new beverage container redemption antifraud fund, with the conversion start up date not required until the fund contained \$1 million. Beverage makers that sell at least 500,000 cases of product in Michigan will be required to have a mark on their containers that would make it clear that the containers were sold in the state. Another bill, SB 1394, allowing retailers to limit refunds provided to an individual to \$10 was defeated. AFPD is grateful to all you retailers who sent faxes and contacted their state representatives and senators. We were advised by many of the state legislators that they had heard from you and that they would ensure that retailers were protected.

## Tobacco Sales Tax Revocation Bill

Legislation (Senate Bills 882 & 883) moved through the House and Senate directing that a sales tax license would be revoked for a minimum of three days for a retailer found in violation of the tobacco tax act prohibiting counterfeit tobacco

products. AFPD proposed and fought for amendments to this legislation which would protect retailers by requiring the Department of Treasury to first show a "knowing violation" of the act and also provide an affirmative defense for employees violating the act.

## Michigan Smoking ban snuffed out



An agreement on a statewide ban on smoking in the workplace failed to pass as legislators wrapped up the 94th Legislature.

The House and Senate expressed disappointment at not being able to reach an agreement – with Senate members locked in on the overriding health care issues and focused on their chamber's version, which called for an immediate and universal ban. The House-passed version of the bill called for select exemptions for the Detroit casinos, horse race tracks, cigar bars, tobacco retailers and bingo halls. Efforts to find a compromise between the two positions proved futile as alternative proposals calling for a year-long phase-in of a total ban or allowing any business to obtain an exemption from the ban by paying a licensing fee were ultimately rejected by the conference committee members embracing the issue's health care aspects.



## Wine shipments corked

Michigan House Bill 6644, passed into law this month, seeks to overturn a federal court ruling which allowed retailers outside Michigan to ship wines directly to Michigan residents. HB 6644, which was approved by the House on a vote of 98-4 and by the Senate on a 36-2 vote, prohibits shipment or delivery off premises by any retailer of any alcoholic beverage. The approved measure does permit some direct shipping

by foreign vendors, but only if the vendor makes the delivery personally and complies with other certain conditions. The proposal bans the use of third-party shippers, such as UPS or FedEx unless the delivery address is on an island. The measure was supported by the Michigan Liquor Control Commission, which feared the federal ruling would harm the state's current retail alcohol sales. The legislation was opposed by specialty wine retailers who argued the measure would destroy a growing part of the wine industry that catered to collectors and enthusiasts who often sought no more than a bottle or two of a specific vintage. Direct shipping would still be permitted by wineries under the law.

## AFPD efforts defeat fee increase to add taxes to fuel

AFPD testified in opposition to across-the-board fee increases proposed by the Michigan DEQ which would increase fees for all businesses with underground storage tanks. As an alternative, AFPD recommended that fee increases be enacted for "follow-up" inspections and visitations to non-complying UST businesses. AFPD testified in opposition to Michigan transportation legislation HB 5059 and HB 6322 that would have empowered local municipalities to impose their own fuel road tax, in addition to Federal and State road taxes and permit counties to impose a specific cents per gallon tax on motor fuels, in addition to the Federal and State Road taxes. The proposals failed to pass in the House.



## Credit Card Interchange Fees up for further debate in 2009

Congress will be considering credit card interchange fee legislation in 2009. The legislation proposes an arbitration panel to hear both sides of the issue and decide on a lower rate. In comparison, the U.S. rate is 1.75 percent, while it is 0.45 percent in Australia and 0.79 percent in the United Kingdom. The "Credit Card Fair Fee Act" progressed to the House floor in Washington this past year, but was not enacted upon. AFPD has been working with our National Associations to evaluate the tactic of introducing "Credit Card

fee" and "terms and conditions" legislation at the State level in each state, where the proposals might have a better chance of passing.

## Light rail line for Woodward Ave. approved

The possibility of a 3.4-mile light rail system along Detroit's Woodward Avenue moved one step closer to reality as the Legislature approved an eight-bill package. Under the legislation, private philanthropists would be allowed to contribute to the projected \$100 million cost to construct the rail line from downtown Detroit to the city's New Center area, thus connecting all of Detroit's major cultural and sporting venues. Once constructed, the legislation also requires the state and the city to operate and maintain the rail line.

## Cobo to expand

Legislation creating a regional authority to expedite the expansion of Detroit's Cobo Center was passed. As approved, the five-bill package—seen as a vital key in retaining the North American International Auto Show in the Motor City—creates a five-member regional board consisting of specific representation from the Metro Detroit area. It also extends the collection period for various taxes specific to the Metro Detroit region and authorizes their use on the Cobo project. While all parties agreed the legislation was necessary to address display space concerns with the Cobo Center, the make-up of the governing board of the regional authority and its powers had been one of the major points of contention delaying the legislation's movement.



## No agreement on BCBSM market reform legislation

Members assigned to the conference committee on the individual health care insurance market reform legislation sought by Blue Cross Blue Shield of Michigan (BCBSM) failed to reach an agreement as the clock wound down on the 94th legislature. Senate Majority Leader Mike Bishop said he would create a workgroup to tackle the BCBSM issue as soon as the new Legislature convened in January.

## Terminal conversion is nearly complete



By M. Scott Bowen  
Michigan Lottery Commissioner

As another holiday season winds down and I reflect upon my first year as Commissioner, we can all be proud of the accomplishments the Lottery has achieved, the largest and perhaps grandest of which has been the completion of nearly half of our terminal conversion process.

By now, the majority of you have had the new Altura terminals installed

in your establishments and are already noticing a big difference in your daily Lottery transactions. We have received positive feedback from retailers and players regarding the new terminals and are pleased the conversion is proceeding smoothly, with few complications.

However, while we are trying to make the conversion a seamless process as to not disrupt our retailers and players, as with any new process or system, there are a few bugs that we've needed to address. We are doing our best to keep incidents such as terminals being down at a minimum and will continue to work diligently to not only rectify upcoming problems, but to determine and correct the root causes of those problems as well. Your patience is appreciated and we are confident that despite any initial issues, by completion of the conversion, all parties—retailers, players and the Lottery—will be well ahead of the game with a state-of-the-art system.

Speaking of completion, the

terminal installations should be completed by the end of January. The "go live" date, on which we flip the switch and fully convert to the new computer system, is set for April 19. We will continue to keep you informed as this very detailed and lengthy process continues.

### Year-end Contribution:

In a slow economy, the Michigan Lottery, like many other entertainment entities, can be a challenging business. While we recognize that the disposable income available to people is limited, we must still be true to our mission of generating revenue for the state School Aid Fund. We are proud of the fact that we were able to meet this challenge and in fiscal year 2008, raised \$740.7 million for education.

While the School Aid Fund is the Lottery's most important beneficiary, it is not the only one. We consider our retailer partners, the over 10,000 stores, restaurants, bars and bowling centers where our tickets are sold,

a very significant component of our business. In FY 2008, retailers earned \$172.2 million in commissions for selling and redeeming Lottery tickets. Congratulations!

### New Instant Tickets:

The new year will start with a number of great new instant tickets. On January 5, watch for Casino Gamebook, a \$20 game book that has a number of casino favorites, including Aces and Deuces, Slots, 4 Of A Kind, Casino Kings, Roulette, 7-11, Blackjack and Poker. Also available on January 5 are Triple Stars and Bars for \$2 and Heart of Gold for \$5. On January 19, Quick 50s returns for \$1, along with Red Hot Cash for \$2, and Wild Time Mania for \$5.

### Retailer Advisory Panel:

The opportunity to talk with our partners directly is important to me, and I appreciated hearing comments and suggestions related to point of sale.

### Lottery,

*Continued to page 27.*

## Celebrating our 20th Anniversary!

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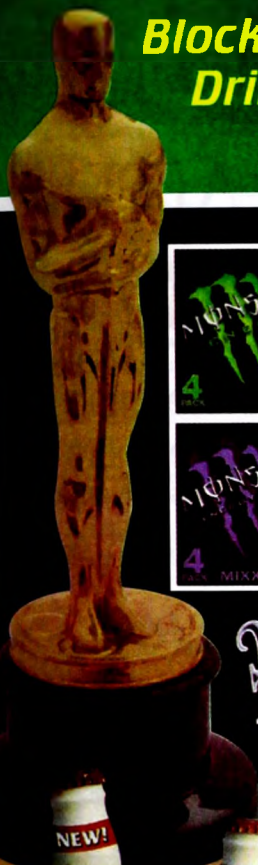
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**Blockbuster New  
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**For Best Beverage in a Dramatic  
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**Monster Energy Drinks!**

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32 Oz. Singles • 24 Oz. Singles



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**For Best Beverage in a 23.5 oz.  
Super Size Refresher!**

**Contact your 7Up Representative for details**

## AFPD Membership **PROGRAMS**

As an AFPD member, you are provided with a wide range of professional services and solutions that are custom-tailored to the food, beverage and petroleum industry in Michigan and Ohio. Here are two:



### Liberty USA Rebate Programs

Liberty USA is a full-line distribution company servicing convenience stores. Founded in 1959, Liberty USA distributes quality products with the guarantee of ultimate customer satisfaction. The Liberty team is committed to serving its customers and community while maintaining an impeccable reputation of integrity and excellence in customer service.

- **Value Pride Cigarettes – Rebate Program**
- **Convenience Store Program– 2% rebate on AFPD member purchases**
- **Food Service Program**

What is one of the largest single trends developing for independent petroleum and c-store operators? It's the emergence of co-branding and multi-branding on a menu. Chains have known this for many, many years. Now independent petroleum and c-store operators are enhancing their menus with name-brand products at an ever-increasing rate, and they're finding that it is lifting their bottom lines. Liberty can get you started.

- **Coffee & Cappuccino Programs**

Liberty USA will supply New England Coffee Company and coffee brewing equipment. AFPD members will receive a 2% rebate on all coffee purchases. AFPD members will also receive one month of *free* coffee each year in September based on the average movement. Café® Style Cappuccino is also eligible for the 2 % rebate and the free month's supply offer.



### AFPD Office Supply Program for members only Staples Business Advantage

AFPD members will receive an average of 10% to 20% savings from regular Staples pricing on any and all purchases from Staples.

Free next day delivery on orders of \$50 or more. Sign up today and take advantage and save money on your everyday items, from paper to computers and much more.

Contact Daniel Behrendt at 1-800-693-9900 ext. 584 and make sure to mention you are an AFPD member or contact the AFPD office at 1-800-666-6233 and ask for Auday Arabo.

## Interested in an AFPD membership?

☐ **Yes! Please send me information on membership.**

Your Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Sponsor: \_\_\_\_\_

**Fax this to (866) 601-9610 or mail it to:**

**Executive Office**  
30415 West 13 Mile Rd.  
Farmington Hills, MI 48334

**Ohio Office**  
655 Metro Place South, Suite 600  
Dublin, OH 43017





### Gas retailers get credit from State of Michigan

Gasoline retailers saw the Prepaid Sales Tax on gasoline increase to 18.5 cents per gallon on October 1st, 2008. However, because of falling retail gasoline prices, the total monthly Michigan Sales Tax liability is often less than the amount withheld on wholesale gasoline purchases. As a result, many gas retailers have a credit due from the State of Michigan. To allow the State to hold your dollars and use the credit to apply to future State tax obligations, just keep track of the credits. However, if you want to request a check in the amount of your overpayment of Prepaid Sales Tax, you must complete Michigan Department of Treasury Form #3891 and submit it to the Department of Treasury. You can obtain the form at: [www.michigan.gov/documents/3891\\_77880\\_7.pdf](http://www.michigan.gov/documents/3891_77880_7.pdf).

### Inflation adjusts tax brackets

For 2009, personal exemptions and standard deductions will rise and tax brackets will widen because of inflation adjustments announced by the Internal Revenue Service. Key changes affecting 2009 returns include:

- The value of each personal and dependency exemption, available to most taxpayers, is \$3,650, up \$150 from 2008.
- The new standard deduction is \$11,400 for married couples filing a joint return (up \$500), \$5,700 for singles and married individuals filing separately (up \$250) and \$8,350 for heads of household (up \$350).
- For a married couple filing a joint return, the taxable-income threshold separating the 15-percent bracket from the 25-percent bracket is \$67,900, up from \$65,100 in 2008.
- The maximum earned income tax credit for low- and moderate-income workers and working families with two or more children is \$5,028, up from \$4,824. The income limit for the credit for joint return filers with two or more children is \$43,415, up from \$41,646.

### Ohio facing historic budget challenges

Ohio Governor Strickland recently outlined the potential consequences to Ohio due to the economic crisis confronting the nation. He said the state could face a deficit of over \$7 billion for the next two-year biennial budget beginning July 1, 2009, and that approximately \$640 million in additional spending reductions would be necessary to balance the FY 2009 budget.

In his announcement, the governor said that although he was hopeful Congress would approve a financial package for the states in the next two months, even the \$5 billion he requested from President-elect Barack Obama would not be sufficient to solve all of Ohio's needs. He also said his administration would consider cuts in state services and other expenditures to balance both the current and upcoming budgets. He has already implemented \$733 million in budgetary

adjustments for the current fiscal year.

On the revenue side, Budget Director Paul Sabatelli noted that over the next two years, Ohio is likely to experience the most serious erosion in revenues in the last 40 to 50 years, particularly in sales tax and personal income tax. Gov. Strickland indicated a tax hike under these circumstances could be counterproductive. Stability of the tax structure is critically important for the Ohio business and the state's economy, as the business tax reforms passed in 2005 are scheduled to be completely phased-in over the next two years. That includes the last 4.2 percent of the five-year, 21 percent personal income tax reduction, elimination of the corporation franchise tax and implementation of the low-rate (0.26 percent), broad-based commercial activity tax. - OCC Legislative Update

### More than 34 percent of total Michigan cigarettes may be smuggled

The Mackinac Center for Public Policy released a new report which said that 34.4 percent of the total cigarettes consumed in Michigan in 2006 were smuggled from out of state. The group blames the \$2 cigarette tax rate for the high rate of smuggling. A spokesman for the Center said that cigarette taxes may reduce smoking, but they lead to illicit consumption "similar to our failed experiment with liquor prohibition." A Department of Treasury spokesperson said it is working closely with state police to evaluate enforcement efforts.

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## Bottom line ...



100% of Lottery profits go to public schools – over \$740 million last year alone.

Last year, players all across the state won over \$1.3 billion in prizes.



12,000 retailers earned over \$172 million in commissions in 2008.

## ... we all win.

All across Michigan, you can see the good the Michigan Lottery brings. It's a lifeline that pumps all of its profits into our schools. It's also a pipeline that fuels local businesses and helps our local economy. So you see, there's a fine line between fun and games, and building a stronger Michigan.





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

2009



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PETROLEUM  
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**Show Hours: Thurs., May 7, 2009 • 11 a.m.-5 p.m.**

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Admission ticket required. \$12 at the door.

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## Classified

**FOR SALE**—Gas Station in Sterling Heights, MI—well established station located on prime corner, with a convenience store (1,800 sqft.), gasoline and diesel sales (branded Sunoco). Lotto sales, and contract available. For more information, please contact Mike St. Clare (734) 709-1209.

**FOR SALE**—Well established mini supermarket, 11,800 sq. ft. Meat, groceries, deli, lottery, beer & wine. Located in Warren, MI. Option to purchase strip center with (3) additional fully rented stores (total sq. ft. 15,900). Call Bob at (586) 755-1616.

**LIQUOR STORE FOR SALE**—Located in E. Jackson, MI on I-94, exit 145. Over 1 million dollar sales. Asking \$650,000 firm. Business only option to buy building. No Sunday, call John at (517) 764-3850.

**FOR SALE**—Used store equipment counters, saws, grinder, etc. Call Chuck or Keith at (989) 872-2191.

**STATION FOR SALE**—Located on the east side of Columbus, OH. Retail gas service and convenience store business with C-1/C-2 liquor licence and real estate. Serious and confidential inquiries only. Please call (614) 523-2947.

**FOR SALE**—Oakland County Shell gas station, 3/4 acre of property, high traffic area, off freeway exit. Convenience store, car wash, gasoline and diesel sales. Serious inquiries only. Contact Joe H (810) 229-5929, C (248) 854-1856.

**FAST FOOD RESTAURANT FOR SALE**—Located in nice Detroit westside area on 7 mile rd. Newly remodeled, drive-thru, equipped to run, plenty of parking spaces. Good investment. Owners looking to retire. If interested, please call Maria at (248) 980-4558.

**SLUSH MACHINE FOR SALE**—Taylor brand slush machine for sale, model #349 with 4 flavored beverage cylinders that feature automatic defrost and power saver. Can provide you with start-up supplies such as plastic cups, lids and straws. Asking \$9,999.00 firm. Please call Jay or John at (586) 757-2130.

**NEED EXTRA DRY STORAGE?**—Family owned Westside Cold Storage for dry or freezer space. Located at 3340 Trumbull Ave., Detroit, MI. Accessible Monday - Friday 7:00am to 3:00pm. Reasonable rates, easy unloading/pickup, and protected by Guardian Alarm. Call (313) 961-4783.

**FOR SALE**—Self serve rotisserie chicken warmer, marinating machines, pannini maker, 5hp Hobart meat grinder, ice table, 4" cigar humidior, soup station, compressor, gas heater, blower, carts, commercial cooking pots, pans, deli trays, shelving & more! All in excellent condition, must sell. West Bloomfield, MI. Call (248) 626-2662 ask for manager.

**FOR SALE**—4 acre commercial lot, more available, level, vacant. Roscommon County, MI. Possible supermarket location in the center of town. \$295,000 please call (989) 389-1428.

**FOR SALE**—5 plus acres with 25,000 sq. ft. retail and storage building with phone, electric and natural gas. In the center of town. \$495,000 please call (989) 389-1428.

**FOR SALE**—Price Reduced!! Bakery & pizza store since 1961. 8-door walk-in cooler. High traffic area in St. Clair Shores. Building and business included. Will consider leasing building. A must see. Call Paul Muller at (586) 212-3138.

**STATION FOR SALE**—Great location (N/W Columbus, Ohio). Retail gasoline station with convenience store and auto repair. Serious and confidential inquiries only please. Call (614) 580-8505.

**PALLETS WANTED**—Detroit Storage Co. Free pick up. Call (313) 491-1500.

### Lottery,

*Continued from page 20.*

instant ticket vending machines, ticket prices, promotions, the conversion, shipping of tickets and settlements at our first Retailer Advisory Panel.

If you have ideas or concerns about the Lottery business that you'd like to share with us, consider signing up and participating in an advisory discussion. Lottery officials from the Lansing

headquarters will be traveling around the state to meet with retailers to get their opinions on what is currently working, what isn't - and what you'd like to see happen in the future.

If you are interested in participating in these discussions, please contact the Lottery's Marketing Division at (517) 335-5621. We will take your name, business name, phone number - and if you have one, your email address. You will be contacted when a meeting

in your area has been scheduled.

Over 95 cents of every dollar spent on Lottery tickets is returned to the state in the form of contributions to the state School Aid Fund, prizes to players and commissions to retailers. Since its inception in 1972, the Lottery has contributed more than \$15 billion to education in Michigan.

For additional information, please visit the Lottery's Web site at [www.michigan.gov/lottery](http://www.michigan.gov/lottery).

**Where Service,  
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# U.S. ICE

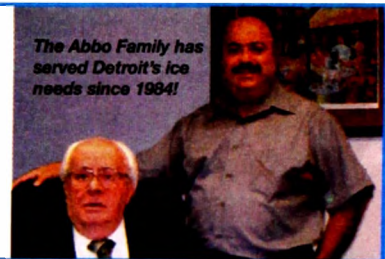
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## Because AFPD is focused on your success, you can focus on running your business

Operating a successful business is never simple. That is why over 3,000 retailers in Michigan and Ohio rely on the Associated Food & Petroleum Dealers.

Beyond selling the product or delivering services that your company offers, you must also manage the people and systems that keep it running efficiently and profitably.

AFPD can help. We are uniquely positioned to provide a wide range of professional services and solutions that are custom-tailored to the food, beverage and petroleum retail industries in Michigan and Ohio.

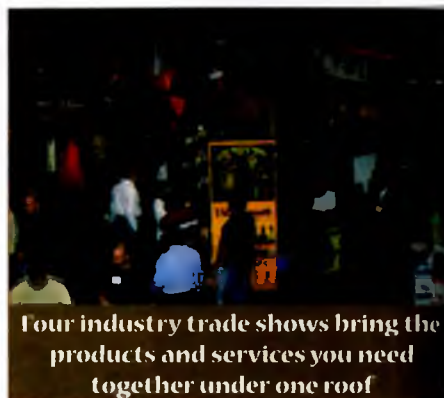
For more information about our programs and services, call 1-800-666-6233 or go to [www.AFPDonline.org](http://www.AFPDonline.org).

*AFPD - Committed to serving food, beverage and petroleum retailers.*

AFPD Executive Office  
30415 West 13 Mile Road  
Farmington Hills, MI 48334  
(248) 671-9600 • F: (248) 671-9610

AFPD Ohio Office  
655 Metro Place S., Suite 600  
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AFPD advocates for the independent retailer - so you can concentrate on running your business



The AFPD Food & Petroleum Report keeps you updated on industry trends and news



The AFPD Foundation provides more than 20 scholarships each year to deserving students

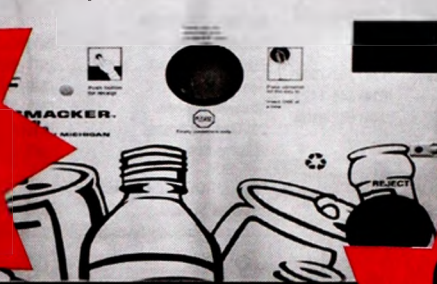


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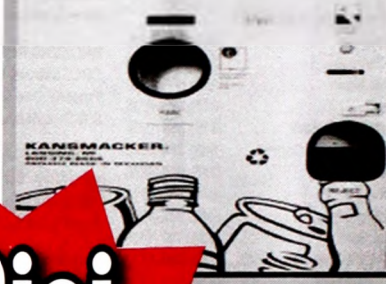
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Judeh & Associates (313) 277-1986

## AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor (313) 867-0521  
National Wine & Spirits 1-888-697-6424  
1-888-642-4697  
J. Lewis Cooper Co. 1-888-440-0200

## BAKERIES:

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Great Lakes Baking Co. (313) 865-6360  
Interstate Brands/  
Wonder Bread/Hostess (248) 588-3954

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ATM of America (248) 932-5400  
ATM of Michigan (248) 427-9830  
Bank of Michigan (248) 865-1300  
Comerica Bank (313) 222-4908  
Community South Bank (616) 885-1063  
DTI Systems - Quick Capital (586) 286-5070  
Huntington Bank (248) 626-3970  
IPP of America (973) 830-1918  
Legal Collections (248) 982-2029  
Level One Bank (734) 737-1115  
Lis, McEvilly & Associates, P.C. (734) 266-8120  
MoneyGram (517) 292-1434  
(614) 876-7172  
Peoples State Bank (248) 548-2900  
Speedy ATM (614) 226-2027  
TSG Group, LLC (614) 523-2947  
UHY-US (248) 355-1040

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7UP / American Bottling (313) 937-3500  
Absopure Water Co. 1-800-334-1064  
Anheuser-Busch Co. 1-800-414-2283  
B & B Beer Distributing Co. (616) 458-1177  
Bacardi Imports, Inc. (734) 459-2764  
Brown-Forman Beverage Co. (734) 433-9989  
Cana Wine Distributors (248) 669-9463  
Central Distributors (734) 946-6200  
Coca-Cola Bottlers of MI  
Auburn Hills (248) 373-2653  
Belleville (734) 397-2700  
Metro Detroit (313) 868-2008  
Port Huron (810) 982-8051  
Coca-Cola Bottling - Cleveland (216) 690-2653  
Dan Henry Distributing (517) 393-7700  
Diageo 1-800-462-6504  
Distilled Spirits Council of the US (202) 628-3544  
E & J Gallo Winery (248) 647-0010  
Eastown Distributors (313) 867-6900  
Fan-T Corp. 1-877-278-2807  
Faygo Beverages, Inc. (313) 925-1600  
Future Brands (248) 471-2280  
Galaxy Wine (734) 425-2990  
General Wine & Liquor Co. (313) 867-0521  
Great Lakes Beverage (313) 865-3900  
Henry A. Fox Sales Co. 1-800-762-8730  
Hubert Distributors, Inc. (248) 858-2340  
Intrastate Distributors (313) 892-3000  
J. Lewis Cooper Co. (313) 278-5400  
Jones Soda (269) 217-4176  
Kent Beverage Co., Inc. (616) 241-5022  
Liquor Group (248) 449-2987  
McCormick Distilling Co. (586) 296-4845  
MGI Select (734) 524-0100  
Mike's Hard Lemonade (248) 344-9951  
Miller Brewing Company (847) 264-3800  
National Wine & Spirits 1-888-697-6424  
1-888-642-4697

New England Coffee Co. (717) 733-4036  
Old Orchard Brands (616) 887-1745  
On Go Energy Shot 1-877-LIV-ONGO  
Paramount Coffee (517) 853-2443  
Pepsi-Cola Bottling Group  
- Detroit 1-800-368-9945  
- Howell 1-800-878-8239  
- Pontiac (248) 334-3512  
Pernod Ricard USA (248) 601-0172  
Petitpren, Inc. (586) 468-1402  
Premium Brands of MI (Red Bull) 1-877-727-0077  
Shaw-Ross International Importers (313) 873-7677  
Skeyy Spirits (248) 709-2007  
Tn-County Beverage (313) 584-7100  
United Beverage Group (404) 942-3636  
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Wine Dimensions (734) 216-1828

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Property One Real Living (614) 545-1421  
S & D Marketing (248) 661-8109

## CANDY & TOBACCO:

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Penna's of Sterling (586) 978-3880  
St. Mary's Cultural Center (734) 421-9220  
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Edy's Grand Ice Cream (734) 656-1034  
Frosty Products (734) 454-0900  
H. Meyer Dairy (513) 948-8811  
Pars Ice Cream Co. (313) 366-3620  
Prairie Farms Dairy Co. (248) 399-6300  
Williams Cheese Co. (989) 697-4492

## EGGS & POULTRY:

Linwood Egg Company (248) 524-9550  
Weeks Food Corp (586) 727-3535

## ENVIRONMENTAL & ENGINEERING:

Environmental Services of Ohio 1-800-798-2594  
Flynn Environmental, Inc. (330) 499-1000  
Huron Consultants (248) 546-7250  
Oscar W. Larson Co. (248) 620-0070  
PM Environmental (517) 485-3333

## FRESH PRODUCE:

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Gilligan Oil Co. of Columbus, Inc. 1-800-355-9342  
Gillotti, Inc. (216) 241-3428

## ICE PRODUCTS:

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U.S. Ice Corp. (313) 862-3344

## INSURANCE:

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Jerusalem Foods (313) 846-1701  
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Williams Cheese Co. (989) 697-4492

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Detroit News (313) 222-2000  
Michigan Chronicle (313) 963-5522  
Suburban News—Southfield (248) 945-4900  
WDIV-TV4 (313) 222-0643

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Better Made Snack Foods (313) 925-4774  
Detroit Popcorn Company (313) 835-3600  
Frito-Lay, Inc. 1-800-359-5914  
Kar Nut Products Company (248) 588-1903  
Molown Snacks (Jays, Cape Cod) (313) 931-3205  
Up North Jerky Outlets (248) 577-1474

## PROMOTION/ADVERTISING:

Enterprise Marketing (616) 531-2221  
PJM Graphics (586) 981-5983  
Promotions Unlimited 2000, Inc. (248) 372-7072

## RESTAURANTS:

Ram's Horn (248) 350-3430

## SECURITY/SURVEILLANCE:

ADT Security Services, Inc. (248) 583-2400  
Axiom Protection Group Inc. (734) 942-1600  
C-Biz Solutions 1-877-271-3730  
Scada Systems (313) 240-9400

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AAA Michigan 1-800-AAA-MICH  
Al Bourdeau Insurance Services 1-800-455-0323  
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American Mailers (313) 842-4000  
AMT Telecom Group (248) 862-2000  
Bellianca, Beattie, DeLisle (313) 882-1100  
BMC (517) 485-1732  
Central Alarm Signal (313) 864-8900  
Clear Rate Communications (734) 427-4411  
Cummins Bridgeway Power (248) 573-1515  
Detroit Warehouse Co. (313) 491-1500  
DTE Energy 1-800-477-4747  
Financial & Marketing Ent. (586) 783-3260  
Gadaletto, Ramsby & Assoc. 1-800-263-3784  
Great Lakes Data Systems (248) 356-4100

GTech Corporation (517) 272-3302  
Kansmacker (248) 249-6666  
Karoub Associates (517) 482-5000  
Legal Collections (248) 982-2029  
Lincoln Financial Advisors (248) 948-5124  
Lis, McEvilly & Associates, P.C. (734) 266-8120  
Marcoin/EK Williams & Co. (614) 837-7928  
Marketplace Solutions (248) 255-2475  
Mekani, Orow, Mekani, Shallal, Hakim & Hinda P.C. (248) 223-9830  
Metro Media Associates (248) 625-0070  
Platinum Wireless (619) 654-4040  
POS Systems Group Inc. 1-877-271-3730  
Rainbow Tuxedo (248) 477-6610  
Secure Checks (248) 548-3020  
Shimoun, Valdo & Associates, P.C. (248) 851-7900  
Southfield Funeral Home (248) 569-8080  
Staples 1-800-693-9900  
UHY-US (248) 355-1040

## STORE SUPPLIES/EQUIPMENT SERVICES:

Belmont Paper & Bag Supply (313) 491-6550  
Culinary Products (989) 754-2457  
EMS, Inc. 1-877-666-9938  
Hobart Corporation (734) 697-3070  
JAYD Tags (248) 730-2403  
Leach Food Equipment Dist. (616) 538-1470  
Mo Banners (248) 688-5000  
MSI/Bocar (248) 399-2050  
Oscar W. Larson Co. (248) 620-0070  
Superior Petroleum Equipment (614) 539-1200  
Taylor Freezer (734) 525-2535  
TOMRA Michigan 1-800-610-4866  
Wayne Service Group (614) 330-3733  
Wiegand Mack Sales & Service (313) 806-3257

## WHOLESALE/FOOD DISTRIBUTORS:

Broaster Sales (989) 427-5858  
Brownwood Acres (231) 599-3101  
Capital Distributors 1-800-447-8180  
Central Foods Wholesale (313) 862-5000  
Chef Foods (248) 789-5319  
D&B Grocers Wholesale (734) 513-1715  
Derby Pizza (248) 650-4451  
Dough & Spice, Inc. (586) 756-6100  
EBY-Brown, Co. 1-800-532-9276  
Great North Foods (989) 356-2281  
Hacienda Mexican Foods (313) 842-8823  
Hispanic Foods Wholesale (313) 894-2100  
H.T. Hackney-Columbus (614) 751-5100  
H.T. Hackney-Grand Rapids 1-800-874-5550  
International Wholesale (248) 353-8800  
Interstate Brands/  
Wonder Bread/Hostess (313) 868-5600  
Jerusalem Foods (313) 846-1701  
Karr Foodservice Distributors (313) 272-6400  
Krispy Krunchy Chicken (248) 821-1721  
Liberty USA (412) 461-2700  
Liberty Wholesale (586) 755-3629  
Lipari Foods (586) 447-3500  
MGL Select (734) 524-0100  
Nash Finch (989) 777-1891  
Nat Sherman (201) 735-9000  
Pquette Market (313) 878-5531  
Polish Harvest (313) 758-0502  
Royal Distributors of MI (248) 350-1300  
S. Abraham & Sons 1-800-477-5455  
Sherwood Foods Distributors (313) 659-7300  
Spartan Stores, Inc. (616) 878-2248  
SUPERVALU (937) 374-7609  
Tom Macen & Son, Inc. (313) 568-0557  
United Wholesale Dist. (248) 356-7300  
Value Wholesale (248) 967-2900  
Weeks Food Corp (586) 727-35305



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