It's time for AFPD's two spring trade shows

Whether your business is in Michigan or Ohio, whether you operate a convenience store, grocery store, or gas station, AFPD has a trade show full of information, products and services geared to help your business.

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

"Each year our April show grows and we anticipate even more diverse vendors this time," said AFPD President Jane Shallal. "This is your one-stop shop to see, sample and taste new products and take advantage of special show pricing."

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 from 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.

"This fast-growing show is a must if you want to take advantage of new products and special show pricing," said Auday Arabo, AFPD Chief Operating Officer. "At the end of each day at the show, AFPD will be giving away a $1,000 door prize! It pays to attend."

Admission is also $12 at the door, but complimentary admission tickets are available by calling AFPD at 1-800-666-6233. Sales representatives from exhibiting companies will have free admission tickets.

For additional information, please call Auday Arabo at AFPD 1-800-666-6233 or check out the AFPD website at www.AFPDonline.org.

See pages 21 and 23 for complimentary tickets to AFPD's popular trade shows!
Sky-High Sales.

New Over the Moon Milk. Richer taste yet low fat.

Indulge your customers with the rich, creamy taste they crave — with healthy lowfat and fat free milk they'll feel good about drinking.

- Consumers are looking for healthier solutions
- Spending on value-added products remains high
- Product has had instant success, with a 70% repeat purchase rate

For more information about Country Fresh products, call 1-800-968-7989.
**Don't leave money on the table**

AFPD has a new strategic direction. This year marks the launching pad for new programs that will help our members save money and grow their businesses. We are making lots of changes and excited to being able to offer our members some valuable rebates and cost savings.

Our new Program Endorsement Committee which is made up of primarily retailers has been meeting monthly to initiate new programs, enhance existing services, and plan for better programs for AFPD members. Only AFPD members will qualify for these special Member Rebates and savings programs.

**Benefits of Participating**

- The biggest perk? Cold, Hard Cash! These programs require very little effort from you and will help you grow your business.
- Below is our current list of Programs and Services. AFPD is constantly reviewing current programs and negotiating new programs on your behalf. Member comments and feedback about the discounts are welcome as well as new ideas for programs.
- **Nestle Ice Cream Rebate**

**The Grocery Zone**

By David Coveny

By Jane Shattal

AFPD President/CEO

Program (2% to 9% quarterly rebate for ice cream purchases)
- Staples Office Supply Program (averaging 10% to 20% savings on all Staples purchases)
- Coupon Redemption Program Plus Five (offering an additional 5 cents for each valid coupon)
- Blue Cross Blue Shield—Michigan Health Care options in Michigan
- North Point Liquor Liability Insurance
- Discounted pricing on Retailer training in alcohol regulations (TIPS)
- Liberty USA rebate programs for Ohio members
- C-Store Program
- Food Service Program
- Coffee/Cappuccino Programs
- Dairy Rebate Program
- Workers Compensation Program with significant premium savings
- Free State and Federal Labor Law Posters (valued at $50)

**Sign Up Today and Make Money!**

If you are an AFPD member, you should sign up now in order to enjoy the benefits of these exclusive AFPD programs! If you are not a member, please contact me to see how you can take advantage of these new rebate & discount programs.

AFPD is committed to continually searching for new programs and seeing they meet the needs of our members. Expect more exciting announcements from us in the coming months as we continue to grow AFPD. Don’t Miss this Opportunity to Make Money!
AFPD honored at Detroit reception

Detroit Mayor Kenneth Cockrell (left) presented AFPD's Harley Davis and member Jim O'Shea of MoTown Snack Foods with a plaque to commemorate their contributions, time and effort involved in raising funds and distributing turkeys to needy Detroit families for Thanksgiving. AFPD gave out over 2,200 turkeys during its annual Turkey Drive. MoTown Snack Foods played a large role in the distribution, by allowing AFPD to store and distribute the turkeys from its warehouse and also by providing a delivery truck.

NEW! Pantry Packs!

In Shopper-Friendly 8 Count Boxes For Grocery!

Made in MICHIGAN for Snack Lovers Everywhere!

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AFPD's 25th Annual Michigan Food & Petroleum Trade Show
Rock Financial Showplace, MI
Contact: Auday Arubo
1-800-666-6233

AFPD's 3rd Annual Ohio Food & Petroleum Trade Show
I-X Center, OH
Contact: Auday Arubo
1-800-666-6233

AFPD Foundation Golf outing
Fox Hills Golf Club
Plymouth, MI
Contact: Auday Arubo
1-800-666-6233

• Fresh Florida Tomato Month
• National Food Month
• National Pecan Month
• National Soft Pretzel Month
• National Soyfoods Month

AFPD works closely with the following associations:

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NACS report says motorists are more price savvy

While consumers believe that marketers make much more money than they actually do—they don’t blame retailers for high pump prices, according to a report released by the National Association of Convenience Stores (NACS).

Instead, 61% of consumers surveyed by NACS cited “manipulation of prices by OPEC”, 38% said “lack of government oversight” and 50% accused “oil speculators.” At the bottom of a list of nine options, “gas stations increasing profits” were blamed by only 26%, while 4% pointed to gas stations generally.

While pump prices at the beginning of 2009 were down about $1.40 per gallon from last year, consumers remain price-sensitive as they struggle in the current economic climate. Some 70% say PRICE is the most important factor in deciding where to fill up, and 51% say they will still drive 10 minutes out of their way to save 5 cents per gallon!

Furthermore, consumers sent mixed messages with respect to how much they understand the retail sale of gasoline. They believe that retailers make 40 cents per gallon. But, when asked what they thought was a “fair” profit, they said 80 cents per gallon. However, in actuality, retailers make on average ___ cents per gallon.

Also reported, 24% who purchased gas at a c-store also bought coffee at the store in the past month, while 14% said they bought a sandwich when they purchased fuel in the past month. “This is significant data when you are trying to establish marketing strategies to attract gasoline and c-store customers.”

Changes to Michigan Prepaid Gasoline Sales Tax Withhold

On March 1, the Michigan Department of Treasury changed the Prepaid Gasoline Sales Tax Withhold Rate to 11.6 cents per gallon. Prior to March 1, the rate was 18.5 cents per gallon. Public Act #556 of 2008, just recently signed into law, requires a review of the rate every three months, and to change the rate if the average retail price of gasoline changes at least 10 percent since the last change. The new rate was promulgated after review of the statewide average retail price of self-serve unleaded regular gasoline for the period October 1, 2008 through December 31, 2008.

This more frequent review and ability to amend the withhold rate on a quarterly basis will help keep the withhold rate more in line with the actual sales tax collected.

Marathon rejects plans to split

Marathon is ditching a plan to split into two separate companies focusing on upstream and downstream operations, citing the current economic downturn. The independent refiner had looked at the idea as a way to enhance shareholder value.

“Given this environment, we have concluded it is in the best interest of our shareholders to remain a fully integrated energy company,” said Marathon CEO Clarence P. Cazalot, Jr.

One of the key advantages to keeping Marathon as one company is the ability to fund capital projects from internally generated cash flows. – Oil Express

Survival in a meltdown

By Ed Weglarz
AFPD Executive Vice President of Petroleum

In an economic slowdown, small business owners become more vulnerable, because they often do not have a great deal of capital to carry them through the tough times. On the other hand, small businesses are well positioned to quickly become lean and mean. They can respond rapidly to the changing marketplace. Here is some advice:

1. Watch inventory and supply turnover. If sales are slowing down, order in quantities that offer a discount.

2. Revisit accounts receivables regularly. Send out bills more frequently. Give bigger discounts for pre-payments, CODs, and cash. Offer to take credit cards instead of waiting for checks in the mail, especially for those customers who tend to need second reminder notices. Consider a “discount-for-cash” system.

3. Stay in contact with your customers, ask what items and services they need, that you can provide.

4. During a downturn, customers purchase more basic items, and cut back on discretionary items. Promote the value aspect of the discretionary products you sell.

5. Keep well-trained, good employees through the downturn. If you must cut back, offer to cut hours across the board instead of firing good people. Keep employees’ spirits up.

6. Review your fringe benefits. You may have to cut back on some of them.

7. Bring your bookkeeping up to date. Use it to budget for the year ahead.

8. Visit your CPA to get some tax-saving ideas and change your estimated payment schedule based on a projection for this year and next.

9. Examine all your expenses, and determine where you can reduce costs. Each dollar saved in expenses equates to the profit on $3-$4 in additional sales. You need to attack the problem from both the revenue and expense viewpoint.

10. Watch your invoices for increased wholesale charges, and “hidden” fees and surcharges.

These challenging economic times will produce winners and losers. You can be a winner and survivor by being more vigilant now than ever before.
Michigan Mechanic Training available

Editor's Note: Anyone who owns, operates, and/or works at a vehicle repair facility in Michigan must be registered and/or certified by the state. You should seriously consider attending one of these sessions to be sure you are in compliance.

The Michigan Department of State is offering training to help repair facilities and their employees with the basic requirements of the Motor Vehicle Service and Repair Act.

- There are no course registration fees.
- Registration is first come, first served.
- Class size is limited — register early!
- Picture ID is required for entry into the buildings where training is held.

Who should attend?
- Repair facility owners, managers, service advisers and technicians.
- What will be covered?
  - Repair Facility Manual
  - Proper written estimates and final invoices
  - Record keeping requirements
  - Repair facility and mechanic responsibilities
  - Common mistakes to avoid
  - Other basic requirements

To register, call the Dealer and Repair Resource Section at 517-373-6993.

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<td>6 p.m. to 9 p.m.</td>
<td>Oakland/Technical Campus (5)</td>
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Ohio Governor includes budget dollars for gasoline shrinkage

It appears that the Ohio Governor Ted Strickland has included in his new budget funds from the gasoline shrinkage that are normally paid out to retailers.

Within the Department of Public Safety, the Ohio State Highway Patrol is facing a $29 million shortfall in 2009 because the patrol will no longer be receiving a share of the gas tax.

In order to keep the patrol from facing a $29 million deficit, Strickland will propose a change in the gasoline shrinkage and evaporation allowance.

"Safety is a top priority of this administration, and our state troopers work with our counties and municipalities to keep Ohio as safe as possible," Strickland said.

"We must not weaken the troopers’ strong presence on our highways, and we must provide them with the resources they need to keep Ohioans safe.

The Ohio gasoline shrinkage and evaporation allowance, which exists to offset the costs to petroleum companies for evaporation at the pump, was to be raised to 3.0 percent in this biennium, but it will be lowered to 1.0 percent, which is the national median for the last fully compiled set of data from 2001. According to the office of the Governor, this change in the allowance will generate $58 million.

Strickland maintains that consumers should not pay the price for this change. The portion of the shrinkage and evaporation allowance transmitted to retailer will not change, so Ohioans should be protected at the pump from any added costs.

AFPD will be very involved in educating legislators on why the gasoline shrinkage was put in place. "You cannot charge the State Gasoline Tax on a gallon of gas when you do not receive a gallon of gas," said AFPD Executive Vice President of Petroleum Ed Weglarz. "It appears that some legislators are turning their heads on what might be right or wrong because their main interest at this time is to generate funds to cover the budget shortfalls."

Michigan gas station offers its own ‘Stimulus Package’

While the country debates bailouts and stimulus packages, one local business has developed its own program to support the local community. The Tel West Fill-Up CITGO station in Brownstown, Mich., offered free fuel to anyone who bought a new Ford, Chrysler or GM vehicle from a local dealership in January.

Due to high demand, the station extended the program through February. The goal was to not only help ease the strain on consumers' wallets, but to provide extra support to the American automotive industry, which is so vital to the Brownstown and Detroit communities.

"Our community relies heavily on the U.S. auto industry," said Albert Abbas, manager of the Tel West Fill-Up. "Many of my customers work either at one of the local 'Big 3' factories and manufacturing plants or at another business that depends on the automotive industry to survive. The free gas helps save some cash for the motorists, but I also hope that it helps new car sales for vehicles made right here in our great state."

He added, "Many people don’t think about how interconnected businesses are. We’re hoping that by doing our part, we can help support the whole community. As a local business, we wanted to do something to help our friends and neighbors in these tough times. It’s been really gratifying after the first month of the program to hear how much our customers appreciate what we are trying to do."

The promotion provided free fuel to motorists who purchased a new car, truck or SUV from Taylor Ford and Telegraph Chrysler Jeep in Taylor, Michigan or Rogers Chevrolet in Woodhaven, Michigan.
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Senator Tom Patton: dedicated to the people of Ohio

By Jody Licursi
Capital Strategies Group

Growing up in a family of nine children on Cleveland's west side, Tom Patton learned the values of hard work and commitment to one's family and community early on. As a State Legislator, he proudly serves the citizens of Ohio, a lifelong resident of Cuyahoga County. Senator Patton remains active in his community through his involvement with the Knights of Columbus, Cleveland Police Historical Society and the AFL-CIO. He is president of the Treasurers and Ticket Sellers Local 756. He resides in Strongsville, Ohio, in the very home he purchased to raise his 6 children 33 years ago.

To contact Senator Patton, you may call him at (614) 466-8056, or send an email to: SD24@senate.state.oh.us

For northeast Ohio helped earn him the respect of voters in a new and broader district. Garnering almost 70% of the vote, Tom Patton was overwhelmingly elected to represent the citizens of the 24th Senate District.

As a State Legislator, Tom Patton has maintained an unwavering focus on job creation and economic development issues. In addition to the bipartisan economic stimulus package he helped pass that is expected to create 57,000 new jobs, Tom Patton also sponsored legislation that established the Research and Development Trust Fund that invests billions in Ohio companies.

To help working families make ends meet in a challenging economic environment, Patton introduced legislation that would exempt back-to-school clothing under $100 from the sales tax. A small businessman himself, Sen. Patton understands the importance of ensuring Ohio's tax and business climate is competitive with other states. "The most important ingredient to a successful state economy is jobs, jobs, jobs," Sen. Patton said. "We must continue to do all we can to create and retain good employment opportunities for the citizens of Ohio."

Senator Patton's committee assignments for the 128th General Assembly enable him to continue to focus his efforts on revitalizing the economy and creating more job opportunities for Ohio families. As Chairman of the Senate Highways & Transportation Committee, Sen. Patton will be responsible for overseeing hearings on the state Transportation Budget in the Senate. The multi-billion dollar Transportation Budget allocates funding for transportation projects across the state and contains provisions that affect the petroleum industry.

Sen. Patton was also assigned to serve on the Senate Finance and Financial Institutions committee and will play a major role in the development of the state biennial operating budget which will make its way through the Senate this spring.
Detroit Police officials issue directive that prohibits police from ticketing stores for unwholesome food

All Detroit Police Commands have been ordered to stop issuing citations for unwholesome food. In part, the memo to police stated:

"Members of the Detroit Police Department lack legal authority to conduct food-related inspections or to issue citations under the Detroit City Code to food establishments, including grocery stores, for offering unwholesome food for sale. Therefore, effective immediately, [police] shall not conduct inspections of grocery stores, restaurants, or other establishments where food is served or sold for the purpose of enforcing City Code provisions concerning food products. [Police] shall not issue citations to food establishments, including grocery stores, for offering unwholesome food for sale (Sec. 21-5-2) or other ordinance provisions under Chapter 21 (Food & Food Establishments) of the City Code.

The memo cited MCL 289.1101, also known as the Food Law of 2000, which gives authority for inspecting and taking enforcement action for violations of food laws to the Director of the Michigan Department of Agriculture and in certain circumstances, to the local health department.

AFPD has been working with the City of Detroit officials on this issue and commends Mayor Cockrell for his swift action.

Detroit Business License

The City of Detroit has ordinances that govern the operations of businesses located within the City. According to city ordinance, you must have a Detroit Business License to operate certain types of businesses in the city. Retail businesses that must have a Business License to operate in Detroit are businesses that engage in the following activity:

- Beverage Retail
- Cigarettes Retail
- Gas Station Full/Self Service
- General Food (Pre-Packaged)
- Meat Broker/Wholesaler
- Restaurant
- Vending Machines

To obtain a license you need to contact the Business License Center in the Coleman A. Young Municipal Center, Room 105, 2 Woodward Ave, Detroit, MI or phone (313) 224-3178. You must pay all license fees when you apply.

If you do not have a business license, please take immediate steps to obtain one so that you are not issued a violation, requiring you to appear in court which can result in fines and penalties. Licenses are valid for one year.

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- Cherry • Many Others!

The Choice is Yours with New Product Releases from
Customer satisfaction edged up, even in hard times

The University of Michigan’s quarterly American Customer Satisfaction Index (ACSI) reports that despite the recession, “customer satisfaction with the goods and services that Americans buy improved in the fourth quarter of 2008,” climbing to 75.7 on the ACSI’s 100-point scale, up 0.9 percent from the previous quarter.”

Relevant excerpts from the report:

- Customer satisfaction with the retail sector, which includes department and discount stores, specialty retail stores, supermarkets, gas stations, and health and personal care stores, gains 1.3 percent to 75.2.

- Supermarkets are unchanged with an ACSI score of 76 even though food prices remain high.

- Discount store giant Wal-Mart has mixed results, falling 4 percent for its supermarket business to an ACSI score of 68, well below the industry average, but rising 3 percent for its non-grocery discount business to 70. Wal-Mart’s Sam’s Club also rises 3 percent to 79.

- Deep discount store Dollar General drops 4 percent to a score of 75, not from a decline in service, but from a migration of a higher socio-economic group of consumers to the retailer – another effect of the recession – a group that tends to be harder to please.

- Among specialty retail stores, Costco is up 3 percent to join Barnes & Noble at 83 for the best score in the category.

- The ACSI score for e-commerce falls 2.0 percent to 80.0. Online retail declines 1.2 percent to 82, driven mostly by drops for Amazon and eBay. But with a small dip, Amazon (-2% to 86) remains the second highest scoring firm of all companies in this release.

Furthermore, the study noted that “close to the end of the 2001 recession, an uptick in ACSI signaled that a rebound in the economy was near. But as the current recession has deepened, consumer behavior has changed much more than in earlier economic slowdowns. Consumer spending has continued to weaken while savings have gone up, suggesting that at least for the short term there will be less revenue for sellers and more pressure on profit margins and for cost reductions ...

Customer satisfaction becomes even more important to individual companies, as they need to prevent customer defections and compete for shrinking dollars.”

Ohio alert!
Beware of Lottery scam

A white male, approximately 25-30 years old, has been striking at retail stores all over the Columbus, Ohio area with a lottery scam. The suspect gets $100 in lottery tickets in hand, looking like he wants to purchase them. As soon as the tickets are handed to him, he quickly runs out of the door without paying. The man has dirty blonde hair, is very friendly and courteous, and often wears a black jacket with a yellow liner. AFPD urges its members in Ohio and Michigan to wait until payment is received before handing over any lottery merchandise.

If you do fall victim to this criminal, cancel the tickets that he has stolen immediately.

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For People On the Go!

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Tastes Great
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When you think of MoTaste, Think of MoTown!
Call Jim or Jim at: (313) 931-3205
Instant Replay is a huge success

By M. Scott Bowen
Michigan Lottery Commissioner

On January 20, the Lottery launched a new program giving players a second opportunity to win on nearly any instant ticket. Many of your customers may be familiar with this new feature, which is called Instant Replay™. This innovative program allows players to enter their non-winning instant tickets into a yearly drawing for $1,000,000. All it takes is $10 worth of non-winning tickets to earn one entry into the drawing pool. Over 100 different instant games, excluding those with a $2 million top prize, are eligible for entry.

Be sure your customers know that they may enter as many times as they want but individual tickets can only be entered one time, and all entries must be submitted online through the Lottery’s VIP club Web site, playercity.net. Over 220,000 entries have been received by Player City already.

The first Instant Replay drawing is tentatively scheduled for fall of 2009. From the pool of entries, five finalists will be randomly selected to participate in a live grand prize drawing to award one finalist the $1,000,000 prize. The date and location of the inaugural Instant Replay drawing will be announced later this year. The finalists will have to present the winning combination of tickets entered in order to be eligible for the live $1,000,000 drawing, so make sure you return the non-winning tickets to players upon their request.

Retailers, make sure your players know about this great new program. They are sure to be interested in taking advantage of the chance to win a cool million! Additional details on Instant Replay can be found on the Lottery’s Web site, www.michigan.gov/lottery.

Lucky 7s Raffle: Remember Lucky 7s was launched on March 2. At just $10 per ticket, it is priced less than Super and Millionaire Raffle tickets and promises to be a hot seller. Seven digit tickets, beginning with 0000001, will be issued in numerical order as sales occur across the state. When ticket number 1,000,000 is reached, sales will close. Players will not be able to choose their own numbers and must match the exact number as drawn by the Lottery.

The Lucky 7s drawing will be on or after May 4, 2009, at which point, Lottery,
Continued on page 18.

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MillerCoors® has a powerful portfolio of beers that will increase your business and grow your bottom line.
Get a Grip on Your Thirst

NEW EASY-HOLD, EASY-OPEN BOTTLE
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**

- **Michigan Underground Storage Tank Department Quarterly meeting**
  AFPD represented its members at this meeting, where the main topics of discussion were the proposed increases in UST fees and the training requirements of the new Federal Energy Act.

- **Michigan Society of Association Executives Annual Meeting**
  AFPD attended panel discussions about Michigan's future, followed by a panel discussion with Michigan Legislative leadership from both the House and Senate.

- **Senator Olshove reception**
  AFPD represented the interests of its members at a reception for Senator Dennis Olshove District 9 (Warren), where we discussed challenges facing small businesses and AFPD Retailers.

- **Store inspections**
  AFPD staff worked with Michigan Department of Agriculture inspectors to conduct evaluations member store facilities.

- **Petroleum industry meeting**
  AFPD participated in a meeting with Bill Schedel of Marathon Oil, John Griffin of API, and Mark Griffin of MPA/MACS to discuss issues facing the petroleum industry in Michigan in 2009, such as MBT, Below-cost selling, increased tank and registration fees, new MUSTRA rules and road tax increases.

**Ohio Update**

- **Member program meeting**
  AFPD executives met in Sandusky, Ohio to review AFPD member programs.

- **Commercial Activities Tax**
  AFPD continues to gather information from its members to show that retailers are being charged the supplier's portion of the Commercial Activities Tax. AFPD is pursuing action that will prevent the CATax from being charged on an invoice.

- **Worker's Compensation group rates**
  As a result of working with a coalition of other Associations, AFPD was successful in its efforts to secure a 77% maximum Worker's Compensation Group Rating for 2009.

- **AFPD/Liberty USA meeting**
  Executives from Liberty USA and AFPD met in Warrensville Heights, Ohio to develop a 2009 Action Plan that will benefit AFPD members and Liberty customers.

- **Senator Jim Hughes meeting**
  AFPD met with Ohio State Senator Jim Hughes in Worthington, Ohio to discuss issues facing our Ohio retailers.

- **Regional meeting**
  AFPD conducted a Regional Membership Meeting for Central Ohio Members on March 3, in Worthington, Ohio.
If we say it once, we’ll say it a **million** times:

"Thanks."

Congratulations to the following retailers for achieving $1,000,000 or more in total 2008 Lottery sales

Special recognition to Michigan’s $2,000,000 retailers:
Oak Liquor and Wine of Oak Park
and M T Loonies of Temperance

<table>
<thead>
<tr>
<th>8 Mile Express</th>
<th>Detroit</th>
<th>Gilber's Lodge</th>
<th>St. Clair Shores</th>
<th>Oakland Liquor Party Shoppe</th>
<th>Southfield</th>
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<tr>
<td>A &amp; L Market Detroit</td>
<td>Glass Bottle Shoppe Detroit</td>
<td>Gratiot Fairmont Market Detroit</td>
<td>Great Baraboo Brewing Company Clinton Township</td>
<td>Pairs Food Store Oak Park</td>
<td>Southfield</td>
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<tr>
<td>Angelo's Food Specialties Benton Harbor</td>
<td>Bell Bar Bay City</td>
<td>Benton Harbor</td>
<td>Great Baraboo Brewing Company Clinton Township</td>
<td>Parkway Foods Detroit</td>
<td>Southfield</td>
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<tr>
<td>Oak Liquor and Wine of Oak Park</td>
<td>Cherry Belt Party Store Inkster</td>
<td>Country Farm Market Pontiac</td>
<td>Greenfield Party Shoppe Southfield</td>
<td>Prince Liquor &amp; Wine Shop Southfield</td>
<td>Town &amp; Country Liquor Southfield</td>
</tr>
<tr>
<td>Oak Park</td>
<td>Danny's Fine Wines Oak Park</td>
<td>Duff's of Flushing Flushing</td>
<td>In N Out Store #31 Detroit</td>
<td>Royal Shopping Place Hamtramck</td>
<td>Travel Value Liquor Megamart Highland Park</td>
</tr>
<tr>
<td>Duffy's of Flushing Flushing</td>
<td>Five Star Liquor Dearborn</td>
<td>Florentine's Pizzeria Restaurant &amp; Sports Lounge Grand Rapids</td>
<td>Light House Liquor Oak Park</td>
<td>Sammy's Restaurant/Lounge Lansing</td>
<td>Variety Foods Mini Mart Dearborn</td>
</tr>
<tr>
<td>Gator Jakes Sterling Heights</td>
<td>Westland Food Store Westland</td>
<td>Westland</td>
<td>Luxor Market Detroit</td>
<td>Sax Discount Taylor</td>
<td>Whitt's Party Store Battle Creek</td>
</tr>
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</table>

**Michigan Lottery**

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Lottery, Continued from page 14.

from the 1 million tickets sold, a whopping 19,820 winning tickets will be selected. Two winning tickets will be awarded a cash prize of $700,000; 18 winning tickets will be awarded a cash prize of $70,000 each; 1,800 winning tickets will be awarded a cash prize of $700 each; and 18,000 winning tickets will be awarded a cash prize of $70 each. That is over $5 million in prizes to thousands of very lucky winners.

Fiscal Year 2008 Sales: Wayne, Macomb and Oakland Counties were the top three counties in the state with total combined sales of $1,131,170,190 in FY 2008. The outstanding sales in these three counties made up 48.92 percent of all Lottery sales in the state.

Congratulations to all our retailers for another successful sales year.

New Instant Tickets: On March 2, we issued two new $2 games: The Three Stooges and Criss Cross Bingo. On March 16 the Lottery launched Cinema Cash for $2, Million Dollar Mega Play for $10 and $2,000,000 Diamond Dazzler for $20. Also watch for Dollar Doubler for $1; $500s Fury for $2; and Detroit Red Wings for $5, all of which are available March 30.

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, 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. In fiscal year 2008, the contribution to schools was $740.7 million. 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.

Ohio Supreme Court to hear grocery tax case

The Ohio Supreme Court has agreed to hear a case seeking to bar the state from applying its Commercial Activities Tax (CAT) to supermarkets and wholesalers. The Ohio Grocers Association (OGA) filed a lawsuit in 2006 against the state for applying the tax, which the OGA says is barred by the state's constitution from being applied to supermarkets. "We are not surprised to hear of the Ohio Supreme Court's decision today to hear our case," the OGA said in a prepared statement last week. "We look forward to a ruling upholding the unanimous decision of the Court of Appeals that imposing the CAT on the sale of food is prohibited by the Ohio Constitution."
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 smooth, sweet, and lightly warming powdered sugar, mild citrus zest, and a fade with nice length. A very smooth, clean, and gently styled 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!

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Eco Luxury Vodka

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40% alc/vol (80 Proof) Distilled From American Grain Vodka360.com Drink Responsibly Drive Responsibly Eat Responsibly

April 2009 | 19
Join the Parade of savings at the SHERWOOD FOODS MARDI GRAS!

GREAT VALUES and DEALS will be given to those who attend the show!

Proud members of AFPD,

SHERWOOD FOOD DISTRIBUTORS

would like to invite AFPD members and our customers to visit our 70 booths at AFPD’s 25th Annual Trade Show

Mon. and Tues., April 27 & 28, 2009

New Hours: 5-10 pm Mon.; 4-9 pm Tues.

Every booth will have samples you can taste, so COME HUNGRY!!

ORDER NOW for the MEMORIAL DAY HOLIDAY!

Our new distribution center is equipped to handle all your daily needs.

We can meet your needs in your Meat, Deli and Frozen Food Departments!

Including Booths featuring Dry Goods and Bakery Lines!

SPECIAL VALUES—you can really save if you attend!

Pre-register with your Sherwood Foods Sales Representative or call for information.

The law demands that you be at least 21 years of age to attend this show.

(313) 659-7300
Monday and Tuesday, April 27 & 28, 2009
Mon., April 27—5 p.m. to 10 p.m.
Tues., April 28—4 p.m. to 9 p.m.

FOOD & PETROLEUM DEALERS, INC.

M 2009

Mon., April 27—5 p.m. to 10 p.m.
Tues., April 28—4 p.m. to 9 p.m.

Present this VIP Admission Ticket for entrance to the Annual AFPD Trade Show and you will be in the running to win the $1000 Grand Prize Door Prize Giveaway!
• Over 200 exhibitor booths there to serve you!!!
• Some of our suppliers will be offering you SPECIAL TRADE SHOW ONLY PRICING and will answer any questions or concerns you may have.

If that was not enough...
• AFPD will be giving away a number of door prizes every hour of every day and one lucky attendee will win the GRAND PRIZE OF $1,000 at the end of each day at the show!!

WAIVER AND RELEASE: By presentation of this ticket, I hereby state that I am 21 years of age or over, and that I am a voluntary participant in this event. I understand that alcohol may be served by participants and/or AFPD and agree to drink responsibly. I hereby release the AFPD, its board, officers, agents and employees from any warranty or damage sustained by me, my heirs, personal representatives and assigns and from any and all claims and causes of action for loss or damage to my property and for any injury sustained by me resulting from or occurring during my participation in the event. I also agree to indemnify and hold harmless the AFPD, its board, officers, employees and representatives from liability for the injury or death of any person(s) and damage to property that may result from my negligence or intentional act or omission as a result of my participating in the event.

The Associated Food & Petroleum Dealers
"Your Voice In The Industry"

If you have any questions please contact us at (800) 666-6233 and ask for Auday Arabo
Schneider family markets of Northwestern Michigan have "just like home" feel

Grocery stores are the heart of a community. Like Mom's kitchen, they provide a foundation of nourishment and enrichment. The Schneider family grocery stores of the Northwestern Michigan communities of Copemish and Honor, provide that sustenance. They supply food to residents as well as a friendly smile and a helping hand when needed.

Customers feel welcome as they enter the two stores; Copemish Family Market and Honor Family Market. The local food pantries know they can count on the markets to help with fundraisers by providing food and matching customer food donations. "I would rather help the gentleman down the road who needs gas to go to the doctor, than give a donation to a national charity," said Marilyn Edginton, president of the markets. "You see the good it does when it's local," she added. "Our father was all about taking care of the children," said Marilyn and she said they have continued that tradition by donating to schools and children's activities.

The Family Markets are truly about family. Marilyn and her sister Helen Schneiders and three brothers Pat, Tim and Dale Schneider all work at the stores. Their parents Leroy and Rosemary Schneider purchased the Copemish store in 1980 and the Honor store, which was formerly called Platte Valley Market, in 1990. "My father had already retired from three other jobs. He was 57 years old. He said, 'We'll just do this for 10 years.' So how it goes," said Marilyn. "We said we would help him. We've been here ever since," said Marilyn. That was 29 years ago. Leroy died in 2006 and Rosemary in 2007, but their legacy of providing good wholesome food and good neighborly dedication lives on through their sons and daughters.

Pat's wife Lorri and two daughters—Keri and Jessica—also work at the stores. Helen manages the bakery, deli, produce and finances. Tim is in charge of advertising and grocery management. Dale manages all meat and only buying chicken when it's on sale. The Copemish Family Market holds it's annual truckload sale the week of March 12.

The Schneider family keeps the stores very close to home and not driving the additional 30 miles to Cadillac or Traverse City. "People aren't traveling as far to shop. I think people are downsizing what they buy and eating more wholesome foods, like fruits and vegetables," said Marilyn. "Instead of buying from the bakery, shoppers bought more baking products like flour, sugar and cookie decorating sprinkles," said Marilyn. "More people gave food as Christmas gifts by buying fruits and treats and wrapping their own baskets. There's been an increase in purchases of canning jars, salts and spices as people look for ways to eat more economically and healthier. Another way that shoppers are cutting back is by purchasing less expensive cuts of meat and only buying chicken when it's on sale. The Copemish Family Market holds it's annual truckload meat sale the week of March 12. The Honor market starts its sale May 7. They hold the sales because most people have emptied their freezers and hopefully have some money from taxes. "A lot of our customers live on very tight and fixed budgets. We know many shop at the first of the month. We stock up on our best sellers and many sale items and those in bulk so we can accommodate their needs. We don't want them to travel long distances to find items we can provide right here," said Marilyn. "We try to keep it as simple as we can. We don't sell automotive or tackle items. We stick to groceries," she added. "The family branched into the high-end alcohol and beer market. "We completely revamped the stores to accommodate it. It has helped our overall sales," said Marilyn. "Our stores are the only place for miles that customers can get a good cut of steak, a bottle of wine, freshly baked bread and a pack of freshly-made bratwurst all in one stop."

Whenever possible, the Schneider family sells local products including fruits, vegetables and plants such as poinsettias from the local greenhouse. They also sell locally produced honey, maple syrup, jams and jellies.

The Schneider family markets have been AFPD members for a number of years and one of the programs they use is the AFPD Coupon program. "It's one of the better systems that I've ever used. We tried several other programs that didn't work as well," said Marilyn. The Benzie County Chamber of Commerce presented the Family Markets with the 2008 Outstanding Business Member of the Year award, based on their community involvement and commitment. This commitment has become a family tradition.

The Schneider family keeps the heart of the Copemish and Honor communities beating strong by treating the residents of the area like family and keeping a pulse on the changing tastes and needs of their customers.
Thursday, May 7, 2009
11 a.m. to 5 p.m.

I-X CENTER
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• Some of our suppliers will be offering you SPECIAL TRADE SHOW ONLY PRICING and will answer any questions or concerns you may have.

If that was not enough...
• AFPD will be giving away a number of door prizes every hour of the show and one lucky attendee will win the GRAND PRIZE OF $1,000 at the end of the show!!

WAIVER AND RELEASE: By presentation of this ticket, I hereby state that I am 21 years of age or older, and that I am a voluntary participant in the Event. I understand that alcohol may be made available by participants and/or AFPD and I agree to drink responsibly. I hereby release the AFPD, its board, officers, agents and employees from any injury sustained by me, any harm, loss of property or damage to my property and for any injury sustained by me as a result of any injury sustained by me resulting from or occurring during my participation in the Event. I further agree to indemnify and hold harmless the AFPD, its board, officers, employees, and representatives from liability for the injury or death of any person(s) and damage to property that may result from my negligent or wrongful act or omission as a result of my participating in the Event.

The Associated Food & Petroleum Dealers
"Your Voice In The Industry"
The confusing business of beverage bottling and distribution was patiently explained to this writer during a recent visit to the 7UP Bottling Group facility in Redford, Michigan.

James Fox, Region Director East Michigan, patiently explained the history of his company, which is actually the Dr Pepper Snapple Group — although he doesn’t sell either one in Detroit...more about that later.

Fox explained that Dr Pepper Snapple Group Inc. is a publicly traded company (NYSEC: DPS) that actually is three companies in one. First it is a producer of concentrate. They supply syrup to bottlers across the country. “We sell Vernors syrup to Coke. In Detroit, we sell Dr Pepper syrup to Coke. Because of historical franchise agreements, some of our competitors are actually our customers as well.”

The company is also a bottler itself. “We also sell our concentrate to ourselves, the confusion lies in the fact that some bottlers have a variety of different brands, depending on where you are in the country, or even where you are in the state. In Detroit, Dr Pepper is sold by Coke. In Flint, we sell it,” he added.

Finally, Dr Pepper Snapple Group is also a finished goods company. They sell Hawaiian Punch jugs, Mott’s Apple Juice, Clamato, Mr & Mrs. T’s and many other products. In fact, the Dr Pepper Snapple Group is one of North America’s leading refreshment beverage companies, manufacturing, bottling and distributing more than 50 brands of carbonated soft drinks, juices, teas, mixers, waters and other premium beverages.

More than 75 percent of the company’s overall volume is from brands that are either number one or number two in their flavor categories. In addition to its flagship Dr Pepper and Snapple brands, the DPS portfolio includes 7UP, Mott’s, A&W, Sunkist soda, Hawaiian Punch, Canada Dry, Schweppes, RC Cola, Diet Rite, Squirt, Pentalfie, Yoo-hoo, Rose’s, Clamato, Mr & Mrs T and other well-known consumer favorites.

“Plus, we distribute a number of licensed brands in various territories, such as Fiji Water, Sunny Delight and Big Red,” Fox explained.

A little history

Dr Pepper/Seven Up, Inc. was a Plano-based soft-drink manufacturing company created by the merger of Dr Pepper, Incorporated and The Seven Up Company on May 19, 1986. The merger resulted in the breakup of international branding rights held by the two independent companies.

Dr Pepper/Seven Up, Inc. was purchased by Cadbury Schweppes and The Carlyle Group on March 2, 1995. In early 2006, Cadbury Schweppes purchased the remainder of Dr Pepper/Seven Up, Inc. and Dr Pepper/Seven Up Bottling Group from The Carlyle Group. All Dr Pepper/Seven Up, Inc. assets were absorbed into Cadbury Schweppes Americas Beverages (CSAB) along with Mott’s Beverages and Snapple Bevages holdings. Dr Pepper Seven Up Bottling Group was merged with other Cadbury-acquired bottlers and renamed Cadbury Schweppes Bottling Group (CSBG).

The company then established its own bottling and distribution network.

In May 2008, Cadbury plc (CBY) and the Dr Pepper Snapple Group (DPS) became separate entities. The Dr Pepper Snapple Group was established following the spinoff of Cadbury Schweppes Americas Beverages (CSAB) from Cadbury Schweppes plc., unifying more than 50 leading brands under a common vision, business strategy and management structure.

“Originally we were a bunch of independent family-owned bottling systems, making it difficult to compete against the large cola companies and hard to come up with a consolidated voice. Now, we are the third largest soft drink company in North America, with 20,000 employees, 24 manufacturing facilities, and 200 distribution centers,” said Fox.

“We service 70 percent of the U.S. population in 30 states,” he added.

“Nearly half of DPS’ annual volume is distributed through our company-owned bottling and distribution network. The remainder is driven through third-party/licensed bottlers and distributors, including those in both the Coca-Cola and Pepsi bottling systems, as well as independent bottlers, brokers and distributors. That is where people become confused,” Fox noted.

Fox is optimistic about the future of his company and its employees.

“Although the beverage industry isn’t recession-proof, we don’t seem to be as affected as other industries,” he explained. “People may be cutting corners, but they still want the luxury of their favorite soft drink.”

James Fox has served his entire 25-year career in the beverage industry. “This is a great industry, I’ve loved it. People are passionate about the business and every day is different,” he added. Fox explained that the Metro Detroit area is one of the most competitive beverage markets in the country. “Coke, Pepsi, Fauyo and IDI are all very strong. In order to stay competitive, we have had to work hard and build strong customer ties.”

Since the company’s consolidation in 2006, Fox has seen a great deal of career opportunities open up for employees. “Before, when we were a bunch of family-owned independent bottlers, career advancement was limited. The consolidation brought all these great people together under one masthead. Employees can grow and advance within the company. It has opened a lot of doors.”

In addition, Fox says that resources have been expanded and knowledge shared across the company, creating a bigger footprint and smarter operating practices.

Although the beverage bottling and distribution industry may be confusing to the lay person, it is important to note that wherever one travels in North America, your favorite soft drink – including Dr. Pepper and 7Up – will be available at the corner store.
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To sign up for this program today
Call Dan Behrendt at 1-800-693-9900 ext. 584 or
Auday Arabo at the AFPD Office Today 1-800-666-6233!
New Environmental Protection Agency administrator outlines values and priorities

Lisa P. Jackson, the U.S. Environmental Protection Agency (EPA) Administrator-Designate, sent a memo to all U.S. EPA employees introducing herself. In the memo Ms. Jackson outlined three values President Obama has indicated the agency should follow and essentially her top five priorities. The three values are: 1) Science must be the backbone for U.S. EPA programs, 2) U.S. EPA must follow the rule of law and 3) U.S. EPA actions must be transparent. The five priorities are: 1) Reducing greenhouse gas emissions, 2) Improving air quality, 3) Managing chemical risks, 4) Cleaning up hazardous waste sites, and 5) Protecting America’s water.

You can view the full text of the memo at: www.epa.gov/administrator/memotoemployees.html
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AFPD/Nestle Ice Cream Program

- AFPD Member Stores that qualify as Independent Supermarkets will receive a 2% quarterly rebate on all Nestle Net Ice Cream Sales when they dedicate 50% of their ice cream space to Nestle Ice Cream brands.

- All other AFPD Member Stores (Gas Stations, Convenience Stores, Liquor Stores, etc) will receive a 9% quarterly rebate on all Nestle Net Ice Cream Sales if their store sells Nestle Ice Cream brands Exclusively.

- All other AFPD Member Stores (Gas Stations, Convenience Stores, Liquor Stores, etc) will receive a 2% quarterly rebate on all Nestle Net Ice Cream Sales if their store sells Nestle Ice Cream brands and other competing ice cream products.

- All rebates will be paid out through the AFPD office once a quarter.

- All freezer equipment and helpful point of sale fixtures for this program are FREE! (Subject to Pre-Qualification by Edy's Sales Representative, quarterly sales to be evaluated.)

To sign up for this program today,
Call Jeff Bush from Nestle at 1- 800-952-7558 ext. 1034 or Auday Arabo at the AFPD Office at 1-800-666-6233!
Coupon Redemption

Make money and save time by letting the AFPD professionals handle your coupons!

The Associated Food & Petroleum Dealers (AFPD) Coupon Redemption Program eliminates a retailer’s time consuming and costly chore of sorting, counting, and mailing coupons to individual manufacturers. It also reduces the volume of accounting records retailers must keep, leaving you with more time to effectively manage your retail business.

***Plus AFPD will PAY YOU 5 Cents for every valid coupon you redeem through us!***

Our program is simple. Here’s how it works:

• Call our office and speak to Flarley Davis & fill out our survey.
• You package and mail your coupons to the AFPD office.
• We take care of the coupon sorting and mailing for you.
• We then send you a check for the amount of the coupons redeemed, minus a security deposit for any potential charge backs.
• At the end of the year we will release any security deposit you have remaining.
• At the end of the year, we will send you a check for the number of valid coupons you redeemed through AFPD. (5 cents per coupon!)
• Should a problem occur, our dedicated coupon staff is there to assist you.

BONUS: You will receive the face value of your coupon plus 5 cents for each valid coupon you redeem through our program!

Taking coupons allows you to compete and now through the AFPD Coupon Redemption Program WILL MAKE YOU MONEY! We do all the work, and you GET PAID!

The AFPD Coupon Redemption Program has been successful for more than 25 years. We hope you will take advantage of our program and allow us to make money for you today!

Call Harley Davis or Jane Shallal at the AFPD Office Today! (800) 666-6233
On Friday, February 6, the Associated Food & Petroleum Dealers hosted its 93rd Annual Black Tie dinner at Shenandoah Country Club in West Bloomfield, Michigan. The event, which drew leaders from the food, beverage and petroleum industries in both Michigan and Ohio, was themed Circus Circus and featured carnival and casino-style fun.

"The Trade Dinner is our annual opportunity for industry leaders to meet socially and enjoy an evening together with good food and entertainment," said AFPD President Jane Shallal. "Attendees are the ‘Who’s Who’ of the food, beverage and petroleum industries."

Michigan Speaker of the House Andy Dillon and Detroit Mayor Ken Cockrell joined Shallal on the stage during the dinner program, where the highlight was a circus-themed video tribute to AFPD’s sponsors and board members. After dinner, guests danced to the sounds of Slight Return, featuring Karen Newman and Steve Acho. They also enjoyed casino games with special door prizes which included a trip for two to Las Vegas, Scotch, Cognac and cigar tent and a cappuccino station. In all, there was something for everyone!
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The 43rd Annual Trade Dinner & Hall of the Associated Food & Petroleum Dealers
Friday, February 6, 2009

AFPD thanks its sponsors and Trade Dinner Committee

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John Denha, 8 Mile Foodland

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Bobby Hesano, D&B Grocers Wholesale
Marsha Keenoy, Diageo
Joe O'Bryan, 7UP Bottling Group
Jim O'Shea, MoTown Snack Foods
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