



AFPD Bottom Line

ASSOCIATED FOOD & PETROLEUM DEALERS *Working to Improve Your Bottom Line* VOL. 21, NO.10 OCTOBER 2010

Hot Topic

Seasonal Beverages Heat Up Winter Sales



7 Faces of Mealtime Decisions

Swipe Fee Reform Update



HOT FOR SUMMER

NEW! Single Serve Ice Creams
Swiss Premium Iced Teas

For more information on delicious Swiss Premium Iced Teas, our Fine ice creams or any of our milk and dairy products, call us at one of the toll-free numbers.

Country Fresh, Grand Rapids
800-748-0480

Country Fresh, Livonia
800-968-7980

www.enjoycountryfresh.com



Your Direct Solution for Payment Processing

When it comes to cost-effective payment acceptance, Chase Paymentech offers AFPD members a direct alternative to third-party processors. And as the endorsed provider for the AFPD, you benefit from a program that not only provides exceptional service, but actually lowers your cost of accepting payments.

According to Auday P. Arabo, Esq., Chief Operating Officer, AFPD, **"There is not a company that even compares to Chase Paymentech when it comes to service, price and overall satisfaction with getting the job done at the store level."**

For more information, please contact us at 866.428.4966.

* Pricing for AFPD members is proportionate to the number of members enrolled in the AFPD/Chase Paymentech exclusive program. The more AFPD members that sign up with Chase Paymentech, the more likely it is for your processing rates to decrease! Current pricing at interchange pass through plus \$0.07 per authorization. Additional fees may apply. All rates subject to change without notice.

A Proud Supporter

ASSOCIATED **AFPD**
FOOD & PETROLEUM DEALERS

CHASE 
Paymentech

AFPD Bottom Line

October 2011

16

Hot Topic

How hot beverages can heat up your fall and winter sales.



20

How To Sell More Tea

Tea is a lot easier to sell if you understand the key tea ingredients.

24

7 Faces of Mealtime Decisions

Understand the complex decisions shoppers go through in planning and cooking meals every day of the week.



28

Swipe Fee Reform Saves Retailers Big Money

A new law includes a provision to lower credit-card and debit-card interchange fees.



Departments

- 8 AFPD Corner
- 12 Industry News
- 37 Question of the Month
- 37 Product News
- 42 Healthy Living
- 44 AFPD Supplier Directory
- 46 Safety Sense
- 46 AFPD Calendar

Columns

- 6 CHAIRMAN'S MESSAGE
Seasons Change
- 14 PETROLEUM NEWS & VIEWS
Frugality Makes the Difference
- 27 RETAILER SPOTLIGHT
The Kado Stores
- 30 MICHIGAN LOTTERY
Retailers: Begin Cross-Selling!
- 33 OHIO LOTTERY
Heads Up on Holiday Games
- 35 SUPPLIER SPOTLIGHT
MIST Innovations
- 36 LEGISLATOR SPOTLIGHT
Dave Bing, Mayor of Detroit
- 38 MI LEGISLATIVE UPDATE
State gets Creative with Local Reforms
- 40 OHIO LEGISLATIVE UPDATE
Get a Grip on Federal Health Care Reform

DTE Energy
celebrates AFPD
100 years of dedicated
service to the community.

Community Commitment.. it speaks volumes.



At DTE Energy, being part of a community is more than simply doing business there.

It's about doing our part to help the community and our customers thrive. We wrote the book on community commitment.

That's why we believe employee volunteerism, contributions and sponsorships, community involvement and environmental stewardship are so important.

At DTE Energy, enhancing the communities we serve is not just a chapter in our book — it's a never-ending story.

DTE Energy



The Power of Your Community | **e = DTE®**



**James
HOOKS**
AFPD Chairman

Chairman's Message

Seasons Change

It's hard to believe that after such a long, uncharacteristically hot summer, we have finally arrived at the cooler days of autumn. Similarly, Jane Shallal, AFPD's president and CEO for the last half decade, is entering a new "season" of her own—the life of a retiree.

Jane has been a powerhouse of activity and accomplishment at AFPD. Quite frankly, she is one of the hardest working people I know. What I admired most about her work is that she always made sure to focus on initiatives that put the interests of AFPD members first—not her own agenda or the board's or the government's—always, it's been members first. Of course, that's the way it should be.

If you missed Jane's "good-bye" in the last issue of AFPD's Bottom Line, dig up a copy and read it. Many of us said our good-byes to Jane at the most recent AFPD trade show last month—she was all smiles, excited and ready to begin her new journey.

And now, those of us "left behind" have turned our attention to marketing for Halloween, Thanksgiving, and the rest of the holiday season, which is startlingly close. What new product display ideas do you have planned to help your store sell more candy, more turkeys, more champagne? It's time

to plan and create these displays now before the holiday is staring you in the face. Keep your store displays and interior décor fresh and connected to the season—you'll get your customers in the "buying" mood.

Speaking of turkey, AFPD is sponsoring Turkey Drives in both Michigan and Ohio this year. See the ad and coupon on page 19 for more information, visit the AFPD website at www.afpdonline.org, or call the AFPD offices at (800) 666-6233 to find out how you can contribute and get involved. The AFPD Turkey Drive is one of the most rewarding and important activities this association accomplishes each year. True, times are tough everywhere, but they have been exceptionally tough on so many. Whatever you can do to help will be greatly, greatly appreciated.

The new AFPD president and CEO was found within our own ranks: Auday Arabo, formerly COO of the association. Please make sure to congratulate Auday and offer your support and feedback next time you see him. Auday takes the AFPD reins at a challenging economic time, but no doubt, his energy and determination will lead this association forward. It's a new season for many of us, and we have much to be grateful for. ■■■■

Jane has been a powerhouse of activity and accomplishment at AFPD.

EXECUTIVE COMMITTEE

Jim Hooks Chairman • Metro Foodland	Joe Bellino, Jr. Vice Chair Government & Legislative Affairs Broadway Market, Region 2
Pat LaVecchia Petroleum/Auto Repair	Vice Chair Government & Legislative Affairs Pat's Auto Service
John Denha Food & Beverage Vice Chair Membership • 8 Mile	Paul Elhindi Petroleum/Auto Repair Vice Chair Membership Lyndhurst Valero, Region 8
Al Chittaro Vice Chair Long Range Planning • Faygo Beverage	Jim Garmo Vice Chair Community Relations • Shoppers Value
Bobby Hesano Treasurer • D & B Grocers Wholesale	Najib Atisha Secretary • Indian Village Market

EMERITUS DIRECTORS

Chris Zebari Liquor	Fred Dally Mexico
Ronnie Jamil Mug & Jug Liquor	

REGIONAL DIRECTORS

Jim Gohsman Spartan Stores	Vickie Hobbs Whitehall Shopping
Mike Quinn Pepsi Bottling Group	Mark Shamoun Country Acres Market
Percy Wells Coca-Cola	Brian Yaldeo Park Place Liquor

FOOD & BEVERAGE RETAIL DIRECTORS

Frank Ayar Walters Shop	Jerry Crete Ideal Products
Matt Jonna Pharmacy	Phil Kassa Saturn Food
Sam Shoukri Showerman's Fine Wine	Thom Welch Hollywood Super

FOOD & BEVERAGE SUPPLIER DIRECTORS

Ben Benjamin Kar's No.	Gary Davis Pr...
Fred Gongola Pr...	Earl Ishbia Sherwood Food D

PETROLEUM / AUTO REPAIR DIRECTORS

Dave Freitag Yorkshire 1	Jim Mandas Broadway Mar
Joe Nashar Grand River & Har	Gary Robson Dublin

ASSOCIATE DIRECTOR

Richard Flato North Pointe Insurance

STAFF & CONSULTANTS

Auday P. Arabo President	Ed Weglarz Executive VP
Ron Milburn Vice President	Cheryl Twigg Event Co
Lauren Kopitz Coupon	Harley Davis Coupon D
Carol O'Dea Executive	Tamar Lutz OH Membership
Doug Jones MI Membership	Kenny Ibrahim MI Membership
John Duncan Business De	Derek Dickow Business De
Carla Kalogeridis Legi	James V. Bellanca, Jr. Legi
Bellanca, Beattie & DeLisle Legi	Pepple & Waggoner, Ltd. Legi
Karoub Associates Legislative C	Capitol Strategies Group of Ohio Legislative C
Pat Gregory - UHY-MI Certified Public A	Walt Kempfski Graphics Graphics &

America's Favorite Trail Mix Snack!®

Country-friendly packs

Great for lunches

A natural snacking option



Award-winning mix

Proven sales track record

Fits active lifestyles



Innovative Snacking Solutions Building Blocks for Profits

Visit us at karsnuts.com



Michigan Updates

Opposition to Storage Tank Fee Extension

AFPD testified at the Michigan Senate Natural Resources and Environmental Affairs Committee hearing in opposition to S.B. 1267, which would extend the Michigan Underground Storage Tank Fee for five years beyond the December 31, 2010 sunset date. AFPD maintains that the \$50 million annual proceeds are being "redirected" by the legislature to the General Fund, rather than be used for cleanup.

Letter to EPA

AFPD sent a letter to the U.S. EPA opposing the implementation of a mandate requiring universal E-15 (85 percent neat gasoline and 15 percent ethanol) before adequate scientific analysis is completed on the effect of E-15 on underground storage tanks, piping, dispensers, hoses, and nozzles. Tests are being conducted, but results are not yet complete; however, EPA wants to forge ahead with this mandate. Other regional and national associations have joined AFPD in opposition to this mandate.

Meeting with Sen. Birkholz on MUSTFA

AFPD met with Michigan State Senator Patricia Birkholz and representatives from MPA/MACS and API to oppose the extension of the MUSTFA collection, which sunsets on December 31, 2010.



Meeting with Sen. Anderson on MUSTFA

AFPD also met with Michigan State Senator Glenn Anderson to discuss the effect of the MUSTFA collection and its redirection to the General Fund, on behalf of our retail members who might suffer an underground storage tank release.



Meeting with Upcoming Senate and House Candidates

AFPD attended a Michigan Chamber of Commerce meeting where candidates for the upcoming Michigan House and Senate election were available for discussions.



Participated in NACs Interview

AFPD was interviewed by Jerry Soverinsky of the National Association of Convenience Stores (NACS) on the topic of "Branded vs. Unbranded" fuel from a customer's and retailer's viewpoint.

Changes in MDNRE Requirements

AFPD participated (along with API and MPA/MACS representatives) in ongoing discussions with the Michigan Department of Natural Resources and Environment (MDNRE) regarding the changes to Parts 201 and Part 213 of the MDNRE's cleanup requirements and regulations that would adversely affect AFPD members.



Car Wash Discounts

AFPD has recently added a new program for Car Wash Operators that will give huge discounts, and in most cases, free freight. For information, contact the AFPD office at (248) 671-9600 or Steve Hamme with National Car Wash Chemical at (740) 972-2058.

Income Tax Cuts Could Expire Dec. 31

Small companies will play a key role in Congress' decision on whether to allow tax rates to increase next year for high-income Americans. If Congress does nothing, all the reductions in income tax rates enacted during President Bush's administration will expire on December 31, 2010. That would trigger higher taxes for middle-income Americans, as well as the wealthy.

Ohio Updates

Ohio Employers on Hook for Workers' Comp Safety

Many changes have taken place within the Group Rated Workers' Comp Program that will cause employers to be more involved in Safety Issues. AFPD and CareWorks will continue to keep you updated on these issues. We highly recommend you review the latest changes on AFPD's website at www.afpdonline.org (click on Education, then Workers' Comp).



Ohio Lottery Meeting

AFPD met with the director of the Ohio Lottery, Kathleen Burke, in late September to further discuss the need for an increase in Agents' Commission. We will keep you posted as this develops further.

Ohio Commercial Activity Tax

AFPD is in the process of meeting with other associations to discuss working together to defend retailers against a possible increase in the Commercial Activity Tax (CAT).

AFPD Board Confirms Auday Arabo As New President & CEO

AFPD board of directors has named Auday Arabo the new president and CEO of the association, filling the position left vacant by the retiring Jane Shallal. Arabo is uniquely qualified for the job, having served as chief operating officer (COO) of AFPD during the last two years.

"It is an honor and privilege to be selected as the new AFPD president and CEO,"

Arabo. "I am humbled by the board of directors' strong support and confidence in my leadership abilities and vision."

Arabo added that he will miss working with Jane Shallal, who recruited him from Southern California, where he was serving as president

and CEO of the Neighborhood Marketing Association. "I wish I had plenty of rest and relaxation in the coming years," he says. Arabo is the oldest of five children. His parents brought him and his siblings to San Diego from Baghdad, Iraq in 1980. By age 10, Arabo began bagging groceries—and he has not stopped working since. He learned the retail business by accompanying his father and grandfather to work at Wrigley's supermarket.

Arabo graduated from San Diego State University where he graduated Magna Cum Laude in Political Science with a minor in history. Upon graduation, Auday joined U.S. Representative Dan Bilbray's Congressional staff, working in Washington, D.C. as a legislative correspondent for nine months.

Arabo returned to San Diego and attended California Western School of Law, finishing in 2½ years and graduating in the top one-third of his class. Arabo excelled as a prosecutor in the San Diego County District Attorney's Office. However, after one year, Arabo changed careers to use his knowledge of law, government relations, and the law to help improve the lives of California Independent Grocers and Convenience Stores.

Arabo was the driving force behind the 2007 merger of California Independent Grocers and Convenience Stores with the California Beverage Merchants, which created the Neighborhood Market Association, the largest independent



grocers association on the West Coast. In December 2008, he moved to Michigan and became AFPD's COO.

Arabo serves on numerous community and industry boards and charity groups. He is married to Alivia Kassab Arabo and resides in West Bloomfield, Mich., with their baby boy, Augustine Paul Arabo.

Achievements at AFPD

At AFPD, Arabo has achieved numerous accomplishments, including:

- Helping to recruit 598 new members to the association in 2009 and signing up 303 new members in 2010 to date.
- Implementing a number of successful money-saving programs for members.
- Helping to reduce the AFPD operating deficit by \$77,570 in his first year of service and continuing to find ways to reduce expenses without cutting services or service levels.
- Creation of Joseph Sarafa Annual Scholarship Luncheon.
- Creation of AFPD Annual Calendar and helping to transition the AFPD monthly magazine, *Bottom Line*, into a new format.
- Changing the revenue model for AFPD from sponsorship base to member base and membership services.
- Strategic planning of AFPD events and creation of annual marketing plans.
- Working on legislation, such as food stamp disbursement, recycling and the bottle bill, and alcohol and tobacco issues.

This list of achievements, as well as others, led the board to approve Arabo as AFPD's new president and CEO on September 21, 2010. "AFPD will be facing some new challenges in this tough economy, but we are confident and look forward to facing each obstacle in stride," says Arabo. "AFPD has had an incredible 100 years of history in the business community, but I firmly believe our best days are yet to come." ■■■■



2010 Annual AFPD/Liberty USA Golf Outing



On the heels of a successful Michigan Golf Outing, AFPD, along with its partner, Liberty USA, sponsored a similar event for its Ohio members on July 22 at the Weymouth Golf Club in Medina, Ohio.

More than 130 golfers participated in the event, which with the help of sponsors, raised funds for AFPD to award (four) \$1,000 scholarships to deserving college students. One of this year's scholarship recipients is Ari Frum (center), pictured here with his mother, Shere Frum, and AFPD Vice President Ron Millburn.

The happy faces on AFPD's Ed Weglarz, executive vice president—petroleum, and the Liberty USA team exemplify the great time enjoyed by all participants. A special thank you to the sponsors who made the 6th Annual AFPD/Liberty USA Golf Outing possible!





ASSOCIATED FOOD & PETROLEUM DEALERS

AFPD Member Exclusive!! (Small Format or Non-Advertising Group Only)



AFPD/Nestle Ice Cream and Frozen Food Program

All AFPD Member Stores (Gas Stations, Convenience Stores, Liquor Stores, non-advertising groups, etc) will receive a 9% quarterly rebate on all Nestle Net Ice Cream and Frozen Food Brand 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 and Frozen Food Brand 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 Mike Pecoraro from Nestle at
1-800-328-3397 ext. 14001

Make sure you tell him you are an AFPD member!

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!



Consumers Think Organic Means: 'I Can Eat More'

The illusion of "healthy" drives consumers to eat more, buy more and therefore spend more. A recent study by the Cornell University Food and Brand Lab set out to understand how organic labels on less healthy snacks may influence perceptions and habits.

Fifty-four college students were randomly assigned to try cookies that were labeled 'organic' or cookies that had no label. Both groups of cookies were in fact Organic Oreos, made with organic sugar and flour. Participants rated the nutritional, value, and sensory attributes of the cookies, and were also asked about their personal environmental awareness and behavior, e.g., whether they recycled and liked being outdoors, as well as their shopping habits and nutrition consciousness.

Those who consumed 'organic' labeled cookies believed they had approximately 40 percent fewer calories, more fiber, and were overall more appetizing in appearance than those who consumed and rated the non-labeled cookies.

Brian Wansink the director of Cornell's Food and Brand Lab and co-author on the study says, "an organic label gives a food a 'health halo.' It's the same basic reason people tend to overeat any snack food that's labeled as healthy or low fat. They underestimate the calories and over-reward themselves by eating more."

Clearly, health labels stimulate purchase and consumption, but these findings also reinforce the misperception that organic foods are in fact "healthier" alternatives, highlighting the fact that food and nutrition education is still lacking—even with college students. *(Excerpted with permission from Supermarket Guru.)*

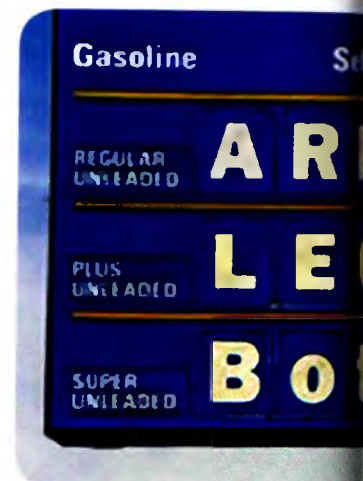


Food & Beverages Preferred Over Vitamins

Consumer interest in food and beverages that offer health benefits is greater than, or similar to, interest in vitamins and supplements that provide the same health-and-wellness benefits, according to a new global study conducted by New York-based Ipsos Marketing, Consumer Goods.

According to the report, consumers have greater interest in products that offer better digestive health, increased energy, weight loss, and healthy blood sugar levels. In fact, shoppers' level of interest in food and beverages with these benefits equaled or surpassed their interest in vitamins and supplements offering corresponding benefits.

"The data suggests that consumers are most interested in health-and-wellness products in which there is already an established connection between the product and the benefit," Lauren Demar, CEO, Ipsos Marketing, Global Consumer Goods Sector, told *Progressive Grocer*.



Nielsen Study: Consumers Seek Out Cheaper Gas

Nearly half (45 percent) of U.S. households are diligently seeking lower gas prices, The Nielsen Co. has found. The economy has consumers looking for cost savings across the board, even when they revert to some pre-recession habits, it said.

"Although gas prices are not as high as they were in mid-2008, they have been edging up for some time and continue to impact how consumers shop and buy," said Todd Hale, senior vice president of Consumer & Shopper Insights, Nielsen. "Even though gas prices are reasonable relative to recent years, consumers continue to employ money-saving strategies, such as using coupons and purchase incentives, as means to deal with gas costs given overall economic concerns."

Other findings:

- Consumers continue to combat high gasoline prices by combining errands/trips (63 percent), doing more at home (39 percent) and reducing spending to a small degree (29 percent), moderating from what was seen at the peak of the recession.
- Eating out less (46 percent) and coupon use (38 percent) rank high as money saving strategies during gasoline costs, elevated from pre-recession times.

See *INDUSTRY NEWS*, page 12

Industry News

Continued from page 12

Supercenters are losing some appeal for consumers seeking gasoline savings; only 26 percent of households say they shop more at supercenters to save on gasoline compared to 28 percent a year ago. 66 percent of households say that gasoline prices have no impact on their driving or spending; double the response in June 2008.

Some consumers buy gasoline at locations because of incentives tied to their spending at stores where they shop, such as grocery stores (24 percent); convenience stores/gas stations (19 percent); warehouse/clubs (14 percent) and mass merchandisers (7 percent).

Of the 85 percent of households that buy gasoline in these locations, 79 percent do so because of low gasoline prices; 67 percent for the convenient location; 14 percent for the shopper loyalty cards, and 8 percent because they go there to purchase lottery tickets.

Consumer packaged goods (CPG) retailers continue to demonstrate good marketing and merchandising tactics linking in-store spending to gas savings at their pumping sites or with participating petroleum companies," said Hale. "Some programs have been extended to reward shoppers with gas discounts and in-store savings based on spending. Other programs include participation from manufacturer brands. While gas prices are a bargain compared to mid-2008, filling up a 15-gallon tank represents a significant cash outlay, creating an opportunity for CPG retailers and manufacturers alike to offer saving solutions." (Excerpted with permission from CSP Daily News.) ■■■■

Mark Your Calendars!
—February 11, 2011—
**AFPD's 95th Annual
Trade Dinner & Ball
Rock Financial
Showplace**

ONE IDEA

can **CHANGE** Your Business

LIBERTY USA

brings you "SOLUTIONS for your SUCCESS"

Liberty USA is a **WHOLESALE DISTRIBUTOR** located in Western Pennsylvania. Serving 7 states including: Pennsylvania, Ohio, West Virginia, Maryland, Delaware, New York & Kentucky.

Retailers face many challenges in today's market and we have the "SOLUTIONS" to help them be successful.

QUALITY SOLUTIONS PROVIDED BY LIBERTY USA:

- Technology
- Food Service
- Marketing
- Merchandising
- Customer Service
- Inventory Management
- DSD Replacement
- Profit Enhancement
- Category Management
- Sales Growth



To Learn more about
Liberty USA and how we can offer
"SOLUTIONS for your SUCCESS"
Please Contact: **Liberty USA Sales**

P: 800.289.5872 • F: 412.461.2734

salesmarketing@libertyusa.com • www.libertyusa.com

LIBERTY USA

SOLUTIONS for your SUCCESS

920 Irwin Run Road
West Mifflin, PA 15122



**Ed
WEGLARZ**

Executive VP, Petroleum

Frugality Can Make a Difference

While visiting a member's store, the thing I noticed first when I walked into his office wasn't the mess, but rather a printer cartridge and a large needle on the desk. When I raised an eyebrow, he simply explained, "Refilling these printer cartridges is easy. Every time I refill one on my own, we save a few bucks." With that, he pulled the trigger on the needle, refilling another cartridge.

A few days later at another small insurance office, I glanced at the receptionist's desk and noticed she had a big stack of note paper next to the phone for quick messages and missed-call reminders. The note paper itself wasn't interesting -- what was fascinating was that the back of the notes contained snippets of business letters. The receptionist, it turned out, saved old business letters, used a paper cutter to cut bundles of them into fourths, and used the backs of those letters for note pads.

Frugality: It's an interesting principle. In times of financial trouble, individual people often turn to frugality to save a few dollars. In the words of Charles Dickens in his immortal novel, *David Copperfield*, "Annual income twenty pounds, annual expenditure nineteen six, result happiness. Annual income twenty pounds, annual expenditure twenty pound ought and six, result misery." The difference between happiness and misery is literally a few pennies.

Businesses that are so focused on the bottom line tend to look mostly at the acquisition of goods at a minimal price and the selling of goods at a maximum price. Frugality usually happens in the middle. You don't practice frugality when acquiring or selling goods; you practice frugality by maximizing the operational items you already have.

For example, look at the items that are being thrown out in your store. Could that cardboard box be used to keep someone's desk drawers organized or store records? Why not use the back of that paper as a notepad? Couldn't we just refill that ink cartridge?

Similarly, look at the items no one is using before you buy something new. Do you need new light bulbs when there are perfectly good ones in that unused storeroom stuck in the sockets there? Do you need to get more toilet paper when

there are dozens of rolls in the men's room? Do you need new motivational posters, or could you just move around the ones you already have so different posters catch different eyes?

These seemingly little steps, when added up, make up the pennies of difference between happiness and misery. Over time, they add up to not missing an income tax payment (and accumulating late fees). They add up to being able to retain a great employee. They add up to some of those little things that separate a good business from a marginal business.

The best place to start, though, is you. Set a frugal example in the store. Don't spend your business money on an expensive "executive"-branded item. Instead, use the same equipment everyone else uses -- or use even more bare bones equipment. Modify an old cardboard box to be your desk organizer. Employees will be motivated to find recycled uses for packaging that enters your store. Make this frugality a point of pride for yourself -- you can even use it as a selling point, as you're passing the value saved on this item straight to your customers.

No matter how many segments of the marketplace you serve with your business, it's time to shift gears, think frugally, and win. ■■■■



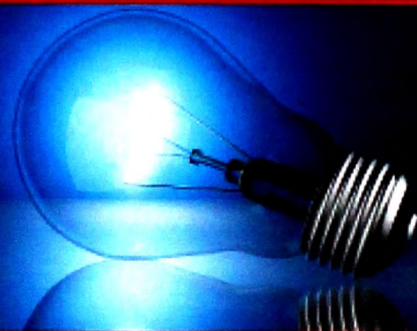


**AFPD Member
Exclusive!**



**ADP Payroll
Program**

60 Years of Experience



- 25% discount for AFPD members!
- One month FREE payroll. 2 year price lock on all major accounts.
- 50% off W2 preparation.
- Automatic check of new hires for tax credits. Only a 20% charge on savings from tax credits.

This is such great program, that AFPD will guarantee that ADP payroll services will MEET or BEAT your current payroll processor or we will give you a one year FREE Membership to AFPD!



*To sign up for this program today, call Diana Bazzi at (877) 634-1434 or (313) 845-6544.
Be sure to let her know you are an AFPD Member!*

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!



Hot Topic

Here's how hot beverages—and their accompaniments—can heat up your sales this fall and winter.

By Carla Kalogeridis

Many consumers are passionate about coffees and other hot beverages, and if your business is not taking advantage of that, you could be missing out on significant profits (see sidebar, "Creating Excitement at Your Coffee Counter.") In this day of eliminating the "extras" from one's budget, consumers have given up so much that a great cup of coffee, tea, espresso, chai, or other hot specialty drink—even if it's much pricier than what it would cost them to brew at home—is one of the few "treats" that many consumers have continued to indulge in.

In fact, the hot beverage industry has some of the most avid enthusiasts of any other food or beverage product out there. Many consumers rely on these drinks to start their day—and later in the day, to keep them going. To be sure, the full-bodied flavors and aromas of hot beverages on a cool fall or winter day is akin to "comfort food." And, with recent NACS data suggesting that the gross-margin percentage for hot dispensed beverages is nearly 65 percent, retailers should work hard to maximize the opportunities. Consider this:

- Specialty coffee sales are increasing by 20 percent per year and account for nearly 8 percent of the \$18 billion U.S. coffee market.
- Average consumption in the United States is 3.1 cups of coffee per day.
- About 50 percent of the population (150 million Americans) drink espresso, cappuccino, latte, tea, chai, or iced/cold coffees.
- The average price for an espresso-based drink is \$2.45.



See HOT TOPIC, page 17

Creating Excitement at Your Coffee Counter

Did you know that your coffee counter can be the most exciting and the most profitable program in your store?

Consumer interest in coffee is growing, with many coffee drinkers expecting to find a great cup of coffee and an excellent coffee selection at their local convenience store. In fact, a recently released National Coffee Association Coffee Drink Study states that more than 55 percent of Americans regularly drink coffee, and nearly two out of three cups of coffee they drink are consumed away from home.

Are you realizing your share of this business in your store? Designing an exciting coffee counter will keep new or returning customers interested when they first enter your store and keep your regulars coming back for more. Two things are true when designing a coffee counter: (1) consumers like a great cup of coffee, and (2) consumers love a great cup of coffee. The components of an exciting coffee program include:

- **An appealing merchandising point of sale sign.** Your point of sale should begin to connect with your customers outside of the store and communicate that they have a great cup of coffee waiting for them at the counter.
- **A comprehensive coffee counter set with indoor plants that are fresh looking, bright, and "sells" your store to the consumer.** The counter set should be easily visible the moment the customer walks through the door and draw the customer to the coffee counter. Complete the entrance with an invitation to return. Have available loyalty programs such as punch cards for free cups and travel mugs.
- **A balanced selection of great tasting coffees.** Today offering only regular and decaf coffee does not provide a complete program. Make available a dark roasted, heavier and more robust coffee for the growing consumer segment wanting richer coffee in the cup.

Most importantly, be aware of your total coffee profits! The profit on sales of one half-gallon brew or one pot is normally \$3.00 per pot. The net profitability of coffee by far exceeds the incremental cost to put great coffee on your counter to attract repeat customers.

By improving your sales by only four pots per day (\$12 revenue per day), you will add annual net revenues per store more than \$5,000.00!

The AFPD coffee program features New England Coffee business since 1916, New England Coffee is a family owned roaster of great-tasting Arabica coffees and offers a wide selection. Even better, New England Coffee offers one free month of coffee per year to AFPD participants in the program. For information contact Don Kunkel by phone at 290-6608 or via email at don@consolidatedservicesgroup.

—Jeff Gehman, vice president

Consolidated Services Group, New England

Hot Topic

Continued from page 16

The average price for brewed coffee is \$1.38.

The average hot-beverage to-go cup is 9 ounces.

65 percent of all hot beverages are consumed during breakfast hours, 30 percent between meals, and 5 percent with the remaining meals.

According to recent CSP

report titled "Full

Steam Ahead,"

hot-beverage

retailers and c-stores

are advised to pay

attention to current trends in

Generation Y demographic (those born between 1976 and 1994). This 20-million strong consumer group is described as interested in organic; preferring complex, layered flavors; and tending toward products made with social responsibility. In short, hot beverage retailers are missing a great opportunity if they don't cater to this group. According to the National Coffee Association, a whopping 89 percent of those age 18 to 39 prefer to drink their coffee away from home.

The Ultimate Hot Beverage Bar

Convenience stores are not the only businesses finding advantage in America's coffee affair with hot, flavorful drinks. According to

supermarket guru Phil

Lempert, smart grocers are finding

creative ways to use hot beverages

to increase trip frequency, prolong

visits, become a promotional lever, and

multiply the impact of the hottest-selling brands on their store shelves.

"The Ultimate Coffee Bar," as Lempert calls it, is a distinctive supermarket take on popular coffeehouses, though with three powerful advantages the others lack: (1) ample parking spaces, (2) a complete food environment that stimulates, and (3) the ability to fresh-brew multiple

brands (not just flavor varieties), which appeal to consumers that want to sample freely and change up their tastes sometimes.

Here are several steps from Lempert to

jumpstart your store's "Ultimate Coffee Bar":

- On an individual store basis, identify the six best-selling packaged coffee SKUs—they could be Dunkin'

Donuts Hazelnut, Starbucks French Roast, Maxwell House Regular, or any other brands. You could do the same thing with teas, ciders, chocolates, eggnogs, or other popular hot beverages.

- Brew these brands consistently. Also, build a 'first-to-market' excitement by sampling new varieties promoted and supported by the consumer packaged goods (CPG) brand. Study frequent shopper data to identify the favorite coffees of this key group, and brew these too.

- Analyze customers' market baskets to see what else they buy when they take home packaged coffees, teas, hot chocolates, eggnogs, etc.—and promote and serve these relevant items at your Ultimate Coffee Bar. Donuts, bagels and spreads could be just the start.

- Don't forget creamers, milks, and the latest sweeteners that health-driven customers want.

One more tip for both grocers and c-stores: 98.5 percent of coffee, tea, hot chocolate, etc. is water—so make sure you know how good your water is.

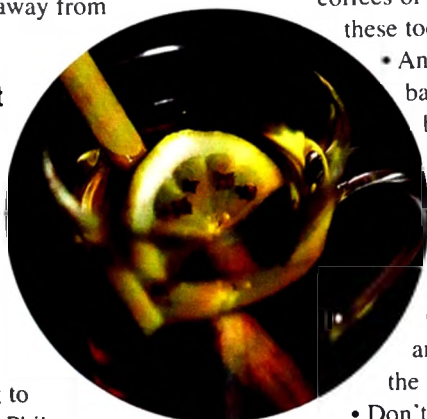
Get Them Thinking

As with any product, the best way to sell more is to provide consumers with ideas on how to use it. For example, create displays or include articles on your website, circular, or newsletter that describe the most popular hot drinks for wintertime, including:

- **Hot Toddy**—made with Darjeeling tea, whiskey, ginger wine, cloves and cinnamon.
- **Hot Tea Punch**—made with Ceylon tea, Amontillado cherry, rum, lemon, lime, and honey.
- **Café Brûlot**—made with strong black coffee, brown sugar, cloves, lemon peel, orange peel, cinnamon, vanilla, and brandy.
- **Spicy Cardamom**—a winter spice to add warmth and zest to mulled wines and hot winter punches. Also used to enhance the flavor of strong or bitter coffees and teas. Served with milk and honey.
- **Hot ciders**—add cranberry juice, pineapple juice, and cloves to elevate the taste of ordinary apple cider.

There are a variety of recipes for these drinks that can be found on the Internet. Take the time to research, taste test, and recommend creative hot beverage ideas for your customers. And don't forget to suggest the complementary food item(s) that will lead to the ultimate hot beverage experience for your customers—and increased sales for you.

Hot beverages represent excellent profit margins and good growth potential for grocers and c-stores—and the accompanying wines and liquors in many of the most popular specialty hot drinks represent opportunities for liquor stores. Take the time to research, market, and build displays that will introduce your customers to new ways to enjoy hot beverages this winter. ■■■■



New England Coffee: A History of Giving Back

New England Coffee is owned and operated by a third generation of the Kaloyanides and Dostou families and has been providing quality and service for more than 90 years. New England Coffee's belief in the highest standards of customer service and product quality has been passed on in the true tradition of family business.

In the early years, the company was located in a building at the corner of Milk and Broad Streets in Boston, where hand-roasted coffee was delivered by horse and wagon. New England Coffee's first truck was purchased in 1918, after which other family members started to join the business. In 1966, after outgrowing several homes in succession, the company finally settled into its present location at 100 Charles Street in Malden, Massachusetts.

Today, New England Coffee occupies five buildings and has dramatically expanded its manufacturing and packaging capabilities. While the company has grown to become New England's largest independent coffee roaster, its philosophy and goals are still the same: to buy and sell premium coffee and provide the best service possible.

Admittedly, New England Coffee says its methods are not cutting edge. In fact, they're antiquated by most people's standards, and the company has no plans to change that. It's the only way New England Coffee knows how to make sure that its customers always enjoy a consistently great cup of coffee.

Although very proud of its products and service, New England

NEW ENGLAND COFFEE

Family Coffee Roasters
Since 1916



Coffee President and Chief Operating Officer Jim Kaloyanides says the company values most its

history of giving back to the community. "We are firm believers in the philosophy 'Think Globally, Act Locally,'" he explains, "and over the years we've striven to adhere to this principle."

For example, each year for the past 16 years Kaloyanides and his colleagues have volunteered their time to put on a golf tournament that raises money for Rosie's Place and VNA Hospice Care. The proceeds from the event enable Rosie's Place to provide shelter, and job training for women in need, and for VNA

Hospice Care to continue to offer care and support to those with terminal illnesses.

In addition to these two admirable organizations, New England Coffee has vowed to support American troops overseas for as long as necessary. Each month, the company sends cases of coffee to military personnel stationed at Sather Air Force Base in Baghdad, Iraq. In addition, through the coordination of local volunteers, New England Coffee supports Holy Joe's Café, an informal coffee house where members of all military divisions seek respite and enjoy a cup of coffee.

"While the scope and the style of each of our charitable endeavors vary," says Kaloyanides, "one element remains the same: members from the New England Coffee family are always actively and passionately involved."



WANTED

THANKSGIVING TURKEYS



AFPD FOUNDATION ANNUAL MICHIGAN TURKEY DRIVE

**LOCAL CHARITIES DESPERATELY NEED OUR HELP AND TOGETHER WE CAN
MAKE A DIFFERENCE. TO DONATE, PLEASE COMPLETE THE FORM BELOW AND
SEND YOUR CONTRIBUTION TO AFPD FOUNDATION.**

Yes! I want to provide Thanksgiving dinner to needy Metro Detroit families.

Name _____

Business _____

Address _____

Phone _____

Email _____

Payment Method:

By check

Make check payable to:

AFPD Foundation

Send this form & check to:

AFPD, 30415 W. 13 Mile Road
Farmington Hills, MI 48334

By credit card

Circle one. MC Visa Card Number. _____

Expiration Date: _____ V-Code # (last 3 digits on back of card) _____



**All donations are
100% tax deductible.
Please see your tax
advisor for guidance
on your specific tax
situation.**

I will provide Thanksgiving turkeys for:

- | | |
|--|--|
| <input type="checkbox"/> 20 families at \$200 | <input type="checkbox"/> 250 families at \$2,500 |
| <input type="checkbox"/> 40 families at \$400 | <input type="checkbox"/> 500 families at \$5,000 |
| <input type="checkbox"/> 100 families at \$1,000 | <input type="checkbox"/> other |

Signature _____

Fax to AFPD at (866) 601-9610

How to Sell More Tea

Tea comes in more than 3,000 varieties. In fact, tea is the most commonly consumed beverage in the world after water.

When buying wholesale tea and products for your business, you may frequently run across industry-specific terms you might not be familiar with. Tea selling is easier, of course, if you fully understand these terms.

Tea terms may include descriptions for specialty teas, types of loose tea, regions in which tea is grown, flavors, and much more. Understanding tea terms will help you decipher the most commonly used tea-related jargon, focusing on tea-growing location, and tea flavor. When offering various teas in your store, consider the following:

1. Where a tea is grown can greatly affect its quality and flavor.
2. Using terms for describing a tea's flavor in your product displays can increase your tea sales.
3. Understanding terms tea distributors use may help you better understand the sort of tea you're buying.



Tea is the most commonly consumed beverage in the world after water.

Understand Tea Basics

The processing of the leaves determines the type of tea created. White tea is the least processed type of tea. Green tea doesn't oxidize; it's allowed to wither and dry naturally, preserving the green color. Oolong leaves oxidize the shortest amount of time and black leaves oxidize the longest of the tea leaves.

Bear in mind that black tea, green tea, and oolong tea are all produced from the same plant (the tea plant, *Camellia sinensis*). However, each is oxidized (or fermented) differently. Black tea is

fully oxidized, oolong tea is semi-oxidized, and green tea is un-oxidized.

Tea distributors may focus on a specific type of tea, a specific region where leaves grow, or a specific grade of leaves. Herbal tea companies generally focus on tea infused with herbs. International importers focus on types of loose tea or sell tea for a China or Japan tea manufacturer. Increase your markup and profit with unique and tasty teas that consumers can't buy from Target or Wal-Mart. Before you begin selling tea:

1. Look for companies that sell tea products wholesale.
2. Request samples of tea before placing a large opening order.
3. Find a company with a satisfaction or freshness guarantee.

Understanding Tea Terms

- **Assam** is the world's largest black tea production region, located in Northern India. Assam teas are known for their pungent, malty qualities. They stand up to milk and sugar.
- **Darjeeling** is a tea-growing region of India that produces the "champagne" of teas. Nestled in foothills of the Himalayas, the volatile weather 6,000 ft above sea level can produce up to 161 inches of rain during monsoon season. Hot days and cool nights during the growing season yield a glorious tea.
- **Orthodox** is an old-world term used to describe tea processed by hand and with great care. Some of the great teas are still produced in this manner.
- **Rolling** means twisting the leaf, which bruises it, releasing enzymes that react to the air. This process is called oxidation. Twisted leaves make a better cup of tea by allowing the leaf to give up its essences slower, making the tea smoother and more flavorful.
- **Fermentation** is a process that applies mostly to oolong teas. The withered and rolled leaves are again laid out on a table and allowed to ferment for up to 36 hours. Oolongs for a lesser period, greens not at all. The longer the leaf ferments, the darker it becomes. This part of the processing alters the flavor of the tea.
- **Polyphenols** account for approximately 30% of the soluble matter in tea. Modern science has learned that these compounds are potent cancer fighters, antioxidants, stimulants, as well as anti-oxidants, making it one of the best things humans can put in their bodies.
- **Ceylon** is an island off the coast of India that produces superb teas. Currently known as Sri Lanka, it was known only for its coffee. In 1867, a Scotsman, James Taylor planted 19 acres of tea plant seed, and the rest is history.
- **China** has had a connection with tea well before the birth of Christ. There was a time when the Chinese had categorized more than 8,000 different types of tea. Today, Chinese tea is grown in 18 regions, the most of that being green tea. Chinese teas generally are sold by names that let the buyer know their origin and quality.

(Source: Plymouth Tea Co.)

la

Understand Tea Location

When buying tea products wholesale, your tea distributor should indicate where its teas are grown in the world. Some of these place names, however, are unfamiliar to those not intimate with tea terms. For example, Assam tea comes from northeastern India, Darjeeling from Darjeeling India and Nilgiri is from southern India. Ceylon and Nuwara Eliya are teas from Sri Lanka. Congou is a word used for northern China's whole leaf black tea. Formosa is a term used for describing tea grown in Taiwan.

For more information about tea terms related to tea-growing location, check out www.coffeeteawarehouse.com, which provides background information on teas from geographic areas such as China, Russia, India, and Africa. The United Kingdom Tea Council at www.tea.co.uk/tea-and-business also has an interactive map allowing you to see all the major producers of tea and learn about tea in those regions.



Understand Tea Taste

When selling tea, there are many useful terms used to describe the flavor. Take advantage of these terms to help your customers understand what sort of tea they are purchasing. For example, "autumnal" describes the taste of teas grown during the fall, "cream" describes the cloudiness you might observe as the tea cools (the best teas have a bright cream), and "thin" means the tea has been fermented inadequately.

Understand Health Benefits of Tea

Numerous studies have demonstrated the anti-cancer properties of antioxidant teas, based on a consumption of 2 to 4 cups a day. Other benefits include prevention of blood clotting and lower cholesterol levels. One Japanese study found that green tea lowers death rates from heart disease, although this claim has not been certified by the FDA.

In fact, tea ranks as high as or higher than many fruits and vegetables in the ORAC score, a score that measures antioxidant potential of plant-based foods. A cup of tea also contains only half as much caffeine as a cup of coffee, according to the American Dietetic Association. You can use this information to create an interesting display, educate your customers, and sell more tea. ■■■■

New Dairymens® Refreshing Iced Tea

- 3 Exciting New Tastes
- Brewed Sweet Tea
- Green Tea with Ginseng and Honey
- Tea Cooler: Half Tea/Half Lemonade
- Popular 64oz Size
- Naturally Flavored
- No High Fructose Corn Syrup



Order
TODAY
from:



Dairymens®

Dairymens Brewed Sweet Tea
UPC - 0-72804-00960-2

Dairymens Green Tea with Honey and Ginseng
UPC - 0-72804-00962-6

Dairymens Tea Cooler
UPC - 0-72804-00961-9

MICHIGAN ONLY



AFPD Member Exclusive!

AFPD/Pepsi Beverages Company Program



TO QUALIFY

AFPD members must have signed and are executing a 2010 CDA program; if you would like to sign up for a CDA, please contact the number or email below.

Crush/Mug Root Beer/Sierra Mist/Lipton Brisk Incentives

- **GROCERY STORES** - Incremental **\$0.25** per case above & beyond your pricing on all 2 liter bottles of Crush, Mug Root Beer, Sierra Mist & Lipton Brisk products and **\$0.50** per case on 20 oz. Must place one full shelf (7skus) of 20 oz bottles and merchandise a minimum of 25 case display/rack (suggested retail price for 20 oz. is \$0.99 each).
- **ALL OTHER RETAILERS** - Incremental **\$0.25** per case above & beyond your pricing on all 2 liter bottles of Crush, Mug Root Beer, Sierra Mist & Lipton Brisk products and **\$0.50** per case on 20 oz. Must place one full shelf (7skus) of 20 oz bottles and merchandise a minimum of 5 case display/rack (suggested retail price for 20 oz. is \$0.99 each).

Equipment Fund Per Year

- **Grocery Stores** - \$250 placement fee for incremental one door checklane cooler.
- **All other retailers** - \$250 placement fee for incremental one door cooler within 8 feet of front register.
- No limit on the number of coolers; subject to pre-qualification by a Pepsi Beverages Representative.
- Rebate checks to be sent out every quarter by AFPD.



To sign up for this AFPD Exclusive Pepsi Program, please call 1-888-560-2616 and leave your name, your store name, address and telephone number. You can also email your interest in joining this program to Aarabo@AFPDonline.org.

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!

Krispy Krunchy-Lipari Form Partnership after AFD Trade Show

most retailers know, one key to success is to be in the right place at the right time. That was certainly true for Anna Crawford when she attended PD's 26th Annual Food & Petroleum Trade Show in April and met Scott

Berman, vice president of category management at Lipari Foods.

Crawford is the marketing partner for Krispy Krunchy Chicken in Michigan and parts of Ohio. Affectionately known as KK, this small Louisiana company—

with a product that Crawford says "is so good it sells itself"—decided just three years ago to go national. Today, there are locations in 25 states, mostly in c-stores: Michigan has 15 locations, with two more just opened in September.

Although Krispy Krunchy looks like a franchise to customers—and trains and supports its retailers like a franchise—

there are no royalties or franchise fees. Finding an effective distribution network is critical, and Lipari foods matched that requirement perfectly. Krispy Krunchy executives visited Lipari's state-of-the-art facilities, were impressed by Lipari's can-do attitude, and a partnership was born.

Be sure not to miss your chance to be in the right place at the right time. Make plans now to attend AFPD's annual Food & Petroleum Trade Show in either Michigan or Ohio next April. Check it all out on www.AFPDonline.org. ■■■

(Editor's note: For more on Lipari Foods, read their Supplier Spotlight in June 2010's AFPD Bottom Line. Stay tuned for a spotlight on Krispy Krunchy's business model in an upcoming issue, or visit www.krispykrunchy.com.)



Chryn Williams (left) and Donna Crawford shared Krispy Krunchy chicken with AFD members at a recent AFD trade show.

Edy's Grand Ice Cream Gives Consumers What They Want.



To inquire about our rebate program for AFPD members in Michigan or Ohio, call Mike Pecoraro at Edy's Ice Cream at 1-800-328-3397, Ext. 14001, or Auday Arabo at the AFPD office at 1-800-666-6233.

CHDIP, Inc. All other trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland.

The Seven Faces

of Mealtime Decisions

By Michael Sansolo

Supermarket retailers don't have to look too far to find a potential silver lining in all the current economic challenges. Virtually every consumer article on budget-stretching strategies highlights the incredible savings gained by moving meals back home.

Whether it comes to breakfast, lunch, or dinner, any shift in shopper behavior would translate into strong gains in sales, profits and long-term relations with customers. Yet the benefits offered by the economic conditions can be undone if retailers don't understand the complex decisions shoppers go through in planning and cooking each meal every day of the week.

Eating In: Growing Sales by Helping Customers Eat Home More, the newest study from the Coca-Cola Retailing Research Council (CCRRC), provides significant details on the sales benefits involved in winning back each meal occasion, examines the challenges and opportunities at each occasion, and outlines creative strategies retailers can use to best position themselves.

But what might be most useful is how the NPD Group, the recognized expert in shopper and mealtime behavior that conducted the study, characterized key shopper traits that help explain how decisions are made. By understanding and marketing to these need states, a retailer can better serve and satisfy key shopping trips. The seven "faces" of mealtime decision include:



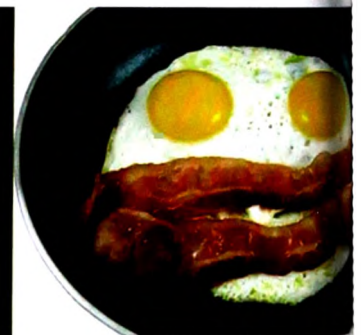
1. Last Minute No Brainers. More than 20 percent of the time, shoppers find themselves thinking this way. It's all about getting dinner on the table quickly, so this is the perfect opportunity to market meals that are

easy to make, eat, and clean up. Keep in mind that for

most dinner occasions, more time is spent in preparation and clean up than on eating. Emphasize easy meals as shoppers find themselves looking for these quick solutions more than any other mealtime option.

2. Thrifty Repeats.

This mealtime option is about using what's in the home already. Retailers can play up the low-cost per servings of supermarket meals and the many different



ways foods can be used as leftovers.

3. Tasty Creations.

This is a very different dinner time, when shoppers want to try something new and exciting. Merchandise new recipes, new products, and new

tastes. Keep in mind; shoppers are in this mood about once a week, so seize this opportunity.

4. Nourishing Fare.

Americans know they need to eat healthier but sometimes don't know how to make the right decisions. When thinking along these



even Faces



lines, shoppers appreciate recipes and products that offer healthy choices.

5. Kids' Delights. For younger families, finding foods that kids enjoy is always an issue. Offer recipes and ideas that meet this need, while also featuring sale prices and health benefits. And consider competition to let local

moms share and compare recipes.

6. Family Entertaining. Although this isn't one of the most common mealtime drivers, it's incredibly important.

Emphasize the importance of family meals and feature recipes that can let



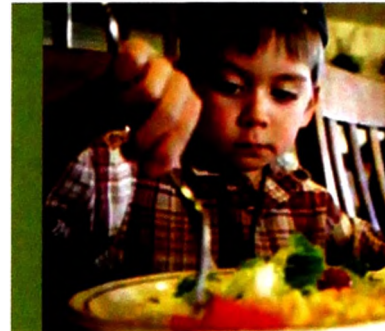
everyone get involved in the process. These special mealtimes can help build interest in more regular occasions.

7. Hearty Fuel.

Although this is the least cited mealtime experience—less than 10 percent of the time—it, too, has sales potential. Emphasize comfort foods and dishes like casseroles that could

feed the more common need for Thrifty Repeats.

Understanding these different mealtime needs can help retailers better align with shoppers. Remember, the sales gains of winning back just a few meals each week can result in major gains in sales and customer loyalty. ■■■■



Michael Sansolo is research director of the Coca-Cola Retailing Research Council.

Previously, he was senior vice president of education, research, and industry relations at FMI. The Eating In study is available free of charge at www.ccrcc.org.

Stability Matters!

Associated Food & Petroleum Dealers, Inc. (AFPD) partners with CareWorks Consultants Inc. (CCI) because CCI delivers the most significant cost savings to our members. CareWorks Consultants, the leading third party administrator (TPA) in Ohio, is the only Ohio owned and operated TPA among the industry leading TPAs servicing Ohio employers. This equates to long-term stability for our workers' compensation program participants.

CareWorks Consultants integrates workers' compensation safety prevention and risk control with aggressive claims management to provide a sizeable return on investment. We strive to exceed customer expectations and reduce the impact of workers' compensation costs. As a result of delivering best-in-class service to our customers, CareWorks Consultants is proud to maintain one of the highest client retention rates in the industry.

The CareWorks Consultants Difference

Stability

- CCI, Ohio-owned and operated, is the leading third party administrator in Ohio serving over 31,000 Ohio employers.

Service

- CCI has consistently maintained a 97% client retention rate—one of the highest in the industry

Return on Investment

- In 2009, for every dollar spent on fees, CCI's clients saved \$9.00—a 900% return on investment.

Comprehensive Services

- Claims Management Services
- Hearing Representation

AFPD members are offered the highest possible savings, depending on eligibility. Even if you don't qualify for group rating, CareWorks Consultants can assist you in determining the best possible BWC

premium discount program.

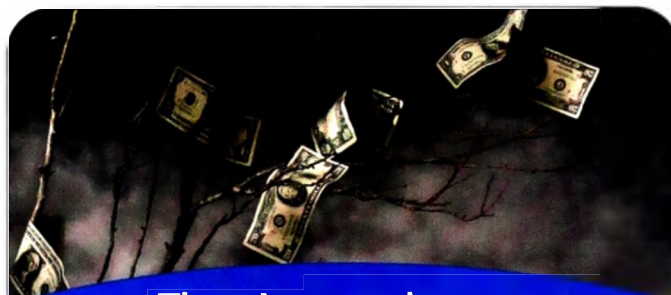
CareWorks Consultants' comprehensive analysis maximizes our members' potential BWC savings, helping you understand and decide which BWC program will help lower your costs the most.

Find out for yourself why organizations choose and remain with CCI!

To apply, go to:

www.careworksconsultants.com/groupratingapplication/afpd.

Please contact Katie Cassidy with CCI at 800.837.3200, ext. 7188 or email katie.cassidy@ccitpa.com with any questions.



There's never been a more important time for businesses to lower costs.

Qualify for the Associated Food & Petroleum Dealers' (AFPD's) Group Rating Program and save up to BWC's maximum discount on your workers' compensation premium.

As program administrator, CareWorks Consultants offers multiple tiers of savings, up to BWC's maximum available discount, so employers with varying experience can lower their Ohio premium. For a no-cost, no-obligation analysis of your potential savings, visit our online form at www.careworksconsultants.com/groupratingapplication/AFPD. Or, learn more by talking with CareWorks Consultants' Katie Cassidy, toll-free, at 1-800-837-3200, Ext. 7188 or via email to katie.cassidy@ccitpa.com.



CareWorks Consultants Inc.

1-800-837-3200

www.careworksconsultants.com

© 2010 CareWorks Consultants, Inc.

Two-Hour Safety Training 2010 Policy Year

CareWorks Consultants, Inc. (CCI) and our safety partner, RiskControl360°, are offering a menu of options during the 2010 policy year for our clients to meet their two-hour safety training requirement.

Employers participating in a 2010 group rating or group retrospective plan who had a workers' compensation claim within the past two years will need to complete two hours of mandatory safety training during the 2010 policy year (ending June 30, 2011). This requirement, adopted by the Ohio Bureau of Workers' Compensation (BWC), applies to any claim - regardless of size or severity - with a date of injury between January 1, 2008 and December 31, 2009.

Online Training

For ultimate convenience, employers may take online training any day of the week, any time of day through our online training options. Simply log onto www.riskcontrol360.com to view a full list of courses offered.

Webinars

CareWorks Consultants and RiskControl360° will host web-based training courses. Participation in a webinar fulfills the two-hour requirement. The cost to participate is \$40. Industry-specific training topics will be offered on the following dates and times.

Manufacturing	Construction	Commercial & Service	General
Lockout/Tagout	Hand/Power Tool Safety Personal Protective Equipment	Slips, Trips & Falls Safety Programs for High-Turnover Businesses	Employee Involvement & Safety Recognition General Office Safety
September 9, 2010 9:00 a.m. - 11:00 a.m. October 5, 2010 2:00 p.m. - 4:00 p.m. November 3, 2010 9:00 a.m. - 11:00 a.m. December 6, 2010 2:00 p.m. - 4:00 p.m.	September 20, 2010 2:00 p.m. - 4:00 p.m. October 14, 2010 9:00 a.m. - 11:00 a.m. November 23, 2010 2:00 p.m. - 4:00 p.m. December 14, 2010 9:00 a.m. - 11:00 a.m.	September 14, 2010 2:00 p.m. - 4:00 p.m. October 20, 2010 2:00 p.m. - 4:00 p.m. November 15, 2010 9:00 a.m. - 11:00 a.m. December 16, 2010 9:00 a.m. - 11:00 a.m.	September 28, 2010 9:00 a.m. - 11:00 a.m. October 28, 2010 9:00 a.m. - 11:00 a.m. November 8, 2010 2:00 p.m. - 4:00 p.m. December 8, 2010 2:00 p.m. - 4:00 p.m.

Webinar Registration

Email twohourtraining@ccitpa.com to register for a CareWorks Consultants/RiskControl360° webinar. Be sure to include your company name, BWC policy number and webinar date for participation.

BWC Safety Training

BWC also offers training classes that meet the two-hour training requirement. For more information on BWC safety training options, contact the BWC Division of Safety & Hygiene at www.ohiobwc.com/employer/programs/safety/SandHEducation.asp. If you attend a BWC course, you are required to submit proof of attendance to CareWorks Consultants. Please either email a certificate of completion to twohourtraining@ccitpa.com or fax to (614) 495-5200. Be sure to include your company name and BWC policy number within the email or fax.

Questions?

Please contact CareWorks Consultants, toll-free, at 1-800-837-3200 with any questions.

Appreciate Customers—Individually

The Kado stores in the Detroit area have thrived on detailed customer attention and flexible, market-savvy hours of operation.

Beverly Sturtevant

It's the little things that count, especially when these are big things in a customer's eyes. "That's what you learn when you grow up in a family business and see how hard your parents work," says Jason Kado, who credits his parents, Andrew and Linda, with teaching him the value of a loyal customer.

With the help of his wife, Kristina, marketing manager, and sister, Mary, bookkeeper, Kado operates Tunnel Liquor (dba Andy's Convenience Store) in the heart of downtown Detroit's Midtown Renaissance Center. "We are in a unique area," he says, "on the Detroit International Riverfront, among a series of parks, venues, hotels, residential high-rises, retail shops, and restaurants. The community is vibrant and beautiful, with amazing events like the Detroit-Windsor International Freedom Festival and Jazz Festival that bring traffic to the store."

The family has operated a downtown Detroit business since the 1970s and has been in its current location at Randolph and Jefferson since 1986. The business includes full liquor, A-Z convenience store items, and a drug store, plus catering and delivery to seniors and the handicapped. Kado joined the business after college in 2003 with a goal of incorporating whatever changes were needed to meet the challenges of a downtown business and, more recently, the recession. The layoffs of city employees and the loss of downtown convention traffic have affected the store, but Kado says they are determined to "just keep doing new things."

"People want to spend more, and lately, there are small, positive signs," he says. "More families are visiting local attractions and restaurants, including a stop at our store."



Jason Kado and Free Smile Manager Zachary Kado.

Long-Time Members

The Kado family has valued its association membership from the very beginning—first in AFD, then AFPD. When Jason Kado was younger, he remembers reading the association's newsletters and seeing relatives and family members' names and photos in print. "It's hard to choose a favorite AFPD program because all are so good," Kado states, "but I love the annual Turkey Drive. It's a way to give back, show people somebody cares, that there's hope out there. That's what AFPD is all about – helping whenever we can."

Detailed Customer Service

Because they are small and family-owned, the Tunnel Liquor staff has the freedom to support a customer's needs. That means they are willing to order a product regardless of whether an item might be profitable. In addition, they open at 6:30 a.m. for convention goers and stay open until midnight or "as late as it takes" for an event to end or a special community need to be met.

For example, for the last three years, circus performers have insisted on staying at the Marriott Courtyard next door because they know the store will be open especially for them when their nightly practice lets out at 10:00 p.m., sometimes midnight, or even 1:00 a.m. as opening day approaches. "People have options of where to spend their money," Kado says, "and we want them to choose us. So everyone on our staff welcomes them, listens to them, and thanks them for coming." The key is to love and appreciate customers and take an interest in them as individuals, he adds.

Kado sees the store as an ambassador to visitors and residents. "Because of our customer service, it's not about pricing—people will come in to buy whatever we're selling," he says, "so it pays to have our finger on the pulse of what's happening downtown."

Recently, Kado was recognized for his business success by Crain's Detroit Business as member of the "2010 Class of 20 in Their 20s." Now in its fifth year, Crain's 20s program highlights young professionals who are proof that smart young people are working to counter the region's "brain drain." This year, Crain's received more than 300 nominees, and Kado was chosen after several months of evaluation.

In the future, Kado sees himself joining a team to attract more tourists and local visitors to the area, or perhaps creating a tourist council to carry the transition of downtown Detroit to a new level.

"It takes a lot of hard work and dedication, but I chose a career I truly enjoy," he says. ■■■■

Beverly Sturtevant is assistant editor for AFPD's Bottom Line.

Swipe Reform Law Saves Retailers *Big Money*



Retail groups praised Congress for passing and President Barack Obama for signing into law the Wall Street Reform & Consumer Protection Act (H.R. 4173, also known as the Dodd-Frank Wall Street Reform Act of 2010),

which includes a provision to reform credit-card and debit-card interchange fees.

The bill includes an amendment that would require the Federal Reserve to set regulations resulting in "reasonable and proportional" swipe fees for debit cards.

The Federal Reserve would be required to consider

banks' actual costs for processing the transactions and the fact that paper checks drawn on the same accounts are paid at face value. The amendment would also bar the card industry from interfering with merchants who offer a discount or other benefit to customers who pay by cash, check or debit card

rather than credit cards, and would allow merchants to set minimum purchase amounts of up to \$10 for credit cards.

The law, named after its principal authors, Senator Christopher Dodd (D-Conn.) and Representative Barney Frank (D-Mass.), gives the government new authority to deal with failing financial firms that may threaten the entire system, imposes new rules on derivatives markets, and creates a consumer-protection agency at the Federal Reserve to monitor everything from home loans to credit cards, said a Bloomberg report.

The retail industry claimed a huge victory on the interchange-fee issue after a long, hard, high-profile battle with bank credit issuers, but vowed to keep pressure on as regulators draft the details of how and to what extent the reforms will be implemented. Treasury Department and other officials now begin writing the regulations that will give the framework for enforcing the law, a process that may take a year.

National Association of Convenience Stores (NACS) president and CEO Hank Armour said, "This legislation

represents a huge accomplishment that we could not have achieved without the significant response of NACS members to our grassroots calls to action. Our Interchange Fee Reform Petition Drive gathered more than 5.4 million signatures demanding that Congress take action to reform the interchange system, making it the largest petition drive on a legislative issue in U.S. history. Further, the thousands of person-to-person calls and meetings by our members with their elected representatives as well as the letters that many of them wrote were vital in communicating the facts supporting our initiative and the passion constituents had for the issue."



He added, "The war on interchange fees is far from over. We must engage with the Federal Reserve over the next nine months to ensure that appropriate standards are issued, and we must continue our battle to reduce interchange fees on credit-card transactions."

The Merchants Payments Coalition

(MPC) said, "This historic legislation...represents a huge win for American small businesses who have been fighting for fairness and transparency in credit- and debit-card swipe fees."

Similarly, the National Retail Federation (NRF) said it welcomed the signing of financial reform legislation that includes landmark provisions to control the \$48 billion in swipe fees paid by retailers and their customers each year, and urged regulators to follow Congress' intent of achieving major reductions in the fees.

Leslie G. Sarasin, president and CEO of the Food Marketing Institute (FMI), said, "Retailers and their customers are the winners. Consumers have been paying more than \$50 billion a year in hidden swipe fees to credit card companies and banks every time they swipe their credit or debit card. We applaud the President for signing this law to bring fairness and transparency to these fees." ■■■■

(Reprinted with permission from CSP Daily News at www.cspnet.com)

Let's talk coffee.



NEW ENGLAND COFFEE

Family Coffee Roasters Since 1916

FOR MORE INFORMATION, CONTACT: Don Kunkel
at don@consolidatedservicesgroup.com • 800.724.1125 or 320.290.6608

WWW.NEWENGLANDCOFFEE.COM



M. Scott BOWEN

Michigan Lottery Commissioner

Retailers: Begin Cross-Selling!

The Lottery is pleased to announce the expansion of the network selling traditional and Club Games products.

On October 5, your game lineup will be increased; in addition to selling traditional and instant games, you can also offer players the popular Club Keno. This will equate to added sales and commissions.

The week of September 20, you should have received play slips and "How to Play" brochures for Club Keno. A banner announcing the addition of Club Keno to your game lineup should also have been sent, and it should be displayed in a prominent location. Be sure to talk it up with your regular players. Word of mouth is the most inexpensive form of advertising.

"Make Me Rich!"

The fourth installment of the "Make Me Rich!" game show aired on October 1 and was a huge success. During the half-hour game show, \$5 million in prize money was given away. Players earned the chance to appear in the October episode of "Make Me Rich!" by playing a variety of instant tickets from the Michigan Lottery, including the \$10 Million Dollar Mega Play, the current \$20 games, and the Money Match tickets.

Here are some eligible game highlights.

- **\$20 Instant Games.** Players who claimed a \$1,000 prize from Casino Royale™, Lucky Game Book™ \$2,000,000 Diamond Dazzler™ Big Money Spectacular™ \$2,000,000 Club™, or \$2,000,000 Jackpot were automatically entered into a drawing to become a finalist. On August 4, five finalists were selected to appear on the game show, where one lucky finalist walked away with \$2,000,000.
- **Million Dollar Mega Play.** Players who claimed a \$1,000 prize from Million Dollar Mega Play™ (game #322) were automatically entered into the finalist drawing on August 4. During the drawing, three finalists were selected to appear on the game show for a chance to win \$1,000,000. That prize was awarded to one lucky player during the show.
- **Money Match.** Players could submit \$20 worth of non-winning Money Match tickets on the Lottery's Player's Club website, www.michiganlottery.com. Throughout the summer, three finalists were selected from the entries for a chance to appear on the October 1 show and win \$1,000,000, which like the Million Dollar Mega Play prize, was awarded on "Make Me Rich!"

- **Instant Replay.** Players entered \$20 worth of non-winning instant tickets on the Lottery's Player's Club website, www.michiganlottery.com since December for a chance to be selected as a finalist. Three finalists were selected to appear on the game show with one lucky player walking away with \$1,000,000.

Our retailers played a large part in making the "Make Me Rich!" program a huge success.

New Instant Tickets

New instant tickets scheduled to go on sale October 11 include *Wizard of Oz*™ (\$2), *Michigan Heroes*™ (\$2), *4 The Money*™ (\$5), and *Tax Free Winning*™ \$20.

Last year, the Michigan Lottery put out the call to proud parents, friends, and family of servicemen and women to send in a photo and short story for the chance to be featured on a Michigan Lottery instant ticket. In March, ten photos were selected for use on the Michigan Heroes instant ticket. The selected men and women admirably served in conflicts dating back to World War II and Korea. The Michigan Lottery is proud to honor these heroic men and women with the Michigan Heroes instant ticket.

Instant Tickets Set to Expire

Instant tickets set to expire in October include *IG 257 Tripling Red Hot Cashword*™ (\$5) on October 12; *IG 258 Cinema Cash*™ (\$2) on October 13; and *IG 269 S'more Cash*™ (\$1) and *IG 271 \$500s Fury*™ (\$2) on October 27. Be sure to tell your customers about the expiration date so any prizes they may win on the ticket can be claimed before it becomes invalid. ■■■■

Red Hot Raffle Winners

Congratulations to the retailers who sold top \$100,000 prizes in the recent Red Hot Raffle drawing! Retailers who sold the winning tickets will receive a \$2,000 commission. The winning tickets were sold at:

Abie's Bar, Eaton Rapids
7-Eleven #29521, Sterling Heights
Northwestern Shell, Farmington Hills
7-Eleven #33438, Sterling Heights
7-Eleven #15873, Farmington Hills

Speedway #5495, Roseville
Borchardt Bros Market, Blissfield
Bridge Lake Market, Clarkston
Meijer #145, Fraser
Meijer #46, Brighton



AFPD Member Exclusive!



MIST on Demand Mobile Surveillance Program

Turns your mobile phone into a monitoring device!

- Streaming real-time security camera video to mobile devices.
- Remote surveillance of areas of concern such as parking areas, multiple locations, cash registers and/or inventory.
- You do not have to change your current camera (CCTV) system.
- Special unit pricing for AFPD members is \$985 for the first unit & \$600 for each additional unit.
- Outright purchase includes a 1 year software license and warranty of hardware. Requires purchase of annual license and maintenance fee for 2 years and beyond which costs \$250.
- 24 month lease contract is also available.
- All pricing includes installation.
- Each system is limited to a maximum of 4 PDAs.



*To sign up for this program today,
call David E. LaGrande at
(313) 974-6768 ext. 237 or email him at
dlaGrande@securecomtechnology.com.*

***Be sure to let him know you are an
AFPD Member!***

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!

Retail Tobacco Violations—and Potential Penalties

All tobacco retailers should familiarize themselves with FDA's Guidance contents to avoid being penalized by FDA and to have a working knowledge of how violations are dealt with.

In early September, the Food and Drug Administration (FDA) issued draft guidance for tobacco retailers on civil money penalties and no-tobacco-sale orders for violations of the Family Smoking Prevention and Tobacco Control Act.

The draft guidance addresses the following five issues:

1. How does the FDA identify violations?

FDA inspections may be conducted by FDA employees or employees of other federal or state departments or agencies. It is FDA's intention to enter into agreements with the states so that the latter are primarily responsible for compliance monitoring.

2. Does the presentation of a false government issued ID constitute a violation if the retailer relied on good-faith? No,

provided the retailer has taken effective steps to prevent such violations, including:

- Adopting and enforcing a written policy against sales to minors;
- Informing employees of all applicable laws;
- Establishing disciplinary sanctions for employee noncompliance; and
- Requiring employees to verify age via photographic identification or an electronic scanning device.

3. In what cases will the FDA seek monetary penalties and no-sale orders? FDA will

issue warning letters describing alleged violations (though such warning letters are not mandated by law) before initiating more serious enforcement action. These letters will be followed up by an FDA compliance check of the retailer receiving the letter without further notice. If the FDA discovers violation(s), it will seek civil money penalties. If there have been "repeated violations" (defined as five violations of a particular requirement subsequent to the first violation of a particular requirement within a three-year span), the FDA might seek a no-tobacco-sale order.

4. What amounts of monetary penalties can

be assessed? There are two schedules of maximum penalties for violations—a lenient one for retailers with an approved training program and a harsher one for retailers that do not have an approved training program. Because the FDA has not issued regulations

governing approved training programs, it will impose the more lenient penalties now:

- In the case of the first violation, \$500, with the issuance of a warning letter.
- In the case of a second violation within a 12-month period, \$250.
- In the case of a third violation within a 24-month period, \$500.
- In the case of a fourth violation within a 24-month period, \$2,000.
- In the case of a fifth violation within a 36-month period, \$5,000.
- In the case of a sixth or subsequent violation within a 48-month period, \$10,000.

As a general matter, penalties are "limited" to \$15,000 for each violation and \$1,000,000 for all violations in a single proceeding. In determining the penalty, the FDA will include the nature and gravity of the violation(s); the ability of the violator to pay; the effect the penalty will have on the violator's ability to continue to do business; and any history of prior violations.

5. What will be the procedure FDA follow if seeking penalties? First, FDA is required by law to provide notice to a retailer of all previous violations identified by FDA. After being notified, retailers will have two options:

- **No-Contest.** Pay the full amount of the penalty sought and/or accept the no-tobacco-sale order.
- **Contest.** File an answer and contest some or all of FDA's allegations.

If a retailer chooses to contest the matter, it must file an answer with the FDA within 21 days and admit or deny each allegation, and include any defenses to the action and the reasons why the penalty should be less severe. A hearing will then be scheduled, prior to which the retailer and FDA may engage in informal discussions regarding the penalties and possibly agree on a settlement.

Once finalized, the draft guidance will represent FDA's "current thinking" on civil money penalties and no-tobacco-sale orders for tobacco retailers. ■■■■

(Editor's note: Also refer to the AFPD website at www.afpdonline.org for information about tobacco retailing rules and regulations.)



**Kathleen
BURKE**
Ohio Lottery Commissioner

Heads Up On Holiday Games

Last month, the Ohio Lottery and the Auditor of State closed out more than 10 months of working together on a performance audit of the Lottery. Now that the audit has achieved finality, we at the Ohio Lottery are very pleased and proud of the results.

The Auditor found the Ohio Lottery's performance and management practices to be consistent with other U.S. lotteries. We appreciate the Auditor's conclusion that the Ohio Lottery is performing well and that the agency is meeting or exceeding its budget obligation to Ohio schools.

The auditor's report contained a citation of notable accomplishments, among them last summer's gaming system conversion, the Lottery's process of evaluating its vendor contracts, and a high rate of employee engagement in the agency's mission.

While Lottery profits increased this past year by \$26.3 million, the auditor did make several commendations for additional efficiencies – including the creation

of an overall strategic plan, which the Lottery had already begun during the audit period – and the suggestion of turning the organization into a quasi-public corporation, which would require legislative approval.

Now that fall is upon us, we are looking ahead to the winter holiday sales season. To help with retailers' seasonal planning, here's a sneak peek into our fun and festive selection of holiday games, expected to reach retailer shelves in the next few months. In the instant ticket arena, we are planning \$20 Maximum Millions and \$5 Snowflake Cashword early in November. Then, later in the month, we'll offer four more instants: *Cashing Through the Snow* (\$1); *Holiday Gifts* (\$2); *Silver and Gold* (\$5); and *Winter Riches* (\$10).

We encourage customers who are so inclined to start planning their gift shopping even now. For instant games in particular, retailers typically see their highest monthly sales during the month of December.

We've already had a strong start to the new fiscal year (FY11), which

began July 1. Sales of \$201.4 million in July marked the strongest July performance on record. Instant game sales reached \$113.1 million the same month, making it the second-highest July in Ohio Lottery history. We followed that up with an August instant ticket sales record of \$113.8 million. Our total sales of \$203.72 million for August ranked as the third-highest month in Ohio Lottery history.

With proper product placement, we hope to keep sales and the confidence of our customers strong in the months ahead.

Currently, we're preparing for an important game change. As part of the agreement to cross-sell *Powerball* and *Mega Millions* among U.S. lotteries, the Ohio Lottery will soon replace *KICKER* with *Megaplier*, a multiplier option for *Mega Millions* players, similar to *Powerball's* *Power Play*. The change is expected to take place in early 2011. We will be sharing more about that change in upcoming months.

Hope your summer has been great! Here's to a successful fall. ■■■■



DTE Energy



**Spartan
Stores**



**Special Thanks to 2010 Diamond
Anniversary Year Sponsors**



Ernie DAVIS

Acting Superintendent, Ohio Division of Liquor Control

Ohio Liquor Control

How Well Do You Know Your Permits?

During the summer and fall seasons, activities such as tailgate parties, outdoor festivals, fund raisers, and other charitable events become more and more numerous. With the increase in these kinds of activities comes a corresponding rise in the number of temporary liquor permits issued by the Division of Liquor Control. Organizations seeking a temporary permit, as well as all "regular" permit holders, should be aware of the requirements for obtaining such permits and understand the responsibilities and restrictions placed on permit holders.

The most common class of temporary permit issued is the F permit. An F permit allows the sale of beer on premises until 1:00 am for a period not to exceed five days.

It can be issued to an association of 10 or more persons, a labor union, an employer, 10 or more persons sponsoring an employee function, or a charitable organization. An applicant for an F permit must list the specific purpose for the permit and where the proceeds from the functions will go. No more than two F permits can be issued to the same applicant in any 30-day period. It is important for all temporary permit holders to understand that proceeds from sales at their events cannot be for the profit or gain of any individual.

The F-2 permit, the second most common type of temporary permit issued by the Division, allows the sale of beer and intoxicating liquor on premises until 1:00 a.m. for a period of 48 consecutive hours. It can be issued only to a not-for-profit association or corporation that is operated for a charitable, cultural, fraternal, or educational purpose. No more than two F-2 permits can be issued to the same applicant in a calendar year.

The F-2 permit may be issued jointly to a not-for-profit organization and a holder of a D-3, D-4 or D-5 permit so that the D class permit holder can conduct sales at the event. Also, an F-2 permit may be issued to a nonprofit organization at the same address of a permanent permit holder, so long as the permanent permit holder suspends its privileges for that portion of the premises on which and during which the F-2 permit is in effect.

Permanent permit holders can allow an F or F-2 permit holder to conduct temporary events in their parking lots provided the boundaries for the temporary permit are

clearly defined. However, permit holders should be aware that they cannot sell beer or intoxicating liquor to a temporary permit holder. Holders of F or F-2 permits must purchase all alcoholic beverage products from a licensed manufacturer or wholesale distributor. Permanent permit holders must ensure that no alcoholic beverage products are carried from their premises onto the temporary permit premises or vice versa. Please note that the Division will not approve any temporary expansion of the defined permit premises covered by a permanent permit.

An exemption regarding what types of events require a temporary permit authorizes the sale of beer or intoxicating liquor at a private residence without a liquor permit if the event at the residence is for charitable, benevolent, or political purpose, and not more than 50 people are in attendance. Only five such events per year can be held at a specific residence. The Division will have no jurisdiction over those events.

Temporary permit holders must take their responsibilities as a liquor permit holder seriously and fully understand that violating Ohio liquor laws and administrative rules has serious consequences. The Division keeps close watch on the applications for temporary permits and often conducts compliance checks. Administrative citations may be issued for any violation by the temporary permit holder—and in some cases, the D permit holder as well—which could have an adverse effect on an organization's reputation and its ability to obtain temporary permits for future charitable events.

The best advice we can provide to those seeking a temporary permit is to follow the instructions carefully and complete each section of the application, including the appropriate dates, times, organization names, and signatures. Once your application is completed, please submit it to the Division well in advance of the date of the event (at least 30 days). More information regarding temporary permits and all applications are available on the Division's website at www.com.ohio.gov/liqr. If you have questions, the Division is a good resource for providing general guidance, but when faced with questions about compliance, permit holders should consult with private legal counsel on matters that concern the operation of their business or organization. ■■■

Virtually There

AFPD has partnered with MIST to bring members cost-effective, instant, real-time visual confirmation via smart phone that all is well when the owner or manager is away.

Carla Kalogeridis

MIST Innovations, Inc. has an affordable technology solution for any small retailer who has passed vacation for fear of leaving their store unsupervised. It helps owners monitor employees at the register, in stock room, and loading docks as — in fact, just about any place in any establishment where the owner wishes he had an extra pair of eyes. Perhaps most importantly, the technology is an innovative new way to help retailers boost productivity.

"We focus on the business productivity management tool of the technology," says Craig Capece, President and CEO of MIST Innovations. "The primary part is not what we lead with because the system is so much more than that."

The MIST acronym stands for Mobility, Information, Security, and Technology.

Founded in 2004, this developer of network monitoring devices and security products has recently formed a partnership program for AFPD members. It is marketing its flagship product, STonDemand™ as a cost-effective way for retailers to cut down on loss and improve workplace productivity. (Note: see MIST program ad on p. 31.)

The system provides live, on-demand video streaming from CCTV cameras to smart phones like a BlackBerry™ or iPhone™, allowing owners and managers to keep an eye on their stores even when they are off site. Users can



also switch between cameras in their security system, showing one location or even multiple locations at a time. The system transmits a picture only when the customer accesses it, so it does not tie up the retailer's cellular network or waste cell phone minutes. Finally, MIST offers a 60-day historical recall that permits

to check on your business from anywhere at any time. I recommend it to reduce loss and increase safety at your business because employees know you can see them.

"It's especially convenient if there is an alarm at the store in the middle of the night," he adds. "You can dial in and see what's happening before driving all the way into the store from home." In addition, storeowners and managers can use the technology to call employees and praise them when they are working particularly hard or doing things unusually well.

"MIST's system gives me more of a comfort level in terms of using their system anytime from anywhere in the world where I can get a phone connection," confirms Conner Save-A-Lot's owner Charles Walker. "I've been pleased with the quality of the images from MIST's camera equipment."

"AFPD members are really watching their dollars these days," says Freddie Scott, a MIST territory manager and frequent

presence at recent AFPD trade shows. "I really enjoy talking to members about our product because we can help them save money and make money."

The MIST team is currently working on its third-generation technology, mapping out feature sets and target markets. With the company's ongoing partnership with AFPD, AFPD members will be among the first to learn about the new advancements when they are available. ■■■■

Carla Kalogeridis is editor of AFPD's Bottom Line.



The MIST Innovations team (l to r): Marquis Coleman, Sr., Joe Lupo, Craig Capece, David LaGrande, and Freddie Scott.

users to retrieve and review past video.

Many retailers have closed circuit cameras installed (4-12 cameras is average for a small- to medium-size business, says Capece), but they usually have to watch them on video monitors or remotely through a computer. The ability to watch live, streaming video on a smart phone conveniently links wireless with physical security systems.

Metro-Detroit grocer and owner of Imperial Supermarket, Mazin Shina, a MIST customer and AFPD member, says, "The software makes it convenient

Mayor Bing: Raising Detroit to Star Status

As a seven-time All-Star player for the Detroit Pistons basketball team, Detroit Mayor Dave Bing is now trying to make a star out of the city that he has loved for many years.

In addition to his 12-season National Basketball Association (NBA) career, Mayor Bing was a successful businessman before being elected mayor in a special election on May 5, 2009. Later, Bing won the full-term mayoral election on November 3, 2009.

Bing was raised in northeast Washington, D.C., as the son of a bricklayer. After a successful high school basketball career, he attended Syracuse University and led the Orangemen in scoring as a sophomore, junior, and senior.

In 1966, Bing joined the NBA as a second overall first-round pick of the Detroit Pistons and was later named NBA Rookie of the Year. While with the Pistons, he played seven NBA All-Star Games (and won the 1976 NBA All-Star Game MVP Award).

After his NBA career, Bing was elected to the Basketball Hall of Fame in 1990. In 1996, he was named one of the NBA's 50 Greatest Players.

Life after Basketball

Immediately after retiring from basketball, Bing worked at a warehouse for Paragon Steel in the company's shipping and sales operations. In 1980, Bing opened Bing Steel with four employees in a rented warehouse with \$250,000 in

loans and \$80,000 of his own money. Losing all his money in six months, the company moved away from manufacturing to focus on being a middleman. With General Motors Corp. as its first major client, the company turned a profit in its second year on revenues of \$4.2 million. By 1984, President Ronald Reagan named Bing the National

Minority Small Business

Person of the Year. By 1985, Bing Steel had two plants with 63 employees posting revenues of \$40 million. Bing Steel transformed itself to the Bing Group, a

conglomerate with headquarters in Detroit. The company, among other things, supplies metal stampings to the auto industry.

As a former entrepreneur, Mayor Bing told AFPD's *Bottom Line* that he recognizes that small businesses are vital to social and economic development and sustainability of Detroit.

When asked about the role of small retailers in the rebuilding of the city, Bing responded that he "recognizes and appreciates their dedication and commitment to Detroit, and welcomes continued support through input, feedback, participation and engagement."

Life as Mayor

Detroit Mayor Dave Bing has publicly challenged the city of Detroit to help

get the city back to work. In his Detroit Works Project, the mayor recently discussed the initiative under way, which he says will redefine the landscape of the city. He has encouraged each resident to attend one of the town hall meetings being held throughout the months of September and October to, more, to ask questions, and to help rebuild the city. Bing says the process could take 12-18 months.

Important to the retail community in Detroit is Mayor Bing's commitment to demolishing 3,000 dangerous, abandoned and dilapidated buildings this year. His goal is to demolish a total of 10,000 dangerous structures by the end of his term in December 2013.

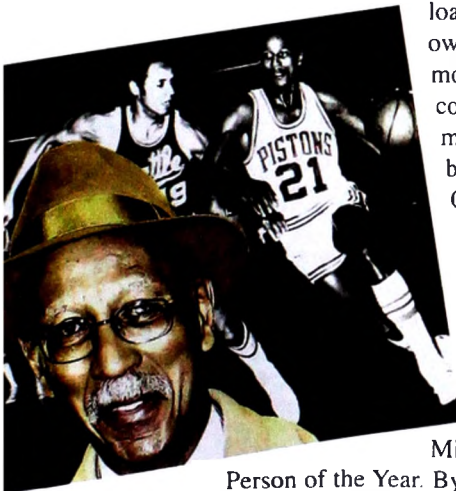
Funding for the demolition effort will come from \$20 million in federal funds that have been committed to the neighborhood stabilization program, says Bing, and efforts are underway to secure additional support. "Nothing is more important than making Detroit a safe city," Bing maintains.

"We will continue working hard to address the concerns you face today, doing everything in our power to continue the steady stream of employers reinvesting in our city, and increasing the gains made in public safety over the last 18 months," he promises.

"Mayor Bing has been a breath of fresh air for the small business community in the City of Detroit," says Auday AFPD's president and CEO. "As a businessman himself, he really knows the struggles we face day in and day out, from making payroll to dealing with the red tape which surrounds government, especially in Detroit. We are confident the City of Detroit is moving in the right direction and we have happy to have Mayor Bing leading the way." ■■■■



Mayor Bing recently visited the owners of Family Fare Food Center in Detroit, including Suhail Kizi, Nick Kizi and Eli Thomas.



Bing Steel transformed itself to the Bing Group, a

Q: What are the initial steps that independent operators should take to get involved with e-commerce and social media? Keep in mind that many of us have limited budgets, minimal experience with social media, and frequently nobody to help.

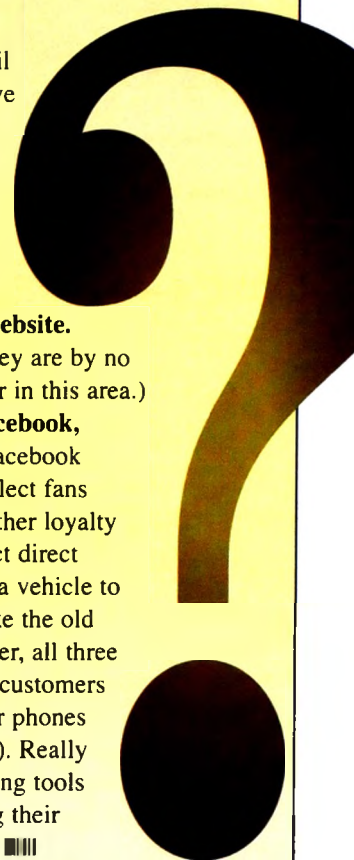
A: Start with marketing online versus selling product online. Once you have developed your e-marketing effectiveness, you should then give the selling/pick-up and/or delivery model a shot.

It's important to gain a true understanding of your customers' needs, wants, conditions, and limitations, as well as how your stores are currently meeting or coming up short in delivering upon these areas. Here are four activities to consider (in priority order and assuming you have not already done these):

1. **Hire the children.** If you have an associate who has demonstrated a passion/talent for Internet based activity, bring them in on your e-commerce plan ASAP—especially if they are young.
2. **Begin soliciting your customers and potential customers' email addresses.** Have pads and pens at every check-out and ask folks for their email addresses. In addition, use circulars, ads, etc. to ask potential customers to email you their email addresses. Entice customers via drawings or giveaways. Do this often! To the degree

that you can develop your email distribution list(s), you will have an unbelievable source for marketing to your customers under your competitors' radar and at little to no cost. (Check out www.constantcontact.com for email marketing.)

3. **Create a domain name and website.** (Try www.godaddy.com, but they are by no means the only service provider in this area.)
4. **Create company pages on Facebook, LinkedIn, Twitter.** Think of Facebook and LinkedIn as vehicles to collect fans and contact information for further loyalty development, as well as conduct direct marketing. Think of Twitter as a vehicle to communicate daily specials (like the old "blue light specials"). Remember, all three of these tools are used by your customers on their computers and via their phones (more so Facebook and Twitter). Really "get into" these social networking tools with the intent of understanding their potential and unique offerings. ■■■■

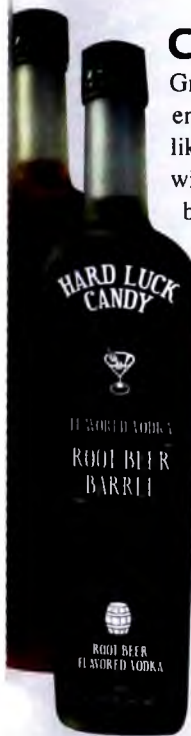


New Products

Candy Meets Vodka

Grownups now have a new way to enjoy old-fashioned candy favorites like Red Fish and Root Beer Barrels with the launch of Michigan-based Hard Luck Candy Flavored Vodkas.

Born at the Hard Luck Lounge in Grosse Pointe Park, Mich., it originated as a special candy-flavored infused vodka and was so successful at the bar, founders Mike Mouyianis, Chris George, and Rob Nicholl thought it should be available everywhere. Hard Luck Candy's Red Fish and Root Beer Barrel flavored vodkas are currently available at retail liquor stores, bars throughout Michigan, and are distributed by General Wine & Liquor.



Canada Dry to Distribute Frontier Beverage's Unwind

Frontier Beverage Co. has entered into a distribution agreement with Canada Dry Bottling Co. of Lansing, Mich., to bring the company's new low-calorie ultimate relaxation aid, Unwind™, to nine counties throughout the state.

Now offered in three lightly-carbonated flavors—Goji Grape, Pom Berry, and Citrus Orange—in sleek 12 oz. cans containing a mere 40 calories and only 10 grams of sugar, Unwind can soon be found in select stores throughout Clinton, Ingham, Jackson, Eaton, Calhoun, Hillsdale, Lenawee, Livingston, and Washtenaw counties.

For those who are "tired of being wired," Unwind offers a way to settle down at the end of a hard day with a relaxation blend to suit every lifestyle. Melatonin, valerian root, rose hips, and passion flower—which can all be found in local nutrition or vitamin stores and have been used by herbalists for years to cope with anxiety and insomnia—provide Unwind with its calming properties. To provide an antioxidant boost, Unwind also features Goji and Acai berry extracts. ■■■■



**Kim A.
RHEAD**

Partner, Karoub Associates

State Gets Creative With Liquor Reforms

It always is amusing to watch units of government as they put the final pieces of their annual budgets together. The process is pretty much the same from the smallest city or township all the way to the federal government. The amounts get much larger as you move along the budget trail, but the process is no different.

The main concept evolves from the following theme: "You don't need any actual money to balance a budget; all you need is to identify a source of funding where you can plug in enough revenue to cover the budget shortfall." The only pitfall to this theme is that when you plug in such an inflated number people laugh at you—and, of course, figuring out what to do when the budgeted revenues don't cover the amount of money spent.

This practice has been well documented over many years of legislative budgeting, but has been taken to new heights as a result of the recent financial problems we have faced as a state. In addition, coming back later in the budget year to find the cash to cover the areas of under-budgeting has become much more difficult because there is simply no money anywhere in the budget—unless the federal government throws a little extra cash our way.

For example, take the budget target agreement that was signed a few weeks ago. One area of increased revenue comes from "liquor reforms." Before jumping into each of the five agreed upon "reforms," allow me to say that AFPD is very happy with the majority of these proposals and finds them much preferred to selling additional licenses for expanded liquor hours after 2:00 a.m. and on Sundays. We like them more than charging split case fees or increasing fees on liquor delivery, and we certainly prefer them to increased taxes on liquor, beer, and wine.

All of these items have been on the table from time to time during the budget discussions, and AFPD continually monitors and assesses all this legislation:

- **Liquor reform #1: \$4 million new revenue from increased bootlegging enforcement.** That simply

will never happen, and tracking the revenue from that type of enforcement is almost impossible to do.

- **Liquor reform #2: \$2.1 million from allowing value added packaging.** The idea is to allow a company or perhaps retail stores to package say, rum and coke together, or possibly vodka and orange juice together. That is a good marketing tool and could increase sales and generate additional tax revenue for the state.
- **Liquor reform #3: \$1.7 million from allowing rebates and coupons.** Again, a decent idea that could result in additional sales and additional revenue for the state.
- **Liquor reform #4: \$0.8 million from allowing sampling at retail stores.** We strongly support sampling of product (especially wine) in the retail setting, and again, allowing such could result in additional sales and thus additional revenue to the state.
- **Liquor reform #5: \$0.5 million from selling licenses to allow wine auctions by non-licensed persons.** The change would allow persons who have private wine collections to sell their collection at public auction without a license to sell liquor, beer, or wine. The idea is interesting but the target agreement states that the cost of the license to hold such an auction will be \$50,000. That raises a couple additional questions. First, how much wine would someone need to own to make it worth while to shell out \$50,000 for the right to sell it, and second, at \$50,000 a license, it would require selling five licenses a year to reach the revenue estimate of half a million dollars. Are there really five private citizens in Michigan who own enough wine that they would have interest in such a license?

In total, the proposed changes would generate revenue of \$9.1 million. And by the way, I see a supplemental budget coming sometime around April 1st. ■■■■

—Kim Rhead is partner with Karoub Associates, the lobbyist firm that represents the interests of AFPD and its members in Michigan.



AFPD Credit Card Processing Program

- Interchange Pass through (Cost price for interchange depending on the credit card used) plus 7 cents authorization fee per transaction is all you pay!
- **NO OTHER FEES!**
(No statement fee, No monthly fee, No batch fee, etc.)
- If we do not meet or beat your current credit card processing agreement, you will receive a ONE YEAR FREE AFPD Membership!
(subject to compatibility with your current POS System).
- Free analysis of your current statement.
- The more AFPD retailers sign up for this program, the lower the transaction fee will go. Our goal is to reach 5 Cents authorization fee per transaction within one year.
- Those that sign up today will have their transactions fee lowered every time the AFPD rate goes down automatically!
- Free credit card processing supplies, such as the free thermal paper, etc.
- Chase Paymentech will even pay for the shipping freight cost of your processing supplies!

To sign up for this program today,
Call Jim Olson from Chase Paymentech at 1-866-428-4966
and let him know you are an AFPD Member Or FAX him your
credit card processing statement to **1-866-428-4971** (fax).

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!



**Jody
LICURSI**

Vice President—Capitol Strategies Group

Getting a Grip on Federal Healthcare Reform

Differing Congressional versions of federal healthcare reform legislation and numerous proposed amendments on both sides of the aisle triggered heated debate in Congress and rampant speculation among the American public for months. With federal healthcare reform at the forefront of President Obama's major policy initiatives, the discourse surrounding the issue was riddled with politics, and many Americans felt as though they didn't have a firm grasp on the effect this would have on businesses, individuals, and our healthcare delivery system.

Speaker Pelosi's now notorious comment, "But we have to pass the bill so that you can find out what is in it..." was played repeatedly on cable news and further compounded Americans' concerns.

In March 2010, President Barack Obama signed into law The Patient Protection and Affordable Care Act (PPACA) and The Health Care and Education Reconciliation Act of 2010, enacting historic and extensive reforms to our healthcare system. According to the federal government, the new law "puts into place comprehensive health insurance reforms that will hold insurance companies more accountable and will lower health care costs, guarantee more health care choices, and enhance the quality

of health care for all Americans." It has been touted as a major accomplishment of the Obama Administration and the start of a solution to the problems facing health care and health insurance in the United States.

However, many business groups oppose the new law because of the potential negative effect it could have on small businesses. The National Federation of Independent Business signed onto a law suit in May along with 20 other states challenging the constitutionality of the PPACA. In its press release, Dan Dannon, president and CEO, stated, "Small business owners everywhere are rightfully concerned that the unconstitutional new mandates, countless rules, and new taxes in the healthcare law will devastate their business and their ability to create jobs."

While lawsuits linger in courts, implementation of the new law presses on.

The law will be implemented in stages, with various provisions taking effect from the date of enactment through 2014 and beyond. There will be comprehensive college textbooks and countless articles dedicated to explaining the details of federal healthcare reform — and there may still be questions left unanswered. This article does not cover all the provisions encompassing federal healthcare reform. We are highlighting here the basics of the

See *HEALTHCARE*, page 41



Healthcare

Continued from page 40

major provisions which affect small businesses that are either currently in effect or will take effect this year.

If you have specific questions about healthcare policies for your employees, please contact your health insurance provider to ensure that you are in compliance with new federal mandates and guidelines. Additionally, the Ohio Department of Insurance's website provides information on federal health reform implementation in Ohio and offers employers the ability to sign up for email updates at www.healthcarereform.ohio.gov.

The following provisions are either in currently in effect or become effective this year:

1. Dependent Age Coverage Expansion—Effective

September 23, 2010. The PPACA extends coverage to dependent children up to age 26 at the request of the parent. For employers that pay for a portion of dependent coverage, these new, older dependents must be treated the same way as other dependents; therefore, the employer must also pay for the same portion of their coverage. This newly required expansion of federal dependent coverage up to age 26 is deductible under state and federal law. Under a new Ohio law that took effect July 1, 2010, insureds can keep unmarried children up to age 28 on their plans at their request; however, the full cost can be assessed to the parent. The issue of aligning state and federal laws regarding dependent coverage may be addressed in the future.

2. Small Business Tax Credit—Effective now for qualifying employers.

Effective at the beginning of the current calendar year (2010), a temporary

federal tax credit is available to some small businesses in an effort to make employee coverage more affordable. To obtain the credit for offering coverage to employees, the employer must meet a number of qualifications. For example, the employer must have fewer than 25 "full-time equivalent employees" and pay average annual wages of less than \$50,000.

While the full credit is up to 35 percent of premiums, not all employers that fall within the above category will receive the full credit. Employers with 10-25 employees or who pay their employees an average annual wage of \$25,000-\$50,000 will receive a reduced credit based on the number of employees and average annual salary.

Furthermore, employers must cover 50 percent or more of insurance costs. Companies that have launched after the PPACA was enacted are subject to additional qualifications. If you believe you may qualify for the

small business tax credit and did not receive a letter from the IRS indicating that you are eligible, please visit www.healthcarereform.ohio.gov for more information.

Stay Updated and Prepared

Many other provisions that will have a direct impact on small businesses are set to take effect beginning in 2011 and years to come. AFPD encourages employers to maintain thorough financial records dealing with employee compensation and benefits in preparation for additional reporting requirements.

Furthermore, be mindful of any communications from the IRS, State Department of Insurance, and your health insurance provider to ensure that you are both in compliance with new federal regulations and that you are taking full advantage of any benefits that may be available. ■■■■

Jody Licursi is vice president of Capitol Strategies Group, the lobbyist firm that represents the interests of AFPD members in Ohio.



Small business owners everywhere are rightfully concerned that the unconstitutional new mandates, countless rules, and new taxes in the healthcare law will devastate their business and their ability to create jobs.

Required Special Enrollment Period: Coming This November

Some of your employees and their dependents may be eligible under the Patient Protection and Affordable Care Act (PPACA) to be added or re-enrolled in a health plan this fall. Employers are required to hold a Special Enrollment Period for individuals impacted by two PPACA provisions: (1) the extension of dependent coverage to age 26 and (2) the removal of lifetime dollar limits.

Who Can Enroll?

1. Eligible dependents by birth, marriage, legal adoption or guardianship up to age 26:
 - Newly eligible adult dependents whose coverage previously ended.
 - Adult dependents previously denied coverage.
 - Individuals not eligible for coverage, because their dependent coverage ended before age 26.
2. Individuals whose coverage previously ended because they exceeded a lifetime dollar limit under their plan and are otherwise eligible for coverage.

Dependent eligibility is no longer limited by financial dependency, marital status, or enrollment in school.

When is the Special Enrollment Period?

Blue Cross Blue Shield of Michigan (BCBSM) and Blue Crosse Network (BCN) will hold the Special Enrollment Period from Nov. 1, 2010 through Nov. 30, 2010. The coverage effective date for enrollment is Jan. 1, 2011, unless your group has a plan year between Sept. 23, 2010, and Dec. 31, 2010. The coverage effective date for those groups is the start of the plan year.

If your group routinely conducts your Open Enrollment during the 4th quarter, then you may use your annual Open Enrollment period to enroll eligible dependents and those who have previously exceeded their lifetime dollar limit, as long as the Open Enrollment is at least 30 days in duration. If your group has a documented plan year between Jan. 2, 2011, and Sept. 22, 2011, you can use your normal Open Enrollment period as long as it is at least 30 days in duration.

How does the Special Enrollment Period work?

Groups that are enrolling newly eligible dependents and individuals that previously exceeded their lifetime dollar limit

should follow their normal enrollment process. To enroll an eligible dependent:

IF	THEN
Your group has Family Continuation (FC) coverage	<ul style="list-style-type: none"> • BCN groups to add/re-enroll dependents with an effective date of Jan. 1, 2011, as a regular dependent. • BCN groups to add/re-enroll dependents with an effective date of Jan. 1, 2011, as a regular dependent. • All FC dependents will be added on the group's behalf to the group's regular dependents with an effective date of Jan. 1, 2011. <p>After Jan. 1, 2011, the group must add all dependents as regular dependents. For groups that file regular eligibility files, the dependents must be submitted as regular dependents effective Jan. 1, 2011. The FC rider will no longer be available in accordance with standard group underwriting guidelines.</p>
Note: FC coverage referenced in this document is only related to medical coverage.	
Your group has Dependent Continuation (DC) coverage	Group to add/re-enroll the dependent with an effective date of Jan. 1, 2011, as a regular dependent.
Your group has neither FC or DC coverage	Group to add/re-enroll the dependent with an effective date of Jan. 1, 2011, as a regular dependent.
Your group is ASC NASCO	Group to add/re-enroll the dependent with an effective date of Jan. 1, 2011, as a regular dependent.

Additional Takeaways

Here are some additional points to consider:

- **Grandfathering.** Health plans in existence prior to March 23, 2010 are considered grandfathered. However, the extension of dependent coverage to age 26 and the removal of lifetime dollar limits apply to both grandfathered and non-grandfathered health plans under PPACA. Therefore,

See *ENROLLMENT*, p. 10

Enrollment

Continued from page 42

All groups must hold a Special Enrollment Period in order to comply with the regulations.

Note: Until 2014, employers who are considered grandfathered have the option of excluding employees' adult children from coverage if they are eligible for coverage under their employer's health plan.

BCBSM groups must initiate their December payment to advance their January paid-to-date before they are able to enroll a new member.

Dependents. During this Special Enrollment Period, employees with newly eligible dependents may switch the entire contract to a different plan offered by the group.

Underwritten groups. Underwritten groups renewing as of Jan. 1, 2011, will be charged based on the membership classification of each contract (i.e. One Person, Two Person, for Family coverage).

Self-insured groups. Self-insured groups will be responsible for claims paid on behalf of members added to their employee contracts.

For additional details on the BCBSM BCN implementation of the PPACA short-term benefit requirements, visit w.bcbsm.com/healthreform or ask your BCBSM sales representative or agent.

Editor's note: The information in this article is based on BCBSM's review of the national health care reform legislation. It is not intended to impart legal advice.)



Every **journey**
begins with
a *single step.*



Ready to **lead** your employees
to a **healthier future?**

For more information on
Healthy Blue Outcomes,
contact your
trade association.



bcbsm.com/outcomes

1025/1SPMK

SUPPORT THESE AFPD SUPPLIER MEMBER

ASSOCIATIONS/CHAMBER OF COMMERCE

AMR - Association Management Resources (734) 971-0000
Chaldean American Chamber of Commerce (248) 538-3700

ATM

American Communications of Ohio (614) 855-7790
ATM of America (248) 932-5400
Elite Bank Card ATM's (248) 594-3322

BAKERIES

Great Lakes Baking Co. (313) 865-6360
Interstate Brands/Wonder Bread/Hostess (248) 588-3954
Michigan Baking Co. - Hearth Oven Bakers (313) 875-7246

BANKING & INVESTING

AFPD Lincoln Financial Group Advisors (248) 948-5124
Bank of Michigan (248) 865-1300
Huntington Bank (248) 626-3970
Paramount Bank (248) 538-8600
Peoples State Bank (248) 548-2900

BEER DISTRIBUTORS

Eastown Distributors (313) 867-6900
Great Lakes Beverage (313) 865-3900
Tn County Beverage (313) 584-7100

BOOKKEEPING/ACCOUNTING CPA

Alkamano & Associates (248) 865-8500
Garino & Co. P.C. (248) 672-4105
Lis, McEvilly & Associates (734) 266-8120
Marconi/EK Williams & Co. (614) 837-7928
Shimoun, Yaldo & Associates, P.C. (248) 851-7900
UHY-US (248) 355-1040
Walton Business Management Solutions (248) 320-2545

BUSINESS COMMUNICATIONS

AFPD Comcast (248) 343-9348
Clear Rate Communications (248) 556-4537

CHECK CASHING SYSTEMS

Secure Check Cashing (248) 548-3020

CHICKEN SUPPLIERS

Krispy Krunchy Chicken (248) 821-1721
Taylor Freezer (734) 525-2535

CHIPS, SNACKS & CANDY

AFPD Frito-Lay, Inc. 1-800-359-5914
Better Made Snack Foods (313) 925-4774
Detroit Popcorn Company (313) 835-3600
Kar's Nut Products Company (248) 588-1903
Molown Snacks (Jays Cape Cod, Tom's Artisanal Snacks Direct) (313) 931-3205
Uncle Ray's Potato Chips 1-800-800-3286

COFFEE DISTRIBUTOR

AFPD New England Coffee Co. (717) 733-4036

CONSTRUCTION & BUILDING

Advanced Commercial Roofing (Allan Saroki) 1-800-543-8881
Avedian Development (248) 766-2543
Creative Brick Paving & Landscaping (248) 230-1600
DKI Demolition & General Construction (248) 538-9910
LDT Engineering LLC (616) 638-2147

CONSULTING & MARKETING

Flynn Environmental, Inc. (330) 499-1000
Our Town (248) 623-3298

CREDIT CARD PROCESSING

AFPD Chase Paymentech 1-866-428-4966
Merchant Processing 1-866-366-3300

C-STORE & TOBACCO DISTRIBUTORS

AFPD Liberty USA (412) 461-2700
Bull Dog Wholesale 1-877-666-3226
H T Hackney-Grand Rapids 1-800-874-5550
United Custom Distribution (248) 356-7300

DISPLAYS, KIOSKS & FIXTURES

Detroit Store Fixtures (313) 341-3255
Rainbow Hi Tech (313) 794-7355

EGG SUPPLIER

Linwood Egg Company (248) 524-9550

ENERGY, LIGHTING & UTILITIES

DTE Energy 1-800-477-4747
Energy Sciences (248) 792-9287
US Energy Engineers (248) 683-7355

FOOD EQUIPMENT & MACHINERY

Culinary Products (989) 754-2457

FOOD RESCUE

Forgotten Harvest (248) 967-1500
Gleaners Community Food Bank (313) 923-3535

FRANCHISING OPPORTUNITIES

Tubby's Sub Shops, Inc. 1-800-497-6640

GASOLINE WHOLESALE

Central Ohio Petroleum Marketers (614) 889-1860
Certified Oil (614) 421-7500
Gilligan Oil Co. of Columbus, Inc. 1-800-355-9342
PAP Oil Company (934) 667-1166
Superior Petroleum Equipment (614) 539-1200

GREETING CARDS

AFPD Leanin' Tree 1-800-556-7819

GROCERY WHOLESALE & DISTRIBUTORS

Affiliated Foods Midwest (262) 654-
Burnette Foods, Inc. (231) 284-
Capital Sales Company (248) 540-
Cateraid, Inc. (517) 560-
Central Wholesale Food & Beverage (313) 884-
D&B Grocers Wholesale (734) 513-
Fun Energy Foods (260) 884-
General Wholesale (248) 353-
George Enterprises, Inc. (248) 88-
Great North Foods (989) 338-
HKJ, Inc. - Wholesale Grocery (248) 830-
Jerusalem Foods (313) 846-
Nash Finch (989) 746-
Spartan Stores, Inc. (616) 870-
SUPERVALU (937) 374-
Universal Wholesale (248) 580-

ICE CREAM SUPPLIERS

AFPD Nestle/Edy's Grand Ice Cream 1-800-328-3397
AFPD Prairie Farms Ice Cream Program 1-800-399-6978

ICE PRODUCTS

Arctic Glacier, Inc. 1-800-307-
Home City Ice 1-800-790-
U.S. Ice Corp. (313) 882-

INSURANCE SERVICES

AFPD North Pointe Insurance 1-800-280-
AFPD BCBS of Michigan 1-800-480-
AFPD CareWorks 1-800-837-3208
AFPD Cox Specialty Markets (North Pointe)
(Underground Storage Tank Insurance) 1-800-640-
Benchmark Financial Ltd (248) 842-
Bencovenga Insurance (Agent John Bencovenga) (248) 811-
Community Care Associates (313) 881-
Danno Insurance Agency (248) 848-
Farm Bureau/Jason Schoeberlein (517) 322-
Frank McBride Jr., Inc. (588) 445-
Gadaleto, Ramsby & Assoc. 1-800-388-
GLP Insurance Services (248) 848-
Great Northern Insurance Agency (248) 854-
Hedman Anglin Bara & Associates Agency (614) 485-
Merem Insurance Services (248) 884-
Primeone Insurance (248) 888-
Rocky Husaynu & Associates (248) 888-
USTI (440) 240-

AFPD indicates supplier program that has been endorsed by AFPD.

* Indicates supplier only available in Michigan

** Indicates supplier only available in Ohio

SUPPORT THESE AFD SUPPLIER MEMBERS

WAREHOUSE SERVICES

Self Inventory	1-888-303-8482
Self Inventory	(586) 718-4695

GAL SERVICES

AFPD *Bellanca, Beattie, DeLisle	(313) 882-1100
AFPD **Pepple & Waggoner, Ltd.	(216) 520-0088
Alfa & Associates	(248) 265-4100
Alpaya Law, PC	(248) 626-6800
Alskes, Gadd & Silver, PC	(734) 354-8600
Alkani, Orow, Mekani, Shailal & Hinds P.C.	(248) 223-9830
Alkani, Orow, Mekani, Shailal & Hinds P.C.	(248) 433-1200

LOTTERY

Alkani Corporation	(517) 272-3302
Alkani Lottery	(517) 335-5648
Alkani Lottery	1-800-589-6446

MAGAZINE & TRADE PUBLICATION

Alkani News	(248) 932-3100
Alkani Times	(248) 865-2890
Alkani Free Press	(313) 222-6400
Alkani News	(313) 222-2000
Alkani News	(586) 978-7986
Alkani Chronicle	(313) 963-5522
Alkani News/Magazines	(248) 945-4900
Alkani Today	(248) 926-0200

MEAT & DELI DISTRIBUTORS

Alkani Z Portion Control Meats	(419) 358-2926
Alkani Roy & Sons	(810) 387-3975
Alkani Fresh Foods	(313) 295-6300
Alkani Sausage	(313) 475-0048
Alkani Foods	(586) 447-3500
Alkani Market	(313) 875-5531
Alkani Foods Distributors	(313) 659-7300
Alkani Food Corp.	(586) 727-3535
Alkani Packing Company	(313) 259-7500

MILK, DAIRY & CHEESE PRODUCTS

AFPD *Prairie Farms Dairy Co.	(248) 399-6300
AFPD *Dairymens	(216) 214-7342
AFPD *M. Meyer Dairy	(513) 948-8811
AFPD **Modern Foods	(606) 255-6045
Country Fresh/Melody Farms	1-800-748-0480

MISCELLANEOUS

7 Brothers Dish LLC	(248) 747-3474
Hollywood Sunglasses	1-888-478-6932
Mike Corbin Ford	(586) 732-4100

MONEY ORDERS/MONEY TRANSFER/ BILL PAYMENT

AFPD MoneyGram International	MI (517) 292-1434
	OH (614) 878-7172
IPP of America	(973) 830-1918

OFFICE SUPPLIES

AFPD Staples	1-800-693-9900 ext. 584
---------------------	-------------------------

PAYROLL PROCESSING

AFPD ADP - Automatic Data Processing	1-877-634-1434
---	----------------

PHONE/CELLULAR/PHONE CARDS

AFPD Sprint Communications	(248) 943-3998
Communications Warehouse	1-888-549-2355

PIZZA SUPPLIERS

Dough & Spice	(586) 756-6100
Hunt Brothers Pizza	(615) 259-2629

POINT OF SALE

BMC - Business Machines Specialist	(517) 485-1732
Reward Pal	(517) 485-1732

PRINTING, PUBLISHING & SIGNAGE

International Outdoor	(248) 489-8989
Michigan Logos	(517) 337-2267
Walt Kempski Graphics	(586) 775-7528

PRODUCE DISTRIBUTORS

Heeren Brothers Produce	(616) 452-2101
Tom Maceri & Son, Inc.	(313) 568-0557

REAL ESTATE

American Business Brokers	(614) 419-5678
Judeh & Associates (Assessor)	(313) 277-7989
Kuzana Enterprises (Property Management)	(248) 210-8229
Lighthouse Real Estate	(248) 210-8229
Signature Associates - Angela Arcon	(248) 359-3838

REFRIGERATION

Cool Curtain	1-800-854-5719
TGX Solutions	(248) 210-3768

REVERSE VENDING MACHINES/RECYCLING

Kansmacker	(517) 374-8807
TOMRA Michigan	1-800-610-4866

SECURITY, SURVEILLANCE & MORE

AFPD MIST Innovations	(313) 974-6786
Brnk's, Inc.	(313) 496-3556
Central Alarm Signal	(313) 864-8900

SHELF TAGS

JAYD Tags	(248) 730-2403
-----------	----------------

SODA POP, WATER, JUICES & OTHER BEVERAGES

AFPD *Intrastate Distributors (Arizona program)	(313) 892-3000
AFPD *Pepsi Program	1-888-560-2616
7UP Bottling Group	(313) 937-3500
Absopure Water Co	1-800-334-1064
Anzona Beverages	(313) 541-8961
Beverage Plus	(702) 586-0249
Coca-Cola Bottlers of MI	
	Auburn Hills (248) 373-2653
	Belleville (734) 397-2700
	Metro Detroit (313) 868-2008
	Port Huron (810) 982-8501
Coca-Cola Bottling - Cleveland	(216) 690-2653
Faygo Beverages, Inc.	(313) 925-1600
Garden Food Distributors	(313) 584-2800
Grandad's Sweet Tea	(313) 320-4446
Pepsi Beverages Company	Detroit 1-800-368-9945
	Howell 1-800-878-8239
	Pontiac (248) 334-3512
United Brands Company	(619) 461-5220

TOBACCO COMPANIES & PRODUCTS

Altria Client Services	(513) 831-5510
Capitol Cigars	(248) 255-8747
Nat Sherman	(201) 735-9000
R J Reynolds	(336) 741-0727
Snappy Cigs (electronic cigarettes)	(248) 747-5130

WASTE DISPOSAL & RECYCLING

AFPD National Management Systems	(586) 771-0700
Smart Way Recycling	(248) 789-7190
WasteONE	(810) 624-9993

WINE & SPIRITS COMPANIES

Beam Global	(248) 471-2280
Diageo	1-800-462-6504

WINE & SPIRITS DISTRIBUTORS

Brown-Forman Beverage Company	(248) 393-1340
Galaxy Wine	(734) 425-2990
Great Lakes Wine & Spirits	(313) 867-0521
National Wine & Spirits	1-888-697-6424
	1-888-642-4697

AFPD indicates supplier program that has been endorsed by AFD.

* Indicates supplier only available in Michigan

** Indicates supplier only available in Ohio

Group-Rating Safety Accountability

Each year, Ohio employers have the opportunity to participate in BWC's Group-Experience-Rating Program or Group-Retrospective-Rating Program. While these programs are not required, they do provide you with an opportunity to significantly reduce your workers' compensation premiums, while increasing your awareness of safety and risk-management strategies.

Workplace safety is an important component of these programs. To succeed in accident prevention, retailers must use the many resources available to them. A group-rating program is a partnership that includes you and your employees, your sponsoring organization or third-party administrator (TPA), and BWC. Each has specific roles and responsibilities, all designed to assist in preventing

workplace accidents. This letter outlines the safety services expectations you should have as an employer enrolled in a group-rating program.

The employer will:

- Maintain a safe workplace;
 - Attend safety training to enhance workplace safety;
 - Implement BWC's 10-Step Business Plan for Safety and use available safety services as needed;
 - Attend the required

two-hour training and provide proof of attendance to sponsor for claim(s) occurring within the last two years.

AFPD's third-party administrator (CareWorks) may:

- Assist sponsoring organizations with fulfilling the group-rating safety requirements;
- Assist an employer with its safety needs;
- Work in conjunction with sponsors to develop safety training and deliver safety resources;
- Provide resources for claims handling.

BWC will:

- Monitor all group-rating safety activities to confirm requirements are met;
- Meet at least annually with sponsoring organizations to provide recommendations for fulfilling safety requirements;
- Provide safety training through Ohio's Center for Occupational Safety & Health;
- Offer on-site safety consultation (hazard assessments, air and noise monitoring, ergonomics evaluation, training) by a BWC safety professional;
- Offer publications and videos for safety program support;
- Conduct employer visits to confirm the employer is meeting group-rating requirements, when appropriate.

The goal of this collaborative effort is to make sure all your safety needs are met. Using these resources will assist you in preventing accidents, reducing claims costs, and achieving the highest discounts possible. For more information, visit CareWorks Consultants at www.careworksconsultants.com or the BWC at www.ohiobwc.com/employer/services/safetyhygiene.asp or via email at groupratingsafety@bwc.state.oh.us. ■■■

Safety First



AFPD

1910 **100**

— November 19th—

**30th annual AFPD Founders
Michigan Turkey Drive**

—November 22nd—

**1st annual AFPD Founders
Ohio Turkey Drive**

Contact: Tamar Lutz—800-666-6666
for both Turkey Drives

—February 11, 2011—

**AFPD's 95th Annual
Trade Dinner & Ball
Rock Financial Showplace**

46100 Grand River Ave., Novi MI 48240
Contact: Lauren Kopitz – 800-666-6666

Statement of Ownership

The *AFPD Bottom Line* (USPS: 82970; ISSN: 0894-3567) is published monthly by ARION Media Services for the Associated Food and Petroleum Dealers (AFPD) at 30415 W. 13 Mile, Farmington Hills, MI 48334. Material contained within the *AFPD Bottom Line* report may not be reproduced without written permission from AFPD. Periodical Postage paid at Farmington Hills, MI and additional offices. The opinions expressed in this magazine are not necessarily those of ARION or AFPD, its Board of Directors, staff members or consultants. Bylined articles reflect the opinions of the writer.

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

ADVERTISERS: For information on advertising rates and deadlines, contact Derek Dickson at AFPD, 30415 W. 13 Mile, Farmington Hills, MI 48334, (800) 666-6233.

AFPD works closely with these associations:

IFDA
INTERNATIONAL FOODSERVICE
DISTRIBUTORS ASSOCIATION

101
YEARS
OF SERVICE

FIAE

FOOD INDUSTRY
ASSOCIATION EXECUTIVES

AFPD
100 YEARS
OF SERVICE

FMI
FEDERAL MEAT
INSTITUTION

NACS
NATIONAL ASSOCIATION
OF CONVENIENCE STORES

NACS
NATIONAL ASSOCIATION
OF CONVENIENCE STORES



- AWNINGS
- BANNERS
- NEON SIGNS
- POLE SIGNS
- CHANNEL LETTERS
- MONUMENT SIGNS
- VEHICLE GRAPHICS
- LED READER BOARDS
- DIGITAL GRAPHICS
- SAVE MONEY HIRE YOUR OWN INSTALLERS

For all your sign needs!

I Signs & Designs Inc.

\$75 PER HOUR SERVICE CALLS

Tel: 586-759-5706 / Fax: 586-759-5724
11177 E 8 Mile Road Warren, MI 48089
www.isignsmich.com

When it comes to retailer solutions, we're the complete package.



In addition to distributing more than 40,000 private label and national brand products — all competitively priced — we provide almost 100 different services. You might consider us your one stop shop for everything you need to stay competitive and profitable — including advertising, store development and consumer insights to name a few. For more information on how Spartan Stores can help your business, call Jim Gohsman at 616-878-8088 or visit us at www.spartanstores.com to find your complete solution.

Spartan
Stores