



The word cloud features the following prominent terms:

- ECONOMY**
- FISCAL CLIFF**
- THE Waiting Game**
- Healthcare**
- Regulations**
- Permits**
- Market**
- Work**
- Energy**
- Cat Tax**
- BOTTLE BILL**
- Competition**
- Health Care**
- think**
- sanitation**
- HIRE**
- Security**
- AFPD**
- Answers**
- FAQ**
- support**
- concept**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- assistance**
- LEARN**
- idea**
- staff**
- job**
- BLUE**
- RED**
- Confusion**
- PEOPLE**
- CHARACTER**
- strategy**
- Permits**
- TRAINING**
- <

## AFPD Makes Thanksgiving Bountiful for 6,000 Michigan & Ohio Families

ENJOY



## A Holiday Tradition

For more information on delicious Country Fresh milk and dairy products, call us at one of the convenient toll-free numbers:

Country Fresh, Grand Rapids  
800-748-0480

Country Fresh, Livonia  
800-968-7980

[enjoycountryfresh.com](http://enjoycountryfresh.com)

PURE *M*ICHIGAN



# The Drinking Man's Scotch



DRINK RESPONSIBLY

DEWAR'S WHITE LABEL ARE TRADEMARKS. IMPORTED BY JOHN DEWAR & SONS COMPANY, CORAL GABLES, FL. BLENDED SCOTCH WHISKY - 40% ALC. BY VOL. DEWARS.COM



## Features

### 10 The Waiting Game

*Independent retailers plan conservatively for a new year that holds more questions than answers.*

### 14 Gov. Snyder Launches Energy Program

*Michigan Saves helps Michigan businesses save money on energy costs.*

### 20 2012 Turkey Drive: Biggest One Ever

*The annual AFPD Foundation High Five Turkey Drive reaches an incredible 60,000 turkeys provided over 32 years.*

## Departments

#### 8 AFPD Corner

Introducing New AFPD COO  
Mary Lou Cabadas-Ferguson

#### 16 Express Lines

Industry-Wide Items of Interest

#### 26 Retailer Spotlight

Plumb's Inc.

#### 30 Supplier Spotlight

The Saleh Group

#### 34 Safety Sense

Apply Immediately for Group Rating Plan

#### 42 Healthy Living

Kids with Stressed-Out Parents  
Eat More Fast Food

#### 44 Supplier Directory

Your Resource for Products and Services

## Columns

#### 6 Chairman's Message

What Will a Great 2013 Look Like?

#### 22 Communication Corner

One Bad Apple Can Spoil the Bunch

#### 24 AFPD Public Safety Column

Drinking and Driving: A Threat to Everyone

#### 28 Michigan Lottery

Thanks for 40 Wonderful Years

#### 32 Michigan Liquor Control Commission

Changes Make Applications Easier

#### 36 Petroleum News & Views

Maintain Your Meters

#### 38 Ohio Division of Liquor Control

Deciphering Temporary Permits

#### 40 AFPD Government Relations Update

Election Results Recap



Available:  
November 2012



# GIVE MAPLE A SHOT



## INTRODUCING CROWN ROYAL® MAPLE FINISHED

The legendary taste of CROWN ROYAL with a touch of natural maple flavor.  
Stock up now just in time for the holidays.



40% ABV (80 Proof)

Available Sizes:

50 mL

200 mL

375 mL

750 mL

1 L

1.75 L

PLEASE DRINK RESPONSIBLY.  
CROWN ROYAL Maple Flavored Whisky. 40% Alc/Vol.  
©2012 The Crown Royal Company, Norwalk, CT

thebar.com®  
CROWNROYAL.COM

## Chairman's Message



**Joe BELLINO, Jr.**

*AFPD Chairman*

# What Will a Great 2013 Look Like?

**A**s 2012 comes to a close, I cannot help but realize that I've got just one more year left as AFPD chairman of the board—we've accomplished a great deal, but there's so much left to do. So I asked myself: What do I want my legacy to be with AFPD? What needs to happen in 2013 so that next December, as I look back on my term as chairman, I can say 2013 was a good year for AFPD and its members? How can we make sure that AFPD members can look back and say, "I'm better off now than I was in 2012?"

First of all, a great 2013 will include a Commercial Activities Tax (CAT tax) that has been modified so that all gas stations pay the tax only one time. Independent gasoline retailers in Ohio pay CAT Tax on petroleum products three times compared to Speedway/Marathon. In fact, this unfair taxing system is causing many retailers in the state to close their doors. It is an issue whose resolution is long overdue.

As the lead voice for independent retailers, AFPD has been working hard on this for our Ohio members, and the issue is definitely heating up. We are advocating for a legislative answer to this tax and are working on drafting a bill that moves the motor fuel tax to a single point of taxation. Therefore, a great 2013 would feature an end to the CAT Tax unfairness for our gas stations. Know that AFPD is focused on making this a reality for our members.

A successful 2013 would also include significant progress on the recycling bill. I would like to see a coalition built of all the major stakeholders affected by this issue, working together to make curbside

comprehensive recycling the new way of doing things. Our customers do not want to bring back dirty, bacteria-laden recyclables coming into the same stores where they purchase their food. Michigan is the worst in the Midwest on recycling rates; and, it is one of only 10 remaining states with a bottle-deposit law requiring these unhealthy used bottles and cans to be brought into retailers. AFPD is the lead association helping to bring Michigan into the 21st century with curbside comprehensive recycling plan. It is our goal that 2013 will not end without curbside comprehensive recycling as the evolution of the bottle bill.

Of course, a great 2013 will also include some answers on the economic uncertainties. Michigan is working on a repeal of the personal property tax, but really, that's just the tip of the iceberg. Obamacare looms on the horizon for every employer. As this issue's cover story describes, for many of our members, 2013 (at least the first quarter of it) looks like one big waiting game.

AFPD is working tirelessly to make sure that your 2013 is a profitable one. An active and vibrant membership is key to our ability to do that. Don't hesitate to reach out to us and let us know how we can help you strengthen your businesses. We are here to serve you in 2013 and beyond. Working together, we can make sure that next year is a good one for each and every AFPD retailer. What's on your wishlist for 2013? Make sure we know about it because that's the only way we can help. ■■■



## EXECUTIVE COMMITTEE

**Joe Bellino, Jr.**  
Chairman • Broadway Market, Region 4  
**Najib Atisha**  
Food & Beverage  
Vice Chair Government & Legislative Affairs  
Indian Village Market/Lance's Hometown Market  
**Paul Elhindi**  
Petroleum/Auto Repair  
Vice Chair Government & Legislative Affairs, Region 8  
Lyndhurst Valero  
**Al Chittaro**  
Food & Beverage Vice Chair Membership  
Faygo Beverages, Inc.  
**Pat LaVecchia**  
Petroleum/Auto Repair Vice Chair Membership  
Pat's Auto Service  
**Jerry Crete**  
Vice Chair Long Range Planning • Ideal Party Stores  
**Phil Kassa**  
Vice Chair Community Relations • Heartland Marketplace  
**John Denha**  
Treasurer • 8 Mile Foodland  
**Bobby Hesano**  
Secretary • D&B Grocers Wholesale

## EMERITUS DIRECTORS

**Jim Hooks** ..... Metro Foodland  
**Chris Zebari** ..... Lipan Foods  
**Ronnie Jamil** ..... Bella Vino Wine

## REGIONAL DIRECTORS

**Kenneth Atchoo** ..... McK's Wine Shoppe, Region 1  
**Brian Yaldeo** ..... Hills Fine Wine & Spirits, Region 2  
**Steve Honorowski** ..... Pepsi Beverages Company, Region 3  
**Marvin Yono** ..... Alpine Market Place, Region 5  
**Percy Wells, II** ..... Coca-Cola Refreshments, Region 6  
**Harold McGovern** ..... National Wine & Spirits Corp., Region 7  
**Vickie Hobbs** ..... Whitehall Shell, Region 8

## FOOD & BEVERAGE RETAIL DIRECTORS

**Frank Ayar** ..... Walters Shopping Place  
**Clifton Denha** ..... Wine Palace  
**Jim Garmo** ..... Shoppers Valley Market  
**Al Jonna** ..... Picnic Basket  
**Jim Nader** ..... Plumb's, Inc.

## FOOD & BEVERAGE SUPPLIER DIRECTORS

**Gary Davis** ..... Prairie Farms  
**Jason Ishbia** ..... Sherwood Foods  
**Marsha Keenoy** ..... Diago

## PETROLEUM / AUTO REPAIR DIRECTORS

**John Abbo** ..... Hartland Mobil  
**Kevin Bahnam** ..... USA2Go  
**Mike Koza** ..... Highpointe Oil  
**Jim Mandas** ..... Broadway Market & Cafe  
**Bill Michailidis** ..... Delaware Market & Cafe

## ASSOCIATE DIRECTOR

**Tiffany Otis-Albert** ..... Blue Cross Blue Shield of Michigan

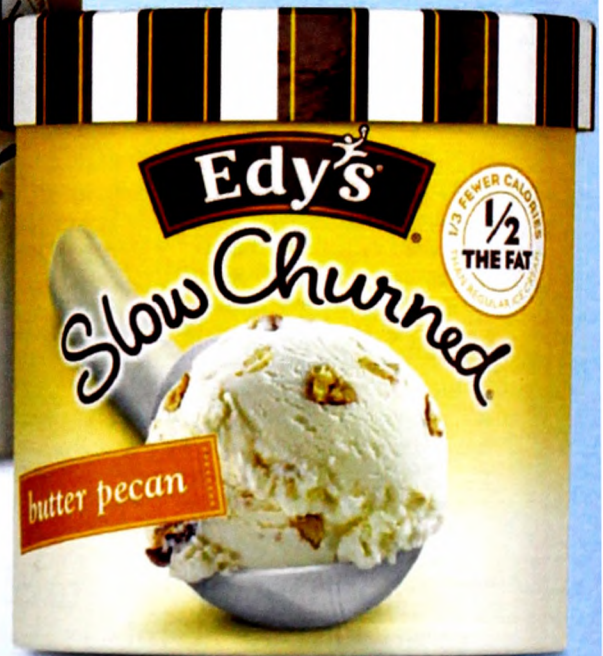
## STAFF & CONSULTANTS

**Auday P. Arabo** ..... President/CEO  
**Mary Lou Cabadas-Ferguson** ..... Chief Operating Officer  
**Ed Weglarz** ..... Executive VP Petroleum  
**Ron Milburn** ..... Vice President—Oil  
**Cheryl Twigg** ..... Controller  
**Paul Condino** ..... VP of Government Relations  
**Harley Davis** ..... Coupon Manager  
**Carol O'Dea** ..... Coupon Department  
**Tamar Lutz** ..... Event Coordinator  
**Anthony Kalogeridis** ..... Business Development Manager  
**Alyssa Franchi** ..... Administrative Assistant  
**Iman Secreto** ..... Membership Liaison  
**Linda Milburn** ..... Executive Assistant, Ohio  
**Nancy Girvin** ..... Michigan Business Counselor  
**Tony Eadeh** ..... Ohio Business Counselor  
**Judy DuChemin** ..... Ohio Business Counselor  
**Kenny Ibrahim** ..... Michigan Business Consultant  
**Mark Shammami** ..... Michigan Business Consultant  
**Carla Kalogeridis** ..... Editor  
**Beverly Sturtevant** ..... Managing Editor  
**James V. Bellanca, Jr.** ..... Legal Counsel  
**Pepple & Waggoner, Ltd.** ..... Legal Counsel  
**Denha Media and Communications** ..... Public Relations  
**Steve Hood** ..... Public Relations  
**Sterling Corporation** ..... Government Relations, Fundraising  
**Pat Gregory, UHY-MI** ..... Certified Public Accountant  
**Walt Kempfski Graphics** ..... Graphics & Prepress





**ALL THE YUM.  
1/2 THE FAT.**



\*1/2 the fat, 1/3 fewer calories than regular ice cream  
All trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland. Good Food, Good Life





# Cabadas-Ferguson: 'Growth Brings Benefits to All Members'

By Carla Kalogeridis

In just a few short weeks, Maria DeLourdes (Mary Lou) Cabadas-Ferguson is already making a positive impact in regards to productivity and efficiencies at AFPD and has quickly moved into a role of leadership support for AFPD President and CEO Auday Arabo. While this is her first experience working for a membership association, Mary Lou brings a deep understanding of what customer service excellence looks like and has the experience to achieve it. She is eager to work on behalf of AFPD members and their businesses.

At the age of 20, Mary Lou joined Ford Motor Credit Company in the Truck Financing and NAAFO Communications division. During her 13 years with the company, she gained experience and knowledge in various roles ranging from collections, customer & dealer services, credit analysis, and bankruptcy supervisor. Later, she worked in the Bankruptcy/Restructuring Division of Alvarez & Marsal's Claims Management Group, where she shared her financial advisory experience to help companies like Lehman Brothers, Visteon Corporation, and Tower Automotive navigate through complex bankruptcy processes and execute plans of reorganization.

Here is a short interview to introduce AFPD members to Mary Lou. Expect to hear more from her in the pages of future issues of AFPD Bottom Line.

**Q: Now that you've gotten your feet wet working for AFPD, what is your number-one priority moving forward?**

**Cabadas-Ferguson:** I truly want to be with an organization that values exceptional customer service delivery to both its internal staff and external customers. So many organizations are lacking in this area. They have no real passion for what they are doing, no concern for the person sitting across from them or on the phone looking for help.

The AFPD board and leadership have the same philosophy, and that's why I knew I would not only be a perfect fit here, but also be able to make a real difference. If you're not giving of yourself in every interaction you have with co-workers and members alike, then it's a recipe for disaster.

**"It's important for AFPD to continue to attract new members because growth brings tremendous benefits for all members."**

—AFPD COO Mary Lou Cabadas-Ferguson

**Q: Why do so many organizations fail at customer service?**

**Cabadas-Ferguson:** Often it's because they divide people into groups. The opinion is formed that a smaller customer is just that—small in priority, in importance, etc. This is a dangerous and costly outlook. The most successful organizations understand that every customer, every member, is equally important. Each one is deserving of the same respect, time, effort, and consideration. This is what truly separates the good from the great.

Everyone at AFPD is working equally hard for the entire membership body. If we take care of our members, they not only will sustain us, but more importantly, spread the good word of mouth that is vital to continued growth and success.

No matter where you work in an organization—sales, administration, IT, customer service, accounting, etc.—it's all about relationship management. It doesn't matter if you're the business manager or the receptionist.

Also, much of corporate America does not show the passion that AFPD does toward its community involvement efforts. For example, I was honored to be part of AFPD's Turkey Drive in November. I thought it was fantastic! Through events like this, AFPD is truly helping to improve, lift up, and make a difference in the communities we are honored to represent. Until organizations and their members give of themselves, they cannot count themselves as a true part of their community.

**Q: What's one thing that most people don't know about you?**

**Cabadas-Ferguson:** I love technology! I think it's amazing.

**Q: What's your message to AFPD members?**

**Cabadas-Ferguson:** That I'm listening. That I'm always personally available to them and that it's paramount that I hear from them.

**Q: What are you looking forward to most in your work for AFPD?**

**Cabadas-Ferguson:** I am very excited to help continue the growth that began when Auday Arabo joined AFPD four years ago. I've enjoyed getting brought up to speed on the organization, its history, and its accomplishments and challenges. We can't understand where we're going if we can't see where we've been.

I have tremendous respect for Auday and his focus on growth. It's important for AFPD to continue to attract new members because growth brings tremendous benefits for all members in every arena, from our ability to effectively advocate on behalf of our members' interests to being able to offer more money-saving programs that will directly improve our members' bottom lines. I'm confident that we can and will do it! ■■■

*Carla Kalogeridis is editor of AFPD Bottom Line.*



# *Coca-Cola Enterprises*

*proudly  
supports the*



THE VOICE OF INDEPENDENT RETAILERS

Joe Abbate  
Metro Detroit  
Distribution Center  
(313) 868-2008

Mike Mackiewicz  
Van Buren  
Distribution Center  
(734) 397-2700

# THE Waiting Game

**Independent retailers plan conservatively for a new year that holds more questions than answers.**

By Carla Kalogeridis and Beverly Sturtevant

With the fiscal cliff issues still unresolved and the implications of Obamacare looming around the corner, Midwest independent retailers are in defense mode. It's not the place they want to be. Retailers would rather be working strategically to emerge from the recession. Instead, they are preparing for a 2013 that holds more questions than answers.

Paul Condino, vice president of government relations for AFPD, says its time for everyone to put partisan politics aside. "I still believe in the system," he says. "Although the recent presidential election was not a mandate either way, the people clearly said, 'Get in a room, work together, and solve our problems.' Enough is enough. Legislators have to solve the fiscal cliff and get the country back on the road to stability."

As this magazine goes to press, that's not what's happening. Independent retailers warily watch the Congressional stalemate lumber on day after day, and they have no choice but to prepare for the worst. "The biggest challenge is waiting for what will come out of Washington," says Phil Kassa, owner of several stores including two Saturn

Markets, two Heartland Marketplaces, a Sak N Save, and a dollar store. "It's not only the fiscal cliff, but also new labor laws, new healthcare requirements, and more. I don't see there is much for independents to do

other than wait and get their staffing right."

"Healthcare is one issue we can't prepare for until the final rules are published, even though cost is a top concern," agrees Jim Nader, president and CEO of Plumb's Inc. "Another is the economy and what happens if Congress doesn't do something to prevent the fiscal cliff. There isn't much to do to prepare for the government issues except wait for Washington and Lansing to work."

Nader adds that in the Midwest, the economy has resulted in cuts to EBT program benefits as well as unemployment—and that means decreased sales for independents. "Retailers are also concerned about the lack of trained people coming up through the system. The days of being able to hire experienced produce managers, meat cutters, and bakery managers are gone," he says.

The point about not being able to find experienced and trained employees deserves deeper consideration in light of the changes in healthcare. While many retailers are reluctant to go on record with this, the prevailing strategy seems to be cutting the number of employees to the bare minimum and/or reducing their hours to below 30 a week to avoid paying healthcare benefits that they simply cannot afford. One AFPD member recently lamented, "It's cheaper for me to pay the \$2,000 government fine per employee than to pay for their healthcare."

But what kind of employee can retailers find—or keep—if

**What kind of employee can retailers find—or keep—**  
**if they cannot offer at least 40**  
**hours a week and competitive**  
**benefits?**





they cannot offer at least 40 hours a week and competitive benefits? How can they even hope to attract the experienced and trained produce and bakery managers that will set them apart from large chain retailers?

In a recent blog post titled "Care for Workers, So They Can Care for Customers," Phil Lempert, contributing editor to Supermarket News and a TV and radio news reporter, wrote that cutting talented employees to under 30 hours a week is "shortsighted" and could cost retailers customers. This strategy, he says, will "de-humanize" the very employees who prepare and serve food and interact with customers on a daily basis—and how can that be good for business?

He also points out that if workers can't afford to call in sick and miss a payday, they may show up ill—and that's neither safe nor attractive to customers. "No one wants a sneezing cashier to handle food or a coughing deli clerk to slice meat," he says. "Food sellers must live up to the public safety trust they hold—and recognize how easily shoppers can switch stores (and the thousands of dollars they spend on household food each year) if they feel an employer is being less than fair to its workers." Retailers, he concluded, must "take the high road on healthcare."

However, one retailer posted a response to Lempert's blog, which is worth considering because it reflects the viewpoint of many independents. "It is a simple truth that with this revolutionary change in how we do business, most owners are scared for their survival," the retailer wrote. "Unless you have a business in a high-income area where things are going well, most of us in the poor rural areas are barely turning a profit. When you add the new cost of Obamacare, it simply does not add up. It will suck most, if not all, of the bottom line to pay for everyone's healthcare."

The retailer continues: "Even though the idea is noble, it falls on businesses to pay for it, and they simply cannot. It is not because we are cold-hearted owners—it is the exact opposite. I know many retailers who love their employees as family and want to do the right thing, but they simply don't have the resources to do so."

The retailer concluded his post by saying he is "frightened" for his fellow independent supermarket owners. "We want to do the right

thing and are willing to do the best for our employees and our community. But how do we stay competitive in this overstored environment, with the race to the bottom for prices on goods that have very little margin in the first place?"

### It's Not Just the Cliff

Healthcare and the fiscal cliff don't hold the monopoly on retailers' and suppliers' concerns for 2013. Allan Girvin, director of sales and marketing for Heeren Brothers, says another key challenge will be increases in costs associated with produc-

tion and rising fuel costs to get products from the growing regions to the stores. "These cost increases will result in either decreased margins if retailers hold prices steady, or in lower revenue if retailers raise prices and customers react by buying less," he predicts.

However, Girvin does have some advice to retailers. "We believe retailers can best react to that challenge by aggressively driving volume. Volume can be increased through smart merchandising and promotions such as gas cards or in-store incentives."

Girvin admits that back rooms are already lean, especially for perishables, but he

urges retailers to work closely with their suppliers. "They will have helpful ideas," he says. "Just raising prices to cover the increased cost—but putting the money in your pocket—would be a mistake."

Bill Hillman, general manager, H.T. Hackney-Grand Rapids Division, says the main challenge facing c-store owners is that the basic business is changing. "We will see continued reduction in gasoline and tobacco sales," he believes. "The new growth for c-stores will be in foodservice."

Hillman recommends that c-stores begin at least looking at some kind of foodservice program. "It doesn't have to be an expensive franchise," he points out. "There are many smaller, in-store programs tailored for convenience stores." His message for retailers is to work on the things they can control, instead of worrying about healthcare and the fiscal cliff where "we don't yet know what's going to happen."

Only the alcohol-sellers seem to be in good spirits, seeing the challenges ahead as opportunities. "The good news is that it is



an excellent time to add wine if you don't already carry it," says Mike McNally, region sales director for Treasury Wine Estates. "The quality has never been better, prices are good, and there are lots of new things to try."

The key, he says, is to balance inventory with freshness. "Have a good selection of favorites and take advantage of the newest products, too," he advises. "Pricing is critical; you have to be competitive, and perhaps even aggressive, to bring customers in. Merchandising with prominent displays is important to success, too. And it always helps to provide information by using shelf-talkers, neckers, or ratings to help customers narrow down the right choice for the occasion from an aisle full of bottles."

John Horn, director of field marketing at Beam Global, agrees with McNally that there is nothing but opportunity in alcohol. "Bourbon is on fire, and the trends toward premiumization, low-calorie, and convenience are here to stay," he says, "and these trends play right into the independent retailer's sweet spot."

### Not Much to Do but Wait

Despite a few sunny spots in specific product categories, independent retailers' cautious welcoming of the New Year seems justified. The National Retail Federation (NRF) CEO Matthew Shay comments, "It is encouraging to see the Obama Administration's acknowledgement that retailers and their customers will be among the hardest hit if our elected officials fail to address ongoing economic uncertainty. However, just kicking the can down the road by cherry-picking reforms only serves to reinforce the well-placed fears of American consumers and retailers that the status quo will once again rule the day."

Shay adds that if things continue as they are, we will continue to see "less capital investment by retailers, stifled job creation, and dampened consumer confidence, which will ultimately lead to lower retail sales and potentially another recession."

The healthcare challenge is an even bigger question mark in Michigan, a state that has no state-run health insurance exchange. "It was my hope the House Health Policy Committee would find that a state-run exchange afforded us more control over the unacceptable over-reach by the federal government regarding the healthcare of Michigan citizens," said House Speaker Jase Bolger, (R-Marshall) in a statement. "After due diligence, however, it is clear that there were too many unanswered questions for the committee to feel comfortable with a state-run exchange, and we will not have one in Michigan."

Attorney General Bill Schuette supported Bolger's decision. "I have always had grave concerns about establishing a healthcare exchange," he said. "In my discussions with other attorneys general and legal experts, we agree that many unanswered questions still remain, especially with regard to future costs to Michigan taxpayers and the practical and legal impact of looming federal mandates."

It's worth noting that Gov. Rick Snyder supported the idea of a state exchange, viewed as a website where people looking to purchase health insurance could shop for the best price and plan. When the Michigan legislature failed to support a state health exchange, Snyder said he filed a grant application with the U.S. Department of Health and Human Services and would move forward with the state-federal arrangement. However, the governor said that the state might still exercise its option for a state exchange.

For the retailers, it all simply boils down to more waiting. Until some decisions are made at the state and federal levels and answers appear, most independents will step across the threshold to 2013 with a sack full of worries and a modicum of hope. ■■

*Carla Kalogeridis is editor and  
Beverly Sturtevant is managing editor  
of AFPD Bottom Line.*

**"I don't see there is much for  
independents to do other than  
wait and get their  
staffing right."**

**—Phil Kassa, retailer**





# Dairymens

## MILK RELIEF PLAN

November 5, 2012 - February 2, 2013

All products are only 75¢ / Suggested retail price: \$1

### HALF GALLON FRUIT DRINKS



ORANGE



FRUIT PUNCH



LEMON



WILDBERRY



ORANGE PINEAPPLE



BLUE RASPBERRY

### QUART ORANGE JUICE



### HALF GALLON DAIRYMENS ICED TEA



TEA WITH LEMON



DIET ICED TEA



CHERRY



RASPBERRY



SWEET TEA



GREEN TEA



TEA COOLER

### 8 oz. CHIP DIP



### 8 oz. SOUR CREAM



CALL JIM EVANS AT (800) 944-2301  
TO PLACE AN ORDER TODAY!



# Gov. Snyder Launches Energy Financing Program

Michigan Saves helps Michigan businesses save money on energy costs.

By Vanessa Denha-Garmo

Governor Rick Snyder launched the statewide Michigan Saves Business Energy Financing program at AFPD member store Hiller's Market in Northville. Michigan Saves is providing Hiller's a low-interest loan to make energy efficient improvements to its facilities.

"The Michigan Saves Business Energy Financing Program is a win-win for Michiganders," said Governor Snyder. "It helps businesses save on costs, creates good-paying jobs, and moves us toward a greener energy future."

AFPD helped launch the Michigan Saves pilot program last year in Detroit. The potential was apparent, and one year later we now have a statewide Michigan Saves program.

"We are proud to be part of the pilot program as well as the state-wide launch while encouraging other members to sign up," said AFPD President and CEO Auday Arabo. "AFPD is about helping our members operate effectively and efficiently."

The Michigan Saves Business Energy Financing program can help businesses across the state reduce costs by providing low-interest financing for energy efficient lighting, heating and cooling, insulation, refrigeration, equipment, and more.

Businesses make the upgrades with the help of authorized



Gov. Snyder launched Michigan Saves at Hiller's Market in Northville.

contractors and affordable financing of \$2,000 to \$150,000 with lending partner Ervin Leasing and capital provider Bank of Ann Arbor. Michigan Saves, a public-private partnership seeded with public funds, works with private lenders to provide affordable financing to help homes and businesses save energy and money.

"When businesses use inefficient ways to operate, they are losing money they could spend to hire more

people or make more products," said Julie Metty Bennett, executive director of Michigan Saves.

Buildings and properties owned or occupied by businesses or nonprofit organizations located anywhere in the state of Michigan are eligible for Michigan Saves Energy Financing, subject to a credit review by Ervin Leasing.

"We are pleased to have a welcoming, light and bright presence at all of our grocery markets," said Justin Hiller, vice president of Hiller's Markets. "But the signature business model always comes at a price. We are always looking for advantageous opportunities for our business and our customers, and this program will help us speed up our efforts to go green while saving money. We thank the governor for highlighting our efforts."

Any store interested in the program can call AFPD at (800) 666-6233. ■■■



Michigan State Representative Kurt Heise (pictured with AFPD's Auday Arabo) was on hand to support the launch of Michigan Saves.



Justin Hiller, vice president of Hillers, (pictured with AFPD's Auday Arabo) hosted the event in his store.



# NOW MORE WAYS TO

REFRESH + REHYDRATE + REVIVE



10 CALORIES

15g PROTEIN



WWW.MONSTERENERGY.COM

Available through your local Monster Energy Distributor

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

## FSMA Update to Registration Requirements

By Tim Slawinski

Biennial registration renewal for food facilities began October 22, 2012 and must be completed by December 31. The FDA requirement for registration of food facilities has been updated by Section 102 of the Food Safety Modernization Act. For more detailed information, please visit the FDA website. Facilities with specific questions about registration should be directed to the FDA via [www.fda.gov](http://www.fda.gov) or by phone at (800) 216-7331 or (301) 575-0156.

### What Has Changed?

- Registration renewal is now biennial, required from October 1st to December 31st of each even-numbered year.
- Email address is now a mandatory field. Concerns have been raised related to facilities that do not have email, but are required to register. At this time, there has been no communication for how processors without an email address can register.

- A statement indicating the FDA will be permitted to inspect registered facilities will be added to the registration.
- The food categories will be updated. This means facilities may need to select additional categories during renewal.
- Suspension of Registration has been added to FDA's authority.

**1. Cause of Suspension.** Reasonable probability of causing serious adverse health consequences or death to humans or animals.

**2. Effect of Suspension.** No person shall import or export, offer to import or export, or introduce food into interstate or intrastate commerce in the United States.

### What Has Not Changed?

- Method of registration.
- There are no fees associated with registrations, renewals, or updates to information.
- The criteria for entities that must



register has not changed since 2003: Domestic or foreign facilities engaged in the manufacturing/processing, packaging, or holding of food for consumption in the United States, whether or not the food from the facility enters interstate commerce. ■■■

*Tim Slawinski is emerging issues specialist at the Michigan Department of Agriculture and Rural Development (MDARD).*

## Producing Profits from Your Coffee Counter

Your coffee counter can be the most profitable program in your store.

How much additional profit could a store make by simply increasing coffee sales 25 percent?



Here is an example of an average store program currently serving 12 pots per day.

An increase of only three pots per day on average would yield a 25 percent increase in sales.

- The average retail spend on a 16-ounce coffee is \$1.25.
- One pot of coffee yields at least four 16-ounce cups for a gross retail of \$5.00
- The cost per pot for four cups, lids, the coffee, and condiments is \$1.75.
- Net profit per pot is an average of \$3.25, or a gross profit margin of 65 percent. Sales \$5.00 minus cost \$1.75 equals profit \$3.25.
- Sale of an additional three pots per day (25 percent increase) yields an additional profit of \$9.75 per day or \$3,560 per year.

### Create an Appealing Coffee Counter

We know four things to be true about coffee programs:

- 1. Eye appeal is your first impression.** A clean, well-lighted coffee counter will appeal to your customers. Be sure the coffee counter is completely merchandised and you have outdoor signage to

communicate with customers.

- 2. Customers like choices.** Simply offering regular and decaf may be enough in some locations, but more consumers are looking for a dark roast or hearty cup of coffee these days. Flavored creamers or flavor shots will entice more customers and help ensure a steady stream of repeat business.
- 3. Customers will return if the coffee is fresh.** Do not hold coffee longer than 30-40 minutes tops.
- 4. Offering a loyalty program such as a punch card.** For a free cup or \$.50 refills in a 16-ounce travel mug will help you build up a steady repeat group of customers who come in every day.

AFPD has excellent coffee programs with rebates or free product depending on whether you are in Michigan or Ohio. Check out the coffee flyers on the AFPD website, or contact the AFPD office.

For more information on building a successful coffee program, contact Jeff Gehman at Consolidated Services Group, [jeff@consolidatedservicesgroup.com](mailto:jeff@consolidatedservicesgroup.com), or (717) 468-2515. ■■■



nothing refreshes like a  
diet pepsi™



DIET PEPSI, the Pepsi Globe and NOTHING REFRESHES LIKE A DIET PEPSI are trademarks of PepsiCo, Inc.



## Test Your Knowledge on Meat Sanitation

Bring your employees up to speed with AFD's new video and handbook.

AFPD has produced a sanitation education video focusing on food safety in the meat room. The video was funded by a grant from the Michigan Department of Agriculture.

The video is available in DVD, and comes with a printed handbook to educate employees on meat room sanitation. The training tool is also available on the AFPD YouTube Channel at [www.youtube.com/afpdtube](http://www.youtube.com/afpdtube).

But first, to test your knowledge, here is a quiz you can share with your staff to see how much they already know. Answers are found in the video and handbook.

1. **TRUE or FALSE:** Bacteria are invisible to the human eye and pose a health threat in the meat room.
2. **TRUE or FALSE:** Contaminated foods are not only dangerous, but also cost distributors millions of dollars.
3. **TRUE or FALSE:** The Michigan Department of Agriculture expects—but does not require—meat rooms to be cleaned and sanitized regularly.
4. **TRUE or FALSE:** As a safety precaution, equipment must be locked out and tagged out before any cleaning takes place.
5. **TRUE or FALSE:** During the cleaning process, workers must make sure they remove the biofilm, an invisible layer of micro-organisms that builds up on surfaces.
6. **TRUE or FALSE:** It is not necessary to clean floors or drains because they are not close to food preparation areas.
7. **TRUE or FALSE:** All sanitizing solutions are exactly the same.
8. **TRUE or FALSE:** Bacteria cells in biofilms may be as much as 100 times more resistant to sanitizing chemicals than free-flowing or suspended cells of the same species.
9. **The Centers for Disease Control and Prevention estimates that food-borne disease kills how many Americans a year?**
  - a) 300
  - b) 3,000
  - c) 5,000
  - d) 10,000
10. **What is an area most people forget to clean?**
  - a) Sink
  - b) Meat cooler
  - c) Garbage can
  - d) All of the above
11. **Outbreaks of serious food-borne illnesses have been linked to products that were contaminated by what unsanitized equipment?**
  - a) Deli slicer
  - b) Cuber
  - c) Meat wrapper
  - d) All of the above



**See the video on AFPD YouTube at  
[www.youtube.com/afpdtube](http://www.youtube.com/afpdtube).**





Thank you to the AAFP and their members for another successful year!

*Beam*

*Crafting the Spirits that Stir the World*

# 2012 Turkey Drive

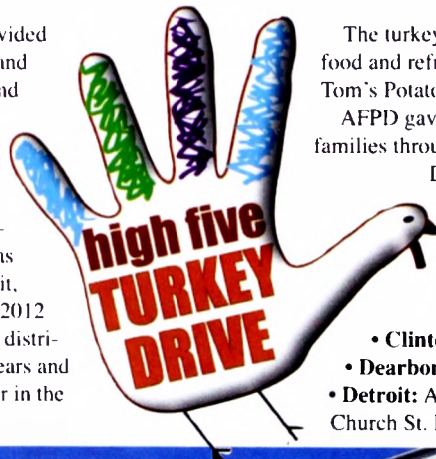
The annual AFPD Foundation Michigan Turkey Drive reaches an incredible 60,000 turkeys provided over 32 years.

AFPD The Voice of Independent Retailers provided more than 6,000 families in the Metro Detroit and Lansing, Michigan areas, as well as in Cleveland and Columbus, Ohio, with free turkeys for their Thanksgiving dinners. This is the 32nd consecutive year that AFPD has provided needy families with turkeys for the holidays.

Since 1980, the program by the AFPD Foundation, the charitable arm of the association, has donated more than 60,000 turkeys in the Detroit, Lansing, Columbus, and Cleveland areas. The 2012 High Five Turkey Drive was the largest turkey distribution from AFPD's members in the past 32 years and is likely the largest free turkey distribution ever in the states of Michigan and Ohio.

"Many retailers and other local businesses have given generously to this program," says Auday Arabo, AFPD president and CEO. "This is one way our local independent retailers work together with the community to provide needy families with a holiday meal."

What makes this year's Thanksgiving giveaway even more impressive is the fact that wholesale turkey prices have risen more than 10 percent over the last year, making it even more difficult for needy families to have a bountiful, traditional Thanksgiving meal.



The turkeys were distributed along with other donated food and refreshments from Pepsi, Faygo, Prairie Farms, Tom's Potato Chips, and others.

AFPD gave out more than 300 turkeys to Cleveland families through Catholic Charities and The Catholic Diocese of Cleveland. Students from the St. Francis of Assisi Middle School in Gates Mills, Ohio served as volunteers handing out the turkeys in the Cleveland area.

Organizations receiving turkeys included:

- **Berkley:** St. Vincent de Paul Society
- **Clinton:** Holy Cross Family Services
- **Dearborn Heights:** World Deliverance Temple
- **Detroit:** Arab American Chaldean Council, Cathedral Church St. Paul, Cass Tech Alumni Triangle, Charles F. Kettering High School, City Airport Renaissance Association, Clinton Street Greater Bethlehem Temple, Coalition On Temporary Shelters, Community United for Progress, D.A.B.O Inc., Department of Human Services, Detroit Police, Evangel Ministries, Freedom House, Glorify God Church of Deliverance, Great Faith Ministries International, House of God, Inner City Sub Center, James E. Wadsworth Jr. Community Center, Little Rock Baptist Church, The Master's Commission, Mercy Primary





# Biggest One Ever

Care Center, Ministries of a Second Chance, New Life in Christ Ministries, New Whitestone Missionary Church, Nolan Middle School, Perfecting Community Care Center, Pershing High School, Plymouth United Church of Christ, Redeemed Missionary Baptist Church, Refreshing Word, Community Relations, Salvation Army, Samaritan Missionary Baptist Church, St. Patrick Senior Center, St. Timothy United Methodist Church, and Wayne Elementary

- **Ecorse:** Mt. Zion Baptist Church, Ecorse Goodfellows, and Capuchin Soup Kitchen
- **Grosse Pointe Park:** Wolverine Human Services
- **Inkster:** The League of Christian Women
- **Oak Park:** Mar Addai Chaldean Parish
- **Pontiac:** Berea Tabernacle Church, NAACP Pontiac, and Oakland Family Services
- **Southfield:** Christian Tabernacle, Hope United Methodist Church, and Mount Calvary Church of Jesus Christ
- **Sterling Heights:** Holy Martyrs Chaldean Catholic Church, Prayer Tabernacle Church of God in Christ, and St. James Church and Nursing Home
- **Taylor:** Penrickton Center for the Blind and Lion's Club
- **West Bloomfield:** Chaldean Outreach & Community Hope (COACH) ■■■





**Vanessa  
DENHA-GARMO**

*Founder—Denha Media and Communications*

## One Bad Apple Can Spoil the Bunch

**Bullies not only hurt morale, they negatively impact the bottom line.**

**Y**ou know the old adage, "One bad apple can spoil the bunch?" It is true. Toxic people will poison the entire company, ultimately affecting productivity and your bottom line.

Statistics show that one out of 10 people have reported being bullied, and bosses are among the biggest culprits. Research shows that managers, bosses, or people in formal superior positions were reported as bullies 74.7 percent of the time.

There are many negative effects of bullying, including stress, anxiety, high absenteeism, low morale, depression, and reduced productivity. People cannot perform to their best ability when they are being bullied. As an employer, isn't your goal to have each employee work to his or her highest potential?

With a bully at work, they cannot, and some organizations create a culture of negativity.

As an employer, it is in your best interest to identify the bullying behavior and stop it. Bosses sometimes identify an employee as aggressive or strong when that person is—in fact—a bully who is negatively impacting the work of others.

You, as the employer, need to understand bullying tactics and listen to employees who come to you with complaints about certain individuals. An individual cannot stop a bully from being a bully, but he or she can stop being a target of

the bully by using specific communications strategies. However, it is the responsibility of the employer to stop the bullying behavior and restore productivity.

Bullying consists of several key elements: physical, verbal, or psychological attacks or intimidation that is intended to cause fear, distress, or harm to the victim, thus creating an imbalance of power. The goal of a bully is to appear superior. The bully wants others to perform poorly at work so he or she can shine.

Some typical bullying tactics include:

- Blaming others for their mistakes
- Placing unreasonable job demands on others
- Criticizing the abilities of others
- Inconsistent compliance with rules
- Threatening a person's job
- Communicating with insults and put-downs
- Discounting or denying the accomplishments of others
- Excluding targets from groups, meetings or important events

The thing to remember is that bullies are workplace politicians who want to control and dominate. Watch out for the signs so one bad apple does not spoil your entire bunch of good and hard-working employees. ■■



There are many negative effects of bullying, including stress, anxiety, **high absenteeism**, low morale, depression, and **reduced productivity**.



**LIBERTYUSA®**

SOLUTIONS for your SUCCESS



THE VOICE OF INDEPENDENT RETAILERS

**ENDORSED SUPPLIER**

# PARTNERSHIP

## to bring you SOLUTIONS for your SUCCESS

Liberty USA is a WHOLESALE CONVENIENCE STORE DISTRIBUTION COMPANY located in Western Pennsylvania. Family owned & operated for more than 50 years, we now service 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.

### SOLUTIONS PROVIDED BY LIBERTY USA:

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



To Learn more **PLEASE CONTACT US:**

920 Irwin Run Road • West Mifflin, PA 15122 • P: 800.289.5872 • F: 412.461.2734 • [cs@libertyusa.com](mailto:cs@libertyusa.com) • [www.libertyusa.com](http://www.libertyusa.com)

## Drinking and Driving: A Threat to Everyone

**A**merican drivers got behind the wheel after drinking too much a shocking 112 million times in 2010. Though episodes of drinking and driving have gone down by 30 percent during the past five years, it remains a serious problem. Alcohol-impaired drivers are involved in about 33 percent of crash-related deaths, resulting in nearly 11,000 deaths in 2009. A recent Centers for Disease Control and Prevention (CDC) report discusses drinking and driving and the proven measures that can help.

The CDC says certain groups are more likely to drink and drive than others:

- Men were responsible for four out of five episodes (81 percent) of drinking and driving in 2010.
- Young men ages 21-34 made up only 11 percent of the U.S. population in 2010, yet were responsible for 32 percent of all instances of drinking and driving.
- 85 percent of drinking and driving episodes were reported by people who also reported binge drinking. Binge drinking means five or more drinks for men or four or more drinks for women during a short period of time.

### Steps for Safety

There are proven steps that people can take to help prevent drinking and driving:

#### States can...

- Enforce 0.08 percent blood alcohol concentration and minimum legal drinking age laws.
- Expand the use of sobriety checkpoints.
- Require ignition interlocks for everyone convicted of drinking and driving, starting with the first offense.
- Consider including strategies to reduce binge drinking—such as increasing alcohol taxes—to reduce drinking and driving, since the two behaviors are linked.

- Pass primary enforcement seat belt laws that cover everyone in the car.

#### Employers can...

- Set policies that immediately take away all work-related driving privileges for any employee cited for drinking and driving while using a company or personal vehicle for work purposes.
- Use workplace health promotion programs to communicate the dangers of drinking and driving, including information directed to family members.

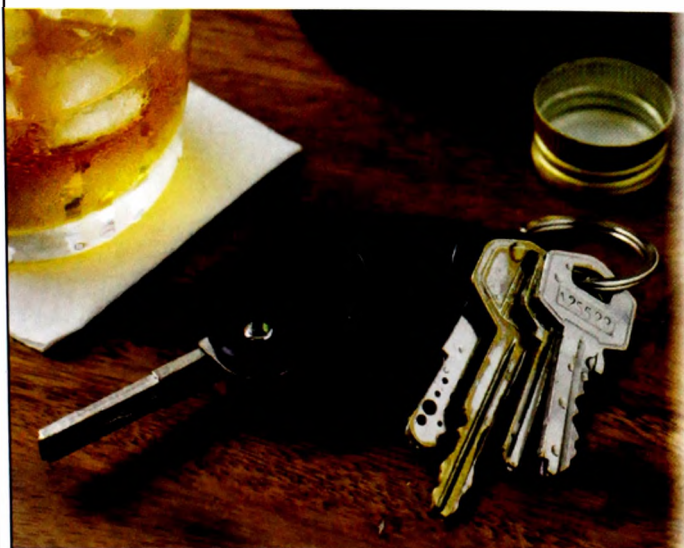
#### Health professionals can...

- Help patients realize that car crashes are the leading cause of death for everyone ages 5-34 and that 33 percent of all crash-related deaths involves a drunk driver.
- Routinely screen patients for risky drinking patterns such as binge drinking and provide a brief intervention—a 10-15 minute counseling session—for patients who screen positive.

#### Everyone can...

- Choose to not drink and drive and help others do the same.
- Before drinking, designate a nondrinking driver when with a group.
- If out drinking, get a ride home or call a taxi.
- Don't let friends drink and drive.
- Choose not to binge drink and help others not to do it.
- Talk with a doctor or nurse about drinking and driving and request counseling if drinking is causing health, work, or social problems.
- Buckle up every time, no matter how short the trip. Encourage passengers in the car to buckle up, including those in the back seat.

AFPD calls upon member retailers to do their part in keeping customers safe this holiday season and throughout the year.



AFPD calls upon member retailers to do their part  
**in keeping customers safe**  
this holiday season  
and throughout the year.



# "Save energy and save money."

" I'm Harold. I've worked as a service technician for DTE Energy for 24 years. I pay utility bills just like you. So, I do things to save energy, because I know that it will save me money.

Did you know that by adjusting your thermostat just one degree, you can save 3 percent on your energy bill? Caulking windows, adding insulation, and changing your furnace filter can help in the summer and in the winter.

Go to **dteenergy.com/saveenergy** to learn more about saving energy and money. We can help."

## **HAROLD**

Service Technician  
DTE Energy, 24 Years

Visit us at **dteenergy.com/saveenergy**  
or call us at **800.477.4747**

**DTE Energy**



**DTE Energy**



# Plumb's Inc.: Retail to Supplier and Back Again



Jim Nader

Jim Nader's journey began at age five, sweeping out his grandparents' store in Grand Rapids, followed by new responsibilities as his father bought and operated the business. The business was sold in 1965 due to health issues, and Nader started with Family Foods as a meat clerk at 17.

During his 17 years with Family Foods, he rose to vice president before going to work at Spartan Stores as a retail counselor for three years. "I went back to the retail side as general manager of Great Day Foods," Nader says, "and later joined Family Fare as vice president."

In 1996, Nader had an opportunity to move to Plumb's Inc. as vice president, and when the owner decided to sell, Nader jumped at the chance. He's now president and CEO of the privately held employee stock ownership plan (ESOP) company, where the management team—including Nader, who retained a majority—owns the stock. "I've always had lots of day-to-day involvement," Nader says. "I'm in all the stores three days a week. Thanks to great store managers, I can spend a couple of days in the office."

Today, there are seven Plumb's Value-Rite Foods stores—one each in Newaygo, Grand Rapids, and Whitehall—as well as four in Muskegon on Michigan's west shore. The company also operates a Save-A-Lot in Muskegon and has its corporate offices there. "Our Plumb's stores are full-line," explains Nader. "In addition to fresh produce, we have all the national brands, plus Spartan's brands, our Plumb Perfect deli specialties, meats, and bakery."

"We're surrounded by Wal-Mart and Meijer, but we're successful because our service sets us apart," Nader says. Our stores pride themselves on providing the best shopping experience their customers will find anywhere by having people who are well-trained to answer questions and help them find what they're looking for. The most important benefit is convenience, according to Nader. "A customer's time is valuable," he explains, "so we focus on getting them out of the store quickly. They want to come in, shop, and get out."

The company's website engages its customers with a recipe-of-the-day, online coupons and a shopping list to print or email, cooking videos, gift cards, and weekly ads. There's even a link to the website through Facebook.

Plumb's currently has 380 employees, and is proud of its

extensive training program. "Our biggest challenge is finding experienced, well-trained department managers," Nader says. "Our training program is great, but it takes 12-18 months to complete. If they leave, we have to start over."

The stores put a lot of emphasis on sourcing and promoting Michigan products, especially from small companies and local farmers. "We attend the annual MSU-sponsored food show to find new sources and new products our customers might enjoy," Nader says. This January, the Michigan Apple Committee awarded the Plumb's store in Muskegon first place for promoting Honeycrisp apples with hand-painted signs playing up the apple's local roots. Another Plumb's store placed third.

All of the stores are active in their communities, donating holiday turkeys, working with local churches, and supporting Love INC, a national ministry that reaches out to vulnerable community members. "We also provided lunch to about 600 volunteers at this year's United Way Day of Caring," Nader says.

Nader has been an AFPD member for about 18 months, but has been aware of the association's work for a long time. "When I worked for Spartan Foods, many of my customers were members," he explains, "and when I started doing business with D&B Wholesale recently, I realized there was a lot I could learn from them."

He was just elected to AFPD's board of directors and says he looks forward to contributing as well as learning. He's interested in working with Michigan State on their training programs for the food industry, but admits his top issue is replacing Michigan's bottle-deposit law with a comprehensive statewide recycling program. "I like what AFPD is doing," Nader says. "They are very strong in helping the community and working on retailers' issues."





A bottle of Baileys Hazelnut Flavor Irish Cream Liqueur stands on a reflective surface next to a glass cup of coffee. The bottle has a dark body with a gold and red label that reads 'BAILEYS' and 'WITH A HINT OF HAZELNUT FLAVOR'. A small label on the neck features the signature 'R.A. Bailey'. To the left of the bottle are three hazelnuts, one of which is cracked open. The background is a soft, out-of-focus white.

# NEW

## HAZELNUT FLAVOR



AVAILABLE OCTOBER 1, 2012

50 mL and 750 mL

FOR ADDITIONAL INFORMATION, CONTACT YOUR  
LOCAL DIAGEO SALES REPRESENTATIVE.

[thebar.com](http://thebar.com)

[www.facebook.com/BAILEYSUS](http://www.facebook.com/BAILEYSUS) 

Please drink responsibly.

Does not contain: nuts. Contains: milk.

BAILEYS Irish Cream Liqueur 17% Alc/Vol ©2012 R & A Bailey & Co. Imported by Paddington, Ltd., Norwalk, CT



**M. Scott  
BOWEN**

*Michigan Lottery Commissioner*

## Thanks for 40 Wonderful Years

It's hard to believe that the Michigan Lottery started with the sale of a 50-cent ticket 40 years ago, on November 13, 1972. Since that time, the Lottery has made millions of players prize winners, thousands of retailers commission winners, and—most important—public education in Michigan is the beneficiary winner. It's a true success story.

In that first year, the Lottery generated \$36.7 million for public education in Michigan. Since 1972, the Lottery has generated more than \$17 billion for public education. In fiscal year 2012, the Lottery shattered its own record, contributing more than \$770 million to the School Aid Fund.

The Lottery has grown from offering one paper ticket for 50 cents, to offering a huge array of games with various play styles, to offering second chance drawing opportunities where players can participate by joining our VIP program. Today, Lottery players can choose from nine draw games plus dozens of individual instant and pull-tab games with ticket prices ranging from 50 cents to \$50.

Prizes have also multiplied dramatically. The top prizes are now as high as hundreds of millions of dollars in the multi-state games of *Mega Millions* and *Powerball*. In 40 years of business, the Lottery has paid an astounding \$26.8 billion in prizes, with amounts over the years ranging from \$1 to the \$337 million won by Donald Lawson of Lapeer in August of this year.

Lottery retailers—from small convenience stores owned by individuals to superstores with multiple locations owned by corporations—have sold \$50.5 billion worth of tickets and have earned more than \$3.2 billion in commissions.

The Lottery's next logical step is to sell tickets over the Internet. We fully expect to maintain a very close partnership with our retailers when this option becomes available. In fact, retailers will benefit from Internet sales with new opportunities such as the ability to sell game cards to players. We are also looking at enhancements, for example, the creation of "virtual retailers" through which retailers can earn commissions through their own websites. Studies have shown that retail sales in lottery jurisdictions that offer Internet options are not adversely affected, and we expect that to be the case in Michigan as well.

The Lottery thanks you, our retailer partners, for your ongoing support. With your help, we will have many more

successful years as we continue to fulfill our mission of generating revenue for public education.

### Underage Sales

Michigan Lottery retailers are key players in the initiative to prevent ticket sales to minors. Please be vigilant and remind all members of your staff that Lottery games are only to be sold to the adult audience they are designed for. It is against the law to sell Lottery tickets to anyone under the age of 18.

This is especially important to remember during the holiday season, and we remind people to give responsibly. While Lottery tickets make great gifts and stocking stuffers, the recipient's age should be kept in mind.

### Player's Club *Blazing 500s* Giveaway

*Blazing 500s* is gearing up to make your holidays red hot. The 500 hours of winning begins on Thursday, December 20 at 2 pm and concludes on Saturday, January 12 at 9 am. A new winner will be selected every hour. All \$500 prizes will be delivered to winners via email as a digital voucher to print and redeem at any Lottery retailer.

driving traffic and big cash winners into your business. Note: A player may only be selected as a winner one time during the *Blazing 500s* promotion.

Players can double the power of their non-winning tickets by entering them in Player's Club between 1 pm December 23 and 8:59 am January 12. For every \$10 in non-winning Lottery tickets submitted online, players will receive two giveaway entries: one into *Play It Again* for the chance to be a \$1,000,000 finalist, and one into *Blazing 500s* for a chance to win \$500.

### New Instant Ticket

*Old Man Winner* (\$2) instant ticket went on sale December 4.

### Instant Tickets Set to Expire

IG 443 *Wild Time Cash* (\$2), IG 452 *Monopoly* (\$2), IG 453 *Monopoly* (\$5) and IG 454 *Monopoly* (\$10) expired on December 3rd.

### Instant Ticket Activation

Retailers are reminded to always activate instant game tickets before putting them on sale to ensure winning tickets can be redeemed by players.

For additional information, visit the Lottery's website at [www.michiganlottery.com](http://www.michiganlottery.com).







**Oh What Fun!**



'Tis the season to stock up on Michigan Lottery holiday instants. Cheerful games that give your customers chances to win up to \$500,000 instantly and your business a jolly seasonal boost. Little wonder these tickets make everyone's season so merry and bright.

Overall odds of winning Holiday Treats: 1 in 4.75. Overall odds of winning Gifts Galore: 1 in 4.62. Overall odds of winning Sweet Winnings: 1 in 5.96. Overall odds of winning Holiday Millions: 1 in 5.95. If you feel more than you can afford to lose, you've got a problem. Call 1-800-270-7117 for confidential help.





## The Saleh Group: Fulfill Your American Dream



Nidal Saleh

Buying or selling a business can be a challenge unless you have an experienced, full-service business broker like Nidal Saleh behind you. "We guide you through the entire process from valuation to marketing, buyer qualification, deal structuring, financing options, contracts, and closing the deal," Saleh says.

After serving four years in the U.S. Marine Corps in the early 80s, Nidal Saleh entered the convenience store business in 1986.

Nearly 20 years later, he transferred 17 years of experience as an owner/operator of multiple units into The Saleh Group. It didn't take long for his focus to change from real estate to concentrate on what he knew best. "I grew up in this business," he says, "plus I did it myself. Owning and operating all those gas stations and c-stores allowed me to accumulate a lot of knowledge and experience."

The Saleh Group is now the leader in the marketing and acquisition of gas stations, convenience, and liquor stores throughout the Midwest and now Florida. Saleh, who is fluent in Arabic and holds an MBA in marketing and management from Aberdeen University, has built a large network with the largest listing profile of gas stations and convenience stores in the Midwest. "In fact, we are one of the 10 most popular members of [www.LoopNet.com](http://www.LoopNet.com), the world's largest online resource for national commercial real estate listings that boasts more than 5.8 million registered members and 3.6 million monthly visitors," he explains, "and under the American Business Brokers banner, we have access to more than 10,000 business opportunities."

Surprising even himself, business has boomed throughout the economic downturn from 2008 to the present. Saleh says, "Lots of

people lost their corporate or hospitality jobs, or lost confidence in the security of those jobs, or just wanted to run a business for their own benefit. A gas station or convenience store is a perfect choice—a safe haven where an owner can watch his money grow right in front of him."

"I was just in the right place at the right time," Saleh admits. "People see that we can get the job done whether they are buying or selling." He explains, "Our partners have owned and operated gas stations and convenience stores throughout the area, and they understand the complex business that is involved in owning, building, operating, leasing, managing, liquidating, and expanding these types of businesses." The company provides all the necessary services for a seller to successfully understand and manage the selling process, including the documents that are required for the transaction.

Saleh says another important service offering is evaluating a business even if the owner isn't ready to sell. "They will remember us when they are ready," he says, "and having a realistic analysis based on market conditions and performance—which is the number one issue in everyone's mind—is critical. We have a lot of repeat business, too. We've learned that a good operator often goes on to acquire multiple units."

Saleh says he hasn't been a very active AFPD member for the past few years, but is realizing that having those contacts is important. "We try to return the favor by recommending that our buyers join AFPD—and they often listen," he adds.

"Our goal is make the transaction the best experience possible for the business owner," Saleh says. "We offer ethical, professional service, and there are major economic advantages to working with us. We know how to sell gas stations...No one sells more gas stations." ■■■



**"I grew up in this business. Plus I did it myself. Owning and operating all those gas stations and c-stores allowed me to accumulate a lot of knowledge and experience."**

—Nidal Saleh





# PAYMENT PROCESSOR MAKING YOU PAY TOO MUCH?

## Let Chase Paymentech assess your current processing costs for free.

Ever wonder if you're receiving the best overall cost from your payment processor? Let one of our industry specialists show you what you're paying to accept debit and credit cards today and what you could be saving with Chase Paymentech. It only takes a few minutes, and there's no obligation to switch. You've got nothing to lose!



- Save with low, exclusively negotiated pricing
- Month-to-month contracts
- No-hassle integration and setup
- Manage transactions with simple, online reporting tools
- Receive special rates for MasterCard®, Visa® and Discover®

### Free Cost Comparison

Contact a representative for a review of your account today.

**888.464.9902 ext. 70255**

©2012, Chase Paymentech Solutions, LLC. All rights reserved.

**CHASE**  **Paymentech**



**Andy  
DELONEY**

*Chairman, Michigan Liquor Control Commission*

## Changes Make Applications Easier

It's been quite a year at the Liquor Control Commission, with our efforts focused on being business-minded and customer-driven. We continue to work very closely to focus on how we can improve the licensing and investigation processes, cutting out unnecessary hurdles, with the goal of creating more certainty for applicants. For example, we have successfully eliminated multiple weeks in the processing of applications, and the time required to prepare the closing packet following approval is steadily diminishing.

To provide certainty to licensees and applicants, we continue to base our decisions on the statutes and rules as written. While it sounds good to say, this is not always easy. Sometimes an applicant submits what sounds like a great business opportunity or a great acquisition or expansion, but the idea is inconsistent with the Michigan Liquor Control Code or the promulgated rules of the Commission. In other words, to be able to proceed with their business plans, the laws and regulations of the state restricting the plans would have to be changed.

This is one reason Governor Rick Snyder created the Office of Regulatory Reinvention (ORR) and charged it to perform a comprehensive review of the state's regulatory requirements and make recommendations for changes. The ORR prepared a report of recommendations and the Commission is reviewing and implementing many of the

recommended changes to internal procedures. Recommended changes to the Liquor Control Code must first be considered by the legislature. As for recommended changes to the promulgated rules, work is beginning on preparing requests for changes to the rules.

### Financial Statement Available on Website

The MLCC financial statement is available at [www.michigan.gov/lcc](http://www.michigan.gov/lcc). The report shows the results of MLCC operations for the period of October 1, 2011 through August 31, 2012 and is compared with the same period from the previous fiscal year. Highlights of this report covering the first 47 weeks of the 2011-12 year:

- Distilled spirit cases sold have increased 229,509 (3.6 percent)
- Total gross sales have increased over last year by almost \$48 million (5.4 percent)
- Net income from liquor sales is up approximately \$10.5 million (7.0 percent)
- Beer tax collections are up just over \$630,000 and wine taxes are higher by almost \$800,000.
- Sunday morning sales fees have decreased by \$400,000.

The Commission wishes all of you happy holidays, a great finish to 2012, and a healthy and prosperous 2013. ■■■



The Commission wishes  
all AFPD members  
happy holidays,  
**a great finish to 2012,**  
and a healthy and  
prosperous 2013.





2013 AFPD FOUNDATION  
ACADEMIC SCHOLARSHIP PROGRAM  
**\$1,500 SCHOLARSHIPS**

Available to AFPD members, their employees,  
children and customers in Michigan & Ohio



Apply online at [aim.applyists.net/AFP](http://aim.applyists.net/AFP) or visit  
[www.AFPDOnline.org](http://www.AFPDOnline.org) for complete eligibility  
requirements and full program information.

*Applications are available beginning January 1, 2013.  
Deadline to apply: March 31, 2013.*

# Apply Immediately for Group Rating Plan

CareWorks Consultants (CCI), AFPD's third-party administrator for workers' comp insurance in Ohio, works aggressively to help group retrospective rating clients save money, prevent injuries, and control costs to maximize the benefits of the program for all participants.

## Enrollment Packets Mailed

Because group rating has a limited window for enrollment, it is important to apply immediately for the 2013-2014 plan year. Savings quotes and enrollment packets for the CCI Workers' Compensation Group Rating and Group Retrospective Rating Programs have been sent to newly qualifying AFPD applicants.

To ensure enrollment in the 2013-2014 AFPD group rating program, forms should be returned immediately. The deadline for receipt of enrollment forms is February 22, 2013.

Companies currently enrolled in a CCI Group Rating Program do not have to re-apply and will not receive an enrollment packet. Renewal for the 2013-2014 group rating year is automatic as long as your company continues to meet the re-enrollment criteria.

If your company has not yet requested a no-cost, no-obligation quote for the 2013-2014 policy year, apply online at [www.careworksconsultants.com/groupratingapplication/AFP](http://www.careworksconsultants.com/groupratingapplication/AFP) or contact Theresa Passwater at (800) 837-3200, ext. 7248. The deadline to request a quote is February 12, 2013.

## Apply Immediately for Group Rating Plan

The Ohio Department of Job and Family Services (ODJFS) has distributed the 2013 Contribution Rate Determination forms notifying employers of their unemployment tax rate for the upcoming year.

It is important to review this document and take the following actions, if applicable:

- Appeal the tax rate if there are discrepancies in any information used to determine this rate. ODJFS allows employers 30 days from the mailing date of the tax notification to submit their appeal.
- Review your option to "buy down" this rate by making a voluntary contribution by December 31, 2012. A voluntary contribution calculation should be completed to determine if there is a savings to your business at the lower rate.
- Commonly owned businesses can apply for a "joint rate" if this provides savings opportunities to your businesses. A common rate study should be completed before making this decision, and the request should be submitted to ODJFS by December 31, 2012.

CCI offers unemployment assistance with tax rate matters in addition to claims, benefit charges, and hearing management. The experienced unemployment team at CCI can help your business prevent overcharging by ODJFS and mitigate costs on any unemployment claims. To learn more about the CCI unemployment cost control program, please contact Kammy Staton at (800) 837-3200, ext. 7165 or (614) 526-7165. ■■



Because group rating has  
**a limited window  
for enrollment,**  
it is important to  
apply immediately  
for the 2013-2014  
plan year.






AFPD INVITES YOU TO JOIN US FOR OUR

*97th Annual Trade Dinner & Ball*

**“The  
PHANTOM  
of the  
OPERA”**

*February 8, 2013*

Diamond Center  
Suburban Collection Showplace

 SUBURBAN COLLECTION  
SHOWPLACE

Sponsorship opportunities are available!  
For ticket information call Tamar Lutz at  
(800) 666-6233 or visit [www.AFPDonline.org](http://www.AFPDonline.org).

THE PHANTOM OF THE OPERA® IS A REGISTERED TRADEMARK OF THE REALLY USEFUL GROUP LTD.



## Robert DeRubeis

*Program Manager, Weights and Measures Division,  
Michigan Department of Agriculture*

# Maintain Your Meters

**W**e've all heard the old adage: If it isn't broke, don't fix it. Such thinking is understandable—particularly when it comes to the maintenance of gasoline metering equipment (meters)—considering the rising costs of service, and inventory fluctuations that are not obvious or otherwise alarming to the operator.

But like so many things in business these days, what seems OK at first blush can conceal far-reaching consequences that place customer confidence, quality assurance, inventory control, regulatory compliance, and the company's good name at risk.

Routine maintenance involves more than changing filters, replacing damaged hoses and malfunctioning nozzles, and repairing leaks. It should also include verifying the accuracy, or calibrating, the meter itself. Why is that important? Every year, operators who forego verifying meter accuracy deal with lost revenues because their meters were giving product away, or—if their meters were shorting their customers—facing complaints and potential regulatory intervention.

The Michigan Department of Agriculture & Rural Development (MDARD) Weights and Measures Program has sole jurisdiction and statewide responsibility for all commercial transactions involving products sold by weight, measure, or count, including all advertisement. The majority of the 1,000-plus consumer complaints investigated annually involve retail gasoline outlets; the majority of those involve allegations of inaccurate measure. During a consumer complaint investigation or field audit, non-compliant dispensers are condemned for repair or removed from service. Often, the operator must pay for a service company to enact repairs immediately.

In recent years, the lack of routine maintenance has resulted in a specific type of violation that leads to enforcement action. What does it mean when you are told that your station is in violation because the dispensers are "predominantly negative?" Simply stated: More than 50 percent of all dispensers (or of one particular grade) are delivering less than the quantity represented (short measure).

The Michigan Weights and Measures Act of 1964 (Act 283 as amended) sets the rules and regulations by which a gasoline dispenser may be installed, used, and maintained. The "National Institute of Standards and Technology Handbook 44" contains the specifications, tolerances, and user requirements within which weighing and measuring devices are permitted to operate. For the typical retail gasoline dispenser the tolerance is approximately six cubic inches. One specific requirement

## Equipment Maintenance FAQs

**Q: I've never adjusted the meters since they were installed and had no idea that they were all delivering short. So I'm not responsible under the law, right?**

**A:** Wrong. Under the law, the device owner/operator is responsible for the proper maintenance of all equipment to ensure accurate measurement. The applicable criminal penalties can range from misdemeanor charges of \$10,000 per violation and/or one year in prison to felony charges of \$20,000 per violation and/or one year in prison. The economic harm to consumers and the costs of the investigation may also be assessed.

**Q: I can't afford to have a service company test all of my dispensers. Will the state do it for free?**

**A:** No. Anytime a firm requests a state inspection, applicable fees are assessed.

**Q: I have a contract with a Registered Service Agency. Are they responsible for any violations or penalties assessed?**

**A:** Yes and no. First, the operator retains responsibility for the devices and any economic harm that may result from inaccurate meters. As to the registered service agency, it is liable for its actions under the law, and in certain circumstances may be the only party penalized for violations observed. Using a non-registered agency means the operator is responsible for the actions of all parties.

**Q: I'm new to the petroleum industry and was not aware of my responsibilities under the law. Will I receive a warning first?**

**A:** Not necessarily, and unlikely when shortages are involved.

**Q: If I have my dispensers tested once or twice per year, am I likely to avoid a situation involving "predominantly negative" devices?**

**A:** Yes, properly tested and adjusted meters will enhance your business and help you achieve and maintain compliance.

**Q: What records should I maintain to assist with weights and measures issues?**

**A:** Maintaining good inventory records and all documents related to the installation or maintenance of equipment on site will prove invaluable when evaluating your operation.



## Petroleum News & Views

Continued

frequently enforced because of the lack of routine maintenance is:

"Maintenance of Equipment: Equipment in service at a single place of business found to be in error predominantly in a direction favorable to the device user shall not be considered maintained in proper operating condition." Penalties for such violations can include the economic benefit received during the period of the violations. This can range from hundreds of dollars to tens of thousands of dollars.

Owners and operators of weighing and measuring devices can contact the Office of Weights and Measures to seek guidance and technical information that will allow them to achieve and maintain compliance, but the information received can also help you improve your business.

In April 2002, MDARD—with the support and encouragement of industry members—worked with state legislatures to implement the Voluntary Registration Program for Service Agencies and Persons. This program helps operators meet their service and maintenance needs by ensuring technicians

**Compliance  
through cooperation  
is the goal,  
and the benefits of routine  
maintenance certainly  
are not a myth.**

have the basic technical knowledge, and an understanding of the state law. It also ensures that the agency has certified equipment to accurately test devices in the field. Another advantage is that a registered service person can legally and immediately place a new device into service or replace a device condemned by a state official.

For detailed information regarding this program, including a list of registered agencies and other weights and measures information, visit [www.michigan.gov/wminfo](http://www.michigan.gov/wminfo). The use of registered service personnel is strongly encouraged when installing new devices or adjusting current calibrations.

The Weights and Measures Program staff members take a proactive approach to the concerns of consumers and the industry. Contact the office at 517-655-8202 with technical questions or anything related to your compliance needs and the service registration program. Compliance through cooperation is the goal, and the benefits of routine maintenance certainly are not a myth. ■■■■

## TIME TO REORDER FOR 2013

**ORDER  
2013  
ITEMS NOW**

**Under 18 No Tobacco We Card**

**Employee Guide**

**Reasons for Preventing Underage Tobacco Sales**

**Preventing Tobacco Sales**

**2013 18**

**EASY ONLINE ORDERING**  
at [www.wecard.org](http://www.wecard.org) or, call 1-800-934-3968

© 2012 The We Card Program, Inc. All rights reserved.



**Bruce  
STEVENSON**

*Superintendent, Ohio Department of Commerce, Division of Liquor Control*

## Deciphering Temporary Permits

**A**s 2012 comes to a close, it's time for businesses and non-profit organizations to start thinking about their charitable events for next year. Special events where alcohol will be sold require advanced planning to make sure they are done correctly. Retail businesses can benefit and help their communities by raising funds for local charities at the same time. We have a knowledgeable staff with many years of experience ready and willing to help you get the right temporary liquor permits for these events. There are nine different temporary permit classes, and it's sometimes difficult to figure out which one fits a particular situation.

Temporary permits are issued year round, but the busy season starts early in the year, and it takes time for us to review and process the large volume of applications we receive. In fiscal year 2012, the division issued 6,249 temporary permits. So, the first thing to know: File applications at least 30 days prior to the event date.

As businesses owners and operators, you are an integral part of the community. You don't have to be a not-for-profit organization to be part of an event to help your local charities. While you can't temporarily expand your retail permit premises, you can allow charitable events to use your parking lot. Just make sure the boundaries for the temporary permit are clearly defined to ensure that no alcoholic beverages are carried between your premises and the temporary permit area. The alcohol sales are conducted by the

non-profit organization, but the retail permit holder can sell food, and provide staff or other services to the event. Most of these events use an F or F-2 temporary permit.

Another great way to support local charities is to partner with a not-for-profit organization and file jointly for the F-2 permit. Holders of a D-3, D-4 or D-5 permit may host an event at their permit premises and help conduct alcohol sales. The most important point to remember: When a permit is issued jointly, and the event is on the premises of the issued permit, the retail permit holder must suspend its alcohol sales for that portion of the premises while the F-2 permit is in effect. The temporary permit holder must buy the alcohol from a licensed manufacturer or wholesale distributor.

The Division often conducts compliance checks, and citations may be issued for violations that could affect your permit and an organization's reputation, including the ability to obtain temporary permits for future events. If you're unsure of how certain regulations apply to your event or business, please contact the division for guidance.

The best advice is to follow the instructions carefully and complete each section of the application. If you're unsure about the type of permit needed, please contact the division and let us help you make your event a success. Applications are available on the division's website at [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr). You can also now follow the Division of Liquor Control on Twitter@ohioliquor.



**The first thing to know:  
File applications  
at least 30 days  
prior to the  
event date.**



29th Annual Michigan

# INNOVATIONS TRADE SHOW



# GREASE

IS THE  
WORD



**AFPD  
Takes  
Broadway**

*During 2013!*

**Tuesday and  
Wednesday  
April 9 & 10, 2013**

**Burton Manor**

27777 Schoolcraft • Livonia, MI 48150

*Connect with  
buyers and  
have some fun  
at the 2013  
AFPD Trade  
Show!*

# Election Results Recap

**H**ere's how November's election results could impact AFPD members.

## Obama, Stabenow Win Handily

President Obama defeated Michigan native son Mitt Romney by a margin of about 54-45 percent in Michigan.

Senator Debbie Stabenow (D-Lansing) defeated former Congressman Pete Hoekstra (R-Holland) 58-38 percent.



Assistant Wayne County Prosecutor and Republican Klint Kesto, who was strongly supported by AFPD, won a competitive race in an open Oakland County seat vacated by Representative Lisa Brown (D-West Bloomfield).

## Bolger Re-Elected, Greimel New House Democratic Leader

The House of Representatives reconvened for a one-day session on November 8, to elect leaders for the 2013-2014 legislative session.

Speaker Jase Bolger (R-Marshall) retains his post, as does House Majority Floor Leader Jim Stamas (R-Midland). Bolger will appoint a number of new committee chairs due to current chairs leaving office because of term limits.

Tim Greimel (D-Auburn Hills) was selected to be the new minority leader, and Representative Rudy Hobbs (D-Lathrup Village) was chosen as the incoming minority floor leader.

Greimel joined the House in February after winning the special election called when former Representative Tim Melton (D-Auburn Hills) left the Legislature to take a job with StudentsFirst in California. A former Rochester school board member and attorney, Greimel served five terms on the Oakland County Commission.

Greimel's selection as House Democratic Leader is unique in that he is the most junior member of the House Democratic Caucus and will be eligible to serve for six more years in the House. Given that no House member has served more than four years as a caucus leader since term limits first took effect in 1998, Greimel could potentially serve an unprecedented six years as a caucus leader.

## Markman, Zahra, McCormack Elected to Supreme Court

Incumbent Michigan Supreme Court Justices Stephen Markman and Brian Zahra won re-election and will be joined on the bench by University of Michigan law professor Bridget Mary McCormack, who won a close race over Oakland County Circuit Judge Colleen O'Brien. Republicans maintain control of the state's highest court.

## Ballot Proposals Rejected

Michigan voters rejected all six ballot proposals. Altogether, the supporters and opponents of the ballot proposals reported spending at least \$105 million on the campaigns. ■■■

## U.S. Congressional Incumbents Return, Bentivolio Wins Open Seat

Congressman Dan Benishek (R-Crystal Falls) retained his seat after a vigorous rematch from former State Representative Gary McDowell (D-Rudyard). The loss is a significant disappointment to Democrats, who targeted that district as one of their top opportunities nationwide to pick up seats in the U.S. House of Representatives.

In the 3rd district, Congressman Justin Amash (R-Grand Rapids) won a second term, defeating former State Representative Steve Pestka (D-Ada). In the 11th Congressional District, former schoolteacher Kerry Bentivolio (R-Milford) was elected.

## Republicans Maintain Control of House

Republicans maintain control of the Michigan House of Representatives, though their majority is reduced from 64-46 to 59-51 after Democratic challengers defeated five Republican incumbents.

- In the western U.P., Representative Matt Huuki (R-Atlantic Mine) was defeated in a rematch with his 2010 opponent, former state employee Scott Dianda (D-Calumet).
- In Muskegon County, Muskegon Public Schools teacher Colleen LaMonte (D-Montague) defeated Representative Holly Hughes (R-Montague).
- In Eaton County, Representative Deb Shaughnessy (R-Charlotte) was defeated in a rematch by her 2010 opponent, social worker Theresa Abed (D-Grand Ledge).
- In Washtenaw County, Representative Mark Ouimet (R-Ann Arbor) was defeated by Saline Mayor Gretchen Driskell (D-Saline).
- Finally, in Grand Rapids, nonprofit administrator Winnie Brinks (D-Grand Rapids) defeated two-term Representative Roy Schmidt (R-Grand Rapids).



**Where Service,  
Quality and Price meet!**

# U.S. ICE

since **28** 1984!

**U.S. ICE**  
CORPORATION

- Cube • Block • Dry Ice
- Coolers Available—  
Single or Double Door  
Outside or Inside
- Newest Fleet in the Industry
- Centrally Located for  
Fastest Delivery
- Cash & Carry Department
- Best Prices In Town

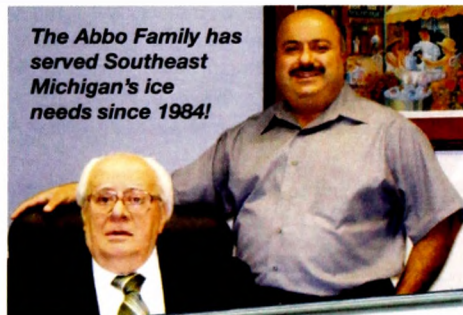
## U.S. ICE CORP.

10625 West 8 Mile Road • Detroit, MI 48221  
(313) 862-3344 • Fax (313) 862-5892

**LARGEST ICE  
MANUFACTURER  
IN THE TRI-COUNTY AREA,**  
with a manufacturing  
capacity of 400 tons  
(800,000 lbs.) of ice per day!

U.S. Ice's extensive fleet of delivery  
trucks keeps the Tri-County  
area "On ICE!"

The Abbo Family has  
served Southeast  
Michigan's ice  
needs since 1984!



Call the ICE LINE: **(313) 862-3344**

[www.usicecorp.com](http://www.usicecorp.com)

# Kids With Stressed-Out Parents Eat More Fast Food

By Randy Dotinga

Stress in parents may contribute to obesity in their kids, and as parental stress rises, the kids are more likely to eat fast food, a new study finds.

The research has caveats. It doesn't definitively prove that kids put on more pounds when they live with stressed-out adults. And, oddly, the study found that kids of stressed parents didn't eat less produce—although this may have something to do with french fries counting as a vegetable, the authors noted.

Still, the findings suggest that stress changes the way parents act regarding their children, says study author Dr. Elizabeth Prout Parks, a physician nutrition specialist at The Children's Hospital of Philadelphia. "Parents need to have support from many levels. There need to be supportive public health programs to help parents solve problems and cope with stress."

The study's researchers focused on more than 2,100 households with kids aged 3 to 17; among those, 25 percent of the kids were obese. The kids of parents who reported more types of stresses in their lives—such as health problems, financial strain, unemployment, single parenthood, and poverty—were more likely to be overweight.

The study design didn't allow the researchers to pinpoint how much the risk of obesity goes up for the kids of stressed-out parents. The researchers found that kids ate more fast food if they had parents who perceived themselves as being more stressed on a scale of one to 10. The average stress score was

5.8. It's not clear, though, how much more fast food those kids ate.

How might stress in parents affect the weight of kids? "I believe that time is a factor. There are a lot of ways that stress affects you that would keep you from cooking and having the energy to do some things," Prout Parks says. "Everyone tries to be the best parents they can be, but when they're under stress, they aren't always making the healthier choices." In addition, she says it's "highly likely" that financial stress—like that from the recession—makes things worse in terms of parental stress and childhood obesity.

Dr. David Ludwig, director of the New Balance Foundation, Obesity Prevention Center, at Boston Children's Hospital, says stressed parents might resort to fast food and junk fare because they're pressed for time. "They also may not have the time or the emotional resources to supervise physical activity, and the child might end up watching more television," he says. "The question is very interesting and important, especially as our lives are becoming that much more busy and stressful."


Why does the research matter? "If stress can be shown to be a major risk factor for childhood obesity, then it opens up an innovative new approach to prevention," Ludwig says, "not just focusing on encouraging kids to eat right and be more active, but developing methods to help the children and the parents feel less stressed." ■■■

*Randy Dotinga is a Blue Cross Blue Shield HealthDay reporter. For more on the study, see the November issue of Pediatrics.*

The kids of parents who reported more types of stresses in their lives **were more likely to be overweight.**







Smart entrepreneurs are risk-takers.  
Except when it comes to health coverage.

Get exceptional value with small business health coverage from the Blues

Choosing health coverage comes down to one thing: value.

The perfect mix of comprehensive coverage at an affordable price.

With Blue Cross Blue Shield of Michigan, you get real value and the flexibility to choose exactly the right coverage for your business.

**Healthy Blue Living<sup>SM</sup>** from Blue Care Network

A revolutionary HMO product that, for five years, has been rewarding employees for adopting healthier lifestyles by working with their doctors to improve their health. Real rewards, like lower copays and lower deductibles.

**Simply Blue<sup>SM</sup>** from Blue Cross Blue Shield

A PPO product, with over 120,000 members in just a year, that offers employees a comprehensive health plan at a competitive price. It's the coverage you've always wanted, that's now more affordable.

**Healthy employees are good for business**

And by offering first-rate coverage that you and your employees can afford, your business can thrive.

Learn more today.

Call 1-248-671-9600 for more information regarding benefits and rates on Blues plans available to AFPD dealers.



CELEBRATING  
**5 YEARS**

OVER  
**120,000**  
MEMBERS

Your Association  
Exclusively Endorses



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

Nonprofit corporations and independent licensees  
of the Blue Cross and Blue Shield Association

# SUPPORT THESE AFDP SUPPLIER MEMBERS

## ASSOCIATIONS

AMR - Association Management Resources	(734) 971-0000
Local Business Network	(248) 620-6320

## ATM

American Communications of Ohio	(614) 855-7790
ATM International Services	(313) 350-4678
ATM of America, Inc.	(248) 932-5400
Elite Bank Card ATM's	(248) 594-3322

## BAKED GOODS DISTRIBUTORS

Great Lakes Baking Co.	(313) 865-6360
Hearth Ovens Bakers by Masons Bakery	(313) 636-0401
Hostless Brands	(248) 588-3954
Michigan Baking Co. - Hearth Oven Bakers	(313) 875-7246
Sajouna Bakery	(313) 277-8877
Vinna Wholesale Bakery	(313) 834-8800

## BANKING, INVESTING & CONSULTING

1 Source Capital Commercial Financing	1-888-447-7892
AXA Advisors	(313) 712-5300
Bank of Michigan	(248) 865-1300
Citizens Bank	(248) 293-3036
Flagstar	1-800-945-7700
Huntington Bank	(248) 626-3970
Lincoln Financial Advisors	(248) 948-5124

## BEER DISTRIBUTORS & SUPPLIERS

Eastown Distributors	(313) 867-6900
Frankenmuth Brewery	(989) 262-8300
MillerCoors	(248) 789-5831
O K Distributors	(269) 983-7469
Powers Distributing Company	(248) 393-3700

## BOOKKEEPING/ACCOUNTING CPA

Alkamano & Associates	(248) 865-8500
Marcoin/EK Williams & Co.	(614) 837-7928
Shimoun, Yaldo, Kashat & Associates, PC	(248) 851-7900
UHY-US	(248) 355-1040

## BUSINESS COMMUNICATIONS/ PUBLIC RELATIONS

Comcast	(248) 343-9348
Clear Rate Communications	(248) 556-4537
Denha Media Group	(248) 702-8687

## CELLULAR PHONES & MOBILE MARKETING

Mousetrap Group	(248) 547-2800
SPI Innovation	(810) 733-7460
T-Mobile	(248) 465-1717

## 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

Better Made Snack Foods	(313) 925-4774
Frito-Lay, Inc.	1-800-359-5914
Kar's Nut Products Company	(248) 588-1903
Moltown Snacks (Lays Cape Cod Toms Archway Stella Doro)	(313) 931-3205
Uncle Ray's Potato Chips	1-800-800-3286

## COFFEE DISTRIBUTORS

Folgers	(717) 468-2515
---------	----------------

## CREDIT CARD PROCESSING

Chase Paymentech	1-866-428-4966
First Data Independent Sales, Steven Abbo	1-877-402-4464
First Data Independent Sales, Timothy Abbo	1-877-519-6006
Petroleum Card Services	1-866-427-7297
WorldPay	(773) 571-6327

## C-STORE & TOBACCO DISTRIBUTORS

Liberty USA	(412) 461-2700
Capital Sales Company	(248) 542-4400
H T Hackney-Grand Rapids	1-800-874-5550
Martin Snyder Product Sales Company	(313) 272-4900
S. Abraham & Sons	(616) 453-6358
United Custom Distribution	(248) 356-7300

## DISPLAYS, KIOSKS & FIXTURES

Detroit Store Fixtures	(313) 341-3255
Sitto Signs	(248) 399-0111

## ENERGY, LIGHTING & UTILITIES

DTE Your Energy Savings	1-855-234-7335
DTE Energy Supply (OH, PA & IL)	(734) 887-2176
Michigan Saves	(734) 494-2126
AmenFirst Energy (Gene Dickow)	(248) 521-5000
DTE Energy	1-800-477-4747
Energy Wise America	(249) 910-6138
Kimberly Lighting, LLC	1-888-480-0070
Murray Lighting Company	(313) 341-0416
Running Right	(248) 884-1704
Vantaura Energy Services	(616) 366-8535
Volunteer Energy	(734) 548-8000
Walker-Miller Energy Services	(313) 366-8535

## FOOD EQUIPMENT & MACHINERY

Culinary Products	(989) 754-2457
Store Fixture Supercenter	(248) 399-2050

## FOOD RESCUE

Forgotten Harvest	(248) 967-1500
Gleaners Community Food Bank	(313) 923-3535
Greater Lansing Food Bank	(517) 908-3690

## FRANCHISING OPPORTUNITIES

Buscemi Enterprises Inc.	(586) 269-5
Kasapis Brothers/Ram's Horn Restaurants	(248) 350-3
Tubby's Sub Shops, Inc.	1-800-497-6

## GASOLINE WHOLESALE

Atlas Oil Company	1-800-878-2
Central Ohio Petroleum Marketers	(614) 889-1
CFX Management	(937) 426-8
Countywide Petroleum/Citgo Petroleum	(440) 237-4
Gilligan Oil Co. of Columbus, Inc.	1-800-355-8
High Pointe Oil Company	(248) 474-0
K & K Petroleum Maintenance Inc.	(937) 938-1
Motor City Oil Co.	(313) 892-3
Obie Oil, Inc.	(937) 275-5
Oscar W Larson Co.	(248) 620-4
Superior Petroleum Equipment	(614) 539-1

## GREETING CARDS

Leanin' Tree	1-800-556-7819 ext. 4
--------------	-----------------------

## GROCERY WHOLESALE & DISTRIBUTOR

Burnette Foods, Inc.	(231) 264-6
Cateraid, Inc.	(517) 546-6
Central Grocers	(815) 553-6
Complimentary Foods	(734) 545-3
D&B Grocers Wholesale	(734) 513-1
Exclusive Wholesale World	(248) 398-1
General Wholesale	(248) 355-0
George Enterprises, Inc.	(248) 851-4
Great North Foods	(989) 356-2
International Wholesale	(248) 353-4
Jerusalem Foods	(313) 846-1
Kap's Wholesale Food Services	(313) 832-2
Nash Finch Company	1-800-472-2
Spartan Stores, Inc.	(616) 878-2
SUPERVALU	(937) 374-1
Value Wholesale Distributors	(248) 967-5

## HOTELS, CONVENTION CENTERS & BANQUET HALLS

Farmington Hills Manor	(248) 888-4
Hampton Inn - Commerce	(248) 863-3
Hampton Inn - Shelby	(248) 624-4
Holiday Inn Express - Commerce	(248) 624-4
Petruszello's	(248) 879-9
Shenandoah Country Club	(248) 683-2
Suburban Collection Showplace	(248) 348-8

## ICE CREAM SUPPLIERS

Nestle DSD	(248) 425-4
Prairie Farms Ice Cream Program (Large Farms)	1-800-399-6970 ext. 1
Arctic Express	1-866-347-7
Pars Ice Cream Company, Inc.	(313) 291-1



indicates supplier program that has been endorsed by AFDP.

\* Indicates supplier only available in Michigan

\*\* Indicates supplier only available in Ohio






# SUPPORT THESE AFDP SUPPLIER MEMBERS


## ICE PRODUCTS

Arctic Glacier, Inc.	1-800-327-2920
Home City Ice	1-800-759-4411
Jaylor Ice Co.	(313) 295-8576
J'S Ice Corp.	(313) 862-3344

## INSURANCE SERVICES: COMMERCIAL

 North Pointe Insurance	1-800-229-6742
 "CareWorks	1-800-837-3200 ext. 7188
 "Cox Specialty Markets (North Pointe) (Underground Storage Tanks)	1-800-648-0357
Brown & Brown Insurance	(586) 446-3663
Global Midwest Adjusters International	1-800-445-1554
Great Northern Insurance Agency	(248) 856-9000
Thomas-Fenner-Woods Agency, Inc.	(614) 481-4300
UST Lyndall Insurance	(440) 247-3750



## INSURANCE SERVICES: HEALTH & LIFE

 "BCBS of Michigan	1-800-666-6233
New York Life Insurance Company	(248) 352-1343
Rocky Husaynu & Associates	(248) 851-2227

## INVENTORY SERVICES

Target Inventory	(586) 718-4695
------------------	----------------

## LEGAL SERVICES

 "Bellanca, Beattie, DeLisle	(313) 882-1100
 "Pepple & Waggoner, Ltd.	(216) 520-0088
Cummings, McClorey, Davis & Aho, PLC	(734) 261-2400
Dennis & Associates	(248) 265-4100
Fisher & Phillips, LLP	(858) 597-9611
Jappaya Law, PC	(248) 626-6800
Katz Attorneys & Counselors	(586) 493-4427
Lane, Alton & Horst	(614) 228-6885
Law Offices of Kassab & Arabo, PLLC	(248) 865-7227
Meloni, Orow, Mekani, Shallal & Hinds, PC	(248) 223-9830
Pinto, Kacskas, Silver & Gadd, PC	(734) 354-8600
Stillingham & Cole, PC	(517) 351-6200

## LOTTERY

Great Corporation	(517) 272-3302
Michigan Lottery	(517) 335-5648
Ohio Lottery	1-800-589-6446



## MAGAZINE & TRADE PUBLICATIONS

MS News Magazine Distributors	(586) 978-7986
-------------------------------	----------------

## MEAT & DELI DISTRIBUTORS

A & A United Meat	(313) 867-3937
A & Z Portion Control Meats	(419) 358-2926
C. Rhy & Sons	(810) 387-3975
Cherry Fresh Foods	(313) 295-6300
Global Foods	(586) 447-3500
Great Wholesale Meats	(313) 831-8126
International Foods Distributors	(313) 659-7300
Meat Food Corp.	(586) 727-3535
Shelburne Packing Company	(313) 259-7500

## MILK, DAIRY & CHEESE PRODUCTS

 "Prairie Farms Dairy Co.	(248) 399-6300
 "Dairymens	(216) 214-7342
Country Fresh	1-800-748-0480

## MISCELLANEOUS

Validator	(386) 308-2543
Z Coil Comfort Side	(313) 407-4976

## MONEY ORDERS/MONEY TRANSFER/ BILL PAYMENT

 MoneyGram International	MI (517) 292-1434
	OH (614) 878-7172
NoCheck Payment Service, LLC	(248) 973-7241
Western Union	(734) 206-2605

## OFFICE SUPPLIES & PRODUCTS

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

## PIZZA SUPPLIERS

Hunt Brothers Pizza	(615) 259-2629
---------------------	----------------


## POINT OF SALE

BMC - Business Machines Specialist	(517) 485-1732
Caretek (Security, Credit Card, Point of Sale and more!)	1-866-593-6100
Great Lakes Data Systems	(248) 356-4100 ext. 107
Legacy Technology Services	(630) 622-2001
Silk Route Global	(248) 854-3409

## PRINTING, PUBLISHING & SIGNAGE

American Paper & Supply	(586) 778-2000
Fisher Printing	(708) 598-1500
International Outdoor	(248) 489-8989
Michigan Logos	(517) 337-2267
Proforma Commerce Solutions	(313) 207-7909
Walt Kempiski Graphics	(586) 775-7528

## PRODUCE DISTRIBUTORS

 Heeren Brothers Produce	(616) 452-2101
Ace Produce	(248) 798-3634
Jerm Farms	(734) 992-2043
Tom Macen & Son, Inc.	(313) 568-0557

## REAL ESTATE

American Business Broker	(614) 944-5778
Judeh Tax Appeal Team	(313) 277-1986
Signature Associates - Angela Arcon	(248) 359-3838

## REFRIGERATION & REFRIGERATION SOLUTIONS

Phoenix Refrigeration	(248) 344-2980
-----------------------	----------------

## REVERSE VENDING MACHINES/RECYCLING

TOMRA Michigan	1-800-610-4866
----------------	----------------

## SECURITY, SURVEILLANCE & MORE

Central Alarm Signal	(313) 864-8900
Gulfcoast Loss Prevention	(727) 776-3429
US RAC, LLC	(248) 505-0413
Whole Armor Reliant Services LLC	(313) 930-5464

## SHELF TAGS/LABELS/MARKETING

egi Solutions	(586) 978-9630
JAYD Tags	(248) 730-2403
Saxon Inc.	(248) 398-2000

## SODA POP, WATER, JUICES & OTHER BEVERAGES

 Arizona Beverages	(810) 360-0671
 Cintron Beverage Group	(248) 659-2051
 "Intrastate Distributors (Snapple)	(313) 892-3000
 Monster Energy Company	(586) 566-6460
 Nestle Waters Supermarket Program	(734) 513-1715
7UP Bottling Group	(313) 937-3500
Absopure Water Co.	1-800-334-1064
Buckeye Distributing (Arizona)	(440) 526-6668
Coca-Cola Refreshments	
	Auburn Hills (248) 373-2653
	Belleville (734) 397-2700
	Metro Detroit (313) 868-2008
	Port Huron (810) 982-8501
Coca-Cola Refreshments - Cleveland	(216) 690-2653
Faygo Beverages, Inc.	(313) 925-1600
On Go Energy Shot	(248) 470-4300
Pepsi Beverages Company	Detroit 1-800-368-9945
	Howell 1-800-878-8239
	Pontiac (248) 334-3512

## SPECIALTY FOODS

Cousin Mary Jane	(586) 995-4153
------------------	----------------

## TOBACCO COMPANIES & PRODUCTS

Altria Client Services	(513) 831-5510
R J Reynolds	(336) 741-0727
S & E Distributor, Inc. (e-cigarettes)	(248) 755-8926
Westside Vapor (e-cigarettes)	(614) 402-0754

## WASTE DISPOSAL & RECYCLING

National Management Systems	(586) 771-0700
-----------------------------	----------------

## WINE & SPIRITS COMPANIES

Bacardi Martin U S A	(734) 459-2764
Beam Global	(248) 471-2280
Cana Wine Distributors	(248) 669-9463
Constellation Brands	(248) 349-5164
Diageo	1-800-462-6504
Heaven Hill Distilleries	1-800-348-1783
KCTS-Awesome Brands	(248) 549-0054
Remy Cointreau USA	(248) 347-3731
Treasury Wine Estates	(734) 667-3515

## WINE & SPIRITS DISTRIBUTORS

Great Lakes Wine & Spirits	(313) 867-0521
National Wine & Spirits	1-888-697-6424
	1-888-642-4697



**indicates supplier program that has been endorsed by AFDP.**

**\* Indicates supplier only available in Michigan**

**\*\* Indicates supplier only available in Ohio**

AFPD *Bottom Line* (USPS #2331; ISSN 0894-3567) is published monthly with one annual special edition by AFPD—The Voice of Independent Retailers, at 5779 W. Maple Rd., West Bloomfield, MI 48322. Material contained within *AFPD Bottom Line* may not be reproduced without written permission from AFPD.

Periodicals postage prices paid at Pontiac, MI and additional mailing offices.

The opinions expressed in this magazine are not necessarily those of AFPD, its board of directors, staff members, or consultants. Bylined articles reflect the opinions of the writer.

**POSTMASTER:** Send address changes to *AFPD Bottom Line*, 5779 W. Maple Rd., West Bloomfield, MI 48322.

AFPD works closely with these associations:



## Calendar



—February 8, 2013—

### 97th Annual Trade Dinner & Ball

Diamond Center  
Suburban Collection Showplace  
Novi, MI

—April 9 & 10, 2013—

### 29th Annual Innovations Trade Show

Burton Manor  
Livonia, MI

—As Requested—

### TIPS Training

## Information Technology

NEXGEN ORDER MANAGEMENT SYSTEM  
SYNERGY BUSINESS MANAGEMENT TOOL

## Marketing & Merchandising

DSD vs WAREHOUSE DELIVERED PRODUCTS  
DATA AND ANALYTIC BASED SERVICES  
TRADE SHOW  
FALL/WINTER CATALOG  
MONTHLY FEATURES

## Convenience Foods

FOOD SERVICE SHOWCASE  
FRUIT RIDGE FARMS FRESH SANDWICHES & SALADS  
BLUE BUNNY ICE CREAM  
BEANTOWN COFFEE  
HOT OFF THE GRILL ROLLER PROGRAM  
SAS CLEANING & SANITATION PROGRAM

## Product Selection

GROCERY - REFRIGERATED - FROZEN  
TOBACCO  
CONFECTION  
HBC/GM  
AUTOMOTIVE

*Grand Rapids* CORPORATE HEADQUARTERS  
AND DISTRIBUTION CENTER  
PO BOX 1768, 4001 THREE MILE RD. GRAND RAPIDS, MI 49544  
616-453-6358 • 800-477-5455

*Indianapolis* DISTRIBUTION CENTER  
317-891-7752 • 800-477-5455



Distributor to  
grocery, drug &  
convenience  
retailers

# CUSTOMERS First

Delivering Solutions  
Exceeding Expectations

[www.sasinc.com](http://www.sasinc.com)



**FOUR DECADES OF MAKING  
GOOD THINGS HAPPEN,  
AND IT ALL STARTED HERE.**



Hermus Millsaps  
First Million-dollar Winner, 1973

**Thanks to you, our valued retail partners, together  
we've made lots of good things happen for Michigan:**

**OVER \$27 BILLION IN PRIZES TO PLAYERS**

good for the millions of winners

**OVER \$17 BILLION TO OUR SCHOOLS**

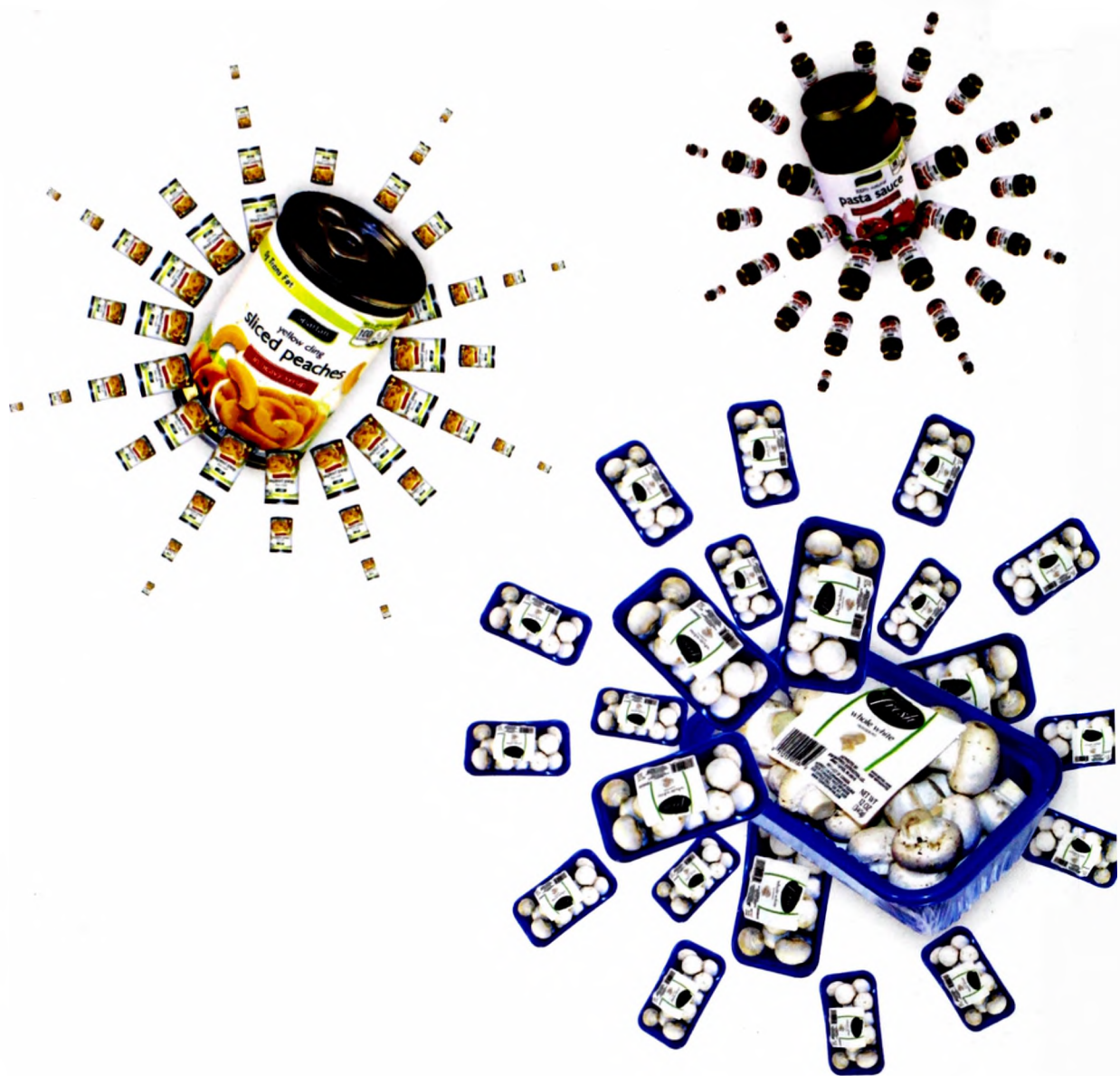
good for K-12 public education

**OVER \$3 BILLION IN COMMISSIONS TO RETAILERS**

good for 10,000 local businesses



**good things happen**



## We believe that every day is independent's day.

When you partner with Spartan, your independent store becomes bigger and better. We offer over 100 different services to help your business succeed, including: advertising, research, category management, print and development and more. Add in 40,000 competitively priced private and national brands and you're on the shoulders of a giant.

At Spartan, the independent retailer is why we exist and we never forget it. Call Jim Gohsman at 616-878-8088 or visit us at [www.spartanstores.com](http://www.spartanstores.com).







# JOSEPH D. SARAFIA

## 4th ANNUAL SCHOLARSHIP LUNCHEON

DETROIT INSTITUTE OF ARTS  
TUESDAY, JULY 24, 2012





## A Warm Welcome to the AFPD Joseph D. Scholarship Luncheon

I wish to express my sincere congratulations to the scholarship winners today. In reading your impressive scholarship applications, I am very much aware of the vast efforts and the extensive sacrifices that have paved the way to the success that is being celebrated here today. Congratulations for your dedication, your hard work, your passion and achievement, and your commitment to higher education and to your local community.

### MESSAGE TO SCHOLARSHIP WINNERS

To the scholarship recipients, this period in your life marks a key transition as you pursue your college education. I know that your college education will provide you with the necessary skills to eventually assimilate into our fast paced world of work, but always remember to take time and contribute to the development of our society. You will be called upon to use your critical thinking and your analytical skills to come up with solutions in your respective fields of study, to improve upon problems, and ultimately make a key contribution in your area of study. Whatever field of study you may choose, excel in it and commit to professionalism at all times. Always push the limits of education and your ability to learn and absorb. As Albert Einstein once said, "Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world." Always be yourself, you are a one of a kind original! One of the greatest educators of all, Socrates said it best, "I cannot teach anybody anything; I can only make them think." I hope that your life is rich with knowledge, sharing of those blessings, and kindness and that you use your talents and expertise to make this society a better place for all of us to live. Because of your education, you will never be the same. Just as babies and young children absorb and learn and grow, so does your mind. A mind once stretched by a new idea never regains its original dimensions.

### MESSAGE TO PARENTS

Dear Parents, your efforts and sacrifices have contributed directly towards your young son or daughter's success. You should be proud of yourselves – not only for raising such great children, but also for valuing education and for doing your best to see that your children are provided with the endless opportunities higher education offers.

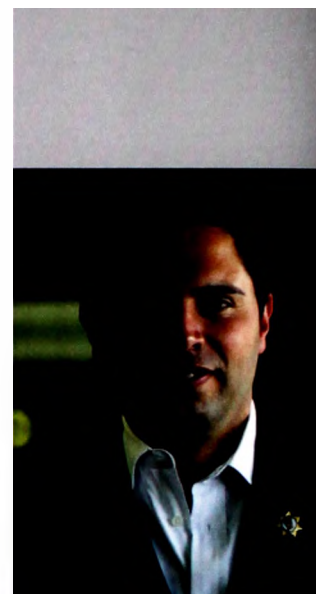
### MESSAGE TO AFPD FOUNDATION SPONSORS AND SUPPORTERS

Sponsors and Supporters, I wish to thank you for the generous contributions you have given to these young bright minds here today. I know that you do so because of your belief that the way to improve the quality of life is through the empowerment of people through education. Today, thirty students are being presented with scholarship awards, allowing them to pursue undergraduate studies at various universities. These annual scholarships are made possible by all of you, who value the importance of education. We thank all of you for helping these young people to advance in life.

Again, congratulations and thanks to the scholarship winners and to their parents, as well as to sponsors for valuing and committing to education. Good luck to you all in your future endeavors and God Bless!

Best Regards,

Auday Arabo  
AFPD President & CEO  
AFPD Foundation Chairman







## CONGRATULATIONS!

On behalf of the thousands of members of the Associated Food and Petroleum Dealers (AFPD), along with the more than 60,000 Meijer team members throughout the Midwest, welcome to the Joseph D. Sarafa 4th Annual Scholarship Luncheon.

Today is an exciting day as we honor our community's best and brightest students with the introduction of this year's AFPD Foundation's scholarship winners. Since 1999, the AFPD Foundation has awarded more than \$460,000 in scholarships, recognizing the hard work of hundreds of young people who will be the future leaders of our community.

I am personally pleased to congratulate this year's 30 scholarship winners, and wish them my best as they continue to pursue academic excellence. By getting here today, you have demonstrated the excellence that will help carry you forward as you pursue your goals and dreams, while also creating a stronger community for us all.

Good luck in your future endeavors.

Sincerely,

A handwritten signature in black ink that reads "Mark R. Murray". The signature is written in a cursive, flowing style.

Mark R. Murray  
President  
Meijer, Inc.



# PROGRAM

## The AFPD Foundation is pleased to present the 4th Annual Joseph D. Sarafa Scholarship Luncheon

Welcoming Remarks	Auday Arabo <i>AFPD Foundation Chairman AFPD President &amp; CEO</i>
Introduction of Chuck Stokes, WXYZ Channel 7	Auday Arabo <i>AFPD Foundation Chairman AFPD President &amp; CEO</i>
Pledge of Allegiance	Joe Bellino, Jr. <i>AFPD Chairman</i>
Invocation	Pastor Nicholas Hood
Introduction of Joseph D. Sarafa	Chuck Stokes <i>Editorial/Public Affairs Director and host of Spotlight on the News on WXYZ Channel 7</i>
Remarks	Joseph D. Sarafa
Remarks by Valedictorian Title Sponsor	Kevin Harrison <i>Blue Cross Blue Shield of Michigan</i>
Introduction of the Keynote Speaker	Auday Arabo <i>AFPD Foundation Chairman AFPD President &amp; CEO</i>
Keynote Speaker	Mark A. Murray <i>President of Meijer, Inc.</i>
Lunch Served	
Scholarship Winners Announced	

## About the AFPD Foundation Scholarship Program

Every year the AFPD Foundation awards 30 academic scholarships in the amount of \$1,500 each to extraordinary and deserving students from the State of Michigan who will be attending, or are already attending an accredited public college, private college or university. Scholarship recipients have an opportunity to meet and network with donors and contributors during the AFPD Foundation's Annual Joseph D. Sarafa Scholarship Luncheon, named in honor of the contributions of AFPD's former long-serving president, Joseph Sarafa, under whose administration and inspiration the AFPD Foundation was created.

Since its inception, generous contributions have permitted the AFPD Foundation to distribute over \$460,000 in scholarship funds to the employees and family members of member businesses, their customers, and financially disadvantaged youth. We are grateful to our sponsors and members, who have continued to give generously to the AFPD Foundation. You truly make a difference in the lives of these students, and together we work to enhance our next generation of leaders.



# SPONSORS

A special & heartfelt thank you to all of our Sponsors. You have truly made a difference in the lives of these students!

---

## VALEDICTORIAN TITLE SPONSOR

Blue Cross Blue Shield of Michigan

---

## LUNCH & PROGRAM SPONSOR

Pepsi Beverages Company

---

## CUM LAUDE SPONSORS

DTE Energy

Frank G. Arcori Foundation

---

## MEMORIAL SCHOLARSHIPS

Absopure Water Company

Arab American/Chaldean Council (ACC)

Aziz H. Shallal Memorial Scholarship

Bank Of Michigan

Chaldean American Ladies of Charity

Coca-Cola Refreshments

Faygo Beverages - IN MEMORY OF DELTHEA BRYSON

Kar's Nuts Products Co.

Lipari Foods

Lee & Maxine Peck Foundation

The Michael H. Denha Family

Michael Hermiz Hesano Memorial Scholarship

The Michael J. George Charity

National Wine & Spirits

Nestle DSD

North American Spirits & Wine Brokerage of Michigan IN MEMORY OF FRED DALLY

Peter J. Bellanca Memorial Scholarship

Prairie Farms Dairy Co.

Quicken Loans

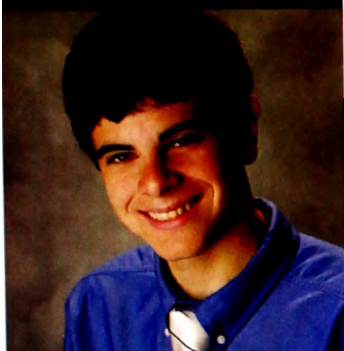
Sherwood Food Distributors

U.S. Ice - IN MEMORY OF FOAD ABBO

# Meet the 2012 Scholarship Winners...

*The AFPD Foundation is proud to award scholarships to these extraordinary and deserving students all throughout the State of Michigan and we are grateful to the sponsors for their generous support!*

**Royce Acho**



**SPONSORED BY:**  
*Arab American/Chaldean Council (ACC)*

Royce is a junior at the University of Michigan - Dearborn majoring in Information Systems Management. He graduated from Belleville High School where he was a member of National Honor Society, Student Council, Yearbook, and was a member of the varsity soccer and track team. Royce has done volunteer work with the American Red Cross, the Belleville Parks and Recreation committee, and coaches a local elementary school basketball team.

*Submitted through:*  
*Five Star Market*

**Shannon Azzo**



**SPONSORED BY:**  
*Chaldean American Ladies of Charity*

Shannon is a sophomore at Wayne State University studying Pharmaceuticals. She graduated from Walled Lake Central High School where she was the president of the Rotary Sponsored, Interact Club. This club is a community service oriented club where Shannon organized a community service project each month and one international service project per year. Shannon also participated in the Chaldean sports league as well as her high school's volleyball and basketball teams. As a college student, she participates in the Chaldean American Student Association of Wayne State and is in the Pre-Pharmacy Program.

*Submitted through:*  
*Bella Vino Fine Wine*

**Breann Baranski**



**SPONSORED BY:**  
*The Michael H. Denha Family*

Breann is a freshman at Ferris State University studying Pharmaceuticals. She graduated Valedictorian from Bad Axe High School where she was a member of National Honor Society. She volunteers with the American Red Cross and the Child Abuse/Neglect Council. Breann has also stayed active in dance and participates in a local 4-H group.

*Submitted through:*  
*McDonald's Food & Family Center*

**Briana Byrd**



**SPONSORED BY:**  
*Blue Cross Blue Shield of Michigan*

Briana is a freshman at Michigan State University studying Pre-Medicine. She graduated Summa Cum Laude from Warren Mott High School where she ran on the Varsity Track and Field team. Briana was also a member of National Honor Society, Leadership (Student Council), Web Design, Yearbook, and Link Crew. She spends time volunteering in different ways around her community.

*Submitted through:*  
*Value Fresh Marketplace*



Skyler Chopp



SPONSORED BY:  
Nestle DSD

Skyler is a junior at Ferris State University studying Health Care Systems Administration. She graduated from Lawton High School as Salutatorian and a member of National Honor Society. In High School, Skyler played varsity softball for 4 years and was a captain for both the softball team and cheer squad. During college, she volunteers her time to Crafter's Anonymous, which donates the money made from crafts to different organizations, and Student Alumni Gold Club, which helps alumni keep in touch with current events at FSU, among other volunteer activities.

Submitted through:  
Meyer Pharmacy

Stephen Cullen



SPONSORED BY:  
Michael Hermiz Hesano  
Memorial Scholarship

Stephen is a sophomore at Michigan State University studying Biochemistry and Molecular Biology. He graduated from Novi High School where he was President of the diversity club, Students Promoting Unity and Diversity. He played football, lacrosse, and was a member of the varsity bowling team. Stephen has volunteered for Novi Meadow's Elementary School, Help A Willing Kid Foundation, and Salvation Army. At Michigan State, he is a member of Phi Sigma Pi Nation Honors Fraternity, and he works at a biochemistry lab where the research is focused on fatty liver disease.

Submitted through:  
Busch's Fresh Food Market

Zachariah Deitrich



SPONSORED BY:  
National Wine & Spirits

Zachariah is a senior at Spring Arbor University studying Worship Arts Leadership. He graduated from Marshall High School where he was a marching and symphonic band section leader for two years. He participated in theatre, newspaper, track and field, cross country, and National Honor Society. Zachariah also began a freelance website design and computer repair firm. In college, Zachariah has volunteered at local churches, been involved with the theatre department, studied abroad in India, managed the website of the university student-run newspaper, and was a resident assistant for a year.

Submitted through:  
Monster Beverage Corp.

Karla Dozier



SPONSORED BY:  
North American Spirits  
& Wine Brokerage of  
Michigan:  
IN MEMORY OF FRED DA

Karla is a freshmen at Howard University and plans to become either a Broadcast Journalist or a Physician. She graduated Magna Cum Laude from Cass Technical High School where she was a member of National Honor Society, the National Society of High School Scholars, captain of the DPS champion girls swim team and Pep Club member. Karla volunteers at Gleaners Food Bank, Christ Child House, various soup kitchens and Project Healthy Living.

Submitted through:  
Western Market

Kevin Duffy



**SPONSORED BY:**  
Faygo Beverages  
**IN MEMORY OF**  
DELTHEA BRYSON

Kevin is a freshman at the University of Pittsburgh where he plans to double major in Neuroscience and Psychology in preparation for medical school. He graduated Valedictorian from the Utica Center for Mathematics, Science and Technology and from Henry Ford II High School. Kevin was the founder and president of Students Working to Achieve Together, co-captain of his tournament baseball team, employed by Sharon's Short Stop, and volunteered as a medical intern. He was also a member of National Honor Society, Key Club and Spanish Club.

*Submitted through:*  
**Sharon's Short Stop**

Maureen Gorgaes



**SPONSORED BY:**  
*The Michael J. George*  
**Charity**

Maureen is a senior at Oakland University completing her bachelors degree in Health Sciences this fall. She is a graduate of Cousino High School where she was a member of French Club and Students Leading Students. Maureen is an active volunteer who looks forward to joining the Chaldean American Student Association at Oakland University.

*Submitted through:*  
**South Main Liquor**

Megan Green



**SPONSORED BY:**  
*Blue Cross Blue Shield*  
**of Michigan**

Megan is a freshman at the University of Michigan studying Cell & Molecular Biology and Biomedical Engineering to prepare for medical school. She graduated from Saline High School where she was a member of Link crew and participated on the soccer, cross-country and track teams. Megan was a four year academic all "A" student, and AP Scholar with Honors. She has volunteered for Eli's Place and as a camp counselor. Megan has refereed elite youth soccer for six years and currently works as a lifeguard and as a research assistant at the University of Michigan Biomedical Laboratories.

*Submitted through:*  
**AvFuel**

Emma Hagan



**SPONSORED BY:**  
*National Wine & Spirits*

Emma is a sophomore at Eastern Michigan University, double majoring in Elementary and Early Childhood Education. She graduated from Walled Lake Western High School where she participated in soccer, yearbook, National Honor Society, tutoring, and many other clubs and volunteer activities. She graduated with Highest Honors as a Summa Cum Laude and has recently been inducted into the Academic Hall of Fame. Emma made the Dean's List both semesters her freshman year at EMU, where she works as a tutor, is a member of the Honors College, and is actively involved in the Association for the Education of Young Children and Habitat for Humanity. She also thoroughly enjoys volunteering at EMU's local child care center, as well as in a local kindergarten classroom.

*Submitted through:*  
**Save-A-Lot**



**Rena Husaynu**



**SPONSORED BY:**  
*Sherwood Food Distributors*

Rena is a sophomore at Aquinas College in collaboration with University of Detroit Mercy studying Nursing. She graduated from Mercy High School where she was a member of National Honor Society and the Spanish Honor Society. Rena played junior varsity volleyball and served as the captain on various club volleyball teams throughout high school. Rena also volunteered with the Mercy Works Club, Chaldeans Angels of Charity, Our Lady of Sorrows parish, and for various special events for the city of Southfield.

*Submitted through:*  
**Professional Insurance Planners**

**Vetone Ivezaj**



**SPONSORED BY:**  
*Prairie Farms Dairy Co.*

Vetone is a senior at Georgetown University completing a double major in Environmental Biology and Political Economy. At Georgetown University, she is a member of the Women's Lightweight Rowing Team, a Resident Assistant, and a Peer Advisor. Vetone graduated from Rochester Adams High School where she was president of National Honor Society, vice-president of Key Club and committee chairperson of Youth in Government. She volunteered for Habitat for Humanity and St. Joseph Mercy Oakland Hospital.

*Submitted through:*  
**Wolverine Packing Company**

**Megan Kalasho**



**SPONSORED BY:**  
*Lee & Maxine Peck Foundation*

Megan is a junior at the University of Michigan - Ann Arbor majoring in Industrial and Operations Engineering. In the coming fall semester she will be Treasurer of the Chaldean American Student Association (CASA), National Liaison of the Institute of Industrial Engineers (IIE), Michigan chapter, and a recent alumna of the Women in Science and Engineering Residency Program. Along with staying involved academically on campus, Megan also enjoys being an active Eucharistic minister at St. Mary's Student Parish. She also serves as a Lector/Eucharistic minister at St. George Chaldean Catholic Church.

*Submitted through:*  
**Miller's Party Store**

**Maria Konja**



**SPONSORED BY:**  
*Aziz H. Shallal Memorial Scholarship*

Maria is a sophomore at the University of Michigan Ann Arbor studying Microbiology and planning on pursuing a career in Public Health. In high school she was involved with National Honor Society, Interact Club, Students Against Destructive Decisions, and Varsity Tennis among other activities. In college, she has been involved with a studios research project and the Chaldean American Student Association.

*Submitted through:*  
**Vreeland Market**



Kimberly Krakosky



**SPONSORED BY:**

*Frank G. Arcori Foundation*

Kimberly is a sophomore at Michigan State University studying Pre-Medicine. She graduated from Henry Ford II High School where she participated in Varsity cross-country and track and field. Kimberly was also a member of National Honor Society and French Club. She has won many awards for her art during high school, receiving the Best Art Portfolio in the ILL regional Scholastic competition and was a two-time recipient of the Best Show award sponsored by the Anton Art Center. She has also volunteered for Habitat for Humanity and Lansing City Rescue Mission.

Submitted through:  
*Meijer*

Sabina Kurtovic



**SPONSORED BY:**

*Kar's Nuts Products Co.*

Sabina is a freshman at the University of Detroit Mercy studying Biochemistry and then continuing onto Dental School. In high school she graduated Summa Cum Laude with a grade point average of 3.96, was a member of National Honor Society and had a part time job at an orthodontists office. She also volunteered for the United Methodist Soup kitchen.

Submitted through:  
*Meijer*

Daniel Lillie



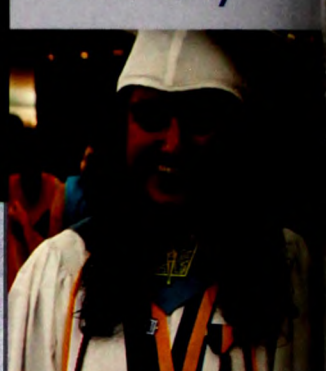
**SPONSORED BY:**

*Pepsi Beverages Company*

Daniel is a freshman at the University of Notre Dame studying Computer Engineering. He graduated from Rochester Adams High School where he was Captain of the Varsity Wrestling Team and ran Cross Country. During high school, he coached youth wrestling camps and clubs, helped with Special Olympics, and volunteered at Cornerstone School. While in college, Daniel has also enlisted in the Marine Reserve Officers' Training Corps program.

Submitted through:  
*Pepsi Beverages Company*

Grace Lutfy



**SPONSORED BY:**

*Peter J. Bellanca Memorial Scholarship*

Grace is a freshman at the University of Michigan where she will be pursuing her interests in Public Policy and International Relations. She graduated from Marian High School as the Class of 2012's Co-Valedictorian. Grace was the Secretary of her class, the President of the National Honor Society, and involved with other clubs such as Model United Nations, Honor Code Committee, Ambassador Club, and Spanish Honor Society. She was also the manager of the Varsity Basketball team. She volunteered with the varsity soccer team at Holy Name, a junior varsity volleyball team at St. Regis, the Chaldean Federation, Vacation Bible School, and a special event created by her friends called Cupcakes and Canvases.

Submitted through:  
*Cloverleaf Sunoco*



Connie Miller



**SPONSORED BY:**  
*Absopure Water Company*

Connie is a freshman at Central Piedmont Community College in North Carolina studying Psychology. She graduated from Annapolis High School in Dearborn Heights. Connie was a member of Girl Scouts for 13 years, a swim team for 7 years and volunteered at the Veterans hospital in Detroit.

*Submitted through:*  
**Westborn Fruit Market**

Brandee Nelson



**SPONSORED BY:**  
*Lipari Foods*

Brandee is a freshman at the University of Michigan studying Biology. She graduated Summa Cum Laude from Anchor Bay High School where she was President of Key Club, Treasurer of both Student Council and National Honor Society, and a member of Students Against Destructive Decisions. She has also been a member of her school's Forensics and Quiz Bowl teams. While in high school Brandee volunteered at a local elementary school's SAC program.

*Submitted through:*  
**Lipari Foods**

Jordan Rials



**SPONSORED BY:**  
*Blue Cross Blue Shield of Michigan*

Jordan is a sophomore at Central Michigan University studying business marketing. He graduated from Litchfield High School where he was captain of the track and field and cross-country teams. Jordan was a member of National Honor Society, Students Against Destructive Decisions, Student Council, and class president. He volunteered with the local blood drives, Project Christmas, and youth group.

*Submitted through:*  
**Meijer**

Jacob Rogers



**SPONSORED BY:**  
*Coca-Cola Refreshments*

Jacob is a freshman at Concordia University Ann Arbor and a member of the baseball team. He graduated from Hale High School in the top ten of his class. He was a member of National Honor Society, Knowledge Bowl, and active in his class and community as a leader and volunteer. Jacob was a three sport athlete all four years of high school and earned MVP and all conference honors throughout. He also achieved academic All Conference in the North Star League.

*Submitted through:*  
**Kocher's Market**

## Alexander Salloum



**SPONSORED BY:**  
*Quicken Loans*

Alexander is a freshman at the University of Michigan studying Economics. He graduated from Brother Rice High School where he was a member of National Honor Society. Alexander was also President of the Brother Rice Model United Nations Team and during his junior and senior year, he was President of BEAM&R (Business and Entrepreneurship Alliance for Brother Rice and Marian) where he actively participated in Michigan DECA. He is also a DECA State Champion. Alexander currently volunteers at COACH (Chaldean Outreach and Community Hope).

*Submitted through:*  
*Plum Market*

## Robert Schliep



**SPONSORED BY:**  
*DTE Energy*

Robert is a sophomore at Western Michigan University studying Nursing. He finished his first year with a 3.8 GPA, and has been invited to join the Lee Honors College. Robert is currently in Alpha Lambda Delta and WMU's National Honor Society. He is employed through Meijer Inc. as a Service Coordinator; and is working towards a management position. Robert has volunteered with disabled and handicapped children, assisted with blood drives on WMU's campus, and helped the local city, Richland, with several community services, including graveyard cleanup.

*Submitted through:*  
*Meijer*

## Palavi Vaidya



**SPONSORED BY:**  
*Blue Cross Blue Shield of Michigan*

Palavi is a freshman at Georgia Institute of Technology studying Biomedical Engineering with a specialization in Neurology. She graduated Valedictorian from Forest Hills Eastern High School. Palavi was the co-president of her school's Student Government, a member of National Honor Society, a leader for the Diversity Club and Multicultural Club, a crucial leader for her school's partnerships with Habitat for Humanity, president of Kids' Food Basket Youth Action Board for her school. She volunteered in the community for the Cook Art's program, American Red Cross Blood Donation, Hindu Temple, and North South Foundation.

*Submitted through:*  
*Meijer*

## Lauren Waun

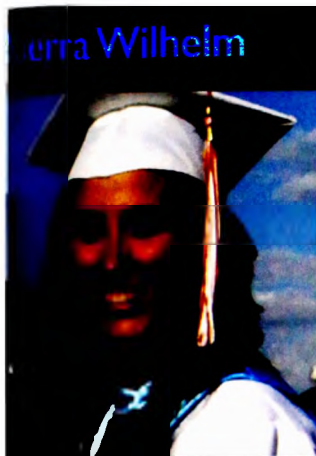


**SPONSORED BY:**  
*Blue Cross Blue Shield of Michigan*

Lauren is a junior at St. Clair County Community College to earn her associates degree in Nursing. After that she plans on furthering her education and receiving her bachelor's degree. She graduated from Harbor Beach Community High School.

*Submitted through:*  
*Ruth Convenience Store*





**SPONSORED BY:**  
J.S. Ice  
IN MEMORY OF  
ROAD ABBO

Sierra is a freshman at Henry Ford Community College for general studies. She graduated from Melvindale High School where she was a member of National Honor Society, participated in Red Cross blood drives and volunteered at a nursing home. Sierra was captain of Varsity Volleyball and Varsity Basketball teams. She was also treasurer of student council for 3 years and graduated with a grade point average of 3.5 and was ranked 21st in her class. While participating in these clubs, she also held 2 jobs, where she worked as a hostess at a restaurant and counter service at a tanning salon.

Submitted through:  
Eastown Distributors

**Ryan Williams**



**SPONSORED BY:**  
Bank of Michigan

Ryan is a freshman at Michigan State University where he is majoring in physics. He graduated from Wylie E. Groves High School where he was a member of the National Honor Society. Ryan also played three years of varsity baseball and was named captain senior year. He is a member of the Salvation Army where he volunteers in his free time.

Submitted through:  
Tunnel Liquor & Gift Shoppe

## AFPD FOUNDATION MISSION STATEMENT

The AFPD Foundation was established in 1999 as the philanthropic arm of AFPD, dedicated to providing scholarships and promoting education through the food and petroleum industry. The AFPD Foundation also participates in industry research and other projects to better the food, beverage and petroleum retail industry.

## ABOUT AFPD, Inc.

AFPD "The Voice of Independent Retailers" was founded in 1910 as the voice for the food, beverage and petroleum industry. AFPD is a multi-state trade association representing 4,000 retailers operating in Michigan, Ohio and surrounding states. Our members include independent supermarkets, convenience stores, gas/service stations, and specialty food markets. Our membership also includes wholesalers, distributors and manufacturers who support the retail industry.

# MAKING A DIFFERENCE

## Please support the AFPD Foundation, Inc.

In addition to the Scholarship Program, the AFPD Foundation engages in other important charitable causes. **Since 1999, the AFPD Foundation has:**

- Conducted an Annual Turkey Drive through grocery retailer and supplier donations, which helps to provide a traditional Thanksgiving dinner and holiday meals to over 5,000 families each year.
- Partnered with Michigan Department of Agriculture Select Michigan to support farmers and agribusiness's by encouraging retailers and consumers to select Michigan-grown and -processed local foods.
- Partnered with the Salvation Army to promote its Red Kettle Christmas Campaign program in retailer stores, which enables the Army to provide food, toys, and clothing to those in need.
- Engaged in a collaborative effort with various area organizations to increase employment opportunities in the community. AFPD Foundation encourages both businesses and job seekers to use the AFPD Employment Bank to identify jobs and employment prospects.
- Partnered with Oakland County government, Oakland Schools, and other community agencies to host an annual "Fighting Childhood Obesity" event to educate parents and professionals on the dangers of childhood obesity.
- Worked in collaboration with a wide range of community organizations and agencies to assist with programs for the hungry and at-risk youth.

We encourage AFPD members to volunteer their time and resources to sponsored AFPD Foundation programs as an extension of your involvement in our community.

We are grateful for the donations made by AFPD members and friends. You can help through financial contributions, AFPD Foundation fundraising activities, and volunteering your services to the Foundation's education, charitable, and humanitarian projects.

All contributions to AFPD Foundation are voluntary. To make a contribution, please send to the address listed below. Checks can be made out to **AFPD Foundation**.



AFPD Foundation, Inc. EIN# 38-3457246 is a  
501(c)(3) non-profit organization.  
*All contributions to the AFPD Foundation are tax deductible.*

5779 West Maple Road • West Bloomfield, MI • 48322  
T: (800) 666-6233 • F: (866) 601-9610 • [www.AFPDOnline.org](http://www.AFPDOnline.org)



# AFPD FOUNDATION BOARD OF DIRECTORS

**Auday Arabo**  
*Chairman*

**Jim Hooks**  
*Secretary*  
Metro Foodland

**Joe Bellino Jr.**  
*Treasurer*  
Broadway Market

**Angela Arcori**  
*Trustee*  
Signature Associates

**Tiffany Otis-Albert**  
*Trustee*  
Blue Cross Blue Shield of Michigan

**James V. Bellanca, Jr.**  
*Trustee*  
Bellanca, Beattie & DeLisle, P.C.

**Mike Quinn**  
*Trustee*  
Pepsi Beverages Company

**John Denha**  
*Trustee*  
8 Mile Foodland

**Pamula Woodside**  
*Trustee*  
DTE Energy

**Vanessa Denha-Garmo**  
*Trustee*  
Denha Media Group

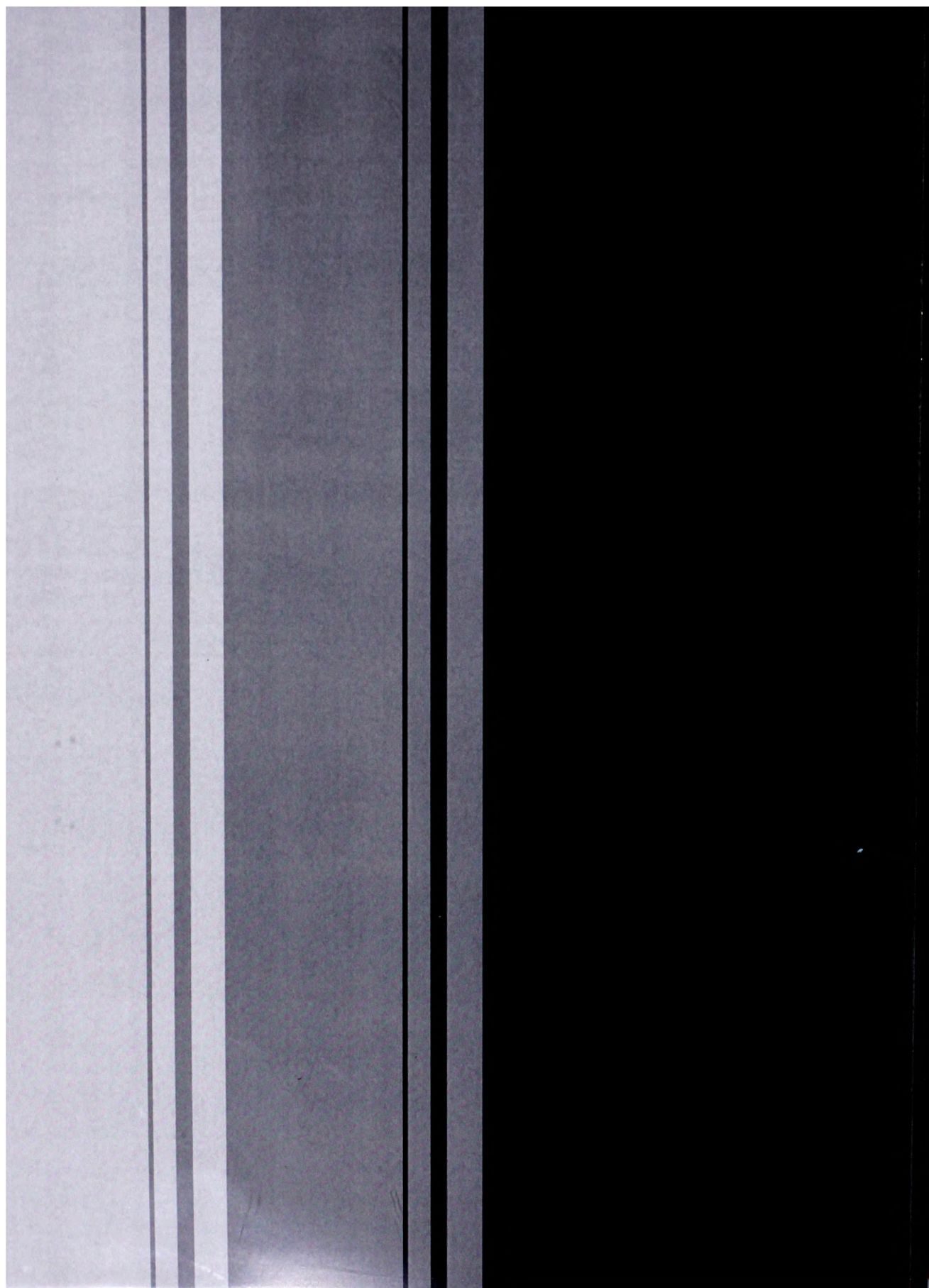
## AFPD FOUNDATION STAFF

**Auday Arabo**  
*President & CEO*

**Anthony Kalogeridis**  
*Business Development Manager*

**Tamar Lutz**  
*Foundation Events Coordinator*

**Cheryl Twigg**  
*Controller*







THE VOICE OF **INDEPENDENT** RETAILERS

*Join us for a sweet adventure!*

Enjoy fine cuisine, dancing and live entertainment  
with leaders from the food, beverage & petroleum industry

*Thursday, October Fourth  
Two Thousand Twelve*

*Cocktail reception at Six Thirty in the evening  
Dinner served at Eight O'clock*

Open Bar & Complimentary Green Screen Photos

Business or Formal Attire Please

VILLA MILANO | 1630 SCHROCK ROAD | COLUMBUS, OH 43229

CANDY LAND is a registered trademark of Hasbro, Inc.

THE VOICE OF INDEPENDENT RETAILERS



AFPD would like to invite you to our  
2nd Annual Southern Region Trade Dinner







THE VOICE OF INDEPENDENT RETAILERS

## 6th Annual Ohio Food & Petroleum Trade Show

# CANDY LAND

Friday, October 5, 2012  
Noon - 6:00 pm

Villa Milano  
Columbus, Ohio



Exhibitor Prospectus



## Connect with Buyers at the AFPD Trade Show!

AFPD annual Ohio Food & Beverage Show is gaining popularity as an excellent venue for Ohio-area AFPD members and customers to network, engage, buy and sell as they head into the busy holiday season.

If you want to be successful in this profitable industry, you need to be at the 6th Annual Ohio Food & Petroleum Trade Show, offering special show-only prices and discounts and incentives to buy!

As an exhibitor, you also have the option of donating prizes or give-aways for the Prize Wheel. Attendees get to spin the Prize Wheel only after they place 20 or more orders at the show. This "order-to-win" incentive will increase your opportunity to sell and connect with quality customers.

## When is AFPD Trade Show 2012?

Exhibit Date: Friday, October 5, 2012 • Noon-6:00 pm

## Where is AFPD Trade Show 2012?

Villa Milano

1630 Schrock Road, Columbus, Ohio 43229

## Who Attends the AFPD Trade Show?

AFPD's 6th Annual Ohio Food & Petroleum Trade Show will be attended by industry leaders, buyers, retailers and decision makers from:

- |                                                                                                        |                                                                                                      |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
|  Convenience Stores |  Drug Stores      |
|  Grocery Stores     |  Service Stations |
|  Liquor Stores      |  Bars/Restaurants |

## Why should you exhibit at the AFPD Ohio Trade Show 2012?

The AFPD Ohio Food & Petroleum Trade Show offers your company the opportunity to meet and sell to hundreds of buyers. As the #1 industry Food & Petroleum show in the State of Ohio, we attract far more retailers than any other trade show, and they will be coming to your booth.

Only AFPD can offer you this kind of attraction. When it comes to the retailers of the Ohio area, AFPD is where you'll find more serious customers than anywhere else. If you want to grab the attention of the retailers in the Food & Petroleum industry, AFPD is the only place to do it.





# AFPD 2012 Ohio Food & Petroleum Trade Show Information:

**10x10 booth—\$600 each**

**3 or more booths—\$500 each**

*All payments are due before the show to secure booth space.*

## BOOTH PRICES INCLUDE:

-  10 x10 ft. booth space
-  Sign with company name
-  One 8 ft. skirted table
-  Two chairs & waste basket
-  50 guest passes
-  Company listing in AFPD Trade Show Program
-  50% discount on all ads in AFPD Magazine in Aug. or Sept.

**PLEASE DRESS UP YOUR BOOTH—MAKE IT EXCITING:  
PEOPLE WILL WANT TO STOP BY!**

## Times to Remember:

### EXHIBITOR MOVE-IN HOURS: \*\*

Friday, October 5, 2012 7:00 am - Noon

\*\*Booth must be show-ready by Friday, October 5 at Noon, no exceptions.

### TRADE SHOW HOURS:

Friday, October 5, 2012 Noon - 6:00 pm

### EXHIBITOR MOVE-OUT HOURS:

Friday, October 5, 2012 6:00 pm - 9:00 pm

Everything must be out by 9:00 pm

### ELECTRICAL:

All electrical requirements must be made through Villa Milano.  
Cost is \$50 per booth. All electrical costs are borne by exhibitors.  
Contact Tina Milano at (614) 882-2058.

### To exhibit in the AFPD Ohio Trade Show:

- 1) Fill out the contract.
- 2) Send your contract and full payment to AFPD. All payments are due before the date of show to secure booth space.

6th Annual Ohio Food & Petroleum Trade Show is Sponsored by:



THE VOICE OF INDEPENDENT RETAILERS



**Reserve your  
booth today in  
Ohio's Premier  
Trade Show.**

For more information,  
please call Tamar Lutz:  
**(800) 666-6233**  
[tlutz@AFPDonline.org](mailto:tlutz@AFPDonline.org)



# 6th Annual Ohio Food & Petroleum Trade Show

**Sell to hundreds of Buyers in Six Full Exhibit Hours!**

AFPD's Ohio selling Trade Show attracts buyers from convenience stores, supermarkets, service stations, specialty stores, bars, restaurants and drug stores.



Villa Milano in Columbus is the scene of this year's event.

## Join us for a Sweet Adventure!

### Access Routes to Villa Milano

#### Directions to Villa Milano from I-70 and I-71

**HEADING SOUTH:** Take I-71 South to I-270 East. Take exit 27 toward OH-710 N/Cleveland Ave. Turn left onto Schrock Rd. Destination will be on the right.

**HEADING NORTH:** Take I-71 North to I-270 East. Take exit 27 toward OH-710 N/Cleveland Ave. Turn left onto Schrock Rd. Destination will be on the right.

**HEADING WEST:** Take I-70 West to I-270 North. Take exit 27 toward OH-710 N/Cleveland Ave. Turn left onto Schrock Rd. Destination will be on the right.

**HEADING EAST:** Take I-70 East/OH-4 East to I-670 East. Take exit 5B to I-71 North. Take exit 27 toward OH-710 N/Cleveland Ave. Turn left onto Schrock Rd. Destination will be on the right.

## Who is AFPD?

Established as the Detroit Retail Meat Merchants in 1910 by a handful of retailers in Detroit with common business concerns, the Associated Food & Petroleum Dealers has evolved into an organization representing the food, beverage & petroleum industry. With membership nearing 4,000 AFPD has members throughout the midwest. Since its inception the primary focus of AFPD has remained constant: exchange of business ideas, fair legislative representation, financial benefits, educational opportunities and positive promotion of the food, beverage and petroleum industry.

Our membership base includes retailers who sell products for off-premise consumption, to every type of supplier that services our retailers. AFPD is truly representative of the food, beverage and petroleum industry. Supermarkets, liquor stores, drug stores, specialty markets, convenience stores, service stations and auto repair facilities are all active participants in AFPD. Equally active are the wide range of brokers, distributors, suppliers and manufacturers. Additionally, service companies such as insurance, banking, media, electronics, refrigeration, security, etc. also make up the membership of AFPD. As the Association has grown in numbers, it has afforded AFPD the negotiating power to provide members with discounts on numerous financial benefits that they normally would not be able to take advantage of on their own. Benefits such as Health Care Insurance, MasterCard/Visa Acceptance, Coupon Redemption Service, Rebate Programs, Worker Compensation Insurance, Money Orders, Underground Storage Tank Insurance and a variety of business insurance help members save money and even make money.



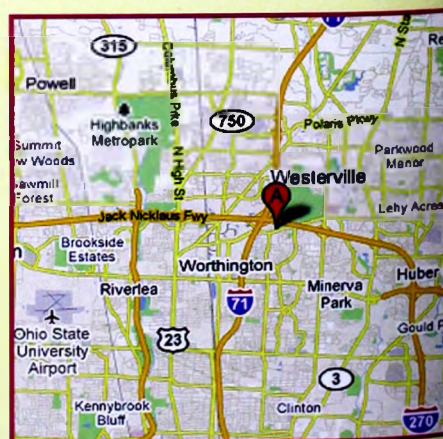
THE VOICE OF INDEPENDENT RETAILERS

#### EXECUTIVE OFFICE:

5779 West Maple Road • West Bloomfield MI 48322

Toll Free Phone: 800-666-6233

Toll Free Fax: 866-601-9610





THE VOICE OF INDEPENDENT RETAILERS



**2012 CALENDAR**



THE VOICE OF INDEPENDENT RETAILERS

## *Background*

Established as the Detroit Retail Meat Merchants in 1910 by a handful of retailers in Detroit with common business concerns, the Associated Food & Petroleum Dealers has evolved into an organization representing the food, beverage & petroleum industry. With membership nearing 4,000 AFPD

has members throughout the midwest. Since its inception the primary focus of AFPD has remained constant: exchange of business ideas, fair legislative representation, financial benefits, educational opportunities and positive promotion of the food, beverage and petroleum industry.

## *Membership*

Our membership base includes retailers who sell products for off-premise consumption, to every type of supplier that services our retailers. AFPD is truly representative of the food, beverage and petroleum industry. Supermarkets, liquor stores, drug stores, specialty markets, convenience stores, service stations and auto repair facilities are all active participants in AFPD. Equally active are the wide range of brokers, distributors, suppliers and manufacturers. Additionally, service companies such as insurance, banking, media, electronics, refrigeration, security, etc. also make up the membership of AFPD.

As the Association has grown in numbers, it has afforded AFPD the negotiating power to provide members with discounts on numerous financial benefits that they normally would not be able to take advantage of on their own. Benefits such as Blue Cross Blue Shield health care insurance, Chase Paymentech credit card processing, coupon redemption service, rebate programs, office supply programs, financial planning services, Worker Compensation Insurance, Underground Storage Tank Insurance and much more to save members money!



# Join us in 2012 by being a part of our many wonderful events...

*Interested in participating in our events? Sponsorship to any event provides you a 50% discount on any size ad of your choice in the AFPD Bottom Line magazine!*

## 96th Annual Trade Dinner & Ball

February 24, 2012  
Diamond Center  
Suburban Collection Showplace  
Novi, Michigan

Enjoy fine cuisine, network, dance and enjoy the live entertainment with more than 1,000 industry leaders. Sponsorship opportunities available.

## 28th Annual Michigan Food & Petroleum Trade Show

April 25, 2012  
Suburban Collection Showplace  
Novi, Michigan

AFPD's largest and longest running trade show has retailers looking to fill their shelves for the spring and summer months. Must be 21 years old to attend this show.

## Michigan Day at the Capitol

May 2012  
Capitol Building  
Lansing, Michigan

Take a tour, meet your legislators and observe real-time debates and voting from the gallery above the House and Senate chambers!

## Ohio Day at the Capitol

June 2012  
Capitol Building  
Columbus, Ohio

AFPD Ohio members have a chance to visit the offices of many legislators who will listen and respond to concerns or questions involving our industry.

## 36th Annual Michigan Golf Open

July 2012  
Location TBD

Get in the swing! A day on the course includes breakfast, lunch, dinner, 18 holes of golf and food & drink samples at each stop along the way! Last year we had 320 golfers! Sponsorship opportunities are available.

## AFPD/Liberty USA 8th Annual Golf Outing & Scholarship Dinner

July 2012  
Weymouth Golf Club  
Medina, Ohio

Held in conjunction with Liberty USA, we need your swing to make this tournament complete. Sponsorship opportunities available. Sponsorships help raise funds to award at least 4 scholarships to deserving college students.

## AFPD Foundation 4th Annual Joseph D. Sarafa Scholarship Luncheon

July 24, 2012  
Detroit Institute of Arts  
Detroit, Michigan

Help the AFPD Foundation invest in the leaders of tomorrow. Each year we award over 25 scholarships to deserving young students. Sponsor a student today in memory of a friend or family member or attribute it to your company.

## AFPD's 14th Annual Holiday Food & Beverage Show

September 25 & 26, 2012  
Suburban Collection Showplace  
Novi, Michigan

As Michigan's premiere holiday show, retailers and on- and off-premise licensees come from miles to see, sample and buy! You must be a member to exhibit in this show. Must be 21 years old to attend this show.

## 2nd Annual Southern Region Trade Dinner

October 4, 2012  
Villa Milano  
Columbus, Ohio

Last year's dinner was a great success and this year is going to be bigger and better! Enjoy dinner, dancing and entertainment with industry leaders! Sponsorship opportunities available.

## 6th Annual Ohio Food & Petroleum Trade Show

October 5, 2012  
Villa Milano  
Columbus, Ohio

The exhibitors in our Ohio Food & Petroleum Trade Show are specific to the Ohio market and know and understand what retailers want and need to stay competitive in the Business State.

## AFPD Foundation 3rd Annual Ohio Turkey Drive

November 15, 2012  
Cleveland & Columbus  
Ohio

Help struggling Ohio families enjoy a Thanksgiving meal by supporting our Ohio Turkey Drive. This is a charitable event and all donations

## AFPD Foundation 32nd Annual Michigan Turkey Drive

November 16, 2012  
Detroit & Lansing areas  
Michigan

AFPD Foundation has pledged to put a turkey on the Thanksgiving table of over 5,000 needy families. This is a charitable event and all donations are



Thank you for  
your support!

**NO CIG TAX.com**

Share your voice.  
Shape the future.



twitter

There's no substitute for your support! Working together, we can continue to get the attention of lawmakers and make your opinions known on tax increases and other unfair legislation.

NoCigTax.com is your online resource that makes contacting legislators faster and easier than ever!

Participating together, we can make a difference. NoCigTax.com is a 501(c)(3) non-profit organization.



December 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <i>New Years Day</i>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 <i>Martin Luther King Jr Day</i>	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	<p>For more information on AFPD programs and services, please visit  <a href="http://www.AFPDOnline.org">www.AFPDOnline.org</a> or call (800) 666-6233.</p>			



THE VOICE OF INDEPENDENT RETAILERS



# SPECTACULAR SAVINGS!



**Mark your calendar for April 18, 2012**

**Suburban Collection Showplace • Novi, Mi.**

**Deli • Bakery • Grocery • Confections  
Meat/Seafood • Dairy • Packaging • C-Store**



January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

March 2012

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

# FEBRUARY

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

<b>AFPD's 96th Annual Trade Dinner &amp; Ball</b> Enjoy fine cuisine, network, dance and enjoy the live entertainment with more than 1,000 industry leaders. Sponsorship opportunities available. Please visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> for more information.				<b>1</b>	<b>2</b> <i>Groundhog Day</i>	<b>3</b>	<b>4</b>
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	
<b>12</b>	<b>13</b>	<b>14</b> <i>St. Valentine's Day</i>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	
<b>19</b>	<b>20</b> <i>President's Day</i>	<b>21</b>	<b>22</b> <i>Ash Wednesday</i>	<b>23</b>	<b>24</b> <b>AFPD's 96th Annual Trade Dinner &amp; Ball</b>	<b>25</b>	
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	For more information on AFPD programs and services, please visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> or call (800) 666-6233.			



THE VOICE OF INDEPENDENT RETAILERS



# 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

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 - 0-72804-00961-0



February 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

March 2012

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2012\*

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

\* Michigan Day at the Capitol  
Date TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

# MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AFPD Ohio Members can earn 3% quarterly rebates for all Dairymens purchases. For more information on AFPD's Milk Buying Program, please visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> or call (800) 666-6233.				1	2	3
4	5	6	7	8 <i>Purim</i>	9	10
11 <i>Daylight Savings Time Begins</i>	12	13	14	15	16	17 <i>St. Patrick's Day</i>
18	19	20 <i>Spring Begins</i>	21	22	23	24
25	26	27	28	29	30	31



THE VOICE OF INDEPENDENT RETAILERS

**Dairymens**<sup>®</sup>  
All The Dairy Best To You...

# **"The Midwest's Leading Food Distribution Network"**

*Our facilities are strategically located and well positioned to service our entire customer base from Michigan to Florida along the I-75 corridor.*

**Corporate Headquarters**  
12499 Evergreen Road  
Detroit, MI 48228  
(313) 659-7300



**SHERWOOD**  
FOOD DISTRIBUTORS  
[www.sherwoodfoods.com](http://www.sherwoodfoods.com)

## **Regional Warehouses**

Atlanta, GA  
Cleveland, OH  
Detroit, MI  
Miami, FL  
Walton, KY

**BEEF - PORK - POULTRY - PROCESSED MEATS - LAMB - VEAL - SEAFOOD**  
**DELI - BAKERY - FROZEN FOODS - DAIRY - FOOD SERVICE**

*Exclusive Distributor of Amish Valley Products*





S M T W T F S

1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30 31

April 2012

S M T W T F S

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 **25** 26 27 28  
29 30

May 2012\*

S M T W T F S

1 2 3 4 5  
6 7 8 9 10 11 12  
13 14 15 16 17 18 19  
20 21 22 23 24 25 26  
27 28 29 30 31

\*Michigan Day at the Capitol  
Date TBC - visit [www.AFPDonline.org](http://www.AFPDonline.org)

June 2012\*

S M T W T F S

1 2  
3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

\*Ohio Day at the Capitol  
Date TBC - visit [www.AFPDonline.org](http://www.AFPDonline.org)

# APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>1</b> <i>Palm Sunday</i>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b> <i>Good Friday</i>	<b>7</b>
<b>8</b> <i>Easter Sunday</i>	<b>9</b> <i>Easter Monday</i>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b> <i>Passover Begins</i>	<b>14</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b> <i>Holocaust Remembrance Day</i>	<b>20</b>	<b>21</b>
<b>22</b> <i>Earth Day</i>	<b>23</b>	<b>24</b>	<b>25</b> <b>AFPD's 28th Annual Michigan Food &amp; Petroleum Trade Show</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>	<b>AFPD's 28th Annual Michigan Food &amp; Petroleum Trade Show</b> AFPD's largest and longest running trade show has retailers looking to fill their shelves for the spring and summer months. You must be 21 years old to attend this show. Please visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> or call (800) 666-6233 for more information.				



**SF SHERWOOD**  
FOOD DISTRIBUTORS

Where **Service,**  
**Quality** and **Price** meet!

# U.S. ICE

Since

# 27

1984!

U.S. ICE  
CORPORATION

- Cube Ice
- Block Ice
- Crushed Ice
- Dry Ice
- Cash & Carry  
Department at  
Wholesale Prices!
- Best Prices  
In Town!

The Abbo Family has  
served Detroit's ice  
needs since 1984!



- Centrally Located  
for Best Delivery!

**LARGEST ICE  
MANUFACTURER  
IN THE CITY OF DETROIT,**  
with a manufacturing capacity  
of 400 tons (800,000 lbs.)  
of ice per day!



U.S. Ice's extensive fleet  
of delivery trucks keeps  
the Metro Detroit  
area "On ICE!"

**U.S. ICE CORP.**

10625 West 8 Mile Road • Detroit, MI 48221  
(313) 862-3344 • Fax (313) 862-5892

Call the  
**ICE LINE:**

# (313) 862-3344



April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2012\*

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

\* Michigan Day at the Capital  
Date: TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

June 2012\*

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

\* Ohio Day at the Capital  
Date: TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

July 2012\*

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

\* 36th Annual Michigan Golf Open  
Date: TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

# MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
For more information on AFPD programs and services, please visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> or call (800) 666-6233.		1	2	3	4	5
6	7	8	9	10	11	12
13	Mother's Day	14	15	16	17	18
20	21	22	23	24	25	26
27	28	Memorial Day	29	30	31	



THE VOICE OF INDEPENDENT RETAILERS.

Where Service,  
Quality and Price meet!



FARMER  
OWNED

# Prairie Farms®

Farm *fresh* quality...  
from our family to yours





May 2012\*

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

\* Michigan Day of the Capital  
Date TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

June 2012\*

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

\* Ohio Day of the Capital  
Date TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

July 2012\*

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

\* 36th Annual Michigan Golf Open  
Date TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

August 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

# JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
The Prairie Farms program offers AFPD Michigan members 3% quarterly rebates on all purchases from milk, juice to ice cream. For more information, please visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> or call (800) 666-6233.					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	Fathers Day	18	19	20 Summer Begins	21	22
23						
24	25	26	27	28	29	30



THE VOICE OF INDEPENDENT RETAILERS





# From Our Shelves to Yours, for Over 17 Years



D&B would like to thank you  
for 17 years of continuous support!  
With your dedication, we continue to provide  
Quality, Trust and Excellent Service ...

***D&B Grocers Wholesale***

12190 Sears Drive • Livonia, MI 48150  
Phone 734.513.1715 • Fax 734.513.2431  
Visit our website at

You can contact us at (734) 513-1715 to have



June 2012\*

S M T W T F S

1 2  
3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

\* Ohio Day at the Capital  
Date: TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

July 2012\*

S M T W T F S

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31

\* 35th Annual Michigan Golf Open  
Date: TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

August 2012

S M T W T F S

1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

September 2012

S M T W T F S

1  
2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 24 25 26 27 28 29  
30

# JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 <i>Independence Day</i>	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19 AFPD/Liberty USA 8th Annual Ohio Golf Outing	20 <i>Ramadan Begins</i>	21
22	23	24 Joseph D. Sarafa 4th Annual Scholarship Luncheon	25	26	27	28
29	30	31	Get in the swing at our two AFPD Golf tournaments! Sponsorship opportunities available. Date & time information to be announced.		Joseph D. Sarafa 4th Annual Scholarship Luncheon. Sponsorship opportunities available.	
Please visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> or call (800) 666-6233 for more information.						



THE VOICE OF INDEPENDENT RETAILERS



Supplying quality wholesale food products since 1994

# Pay less, more profits. The strength and power of Central Grocers.

Central Grocers, Inc. is a member's owned grocery wholesaler that was formed in 1917. Operating as a cooperative, Central Grocers, Inc., a \$1.8 billion company in 2010, supplies and services over 400 independent grocery retailers in the Illinois, Indiana, Wisconsin, Iowa, and Michigan area.

**10%**

Guaranteed rebate  
program on produce

**\$41m**

Total Rebates paid  
last year

*Rebates paid  
quarterly*

**1,135%**

Increase in Class B stock  
over the past 12 years

*Lowest cost of goods  
guaranteed*

**14.6%**

Total Company Sales  
Increase from 2009-2010

*Rebates equal 4.5%  
of purchases*

**\$100,000**

**Centrella**  
SINCE 1917



If you're not already a member, call  
**Ken Koester**, to find out how our  
new million square foot cooperative  
distribution center in Joliet, Illinois can  
benefit you at **815-553-8856**.



July 2012\*

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

\* Men's Annual Merit Golf Open  
Date TBD - visit [www.AFPDonline.org](http://www.AFPDonline.org)

August 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October 2012

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

# AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
For more information on AFPD programs and services, please visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> or call (800) 666-6233.			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



THE VOICE OF INDEPENDENT RETAILERS

*Centrella*  
SINCE 1917

The Ruffles logo is positioned at the top center of a black sign with a white border. The logo itself is red with a white outline and a slight 3D effect.

**FILLING.  
HEARTY. LOADED.**

**BUT ENOUGH ABOUT  
YOUR WALLET.**

**OUR AWESOME NEW FLAVORS ARE COMING SOON  
TO A HUNGRY GUY NEAR YOU.**

**STOCK UP OR MISS OUT.**





August 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October 2012

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2012

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

# SEPTEMBER

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

## AFPD's 14th Annual Holiday Food & Beverage Show

Retailers and on- and off-premise licensees come from miles to see, sample and buy!

You must be 21 years old to attend this show. Please visit [www.AFPDonline.org](http://www.AFPDonline.org) or call (800) 666-6233 for more information.

						1
2	3 Labor Day	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Rosh Hashanah	18	19	20	21	22 Fall Begins
23	24	25	26 Yom Kippur	27	28	29
30		AFPD's 14th Annual Holiday Food & Beverage Show				



THE VOICE OF INDEPENDENT RETAILERS





**H.T. HACKNEY . . . our PEOPLE make the difference!**

*Your full-service Convenience Store and Supermarket Distributor.*



September 2012

S M T W T F S

2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 24 25 26 27 28 29  
30

October 2012

S M T W T F S

1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30 31

November 2012

S M T W T F S

1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30

December 2012

S M T W T F S

1  
2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 24 25 26 27 28 29  
30 31

# OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
				AFPD's 2nd Annual Southern Region Trade Dinner		AFPD's 6th Annual Ohio Food & Petroleum Show
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	AFPD's 2nd Annual Southern Region Trade Dinner Sponsorship opportunities available.		
				AFPD's 6th Annual Ohio Food & Petroleum Trade Show Find out how to exhibit or attend. Come to see, sample & buy!		
				Visit <a href="http://www.AFPDonline.org">www.AFPDonline.org</a> for date & time information.		



THE VOICE OF INDEPENDENT RETAILERS



THE H.T. HACKNEY CO.



Now that we've gone public with our company,  
we'd like to go public with our thanks.

Beam Inc. is going public. And we couldn't have done it without you. So as we begin our next 216 years of growth, our thanks to you, our business colleagues and friends in the spirits industry, for your support and partnership over the years. On behalf of our entire Beam family worldwide, we celebrate our historic milestone with you.

**BEAM  
LISTED  
NYSE®**

*Beam*



October 2012

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2013

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# NOVEMBER

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Help struggling families enjoy Thanksgiving! As the holiday season approaches, the AFD Foundation has pledged to put a turkey on the Thanksgiving tables of over 5,000 families. Sponsorship and volunteer opportunities available. Please visit [www.AFPDonline.org](http://www.AFPDonline.org) or call (800) 666-6233 for more information.

				1 <i>All Saint's Day</i>	2	3
4 <i>End of Daylight Savings Time</i>	5	6 <i>Election Day</i>	7	8	9	10
11 <i>Veterans Day</i>	12	13	14	15 <b>AFPD Foundation 3rd Annual OH Turkey Drive</b>	16 <b>AFPD Foundation 32nd Annual MI Turkey Drive</b>	17
18	19	20	21	22 <i>Thanksgiving Day</i>	23	24
25	26	27	28	29	30	



THE VOICE OF INDEPENDENT RETAILERS

*Beam*



## You deserve a little credit, too.

Because of your hard work selling Lottery tickets, last year over \$720 million was contributed to the state School Aid Fund — a good thing for our kids. You also helped players take home over \$1.3 billion in prizes, making good things happen for local communities. And because 10,000 local businesses earned over \$200 million in commissions last year, you're making good things happen for yourself. So thanks for all the work you do and all the good things you help make happen for Michigan.





November 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2013

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2013

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

# DECEMBER

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

For more information on AFPD programs and services, please visit  
[www.AFPDonline.org](http://www.AFPDonline.org) or call (800) 666-6233.

						1
2	3	4	5	6	7	8 Hanukkah Begins
9	10	11	12	13	14	15
16	17	18	19	20	21 Winter Begins	22
23	24	25 Christmas	26 Kwanzaa Begins	27	28	29
30	31 New Year's Eve					



THE VOICE OF INDEPENDENT RETAILERS



**MICHIGAN  
LOTTERY™**

THE VOICE OF INDEPENDENT RETAILERS



5779 W Maple Rd, West Bloomfield, MI 48322 • 800-666-6233 Office • 866-601-9610 Fax • [AFPDonline.org](http://AFPDonline.org)





THE VOICE OF **INDEPENDENT** RETAILERS

*is*

*"In It To Win It"!*

*Enjoy fine cuisine, dancing and live entertainment  
with leaders from the food, beverage & petroleum industry*

*Friday, February the Twenty-Fourth, Two Thousand Twelve*

*Black Tie Please*

*Cocktail reception at Six Thirty in the evening  
Dinner served at Eight O'clock*

*Live Entertainment*  *Complimentary Photo Booths*  
*Wine & Cheese Bar*  *Cognac Bar*  *Cigar Area*  *Cappuccino Station*

*Diamond Center at Suburban Collection Showplace*

*46100 Grand River Avenue*

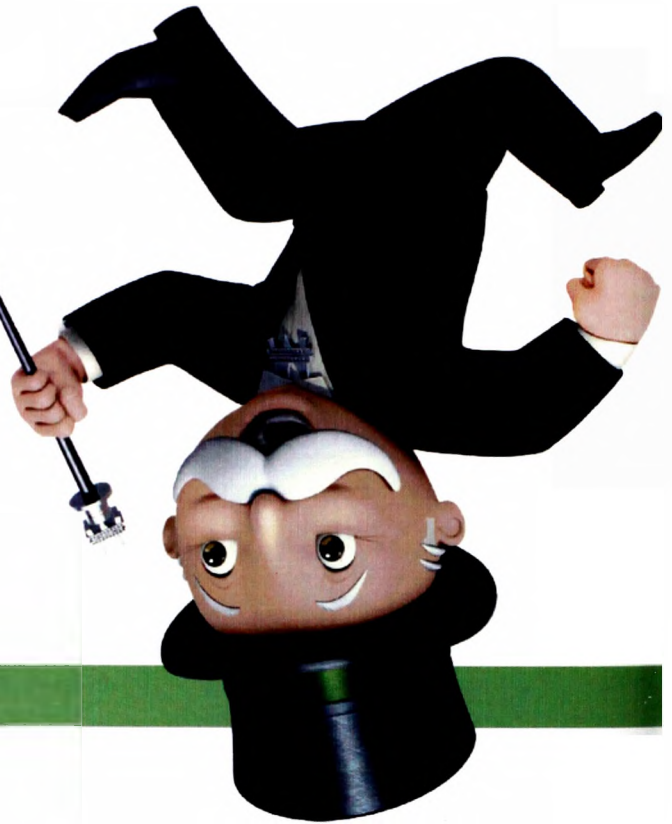
*Nov. 17 48374*

*Trade Dinner & Ball*

**"MONOPOLY"**

*96th Annual*

AFPD invites you to "Own it All" at our



THE VOICE OF INDEPENDENT RETAILERS

Monopoly™ is a registered trademark of Hasbro.



## RESERVATION FORM



### 96th Annual Trade Dinner and Ball

Friday, February 24, 2012

Diamond Center at Suburban Collection Showplace  
46100 Grand River Avenue  
Novi, MI 48374

#### Contact info:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### Sponsors, please list products you wish to use/feature at event:

Upon approval of AFPD, products may be placed at bar areas or used during cocktail reception only.  
No products are allowed on dinner tables.

Boardwalk = unlimited, Park Place = unlimited, Pass GO = 4, Free Parking = 3, Railroad = 2, Houses & Hotels = 1  
Sponsor companies, please call for additional information

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Payment Method:

Due to overwhelming response, all attendees must pre-pay

☐ MC ☐ VISA ☐ AMEX ☐ DISCOVER

Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_/\_\_\_\_ V-Code (last 3 numbers on back of credit card) \_\_\_\_\_

☐ Check Check Number: \_\_\_\_\_ AMOUNT: \$ \_\_\_\_\_

Please return by fax to (866) 601-9610 or mail to the address below  
Call AFPD at (800) 666-6233 if you have questions or need additional information

AFPD  
5779 West Maple Road  
West Bloomfield, MI 48322

### - Sponsorship Levels -

#### ☐ Boardwalk Sponsor – \$20,000

- Three tables of 10 for dinner (VIP sitting)
- 10 company images in media presentation
- Corporate signage used in looping slideshow throughout event
- Two full page ads in AFPD Bottom Line magazine
- One full page display ad plus article in AFPD Annual Resource Guide
- Use of any number of company products at event

☐ I would also like \_\_\_\_\_ additional tables  
(Above my 3 included with the sponsorship at \$500 each)

#### ☐ Park Place Sponsor – \$15,000

- Three tables of 10 for dinner (VIP sitting)
- 10 company images in media presentation
- Corporate signage used in looping slideshow throughout event
- Two full page ads in AFPD Bottom Line magazine
- Use of any number of company products at event

☐ I would also like \_\_\_\_\_ additional tables  
(Above my 3 included with the sponsorship at \$600 each)

#### ☐ Pass GO Sponsor – \$10,000

- Three tables of 10 for dinner (prime seating)
- 8 company images for media presentation
- Corporate signage used in looping slideshow throughout event
- One full page ad in AFPD Bottom Line magazine
- Use of 4 company products at event

☐ I would also like \_\_\_\_\_ additional tables  
(Above my 3 included with the sponsorship at \$700 each)

#### ☐ Free Parking sponsor – \$7,000

- Two tables of 10 for dinner (preferential seating)
- 6 company images for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad - size of your choice - in AFPD Bottom Line magazine
- Use of 3 company products at event

☐ I would also like \_\_\_\_\_ additional tables  
(Above my 2 included with the sponsorship at \$800 each)

#### ☐ Railroad Sponsor – \$4,000

- One table of 10 for dinner
- 4 company images for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad - size of your choice - in AFPD Bottom Line magazine
- Use of 2 company products at event

☐ I would also like \_\_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$900 each)

#### ☐ Houses & Hotels Sponsor – \$2,500

- One table of 10 for dinner
- 2 company images for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad - size of your choice - in AFPD Bottom Line magazine
- Use of 1 company product at event

☐ I would also like \_\_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$1,000 each)

**\*Also see Specialty Sponsorship Levels on reverse side**

## Specialty Sponsorship Levels

### ☐ Top Hat Sponsor – \$5,000

#### ¥ ENTERTAINMENT – Only 1 available!

*Includes piano accompaniment during strolling hor d'oeuvres and live band after dinner*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- One full page ad in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$850 each)

### ☐ Sack of Gold Sponsor – \$5,000

#### ¥ BOOGIE HEADS – Only 1 available!

*Personalized videos go home with guests with your logo on them!*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- One full page ad in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$850 each)

### ☐ This Old Shoe Sponsor – \$4,000

#### ¥ SHUTTERBOOTH – Only 2 available!

*Company logo at the bottom of each photo strip*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$900 each)

### ☐ Scottie Dog Sponsor – \$4,000

#### ¥ GREEN SCREEN PHOTOS – Only 1 available!

*Each photo framed with your logo printed at the bottom*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$900 each)

### ☐ Thimble Sponsor – \$3,000

#### ¥ CAPPUCCINO STATION – Only 1 available!

*"Cappuccino Man brought to you by [logo]"*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$950 each)

### ☐ Loaded Cannon Sponsor – \$3,000

#### ¥ LIQUOR BAR – Your choice of product!

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$950 each)

### ☐ Galloping Horse Sponsor – \$3,000

#### ¥ WINE & CHEESE BAR – Only 1 available!

*"Wine & Cheese Bar brought to you by [logo]"*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$950 each)

### ☐ Get Out of Jail Sponsor – \$3,000

#### ¥ CIGAR AREA – Only 1 available!

*"Cigar Tent brought to you by [logo]"*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$950 each)

### ☐ Hot Iron Sponsor – \$3,000

#### ¥ GOURMET DESSERT – Only 1 available!

*"Gourmet desserts brought to you by [logo]"*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$950 each)

### ☐ Racecar Sponsor – \$3,000

#### ¥ VALET & COAT CHECK – Only 1 available!

*"Valet & coat check brought to you by [logo]"*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$950 each)

### ☐ Cruise Ship Sponsor – \$3,000

#### ¥ CENTERPIECES – Only 1 available!

*"Centerpieces brought to you by [logo]"*

- One table of 10 for dinner
- 1 company image for media presentation
- Corporate signage used in looping slideshow throughout event
- Half price ad of your choice in *AFPD Bottom Line* magazine

- ☐ I would also like \_\_\_\_ additional tables  
(Above my 1 included with the sponsorship at \$950 each)

## GENERAL ADMISSION

☐ Table of 10 - \$1,275

☐ Couple - \$300

☐ Individual - \$150



28th Annual Michigan

# Food & Petroleum Trade Show



The Voice of Independent Retailers

**Wednesday**  
**April 25, 2012**

Suburban Collection Showplace  
46100 Grand River • Novi, MI 48375

*AFPD is*  
**"IN IT TO**  
**WIN IT"**  
*During 2012!*

*Connect with*  
*Buyers and*  
*have some fun*  
*at the 2012*  
*AFPD Trade*  
*Show!*



## Connect with Buyers at the AFPD Trade Show!

AFPD Food & Petroleum Trade Show is known for their high-quality attendees, non-stop interaction, and exhibitor satisfaction.

AFPD Food & Petroleum Trade Show continues to be the best and most important trade show in this region for our industry and for your company's success. It brings together the best companies serving the Food, Beverage and Petroleum industries.

If you want to be successful in this profitable industry, you need to be at the AFPD 2012 Trade Show, offering special show-only prices, discounts and incentives to buy!



## When is AFPD Trade Show 2012?

Exhibit Date:

Wednesday, April 25, 2012

## Where is AFPD Trade Show 2012?

Suburban Collection Showplace

46100 Grand River • Novi, Michigan 48375

**S** SUBURBAN COLLECTION  
SHOWPLACE

## Who Attends the AFPD Trade Show?

AFPD Food & Petroleum Trade Show will be attended by industry leaders, buyers, retailers and decision makers from:

- Convenience Stores
- Grocery Stores
- Specialty Stores
- Drug Stores
- Service Stations
- Bars/Restaurants



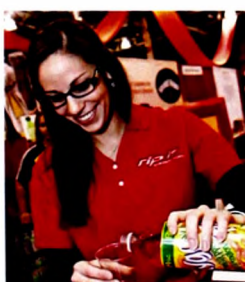
## Why Should You Exhibit at the AFPD Trade Show?

The AFPD Food & Petroleum Trade Show offers your company the opportunity to meet and sell to thousands of buyers. As the #1 industry Food & Petroleum show in the State of Michigan, we attract far more retailers than any other trade show, and they will be coming to your booth.

### **\*\*Remember to offer Special "Show-Only" Deals\*\***

Only AFPD can offer you this kind of attraction. When it comes to the retailers of the Michigan and Ohio area, AFPD is where you'll find more serious customers than anywhere else. If you want to grab the attention of the retailers in the Food & Petroleum industry, AFPD is the only place to do it.

To see and hear first hand from past exhibitors and retailers attending our show, go to [www.AFPDOnline.org](http://www.AFPDOnline.org) and visit the "events/annual trade shows" tab.





## AFPD Food & Petroleum Trade Show Information

to 9 booths is \$1075 / each

10 or more is \$1000 / each

Non-members must add membership fee.  
Please call the office for a membership application.  
All payments are due before the show to secure booth space.

### BOOTH PRICES INCLUDE:

- 50 guest passes
- company listing in AFPD Trade Show Program
- 10 ft deep by 10 ft across booth
- carpeted floors
- curtained backdrop with two chairs
- one 8 ft table
- sign with company name
- 50% discount on all ads in *AFPD Bottom Line* magazine

### Times to Remember:

#### EXHIBITOR MOVE-IN HOURS: \*\*

Tuesday, April 24, 2012 7:00 am - 3:00 pm  
Wednesday, April 25, 2012 7:00 am - 11:00 am

\*\*Booth must be show-ready by Wednesday, April 25 at 11:00 am, no exceptions.

#### TRADE SHOW HOURS:

Wednesday, April 25, 2012 12:00 pm - 8:00 pm

#### EXHIBITOR BREAKDOWN AND MOVE-OUT HOURS: \*\*\*

Wednesday, April 25, 2012 After 8:15 pm

\*\*\* All exhibits must be dismantled and removed from the facility by 11:59 pm, Wednesday, April 25.

#### ELECTRICAL:

\*\*\* electrical requirements must be made through Suburban Collection Showplace. All electrical costs will be borne by exhibitors.

#### DRAYAGE:

Assistance with move-in is optional; there is no charge. Exhibitors utilizing storage space at Suburban Collection Showplace (formerly Rock Financial Showplace) prior to or after the show must make arrangements through Suburban Collection Showplace (formerly Rock Financial Showplace) There is a charge.

**Sell to  
Thousands  
of Buyers  
in this  
BONUS  
ROUND  
of Values!  
AFPD is  
IN IT TO  
WIN IT!**



**SUBURBAN COLLECTION  
SHOWPLACE**

# AFPD's 28th Annual Michigan Food & Petroleum Trade Show!

Sell to thousands of Buyers!

## SPECIAL ROOM RATES

Mention AFPD to take advantage of the special hotel rates that have been secured next to the conference facility.

### DOUBLETREE HOTEL

42100 Crescent Blvd., Novi, MI 48375  
248-344-8800

\$99/night, sgl/dbl (Reserve by March 27, 2012)

- Complimentary full breakfast buffet for two
- Complimentary shuttle service to/from Suburban Collection Showplace



THE VOICE OF INDEPENDENT RETAILERS

5779 West Maple Road  
West Bloomfield, Michigan 48322

Contact: Tamar Lutz  
tlutz@AFPDonline.org

Phone (800) 666-6233

Fax (866) 601-9610

www.AFPDonline.org

No bags allowed in or out. The law demands that you be at least 21 years of age with a picture I.D. to attend this show.



THE VOICE OF INDEPENDENT RETAILERS

## Who is AFPD?

Established as the Detroit Retail Meat Merchants in 1910 by a handful of retailers in Detroit with common business concerns, the Associated Food & Petroleum Dealers has evolved into an organization representing the food, beverage & petroleum industry. With membership nearing 4,000, AFPD has members throughout the midwest. Since its inception the primary focus of AFPD has remained constant: exchange of business ideas, fair legislative representation, financial benefits, educational opportunities and positive promotion of the food, beverage and petroleum industry.

Our membership base includes retailers who sell products for off-premise consumption, to every type of supplier that services our retailers. AFPD is representative of the entire food, beverage and petroleum industry. Supermarkets, liquor stores, drug stores, specialty markets, convenience stores, service stations and auto repair facilities are all active participants in AFPD. Equally active are the wide range of brokers, distributors, suppliers and manufacturers. Additionally, service companies such as insurance, banking, media, electronics, refrigeration, security, etc. also make up the membership of AFPD. As the Association has grown in numbers, it has afforded AFPD the negotiating power to provide members with discounts on numerous programs that they normally would not be able to take advantage of on their own. These benefits include health care insurance, MasterCard/Visa acceptance, coupon redemption service, rebate programs, worker compensation insurance, money orders, underground storage tank insurance and a variety of business insurance that help members save money and even make money.



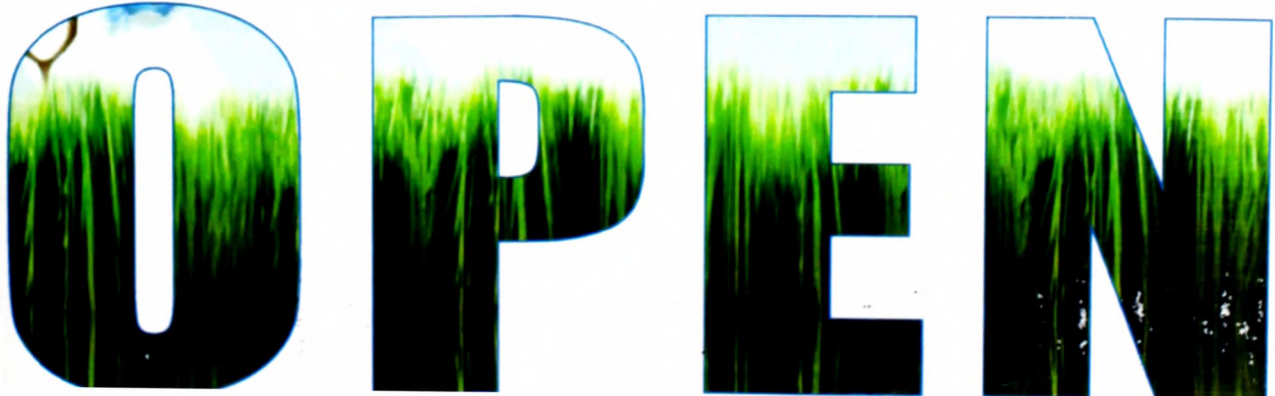




THE VOICE OF INDEPENDENT RETAILERS

36<sup>th</sup> ANNUAL MICHIGAN

“ANGRY  
BIRDS’





# 36th Annual Michigan Golf Open

Wednesday, July 11, 2012

**\*\* NEW Location \*\***

Warren Valey Golf & Banquet Center • 26116 W. Warren Street • Dearborn Heights, MI 48127

## SPONSORSHIP OPPORTUNITIES

### The Masters Tournament Title Sponsor \$20,000

(Only 1 available!)

- Company name listed on all promotional materials as Title Sponsor
- Five Eagle Sponsorships, including five (5) foursomes
- Exclusive right to decorate the registration area
- Dinner recognition and exclusive time at the podium
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

### Golf Shirt Sponsor \$7,000

(Only 1 available!)

- Company logo on every golf shirt given to all players
- Shirt to be provide by AFPD
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

### Golf Cart Sponsor \$6,000

(Only 1 available!)

- Company signage on all golf carts
- One (1) foursome
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

### Tournament Co-Sponsor \$5,000

- Company name on all promotional materials
- Two Eagle Sponsorships including two (2) foursomes
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

### Golf Dinner Sponsor \$5,000

(Only 1 available!)

- Exclusive decorating of dinner area
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

### Golf Tournament Photo Sponsor \$5,000

(Only 1 available!)

- Company logo on every picture frame given to all players
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

### Golf Hat Sponsor \$5,000

- Company logo on golf hats given to all players
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

### Towel Sponsor \$5,000

- Company logo personalization on golf towels
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

### Golf Ball Sponsor \$3,500

- Opportunity to provide golf balls with your company logo
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad



**Golf Lunch Sponsor** ..... **\$3,000**

- Includes lunch area decoration
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Goodie Bag Sponsor** ..... **\$3,000**

- Company provides 325 stuffed goodie bags (bags+products) for golfers
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Golf Breakfast Sponsor** ..... **\$2,500**

- Includes breakfast area decoration
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Eagle Sponsor (Hole Foursome)** ..... **\$2,400**

- Includes exclusive signage and permission to display products at sponsorship hole
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Mulligan Sponsor** ..... **\$2,000**

- Company logo on every Mulligan handed to players
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Cigar Sponsor** ..... **\$2,000**

- Company logo & signage at cigar table
- One (1) foursome
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or on AFPD Annual Calendar Ad

**Golf Tournament Ice Sponsor** ..... **\$1,500**

- Two (2) golfers
- Dinner recognition
- 50% off Ad in the AFPD Bottom Line magazine or on AFPD Annual Calendar Ad

**Longest Drive Contest (Both Courses)** ..... **\$1,500**

- Includes exclusive signage for Longest Drive Contests
- Award presentation to the winners
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Hole in One Contest (Both Courses)** ..... **\$1,500**

- Includes exclusive signage for Hole In One Contests
- Award presentation to the winners
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Birdie Sponsor** ..... **\$1,250**

- Two (2) golfers
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Putting Contest** ..... **\$1,200**

- Exclusive signage for the putting contest
- Award presentation to the winners
- 50% off Ad in the AFPD Bottom Line magazine or an AFPD Annual Calendar Ad

**Non-Sponsor Options**

- Foursome ..... \$950
- Individual Golfer ..... \$250
- Non-Golfer (Dinner only) ..... \$75

**Promotional Opportunities****Donate Drawing Prizes such as:**

- Golf clubs and/or Golf bags
- Company logo products
- Electronics
- Sporting event tickets

**AFPD Silent Auction**

Donate to the Auction - All proceeds will go toward the AFPD PAC.

\*Payments for Silent Auction can ONLY be cash or personal check.

*Please complete the registration  
form on reverse side and return to*

**AFPD Attn: Tamar Lutz**

**5779 West Maple Road**

**West Bloomfield, MI 48322**

**P: (800) 666-6233 • F: (866) 601-9610**

**[www.AFPDonline.org](http://www.AFPDonline.org)**



AFPD is a 501(c)(6) non-profit trade organization.

All expenses with AFPD are considered tax deductible as a Business Expense.

# JULY 11, 2012 • SET-UP TIME-7:30AM • SHOTGUN AT 9:30AM

**7:30am Continental Breakfast • 9:30am Shotgun Start • 3:30pm Dinner Reception**

We would appreciate your commitment for sponsorship no later than June 29, 2012

Companies which commit & satisfy their commitment first will have the opportunity to choose their hole sponsorship locations!

ITEM DESCRIPTION	COST	QUANTITY	TOTAL
The Masters Tournament Title Sponsor (Only 1 available!)	\$20,000		
Golf Shirt Sponsor (Only 1 available!)	\$7,000		
Golf Cart Sponsor (Only 1 available!)	\$6,000		
Tournament Co-Sponsor	\$5,000		
Golf Dinner Sponsor (Only 1 available!)	\$5,000		
Golf Tournament Photo Sponsor (Only 1 available!)	\$5,000		
Golf Hat Sponsor	\$5,000		
Towel Sponsor	\$5,000		
Golf Ball Sponsor	\$3,500		
Golf Lunch Sponsor	\$3,000		
Goodie Bag Sponsor	\$3,000		
Golf Breakfast Sponsor	\$2,500		
Eagle Sponsor (Hole Foursome)	\$2,400		
Mulligan Sponsor	\$2,000		
Cigar Sponsor	\$2,000		
Golf Tournament Ice Sponsor	\$1,500		
Longest Drive Contest Sponsor (Both Courses)	\$1,500		
Hole in One Sponsor (Both Courses)	\$1,500		
Birdie Sponsor	\$1,250		
Putting Contest Sponsor	\$1,200		
Foursome (non-sponsor)	\$950		
Individual Golfer (non-sponsor)	\$250		
Non-Golfer (Dinner only)	\$75		
Total Amount			\$

RAFFLE PRIZE DONATION				SILENT AUCTION				325 GOLF GOODIE BAGS			
Golf Clubs	Qty	Electronics	Qty		Qty	Golf Balls	Qty	Cigars	Qty		Qty
Golf Bags	Qty	Company Logo Products	Qty		Qty	Golf Towels	Qty	Pens	Qty		Qty
Putters	Qty	Misc:	Qty		Qty	Snacks	Qty	Misc:	Qty		Qty
Other:											
Payment Type:	Check	Visa	MC	AMEX	Discover	CC#:				Exp	
Company Name:						Name on card:					
Contact Person:						Title:					
Phone:				Fax:				Email:			
Address:					City:				State:	Zip:	
<b>FOURSOME ENTRY FORM</b>											
(Last, First Name)		(Company Name)		(Last, First Name)		(Company Name)					
				1)							
				2)							
				3)							
				4)							
Send registration / Payable to: AFPD • 5779 West Maple Road • West Bloomfield, MI 48322 • Ph: (800) 666-6233 • Fax: (866) 601-9610 • Tlutz@AFPDonline.org											