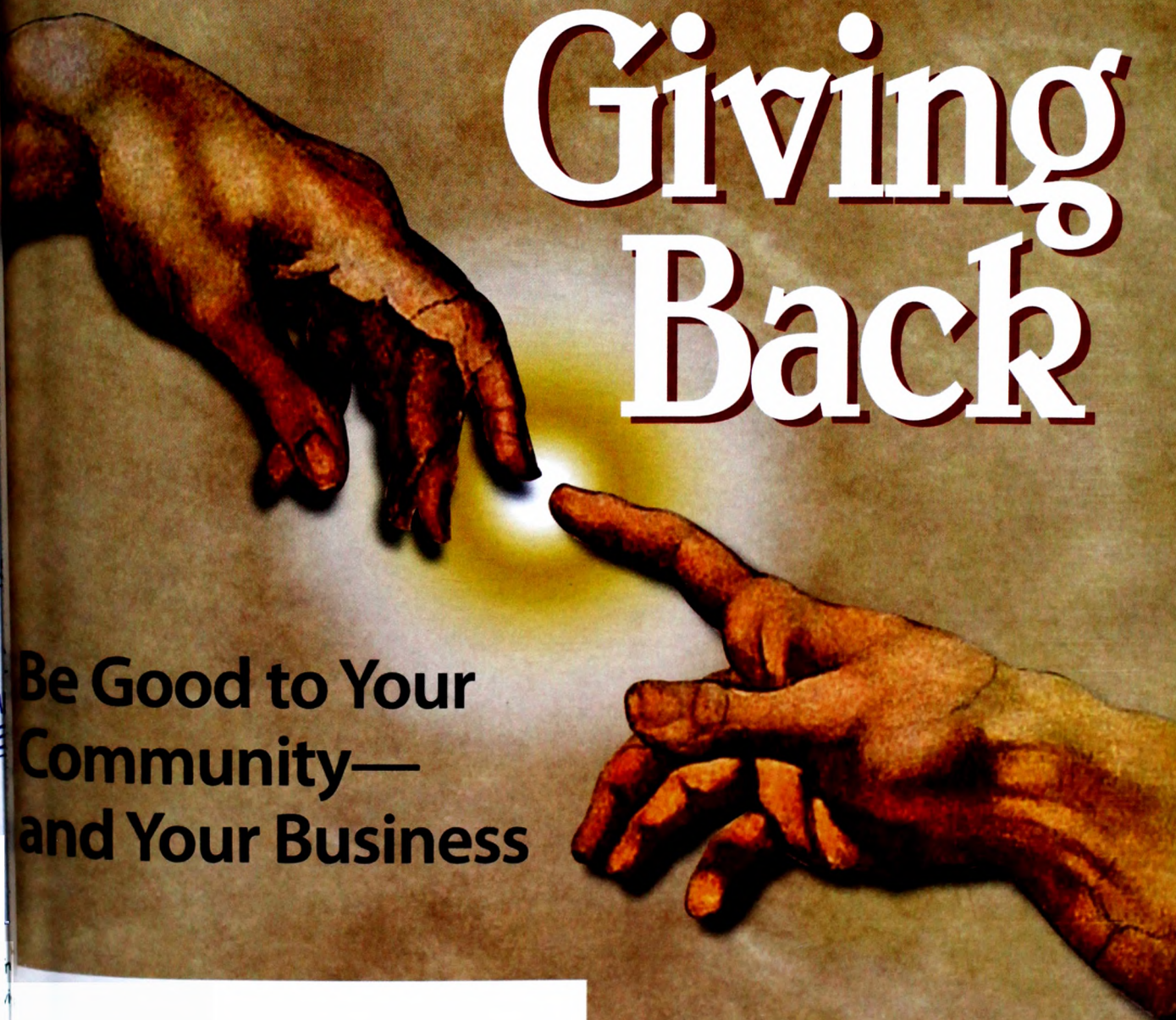




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# BOTTOM LINE

THE VOICE OF INDEPENDENT RETAILERS • VOL. 23, NO. 6 • JUNE 2012



# Giving Back

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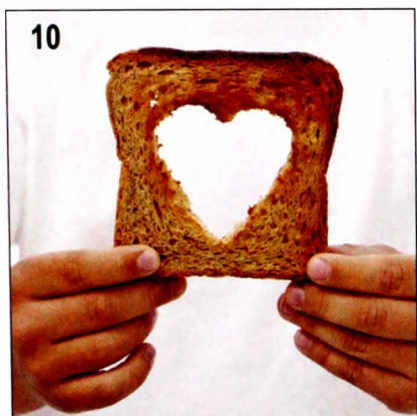
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## Chairman's Message



**Joe BELLINO, Jr.**  
AFPD Chairman

# Honoring Fred

I attended the kick-off of WJR radio anchor Paul W. Smith's Pure Michigan Campaign at Monroe County Community College (MCCC) on Friday, May 4—just a few days after the murder of beloved AFPD member and former board chairman Fred Dally outside his party store in Detroit. Paul and I are old family friends and have known each other for years. We grew up together, and I always try to see him when he's in town.

On that Friday after Fred's death, Paul was hosting a special edition of his morning news and talk show live from the college. When Paul's producer saw me in the audience, she asked if I would agree to an interview during the last few minutes of his broadcast to talk about Fred and the great loss his death meant to the community.

I loved Fred Dally. When I joined the AFPD board of directors some years ago—a bit of a country boy compared to the rest of the board members—Fred was the one who put his arm around my shoulders and made me sit next to him. "Some day, you're going to be chairman," he told me. "I'm going to help you." He treated me like a brother.

So you can imagine how willing I was to talk to Paul W. Smith and his thousands of listeners about the goodness of Fred Dally. And you can imagine how incredibly hard it was, too. I told them how everyone who knew Fred loved him. I told them Fred was a giver and a lover and a true Christian man, whom I tried to emulate every day. I told them how Fred had been robbed the year before, and although he could have closed up shop and reopened in Livonia, Southfield, West Bloomfield, or Monroe—he didn't. He stayed loyal to his community because they needed him. If Fred had closed The Medicine Chest, his customers would have had to travel six to 10 blocks to the next nearest store.

In fact, Fred stayed right where he was

for more than 30 years because people needed him. Like many of us at AFPD, Fred was quick to help someone who was truly in need. He didn't let those who squandered their money take advantage of him, but if someone was in a tough spot because of a couple of wrong decisions or simply bad luck, he would let them have that gallon of milk or loaf of bread.

In talking about Fred's death during the interview, Paul W. Smith called it "criminal terrorism" and a "senseless killing." Speaking as AFPD chairman, I told him we weren't going to stand for this kind of violence. And I admitted that many of us in AFPD face the potential of criminal threats in our stores every day. He was impressed that within just a few short hours after the news of Fred's murder, our AFPD community had raised a \$50,000 reward for information leading to the thugs responsible.

As of this writing, no real headway has been made in the investigation. To someone unfamiliar with Detroit neighborhoods, it might seem surprising that as good as Fred was to his community, no one has stepped forward yet with information. I'm sure they would, if they didn't feel it would endanger their own lives or the lives of their families. I pray every day that someone will find the courage to share what they know with the police so that we can get justice for Fred.

We re-arranged our editorial calendar at the last minute so that this issue's cover story could be about giving back. All through the history of AFPD, our members have been highly involved in their communities. If you aren't as involved as you should or could be, I urge you, in honor of Fred Dally, to change that starting today. This issue is full of ideas to help you in that regard, and you may even be surprised to learn how good giving back is for your business on so many different levels. ■■■

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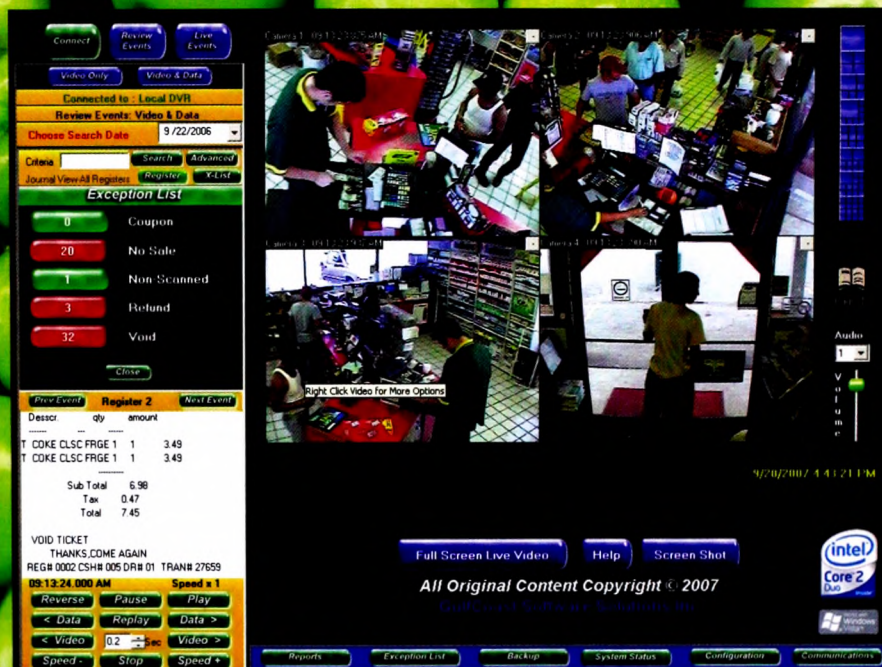
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# Where are the Hungry?

Map the Meal Gap 2012 shows people at risk of hunger in every U.S. county.

Feeding America, the nation's largest domestic hunger-relief organization, has released Map the Meal Gap 2012, which provides estimates of food insecurity at the county and congressional district level. Food insecurity is the U.S. Department of Agriculture's measure of lack of access, at times, to enough food for an active, healthy life for all household members.

The report found that even though food insecurity rates have remained relatively stable across the nation, those communities that were previously known to have the highest rates of food insecurity have continued to climb. In the U.S., 75 counties in the U.S. had statistically significant increases in food insecurity rates.

In addition to rates of food insecurity, Map the Meal Gap 2012 estimates the relative cost of a meal by county, showing a range in meal cost as low as \$1.80 in Zavala, Texas and as high as \$5.51 in Union,

## Hunger is Pervasive

"Hunger continues to be an urgent problem in this country. In spite of positive reports about America's dropping unemployment rate, the fact is that too many people are still struggling to find work," said Vicki Escarra, president and CEO of Feeding America. "Map the Meal Gap 2012 data underscores the incredible need for food assistance millions of families are facing. Since this data was gathered, food costs and gas prices have climbed even higher, making it harder for people and families who are struggling to make ends meet."

## Key findings of Map the Meal Gap 2012

- The average food insecurity rate rose slightly among the top 10 percent of highest food insecurity counties.
- The high food insecurity rate counties are more economically disadvantaged compared to the national average as a whole.
- The average unemployment rate among high food insecurity rate counties is 13 percent, while the national average is less than 10 percent. Additionally, the average poverty rate among high food insecurity rate counties is 26 percent while the national average is only 15 percent.

- An overwhelming majority of counties that experienced declines in food insecurity rates saw very small and insignificant changes. The top 10 percent of counties with the lowest food insecurity rates are still home to more than three million people struggling with hunger (i.e. food insecure).

Rural areas continue to be more food insecure than metro areas. However, the percentage of counties with the highest food insecurity rates in non-metro/rural areas decreased slightly from 59 percent in 2009 to 55 percent in 2010.



## Food Insecure Need More Money

In 2010, on average, food insecure individuals reported needing an additional \$14.30 per person per week to afford a minimally adequate diet. In 2009, that amount was \$13.99. Combined, the total national food budget shortfall is \$21.2 billion.

Map the Meal Gap 2012 provides the following data for each county in the United States in an interactive map format:

- The percentage of the population that is food insecure.
- The percentage of the food insecure population that likely qualify based on income for SNAP (formerly the Food Stamp Program) and other federal nutrition programs.
- The percentage of the food insecure population that likely do NOT qualify for federal nutrition programs and often must rely on charitable food assistance programs, and who also need better wages and employment opportunities to help them meet their basic needs. These are households reporting earnings higher than the federal programs' income requirement.
- The average price per meal in each county.

Map the Meal Gap 2012 allows policymakers, state agencies, corporations, and individual advocates to develop integrated strategies to fight hunger at the community level.

The goal of Map the Meal Gap is to give Americans—and especially policymakers—the statistical data to understand the size of the need and where it exists so we can address this issue head-on.

A summary of the findings, an interactive map of the United States, and the report are available at [www.feedingamerica.org/mapthegap](http://www.feedingamerica.org/mapthegap).



**Hunger continues to be an urgent problem, despite the improving unemployment rate.**

South Dakota. The national cost per meal that food-secure people report spending on an average meal is \$2.52. This illuminates the challenges faced by people at risk of hunger in the many counties where food prices are high.

Map the Meal Gap 2012 is based on an analysis of statistics collected by the U.S. Department of Agriculture, U.S. Census Bureau, and U.S. Bureau of Labor Statistics. Analysis of food price data was provided by Nielsen, a global provider of information and insights. The study is supported by the Howard G. Buffett Foundation and Nielsen.



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# Rescue the Community

If you aren't already involved, it's time to give serious thought to a food rescue policy.

By Carla Kalogeridis and Beverly Sturtevant

Believe it or not, the number of hungry people in the Midwest is on the rise—in areas never predicted five years ago.

"Hunger isn't growing in the traditional areas like the inner cities," says Larry Weber, food donor relations manager for Forgotten Harvest, the nation's largest food rescue company based in metropolitan Detroit. "Now it's more in the outer suburbs. We're talking the moms and dads who did everything right 15-20 years ago, but now Dad was laid off a while and Mom reduced to part-time, and they can't make ends meet."

Gleaners Community Food Bank is another well-known name in Michigan, providing nearly 41 million pounds of food to the hungry last year. The company says that across the country there is a growing group of people (44 million Americans) that fall into the category of "near poor." These are people living on the edge of poverty and financial despair, just one car repair or furnace replacement away from disaster.

"Our entire team is dedicated to feeding hungry people and determined to make Gleaners the most effective organization it can be," says W. DeWayne Wells, president. "Every day our employees put their best foot forward because they know so many in our community depend on us."

Forgotten Harvest dispersed more than 42 million pounds of food last year to food banks, food pantries, soup kitchens, shelters, and churches. "And we're still only meeting about 20 percent of the actual need," says Weber. "Working with retailers and suppliers together, we can do better."

## The Misconceptions

So why wouldn't a retailer or supplier have a food rescue program to donate unsold items near or at their expiration date? It seems like a no-brainer, but Weber has become practiced at trying to convince organizations of the benefits of participating in food rescue.

"First, some retailers think we are taking business away from their stores," he says, "and that we give food away to people who would otherwise have bought from the retailer. But the truth is that we aren't taking any business away, and this program doesn't stop

people coming to their stores to buy. If the people we help had the money to buy, they wouldn't be coming to us."

Forgotten Harvest, he says, takes everything it receives as donations—and it turns over everything it collects as donations. "We never donate to people who can resell the food," he says. "We regularly monitor in person all the food banks, pantries, and churches who receive donations from us."

A second general perception, he says, is that some retailers



**Food Fact:** Product donations to Forgotten Harvest from the April AFPD Michigan Food & Petroleum Show: **10,467 pounds.**

believe it may cost them more in labor to gather the food for donation. "That's actually not true either," says Weber. "By the time you collect the items or produce, scan them out, or haul them out to the dumpster, throw them away, and break down the cardboard boxes—and pay for the dumpster and a company to empty it—you could have saved time, labor, and expense by having us just take away, boxes and all."

"I tell the stores, 'Just donate the two seconds it takes to not throw it away. We'll do the rest,'" he says.

A final reason some retailers and suppliers shy away from donating falls under the category of urban legend, says Weber. "Everybody knows someone whose friend's store was sued after donating food to charity," he says, "but that's just not the case. "No one has ever been sued in connection with food donated to our organization or any other similar organization that I know of."

Furthermore, there exists a federal Emerson Good Samaritan







Food Donation Act, which Weber says was created to prevent good food from going to waste by protecting companies from liability surrounding their donations. It was named after Rep. Bill Emerson and signed into law by President Bill Clinton in 1996. The Act encourages food donations to nonprofits by minimizing donor liability, except in the case of gross negligence. Weber says the Act has never been challenged, although it does indicate that any state law on this matter takes precedence in that state.

Basically, if items are salable to the public at large, then you can donate them with the same protection as if you sold them. The Emerson Act is another layer of protection," confirms James V. Bellanca, Jr., of Bellanca, Beattie & DeLisle, P.C. "Even if the label says 'best if used by,' there's nothing illegal about selling it after that date. That's just a freshness guideline. If there's a 'sell by' date on a product, it should be donated by that date or before."

Furthermore, Bellanca says, once you donate food to another organization, "you cannot be held responsible for how that food is handled after it leaves your facility."

Simply put, Bellanca says stores should think of it this way: "If I can sell this, I can give it away. When in doubt, contact the Michigan Department of Agriculture. There's no greater risk in giving food away than in selling it, if you follow the same

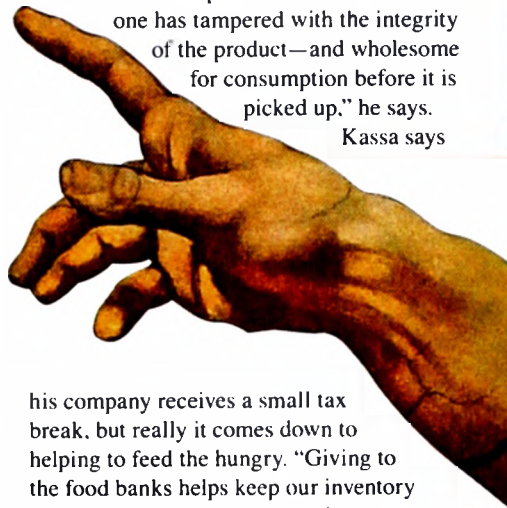
### Making Sense on So Many Levels

Many AFPD members have an active food rescue plan and have been donating food to groups like Forgotten Harvest or Gleaners Community Food Bank for years. (Gleaners distributed 40 million pounds of emergency food to more than 600 partner soup kitchens, shelters, and pantries, providing the equivalent of 85,284 meals per day to people in Michigan who otherwise could not afford the food they need.) The tax write-offs are another incentive. However, the retailers and their suppliers say they also do it because it's the right thing to do for their communities.

Consider Phil Kassa, an AFPD board member and owner of several stores, including Saturn Markets in Dearborn Heights and

Detroit, Sak N Sav of Westland, Heartland Marketplaces in Farmington Hills and Westland, and a dollar store in Southfield. Each store has a food rescue policy, working with Forgotten Harvest, New Horizon Food Bank, and Faith Outreach Church to give close-dated, outdated, and damaged products to people who need them. "We work with them to make sure the product is safe—that no one has tampered with the integrity of the product—and wholesome for consumption before it is picked up," he says.

Kassa says



his company receives a small tax break, but really it comes down to helping to feed the hungry. "Giving to the food banks helps keep our inventory fresher, and at the same time, does something charitable," he says. "In this economy, helping to feed the hungry is the right thing to do. If the food is safe and wholesome for consumption, there is no reason to waste it."

Ed Bahoura, owner and president of Madison Heights and Pontiac Save-A-Lot, is so sold on the idea of donating food that he served on Gleaners' board of directors. "I do not have a written, detailed food rescue policy," he says, "but I have a formal, oral understanding with my managers and department heads that any product within three days of expiring gets donated."

Sometimes Bahoura elects to override that policy, depending on the quantity, time of year, the need, and the item. "The managers will want to reduce the product further and may be able to sell it all before the three days, but I may have them donate it sooner," he says.

This is a policy that his store has had in effect for some time. "We decided years ago that we would not reduce produce, but would just donate it instead," he explains. "The store has a better quality image by not having a reduced section of really poor-looking produce for sale. A store can easily mark up their gross a couple of percentage points to make up for the loss."

Bahoura says the stores don't do it for the tax break, although they do take a write-off every year. In 2011, the IRS gave an allowance of \$1.68 per pound donated. "The benefits are so many," he says. "The goodwill you create in the community is immeasurable. I can't tell you how many times I have



## Busch's Fresh Food Market Knows the ABCs of Food

In partnership with Food Gatherers and other local food banks, Busch's Fresh Food Market helped feed children and families struggling with hunger this past May with its All About Children Food Drive. Customers can purchase pre-made "Ready to Go" food donation bags filled with items to be given to a family in need. Customers are asked to donate \$10 for each bag. They can also drop off non-perishable food in the food drive bin located in each store. Other highlights of the program:

- **A is for Apple.** Customers can make monetary produce donations in \$5 increments at the Busch's checkout registers. These are converted into produce donations to Food Gatherers.
- **B is for Bakery.** Customers can make bakery donations in \$10 increments at the Busch's checkout registers. These are converted into bakery donations to Food Gatherers.
- **C is for Cash.** Customers can make a contribution of any amount at the Busch's checkout registers. Dollars go directly to local food banks.

"About 17 million kids nationwide and one in six children in Washtenaw County will struggle with hunger this summer," says Doug Busch, who owns the company with his two brothers. "The summer months are hard on low-income families who depend on reduced-price and free school meals to stretch their family food budget. In partnership with Food Gatherers and several local food banks, Busch's aims to reduce that number."

In the last two Busch's ABC events, a combined total of more than \$300,000 in food and cash was raised to help local families in need. Busch's also holds an annual SOS food drive around Thanksgiving to raise awareness of the need to share, as well as collecting food and cash. Last year, this drive brought in \$250,000.







gotten new business from people that were involved somehow with Gleaners or Forgotten Harvest and ended up coming to my store because of our willingness to help the community. We don't seek out these people—they find us."

Furthermore, Bahoura believes donating food is the right thing to do "because the government can't do everything for everybody."

"We need to take responsibility for the less fortunate in our own communities," he says. "A single store's donation of a few cases of expired lunch meat or produce goes a long way. Every store should donate as much as they can afford."

Doug Busch, part-owner and community relations manager for 15 Busch's stores in southeast Michigan, says all of their stores have food rescue policies and are actively involved. Forgotten Harvest picks up every other day from seven of the stores and delivers their donated product to food banks like Gleaners. Four other stores are served by Food Gatherers. Over the past five years, Busch's has contributed more than 372,000 pounds of food from Washtenaw County stores and helped Food Gatherers raise enough funds to provide an additional 787 tons of food to hungry people in its community. The two remaining stores in Monroe and Livingston donate to local organizations.

Busch estimates that during the past four years, their 15 stores have provided well over a million dollars to help those less fortunate. "There are some business benefits from donating, but the bottom line is that we have to give back to the communities we serve," he says. "It simply is the right thing to do to help those in need. It doesn't cost anything—you'd throw it away anyway—and that just doesn't feel right." Busch's also hosts two food drives each year, including the All About Children Food Drive in May (see sidebar), where it provided \$132,000 in cash and food.

## Suppliers Doing Their Share

Several AFD member suppliers are active in food rescue programs as well. Heeren Brothers, for example, contacts churches and civic nonprofit organizations who have kitchens that feed the needy or who have needy-household delivery programs. Like the retailers, Heeren Brothers' Allan Girvin, director of sales and marketing, says the benefit "is knowing we are giving back."

"For Heeren Brothers, it has nothing to do with a tax credit,

saving money, or recognition," he continues. "It provides a channel for us as a community member to pass along fresh, healthy items that can be utilized by a nonprofit organization to benefit the less fortunate. It's the right thing to do...and it puts to use a product that a grower or organization took pride in to bring to market. The greater wrong would be to just throw the item away without any regard to the use it could be to someone in need," he says.

Lipari Foods is involved with both Gleaners and Forgotten Harvest, donating roughly 250,000 pounds of food a year. In fact, during Lipari's recent trade show alone, the supplier donated about 30,700 pounds of mostly perishable goods. From the warehouse, the company typically donates mislabeled food authorized for release by the manufacturer or items that close to their "best by" dates.

"Gleaners trucks come to Lipari nearly every day," says Don Symonds, director of events and trade relations for Lipari, "and at trade shows, Forgotten Harvest brings in 30-40 people and several trucks. They can load and distribute thousands of pounds of food very quickly."

Like Heeren Brothers, Symonds says the only reason Lipari donates to these organizations is that "it would be shameful to let the food go to waste when there are people who need it." He says Lipari keeps records for the purpose of tracking inventory; the company does not apply for tax breaks.

Girvin says that all the items Heeren donates are still quality items, but they are items the company is not comfortable sending to retail. "It could be a short date, such as value-added salads or fresh items that may start to show some dehydration or scarring. But none of the items have a break in the cold chain or integrity that could jeopardize necessary food safety requirements."

"It just makes good business sense to take care of the community," he explains. "Most of the food is perishable, so it's important to get it into the hands of these larger organizations as fast as possible. We've found it logistically impossible to donate to smaller organizations because of the volume and the need to get it to those who need it quickly."

## Walk in Their Shoes

Perhaps retailer Ed Bahoura sums it up best: "In the scope of everything we are blessed with, how much will those donations cost us relative to all our blessings? What satisfaction will you find in taking another vacation, going out on the town, or buying a newer and bigger home or car compared to the incredible feeling of knowing you helped feed people who are truly hungry?"

"Imagine finding yourself and your kids standing in a soup kitchen or at a food pantry," he says. "How would that make you feel? How much would you appreciate all those people or companies that donated the food that kept your family going? Store owners need to realize that donations are not sacrifices but blessings that will give the fulfillment and happiness I truly believe that you will receive much more than you give." ■

*Carla Kalogeridis is editor  
Beverly Sturtevant is managing  
editor of AFD Bottom Line*

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# Van Ball's Prime Beef: Grand Rapids' Best-Kept Secret

By Beverly Sturtevant

If you're looking for meat the way it used to be, Van Ball's Prime Beef in Grand Rapids, Mich. could be your place. Van Ball's is the rare working butcher shop—family owned and operated—providing what its customers call the best meat in the region. Joe Van Ball founded and operated the business for 50 years in Cheshire Village, until Mike Ensing purchased it about 30 years ago. A savvy businessman, Ensing kept the Van Ball's name and reputation, but moved the operation to Grand Rapids. These days, Ensing, his son, George, and Manager Dominic Conigliaro provide the kind of friendly service that keeps customers coming back for more.

You might not guess it from the unassuming location in a strip mall—it might be Grand Rapids' best-kept secret, says a customer—but it's a full service butcher shop. All the meat is purchased direct from the farmer or live auction and cut in-house. And it's not just beef, but a full range of every type of meat: steaks, burgers, veal, lamb, chops, bacon, brats, 30 varieties of homemade sausage, roasting pigs, turkey, homemade jerky and snack sticks. They even fully process wild game, including deer, elk, and moose.

"We're most known for our prime beef," Conigliaro says, then explains, "Grade is based on marbling and texture, as well as how the beef is raised and fed. Most grocery stores only carry up to choice." Consumers are fussier than ever about what they feed their families, so they appreciate Michigan grass-fed beef, chickens raised down the road in Middleville, hogs from Saranac, and local lamb, veal, and turkeys. Customers say nobody comes close to their famous bratwurst, made without fillers, chemicals, or binders, and the small deli also features their own dry-cured ham, homemade salami, and summer sausage. The only non-local product is ocean fish, which is



flown in.

Van Ball's excellent service matches their excellent meats. The same crew is behind the counter each time, and customer relationships are on a personal basis. "Our customers know where to come for a two-inch steak, and we know what they want," Conigliaro says. "We have a full showcase, but we also offer custom cutting."

Like all independent food service businessmen, Conigliaro acknowledges the hot-button issue of tougher inspections and new requirements. "Even though we're not affected by the meat labeling law because we're small and everything comes directly from the farmer, we rely on the information AFD provides and how much they try to help small businesses," he

says. "We appreciate the programs, too," Ensing adds, "but the way they work to keep us updated and protect us from taxes and regulations is the most important." Ensing is a 30-year member of AFD and now AFD.

Part of the Grand Rapids community for 30 years, Ensing continues to pitch in to help through God's Kitchen, which provides assistance to individuals and families throughout the 11-county Catholic Diocese of Grand Rapids. Van Ball's also supplies all the food and pop for Mike Ensing's favorite community event—the River City Bass Club's fishing weekend that offers disabled kids a chance to go fishing with professional fisherman.

The future, Ensing says, is coming, but not quite yet. He's comfortable thinking about retirement, though, because he's confident his son, George Ensing, and Conigliaro can take over. In the meantime, if you're passing through Grand Rapids, be sure to take an empty cooler. It's worth the drive, customers say.

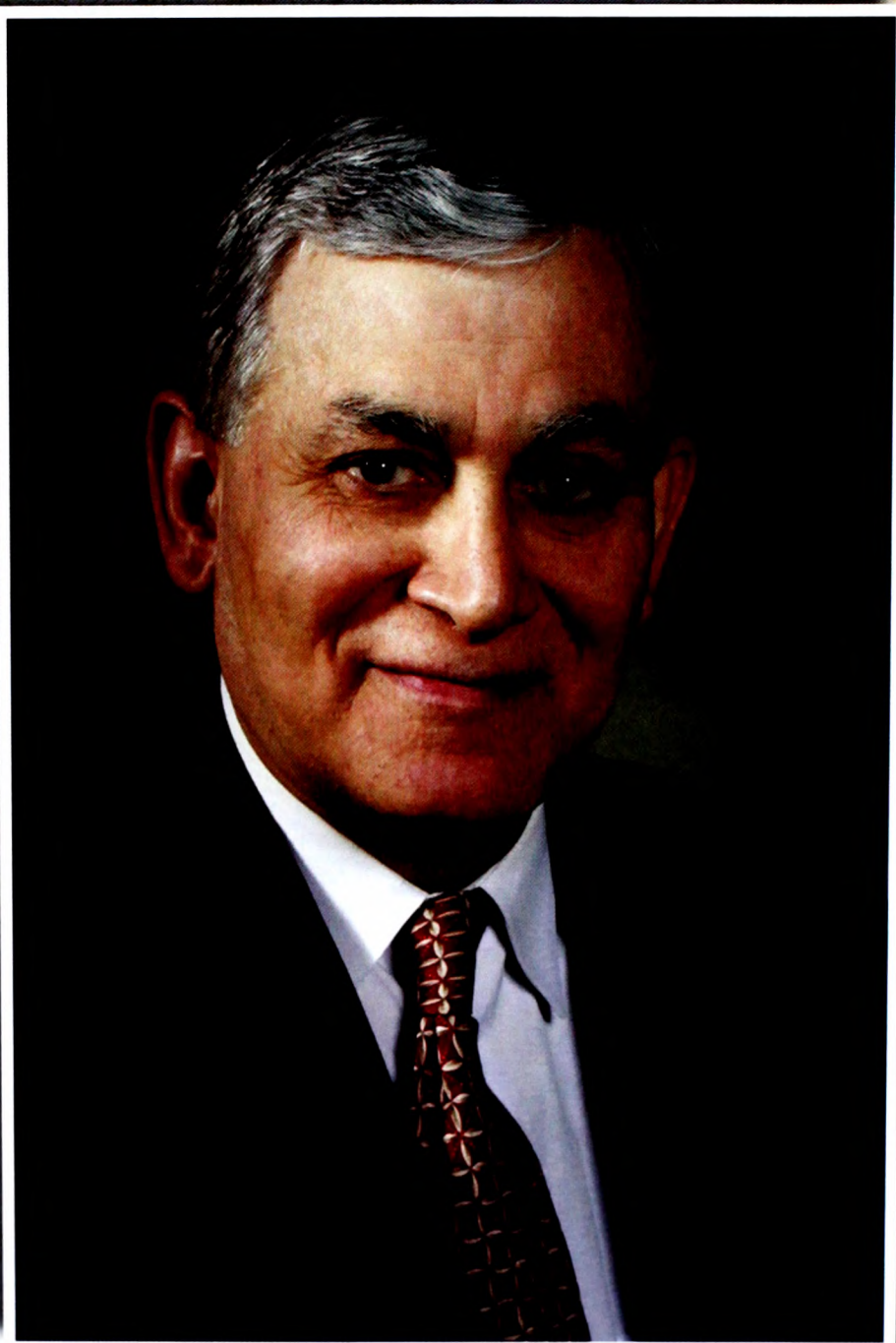
*Beverly Sturtevant is managing editor of AFD Bottom Line.*



**We're most known for our  
prime beef.**

Grade is based on marbling and texture, as well as how the beef is raised and fed. Most grocery stores only carry up to choice.



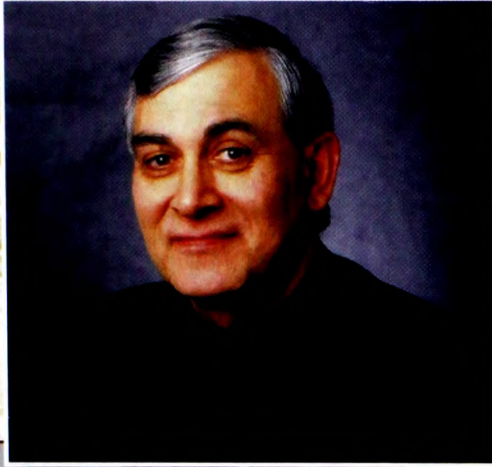


*Remembering Faraj "Fred" Dally*

*1948-2012*



# The Man They Called Freddie



America in general – and Michigan's retail community in particular – are fortunate that the Iraqi government sent Dally to the U.S. on a university scholarship and he decided to stay. He earned his undergraduate degree and went on to obtain a MBA from the University of Detroit. But rather than a job, Dally decided on entrepreneurship.

In the late 1970s, he bought Medicine Chest, a pharmacy in Detroit with 7,000 square feet. Dally said he was proud of its 4,000 square feet of selling area and four employees. In 1998, Serra's Market in Warren was purchased and the most recent expansion to 5,000 square feet made room for the first Dominos Pizza in Warren.

Over the years, Dally Inc. has become a thriving family business with the addition of his three sons—Ziad, David, and Jason. Dally credits the success of the stores to their family orientation and one-stop-shopping for everything his customers need, including many items his competitors simply don't carry. The usual things—beer/wine, lottery, food and beverages—are available, of course, but services also include Western Union, bill payment, money orders, check cashing, dollar items and dozens of variety items for the home.

Like so many small businesses in Michigan, Medicine Chest and Serra's Market struggled for awhile with the troubled economy, but Dally was excited to report that several mall factories near Serra's Market were back in business, including one with 1,200 new workers hungry for hot, fresh pizza.

Fred Dally has been active in AFPD circles for a very long time. In fact, before there was an AFPD, he served as vice chair of membership, vice chair of community relations, and worked on the scholarship and trade show committees for the Associated Food Dealers of Michigan for 19 years! So when AFD and the Great Lakes Petroleum Retailers & Allied Trades Association merged in April 2006 to form Associated Food & Petroleum Dealers Inc., Dally was a natural choice for chairperson of the newly formed association.

Dally continued on the AFPD Board as an emeritus director until his tragic death on May 1, 2012.





*"Fred, you will be truly missed, but never forgotten."*

AUDAY ARABO  
AFPD PRESIDENT & CEO



Fred was killed on May 1st, the Feast Day of St. Joseph, Patron Saint of departing souls and the Patriarch of the Holy Family.

## PRAYER TO ST. JOSEPH

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*Oh St. Joseph whose protection is so great, so strong, so prompt before the Throne of God, I place in you all my interests and desires. Oh St. Joseph do assist me by your powerful intercession and obtain for me from your Divine Son all spiritual blessings through Jesus Christ, Our Lord; so that having engaged here below your heavenly power I may offer my Thanksgiving and Homage to the most Loving of Fathers. Oh St. Joseph, I never weary contemplating you and Jesus asleep in your arms. I dare not approach while He reposes near your heart. Press him in my name and kiss His fine Head for me, and ask Him to return the Kiss when I draw my dying breath. St. Joseph, Patron of departing souls, pray for us. Amen.*







## AFPD Foundation Reward Fund

As many of you know, on May 1, 2012, the State of Michigan, the retail community, and the AFPD family lost a very hard working, loving, and caring member of the food and beverage industry whose only goal was to support his loving family. On that day, two or more heartless cowards went to his store, Medicine Chest, at 9:00 a.m., knowing when Fred Dally opens his store, and shot him in cold blood with two shots to the head and took whatever money he had on him for regular business that day. Fred Dally had been in this location for 30 years and though everything around him had deteriorated or closed down, he remained as the pillar of that community.

## Testimonials about Fred

"Fred was a kind, generous man who was passionate about AFPD. He is truly one of the giants whose shoulders I stand on." — **Joe Bellino, Jr.**, owner, *Broadway Market*, and Chairman of the AFPD board of directors

"Fred Dally was a close friend. We had many business conversations at the office prior to meetings. He was a man of fine character. If Fred said he would do something, you could take it to the bank. May God rest his soul." — **Bill Viviano**, retired, *Past AFPD Chairman*

"As many people know, I was the last person to see Fred at Panera Bread. I asked him to stay for coffee, but he was in a hurry to get to the store. What sticks in my mind are his last words to me: 'It's the first of the month, I have to go. They're waiting for me.'"

— **Nabby Yono**, vice president community relations, *Arab-American and Chaldean Council (ACC)*, *Past AFPD Chairman*, *Orchard Food Center*

"I first remember meeting Fred during the merger between Great Lakes Petroleum and AFD. I was very impressed with him. He was quite different from most of the people I had known who owned gas stations or convenience stores. Fred was such a gentleman. He had so much concern for the members of his association and how the merger was going to affect them. He was a good man." — **Pat LaVecchia**, owner, *Pat's Auto Service*

"I have known Fred for the past 45 years from back home, since I was 11 years old. What I will always remember about him is that he never changed. He helped a lot of the kids in our neighborhood. He was a few years older than us, and he taught us the Christian faith. Fred was always full of heart. He would never say no if you asked for help. He was a very good man, and it was a pleasure serving with him on the AFPD board."

— **Sam Dallo**, owner, *In 'n Out*, *Past AFPD Chairman*

"Fred Dally was an amazing man, father, husband, and friend. He never hurt or had a bad thing to say about anyone. That's what made him such a special person, and that's why he was loved by so many. His death will never be forgotten because of the way he died. It will always hurt and be in our minds every time his name is said. May he rest in peace and be happy in his new home with God in heaven." — **Mark Karmo**, *Past AFPD Chairman*

"Detroit store owners and operators will greatly miss Freddie. He was an ambassador to the retail industry in Detroit and was always concerned about his fellow Detroit business owners. He was a model store owner and a great friend."

— **Ronnie Jamil**, owner, *Bella Vino Fine Wine*, *Past AFPD Chairman*

"Fred made a career of working in the food industry in Detroit and on Dexter. Fred fell in love with the community where he bought the Medicine Chest. These inhumane, uncivilized thugs robbed Fred, took his money, and as if that was not enough, they had to rocket two sinful bullets in his skull and he dropped dead instantly. What a tragedy."

— **Sam Yono**, chairman, *American Iraqi Business Group*, *Past AFPD Chairman*

"Fred taught us through example to be better and more tolerant people. I was fortunate enough to follow him as AFPD chairman and was able to observe him going about his responsibilities with dignity and class." — **Chris Zebari**, sales manager, *Lipari Foods*, *Past AFPD Chairman*

"I will always remember Fred as the epitome of a gentleman."

— **Maurice Helou**, owner, *Lyndhurst Valero*, retired

"In the 30 years I have been privileged to represent AFPD, I have met and interacted with thousands of people in the industry and the governments which monitor the food and beverage retailers. I have never heard anyone ever say a bad word about Fred Dally. He was a quiet, forceful giant and the conscience of AFPD."

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

"I am going to miss Freddie at future AFPD meetings. God bless his family."

— **Jim Hooks**, owner, *Metro Foodland*, *Past AFPD Chairman*



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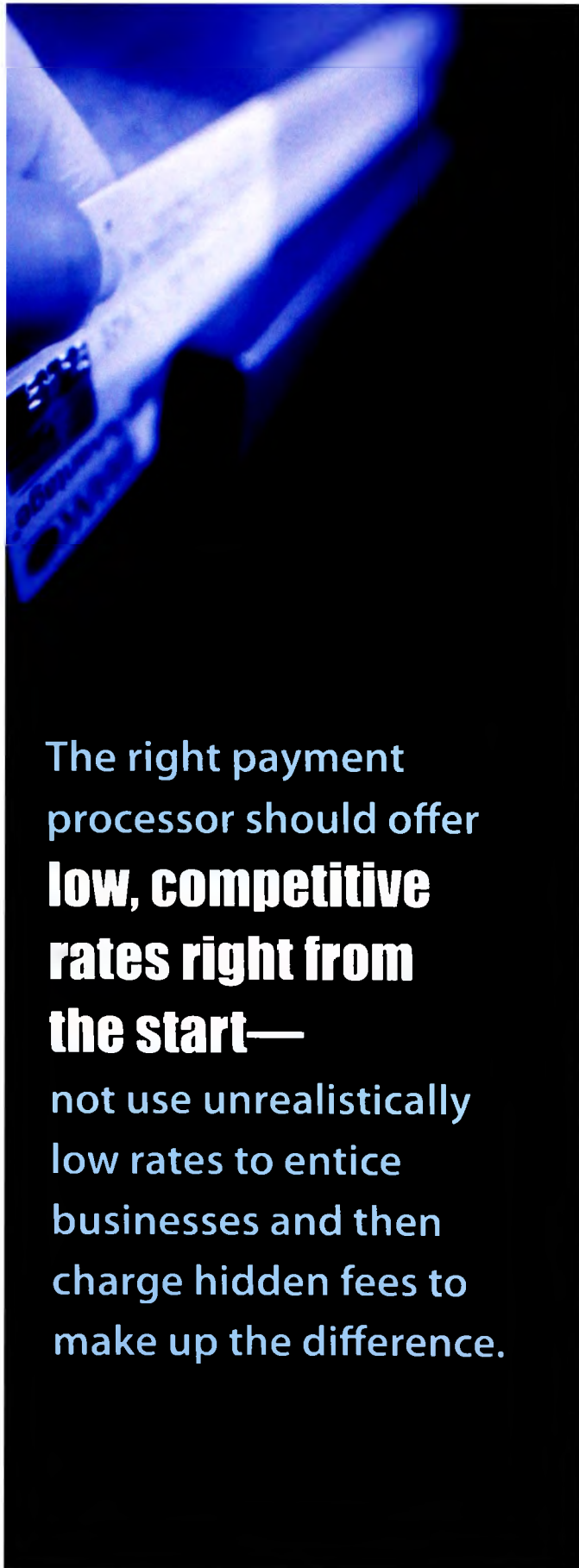
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**M. Scott  
BOWEN**

Michigan Lottery Commissioner

## The Lottery Sizzles in June

**E**veryone loves a good time, and the Michigan Lottery is no different. Every year, the Lottery's Mobile Retail Outlet (MRO) travels across the state to fairs, festivals, Michigan International Speedway races, and Detroit Tigers games to allow players the opportunity to play their favorite Lottery games while enjoying the sights, sounds, tastes, smells, and fun of summer. This summer is no different, with MRO stops at:

- June 2—Detroit Tigers Tailgate, Detroit
- June 8-10—Downtown Hoedown, Detroit
- June 15-17—Michigan International Speedway, Brooklyn
- June 22-24—Detroit River Days, Detroit
- July 18-21—Ann Arbor Art Fair, Ann Arbor
- August 2-5—Labadie Pig Gig, Bay City
- August 17-19—Michigan International Speedway, Brooklyn
- August 23-26—Warren Birthday Bash, Warren
- August 31-September 3—Arts, Beats & Eats, Royal Oak

Be sure to look for the MRO and the Lottery's dedicated Street Team members at these events. You can win cash prizes on the tickets you purchase, and promotions to win free Lottery merchandise will be running throughout the summer.

**Club Keno Full Tilt Promotion.** The Club Keno *Full Tilt* promotion wrapped up on Sunday, April 22. During *Full Tilt*'s 21-day promotion period, players earned nearly \$400,000 worth of free tickets, and retailers' Club Keno sales were up more than \$1.8 million compared to the same period in 2011. Kudos to retailers for making this promotion a success.

**Interactive Bingo.** The \$3 instant game *\$100,000 Bingo* launched on April 24 featuring a second chance promotion that awards instant ticket coupons and Player's Club Rewards Points. Players submit non-winning tickets at [www.mymibingo.com](http://www.mymibingo.com) to play an internet version of Bingo. Participants can win an instant ticket coupon (up to \$20 value) or Player's Club Rewards Points (up to 50 points). In addition to the online Bingo game, players can download

the Michigan Lottery Bingo app for their smartphone. A Play for Fun version of the game is also available on the app.

**Daily 3 Bonus Draws.** Throughout the month of June, certain midday or evening *Daily 3* drawings will be designated bonus draws during the television broadcast of the winning numbers. All prizes awarded for these drawings will be increased by 20 percent. For example, the prize payout for a \$1 straight wager is \$500, but during a bonus draw, the prize will be \$600. In addition to the drawing broadcasts, bonus draws will be identified on terminals, Club Keno monitors, ticket messages, terminal messages, websites, and advertising after they occur. Bonus draws benefit retailers, too, by paying higher cashing commissions on all valid Bonus Draw prizes paid.

**In Memoriam.** Longtime Michigan Lottery retailer Faraj "Fred" Dally, died May 1, 2012. Dally owned and operated Medicine Chest on Dexter Avenue in Detroit and was a former chairman of AFPD. The Michigan Lottery and its retailers pay tribute to his memory and thank him for his support.

**New Instant Ticket.** The new instant ticket for June is *\$1,000,000 Winner™* (\$20).

**Instant Tickets Set to Expire.** Tickets set to expire on June 4 include IG 390 *Tinsel Town* (\$1), IG 391 *Lucky Twelves* (\$2), IG 392 *'Tis the Season* (\$5), IG 393 *Holiday Countdown* (\$10), IG 413 *Cashword* (\$2), and IG 414 *Tripling Red Hot Cashword* (\$5). If you are still selling these tickets, be sure to tell your customers about the expiration date so any prizes they win can be claimed before the ticket becomes invalid.

**Instant Ticket Activation.** Always activate instant game tickets before putting them on sale to ensure winning tickets can be redeemed by players.

In fiscal year 2011, the contribution to schools exceeded \$727.3 million. Since its inception in 1972, the Lottery has contributed more than \$16 billion to education in Michigan.

For information on all Lottery games, please visit [www.michiganlottery.com](http://www.michiganlottery.com).  
"The Michigan Lottery. All across the state, good things happen." ■■■

Promotions to  
**win free Lottery merchandise**  
will be running throughout the summer.



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- Every time there is a **BONUS DRAW**, all Daily 3 prizes for that drawing will be increased 20%

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	REGULAR PRIZE	BONUS PRIZE	REGULAR PRIZE	BONUS PRIZE
<b>STRAIGHT</b>	\$250	\$300	\$500	\$600
<b>BOX</b>	\$83	\$100	\$166	\$200
	\$41	\$50	\$83	\$100
<b>2-WAY</b>	N/A	N/A	\$333	\$400
	N/A	N/A	\$83	\$100
	N/A	N/A	\$291	\$350
	N/A	N/A	\$41	\$50

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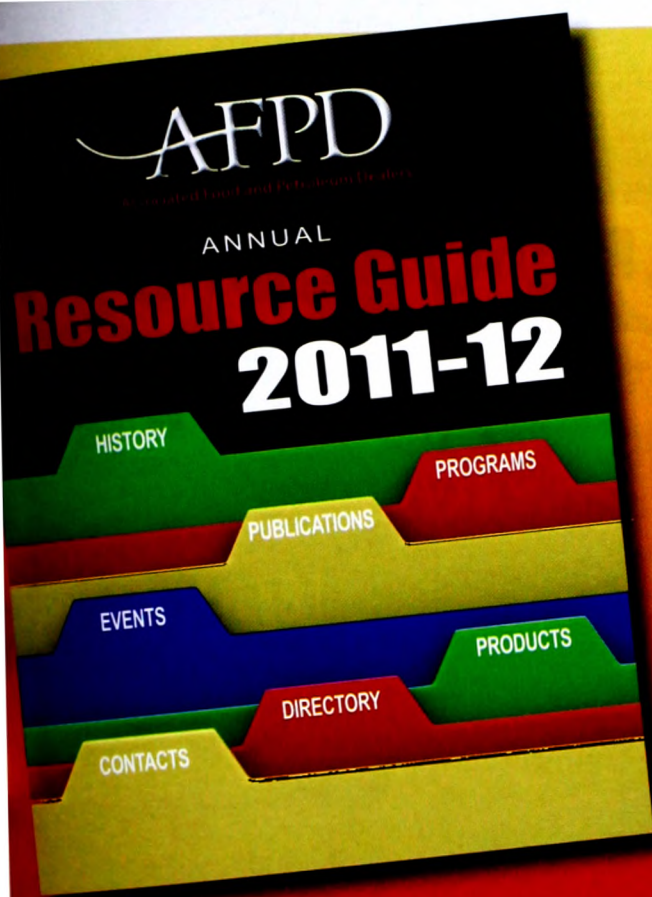




The prices were definitely right at the 28th Annual AFPD Food & Petroleum Trade Show, held April 25, 2012 at the Suburban Collection Showplace in Novi, Michigan. More than 100 exhibitors showcased a wide variety of new products, many of which debuted at the AFPD show and/or were available to members at show-only prices. About 1,500 attendees packed the aisles to purchase and sample goods and to enjoy networking opportunities with Michigan- and Ohio-area brokers, suppliers, and manufacturers. To see more photos from the event, visit [www.afpdonline.org](http://www.afpdonline.org). To reserve booth space for next year, contact Anthony Kalogeridis at (800) 666-6233 or [anthonykal@comcast.net](mailto:anthonykal@comcast.net).







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# Monster Energy: Right Product, Right Program

By Beverly Sturtevant

When strangers walk up to you at a gas station and say, "Wow, what a great brand you have," you know you're headed in the right direction. That happens frequently to Roger Newberry, a region account manager for Monster Energy, but it doesn't surprise him.

Newberry has been in the beverage business since 1992 and on the supplier side in the Detroit area since 1995. He agrees, "It is brand equity unlike anything I've ever seen."

The company works on that brand equity, of course, with active local and national marketing to "real people." While most companies spend their money on ad agencies, TV commercials, radio spots, and billboards, Monster chooses to support every action sport you can think of, including NASCAR, motocross, snowmobiling, and more, as well as athletes, bands, and their fans. Gear isn't just for employees, either. "I see that logo everywhere I go!" Newberry exclaims. Monster is a lifestyle in a can, with emphasis on innovation, value, and flavor."

The newly-international company, founded by Michigan-native Mark Hall, is now based in Corona, California and just celebrated its 10-year anniversary. It's grown to 500-plus full-time employees and forecasts \$2 billion in sales for 2012.

Although Newberry is primarily a chain account manager, he's a born-and-raised Detroit resident who understands the network. So when he had an opportunity to sit down with AFPD President & CEO Auday Arabo, he thought, "We should figure out a way to work together so it would benefit AFPD's independent retailers as well as Monster." The result is AFPD's Monster rebate program.

"The best thing about the AFPD program is the way it can enhance the retail dollar through more and better

discounts, rebates, and marketing support in the store," Newberry explains. "We help the retailer merchandise the product properly including the all-important flavor selection." People are looking for it, so if you promote it properly, people will come in your store, he believes. With its higher dollar ring, that's a good reason for a retailer to sell it.

The entire energy category is strong, Newberry says, with strong growth projected. Consumers are migrating to energy, partly because energy drinks have value over carbonated drinks: they carry the pick-me-up benefit of coffee, plus the flavor of pop.

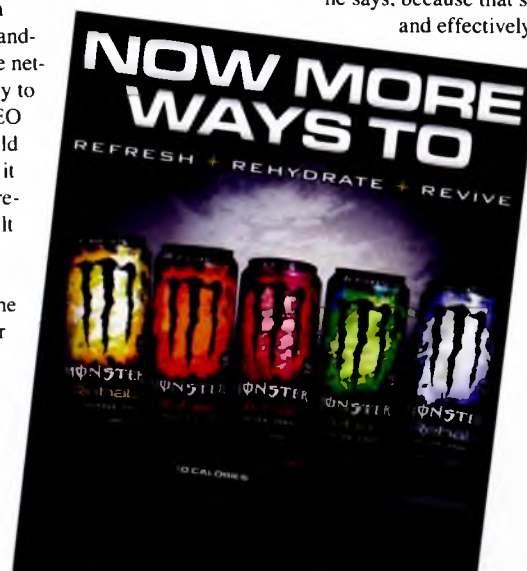
"But innovation is what sets Monster apart," Newberry asserts. For example, the Rehab line is the company's new focal point—energy plus tea in five flavors—and it's attracting new people to the energy drink category." He especially recommends Rehab in the yellow can, which is half lemonade, half

tea. Brand-new Übermonster is another different taste profile that doesn't stray from the company's core consumer, but widens the base. "Monster does a tremendous job of marketing new consumers," Newberry says. "We're always testing things, but staying true to our roots, so you can expect more exciting new products in the fourth quarter."

Newberry especially likes working with independent retailers, he says, because that's where you can build your brand quickly and effectively. "Working through AFPD makes that

even more effective," he says, "because independents are especially strong in Michigan and Ohio." They're ready to try new things, and are open to getting started, he explains. "You go in, talk to the owner, get a trial going, and work with them to get things right. If you have the right product, and the right programs, you're off and running." ■

Beverly Sturtevant is managing editor of AFPD Bottom Line.











**Andy  
DELONEY**

*Chairman, Michigan Liquor Control Commission*

## Spirit Prices Changing October 1


**T**he Michigan Liquor Control Commission (MLCC) has announced that the next effective date for price changes is October 1, 2012. The prices in the July 29, 2012 book will only be effective for two months, rather than the normal three-month period.

The reason for this change is to comply with the effective date of Public Act 166 of 2011, which repealed the specific tax equal to 1.85 percent of the retail selling price of spirits sold for consumption off-premises. *(Editor's note: AFPD's bill (SB 331), which was introduced by Senator Joe Hune last year and signed into law by Governor Snyder, supports members who are off-premise retailers that have paid 1.85 percent more in liquor taxes than it costs bars and restaurants since 1973.)*

In addition to the mandated tax change, the MLCC has modified the rounding methodology used to compute base prices, on- and off-premises prices, and minimum shelf prices. As a result, the majority of prices will change October 1, 2012.

If you have questions, please contact the Financial Management Division at (800) 701-0513.

For more information about the MLCC, please visit [www.michigan.gov/lcc](http://www.michigan.gov/lcc). Follow us on Twitter [www.twitter.com/MILiquorControl](http://www.twitter.com/MILiquorControl) and "Like" us on Facebook.

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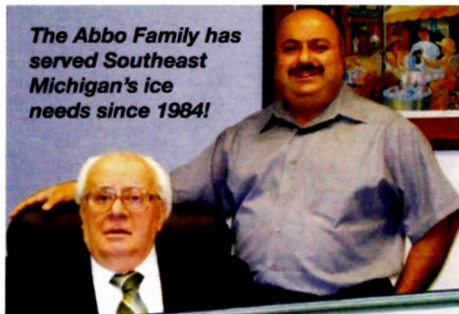
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## 2012 MICHIGAN DAY at the CAPITOL

# AFPD Retailers Recognized as Beacons of Hope in Their Communities

By Paul Condino

Large attendance, zealous advocacy, and leadership were hallmarks of the second annual AFPD Day at the Capitol in Lansing. Simply put, the day was a huge success. More than 150 AFPD members, guests, and legislators attended the event. AFPD members were strong advocates on behalf of the issues most affecting their retail stores, and the many elected officials—including a majority of the Michigan Senate and House leadership—were attentive listeners.

AFPD members enthusiastically advocated the board's 2012 legislative priorities to their elected legislators. They stressed the importance of replacing the bottle law with a statewide comprehensive recycling plan, as well as supporting community safety, responsibility and accountability in any proposed legislative changes to Michigan's alcohol regulations and laws.

The key legislators who will decide which proposed laws are considered for a vote were all in attendance. Both chairs of the Senate and House Regulatory Reform Committees (Senator Tory Rocca and Representative Hugh Crawford) addressed the crowd. The chairs of the Senate and House Appropriations Committees (Senator Roger Kahn and Representative Charles Moss) were represented and received the AFPD listing of legislative priorities. House Majority Floor Leader Jim Stamas was in attendance on behalf of the House leadership, and answered many questions presented by our retailers.

Senate Majority Leader Randy Richardville, a longtime AFPD



John Denha, Sen. Vince Gregory, Paul Condino

friend and the keynote speaker, spoke earnestly to the board and membership concerning his attempts to create an environment favorable to small business growth. He sincerely thanked the AFPD for all their work in the communities they serve.

One of the afternoon's highlights included a testimonial of sorts by long-time AFPD supporter Senator Morris Hood III. Senator Hood highlighted the work of our AFPD retailers as the "true hope of a neighborhood" in providing employment to the people of the community where their stores are located. In a poignant moment, Senator Hood thanked former AFPD Chairman and Detroit grocer Jim Hooks, who hired a very young Morris Hood III seven years back as a grocery bagger and stock employee. Recognizing Hooks and all AFPD retailers as the central employees in their neighborhoods, Hood acknowledged that many people—including himself—may never

have succeeded without the opportunity and confidence-building offered by an AFPD retailer.

Senator Hood's testimonial capped a great AFPD Michigan Day at the Capitol. With hard work and continued advocacy by AFPD, there is great hope that many of our legislative goals and priorities can be accomplished in completion of a successful 2012. ■■■

*Paul Condino is AFPD's vice president of government relations.*



Gary Davis, Al Chittaro, Sen. Tory Rocca, Auday Arabo, Frank Ayar

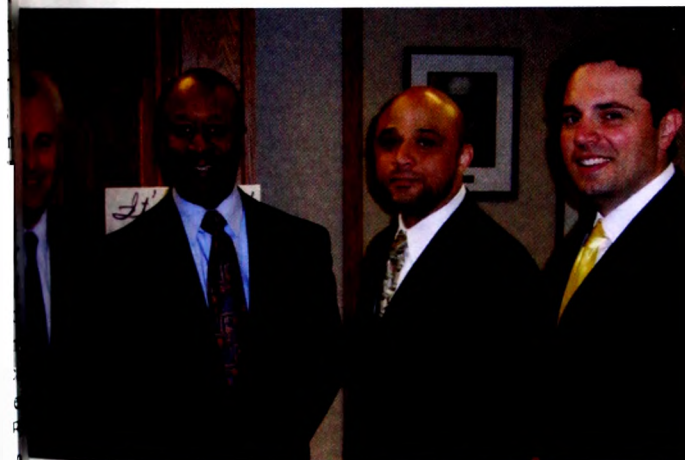


Ed Gaffney (MLCC), Auday Arabo, Brian Yaldeo  
M. Scott Bowen (Michigan Lottery)





Condino, Paul Condino, Rep. Chuck Moss, John Denha, Brian Yaldeo



Arabo, Auday Arabo, Sen. Morris Hood III, Auday Arabo



Arabo, Auday Arabo, House Majority Floor Leader Jim Stamas, Orlando Woods



Bryson, Forest Bryson, Sen. Steve Bieda, Orlando Woods, Sen. Rebekah Warren, Auday Arabo

## AFPD's 2012 Legislative Priorities

### Repeal the Bottle Bill

AFPD is committed to removing beverage recycling containers from retail stores by repealing the bottle bill. The process would be replaced by more modern recycling efforts, including a comprehensive curbside recycling that is completely sustainable—that is, it pays for itself without state funding.

Research has shown that removing bacteria-laden recycling containers would allow retailers to sell healthier and safer foods, while increasing protection of our environment. Research also confirms that next-generation, comprehensive recycling would allow retailers to create jobs in their stores, while allowing communities to grow additional jobs through the recycling industry.

Currently, despite the fact that Michigan has a bottle bill, it has the lowest recycling rate of all the Great Lakes states and ranks among the lowest nationally in recycling rates. Michigan residents have indicated overwhelming support for a comprehensive recycling program within the state. Ninety percent of the survey sample indicated they were "very" or "somewhat likely" to support such a program, according to a 2009 poll by Public Sector Consultants.

Governor Snyder has indicated general support. AFPD is building a coalition, and will introduce legislation that creates a statewide, fully sustainable, comprehensive recycling plan to replace the bottle bill.

### Keep Michigan's Three-Tier System for Alcohol Control

AFPD supports upholding community safety, responsibility, and accountability in Michigan's alcohol regulations by keeping Michigan a controlled state for alcohol rules and regulations. Changing the current three-tier system would allow access to alcohol that could put public health and the safety of our families at risk. It would also go against the will of the people, who overwhelmingly support the alcohol laws and regulations as they currently exist, based on a February 2012 Public Opinion Strategies Poll by Greenberg Quinlan Rosner. The current system is working in Michigan today. AFPD supports changes that streamline the issuance and re-issuance of liquor licenses, not the elimination of controls.

### Keep K-2/Spice Illegal

AFPD members remain concerned that manufacturers of the synthetic substances referred to as Spice or K-2 are putting our children and families at risk. AFPD fully supports SB 1082, which amends state law and keeps any derivative of these so-called synthetic chemicals illegal to produce for sale in any retail establishment.

### Pass Minimum Price Markups on Beer, Wine, Tobacco, and Gasoline

AFPD members support a minimum price markup on tobacco, alcohol/beer/wine, and gas. The minimum pricing markups will protect both consumers and retailers from predatory pricing schemes, while increasing the minimum level of tax income into Michigan's treasury and stabilizing retail prices throughout Michigan.





**Ed  
WEGLARZ**  
*Executive Vice President, Petroleum*

## UST Clean-Up Legislation Signed into Law

**O**n May 1, 2012, Michigan Governor Rick Snyder signed into law six bills (Senate Bills 528 – 533), which became Public Acts 108 – 113 of 2012. The laws contain changes to Part 213 of the Department of Environmental Quality (DEQ) environmental cleanup procedures. AFPD has worked with other associations and affected parties for more than six years to get this legislation passed.

These changes will create a more consistent process for remediating leaking underground storage tank (LUST) sites and enable development of sites where UST leaks have occurred, but can now be reasonably remediated.

Here is an overview of the new procedures for the cleanup of contaminated sites.

- Requires LUST sites to be classified based on Risk Based Corrective Action (RBCA).
- Deletes a requirement that the DEQ establish a classification system considering impacts on public health, safety, and welfare, and the environment.
- Allows the DEQ to audit only final assessment and closure reports.
- Only allows the DEQ to audit a report once.
- Considers a report "approved" if the DEQ failed to perform an audit and provide a written response.
- Provides exemptions from liability.
- Provides that the DEQ bears the burden of proof in establishing liability.
- Authorizes the attorney general to bring an action to abate an imminent and substantial endangerment to the public health, safety, and welfare, or the environment.
- Provides for apportionment of liability in the case of two or more liable people acting independently.
- Allows a person to seek contribution from any other liable person during or after a civil action.
- Provides that all unpaid costs and damages for which a person was liable would constitute a lien upon property that the person owned and was the subject of corrective

action by the state.

- Eliminates references to a consultant retained by an owner or operator, and requires an owner or operator to employ a qualified UST consultant, and establish consultant qualifications.
- Permits an owner or operator to petition the DEQ for a

contested hearing to resolve disputes regarding:

- Proposed, commenced, or completed corrective action
- Imposition of penalties
- Results of an audit
- Placement or removal of placards on a UST system
- Issuance of an administrative order
- Request for information by the DEQ

- Requires an owner or operator to submit an initial assessment report

to the department within 180 days after a release.

- Revises the information that must be included in an initial or final assessment or closure report.
- Prohibits the department from requiring a report to include information beyond that required in Part 213 of NREPA.
- Requires a person submit closing reports to retain all related documents and data for a minimum of six years and to make them available to the department.
- Reduces the amount of the fee an owner or operator is required to pay to petition for a review of denied final assessment or closure reports from \$3,500 to \$300.
- Eliminates DEQ's authority to promulgate rules to implement the law and prohibits the use of guidelines, bulletins, interpretive statements, or operational memorandum to be given the force and effect of law.

This new legislation does not relieve owners or operators of UST sites from complying with financial responsibility requirements. UST pollution liability insurance should still be kept in force, along with Michigan's required annual UST registration policies. Remediation should be evaluated by an environmental engineering and evaluation survey. ■■



Left to right: John Griffin, API; Pete Bosonic, PM Environmental; Mark Griffin, MPA/MACS; Governor Rick Snyder; Lloyd Dunlap, BP Products; Ed Weglarz, AFPD Executive VP, Petroleum; Senator Tom Casperson.





## Bruce STEVENSON

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

# Improved Website Keeps You Informed

**P**roviding exemplary customer service to stakeholders is a source of pride for staff at the Division of Liquor Control. We're constantly working hard to find new ways to enhance your experience and improve services. The top priorities are to understand the needs of stakeholders and to provide information and services in a friendly and efficient manner.

Because the first contact most customers have with the Division is through our website, that's the focus of many of our customer service efforts. If you're opening a new business and need a permit, we want to help you get started. We've made it much easier to find various forms by creating an application packet. Clicking on "How to Apply" provides a list of all the application forms, plus general information about the process. More packets grouping related forms and information are coming soon.

Another feature of our website is a new search function that replaces several old static lists. You can easily search for permit holder information, permits in safekeeping, and liquor

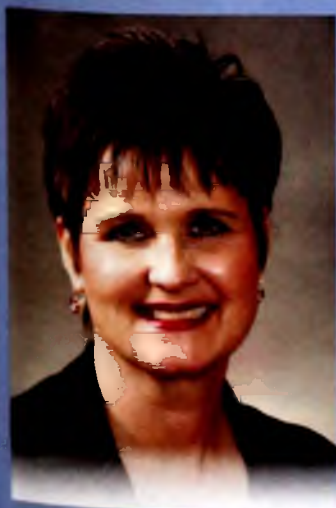
agency locations. You can even search for a liquor brand and locate an agency near you that carries it.

Our involvement doesn't end once we issue a permit. We strive to help businesses understand the regulations and ensure compliance. Education and awareness are the keys to running any successful business, and many informative publications for current permit holders and new businesses are available on our website. These include educational and training booklets, *Safe Alcohol Sales and Permit Information and Resource Directory*, links to resources such as the Division's warning signs about underage sales and firearms, and the *We Don't Serve Teens* and *Alcohol Server Knowledge (ASK) Training* programs.

Development of a completely new and updated website that is better organized and easier to navigate is under way to complement the improvements already implemented. Keep visiting [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr) for updated information and features. You can also find out what's new by following our Twitter feed @ [www.twitter.com/ohioliquor](http://www.twitter.com/ohioliquor). ■■■



## Testimonial



"It is important to be involved in what is happening in the gasoline and convenience store industry. AFPD is always on the cutting edge of what is going on, as well as the issues that arrive daily.

It's important to promote AFPD because it is such a wonderful organization for people in our industry to become a part of so they can receive all the benefits that are available to them."

—VICKIE HOBBS  
Whitehall Shell, Columbus, OH



# Doctors Share Data for Better Hip and Knee Replacements

Blue Cross Blue Shield of Michigan (BCBSM) and 12 hospitals throughout the state have launched a new initiative aimed at improving the quality of hip and knee replacement for thousands of Michigan residents who annually undergo these procedures. The initiative builds upon an award-winning model of collaboration between the BCBSM and hospitals that has improved quality and reduced unnecessary costs for other surgical and medical procedures in the state, saving \$232 million statewide.

Data from participating hospitals will be collected by the newly formed Michigan Arthroplasty Registry Collaborative Quality Initiative, and used to develop best practices for the procedures. Orthopedic surgeons statewide will meet regularly to review the data, share information, and identify improvements to achieve effective, quality results.

"Our data registry will first focus on how to improve outcomes right after surgery, helping reduce the number of infections and other complications," says Brian Hallstrom, M.D., clinical leader of the arthroplasty initiative and clinical assistant professor of orthopedic surgery at the University of Michigan. "Then we'll also take a longer-term approach to see what changes could improve the outcome, such as implant choice or other factors."

Dr. Hallstrom estimates a typical hip or knee replacement surgery costs \$20,000 to \$30,000. Re-replacement or revision surgeries can cost three to four times more, and usually require longer hospital stays.

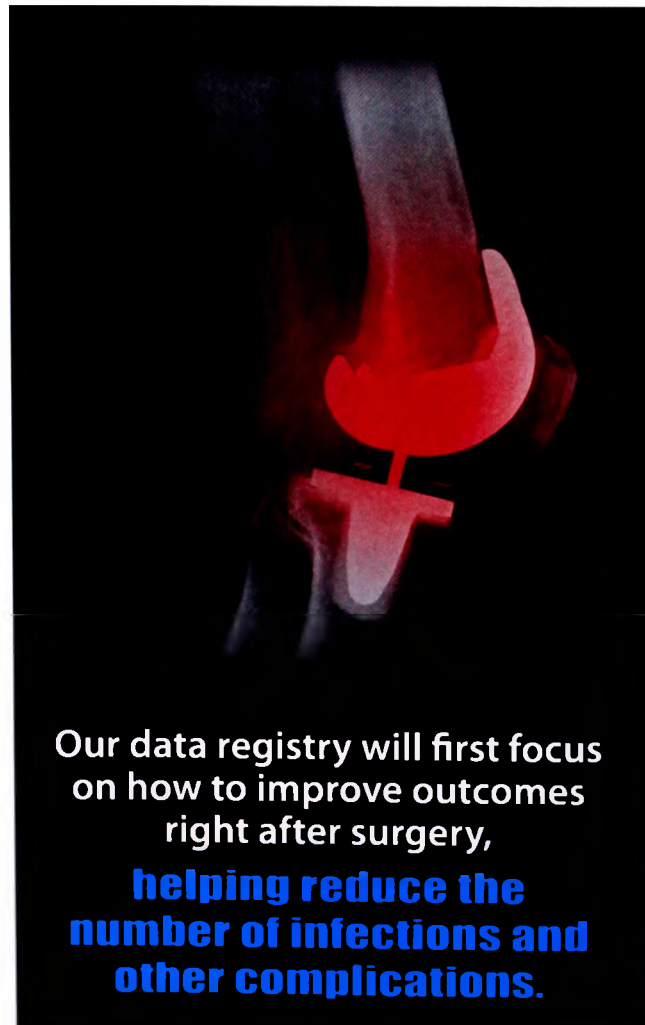
"We're aiming to catch problems with implants and other aspects of surgery, so we can avoid complications and revision surgeries. This would significantly

reduce the trouble and the pain for patients and the cost to the health system in general," says Hallstrom. Participating hospitals include:

- Chelsea Community Hospital
- Crittenton Hospital Medical Center (Rochester)
- Mercy Health Partners General Campus (Muskegon)
- McLaren – Greater Lansing
- Mercy Health Partners – Hackley Campus (Muskegon)
- Mercy Hospital – Cadillac
- Sparrow Hospital (Lansing)
- Spectrum Health Butterworth Hospital (Grand Rapids)
- St. John Providence Hospital and Medical Centers (Southfield/Novi locations)
- St. Joseph Mercy Hospital (Ann Arbor)
- St. Joseph Mercy Oakland Hospital (Pontiac)


• University of Michigan Health System (Ann Arbor)  
 "This new initiative is one of 12 collaborations that the Michigan Blues support in partnership with hospitals across Michigan," says Dan Share, M.D., M.P.H., vice president, value partnerships BCBSM. "These collaborations are saving valuable health care dollars by increasing safety, reducing complications, and improving the quality of medical and surgical procedures for more than 200,000 patients in Michigan each year."

The collaborations are part of Value Partnerships, a series of initiatives among physicians, hospitals, and the Michigan Blues, all aimed at improving quality and safety in medical care. For more information on this award-winning program, go to [www.valuepartnerships.org](http://www.valuepartnerships.org)



Our data registry will first focus on how to improve outcomes right after surgery, helping reduce the number of infections and other complications.





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Clean Fuels Ohio	(614) 884-7336
Local Business Network	(248) 620-6320



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American Communications of Ohio	(614) 855-7790
ATM of America, Inc.	(248) 932-5400
Elite Bank Card ATMs	(248) 594-3322

## BAKED GOODS DISTRIBUTORS

Great Lakes Baking Co.	(313) 865-6360
Hearth Ovens Bakers by Masons Bakery	(313) 636-0401
Hostess Brands	(248) 588-3954
Michigan Baking Co. - Hearth Oven Bakers	(313) 875-7246

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Frankenmuth Brewery	(989) 262-8300
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Michigan Brewing/American Badass Beer	(517) 521-3600
MillerCoors	(248) 789-5831
O.K. Distributors	(269) 983-7469
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UHY-US	(248) 355-1040

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Clear Rate Communications	(248) 556-4537

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 <b>Mousetrap Group</b>	<b>(248) 547-2800</b>
Sprint Communications	(248) 943-3998

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Better Made Snack Foods	(313) 925-4774
Beyond Chocolate	(586) 838-7540
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Kar's Nut Products Company	(248) 588-1903
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Uncle Ray's Potato Chips	1-800-800-3286


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Next Day Funding, LLC	(517) 214-4611



## C-STORE & TOBACCO DISTRIBUTORS

 <b>**Liberty USA</b>	<b>(412) 461-2700</b>
Bull Dog Wholesale	1-877-666-3226
H.T. Hackney-Grand Rapids	1-800-874-5550
S. Abraham & Sons	(616) 453-6358
United Custom Distribution	(248) 356-7300
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## DISPLAYS, KIOSKS & FIXTURES

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Rainbow Hi Tech	(313) 794-7355
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 <b>*DTE Your Energy Savings</b>	<b>1-866-796-0512</b>
 <b>**DTE Energy Supply (OH, PA &amp; IL)</b>	<b>(734) 887-2176</b>
Amerfirst Energy (Gene Dickow)	(248) 521-5000
DTE Energy	1-800-477-4747
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Vantaura Energy Services	(616) 366-8535
Walker-Miller Energy Services	(313) 366-8535

## FOOD EQUIPMENT & MACHINERY

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Buscemi Enterprises, Inc.	(586) 296-5560
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Central Ohio Petroleum Marketers	(614) 889-1861
CFX Management	(937) 426-6677
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Gilligan Oil Co. of Columbus, Inc.	1-800-355-8342
High Pointe Oil Company	(248) 474-0800
Motor City Oil Co.	(313) 892-3000
Obie Oil, Inc.	(937) 275-9922
Oscar W. Larson Co.	(248) 620-0001
Superior Petroleum Equipment	(614) 539-1212

## GREETING CARDS

 <b>Leanin' Tree</b>	<b>1-800-556-7819 ext. 4183</b>
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Cateraid, Inc.	(517) 546-8217
Central Grocers	(815) 553-8899
Complimentary Foods	(734) 545-3731
D&B Grocers Wholesale	(734) 513-1119
Exclusive Wholesale World	(248) 398-1100
General Wholesale	(248) 355-0900
George Enterprises, Inc.	(248) 851-6898
Great North Foods	(989) 356-2231
Jerusalem Foods	(313) 846-1100
Kap's Wholesale Food Services	(313) 832-2330
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Pars Ice Cream Company, Inc.	(313) 717-1111

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Home City Ice	1-800-555-1111
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**\* Indicates supplier only available in Michigan**

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




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 **CareWorks .....	1-800-837-3200 ext. 7188
 **Cox Specialty Markets (North Pointe) (Underground Storage Tanks).....	1-800-648-0357
Beechtree Insurance .....	(734) 452-9199
Brown & Brown Insurance .....	(586) 446-3663
Globe Midwest/Adjusters International .....	1-800-445-1554
Great Northern Insurance Agency .....	(248) 856-9000
State Farm Insurance (Agent Dawn Shaouni) .....	(248) 879-8901
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Pc Care Plus Inc. ....	(313) 267-0300
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Conna & Associates .....	(248) 265-4100
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Fisher & Phillips LLP .....	(858) 597-9611
Hertz Schram PC .....	(248) 335-5000
Japaya Law PC .....	(248) 626-6800
Kaczmarek, Gadd & Silver, PC .....	(734) 354-8600
Klein, Attorneys & Counselors .....	(586) 493-4427
Lane, Alton & Horst .....	(614) 228-6885
Law Offices of Kassab & Arabo, PLLC .....	(248) 865-7227
Law Office of Mekan, Shalal & Hinda, PC .....	(248) 223-9830

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

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Total HR Services, LLC .....	(248) 601-2850
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## POINT OF SALE

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Silk Route Global .....	(248) 854-3409

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Michigan Logos .....	(517) 337-2267
Walt Kempiski Graphics .....	(586) 775-7528

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 Heeren Brothers Produce .....	(616) 452-2101
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Jemd Farms .....	(734) 992-2043
Tom Macen & Son, Inc. ....	(313) 568-0557

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Judeh Tax Appeal Team .....	(313) 277-1986
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Phoenix Refrigeration .....	(248) 344-2980
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## REVERSE VENDING MACHINES/RECYCLING

TOMRA Michigan .....	1-800-610-4866
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## SECURITY, SURVEILLANCE & MORE

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Gulfcoast Loss Prevention .....	(727) 776-3429

## SHELF TAGS/LABELS/MARKETING

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Saxon Inc. ....	(248) 398-2000

## SODA POP, WATER, JUICES & OTHER BEVERAGES

 Arizona Beverages .....	(313) 541-8961
 **Buckeye Distributing (Arizona) .....	(440) 526-6668
 *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
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
Garden Food Distributors .....	(313) 584-2800
Pepsi Beverages Company .....	Detroit 1-800-368-9945
Howell 1-800-878-8239	
Pontiac (248) 334-3512	
RL Lipton Distributing .....	(216) 475-4150

## SPECIALTY FOODS

Cousin Mary Jane .....	(586) 995-4153
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## TOBACCO COMPANIES & PRODUCTS

Altria Client Services .....	(513) 831-5510
Beamer Co. (Hookah's & supplies) .....	(248) 592-1210
Nat Sherman .....	(201) 735-9000
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
Smart Way Recycling .....	(248) 789-7190

## WINE & SPIRITS COMPANIES

Beam Global .....	(248) 471-2280
Constellation Brands .....	(248) 349-5164
Diageo .....	1-800-462-6504
Heaven Hill Distilleries .....	1-800-348-1783
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 AFD.**

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

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

The *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.

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## Calendar



—July 11, 2012—

### 36th Annual Michigan "Angry Birdies" Golf Open

Warren Valley Golf & Banquet Center,  
Dearborn Heights, MI

—July 19, 2012—

### 8th Annual Ohio "Angry Birdies" Golf Outing

Weymouth Golf Club, Medina, OH

—July 24, 2012—

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

Detroit Institute of Arts, Detroit, MI



To inquire about our rebate program for AFPD members in Michigan or Ohio,  
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