

# BottomLine



THE VOICE OF MIDWEST INDEPENDENT RETAILERS // VOL. 33, NO. 12 // DECEMBER 2022



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# BottomLine



THE VOICE OF MIDWEST INDEPENDENT RETAILERS  
VOL. 33, NO. 12 // DECEMBER 2022

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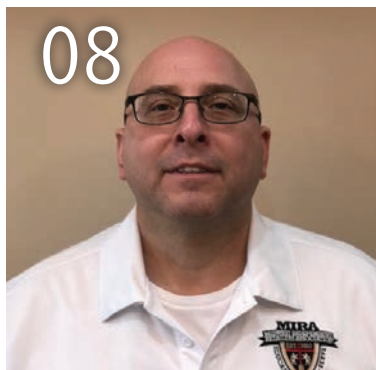
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### PRICE SENSITIVE SHOPPERS IN TODAY'S ECONOMY

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### COVER STORY // TRENDS AND TOP OF MIND FOR 2023

Although research shows that convenience continues to be a growing trend for consumers, retailers are still dealing with the aftereffects of the COVID-19 pandemic.



### NEW PROPERTY TAX ORDINANCE PASSES TO ENCOURAGE LOCATION OF NEW GROCERY STORE

The Food Desert Incentive, Ordinance 22-5345, is an initiative of Cook County Commissioner Donna Miller (6th District), passed unanimously in October creating a new property tax incentive class to encourage the location of new grocery stores, and assist in retaining existing grocery stores, in an identified "food desert" to expand healthy food access and improve economic opportunities for underserved communities.



# chairman's message

CLIFTON DENHA // MIRA CHAIRMAN

## Past...Present...Future

**N**ow that the COVID-19 pandemic is mostly behind us, I have noticed that the marketplace has divided itself into three categories. Those who are frozen in the pre-2019 method of doing business, those who are still treading water within the pandemic and hoping for the atmosphere will revert back to 2019, and finally those who know the marketplace will not ever revert back to the 2019 business model.

If you are stuck back in the 2019 way of doing business your days are probably numbered. Inflation, supply chain disruption, remote working, home delivery are all factors that now effect your business and cannot be neglected.

If you are not adjusting to recognize and accommodate these changes you are falling behind the competition.

Acknowledge and admit to yourself and your employees that the business model needs to change to take advantage of the post-pandemic marketing challenge. Ask your suppliers who is successful adjusting to the new customer demands and habits. Visit your competition to see what customers are buying that you don't offer and can add to your offerings. Ask you customers what they buy somewhere else that you should be offering. Eliminate those items that are no longer in demand.

While the vast majority of MIRA's members were considered "essential businesses" during the pandemic, for the most part their businesses survived or even flourished during COVID-19. And a goodly number thought their financial success during and immediately following COVID-19 was the result of their astute marketing skills while discounting the fact that much of their competition was hampered by local, state, and federal lockdown regulations and stimulus checks helped promote their sales. I recommend that those of you who feel that way quickly and completely come to the realization that now is the time to make major adjustments to your immediate and future business plan to recognize the "new" marketplace.

MIRA is here to help you succeed but you need to help row the boat! We have so many valuable programs that are being ignored by so many of our members. Yes, some of the programs require effort and commitment on your part. That's why it's called work. Most of you are in high volume, low margin businesses so every penny and nickel counts. Treat your prices and your expenses with that same attitude. Maximize your margins and control your expenses.

In addition, government employees are back at work and in the field. When dealing with applications for liquor licenses, SNAP approvals, WIC licenses, Lottery applications and business licenses read the instructions regarding information and attachments that are required for smooth processing of those documents. If you are asking somebody else to complete the applications take the time to make sure they know what they are doing. We continue to get numerous calls asking us to prod the various departments to process applications only to determine that the application was incomplete and did not include the proper attachments. If your "helper" does an incomplete application that just delays the approval process. Remember when you don't have time to do it right.....you always have time to do it over!

By the time you receive this magazine the holidays will be upon us. May you, your family and all those who important to you enjoy a fun-filled and safe holiday season. ■

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*FOR THE*  
**HUSTLE**





## MIRA EVENT RECAP //

# Another Year Providing a Thanksgiving Meal to Families in Need

■ BY C AL ABBO // EPIPHANY  
COMMUNICATIONS AND COACHING\*

MIRA and its Foundation hosted its 42nd Annual High Five Turkey Drive on November 18th, delivering thousands of turkeys and other food packages to those in need.

The Michigan event was hosted at the Motown Snack Foods warehouse in Detroit. Cars and trucks alike drove through the warehouse picking up items ranging from turkeys, beverages, chips, cookies, and warm winter clothing. Some local media attended the event to let the community know about the large amount of donated food.

Dozens of volunteers gathered to deliver to the community on a cold November morning. Volunteers were wrapped in heavy winter clothing, carrying coffees and hand warmers in any attempt to stay warm. Many were from MIRA itself while others came from Blue Cross Blue Shield, DTE Energy or individuals wanting to help out. The Turkey Drive has become a local tradition complete with holiday spirit and a sense of hope for families that can't afford their own Thanksgiving feast.

Ed Weglarz, MIRA President and CEO, said they were giving out 4,500 turkeys this year to just as many families. "Usually we have about 6,000, but prices went way up," he said. "There was a bird flu earlier this year that went through the population and killed many thousands of turkeys."



MIRA made a logistical change this year as well. In previous years, it was a free-for-all, with cars and trucks coming through the warehouse anytime between 10a.m. and 1p.m. This created a logistical nightmare in which most of the drivers would arrive early and would be lined up and blocking the street. This time, however, the distribution was divided into 30-minute segments, and the plan succeeded in spreading out the traffic evenly throughout the three-hour timeframe.

Ken Schulte, MIRA's Director of Business Development, helped organize and run the event. He said he's proud of what they do here and it's one of his favorite parts of the holiday season. "It's so great when everyone gets together to help the community," he said.

The Turkey Drive falls well under one of MIRA's seven pillars of service, which is Community Outreach. "We encourage MIRA members to volunteer their time and resources to sponsored programs as an extension of your involvement in your community," the pillar says.

The Turkey Drive has become one of MIRA's signature "all hands-on deck" events in which it asks its members to give back to the community that keeps its business alive. Many of the volunteers agreed that the tradition of giving back is important to the spirit of the holidays.

Frank Dye, a volunteer from Blue Cross Blue Shield, said his holiday season wouldn't be complete without volunteering and community service. "I love giving back to the community and spreading cheer and I even adopt a family for Christmas," he said. It makes his festivities with his own family all the merrier.

Amy Saunders, also from Blue Cross Blue Shield, said one of her favorite activities during the holidays is sitting with family and playing games. "I love laughing and having a good time together," she said. This type of holiday cheer wouldn't be possible for thousands of families had MIRA not provided them enough food to make a proper Thanksgiving meal.

If you are interested in contributing or volunteering at the 2023 event, please email [turkey@miramw.org](mailto:turkey@miramw.org) or visit [www.miramw.org/events/turkey-drives](http://www.miramw.org/events/turkey-drives). ■

*\*Writers with Epiphany Communications and Coaching are content creators for Bottom Line.*



**ASK THE MEMBER //  
WHAT IS YOUR FAVORITE  
HOLIDAY TRADITION?**

“I love spending time with family.”

– **PATRICIA SLACK // BCBS**

“Every year I participate in Meals On Wheels with my family.” – **DANIELLA BRYANT // BCBS**

“My favorite tradition is the Turkey Drive.”

– **AMANDA BOBROVETSKI // BCBS**

“My favorite tradition is opening presents on Christmas morning.” – **MARTY PUSCAS // BCBS**

“My favorite is when the family gathers to eat at Thanksgiving.” – **DANNY MARTINEZ // BCBS**

“My favorite tradition is making the turkey. But don’t tell my family I said that!”

– **ANGELA JONES // VOLUNTEER**

“I love to put on Christmas music and decorate.” – **LEANNA SULLIVAN // VOLUNTEER**

“I always adopt a family during Christmas. I love giving back to the community and spreading cheer.” – **FRANK DYE // BCBS**

“My favorite is cooking turkey at my house and playing games with my family, especially euchre. I love laughing and having a good time together.” – **AMY SAUNDERS // BCBS**

“My favorite is Halloween. It’s the only time of year you can be someone you’re not.”

– **TODD GODBEY // BCBS**

“My favorite thing is attending music performances during the holiday season with my family.” – **BICHOY GUIRGUIS // DTE**







## MIDWEST INDEPENDENT RETAILERS FOUNDATION'S ANNUAL *High Five* TURKEY DRIVE

The Midwest Independent Retailers Foundation warmly thanks these sponsors  
who provided goods and services to our 2022 Turkey Drive!



Your generosity is truly appreciated and will make a real  
difference in the lives of individuals and families in need!



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## c-store news & views

JIM GREEN // MIRA VICE PRESIDENT, PROGRAM DEVELOPMENT

### Price Sensitive Shoppers in Today's Economy

**P**oliticians and economists continue to debate over whether the U.S. economy is in a recession. The argument comes down to how you define the word recession.

Recession has been historically defined as two consecutive quarters of negative gross domestic product. Going by this definition then the U.S. entered a recession in the summer of 2022. The National Bureau of Economic Research has yet to officially call it a recession using more technical factors and citing a strong labor market and corporate earnings growth. While I cannot say if we are in a recession or will be going into a recession in 2023, I can point to a new analysis from NielsenIQ that shows the U.S. consumers increasingly feel like they are in a recession. Inflation has wrecked the purchasing power of everyday Americans. Convenience store operators need to be aware of what their customers are experiencing and position themselves on how best to navigate the landscape of the current economic conditions.

The cost of food and beverages continue to rise along with about every other good or service. Consumers are responding to higher prices by shopping promotions, prioritizing value options, and trading down to avoid going without. Since we are likely to be seeing these trends for at least the next 18 months, convenience store retailers must position themselves to meet the expectations of the price sensitive consumers in this climate. Convenience store operators should be reevaluating their assortment and promotional strategies. They need to create an experience where a

price sensitive shopper feels they can get what they are looking for in their store.

I would suggest c-store retailers re-examine the items they put on promotion. Many retailers run promotions with candy and snacks as part of their on-going strategy. Convenience store retailers should enhance what they are doing on select items by simply talking to their distributor to find out what is on promotion, buy in on those items, pass along the cost savings, and offer a two-for pricing strategy where they make only a small profit on the second unit. By doing this with select items each month retailers can create an incredible value proposition that appeals to price sensitive shoppers making them feel good about their purchase and shopping experience.

Convenience store retailers should also talk to their distributors to find out what value lines they stock. Most distributors offer a private label brand of HBC, grocery, and a two-for-\$2 bag candy line. Some retailers have determined it is not necessary to offer these products as part of their everyday assortment. I would suggest c-store retailers take another look at those items. A recent survey suggested that 45% of shoppers are seeking out less expensive brands. This is a very simple way to appeal to consumers willing to trade down than to do without.

Meal deals are another great way to attract price sensitive consumers. If a c-store has not offered this in the past, then now is the perfect time to implement. C-stores are competing against quick serve restaurants (QSR's) that have strong value menus and are marketing them with great success. Hitting a price point with a meal deal that delivers an excellent value compared to your QSR competition is a great way to grow foodservice sales in tough economic times.

For these changes to be successful, consumers must know about them. It is critical for a c-store to invest in signs and point of sale to drive consumer awareness. Educating the consumer with how a particular c-store is adapting to meet their needs will be the key to success. ■



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# government relations report

JUAN ESCAREÑO // MIRA DIRECTOR, GOVERNMENT RELATIONS & COMMUNITY OUTREACH

## The Autocrats at Your Door

*"Whereas the medieval system was based on local production and local customs, and its civic organs were local and economic and democratic, the modern age is centralized, political and autocratic."*  
— G.R.S. TAYLOR

**T**his election in Michigan was very telling. We strive as a trade association to fight for the independent grocer. We continue to look over the horizon and see that an expansion of the bottle return system is upon us. We may have attempts to impose more regulations on your business and more attempts to water down safeguards in our alcohol laws to help the big guys squeeze more sales away from independent retailers.

I truly believe that the fight is not only one of policy, but also of culture and expectations. Government centralizes more and more because the people will it. A bigger government means bigger benefits and concessions to special interest groups. A bigger government is what the people have willed. But it's evident in all aspects of our lives. Today I sat in a café and the water was from a big box store. Here goes a small business supporting the rival of their brethren in retail. But how does big retail equal big government?

I can't count how many small retail stores I have visited and see on their shelves the products of the big box stores competing with them for customers. We can be our own worst enemy. When we sacrifice the relationship of the independent retailer or vendor to save a few cents, we feed the beast of big business. And big business loves big government.

Big government reflects what the voters want. Big box/government stores thriving and growing in power is what voters/consumers want. They go hand in hand. We have come to expect the cheapest price and will drive 20 miles out to save 8¢. It's a cultural issue when we see saving a few cents more important than supporting the vendor or store that lives, works, and invest in our communities. Our loyalty is to the immediate gratification of self at the expense of others.

Big business thrives off big government just as much as the vagabonds roaming our streets looking for immediate gratification and a free handout. We will see mergers go unchecked by big government. Big box chains will consolidate at the expense of the local consumer and retailer. Retail will become more centralized and squeezing out the smaller guys in return.

I philosophize to a small degree on this election being one of big government/retail because I hope one retailer reads this article till the end and decides to stop feeding the beast. Look at our programs and take advantage of the opportunity's vendors have created for you to compete with the big guys. You don't need to shop at the local "wholesale" big box store to stock your shelves. Our vendors can help you compete.

We must confront the growth of big government by ceasing to feed the rival that feeds it. We can invest in ways the big box store can't. You can find local vendors and offer better customer service than the big box store in your area. You can stand out instead of becoming a mini-wholesale retail satellite for a big box chain. You will support a local vendor invested in seeing you succeed, and your customers will appreciate not having to pay more for a good with a rival stores brand name.

Invest in your local vendors and stores, and we can begin arduous journey of shrinking big government/retail. ■



# LIGHT UP THE SEASON

*with Holiday Instant Games*



## Put some play in your holiday

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Make the holiday season even brighter with **\$6,000,000 JACKPOT** – a new \$50 ticket that goes on sale December 6. Stock up on the seasonal gift that offers instant winnings, instant sales, and instant holiday fun!



Overall odds of winning Tinsel Town: 1 in 4.54. Overall odds of winning Merry Money X12: 1 in 4.55. Overall odds of winning Cashing Through the Snow: 1 in 4.11. Overall odds of winning The Perfect Gift: 1 in 3.77. Overall odds of winning \$6,000,000 Jackpot: 1 in 3.10. Knowing your limits is always the best bet. Call the Michigan Problem Gambling Helpline for confidential help at 1-800-270-7117.







# ohio lobbyist report

TERRY FLEMING // TC FLEMING & ASSOCIATES

## Ohio Election Results 2022

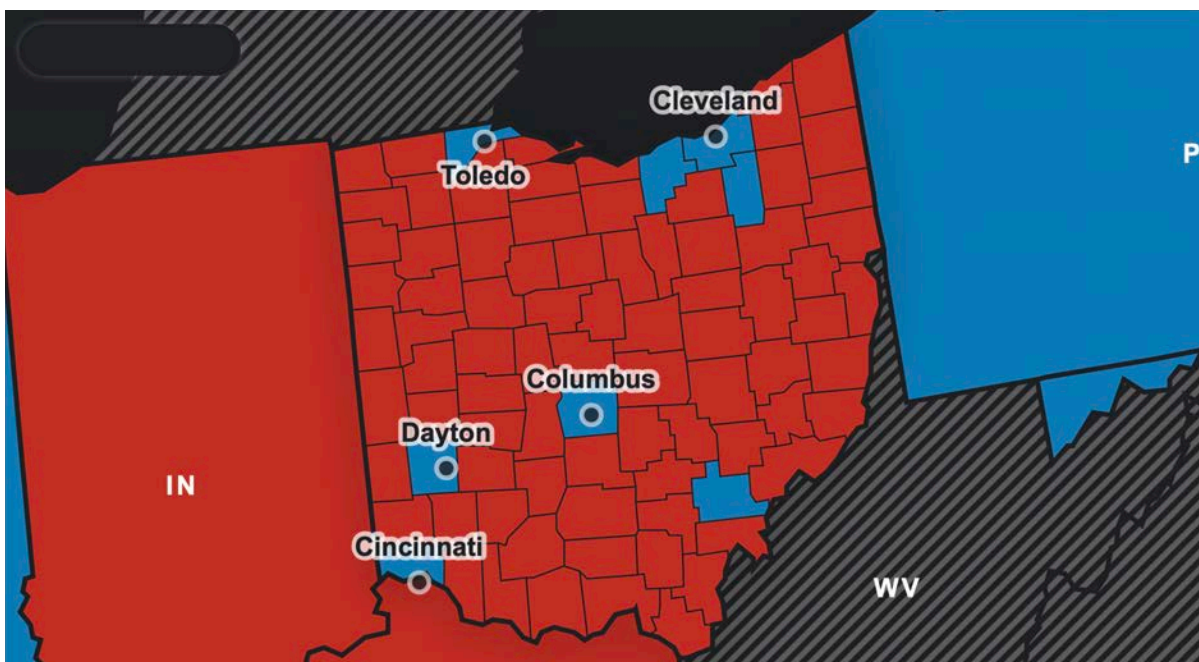
After what seemed like an eternity the 2022 elections were finally held. While the national elections did not produce the “red wave” predicted by many, much to the shock of the Republican Party, Ohio did produce a “red wave” with two blips. Republican, J.D. Vance, easily defeated Democrat, Tim Ryan, in the U.S. Senate race. Republicans lost two Congressional seats due to redistricting and, ironically, Democrats opposed the redistricting map but picked up the two seats. The number for Ohio is 10-5 Republican.

At the state level, unlike most of the country, Ohio was red. Republicans held the Ohio Supreme Court and won the Chief Justice race and now have a 4-3 majority. All 5 statewide office holders won easily, they are Governor/ Lt. Governor Mike DeWine and Jon Husted, Attorney General David Yost, Auditor of State Keith Faber, Secretary of State Frank LaRose. Republicans in the Ohio Senate picked up one seat resulting in a 27-5 advantage. Republicans in the Ohio House picked up three seats giving them a 68-31 advantage. There are three races that are still very close but Republicans are leading.

Republicans now have huge margins in both Ohio houses which is unprecedented in Ohio History. Next year, being a budget year, it's very unlikely that the next General Assembly will pass any tax increases, fee increases or business killing regulations, which is good news for MIRA members. The current legislature will now go into lame duck session and pass a number of bills that have been pending.

The biggest winner of the night may have been Florida Governor, Ron DeSantis. He won by a whopping 20 point margin and carried counties that hadn't voted Republican in 30 years and he also won support from Latino Community in South Florida. The biggest loser may have been Donald Trump as many of the candidates expected to win, who were backed by Trump, lost. While this election is over, get ready because 2024 campaigning will begin immediately.

MIRA has been an active member of a coalition of groups opposing restrictive tobacco issues and tax increases and will continue to be looking out for members' best interests. MIRA also has a very close relationship with the Ohio Beer and Wine Association which has been beneficial to MIRA members and one we will continue to maintain. Wishing you all a very merry Christmas and Happy New Year. ■







# BLDI

*Environmental Engineering  
Always Working for You*



## UNDERGROUND STORAGE TANK ASSESSMENT

We're here to help you assess your options for dealing with your UST system by using a comprehensive strategy. We'll discuss:

YOUR PERSONAL  
BUSINESS AND  
FINANCIAL GOALS

THE HISTORY, DESIGN  
AND COMPLIANCE OF  
YOUR UST SYSTEM

INSURANCE AND  
MUSTA ISSUES

THE PAST, CURRENT  
AND FUTURE  
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YOUR FUTURE PLANS TO UPGRADE YOUR  
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TRANSITION THE BUSINESS

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# michigan liquor report

PAT GAGLIARDI // CHAIR, MICHIGAN LIQUOR CONTROL COMMISSION

## Reflections

The choices of a lifetime are the ones we get to make over and over -- deciding what has meaning, who we are to each other, finding out what will help us reach our personal or professional goals, and perhaps most importantly, how we can help others.

As I reflect on where we've been this past year and look ahead to the new year, I am gratified by our fine association with retailers, wholesalers, distributors, licensees, and stakeholders.

Thank you for making this another successful year at the Michigan Liquor Control Commission (MLCC) that benefits all Michiganders. The accomplishments we achieved in 2022 is a credit to our strong commitment to, and affiliation with you.

Looking toward 2023, the staff at the MLCC is ready to tackle the challenges that lie ahead with creativity, agility, and determination in our rapidly growing and ever-changing industry.

Our work will continue to focus on fulfilling our mission of protecting public health and safety; protecting state-licensed wholesalers and retailers from unfair competition; and modernizing the way we do business, making it easier for our customers.

During this wonderful time of year, enjoy all the blessings of the season. Especially the priceless gift of spending time with loved ones making cherished memories. May your holiday celebrations be safe and happy.

On behalf of the MLCC Commissioners Olshove, Beltzer, Gonzales, Toma and yours truly, along with the entire MLCC staff, we wish you a joyous holiday season and Happy New Year. ■

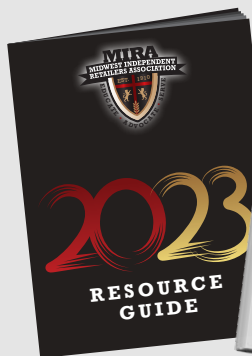
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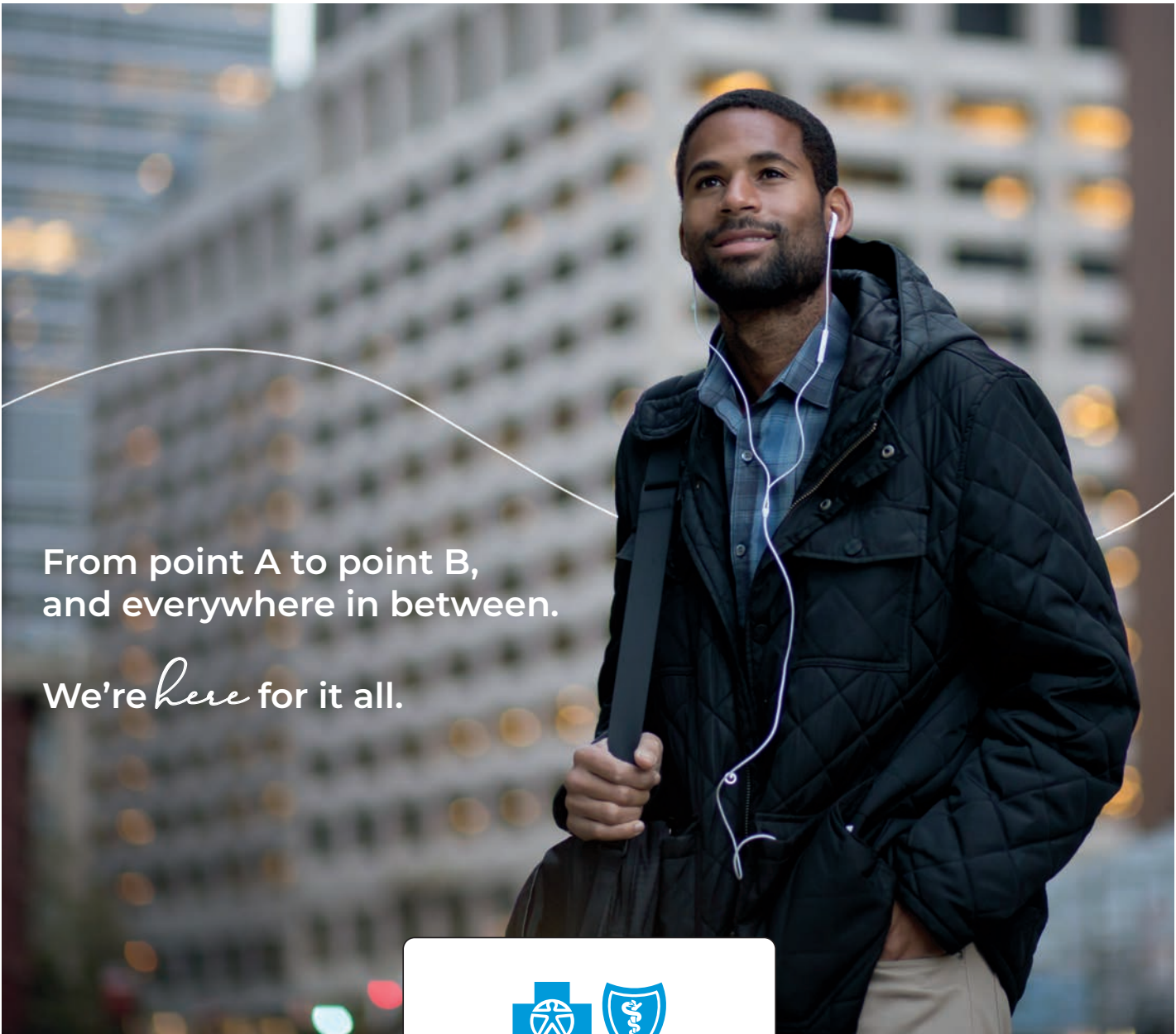


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# Trends and Top of Mind for 2023

■ BY EPIPHANY COMMUNICATIONS AND COACHING\*







A

lthough research shows that convenience continues to be a growing trend for consumers, retailers are still dealing with the aftereffects of the COVID-19 pandemic.

“Slow supply chain continues to be a problem,” noted Bobby Hesano, MIRA board member and owner of D & B Grocers Wholesale and Distributors. “Tight inventories by many manufacturers creating Out of Stock (OOS), constant cost increases across most categories mean you must watch your retail pricing to pass them on.”

And that is not the only thing. “The market for employees is still very tight for both us and our retail and restaurant customers,” said Jason Howard, D&B Executive Vice President Sales. “In addition to that the logistics pipeline of getting product from our suppliers still sits at extended timeframes to get product to our warehouse.”

Specialty Food Association’s (SFA) Trendspotter Panel predicts convenience is at the forefront of 2023 shopping. The panel, comprised of culinary professionals from diverse industry segments, researched numerous specialty food items and companies to predict key emerging trends for the upcoming year.

COVID-19 prompted many consumers to become home cooks.

As consumers have begun to increasingly cook at home since the pandemic, the panel predicts brands will focus on providing tools and recipes for at-home chefs looking to make simple meals that don’t sacrifice “authenticity, convenience, or taste,” said Kantha Shelke, a panel member and founder of Corvus Blue LLC.

There are items predicted to be go-to items in 2023. “Companies are focused on returning to full production on their key items more than new items meaning fewer new items in 2023,” said Hesano. “Flavored beverages continue to be a growth area for new flavors of existing items. Salty and sweet snacks will continue to add new items as well with new flavors.”

The industry continues to see similar new products for 2023 that we saw in 2022. “Suppliers seem to be sticking with the same hot categories such as RTDs, seltzers, non-alc drinks, tequila and bourbon,” said Howard. “With the continuing talk of a recession people are a more cautious with spending their money and have a tendency to buy brands that they trust. Retailers should ensure that they have a base business built around traditional brands that the consumers know, and then augment that with new items in hot categories.”

There are specific items food and beverage retailers should be taking note of as we head into the New Year. “Many items will be taking size reductions in lieu of cost

increases which could affect sales,” said Hesano. “Inflation will continue to be an issue both in cost of goods and labor costs. Look for locally produced items that will be easier to get and cost less to deliver.”

Rising prices propelled by record-setting inflation is shifting the consumer’s focus to being more value conscious as 2023 approaches, according to Food Business News. Adding uncertainty to the economic outlook are a host of macro issues, ranging from central banks around the world struggling to curb inflation, ongoing supply chain challenges, the war in Ukraine and what has remained a tight labor market.

“Inflation will continue maybe at a slower pace. Lack of trucks and drivers may delay replenishment of goods,” said Hesano. “Labor availability and cost will challenge the bottom line for both suppliers and retailers. Consumers cutting back on name brand items and looking for controlled labels or store brands that are normally cheaper.”

In addition to the employee shortages, “inventory shortage, high gas prices, cautious consumer spending will continue to be issues in 2023,” Hesano added.

Looking at the positive side of 2023, there is less concern regarding the Pandemic issues. “Higher salaries may result in more disposable income and create a small bump in sales. Gradual return to full manufacturing production meaning less OOS,” said Hesano.

“Alcoholic beverages are an affordable luxury that consumers are willing to indulge in,” said Howard. “They might move up or down the pricing ladder, but typically don’t stop consuming.”

There are a few things retailers should be cognizant of as they move forward. “Promote a mix of goods to stay ahead of changing purchasing trends by consumers,” said Hesano. “Some resistance to rising retail pricing may affect sales on some items including perishables. Watch for opportunities to promote as production of food continues to get back to normal. Promotions will be key to drawing in customers to retail stores.”

The pre-pandemic deals may be slowly coming back to store shelves. “Shop for deals that will come,” noted Hesano. “Stay in communication with suppliers and wholesalers to be current and share needs. Don’t be afraid to try new things with cautious optimism. Stay patient as things will get better over time.”

“People are still looking to shop in a clean, comfortable environment where they feel like they are receiving a fair price, and good customer service,” said Howard. “Stick to those standards and things have a tendency to work out.” ■

*\*Writers with Epiphany Communications and Coaching are content creators for Bottom Line.*

COOK COUNTY, IL //

## New Property Tax Ordinance Passes to Encourage Location of New Grocery Stores

■ BY EPIPHANY COMMUNICATIONS AND COACHING\*

The Food Desert Incentive, Ordinance 22-5345, is an initiative of Cook County Commissioner Donna Miller (6th District) which was supported by the South Suburban Mayors & Managers Association (SSMM) and the Midwest Independent Retailers Association (MIRA), passed unanimously in October creating a new property tax incentive class to encourage the location of new grocery stores, and assist in retaining existing grocery stores, in an identified “food desert” to expand healthy food access and improve economic opportunities for underserved communities.

“I am thrilled that the Cook County Board of Commissioners voted to approve my ordinance today, paving the way for more grocery stores in the neighborhoods that need them the most. Not only will this help create greater access in food deserts to healthy foods, but it will also serve as an economic development catalyst,” said Commissioner Donna Miller. “The lack of access to fresh produce and healthy foods is a key factor in the health disparities we see in the Southland and across Cook County, and I believe that by incentivizing grocery stores to open in food deserts, we can make progress towards improving health outcomes for all residents. Thank you to the Board for recognizing this important issue, and I look forward to seeing how this ordinance can create

healthier communities and improve the quality of life in our county.”

Ordinance 22-5345 creates a new property tax incentive class, Class 7d, which reduces the property tax assessment for grocery stores located in a food desert if:

- the store currently located in a food desert either expands or renovates; or
- is a new store that chooses to open in a food desert.

Class 7d provides for a reduced assessment rate of 10% for a period of ten years (which can be renewed), and the incentive must receive approval from the local municipality via a resolution.

MIRA is recognized as a leader in government and industry relations and closely monitors proposed state and federal legislation and how it will affect their member retail businesses. Speaking for MIRA, Government Relations Director, Juan Escareño stated, “MIRA strongly believes that local grocery stores are the backbone of a community and losing a neighborhood grocery store can be devastating on many levels. MIRA has been working for years to help be a bridge that strengthens the ties between communities and grocery stores, and that has led us to finding partners and joining such efforts to eliminate food deserts so all communities can have access to high-quality foods, fruits, and vegetables, and provide better stability for residents in their communities.”

On October 19th, SSMMA Executive Director, Kristi DeLaurentiis, provided testimony to the Cook County Business



and Economic Development Committee as an expression of the Association’s support of the tax incentive ordinance.

“The Southland region’s high Social Vulnerability scores reflect how we’ve been disproportionately affected by disinvestment, redlining, and lack of access to affordable and reliable transportation options and full-service grocers. The County’s proposed Food Desert Property Tax Incentive will not only help create greater access to healthy foods and put full-service grocery stores within reach of more families, but it will serve as an economic development catalyst that creates and retains good jobs,” stated DeLaurentiis.

SSMMA and MIRA worked over the past several months with Cook County Commissioner Donna Miller and we want to thank Commissioner Miller for her strong leadership and recognition on the importance of this new incentive. ■

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# Always Merry.



We wish everyone a very Merry Christmas!





## Familiar Face With New Company Returns to MIRA Board of Directors

■ BY EPIPHANY COMMUNICATIONS AND COACHING\*

**M**ichael Quinn is getting closer to his two-year anniversary with Hyer. The company began in 2018, hoping to help businesses solve labor needs as they occur.

“We think of ourselves as Uber for businesses, looking for workers in real time,” said Quinn. “I joined Hyer after retiring from Pepsi, where I worked for 40 years.”

Hyer is a new member of MIRA. “Hyer has been a member for one year, although all of our leadership team is from Pepsi, which has been involved with AFPD and now MIRA for 30 plus years,” said Quinn. “I’ve been involved in MIRA actively for about 20 years.”

Quinn recently joined the MIRA board again, after having served for probably eight years while at Pepsi. “I’ve always had relationships with so many people and businesses involved with MIRA,” said Quinn. “It also helps me understand real issues and opportunities faced by our independent members with the ever-changing political climate as well as economic and business challenges.”

Hyer company goals include supporting businesses across the entire United States; right now, they are in 26 states after only four years in business. Hyer is a small Michigan company based in Grosse Pointe. They have 25 employees; “However, our business is supported with 253,000 “Hyer Tasks”. Those are the 1099 Independent people that search and accept daily work (tasks) that are posted on the Hyer platform,” said Quinn.

Hyer’s founding members met while working as executives at PepsiCo. As noted on the website, after years working together, friendships grew. Over time, the friends engaged in conversations about work inefficiencies, life, and the future of employment, often wondering:

- *What if work was more fulfilling for businesses, people and communities that support us all?*
- *What if there were a way to connect those looking for work with opportunities that really worked for them?*
- *What if businesses could get the right people—exactly when and where they needed them?*



- *What if everyone could have a more balanced way to work and live?*

For Dave Dempsey, Hyer’s Founder and CEO, the answer came when the opportunity he’d always wanted—to work alongside family and friends—was becoming a distinct possibility. Hyer was launched.

One the website which links right to Mike Quinn’s LinkedIn Profile, Quinn is featured as the Vice President, Customer Development, a dog dad, and an avid golfer. The description also reads that as a people person by nature, Quinn’s reputation for building meaningful relationships is second to none. Working to support business partners, his unwavering passion for helping customers find success at every stage is evident in the work he does.

Backed with nearly four decades of experience, Quinn led the execution of retail sales priorities at PepsiCo where he was responsible for growing \$1.2B in annual revenue across the Central South Region. His dedication to customers along with his team earned him the recognition of Best of Pepsi in 2010.

Mike holds a bachelor’s degree in Business Administration from Eastern Michigan University.

He and his wife live in Northville; they have three adult children and two dogs. “We enjoy going up north, golfing and walking,” said Quinn. “I love spending time outdoors doing or watching most sports. I’m happy to be back in Michigan after retiring from Pepsi when I was down in Dallas, and excited to be actively working again with the MIRA Board.” ■

*\*Writers with Epiphany Communications and Coaching are content creators for Bottom Line.*



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\* Based on \$1,000 non-tobacco purchases weekly

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Employees working in grocery face unique food safety challenges and must be trained for every situation. Whether in the bakery, at the meat counter, or in the produce department, supermarket employees are on the front line of food safety and need engaging, consistent training that mirrors real-life situations to learn and apply important food safety principles.

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..... **Belleville**  **(734) 397-2700**  
..... **Flint**  **(810) 237-4000**  
..... **Cleveland**  **(216) 690-2653**
- Monster Energy Company ..... (800) 426-7367
- Pepsi Beverages ..... **Detroit** 1-800-368-9945  
..... **Howell** 1-800-878-8239  
..... **Pontiac** (248) 334-3512  
..... **Cleveland** (216) 252-7377  
..... **Twinsburg** (330) 963-5300

## TREE & ARBORIST SERVICES

- Horton's Tree Service ..... (734) 422-1634



## TOBACCO ALTERNATIVES

- JUUL Labs ..... (810) 632-9900

## TOBACCO COMPANIES & PRODUCTS

- Altria Client Services ..... (513) 831-5510
- PMI Global Services Inc. .... (810) 923-9732
- R.J. Reynolds Tobacco Company ..... (336) 741-0727

## UNIFORMS, LINENS & SUPPLIES

-  **Socks Galore Wholesale** ..... (248) 545-7625
-  **UniFirst Corporation** ..... (888) 256-5255 ext. 232

## WASTE DISPOSAL & RECYCLING

- Commercial Waste Systems *(Cardboard recycling buyers)*  
..... (219) 663-5678

## WINE & SPIRITS COMPANIES

- Benchmark Beverage Co. .... (734) 744-6132
- Cornerstone Wine Distributor ..... (586) 839-2552
- Hard Truth Distilling Co. .... (812) 720-4840
- Heaven Hill Brands ..... (248) 885-5664
- Luxco ..... (313) 333-4637
- Proximo Spirits ..... (810) 278-0599
- Tito's Handmade Vodka ..... (248) 885-3424

## WINE & SPIRITS DISTRIBUTORS

- Great Lakes Wine & Spirits ..... 1-888-860-3805
- RNDC of Michigan ..... 1-888-697-6424

## FOOD RESCUE / FOOD BANKS

### MICHIGAN

- Feeding America West Michigan Food Bank  
..... (616) 784-3250
- Feeding America West Michigan Food Bank -  
Benton Harbor ..... (269) 926-2646
- Feeding America West Michigan Food Bank -  
Cadillac ..... (231) 779-0056
- Food Bank of Eastern Michigan ..... (810) 239-4441
- Food Bank of South Central Michigan .. (269) 964-3663
- Food Gatherers ..... (734) 761-2796
- Forgotten Harvest ..... (248) 967-1500
- Gleaners Community Food Bank ..... (866) GLE-ANER
- Greater Lansing Food Bank ..... (517) 908-3680
- Kalamazoo Loaves & Fishes ..... (269) 343-3663
- The Manna Food Project ..... (231) 347-8852
- Western Upper Peninsula Food Bank ... (906) 482-5528

### OHIO

- Akron-Canton Regional Foodbank .... (330) 535-6900
- Cleveland Foodbank ..... (216) 738-2265
- Freestore Foodbank ..... (513) 482-3663
- Mid-Ohio Foodbank ..... (614) 277-FOOD
- SE Ohio Foodbank & Kitchen ..... (740) 767-4500
- Second Harvest Food Bank of Clark, Champaign and  
Logan Counties ..... (937) 325-8715
- Second Harvest Food Bank of North Central Ohio  
..... (440) 960-2265
- Second Harvest Food Bank of the Mahoning Valley  
..... (330) 792-5522
- Shared Harvest Foodbank ..... (513) 874-0114
- The Foodbank, Inc. .... (937) 461-0265
- Toledo Northwestern Ohio Food Bank ... (419) 242-5000
- West Ohio Food Bank ..... (419) 222-7946

### ILLINOIS

- Central Illinois Foodbank ..... (217) 522-4022
- Eastern Illinois Foodbank ..... (217) 328-3663
- Greater Chicago Food Depository ..... (773) 247-3663
- Northern Illinois Foodbank ..... (630) 443-6910
- Peoria Area Food Bank ..... (309) 671-3906
- River Bend Foodbank ..... (563) 345-6490
- St. Louis Area Foodbank ..... (314) 292-6262
- Tri-State Foodbank ..... (812) 425-0775







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**FEBRUARY 7, 2023**

## PAC FUND FUNDRAISER

Enjoy a hockey game and food while helping support the AFPD Political Action Committee (PAC) to advance MIRA'S legislative efforts.

*Little Caesars Arena // Detroit, MI*



**FEBRUARY 21, 2023**

## MIRA'S 36TH ANNUAL INNOVATIONS BUYING SHOW

MIRA's longest running trade show has retailers looking to fill their shelves for the spring and summer months.

The Annual Innovations Buying Show is known for high-quality attendees, non-stop interaction and exhibitor satisfaction. Admission for MIRA members is free. Must be at least 21 years old to attend this show.

*Andiamo Warren Banquet Center // Warren, MI*



**APRIL 21, 2023**

## MIRA'S 3RD ANNUAL CHICAGO METRO GROCERS GALA

With a "Saturday Night Fever" theme, enjoy fine cuisine, network, dance and enjoy live entertainment with more than 500 industry leaders. Black tie recommended.

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*The Empress // Addison, IL*



**MAY 9, 2023**

## HISTORY BOOK VOL. 2 SIGNING

Celebrating 113 years of the Midwest Independent Retailers Association! We will have a book signing with long time members, past presidents and chairmen. Meet, greet, and join us for cocktails and hors d'oeuvres at Shenandoah Country Club.

*Shenandoah Country Club // West Bloomfield, MI*

## publishers statement

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*MIRA works closely with these associations:*





A close-up, profile view of a smiling woman with dark hair, looking towards the left. She is holding a black sign with the word 'OPEN' in white, bold, capital letters. The background is a blurred boxing ring with ropes and a crowd of spectators. The DTE logo is in the top left corner, and the text 'POWERING POSSIBILITY' is in the middle right. A paragraph of text is in the bottom right.

# DTE

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