

# BottomLine



THE VOICE OF MIDWEST INDEPENDENT RETAILERS // VOL. 32, NO. 7 // JULY 2021

## Back to In-Person for the Annual Scholarship Luncheon

pg 20



■ Should I be an Earlier Adopter of  
Charging Stations? // PAGE 6

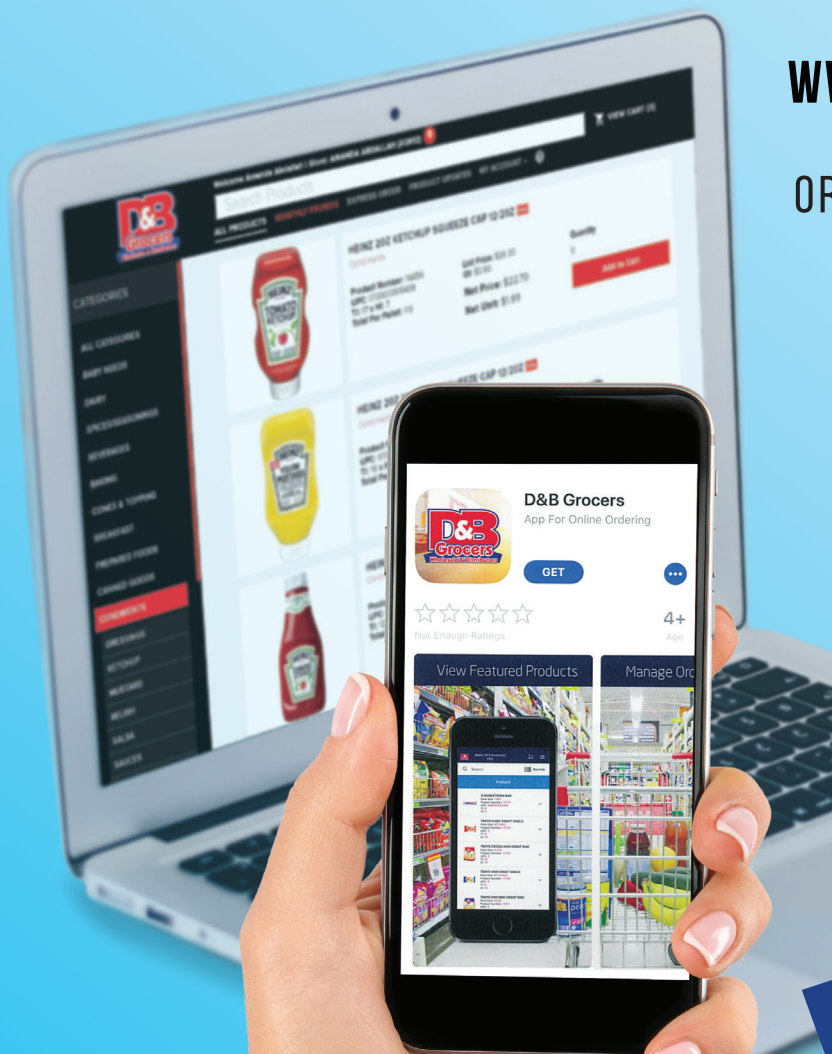
■ MIRA Scholarship Recipient Following her  
Passion as an RN in Critical Care // PAGE 18

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## columns

**02** CHAIRMAN'S MESSAGE  
Looking Into the Future

**08** GOVERNMENT RELATIONS REPORT  
Hope Rebounds

**10** OHIO LOBBYIST REPORT  
Budget Time

**12** MICHIGAN LOBBYIST REPORT  
Bottle Deposit Tax Credit

**14** MICHIGAN LIQUOR REPORT  
Have a Great Summer – Safe and Sober

## departments

**04** MIRA CORNER  
Going for the Green

**16** SUPPLIER SPOTLIGHT  
For Bobby Hesano, It's All  
About the Community

**18** WHERE ARE THEY NOW  
MIRF Scholarship Recipient Following  
her Passion as an RN in Critical Care

**23** ASK THE SCHOLAR  
We caught up with a few of the  
scholarship winners at the 13th  
Annual Scholarship Luncheon to ask  
them about receiving the award

**24** MEET THE SCHOLARSHIP WINNERS  
MIRF is proud to award scholarships  
to these extraordinary and deserving  
students throughout the Midwest  
and we are grateful to our sponsors  
for their generous support!

**36** EXPRESS LINES  
Industry-Wide Items of Interest

**38** SUPPLIER DIRECTORY  
Your Resource for Products and Services

**40** MIRA CALENDAR  
Upcoming Industry Events

# BottomLine



THE VOICE OF MIDWEST INDEPENDENT RETAILERS  
VOL. 32, NO. 7 // JULY 2021

## features



### SHOULD I BE AN EARLIER ADOPTER OF CHARGING STATIONS?

Every day it seems I read and hear more about Electric Vehicles (EV's) and charging stations. As I talk to independent retailers many are not sure what to make of the EV revolution, even as they hear about large chain retailers announcing significant investments into recharging stations.



### MIRF SCHOLARSHIP RECIPIENT FOLLOWING HER PASSION AS AN RN IN CRITICAL CARE

When Jordan ElHindi first started college, she was on the premed track majoring in biology, but after seeing what her friends were studying in the nursing program, she realized her true interest. "I knew I wanted to work in healthcare and provide direct patient care, so I made the switch to nursing my second year in college."



### COVER STORY // BACK TO IN-PERSON FOR THE ANNUAL SCHOLARSHIP LUNCHEON

It was a breezy sunny afternoon on the back porch of Shenandoah Country Club in West Bloomfield on the day when 27 students received college scholarships.



# chairman's message

CLIFTON DENHA // MIRA CHAIRMAN

## Looking Into the Future

**N**ow that COVID-19 is somewhat under control, it's time to investigate the future and determine how you are going to grow your business post pandemic. I don't think we are going back to the way things were in 2019 completely. Some products and service will revert to their 2019 configuration, while others will disappear, some will reappear in a revised form, and we will see brand new products and services evolve because of the pandemic.

Not only will products and service evolve, but customers will have evolved also. Some customer habits will change, and we need be ready to shift gears and serve those adjusted needs.

You have a customer base who trade with you rather than another store for a variety of reasons. You also lose customers for reasons beyond your control. Perhaps they relocate, maybe they become ill, or even pass away. Your challenge now is to find your future or new customers. Outdoor signs, window signs and coupon mailings are somewhat productive. Keep those signs up to date and presentable. Get modern, investigate "social media" to promote your products and services. Inquire of your suppliers if they have a co-op advertising program. Many do and that helps to reduce your advertising costs and/or expand your advertising geographical area.

Next, you need to retain both your regular and newly acquired customers. You can do that by practicing the basics: hours, appearance, service, and price. Review those basics regularly and determine if they are up to date or need to be revised.

Don't be bashful about asking your customers what products and/or services they buy somewhere else that you could offer and save them an extra trip. This is the step where you want to increase the dollar amount of each sale and visit.

Many of your competitors will complain about the "new normal" and blame the pandemic for their woes. You can easily pass them by, by following some of the recommendations suggested above.

You must learn to embrace change to move your business ahead and survive into the future. Complaining about the past and blaming other people for your problems is counterproductive.

At MIRA we are always looking into the future. We maintain relationships with legislators and regulatory agencies so we can monitor what their future plans might be. You will see new and exciting member programs added to MIRA's list of programs, while other programs are terminated because they didn't meet our member's needs.

Change, change, change. You either embrace it or it will be the beginning or your demise. ■

### BOARD OF DIRECTORS

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Bobby Hesano	Secretary, D&B Grocers Wholesale
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- Plus and extra 1% if purchasing energy supplements
- Plus an additional 2% if purchasing foodservice products
- Plus an additional 2% if purchasing supplies

***Customer must purchase these categories to qualify:***

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- Smokeless & other tobacco
- Energy supplements
- Coffee

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## Going for the Green

They work hard and play hard; hitting the green is just one way MIRA members unwind.

“It’s a great opportunity to have fun and to network,” said Paul Elhindi, former board chair, current treasurer.

Although he doesn’t golf, Elhindi has been attending the golf outing in Ohio since the inception of the event, before the petroleum association in Ohio merged with Michigan. He takes it upon himself to help host the event, ensuring that the event is running smoothly, participants have what they need and are enjoying the day. He rides around in a golf cart checking in on every golfer.

“You don’t have to play to show up. These events are important; members talk to each other. They get updated information about the association and the industry. Members learn from not only suppliers, but from each other.”

Elhindi highly recommends that all board members attend the golf outing and every event hosted by MIRA. “It reflects poorly on the association if our board members don’t make our events a priority,” said Elhindi. “There are board members that are there every year, like Bobby Hesano, who golfs, brings employees and engages with our members. This is about taking pride in our association.”

The 45th Michigan Golf Open is on July 14th at Fox Hills Golf and Banquet Center in Plymouth. The Shotgun start is at 9:30 a.m.

The 16th Annual Ohio Golf Outing is on August 4th at Shale Creek Golf Club in Medina, Ohio. Shotgun is at 10:30 a.m.

Frank Ayar has been participating in the golf outings for 15 years as a member and board member of the association. “I play every year in the Michigan Golf Open,” said Ayar. “I love golfing. I love the interaction with our members and board members. I see friends and colleagues. The

outing gives us a day outside to enjoy and it’s great event for networking.”

The golf open is a valued event for the association. “All of our events are considered income earning events,” said Elhindi. “We organize these events for many reasons. Suppliers like to see members, meet new members and treat them to a golf outing. It helps the association build equity, and it gives the suppliers and sponsors an opportunity to mingle with others. You play golf, have a great dinner, drinks and relax. It is important for everyone involved. That is why it is successful. It is a networking event for our suppliers and sponsors; they invite people to the golf outing who might not otherwise attend.”

Ayar would agree that the golf outing has many positive aspects. “It does a lot of things. It brings people together. It helps us as an association as far as being a good income generating event and it’s important to be able to socialize outside of our board meetings, it’s important that we represent.”

There are advantages to attend the golf outing, even if you don’t hit the green.

“Show up and bring a friend,” said Ayar. “Even if you have never golfed, come have dinner and meet other members, learn more about the association, network and enjoy the day.”

There are also opportunities to win prizes from golf bags to large-screen TVs. MIRA ends the day giving away raffle prizes and announcing the team winners.

“It’s imperative for business that MIRA members engage” said Elhindi. “They only hurt themselves if they are isolated and don’t know what’s going on in the association and industry. Networking is part of your success equation. MIRA events are opportunities to connect with other people and stay on top of what is going on in our industry and ultimately helping your own business.” ■



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GAME 3



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ROW 3	\$	\$	\$	PRIZE
ROW 4	\$	\$	\$	PRIZE
ROW 5	\$	\$	\$	PRIZE

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Overall odds of winning: 1 in 3.79. Knowing your limits is always the best bet. Call the Michigan Problem Gambling Helpline for confidential help at 1-800-270-7117.





## c-store news & views

JIM GREEN // MIRA VICE PRESIDENT, PROGRAM DEVELOPMENT

### Should I be an Earlier Adopter of Charging Stations?

Every day it seems I read and hear more about Electric Vehicles (EV's) and charging stations. As I talk to independent retailers many are not sure what to make of the EV revolution, even as they hear about large chain retailers announcing significant investments into recharging stations. As I am writing this article, 7 Eleven Inc. announced it was working to build at least 500 direct current fast charging ports for electric vehicles at 250 convenience stores by the end of 2022 adding to the company's existing 22 charging stations located at 14 stores. They are hoping to learn from these stores and be first in this new market, but many retailers are going to sit on the sidelines until there is established demand in the marketplace.

The Biden administration hope to speed up demand and has a plan to invest \$174 billion in the EV market. Part of the plan is geared towards giving consumers rebates and tax incentives to purchase American made EV's. It also wants to create grant and incentive programs for state and governments and the private sector to build a national network of 500,000 EV chargers by 2030. Some people believe politics are driving EV adoptions and once the political pendulum swings back to the other side, this topic won't be as relevant. I do not believe that to be the case and think the train has left the station on EV's. Just look at the stated intentions of many car makers. GM stated that 40% of its U.S. models will be battery electric vehicles by the end of 2025. They are investing \$27 billion in electric and autonomous vehicles in the next five years. Given this level of production, the cost of EV's will come down

and the cost of ownership will look significantly different in just a few years.

There is always a risk when trying something new and being early adopters of new trends. Retailers will need to explore if they want to install recharging stations earlier or wait until the recharging market is more mature. There are two critical factors independents need to consider when making this decision. The first is grants and tax credits. Retailers need to have their finger on the pulse of what is available, when it is available and when any incentives expire. Operators waiting for higher demand could miss this window and have a higher cost to implement than early adopters. The next question you must answer is, "Do I have a food service offering that will attract these consumers to my store?" These consumers will likely spend 20 to 30 minutes at your store. They will seek out and recharge with retailers that have a quality food service and beverage offering. If you doubt that just look at what Tesla just did. They filed for trademark registration for "restaurant services, pop-up restaurant services, self-service restaurant services, take-out restaurant services," under three separate trademarks for Tesla, T logo and stylization of Tesla. For many retailers out there, we are now not only talking about recharging stations, but implementing food concepts as well. Convenience store operators must begin to think about how they will be able to succeed in getting customers to stop at their store vs. their competitors. I would encourage retailers to start thinking about this now and develop a plan on how your store can compete in a market with 50% less gasoline sales and the foot traffic generated from those fuel sales.

MIRA has a membership program with Inovis Energy, if you would like to investigate if EV chargers would be right for your store. They will do a no cost site assessment for EV charging viability. They have experience with commercial Level 2 and DC Fast Charging. So, if you are wondering where and how to get started, just contact our office for details and we will be happy to assist you. ■





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# government relations report

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

## Hope Rebounds

*“Hopelessness is a form of silence, of denying the world and fleeing from it. The dehumanization resulting from an unjust order is not a cause for despair but for hope, leading to the incessant pursuit of the humanity denied by injustice. Hope however, does not consist in crossing one’s arms and waiting. As long as I fight, I am moved by hope, and if I fight with hope, then I can wait.”* – PAULO FREIRE

Hope is a powerful virtue. The Greek philosophers and Medieval scholastics wrote whole books to discuss hope. I remember the words of the priest teaching me up until this day, “hope is the desire for something good to come.” I can wax all day on this virtue that determines how we approach the challenges and pitfalls the world presents to us every day.

And I know some ask why should a trade publication expound on the virtue of hope? We are gathered and support this fine institution because of hope. I cannot recall the countless times I have spoken to store owners that have fled to hopelessness and see no need to band together to act upon our desires for justice and fairness. Store owners’ content with the status quo see no need for a MIRA, for action, and much less for hope of better things to come.

Hopelessness is rooted in how they approach their business model. Hopelessness leads to a store owner that does not invest in their business or their employees.

Hopelessness leads to the contentment that

injustice is normal and acceptable. It leads to an impatience and hence why some folks will not join MIRA, because we have not moved mountains for them yet.

I will recall the words of Paulo Freire, “Hope however, does not consist in crossing one’s arms and waiting. As long as I fight, I am moved by hope, and if I fight with hope, then I can wait.” The words from that quote that captivate are, fight, hope, and wait. I will declare that those three words define the mission and purpose of MIRA.

We continue to fight everyday for the independent retailers. We are standing guard to protect your interest and to make you aware of anything that may challenge your business. MIRA is up against larger foes with deeper pockets, but hope that we will prevail in the end keeps us moving. You can not have hope without the urgency of having to fight. Hope is not passive; it is maintained by our urge to fight.

And wait, yes, we are good at waiting. We have been in existence since 1910 and we will continue to outlive the politicians and regulators bent on giving large corporations an unfair advantage in the market. We cannot hope without the understanding needed for waiting. The old cliché rings true every time, “good things come to those that wait.”

Time can be our friend when looking to make things better for your business tomorrow. Most, if not all hope to leave their business to their children. MIRA is an investment in that future.

Hope is on the rebound now that folks can see beyond the mask. Our society is returning to something more familiar, but we must stay vigilant because the rules and acts imposed on retailers gave regulators new powers. Now more than ever is MIRA an important tool for you to use in a post-pandemic world. ■





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# ohio lobbyist report

TERRY FLEMING // TC FLEMING & ASSOCIATES

## Budget Time

The Ohio General Assembly has been in full blown session for past month and a half as of the writing of this report. The main issue, as usual for start of every new legislative session, is the state's two year operating budget, which must pass by June 30th. This year the budget bill is HB 110, and both houses have passed their version of the bill and its now in conference committee, where differences will be ironed out. The main contention is school funding amongst other issues where the two houses disagree. The \$64 billion bill is comprised of over 1000 pages and has many tax implications for business and individuals.

These tax changes are all good and I would urge all MIRA members to have their accountant and attorney to read through this bill thoroughly to see which tax issues may be of benefit to them. There is a tax cut for business and individuals in the legislation and lots of grants for various reasons including loss of business due to COVID-19.

As stated, HB 110 must pass by June 30th, and then the assembly will take a summer break coming back most likely in September.

Bills MIRA is following that are still being heard are:

- HB 46, exempting some liquor permit holders from having to renew their license in 2021.
- HB 47, providing grants for installing electric and hybrid vehicle charging stations.
- HB 165, granting tax credits for use of high ethanol blends.
- HB 234, which would repeal the Commercial Activity Tax (CAT).
- HB 346, would increase registration fees for electric and Hybrid vehicles.
- SB 9, which has passed Senate and is pending in House would require certain state agencies to reduce number of regulatory restrictions on businesses.
- HB 132, which has passed House and is pending in Senate, would require only two letters be sent instead of three for towed vehicles.
- SB 41, would require any damage done to private property or government property due to riots or law breaking be paid by the person responsible and it would increase penalties for those breaking the law.
- SB 45, which would enhance grants given by state and local governments.
- SB 51, increase minimum wage.
- SB 40, dealing with minimum markup for tobacco products, has passed the Senate and now in the House.

A bill, SB 169, is getting national attention, as it would prohibit businesses or government from requiring people to get vaccine for COVID-19. The legislature has already passed and overrode Governor's veto on a bill to give the general assembly ability to overrule the Governor or Health Department on requirements during pandemics or other health emergencies.

As the economy begins to recover and people no longer getting paid not to work, hopefully employment will increase and MIRA members will thrive. As always MIRA welcomes any questions you may have or assistance you may need. ■







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# michigan lobbyist report

MATT MINER // CAPITOL STRATEGIES GROUP

## Bottle Deposit Tax Credit

A couple of House bills attempting to alter the way bottle deposits are handled in Michigan will likely be making their way to the Governor's desk soon.

House Bill 4443, sponsored by Representative Jim Lilly (R-Macatawa), would amend the Income Tax Act to give the distributors who originate bottle deposits a tax credit equal to:

- \$.005 per returnable container sold during the tax year, plus
- The refund value per returnable container over-redeemed during that tax year, as established under section 2 of 1976 IL 1.

This credit would be available starting January 1, 2021 and the amount claimed per container sold would be adjusted annually, based on the increase in the United States Consumer Price Index when compared to the preceding year. Distributors that are partnerships, limited liability companies, or subchapter S corporation could claim it under Part 1 of the Income Tax Act through utilizing the owner's or partner's liability and stake in the business.

While this tax credit may not fully cover the implementation and maintenance of the bottle deposit

program for these distributors, it will help make up some lost ground. The cost to initiate the deposit and get the containers picked up and recycled has increased over 20% over the past decade, with beer distributors alone spending about \$50 million per year on the program. As costs rise, many of these companies simply cannot continue to absorb the loss, so these credits would help cover growing labor needs, repairs and new equipment.

House Bill 4444, sponsored by Representative Kevin Hertel (D-St. Clair Shores) would help the general fund cover the cost of providing these credits. As the law stands now, the Department of Treasury deposits the money paid to it by under-redeemers (manufacturers or distributors who collect more in deposits than they pay out) into the Bottle Deposit Fund. From there, 75% heads to the Cleanup and Redevelopment Trust Fund and the remaining 25% goes to dealers based on the number of empty returnable containers handled.

If Governor Gretchen Whitmer signs this bill into law, the Treasury could, before making the aforementioned disbursements, move money to the general fund to cover the cost of the credits, so long as the amount paid by under-redeemers for the year exceeds \$50 million. Though that amount usually stays below that \$50 million cutoff, there is hope that the bottles and cans left unreturned from 2020 will be heading back to the stores this year. At one time, distributors had shared in the revenue handed over to the state by unredeemed deposits, and House Bill 4443 would replace a portion of that assistance. ■





— DISCOUNTS —



# MIRA MEMBER EXCLUSIVE

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3

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Finally, our logistics team will fill your cage and coordinate regular propane deliveries based on your sales volumes in order to maximize your stores' propane sales.

TO SIGN UP FOR THIS PROGRAM, CALL MIRA AT (800) 666-6233 OR EMAIL IT TO [INFO@MIRAMW.ORG](mailto:INFO@MIRAMW.ORG).



# michigan liquor report

PAT GAGLIARDI // CHAIR, MICHIGAN LIQUOR CONTROL COMMISSION

## Have a Great Summer – Safe and Sober

**A**s summer and tourism heats up across Michigan as a destination state, patrons are urged to celebrate the season safely at gatherings and activities where alcohol might be consumed.

Michigan's 19,000 liquor licensees are excited to have their bars, restaurants, hotels, distilleries and wineries now open for patrons to enjoy Pure Michigan. Enjoy the finest wines from Michigan's nearly 150 wineries and craft beer from Michigan's 24 craft distilleries.

Michigan is home to some of the best craft distillers and microbreweries in the country.

Just in time for summer, patrons can now more easily sample fine spirits and delicious micro-brews.

In June, Governor Gretchen Whitmer signed Senate

Bill 49 enabling small distillers, wine makers, and microbreweries to have the ability to both sample and sell their creations in the same place, helping grow these small businesses and support our economy.

The Michigan Liquor Control Code is amended to allow a company to hold an on-premises tasting room permit and an off-premises tasting room license in conjunction at the same location under certain conditions.

You can also enjoy your favorite cocktail, wine or brew at more than 1,200 outdoor service areas now approved by the MLCC. As of this writing, 66 cities, villages and townships in 34 counties have established social districts and no doubt, more will be springing up all over the state. And with cocktails-to-go, patrons can enjoy a drink or two while taking in all that summer has to offer.

With all the expanded availability of alcohol, mixed with summer activities including camping, boating, swimming, barbecues, and fireworks, we can sometimes inadvertently forget that overindulging in alcohol consumption can result in unintended mishaps that can be harmful, if not deadly. Have a safe and sober summer by keeping in mind a few important reminders.





Don't drink and swim. Never drink while watching the kids in the pool or at the lake. Having that margarita (or two) will slow your instinct to react if you're needed in an emergency.

Alcohol contributes to at least 20% of all adult deaths due to drowning each year, and as high as 41% for young adults between 15 to 29 years old.

Alcohol impairs coordination, lessens the ability to react quickly and distorts depth perception, which can result in injuries from diving into shallow water; misjudging the depth of the water or strength of a current; and blacking out and slipping under the water. Alcohol causes blood to thin, lowering the effectiveness of CPR, if resuscitation is necessary.

If you decide to take a dip in the lake or pool, wait awhile after drinking. Depending on how much you're drinking, one single beverage takes about one to two hours to metabolize. Watch what you're drinking. Alcohol by volume is a lot lower in a can of beer than the alcohol content in grain liquor or vodka. Watch your body temperature. Alcohol can cause your body temperature to become lower than normal, causing hypothermia if the water is cold.

Michigan has been long known as the great lakes state and for good reason. Michigan is the land of 11,000 lakes. Boating and fishing is at its finest in Michigan.

The MLCC joins with Michigan Department of Natural Resources (DNR) to urge all who enjoy boating, to boat sober. Drunk boating is not unlike drunk driving. Alcohol use is the leading contributing factor in recreational boating deaths, according to the National Association of State Boating Law Administrators and U.S. Coast Guard.

In Michigan, there were 181 boating accidents statewide in 2020, including 33 deaths, 20 drownings and almost \$2.2 million in property damage.\* If you boat under the influence (BUI) your voyage may be terminated, the boat may be impounded and you, the operator may be arrested. Michigan law treats BUI similar to driving under the influence (DUI); the blood alcohol limit is .08%, matching the standard for drunk driving a car.

Alcohol use can impair a boater's judgment, balance, vision and reaction time. Sun, wind, noise, vibration and motion, common boating environment "stressors" intensify the effects of alcohol. Alcohol is

dangerous for passengers too. Intoxication can cause slips, falls overboard and other accidents.

The DNR has an online list alcohol restrictions at Michigan's state parks and recreation areas, and boating access sites, to view it go to [www.michigan.gov/dnr](http://www.michigan.gov/dnr).

The MLCC is pleased to join the DNR in promoting Operation Dry Water\*\* July 2-4, 2021. This is a year-round boating under the influence awareness and enforcement campaign peaks on the Fourth of July holiday – that is unfortunately known for increased drinking and boating, and deadly incidents.

Of course, a big part of summer and especially Fourth of July celebrations are shooting off a few fireworks. Alcohol and fireworks absolutely do not mix. Having a drink or two impairs judgment and is especially dangerous when dealing with fireworks.

*Caution! If you are accustomed to using a hand sanitizer multiple times throughout the day (as we all have during the pandemic), be sure to avoid alcohol-based hand sanitizers that are extremely flammable; switch to using soap and water.*

It is safest to save your beer or cocktail until after the show and keep guests who are drinking alcohol well away from fireworks.

We often underestimate the health risks of drinking alcohol in hot, sunny weather. It is dangerous the ways the sun, heat and overindulging in alcohol together can affect our body resulting in heat stroke and dehydration.

If you choose to drink in hot weather, remember to alternate alcoholic drinks with a glass of water and eat foods with high water content – lots of fresh fruits and vegetables. Avoid sugary alcoholic drinks like daiquiris, margaritas, and piña coladas that can lead to dehydration.

If you, your family and friends drink alcohol, do so responsibly. Keep your alcohol consumption in check and of course, never drink and drive. Let's make this a great summer to remember for all the right reasons. ■

*It is the mission of the MLCC to make alcoholic beverages available for consumption while protecting the consumer and the general public through the regulation of those involved in the importation, sale, consumption, distribution, and delivery of these alcohol products.*

#### SOURCES:

\*MICHIGAN DEPARTMENT OF NATURAL RESOURCES

\*\* NATIONAL ASSOCIATION OF STATE BOATING LAW ADMINISTRATORS





## For Bobby Hesano, It's All About the Community

■ BY EPIPHANY COMMUNICATIONS AND COACHING\*

**B**obby Hesano is an advocate of community outreach. He hasn't missed a MIRF Scholarship Luncheon since the inception of the program and has sponsored a student every year. "For our industry to move forward, we need to foster younger members to come into the industry with the tools needed to succeed in the very competitive environment," said Hesano. "Scholarships help young people to get the skills they need and hopefully return to our industry."

He has also been involved in MIRA's Michigan Golf Open for the last 14 years. D&B Grocers Wholesale & Distributors always sponsor a hole on the course. "We participate to continue to interact with our counterparts, customers and vendors, to keep an open dialogue about the market, changes both now and the future," said Hesano. "It builds a rapport within the industry that strengthens the industry, the association and all the members."

His involvement in the community has always been around the grocery business, primarily with MIRA. He particularly likes the golf open because, "it's an opportunity to see old friends, make new friends and learn about what is happening in our market and industry. It also often presents the opportunity to work with others for mutual benefits," said Hesano. "It's important to be visible to the membership and give them an outlet to get to know fellow members, to create opportunities to share insights and new information on the ever-changing marketplace and our industry as a whole."

He encourages MIRA members to get involved in the community and the events hosted by MIRA. "Again, to be part of the organization it makes sense to participate in all events designed to foster cooperation and a sharing of ideas," he said. "Golf outings are fun and being relaxed allows for a better conversation about many topics of interest to the members."



As for the scholarship program, Hesano said, "Most members have a family member coming up but will need additional workers to grow and prosper. If you ask most store owners, they are concerned that the next generation isn't ready to take over and keep the businesses growing and prospering. Supporting scholarships draws people to the industry."

Today, Hesano's son Anthony and three nephews, Michael, Matthew and Daniel work with him in the family business. As a longtime board member, Hesano would ultimately like to see more participation at both events. "At the scholarship luncheon, I like to see the smiles on their faces of the students when they are called up to the stage to receive their scholarships," he said. "I feel that this is the most important event that MIRA holds and for me the most gratifying to be a part of. I love to be a small part of making a big difference in a young person's education and eventually their lives." ■

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



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## MIRF Scholarship Recipient Following her Passion as an RN in Critical Care

■ BY EPIPHANY COMMUNICATIONS AND COACHING\*

When Jordan ElHindi first started college, she was on the premed track majoring in biology, but after seeing what her friends were studying in the nursing program, she realized her true interest. “I knew I wanted to work in healthcare and provide direct patient care, so I made the switch to nursing my second year in college.”

That was also the time ElHindi was one of the recipients of the MIRA scholarship award – in both 2016 and 2017. She was a student at Frances Payne Bolton School of Nursing at Case Western Reserve University in Cleveland, Ohio. She graduated with her Bachelors of Science Degree in Nursing with a minor in Psychology in January 2021.

“The scholarship contributed to nursing education and career, relieving some of the financial burden,” said ElHindi. “It also gave me a boost of confidence knowing that a great association is backing my education and supporting my academic journey. It just makes you feel good when someone is helping you along the way giving you a nudge forward.”

Switching her major, she noted, was one of the best decisions she made. “Nursing is the backbone of the health industry,” said ElHindi. “As a nurse I will serve as a trustworthy caregiver and advocate to my patients. It’s a holistic approach to patient care, meeting patients where they are at emotionally, physically and spiritually. It is a challenging career, but it is also so rewarding because of the impact I can have on my patients and their families.”

Her first critical care rotation was in University Hospital Cleveland Medical Center Medical ICU. “That is where I fell in love with caring for the acute care patient population. Ever since this incredible experience my goal was to accept a position as a registered nurse (RN) in a critical care setting.”

While in college, her critical care clinical practicum was in the surgical ICU, that is where she delved deep in the critical care nursing experience. She became acclimated to the roles and responsibilities of a critical care nurse. ElHindi also worked as a nursing assistant



while studying in college.

Her experience with end-of-life issues with a family friend helped her learn more about patient advocacy with terminal patients. Her background in psychology is proving to be a tremendous asset in her nursing career. “Psychology is intertwined with the nursing profession,” said ElHindi. “You are dealing with mental issues, emotional issues and different backgrounds and coping with grief. I can utilize my education to help my patients.”

As she ventures into her full-time nursing profession, ElHindi encourages college students to take advantage of the opportunities. “MIRA is a great organization and the money provided can really help you reach your goals,” she said. “Work towards what you are passionate about and appreciate when someone shows they believe in you.”

She recently started her full-time RN position at University Hospital Cleveland Hospital Medical Center ICU. “I am so proud to be part of the most trusted profession.” ■

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# Back to In-Person for the Annual Scholarship Luncheon

■ BY EPIPHANY COMMUNICATIONS AND COACHING\*

It was a breezy sunny afternoon on the back porch of Shenandoah Country Club in West Bloomfield on the day when 27 students received college scholarships.

Even though MIRA gave out scholarships last year, they had cancelled the scholarship luncheon due to the Coronavirus pandemic. This year, they met in person for the 13th Annual Scholarship Luncheon.

"It is so great to see people and be out again," said Jerry Crete, longtime MIRA board Member. "As a board, we have been meeting on Zoom and it's so great to get together in person again."

Crete's employee Sydney Stephens, a student at Saginaw Valley State University, was one of this year's recipients. "I have been part of MIRA for a longtime and the scholarship program is a great program. I always

encourage my employees who are eligible to apply for it. College can be expensive."

President and CEO, Ed Weglarz, welcomed the attendees. "We congratulate all of you for being here today," said Weglarz. "We know it has been a tough year for all of you and you were able to continue succeeding while adapting to the changes because of the pandemic while being forced to move in different directions on the fly."

He also recognized parents for helping students cope with being online or hybrid while they worked at home. "We also greatly appreciate all the sponsors who committed to this program helping us give out 27, \$1,500 scholarships."

"It's terrific to be back in person and to meet these scholarship recipients," said Ernie Almeranti, Great Lakes Wine and Spirits who sponsored two students. "We have had a great relationship with MIRA for years and this event is one of the most meaningful events we are involved in. It means a lot to be able to help at the collegiate level."





# SPONSORS

## 2021

Lynette Dowler, from the DTE Foundation was the Keynote Speaker. "I came from a rather poor family," said Dowler. "I was the top of my class my senior year in high school, but I had no idea how I was going to pay for school. I didn't have any aunts, uncles or parents who had gone to college. Trying to navigate the world and get scholarships was mind boggling. It was difficult to understand where to turn. I felt lost. I also felt hopeful, because I knew there were better things on the horizon."

Dowler did end up receiving a full-ride scholarship to a local community college which catapulted her academic career. "For me, that was the beginning."

She went on to share with the students her philosophy in life, which started out as the four Fs and recently became the five Fs.

"It starts with my Faith, then my Family, then my friends and finally my Finances, which is my work," said Dowler. "As you go through your life, sit down and figure out your priorities. Life is about balance ... life gets a little wonky for all of us and that is when I think about my four Fs."

She noted that along the way you might need to change or add to the priority list. It was about 10 years ago when Dowler faced a serious health crisis and added her fifth F. "That was fitness," she said. "I realized I knew I needed to take care of myself. I couldn't do anything for my husband, children, grandchildren or the community if I didn't take care of myself. Remember, it's okay to take care of you. If you are strong, everything around you can be strong." ■

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

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

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# president's message to scholars

EDWARD WEGLARZ // MIRA PRESIDENT & CEO



## Enjoy the Moment

### MESSAGE TO SCHOLARSHIP WINNERS

I wish to express my sincerest congratulations to the scholarship winners. You have experienced a school year that no one else has encountered. Depending on the grade you are in, you may have missed a graduation ceremony, a prom, an awards event. At the very least you didn't experience the usual traditions that go along with the traditional scholastic school year. On the other hand, you learned to be flexible and innovative while attempting to conclude the school year employing online tools and learning combined with some in-person classes. While the process resulted in bumps and bruises along the way, it was also a learning experience above and beyond the traditional classroom curriculum that you were used to. You can look at that situation as an inconvenience or an opportunity. Later in life, you might discover that the unique lock-down that was forced upon us resulted in a learning experience that could never have been duplicated. The ability to favorably react to unforeseen situations can be an attribute that will serve you well as your career unfolds. We all learned new words like pivoting and flexibility. No one can take your education or awards away from you. Every one of you receiving this scholarship award are here because someone believed in you, someone pushed you, someone sacrificed for you because they love you and want a better life for you. Did I ever change the world? I think I do and continue to, one person at a time. A little hello, a smile, kindness and simple courtesy does make a difference, doesn't cost anything and does change in this fast-paced instant access social media frenzy we live in today. I know each one of you here today will continue to change the world in your own way and make a difference in your community, your state and the world, but remember where it all started. It started within your family!

To the scholarship recipients, this period in your life marks a key transition as you pursue your college education. We hope your college education provides you with the necessary skills to make a difference in the world. You will be called upon to use your God given talents in your specific field to not only be great, but more importantly do good. Whatever field of study you may choose, always excel in it and commit to professionalism and do your best. Always push the limits of education and your ability to learn and absorb.

### MESSAGE TO PARENTS

Parents, your efforts and sacrifices have contributed directly towards your child's success. You should be proud of yourselves – not only for raising such a great son or daughter, but also for valuing education and for doing your best to see that your children are provided with the endless opportunities higher education offers. Every parent wants their children to have a better life than they had, and today you see some of the fruits of your hard work and sacrifice.

### MESSAGE TO SPONSORS AND SUPPORTERS

Sponsors and supporters, thank you for the generous contributions you have given to the young bright minds receiving these scholarships. I know that you do so because of your belief that the way to improve the quality of life is through education and hard work. Today, twenty-seven students are being presented with scholarship awards, allowing them to pursue undergraduate studies at various universities and colleges. These annual scholarships are made possible because of you, who value the importance of education! We thank you for helping these young people advance in life.

Again, congratulations to the scholarship winners and to their parents, and thank you to all the sponsors for valuing and committing to education. Good luck to you all in your future endeavors and God Bless! Remember, "Life is but a dream" and it flies by very fast so enjoy every minute! ■



## We caught up with a few of the scholarship winners at the 13th Annual Scholarship Luncheon to ask them about receiving the award:



"It is exciting to be here. I appreciate the opportunity to get the scholarship for the betterment of my education at Wayne State University. It helps me out financially. I am studying business and I plan to go to Law School." – NICHOLAS KOUZA

◀ NICHOLAS KOUZA WITH HIS PARENTS



"I am a sophomore at University of Michigan studying biopsychology and neuroscience on the premed track. I am super grateful to receive this scholarship. It is nice knowing that people are supporting me on my academic journey. It inspires me to keep up the good work. Students should apply. I met some great people here at the luncheon." – MADISON KONJA

◀ MADISON KONJA WITH HER PARENTS



"I will be studying neuroscience at the University of Michigan on the premed track. When I was applying, I saw so many winners from past years and they have done amazing things. It is such an honor to be here and be part of this community. It is exciting. It is an amazing experience." – ADRIANNA KALLABAT

◀ ADRIANNA KALLABAT WITH HER MOM



"My mom works at Nino Salvaggio in Bloomfield, Michigan and that is how I found out about the scholarship. I am very excited to be here. This is my first scholarship event. I am going to Columbia to study economics. I want to use the scholarship to empower my education. This will help me with my tuition and enable me to do a work study at school." – SÖNKE FRIEDRICH PIETSCH

◀ SÖNKE FRIEDRICH PIETSCH WITH HIS SCHOLARSHIP SPONSOR, BOBBY HESANO



"I have had a job at Ideal Party Store for the last 11 months and my boss Jerry Crete approached me about the scholarship. I took the opportunity, and I am so happy I was able to receive this award. I am so excited. This is a beautiful event. I am entering my 4th year at Saginaw Valley where I am studying marketing." – SYDNEY STEPHENS

◀ SYDNEY STEPHENS WITH HER BOSS, JERRY CRETE



"I am going to study business with a concentration on marketing at Heidelberg University in Tiffin, Ohio. I am grateful to receive the scholarship because it will help me pay for school. The luncheon is a very nice event."

– CLARA SMITH



"I am a freshman at Wright State University studying criminal justice. This scholarship will help pay my tuition. It is so cool to be here and to see how many people receive the scholarship."

– ZACH BRUGGEMAN



"I am very thankful. I thank my parents for helping me get through high school and encouraging me. I graduated from Marian High School, and I am going to the University of Detroit Mercy to study nursing. This scholarship will be extremely helpful." – FAITH SALMAN

◀ FAITH SALMAN WITH HER PARENTS



"I am a junior at Oakland University studying health science with plans to become a Physician Assistant. Winning this scholarship shows how hard I have worked and that my hard work paid off. I am excited to be here." – SELENA SHAMO

◀ SELENA SHAMO WITH HER MOM AND GRANDMOTHER



"It means a lot to get this scholarship. College is expensive and this will help. It was great to be here and meet new people. I am attending Ohio University studying middle childhood education." – BRANDON LECKIE

◀ BRANDON LECKIE WITH HIS DAD



# MEET THE 2021 SCHOLARSHIP Winners

The Midwest Independent Retailers Foundation is proud to award scholarships to these extraordinary and deserving students throughout the Midwest and we are grateful to our sponsors for their generous support!



## MITCHELL BILLMAN

Mitchell is a freshman at the University of Cincinnati and is planning to study architectural engineering. He graduated from Upper Arlington High School with a cumulative GPA above a 3.9. Mitchell participated in many sports throughout his high school career, including football, baseball, and cross-country. He volunteered through these sports programs, as well as on his own through Meals on Wheels and other programs that benefited the less fortunate.

*"Even in a bad situation, there's always a positive side. Even if you can't see it yet."*  
– SUSANE COLASANTI

**SPONSORED BY: GREAT LAKES COCA-COLA**  
**SUBMITTED THROUGH: BILLMAN'S SUNOCO**



## ZACHARY BRUGGEMAN

Zach is a freshman at Wright State University majoring in criminal justice and law enforcement. He graduated from Marion Local High School in Ohio, where he was a senior leader, 4-year varsity baseball player, 3-year varsity bowling member, and 2-time OHSA State Football Champions during his 4 years as a football player. Zach is a member of the Mercer County Sheriff's Office Explorer program and volunteers his time with the Marion Community baseball/softball programs.

*"There is only one way to succeed in anything... and that is to give it everything."*  
– VINCE LOMBARDI

**SPONSORED BY: BORDEN DAIRY**  
**SUBMITTED THROUGH: CHICKASAW QUICK SHOP**



## KENNEDY CWICK

Kennedy is a senior at the University of Illinois at Chicago in the Applied Psychology program. She graduated from North Grand High School and was an active member of National Honor Society, Model UN, and Book Club. Kennedy completed her Associate Degree at the City Colleges of Chicago as a member of Phi Theta Kappa. Currently, she is enrolled in the Honors College Program at UIC.

*"So much of our time is spent in preparation, so much in routine and so much in retrospect, that the amount of each person's genius is confined to a very few hours."* – RALPH WALDO EMERSON

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**SUBMITTED THROUGH: PETE'S FRESH MARKET**





## NATHAN ESCH

Nathan is a sophomore student athlete at Aquinas College. He is studying and tutoring in the mathematics department, as well as playing baseball for the Saints. Nathan graduated from Fowlerville High School as a captain of the baseball and football teams, where he was also a member of National Honor Society. He frequently donates his time to St. Agnes Catholic Church, Fowlerville Recreation Department, and People's Church in Michigan.

*"It's hard to beat a person who never gives up."* – BABE RUTH

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## JACOB FAGERSTROM

Jacob is a junior at Eastern Michigan University studying biology with a concentration in organismal diversity. He is part of the EMU Honors College, where he is developing a research project and thesis for the Huron Watershed. Jacob graduated from Clio High School with a 3.98 GPA and is currently pursuing highest honors at Eastern with a GPA of 3.87. He is active in the music program at EMU, where he was a member of the drum line and a member of the EMU Choir. Jacob now volunteers at Clio High School and New Covenant Church in his free time.

*"The only impossible journey is the one you never begin."* – TONY ROBBINS

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## VICTORIA FROEHLICH

Victoria is a junior at Bowling Green State University. She will be majoring in Resort and Attraction Management. She graduated from Barnesville High School, where she earned her associates degree through College Credit Plus courses.

*"All our dreams can come true, if we have the courage to pursue them."* – WALT DISNEY

**SPONSORED BY: GREAT LAKES COCA-COLA**  
**SUBMITTED THROUGH: BOB'S DRIVE THRU**



## ADRIANNA KALLABAT

Adrianna is a freshman at the University of Michigan studying neuroscience on the pre-med track. She graduated from International Academy where she was Valedictorian, a class executive for her student body, and a team captain of Forensics. She also co-founded Helping Hands: A Students for Students Movement, a 501(c)3 organization that works to bridge the gap in educational disparities worldwide.

*"Don't limit your challenges, challenge your limits."* – MARTONEK JR.

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**SUBMITTED THROUGH: MIDWEST INDEPENDENT RETAILERS ASSOCIATION**





## SYDNEY KENAYA

Sydney is a sophomore at Michigan State University studying human biology within their Lyman Briggs Program. At Michigan State, she is currently part of CASA and PMA. Sydney graduated from Marysville High School, where she was a member of National Honor Society and played softball during her four years. She also spent her summers volunteering at a local school for children who suffer with special needs.

*"Have enough courage to start and enough heart to finish."* – JESSICA N.S. YOURKO

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**SUBMITTED THROUGH: INDUSTRIAL PARK PARTY STORE**



## KATELYN KHEMMORO

Katelyn is a sophomore at Wayne State University majoring in biology and minoring in nutrition. She is also on the pre dental track. Katelyn graduated from Walled Lake Central High School in 2020 with a 3.97 GPA. In high school, she was a member of CASA (Chaldean American Student Association). Katelyn is currently a member of the women in health care club at Wayne State University, where she volunteers to help her community. After completing her freshman year of college, she was on the dean's list both semesters.

*"Luck is what you get when opportunity meets preparation."*

**SPONSORED BY: CASA DE DÉCOR – IN MEMORY OF EDDIE KOZA**

**SUBMITTED THROUGH: GRACE FOOD MARKET**



## MADISON KONJA

Madison is a sophomore at the University of Michigan majoring in biopsychology, cognition and neuroscience and minoring in biochemistry on the pre-medical track. She graduated summa cum laude from Mercy High School, where she was involved in National Honor Society and Spanish Honor Society and was the President of Science Club. Madison also volunteered at Henry Ford West Bloomfield Hospital for two years. Currently, she works as a certified pharmacy technician and a research assistant. Madison hopes to become a neurologist or psychiatrist meanwhile spreading awareness about mental health.

*"You never fail until you stop trying."* – ALBERT EINSTEIN

**SPONSORED BY: FAYGO BEVERAGES INC.**

**SUBMITTED THROUGH: MIKE'S PARTY STORE**



## NICHOLAS KOUZA

Nicholas is a freshman at Wayne State University studying Business Administration. A graduate from the University of Detroit Jesuit High School & Academy, Nicholas was vice-president of his senior class, captain of the varsity football and lacrosse team. He was a recipient of the Said Rahaim Athlete of Year Award, received the coveted All-Catholic League Award and was named All-State, All-Regional and All-Detroit. Nicholas enjoys volunteering at Friendship Circle and coaching his younger sister's basketball team.

*"The greatest glory in living lies not in never falling, but in rising every time we fall."* – NELSON MANDELA

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**SUBMITTED THROUGH: ROCKWOOD SAVE A LOT**







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## BRANDON LECKIE

Brandon is a senior at Ohio University studying middle childhood education, while minoring in business finance. He graduated from Medina High School, where he was part of the varsity men's soccer team and basketball team. Brandon served as captain of the men's soccer team for two seasons while winning awards such as Honorable Mention, All County, All Conference, and being State Runner Up in 2017. He actively volunteers his time at the local middle schools in a program called Huddle/Shuddle. What they do in this program is inform the kids about drugs, tobacco, alcohol, and many other informative topics.

*"Some people want it to happen, some wish it to happen, and others make it happen."*

– MICHAEL JORDAN

**SPONSORED BY: PEPSICO**

**SUBMITTED THROUGH: MCANENY BROTHERS**



## MARIANA MIKA

Mariana is a second degree college student pursuing her Bachelors of Science in Nursing at Wayne State University. She recently graduated with her first bachelor's degree in Nutrition & Food Science, also from Wayne State University. Mariana is on the board of the Chaldean American Student Association and helps to bring the community together with organizing events that contribute to charity groups. She currently works at a Rite Aid as a Pharmacy Technician and has been working through the COVID-19 pandemic.

*"Let nothing disturb you, let nothing frighten you, all things are passing, God does not change. Patience achieves all things; whoever has God wants for nothing: God alone suffices."* – ST. TERESA OF AVILA

**SPONSORED BY: REPUBLIC NATIONAL DISTRIBUTING COMPANY (RND)**

**SUBMITTED THROUGH: MLK FOOD CENTER**



## HAYLEE MILLER

Haylee is a freshman at Jackson college, where she plans to become a Diagnostic Medical Sonographer. She graduated from Pittsford High School and was part of National Honor Society. Haylee was co-captain for junior varsity basketball and co-captain for varsity volleyball. She was also part of the band where she played the clarinet for 6 years and was captain of the colorguard. Haylee is involved in her church and her community. She has been a singer on her church worship team for four years and she is a Sunday school teacher. Haylee helps 3rd and 5th graders in her school and loves to help in any way she can.

*"A dream does not become reality through magic; it takes sweat, determination, and hard work."*

– COLIN POWELL

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## KRISHNA PATEL

Krishna is a freshman at the University of Michigan studying political science and law. She graduated from Bridgman High School where she was part of National Honor Society and part of the top 10 of her class. Krishna was also a member of Interact Club, Key Club, cheerleading, tennis, and marching band, where she played the tenor saxophone and bari saxophone for 4 years.

*"Our lives begin to end the day we become silent about things that matter."*

– MARTIN LUTHER KING JR.

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A photograph of three diverse people (two men and one woman) sitting at a table in a cafe, smiling and looking towards the left. The man on the left is holding a coffee cup. The background features exposed brick walls and industrial-style pipes.

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## SÖNKE FRIEDRICH PIETSCH

Sönke is a freshman at Columbia University in New York. He is a graduate of the International Academy, where he served as the campus, school and district representative, Model UN Head Delegate, Newspaper Editor-in-Chief and Columnist, Speech and Debate Captain, and National Honor Society President. Outside of school, Sönke is active in the community, revitalizing Detroit Public School's third-grade literature curriculum, tutoring refugees, and working with elected representatives to rework state guidelines and regulations around socio-emotional learning and student well-being. Recently, he also lent himself to decolonizing common curricula and adding diverse perspectives to community conversations.

*"When you talk, you are only repeating what you already know. But if you listen, you may learn something new."* – DALAI LAMA

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**SUBMITTED THROUGH: NINO SALVAGGIO**



## JOHN-MICHAEL QUINN

John-Michael is a freshman at Michigan State University majoring in finance and is a recent graduate of Jesuit College Preparatory School of Dallas. At Jesuit, he played on the 2021 State Championship Rugby team and maintained a leadership role as the Junior Varsity and Varsity Basketball team manager for three years. In addition to completing over 400 hours of community service, John-Michael was an active member of the Jesuit Campus Ministry, a Big Brother Executive, a Student Ambassador, and a member of the Diversity Club.

*"Be kind, because people will always remember how you made them feel."*

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## YARITZA RODRIGUEZ

Yaritza is a junior at Columbia College Chicago studying filmmaking. She graduated from Reavis High School where she was enrolled in AP Art and played on the soccer team. Yaritza currently volunteers for the Frequency TV program and is a member of the Experimental Film Society and Editors Guild of Columbia.

*"A ship is always safe at shore, but that is not what it is built for."* – ALBERT EINSTEIN

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**SUBMITTED THROUGH: ANTHONY MARANO COMPANY**



## FAITH SALMAN

Faith is a freshman at University of Detroit Mercy where she will be studying nursing in their direct admit nursing program. She is a graduate from Marian High School and was a member of the Ambassador Club there. During her time at Marian, she also tutored middle school students in her free time. Faith participated in the Big Sis/Little Sis program, where she learned great responsibility and leadership. She also continues to do a lot of volunteer work with many nonprofit organizations.

*"Be happy, not because everything is good, but because you can see the good side of everything."*

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## LUCAS SANDERS

Luke is a freshman at the University of Michigan studying computer science. He graduated from Fitzgerald High School and the Macomb Mathematics Science and Technology Center. Luke was a member of the Fitzgerald boys varsity soccer team all four years of high school, serving as captain of the team his senior year. He was also a member of the Fitzgerald FRC robotics team for 3 years, serving as captain of the team his senior year. Luke will be joining the Army Reserves during his time in college, something which he looks forward to greatly.

*"Perfection is not attainable, but if we chase perfection, we can catch excellence."* – VINCE LOMBARDI

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**SUBMITTED THROUGH: DAVE'S MARKETPLACE**



## SELENA SHAMO

Selena is a junior at Oakland University studying health sciences. She graduated from Walled Lake Central High School, where she played volleyball and this summer, is very excited to start coaching for her church volleyball league. Selena is currently a member of the Chaldean American Student Association and Chaldean Pre-Professional Health Society at Oakland University. After receiving her bachelor's degree, she hopes to be able to receive her master's in Physician Assistant Studies at Wayne State University.

*"With God, all things are possible."* – MATTHEW 19:26

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## KAITLIN SHOWALTER

Kaitlin is a freshman at the University of Michigan and plans to study microbiology, German studies, and Mandarin Chinese with a career interest in medical research. She graduated from Walled Lake Northern High School, where she was Class Council Treasurer, a member of National Honor Society, German National Honor Society, and AP Psychology Club. Kaitlin was a senior leader on the WL Northern Varsity Girls Soccer and Varsity Girls Volleyball teams. She studied Mandarin Chinese language and played club soccer for 13 years each and participated in club volleyball for 4 years as well. Kaitlin continues to be a U.S. certified soccer referee throughout high school and volunteers with her local soccer organization.

*"Keep moving forward."* – WALT DISNEY

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## CLARA SMITH

Clara is a sophomore at Heidelberg University in Tiffin, Ohio pursuing a degree in business administration with a concentration in marketing. She is also part of the women's basketball team and the Student Athlete Advisory Committee. As a graduate of Vermilion High School, Clara was a member of National Honor Society and participated in several clubs. Clara has been a lifeguard for three years and is currently working at Cedar Shores during her summer at home.

*"Don't wish for it, work for it."* – JIM ROHN

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## SYDNEY STEPHENS

Sydney is a senior at Saginaw Valley State University. She will be graduating with her bachelor's degree in marketing. She graduated from All Saints High School with highest honors and was vice president of Student Council and historian of National Honor Society. Sydney has been employed with a Midwest Independent Retailers Association (MIRA) member company for eleven months and also coaches Pom Pom at a local high school.

*"The question isn't who is going to let me; it's who is going to stop me."* – AYN RAND

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## KENNEDY TURNER

Kennedy is currently enrolled at Henry Ford majoring in nursing with an end goal of being a pediatric nurse practitioner. She graduated in 2019 from Oscar A. Carlson high school located in Gibraltar. Kennedy was involved in National Honor society, student council, marauder captains (a mentoring club for freshman) and cheered on the state champion cheerleading team. In Kennedy's spare time, she enjoys working out and spending time with family and friends.

*"Successful people are not gifted; they just work hard, then succeed on purpose."* – G. K NELSON

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**SUBMITTED THROUGH: VREELAND MARKET**



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## SIDDHARTH VAGHASIA

Siddharth is a freshman at The Ohio State University, where he hopes to major in aerospace engineering and minor in computer science. During his time at Mentor High School, he was on the cross country and track teams as well as Future Leaders. Siddharth also volunteered with Lake Heath Hospitals.

*"Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind."* – BERNARD M. BARUCH

**SPONSORED BY: HARVEST SHERWOOD**

**SUBMITTED THROUGH: REDIGO FOOD MART #1**



## ANOOSHA VEMULAPATI

Anoosha is a junior at Wayne State University studying political science and global studies. She graduated from Churchill High School, where she was the president of Key Club, and the Editor-in-Chief of the Charger Herald, which is the school newspaper. Anoosha is currently president of the Wayne State University Foreign Policy Council, Treasurer for the WSU chapter of the International Business Association, as well as philanthropy chair and fundraising chair for Sigma Sigma Rho Sorority Incorporated, advocating and raising awareness for domestic violence victims. She currently volunteers with the Red Cross and the Michigan Humane Society.

*"There is no 'right time' in life, there is just time and what you choose to do with it."*

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## Consumers Expect Quick Deliveries

On-demand food and merchandise orders, plus curbside pickup feed customers' desire for speediness



■ BY NACS ONLINE

Consumers are now used to having restaurant meals delivered directly to their door and are not so quick to give up that on-demand convenience, reports PYMNTS.com. More than half of U.S. adults are now fully vaccinated, but even as consumers return to restaurants, digital sales are remaining strong for most foodservice operators.

A study by PYMNTS—The Bring-It-To-Me Economy: How Online Marketplaces and Aggregators Drive Omnichannel Commerce—finds that many of the on-demand ordering behaviors consumers picked up in the past 18 months are here to stay. The study found that two-thirds of consumers surveyed are now ordering restaurant meals to be eaten at home, and they are 31% more likely to order from restaurants for off-premises consumption than on-premises.

These behaviors are not limited to restaurant ordering.

The study found that 72% of grocery shoppers surveyed now order their groceries online for delivery, and 28% order for curbside pickup. Plus, the lines between businesses delivering restaurant meals and those delivering groceries are blurring. Some eGrocery stores now deliver meals cooked in-house, while supermarket chains like Albertson's are partnering with DoorDash.

"Consumers' desire to get everything in their neighborhood on-demand has increased dramatically," said Faud Hannon, head of new verticals at DoorDash. "Leveraging our extensive logistics network and Albertson's wide selection of fresh groceries, we are creating a one-stop-shop for customers to access any of the essentials they need, delivered to their doorstep within an hour."

The desire for immediacy and convenience is growing across commerce categories, and food sellers are expected to fulfill

orders not in days, but in hours (for grocers) or minutes (for restaurants).

"I think we're going to see the same transition in food, convenience and grocery that brick-and-mortar retail saw in the last 20 years, but it's going to require [a] very different set of platform[s] and infrastructures," said Ken Chong, CEO of All Day Kitchens.

Many major food delivery services are branching out beyond food. DoorDash's latest partnership with Beyond Meat to create grilling kits for Independence Day brings grilling tools, an apron and a bottle opener, among other items, right to consumers' doors.

Food delivery platforms also have partnered with a range of non-food retailers to offer ultra-fast delivery. Two examples include Instacart's partnerships with Michaels and The Container Store. The PYMNTS study was created in collaboration with Carat by Fiserv. ■



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## MIRA'S 16TH ANNUAL OHIO GOLF OUTING

This outing is a social event where retailers, wholesalers, manufacturers and service providers all come together to have a little competitive fun. A day on the course includes breakfast, dinner and 18 holes of golf!

*Shale Creek Golf Club // Medina, OH*



**SEPTEMBER 21, 2021**

## MIRA'S 22ND ANNUAL HOLIDAY FOOD & BEVERAGE BUYING SHOW

As Michigan's largest liquor show, retailers and on- and off-premise licensees come from miles to see, sample and buy a wide variety of new products. Admission for MIRA members is free. Must be 21 years or older to attend this show.

*Suburban Collection Showplace // Novi, MI*



**NOVEMBER 18 & 19, 2021**

## MIRF'S "HIGH FIVE" TURKEY DRIVE

As the holiday season approaches, the Midwest Independent Retailers Foundation turkey drive committee has pledged to put a turkey on the Thanksgiving table of over 6,000 needy families throughout Michigan, Ohio and Illinois that may not otherwise enjoy this special meal.

*Michigan // Ohio // Illinois*

## publishers statement

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