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of the Nebraska Grocery Industry

January/February 2010



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Nebraska Food News... People... Places... Things...

This section of the magazine is dedicated to announcing the changes, additions, promotions, etc., regarding members of the grocery industry in Nebraska. We invite members to submit information that can be included in this section.

Morrill Village Foods has new owners and a new name. Former owner Lloyd Bairn, who has owned and operated the store for the last 25 years, has sold the store to Chris Donnelson of Scottsbluff and Heath Linn of Gering. The store's new name is DL Foods.

Maxine Watkins was honored for her end-of-the year retirement from 30 years of owning and managing The Food Basket, the local Byron grocery store. Doyle and Linda Heitmann are the new owners.

Tom and Miki Loos purchased Busse's Food Center in Shickley. They renamed the store Cubbies Market. Their newly-remodeled store has new refrigeration equipment and a new look inside. The next phase of their plan includes catering for special events and creating a custom weekly ad.

There's a welcome addition to the No Frills Supermarket in Ashland. An eight-foot long deli case was installed in December. When the stores meat cases were replaced it was decided to add a deli case also. It features a variety of fresh cold cuts and cheeses as well as six to eight varieties of salads which will rotate according to the season.

Main Street Market & Deli celebrated its one year anniversary the end of last year. Owners Tyler and Kelli Stille celebrated with specials, door prizes and giveaways. The addition of a newly constructed, well stocked grocery store has been a tremendous asset to the community of Stapleton.

Social Networking 101

Twitter

Free registration/password social site. Subscribers, "follow" other site members and exchange text messages (tweets) of up to 140 characters among all followers. A Tweetup is when two or more followers meet in person (really) to socialize.

Facebook

Free registration/password social site. Members create personal profiles (including photos), invite and confirm others to join as "friends," send and receive private messages, post public notes on other members' profiles (aka, writing on someone's wall), and form unique groups and causes within the site itself. Member profiles may be available to everyone or tightly limited through special access.

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Leadership in the Face of Danger

When my daughter was about two years old, some friends of mine came by the house and were sitting in my living room visiting with my family. My daughter had never seen these people before and she was a bit leery of them. It didn't help that the conversation was punctuated with occasional bursts of loud laughter, and since my daughter didn't know these strangers, it made her a bit nervous whenever laughter erupted from their direction.

As this situation continued to repeat itself throughout my daughter's toddler years, I began to notice that she always looked at me and studied my facial expressions to see whether everything was okay or not. When she sensed that the loud noise was all in good fun, she would then relax and join in the laughter.

Since those days I have learned that her response to a threatening situation is pretty typical of human nature. We all have a tendency to gauge our reaction to trouble by the attitude and response of the leaders around us.

It is important to remember that during times of stress and economic uncertainty, the people around you are looking at you. They are either consciously or subconsciously studying you to determine just how serious the situation is.

If you adopt a more relaxed attitude, then the chances are that they will too. If you panic, then your people will most likely be in chaos, and that only makes the situation worse and your job more difficult.

Fear is a strange and dangerous creature. It can take a perceived truth and turn it into an actual truth.

A couple of years ago a hurricane threatened the North Carolina coast. Not hit, mind you, but threatened. Because Hurricane Katrina had caused gas shortages in the Atlanta area not long before, throngs of people rushed the gas pumps to fill up their tanks before the much-feared gas shortage occurred.

And here's the funny thing about the whole situation. Although the hurricane never landed and thus never created any natural reason for the gas shortage, we still had a gas shortage. If everyone had not panicked, they would not have all rushed to the gas station at the same time and there never would have been any problem at all.

Perceived truth became actual truth because of fear.

I am not suggesting that you ignore the problems that your company, family, or community is facing. Pretending there is no problem can have disastrous results as well. If you are sauntering around whistling Neil Sadaka tunes when an earthquake is bringing the building down around you, then everyone around you is going to assume that you have lost all connection to reality and panic anyway.

Or, even worse, they won't learn how to handle trouble and will never grow and become leaders themselves.

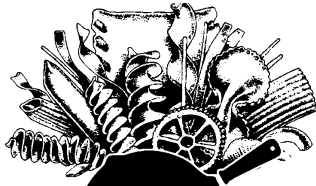
When I first got married, I was extremely stressed whenever my wife and I had an argument. Maybe it was all the screaming or maybe it was the kitchen utensils flying over my head. I don't know, but whenever we fought I became very tense. I later came to realize that this was because I had never seen my parents fight. Never. Not one time had I seen them in an argument. I'm sure they had disagreements. I just never saw them.

I'm sure my parents intended this as a good thing but it had a downside as well. Since I never saw my parents fight, I never got to see my parents resolve conflict either. Therefore, I was threatened by disharmony in my household when I became an adult and had to work hard to learn how to resolve disagreements.

It's important that the people you lead know that you are aware of trouble and they need to see you face that trouble and work to resolve it. Like my two-year-old daughter, they are watching you to measure the severity of the trouble and are looking to you for reassurance. Don't deny, ignore, or dispute the problems you face, but formulate a plan and work toward the resolution.

Good leadership isn't a magic trick, but a consistent effort to communicate vision and direct people toward a common goal, even in the face of danger.

© 2010 Charles Marshall. Charles Marshall is a nationally known humorous motivational speaker and author. Visit his Web site at <http://www.charlesmarshall.net> or contact him via e-mail at charles@charlesmarshall.net.



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To learn more about how to drive growth in your store, contact your ConAgra Foods representative.



2009 Scholarships Awarded to Six High School Seniors

The Nebraska Grocery Industry Association established the Nebraska Grocery Industry Association Scholarship award Program in 1996. This program recognizes and aids deserving students who are related to Nebraska's food industry by virtue of parents' employment or their own part-time employment by firms who are members of the Nebraska Grocery Industry Association (NGIA). This scholarship program was established as an expression of appreciation to the members of NGIA and as a service to its members. In 2009 six \$1000 scholarships were awarded to high school seniors: Courtney Nelsen, 5th Street IGA, Minden; Michael Becker, Affiliated Foods Midwest, Norfolk; Riley Wilson, Bob's Super Store, Kearney; Landis Spaulding, Super Store, Bellevue; Amaryah Fritz, Fritz's Market, Hildreth; Alys Friedrich, G and V's Market, Bassett.



Courtney Nelsen
5th Street IGA



Michael Becker
Affiliated Foods



Riley Wilson
Bob's Super Store



Landis Spaulding
Super Store



Amaryah Fritz
Fritz's Market



Alys Friedrich
G and V's Market

NGIA OFFERS SCHOLARSHIP PROGRAM FOR DUES PAYING MEMBERS

Purpose/Philosophy

The Nebraska Grocery Industry Association has established the Nebraska Grocery Industry Association Scholarship Program to achieve a number of highly desirable objectives. It recognizes and aids deserving students who are related to Nebraska's food industry by virtue of their parents' employment or their own part-time employment by businesses which are **dues paying members of the Nebraska Grocery Industry Association (NGIA)**. This scholarship program was established as an expression of appreciation to the members of NGIA and as a service to its members.

Eligibility

1. Employees or children of employees of **businesses which pay dues to Nebraska Grocery Industry** are eligible to apply for a scholarship.
2. Employees must have been employed for at least one year as of the scholarship deadline in the year in which the scholarship is awarded. They must also still be employed at the time the scholarship is awarded.
3. Applicants must be **high school seniors** that have a minimum 2.5 GPA on a 4.0 scale who plan to enroll in a full-time undergraduate course of study at an accredited two or four year college, university, or vocational-technical school.

Scholarship Award

1. The scholarship award will be a one-time, non-renewable grant of \$1,000 which must be use in the year following graduation from high school.
2. The NGIA scholarship must be applied toward tuition and fees to be tax free.

Application Procedure

1. Members are asked to make copies of this request for application form available to their employees.
2. Applicants should mail this form to NGIA. NGIA will then mail a scholarship application to them **or** you can visit our **website at www.nebgrocery.com**.
3. Completed applications must be received in the NGIA office by April 1. Applications received after this date will not be considered.

Selection of Winners

1. An impartial Selection Committee composed of educators will meet in April to select the winner(s).
2. In evaluating the applicants, the committee will consider each applicant's academic record, test scores, extracurricular or workplace activities, recommendations, and a personal essay.
3. All applicants are notified of the results of the competition by May 1.

Responsibilities of Recipients

1. Scholarship recipients must enroll as a full-time student in the fall of the year in which the scholarship is awarded.
2. Recipient is responsible for having an Enrollment Certificate completed at the beginning of the term.
3. Enrollment Certificates are used to verify enrollment and to trigger payment.

Payment of Scholarship Funds

Payment is made directly to the student at the beginning of the academic term upon receipt of an Enrollment Certificate. Any refund of scholarship funds will be made to NGIA and placed back into the fund for redistribution.

Scholarship Application Request Form

Please send an application for a NGIA Scholarship to the address below or you can download a form on our website www.nebgrocery.com. **Note: application must be completed and returned to NGIA before April 1 to be considered.**

Applicant's name _____
First MI Last

Home address _____

City, State, and Zip _____

Home phone number () _____

Name of person employed by NGIA member company _____

Employed by (Company Name) _____

Please complete and return to: NGIA 5935 S 56th Street Suite B, Lincoln, NE 68516-3307

Or go to our website at www.nebgrocery.com to download application.

Hand Sanitizers: Not a Replacement for Handwashing in Food Service Settings

Handwashing with soap and water is the single most effective way to prevent the spread of bacteria and viruses—the major causes of foodborne illness. Alcohol-based hand sanitizers are effective in killing bacteria and some viruses on clean hands. However, sanitizers may not be used instead of handwashing by food service employees.

Why can't hand sanitizers be used instead of handwashing in food service settings?

The hands of foodworkers are often wet; often contaminated with fatty material or with food high in proteins. The presence of water, food, fatty materials, feces and blood on the hands can significantly reduce the effectiveness of an alcohol-based hand sanitizer. Viruses such as norovirus are also a concern in food service settings. Norovirus is the leading cause of foodborne outbreaks. Hand sanitizers do not kill norovirus.

Soap and water washing is the most effective way to remove the types of pathogens that foodworkers have on their hands. In order for hand sanitizers to work properly, hands must first be washed with soap, rinsed with running water and completely dried.

The Nebraska Food Code requires handwashing with soap and water in food service establishments.

When can hand sanitizers be used in a food service setting? The FDA Food Code and the Nebraska Food Code allow the use of hand sanitizers by food workers after proper hand washing.

How to use hand sanitizers after soap and water handwashing.

1. Wash hands in a designated hand sink. Wet hands with warm water. Apply soap. Lather and scrub for 20 seconds. Rinse. Dry hands with paper towel. Turn off faucet with the towel.
2. Select a hand sanitizer containing at least 60 percent alcohol.

3. Apply a dime-size amount of sanitizer on the palm of one hand.
4. Rub hands together vigorously for 30 seconds covering all surfaces of both hands. If hands are dry after only 10-15 seconds, not enough sanitizer was used and more must be applied.
5. Wait for the sanitizer to dry completely before touching food contact surfaces.

NOTE: Your employee hygiene policy should include handwashing procedures, plus guidelines for hand sanitizer use, and exclusion of food workers who have symptoms of diarrhea and/or vomiting.

Can food establishments provide hand sanitizers for customers?

Food service establishments may provide hand sanitizers for use by the public, in addition to regular soap and water handwashing facilities.

(Modified from the Minnesota Health Department website www.health.state.mn.us/divs/eh/food/fs/index.html)

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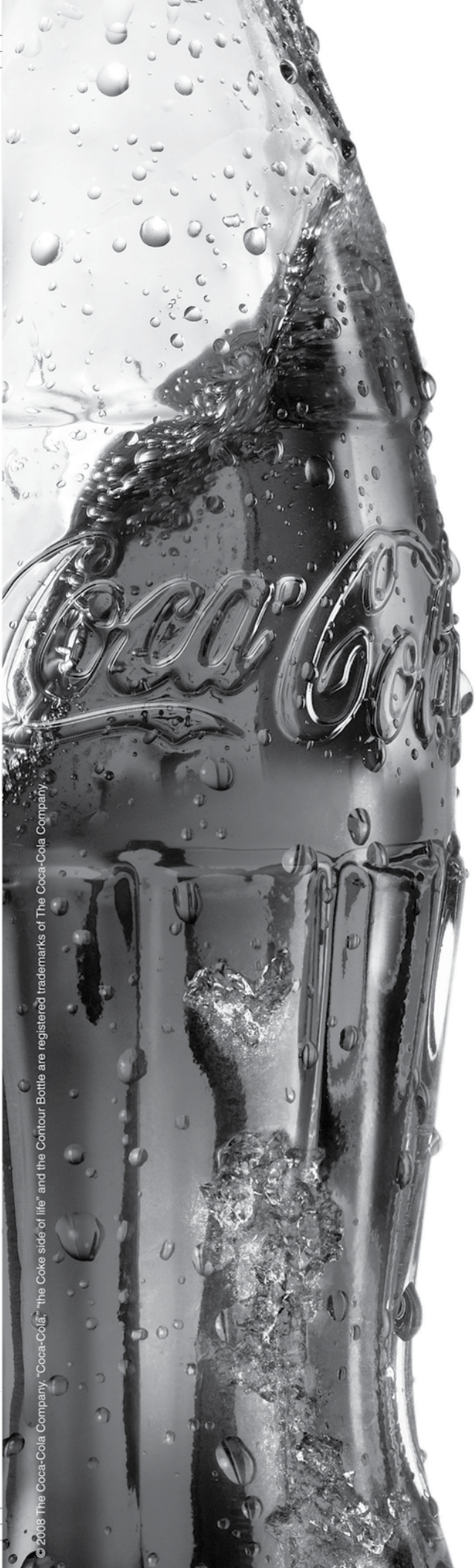
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NGIA Legislative Reception & Dinner held at Cornhusker Marriott in January



Mary Nickels and Bob DeStefano oversee the "Fun in the Sun" Give Away that was held during the Legislative Reception & Dinner



Doug Cunningham and Roxanne Ellis run the Bubbles for Baubles event



Members watch bids during the silent auction



Melanie Kuca and Ron Cose collect silent auction money



Nathan Brtek, Mike Brtek, Gov. Heineman, Lou Brtek, Matthew Brtek, and Pat Raybould visit during the Reception



Almost 300 people attended the NGIA Legislative Reception & Dinner in Lincoln



Honorary Membership is Presented to Bill Ashley, Convenient Food Marts



Honorary Membership is accepted by Fred Witecy for Rich Juro



Governor Dave Heineman Welcomes Grocers



Gov. Heineman chats with Larry Elias and Rob Burell





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The Dos and Don'ts of Social Media Marketing

By Pam Lontos

If you haven't gotten on the Social Media Marketing (SMM) bandwagon yet because you think it's just a fad with no real bottom line benefit, think again. One professional speaker has been using SMM for less than six months and has received two book contracts with mainstream publishers, has contracted four full-fee speaking engagements, has secured a keynote for a large international convention, has been contracted for a monthly column in a large distribution magazine, has received a consulting deal in a new niche market, and has contracted with two foreign governments for consulting services ... all because of social media marketing.

"But that's just a fluke," you may say. Not so ... the fact is for those who do SMM regularly, these kind of results are more common than you'd think!

If you're ready to receive some serious benefits from your SMM campaign, adhere to the following dos and don'ts.

- **Don't be unpredictable.**

You want people to know that they're going to get a message

from you every Monday, Wednesday and Friday (or whatever days you decide). So pick a distribution schedule and stick with it. If necessary, put reminders in your calendar so you remember to post your microblogs on those days.

- **Don't abandon your traditional PR.**

Don't assume that you can abandon everything outside of the social media marketing realm once you start having some success. SMM is just one part of the funnel that brings people to your product funnel. It's a useful and cheap part, but you also need the credibility and marketing from other traditional publicity tools, such as print publicity, radio interviews and television appearances. In addition, some online reputation sites will give you a lower ranking if you don't have anything in the "real world." Just remember, you still need media exposure and a physical presence, in addition to your online presence. Acclaimed financial expert Suze Orman is at the top of her game because you see her name everywhere – she's interviewed in magazines and newspapers, is seen on TV and heard over the radio. That's why so many of us rely on her advice; she is seen as the financial expert because she is all over the media. So, be sure to keep getting publicity in print and other traditional media, in addition to generating attention with SMM.



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- **Don't be negative.**

Unless your image or brand has something to do with complaining, don't do it. Only complain if complaining is what you're known for. It's better to give positive reinforcement in your microblogs because people are bombarded with negative messages every day. You don't want your message to be lost among the other negative ones. You want to be the one positive thing in people's day. You want them to look forward to the next time they get your message.

- **Do follow the right format for your microblogs.**

Be sure that your micro-blogs include helpful advice, insightful tips or unique trends that your followers will learn from; this kind of information will grab their attention and make them want more. Each microblog should be 140 characters, including punctuation and spacing, in addition to your Web site link at the end. The more helpful and unique your messages are, the more interest you will generate, thus bringing more people back to your site.

- **Do "funnel" your SMM contacts to your Web site.**

The goal of your microblogs is not only to reach your target audience and help them solve their problems, but also to drive them back to your Web site to sell your products or services. That's why it's so important to include your Web site at the end of your microblog message. So, when your readers want more information or want to buy your products and services, they can go directly to the source: you!

- **Do have a place to collect all your postings.**

Anytime you do a post on Twitter, Facebook or any of the other SMM sites, you're really creating a microblog. You need a place where your microblogs collect. Twitter provides that service, but if you use theirs you're giving them all the traffic. Rather, have your microblogs collect on your own blog. Then you can have your long posts there, as well as your shorter microblogs.

- **Do devote enough time to your SMM campaign.**

Individuals who are successful with SMM spend an average of five to seven hours per week developing and working within their network. If you can write your microblogs quickly you won't add too much time. Remember, it's not always about the number of contacts you collect, but rather having the "right" contacts and reaching your target audience.

- **Do make sure your profile is 100 percent complete.**

You won't get ranked in the social media searches unless your profile is 100 percent complete. Realize that a photo for your profile accounts for 20-40 percent of your ranking, so

if you don't include a picture, you're setting yourself up for failure. Therefore, the biggest profile factor after your name and e-mail address is your photo. And by the way, logos don't count as a photo, even if your logo includes a picture of a face. The bottom line is if you want your message to spread through the Internet, make sure your profile is complete.

Get Famous with SMM

Social Media Marketing is a vital addition to any PR campaign. When you follow these simple dos and don'ts, you'll get people following your every move, which will lead to more customers and higher sales – the exact payoff every business needs.

ABOUT THE AUTHOR

Pam Lontos is president of PR/PR, a public relations firm that works with speakers, authors and experts. She is the author of "I See Your Name Everywhere" and is a former vice president for Disney's Shamrock Broadcasting. PR/PR has placed clients in publications such as USA Today, Entrepreneur, Time, Reader's Digest, and Cosmopolitan. PR/PR works with established speakers, as well as those just launching their careers. For a free consultation, e-mail Pam@prpr.net or call 407-299-6128. To receive free publicity tips, go to www.PRPR.net and register for the monthly e-newsletter, PR/PR Pulse!

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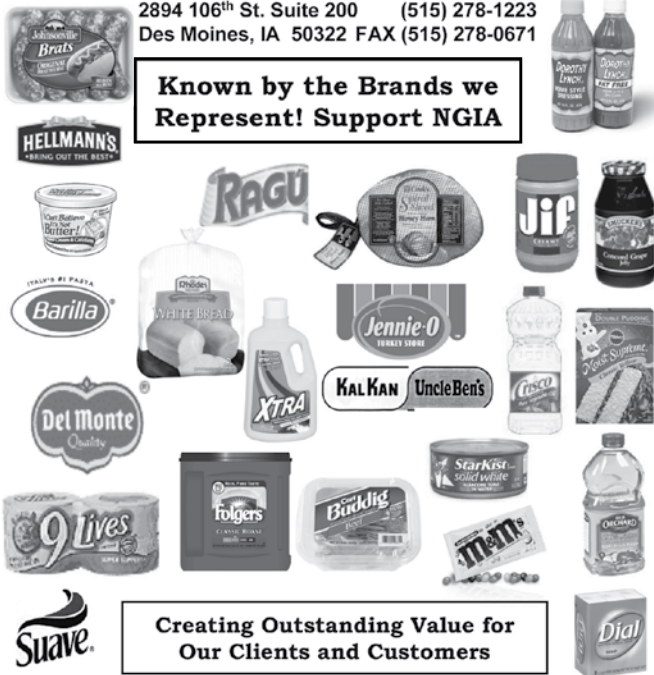
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5th Street IGA Awarded Five Star Honor

IGAUSA recently announced that Minden based 5th Street IGA and owners Bill and Sherry Huenemann have been awarded the IGA Five Star honor for achievement in IGA's Assessment Program. Five Star is the highest level of recognition possible under the Assessment Program's rigorous standards. The IGA Assessment Program focuses on store appearance and product quality, employee training, customer service, engagement in IGA consumer-focused marketing events, and support and involvement in the local community. The IGA Assessment Program involves four unrevealed and one revealed assessments within the course of a year, and also incorporates a customer feedback component. "IGA's customers know that when they shop at IGA, they're supporting not only their local independent retailer, but their community as a whole," IGA USA CEO Mark Batenic said. "The heart and soul of IGA retailing is providing our customers with the very best level of service along with a personalized, community-focused experience. 5th Street IGA is a shining example of a store that is elevating the power of the IGA Brand by providing a total customer experience. We're proud of the Huenemanns and 5th Street IGA's achievement and want to thank all the customers who inspired 5th Street IGA's team to be the best." "We at 5th Street IGA are proud to be the Minden area's Five Star IGA," Huenemann said. "We achieved this honor by working as a team to meet the needs of our customers. Sherry and I would like to thank our dedicated team for their hard work day in and day out." IGA is the world's largest voluntary supermarket network with aggregate worldwide retail sales of more than \$21 billion per year. The Alliance includes nearly 4,000 Hometown Proud Supermarkets worldwide, supported by 36 distribution companies and more than 55 major manufacturers, vendors and suppliers encompassing everything from grocery to equipment items. IGA has operations in 46 of the United States and more than 40 countries.

Senate Rejects Cloture On Becker Nomination To NLRB:

In one of the only votes taken during a very snowy week in the Nation's Capitol, the U. S. Senate rejected cloture on the nomination of Craig Becker to a five-year term on the National Labor Relations Board (NLRB) by a vote of 52 to 33. Sixty votes were needed to move forward. Senate Democrats Blanche Lincoln (AR) and Ben Nelson (NE) joined with all Republicans who were present in voting against the cloture motion.

In advance of the vote, letters were sent to every Senator expressing supermarket's strong opposition to Craig Becker's nomination. Nearly 1,000 letters of opposition were also sent to Senators through FMI's grassroots system by retail and wholesaler members. Many other members sent letters or made calls outside of the FMI grassroots program. This was a crucial vote on a nominee whose views and beliefs include setting a pro-labor policy through administrative rulemaking without the need for enactment of new legislation by Congress.



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Proper Lighting in Food Areas

Improper lighting in food storage and work areas can contribute to accidents or physical contamination of foods. Poor lighting conditions can reduce an employee's ability to see clearly, resulting in cuts, falls, or mishandled food. Poor lighting might also result in a lack of attention to cleaning, increasing the risk for rodent and insect problems. In general, you must keep work and storage areas well lit. If you think the area might not be bright enough, it isn't. Improper or unprotected lights can break, allowing glass and other debris to fall into food.

Light intensity is rated by lumens or lux. The units below are given in lux which is a measurement of the amount of light in a certain area at a certain distance from the light source. The boxes or containers in which lights come should contain this information. Your supplier can also help you determine the best lights for your needs.

The Nebraska Food Code, 6-303.11, requires that light must have an intensity of at least 108 lux at a distance of 30 inches above the floor in walk-in coolers and dry food storage areas. Light must be at least 215 lux at a surface where food is provided for consumer service, inside equipment (such as a reach-in refrigerator), or at a distance of 30 inches above the floor in areas of hand or ware washing. Light must be at least 540 lux at a surface where food employees work with food or utensils (such as at a food preparation table). If it is difficult to read a label at arm's length, you probably need more light.

The Nebraska Food Code, 6-202.11, indicates that lights in food preparation areas and in storage areas in which there are exposed food or equipment or linens must be shielded, coated, or otherwise shatter resistant. Lights in storage areas where there are no unopened packages need not fit that requirement.

Keeping Food Samples Safe

If your establishment sets out food samples for customers, it's important to make sure those samples are safe to eat. Here are some things to keep in mind when you are planning to set out samples:

- Keep all potentially hazardous food at an internal temperature of 41 degree F. (5 degrees C.) or below. This may be done using ice, re-freezable ice packs, or refrigeration.
- Limit the quantity of samples you put out at any one time.
- If samples are to be held hot, the internal temperature should be maintained at or above 135 degree F. (57 degrees C.), according to the 2009 FDA model Food Code (Check the required holding temperature in your jurisdiction). Hot holding may be done using a portable steam table, electric fry pan, or similar hot holding device.
- Keep samples covered to avoid potential contamination by customers. Samples may be covered with plastic wrap, foil, or a plastic dome cover of the kind used to display cakes.
- Have toothpicks, single service plates, utensils, and napkins available for use by samplers. If they are available your customers will use them instead of their hands to serve themselves, avoiding another source of potential contamination.
- Keep your samples with your view and watch how customers handle the food when taking a sample. Young children may need your help.



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