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May/June 2014

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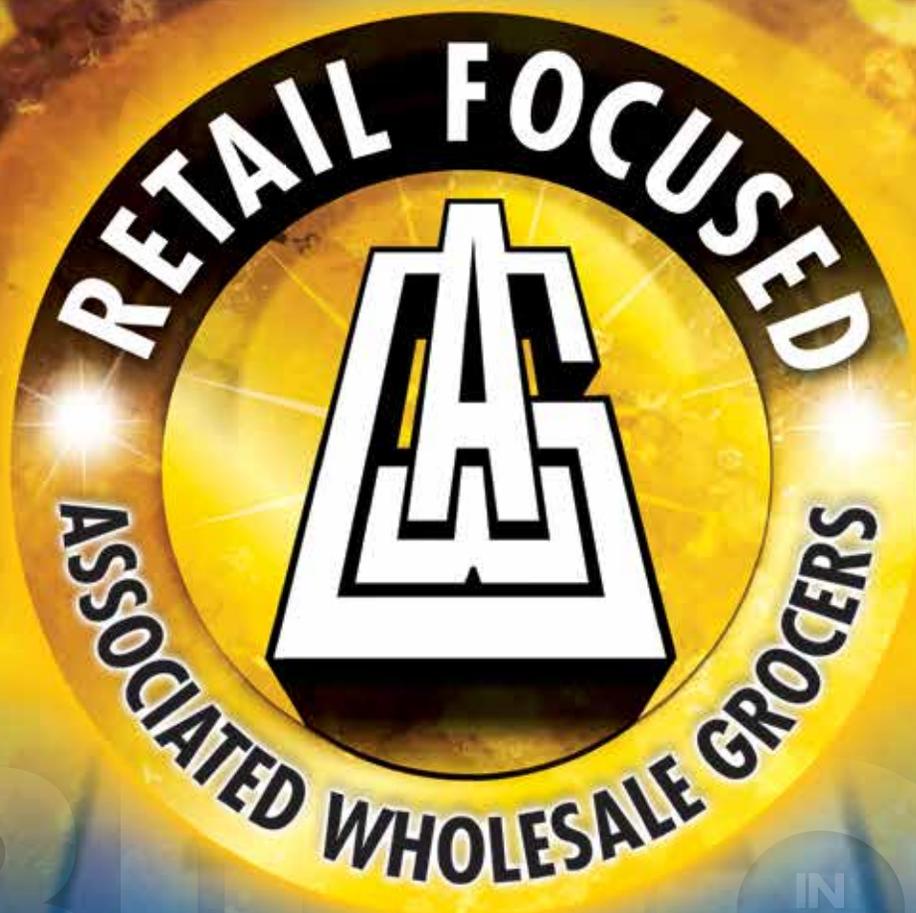
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Owned and Published by:

**Nebraska Grocery Industry Association, Inc.**

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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.*

A western Nebraska grocery store has claimed a regional award for excellence. The Nebraska Business Development Center awarded DL Foods in Morrill with the Nebraska 2014 Congressional District III Small Business of the Year award. Owner Chris Donnelson said he attributes the store's success to his hard working team of employees and the people of Morrill, who are committed to supporting local businesses.

**Sparboe Farms** is celebrating an important anniversary this year - 60 years as a family owned egg company. In their 3rd generation, they are making big changes to ensure they are around for another 60 years. This includes building new, state of the art, sustainable barns and a new processing facility, equipped with state of the art automation. Investments are being made for their hens and employees, but also for their customers.

Sally Slingsby, **Grocery Kart** in Broken Bow, was honored in March with the first place award in the Affiliated Food Midwest Cake Decorating Challenge in Omaha. To enter you had to send in 10 photos showing a variety of cake decorating techniques. Three finalists were selected to compete in Omaha. The day of the Omaha competition the decorators had to decorate two dozen cupcakes as if they were one design, a quarter sheet cake, a half sheet cake, a decadent dessert cake, one that was the contestants choice and a secret cake with a secret ingredient revealed that day. Secret ingredient – vegetable flavored Rotini noodles. The cakes had to be completed in six hours on the floor of the food show. All cakes had to be centered around a common theme. Sally chose a baby shower. In addition to a trophy, Sally also received a medal, \$500 and 10 cases of cakes for the store.

**P & D Market** in Litchfield is owned by Dennis Unick and Peggy Lewandowski. They have been operating the store since the end of December 2013. The grocery store is affiliated with Spartan Nash and carries a wide variety of products.

Omaha's first **Hy-Vee Market Café**, the grocery chain's new full-service restaurant and bar format, opened in April at the Hy-Vee store at 9707 Q St.

The restaurant and bar, is the state's second Hy-Vee Market café. A smaller version opened last November at the Plattsmouth Hy-Vee. The market Café is just one aspect of the store's renovation, which includes a new 11,000-square-foot wing that is expected to be finished this fall store manager Andrew Yochum said. Hy-Vee is remodeling the store at 5020 N. 27th Street in Lincoln to include a Market Café. The store's renovation is not expected to be completed until later this year. A new 87,000-square-foot Hy-Vee that includes a full-service restaurant and bar opened in Kearney in May.

**Affiliated Foods Midwest Cooperative** and **Sparboe Farms** celebrate ten years of partnership in 2014. In celebration of the ten years of partnership between AFM and Sparboe Farms, Beth Sparboe Schnell, President of Sparboe Farms, visited the AFM office in Kenosha, WI, on Monday, April 21st and presented AFM with a commemorative egg and plaque. Being in the food business, both AFM and Sparboe Farms know how important it is to provide affordable, healthy food to feed American families and giving back is a key value for both companies. In addition to the plaque, Sparboe Farms made a ten pallet donation on behalf of AFM to the Food Bank of the Heartland in Omaha.

**Wal-Mart** is scheduled to open a supercenter in Ogallala in early 2015. The store would include a pharmacy, delicatessen, photo center, general merchandise and a full-line grocery.

**Wohlner's Neighborhood Grocery** at Aksarben Village closed in May. Store owner, Rama Kilaru purchased the store in December 2012 from Mike Schwartz, owner of Wohlner's at Midtown Crossing. The Midtown Crossing store is not affected by the closing of the Aksarben Village store. In 2010, Schwartz opened the Midtown Crossing location, just a few blocks from his grandfather's original store at 33rd and California Streets. Wohlner's was founded by Schwartz's grandfather, Albert Wohlner, in 1918.

**Food Pride** in Nebraska City will be closing, Doug Lovegrove, the co-owner of the store said. A final closing date hasn't been set. Food Pride is a family-owned store that had been in Nebraska City for over 20 years. The family owns two other stores outside of Nebraska City.

**Steube's Thriftway** in Plattsmouth has a new look

*Continued on page 4*

and many new product lines after installing 29 new frozen food cases. They also have a new meat/market manager, Tracy Powell. She worked for Plattsmouth Meat Locker for 24 years. Steve Austin is the new produce manager. New check stands will be coming later this fall.

Didier's Grocery in Schuyler has been reshaped ethnically in the past few decades, from a predominantly Czech based community of more than 6,000 to town made up of Hispanics from a roster of countries, along with Somalians, Sudanese and other who arrived to fill local jobs. Their Meat Department Manager, Miguel Salinas has brought a greater Hispanic flavor to the store's meat counter. He has introduced some new items he imported from his upbringing in the Mexican state of Baja California. "We are embracing customer service in a community that has become increasingly multicultural" President, Jeff Didier, said. Longtime residents and more recent arrivals from Latin American nations and African countries all have different grocery items they want to see on shelves. The David City store caters to an older demographic that hasn't changed a whole lot ethnically over the years. Jeff's brother, Tony, runs the David City store.



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# What Makes Costco Different

By Kevin Coupe, *MorningNewsBeat.com*

Nice piece on the Huffington Post site about Costco's most recent fiscal quarter, for which it reported US sales that were up six percent and profit that was "up slightly."

The story continues: "What Costco did not do was spend any time moaning and groaning about the terrible weather in the quarter, setting itself apart from Walmart and many other retail peers. Companies ranging from Macy's to Home Depot have blamed the weather for poor performance in recent months. Walmart executives said the word 'weather' at least 20 times in their conference call discussing the company's first-quarter results, by Fortune's recent count."

The story goes on: It's true that the weather was particularly unbearable this past winter (polar vortex anyone?), and many economists have said the super-cold and snow was the main reason the economy shrank in the first quarter for the first time in three years.

"But a handful of popular outlets, like Costco and Chipotle, managed to handle the winter pretty well. That suggests there's more going on here than meteorology. "Costco's winter survival is a hint that maybe the company's no-frills model -- which includes almost no advertising, paying workers decently and courting customer loyalty -- may just be a better way to get customers to buy stuff. Costco generates about \$1,100 in sales per square foot, on average, while Walmart and Sam's Club generate \$400 and \$680 per square foot, respectively, according to an analysis from Morningstar, an investment research firm. Some of Costco's competitors also have other issues than the weather, including inventory problems and Internet competition."

It is interesting that at the same time as this story ran, Bloomberg Businessweek had a story saying that Costco "is grudgingly turning to the Internet in search of more millennials," with CFO Richard Galanti saying that the company is only taking "baby steps."

That story says that "the Web push is as much about defense against such e-commerce giants as Amazon (AMZN) as it is an exercise in business development," and Galanti adds that "we're open-minded, but don't expect us to go to everybody's doorstep ... Delivering small quantities of stuff to homes is not free. Ultimately, somebody's got to pay for it."

KC's View: Costco is saying that it is going into the e-commerce business grudgingly, but I suspect the behind-the-scenes activity is a lot more focused than that. These folks are too smart, too aware of how the world is changing, and too cognizant of how cultural changes in how young people shop could affect its long-term sustainability. The same attitude that has them not blaming the weather will have them do what needs to be done to succeed.

## 2014/15 Inspection Renewals are Coming Due!

Approximately July 1, renewal notices for annual inspection fees will be sent to the states' food establishment permit holders. Those establishments that are permitted and inspected by NDA are subject to annual inspection fees, payable by August 1 of each year. Facilities in the three contract areas, Douglas County, Lancaster County, and Hall County, are not subject to NDA fees as they pay annual fees to their local health departments.

In years' past, payment of the fees by mail was offered. This year it is hoped that most, if not all of the renewals, will be made online. Last year, approximately 20% of the renewals were paid on line.

Around July 1, each permit holder will receive a postcard providing their firm identification number and instructions for accessing the renewal program. Making payments on line will be a benefit by reducing time spend during the renewal process and in eliminating errors - such as duplicate and over payments.

In addition to offering on line payments for food establishments, firms that have weighing or measuring devices inspected by the Departments' Weights and Measures area, will also receive information on renewing their device registration on line.

After receiving your renewal statement and reviewing the information provided, if you have questions, you may call the Food Safety and Consumer Protection Focus Group at 402-471-3422 for assistance.

## Nebraska Grocers Attend Washington Fly-In

Once again grocers representing the Nebraska food industry attended the Day in Washington. Those attending the 2014 Fly-In were Doug Cunningham of Affiliated Foods Midwest, Pat Hensley of Hy-Vee, and Kathy Siefken, representing NGIA. We visited with members of the Nebraska Delegation and their staff members on several issues that are important to the food industry.



There are several upsides to attending the Day in Washington. When members participate in this event they are able to establish a relationship with someone in Washington that comes from Nebraska.

Pat Hensley stated, "It is important to be active and to carry our message to our representatives regarding the impact legislation has on our industry. If we don't fill that void by providing necessary information, someone else will. It is much better to fill the void and answer the questions before someone else does. We need to be able to go to their office, look them in the eye, and explain how various pieces of legislation affect our business, our employees, and the citizens of the State of Nebraska." He added "It is so important for our industry to understand the process and see Washington at work. We should actually consider making personal visits with our representatives more

than just once a year."

Doug Cunningham said "I believe that making the annual trip to Washington has a positive impact because the trip allows us to visit with our delegation regarding important issues and in the process we build relationships with our representatives. In my experience, when a constituent contacts a legislator it is even more impactful when the constituent takes time out of his or her schedule and makes a personal visit. Everything is in relationships. One staffer informed me that if an issue came up that impacted the grocery industry, the Senator asked if I had called yet. He gaged the importance and impact of the issue on my willingness to contact him because I had established a relationship. Once the relationship is developed it makes it easier for us to work with them and easier for them to understand how it affects us.

Topics that were discussed included:

### **Affordable Care Act**

Employee Full-Time Definition Under should be 40 hours per week; Definition of a Large Employer should be set at 100 FTE's; Remove or reduce the penalty employers are assessed such as the \$63/enrollee fee on self-insured employers; and Restore the Flexible Spending Account (FSA) over the counter purchases.

### **Preventing the FDA from Expanding Chain Restaurant Menu Labeling to Grocery Stores**

Support HR 1249/ S.1756 which adopts FDA's "option 2" that does not expand menu labeling to mainstream grocery stores. Grocery stores are



not similar to chain restaurants and already have nutrition facts on at least 95% of the foods we sell.

### Ensuring Fair Tax Policy

Oppose LIFO repeal and make the tax extenders permanent so our industry can plan and use such credits as the Work Opportunity Tax Credit, New Markets Tax Credit and Bonus Depreciation, Section 179 Expensing, 15-Year Straight Line Recovery for Qualified Leasehold Improvements, and Charitable Deductions for Food Donations. Also, tax reform should include reduction in rates for both C Corporations and pass-through entities. We also asked for support of HR 684 and S743 which close loopholes that prevent states from collecting sales



and use tax from out of state vendors (via Internet).

### Protecting Our Customer's Information and Payment Data (Data Security).

We asked for support of PIN based security along with chip-embedded cards, and that all legislation enacted must hold all parties to the same standard (retailers, financial institutions, card networks and processors).

### Network Pharmacy

Support for allowing any willing pharmacy serving an underserved area to become a network pharmacy under Medicare prescription drug coverage. Currently only WalMart, CVS and Walgreens are allowed to become a network pharmacy. Residents living in small towns throughout Nebraska that do not have one of these three pharmacies are forced to drive many miles to fill prescriptions.

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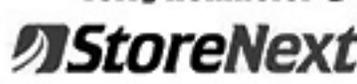
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## **Baker Family Named as Humanitarians of the Year**

The Jewish Federation of Omaha has honored Jack Baker, who represented the Baker Family, as Humanitarians of the Year. Both Jack's and wife Judy's parents immigrated to the United States. He and his brother, Bob, were born in Walnut, Iowa (population 900), where their father, Abe, opened a grocery store in 1927. When Abe expanded the business with a store in Bellevue the family moved to Omaha.

Jack is Chairman and CEO of Property Development and Management, Inc. In 1992 Bob retired as Chairman of the family's Baker's Supermarkets and Jack took the reins until 2000. Jack also served as Chairman of the Board of the Greater Omaha Chamber of Commerce and was inducted into the Omaha Business Hall of Fame in 2005. The Jewish Federation of Omaha CEO, Mike Silverman stated "The Baker family is one of the most highly regarded and well respected families in our community. They have a long history of outstanding support for Jewish Omaha and our Annual Campaign. The entire family, with Jack, Judy, Bob and Sonya at the helm, are generous and caring. Their philanthropy serves as an outstanding example of the values upon which the Humanitarian Award is based." The Baker Family was presented with the Humanitarian of the Year award on Monday, June 2. (courtesy in part by Jewish Press, Omaha)

## **Russ's Market Celebrates 50th Anniversary**

Russ's Market celebrated its 50th anniversary in the grocery business with a commemorative ribbon cutting at the original store, located at 17th and Washington streets in Lincoln. That store, owned by Russ Raybould and Clayton Burnett, opened in May of 1964 as B&R IGA.

"They were too busy launching a business to do a ribbon cutting when they opened that store, so we thought it was fitting to get that done today," said Pat Raybould, president of B&R Stores, the parent company of Russ's Market.

The name of the store became Russ's Market after co-founder Russ Raybould purchased the business from his partner Clayton Burnett. Today there are six Russ's Market stores in Lincoln and one in Hastings.

The parent company, B&R Stores, also launched the Super Saver brand and operates the Grand Central Apple Market in Kearney. The company is a major contributor to the local economy, employing more than 2,000 people throughout the region. The longest-serving employee happens to be Pat Raybould, who joined his father, Russ, in the grocery business in 1971.

"My father took a chance when he bought this store with his partner back in 1964," said Raybould, "But with a lot of hard work by a lot of great people the Russ's community has grown for 50 years. We're thankful for our loyal customers and look forward to serving our community for many years to come."

In a proclamation presented by Lincoln-Lancaster County Health Director Judy Hallstead, Lincoln Mayor Chris Beutler declared May of 2014 "Russ's Market Month" in Lincoln.

Mayor Beutler recognized the company for its support of worthy causes in the city. Russ's Market works with a diverse group of community organizations such as the Food Bank of Lincoln and Lincoln Community Playhouse, while individual stores assist schools and smaller groups with projects at the neighborhood level. The Russ's Community Rewards program offers customers a way to join Russ's Market in contributing to a variety of groups working to improve the quality of life in Lincoln and Hastings.

## **Joe Gapp Honored at FMI**

Nebraska's own Joe Gapp, from Hy-Vee in Lincoln, will be honored at FMI Connect in Chicago. Joe has been chosen as a United Fresh 2014 Retail Produce Manager Award winner.

The winners were selected from hundreds of nominations submitted by retailers and produce suppliers across the industry. Nominations were evaluated on a number of criteria, including efforts to increase produce consumption through excellence in merchandising, special displays and promotions, community service and commitment to customer satisfaction. The 35 winners will be honored during the Produce Celebration Gala, held in the Normandie Lounge and Grand Ballroom, Second Floor, Hilton Chicago (6/11, 6:30pm – 9:30pm). In addition to the awards, five Grand Prize recipients will receive an additional \$1,000 cash prize.

## Dorothy Lynch Turns 50

A nationwide birthday party is going on! May 6, 2014 marked the 50th Anniversary that Tasty-Toppings purchased the rights to the salad dressing, which was introduced in Central Nebraska in the 1940's. In 1948, the Legion Club in St. Paul, Nebraska, didn't have a cook so they served only sandwiches. The Executive Committee asked Dorothy and her husband to managed the club and serve meals.

They served weddings, parties, business meetings and other activities. Dorothy kept three bottles of dressing on the tables. She didn't like the French she was serving, so decided to make her own. Soon the dressing was disappearing from the tables so she decided to go into the business of making the dressing and selling it to grocery stores and other food outlets. In 1951 she applied for a patent for her dressing. Their son Neal decided it was time to capitalize on the product so a small bottling plant was set up in the basement of the Lynch home to handle production. Neal set out to sell the product. In two days he persuaded 30 grocers to buy the product and stock it on their shelves.

Dorothy Lynch Salad Dressing was originally manufactured in Columbus. After the sale of the recipe to Tasty-Toppings, it has been bottled in a plant in Duncan, a small community just southwest of Columbus. A fat-free dressing was introduced in 1993. Last year the formula was changed to be gluten-free. An idea that was conceived in the St. Paul Legion Club is now retailed by thousands of grocery stores in 35 states and distributed by 41 food service companies. As the back of the bottle of Dorothy reads "There's No Taste Like Home." (courtesy in part by the Grand Island Independent)





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## Nebraska Grocery Industry Association 2014 Calendar of Events

- July 15 . . . . . NGIA Annual Conference at Henry Doorly Zoo
- July 16 . . . . . NGIA Annual Sand Bagger Golf Outing – Iron Horse
- July 29 . . . . . B&R Stores Golf Outing
- August 13-15 . . . . FMI Global Sustainability Summit, Boston, MA
- Sept. 7-8 . . . . . FMI Energy & Store Development Conference, St. Louis, MO
- Sept. 10 – 12 . . . . FMI Financial Management/Technology Conference
- Sept. 19-20 . . . . . Affiliated Foods Midwest food show
- Sept. 24 . . . . . NGIA Hackers & Snackers Golf Extravaganza – Quarry Oaks
- Oct. 1 - 3 . . . . . NGA Fall Leadership Meetings

*If you would like to have your event listed on the calendar, please contact the NGIA office*

# Who's in Your Kitchen Cabinet?

## 10 Lessons from Reagan on Building a Brain Trust

*Author Dan Quiggle explains why every business leader should have an advisory brain trust and offers 10 suggestions to keep in mind when putting yours together.*

Hoboken, NJ (June 2014)—As a business leader, how do you make decisions? Be honest! Do you believe that as the leader (or should that be, ahem, dictator?) you always know best? Do you surround yourself with yes-men in an attempt to validate your ideas and gain “consensus”? Do you keep your distance from other “experts” to ensure that your opinion will go unchallenged? Or do you pull together the best and brightest you know to challenge your preconceived notions and share fresh ideas you've never considered?

While you'd love to say the first three examples bear no resemblance to you, if you're like most leaders you may admit to having a pretty healthy ego. Author Dan Quiggle says that's not a terrible thing—hey, it goes with the territory and it does give you the mettle to get the job done. Fortunately, there is a way to ensure that your ego doesn't grow to unhealthy proportions: take a cue from Ronald Reagan and put together a strong Kitchen Cabinet.

“President Reagan would be the first one to admit (using his self-deprecating humor) that he wasn't always an expert on everything,” says Quiggle, author of the new book *Lead Like Reagan: Strategies to Motivate, Communicate, and Inspire* (Wiley, June 2014, ISBN: 978-1-118-92845-5, \$25.00, [www.quiglegroup.com](http://www.quiglegroup.com)). “He knew that he couldn't achieve everything he wanted if he was always the smartest person in the room.

“Reagan knew that the mission and its goal were much more important than his ego,” Quiggle adds. “He purposely surrounded himself with expertise in all areas of his life so that he could make informed decisions. He understood that seeking out opinions, expertise, and advice from others wasn't a sign of weakness. It was strong leadership.”

Even before his presidency, Reagan sought out highly successful advisors who shared his vision and were committed to seeing it realized—and who would be brutally honest with him. This group became known as Reagan's “Kitchen Cabinet.” They advised him throughout his journey to the White House and even helped him choose the members of his first Presidential Cabinet.

“Whether the arena is politics or business, the difference between mediocre leadership and exceptional leadership often is defined by your ability to cultivate and engage your own Kitchen Cabinet,” says Quiggle. “Business owners and other leaders have a lot at stake—and you should waste no time in putting together a brain trust of your own.”

In his book, Quiggle uses Reagan's example, as well as that of other prominent and influential business leaders, to highlight key skills for leaders to develop. Quiggle, who began his professional career in Ronald Reagan's California post-presidency office and is now a successful entrepreneur, witnessed firsthand the traits, habits, and principles that made Reagan so effective.

Here, he shares 10 things to consider when building your own brain trust, Kitchen Cabinet, or whatever you choose to call it:

First, get over your desire to be right. According to Quiggle, Reagan chose to fill his Kitchen Cabinet with trusted advisors who were accomplished in their own rights, and whom he knew would be tough with him when necessary. In other words, they were not nodding, sycophantic yes-men. They were independent thinkers who weren't afraid to speak up when they saw an issue differently from the president.

“Know up front that putting together your own Kitchen Cabinet won't always be a comfortable experience,” Quiggle comments. “In the process of helping you and advising you, sometimes your brain trust will tell you that you're wrong. They'll disagree with you. They'll have better ideas than you. And you (and your ego!) need to be okay with that! To put it bluntly, if you always want to be the smartest person in the room and are unwilling to surround yourself with people whose strengths are your weaknesses, you'll be limited by your own capabilities...which might not be as sufficient to the task at hand as you think.”

Stock your cabinet with a variety of viewpoints. Say you're a financial advisor, and you've just opened your own firm. Of course you'll want to include current or former owners of successful financial services firms in your brain trust. They've walked the path on which you're just embarking, and they can give you invaluable advice on how to

navigate the obstacles you'll be facing. But Quiggle cautions you not to limit your choices to older, wiser, within-your-industry types.

"In the example above, you might include someone with banking expertise, successful business owners in different fields, and someone who represents your target customer base," he suggests. "The point is, you want your Kitchen Cabinet to represent a variety of different viewpoints and knowledge sets. If everyone advising you has similar experiences and opinions, they'll be of limited use."

Look to your opposition (but make sure they support you). After being elected president, Ronald Reagan reached out to James Baker for advice. This move raised more than a few eyebrows, because Baker had managed the presidential campaigns of Gerald Ford in 1976 and George Bush in 1980, who had both been in opposition to Reagan's own candidacy. Was collaborating with the competition really a good idea?

"Absolutely," confirms Quiggle. "Ronald Reagan was able to put away any lingering hard feelings and focus on the expertise and effectiveness that James Baker embodied. This proved to be a wise decision, as Baker is credited with having significant positive influence over the first term of the Reagan presidency, particularly domestically.

"Of course, in business, you won't want to include your direct competitors in your brain trust," Quiggle acknowledges. "But you could seek the advice of a retired competitor or someone in your industry who has a different specialty from you. For instance, if you're an ad exec at an agency that specializes in retail, you might stock your cabinet with the leader of an agency that specializes in manufacturing. You can also adapt this tactic by making sure your advisory team includes people who disagree with you or who have played the part of devil's advocate in your ventures. Just be sure that at the end of the day, these habitual dissenters do have your personal and professional best interests at heart and won't try to maliciously undermine your efforts."

Keep it small. You don't want to blast your concerns, challenges, and goals to your network of 1,000+ people...or even to a "slightly" smaller group of 15 or 20. In fact, Quiggle recommends starting with a Kitchen Cabinet of only two to five people whom you trust and admire. You can always add more members to your brain trust as your business grows and your need for specific types of advice changes. It's substantially more difficult to scale down!

"When it comes to the size of advisory groups, more isn't always better," Quiggle says. "In fact, no matter what their purpose is, smaller groups are often more effective than their larger counterparts for many reasons: They're nimbler. It's easier for members to hear one another out and come to a consensus. There's less of a chance that individual egos will take over, since everyone needs to pull their own weight. And, of course, it's easier for meaningful mentoring to take place."

Don't overformalize things. Reagan's first meetings with his Kitchen Cabinet took place in their living rooms, not in the Oval Office. The lesson? Don't overcomplicate things.

"No formal invitation to 'Join My Kitchen Cabinet' is required, and you don't have to use parliamentary procedure during meetings," comments Quiggle. "Just ask business associates, mentors, and acquaintances you admire if they'd be willing to let you seek their advice and share professional insight with you. Yes, leading your business effectively is an incredibly important undertaking, but meetings with your brain trust don't have to feel like war councils. The goal is to have a meaningful, enlightening, and educational conversation."

Keep in mind that you may need more than one brain trust. While Ronald Reagan relied heavily on his Kitchen Cabinet and Presidential Cabinet, he also assembled many other, more specialized teams who could help him make informed, intelligent decisions in all areas of his administration. He looked for experts across the nation within their various fields and persuaded them to give back to their country by sharing their time, their talents, and their expertise.

"You'll probably need to assemble different brain trusts for different tasks, too," points out Quiggle. "For instance, you might meet with one group to advise you on business expansion, another to discuss product development, another to help you identify new client prospects, and yet another to support you in handling employee issues. Receiving the best guidance on growing the many facets of your business isn't a one-size-fits-all deal."

Use their time wisely. You have brought your Kitchen Cabinet(s) together to advise you, true... but that doesn't mean they need to weigh in on every single decision and dilemma you face. Part

of using a brain trust effectively is knowing when to call on them...and when to tackle a challenge yourself.

“The type of knowledgeable, successful person you want in your Kitchen Cabinet simply won’t have a lot of time to spend in useless discussion,” Quiggle points out. “To determine if a matter should be brought up with your brain trust or not, ask yourself, If this doesn’t work out, how severe are the consequences I might face? Is this a lesson I can afford to learn on my own? Is the answer readily available from another resource?”

“And always keep meetings and phone calls as short as possible,” he adds. “Again, it’s very likely that the members of your brain trust will have big problems of their own that need tackling. If they start to feel that advising you is too time consuming or that you’re wasting their time with questions you should be able to answer on your own, it won’t take them long to bow out of your Kitchen Cabinet. Those are losses you shouldn’t risk.”

Hear everyone out and take their advice to heart. As Quiggle has noted, a Kitchen Cabinet that really works won’t always tell you what you want to hear. He underscores how important it is to hear your advisors out, even when you’d rather stop listening. And if a majority of them seem to agree on a course of action you aren’t excited about taking, strongly consider changing your own plans. Remember, you asked these people to advise you for a reason.

“When I need to make a crucial business decision, I talk to my Kitchen Cabinet,” shares Quiggle. “I trust and value their various backgrounds, experiences, and expertise to steer me appropriately. As my father used to say, they usually give me ‘just enough rope to hang myself’ if I choose to, but I trust their judgment and know that they’ll tell me the truth, even when I do not really want to hear it or may disagree. If a majority of them tell me not to do something, I probably won’t do it.”

Make sure everyone shares your success-oriented vision. It stands to reason that your Kitchen Cabinet won’t be very effective if its various members have different visions for your business. If one member wants you to open a second retail location while another believes your resources would be better spent on new product development, for instance, they’ll probably spend more time locking horns than helping you make progress.

“It’s important to note that the responsibility for making sure your Kitchen Cabinet shares a vision falls on your shoulders,” says Quiggle. “Never forget that you gathered these people to advise and guide you as you pursue your own success, not so that they could turn you into a puppet whose strings they control. Make sure you can articulate what you hope to accomplish, as well as your mentors’ role in helping you achieve it.”

Return the favor. As your business grows and matures, don’t be surprised if others start coming to you for advice. “Don’t look at this as a negative,” says Quiggle. “If you can, you should absolutely pay it forward. After all, you might not have reached your level of success without the wisdom of your own brain trust, and now you have the opportunity to help someone else do the same. Plus, joining others’ Kitchen Cabinets is a great way to meet new mentors and connect with people who can help your own business.”

“While you may not have set your sights on the White House, you can still reap substantial benefits from assembling your own Kitchen Cabinet,” concludes Quiggle. “In a business world that’s becoming more complex and competitive by the day, no one should be trying to steer the ship all alone. No one can know it all. But when you talk through the issues that are bothering you with knowledgeable people who share your vision, you’ll maximize your chances for success. Clear solutions will come to the forefront, and you’ll bypass many common pitfalls. As Ronald Reagan knew well, two (or three, or five) heads really are better than one.”

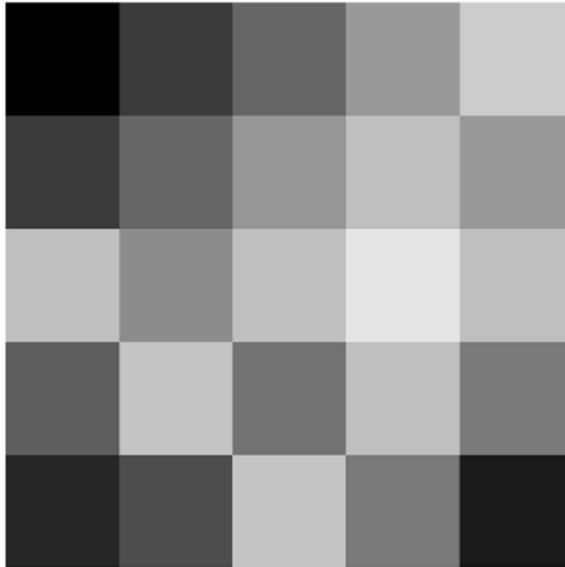
*About the Author:*

*Dan Quiggle, author of Lead Like Reagan: Strategies to Motivate, Communicate, and Inspire, is the founder of The Quiggle Group, president and CEO of America’s Choice Title Company, and dean of faculty for the Leadership Institute in Washington, D.C. He began his professional career in the office of Ronald Reagan and learned leadership directly from the “Great Communicator” himself. Dan has been recognized as a top speaker nationally for Vistage and YPO and is a highly sought-after keynote speaker on leadership for America’s top associations and corporations.*

*About the Book:*

*Lead Like Reagan: Strategies to Motivate, Communicate, and Inspire (Wiley, June 2014, ISBN: 978-1-118-92845-5, \$25.00, [www.quigglegroup.com](http://www.quigglegroup.com)) is available at bookstores nationwide, from major online booksellers, and direct from the publisher by calling 800-225-5945. In Canada, call 800-567-4797. For more information, please visit the book’s page at [www.wiley.com](http://www.wiley.com).*

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# Nebraska Grocery Industry Association

## 2014 Annual Conference & Sand Bagger Golf Outing

### Schedule of Events

#### Tuesday, July 15, 2014



9:00 – 9:15 **Opening/Welcome by Omaha Mayor Jean Stothert.** Elected to serve as the Mayor of Omaha, she took office on June 10, 2013. Since that time she has worked diligently to find solutions to some of Omaha's serious problems along with working through disagreements with the Police and Fire Unions.

9:15 – 11:30 **Social Engineering: Decoding Non-Verbal Communication.** Survive in the jungle by learning how to read the body language of your customers, associates and peers. Robin Dreeke is in charge of the Federal Bureau of Investigation's elite Counterintelligence Behavioral Analysis Program (BAP). Although Robin always had aspired to become a great leader, he realized from his time at the United States Naval Academy and in the United States Marine Corps that leadership was much more than just telling people what to do - a great leader uses interpersonal skills to influence, rather than command, others. As a commander in charge of over 200 recruits and 16 drill instructors at Parris Island, South Carolina, Robin learned the fundamentals of leadership and influence. Upon entering service in the FBI in 1997, Robin was assigned to the FBI's New York field office where he was tasked to recruit spies and confidential human sources in the agency's efforts to thwart the effort of our country's adversaries.



11:30 – 12:00 **Pasture to Plate Issues by Ann Marie Bosshamer, Executive Director of the Nebraska Beef Council.** This presentation will address hot topics that consumers want to discuss with grocers. The presentation is designed to equip grocers with answers to potential consumer inquiries, such as the use of antibiotics, hormones, grass-fed vs. grainfed beef, and the marketing of beef.

12:00 – 12:30 **Lunch with Critter Encounter**

12:30 – 2:00 **How to Survive an OSHA Inspection by Steve Danon.** OSHA has increased enforcement to levels never seen before, from huge increases in the numbers of inspections and citations characterized as "willful" or "repeat" to more criminal referrals. OSHA today is also engaging in more aggressive strategies during inspections, creating a minefield for employers across all industries. The consequences of being caught unprepared for an OSHA inspection are more dire now than ever. Our speaker will provide an update on the current landscape of OSHA enforcement, review employers' and employees' rights during an OSHA inspection, provide detailed recommendations for actions employers can and should take now and during inspections, and discuss strategies to help ensure the best possible outcome from an unexpected visit by OSHA.



2:00 – 2:15 General Membership Meeting

2:15 – 2:30 Break



2:30 – 3:30 **Child Labor Law Update** by Rich Nelson. Rich is a Labor Law Specialist with the Nebraska Department of Labor. Nebraska Child Labor Law requires a person or corporation employing a minor under sixteen to meet specific standards and postings. He will review hours of employment along with duties minors can and cannot perform. He will also cover most common injuries sustained in the workplace by minors.

3:30 – 4:00 **Coupon Redemption in Today's Jungle** by Dan Shaul. Dan is a senior partner of American Coupon Services and State Director for Missouri Grocers Association. He will share his vast knowledge of the coupon program and lead you through the jungle of coupon redemption. He will share information regarding new electronic coupon formats, along with a frank discussion on coupon fraud.



4:00 – 5:00 Curt Tomasevicz

Curt Tomasevicz began the sport of bobsledding in 2004 and made an appearance in the 2006 Olympic Winter Games in Torino, only two years after his debut as a bobsledder. Tomasevicz has won the U.S. Nation Push Championships the past three seasons. He won his first World Cup gold medal with driver

Steve Holcomb in Cesana, Italy in 2007.

Curt began his first attempts at driving in the U.S. Team Trials in October 2007 and has competed in a few America's Cup races earning a bronze in Calgary in 2008.



*Curtis Tomasevicz*  
*Olympic Bobsled*



As part of Team Night Train, Curt won the 4-man World Championships in Lake Placid in 2009. He also took the bronze medal in 2-man in the same World Championships.

His greatest bobsledding accomplishment came in February of 2010 when his team won the Olympic Gold Medal in the 4-man bobsled race. It was the first gold medal for the U.S. in bobsled in 62 years. Curt also took 6th place in the 2-man event at the 2010 Vancouver Olympics.

Curt comes from a small Nebraskan town, which hails a population of 690. His family includes his parents Dennis and Amy and one younger brother Jon. Curt is a baseball umpire and a high school football official. He is also a huge Cubs fan. Curt's hobbies include playing bass guitar, astronomy, and reading. Greg Maddux is his favorite athlete.

Curt played running back and linebacker for the University of Nebraska from 2000-2003. He was Academic All-Big XII in 2003.

### **Wednesday, July 16, 2014**

8:00 a.m. Shotgun - Wednesday, July 16 Annual Sand Bagger Golf Outing at Iron Horse in Ashland, Nebraska

# NGIA 2014 Annual Conference & Sand "Bagger" Golf Outing

July 15th - Henry Doorly Zoo · July 16 - Iron Horse Golf Club, Ashland NE

## Registration Form

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax:(\_\_\_\_\_) \_\_\_\_\_ E-mail Address \_\_\_\_\_

NAME (please print)	Full Registration: \$100 Includes every event except golf. \$110 after July 4	Additional Zoo pass, lunch, and snacks: \$10 per person with a full registration \$25 after July 4th. At least one full registration is required to purchase this ticket.	Golf Outing at Iron Horse \$125 for members; \$225 non-members. Includes driving range, green fees, golf cart, beverages & lunch. You establish your foursome.	TOTAL

Please complete this form and

- a) Enclose payment, and remit to: NGIA, 5935 South 56th Street, Suite B, Lincoln, NE 68516-3307 or
- b) Fax this form with Credit Card information to: (402) 423-8686
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For More Information Contact: Nebraska Grocery Industry Association

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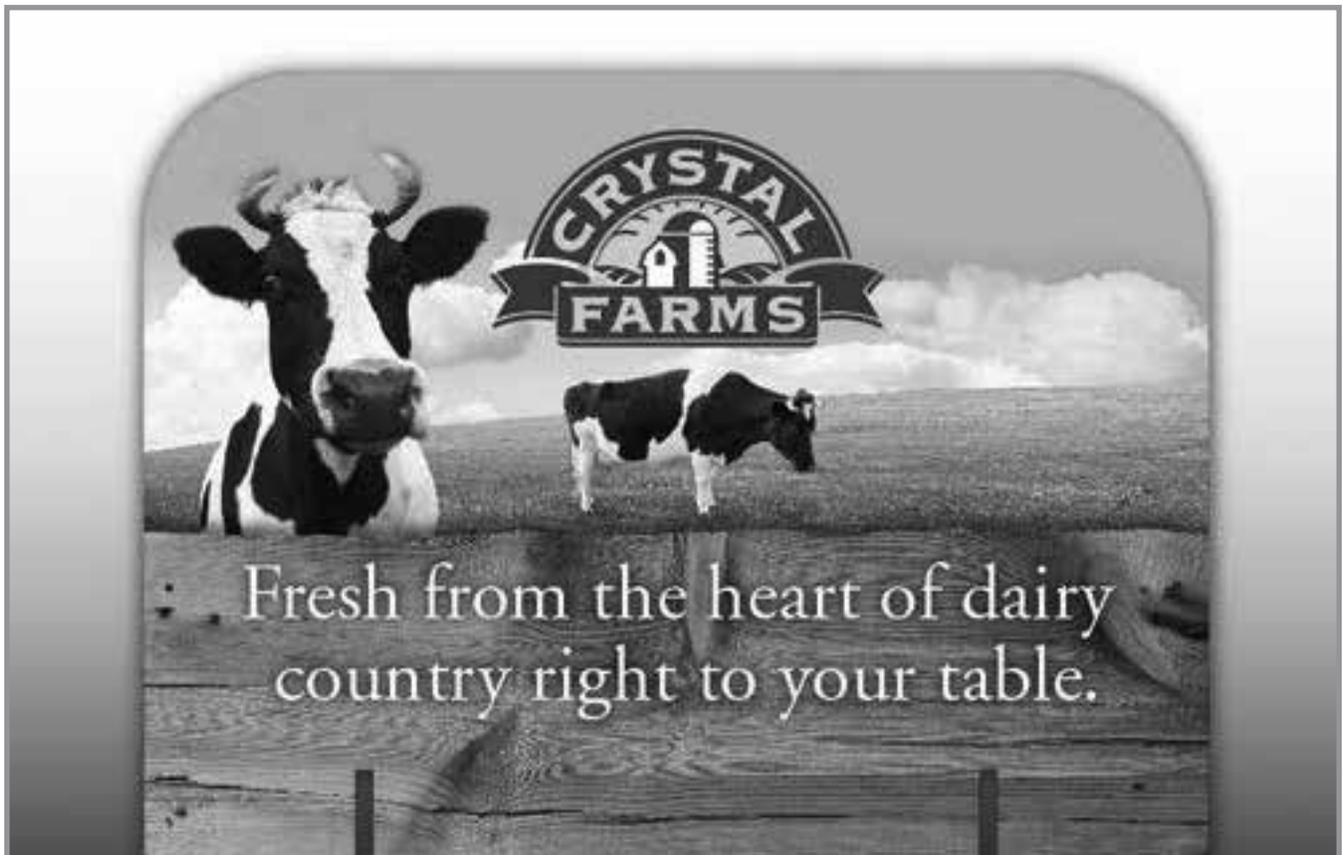


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# The Agricultural Act of 2014 SNAP Implementation Memorandum

USDA recently forwarded a memorandum outlining changes to the Supplemental Nutrition Assistance Program (SNAP) as part of The Agricultural Act of 2014. The law contains various provisions that affect SNAP eligibility, benefits, and program administration, including changes mandated by the law and those that provide additional flexibility for State agencies. All provisions in the Act related to SNAP are effective as of the date of enactment, unless otherwise stated.

## **Prohibit Payment of Cash to Recipients of SNAP Benefits for the Return of Empty Bottles and Cans Used to Contain Food Purchased with Benefits Provided Under the Program.**

This provision prevents SNAP benefits from being used to purchase any deposit fee in excess of the State fee reimbursement required to purchase food in a returnable bottle or can. This exclusion applies even to cases where the fee is included in the shelf price for the product. This provision will be implemented by FNS working directly with SNAP authorized retailers. However, it is also important that States are aware of this change for the purposes of recipient integrity and understand their responsibility to provide up-to-date information to recipients with regards to eligible purchases.

## **Manual Vouchers**

1) Requires that manual vouchers no longer be used or accepted as payment in EBT systems, except in disasters or in the event of an EBT system failure. The provision also allows for the Secretary to exempt specific categories of retailers based on established criteria. This provision becomes effective immediately for any new retailer. However, until regulations are promulgated, the Secretary is exempting: (a) any retailer that is exempt under Section 4002 (b)(1) of the Act (e.g., farmers markets and other direct-to-consumer markets, and organizations, programs or group living arrangements so described); and (b) any current retailer currently accepting manual vouchers as a means to conduct ongoing business- i.e., for purposes other than disasters or EBT system failure- until regulations can be promulgated. The Secretary is also exempting any new retailer that purchases a store that has one of the above exemptions. It is the intent of the Secretary to largely eliminate manual vouchers as a means to conduct ongoing business through regulations, but will use the regulatory process to fully define the extent continued usage will be permitted. FNS recognizes that States will

need to make suitable arrangements with contractors to no longer provide new retailers with the ability to utilize manual vouchers except under the conditions noted in (a) above or in the event of disasters or EBT system failures. Therefore, FNS will begin holding States accountable for implementing changes associated with this provision 60 days from the issuance date of this memorandum.

## **EBT Equipment**

Requires non-exempt retailers to pay for EBT equipment and supplies, implementation, and related services. Other than for those the Secretary has authority to exempt-- i.e. farmer's markets, direct marketing farmers, military commissaries, non-profit food buying cooperatives, and establishments, organizations, programs or group living arrangements described in paragraphs (3), (4), (5), (7), (8) and (9) of section 3(k) in the Food and Nutrition Act, as amended -- this provision will be effective immediately:

- a. for all retailers who become newly SNAP authorized following issuance of the implementing memo; and
- b. for all current manual-voucher retailers who are now no longer permitted to utilize manual vouchers to conduct EBT transactions.

FNS recognizes that States will need to make suitable arrangements with contractors and retailers to no longer subsidize the cost of equipment for authorized EBT-only retailers outside of the exceptions noted above. FNS also recognizes that retailers who currently receive EBT-only State equipment would need to make other arrangements if they wish to continue participating in the Program. Therefore, FNS will begin holding States accountable for implementing the changes associated with this provision six months from the issuance date of this memorandum. A regulation will follow which will more fully consider those establishments that the Secretary has authority to exempt that should be exempt from this requirement.

3) With the removal of the requirement that the costs of EBT equipment and supplies not be imposed on retailers (item# 2 above), came the removal of the requirement that retailers with 15 percent or more of their sales in SNAP must have operational EBT equipment at all its registers. Instead, the Act now requires that retailers ensure they provide adequate EBT service, defined as having EBT equipment at a sufficient

number of registers to provide comparable check-out service to SNAP and non-SNAP customers. As required by existing regulations, this provision is intended to ensure that SNAP customers are treated in the same manner as non-SNAP customers at store level.

4) Prohibits charging interchange fees for any SNAP EBT transaction. This provision reinforces an existing statutory provision and is already in effect, however, rulemaking will codify this requirement.

**Prohibiting Government-Sponsored Recruitment Activities.**

Federal funds are banned from being used for television, radio, or billboard advertisements that are designed to promote SNAP benefits and enrollment. In addition, Federal funding is banned from being used for any agreements with foreign governments designed to promote SNAP. These prohibitions do not apply to D-SNAP.

**Retailer Requirements**

Implementation of the following provisions will take place after Federal rulemaking occurs:

1) In order to meet SNAP retailer eligibility criteria, which currently requires stocking perishable items in 2 staple food categories and stocking 3 varieties of staple foods in 4 categories, this provision requires stocking at least 7 varieties of staple foods in each of the 4 staple food categories and stocking perishable foods in at least 3 categories;

2) Requires a unique Terminal ID for each EBT transaction;

3) Requires retailers to employ scanning or product look-up systems that also prohibit manually entered sales of ineligible items in SNAP authorized locations to ensure that only SNAP eligible items are sold; exceptions to scanning requirements are limited to firms determined by the Secretary to be located in an area with limited access to food; and

4) Allows discretion in the approval of retailers who do not meet the statutory and regulatory eligibility requirements to participate, but are located in areas with limited access to food.

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# Your Dairy...



## Brings Customers to You.

Your customers trust that Hiland Dairy products are fresh and local. We have earned this trust over decades, by providing dairy products to their families, parents and grandparents. We're proud to deliver fresh, delicious and healthy dairy products to their tables. In addition, Hiland Dairy Foods has a full line of Lactose-Free Milk, Almond and Soy Milk, Greek Yogurt, Low-Sodium Cottage Cheese and Red Diamond Iced Tea and Tea Blends.

Moms know that Hiland Dairy products are made with milk from family farms, free of artificial growth hormones.



For product information and images, please visit:

[HilandDairy.com/image-library](http://HilandDairy.com/image-library)

800-779-4321

**NO Artificial Growth Hormones**



# Play Your Cards Right

## And Win Big with Your Customers

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## PROGRESSIVE BRANDS

Affiliated Foods Midwest offers a portfolio of brands to meet and exceed the needs of today's consumer. Our brand strategy allows our Members to win with quality and differentiation rather than a "Me Too" private label.

For more information, visit [www.afmidwest.com](http://www.afmidwest.com).

Don't be *dazed* by lackluster Private Label items.

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Contact: **Wayne Hall**, VP of Business Development • P: 608-347-7318 • E: [whall@afmidwest.com](mailto:whall@afmidwest.com)