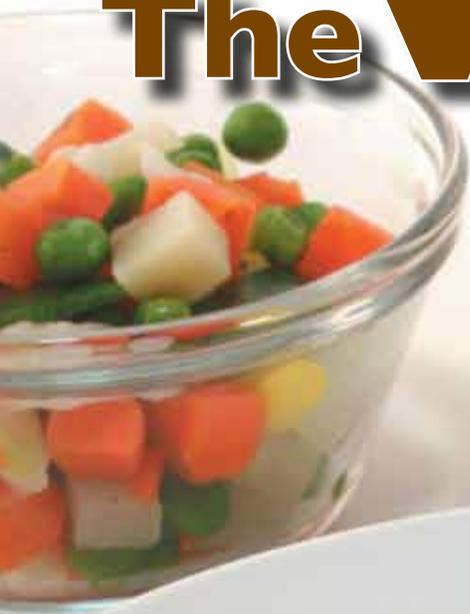


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January / February 2012





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Executive Director's Corner



The Legislature convened on January 4, 2012. As usual, NGIA staff spent hours reviewing legislative bills that were introduced by our Nebraska State Senators. By the time this reaches you, we will have completed all of the hearings and will be into full day floor debate. Several bills were carried over from last year and an additional 467 bills were introduced in 2012. Some of the new bills are intriguing and provoke more thought while other bills are necessary to

keep the government operating in as efficient manner as possible. We have a very active Legislative Committee, Chaired by Richard Cosaert of Cubby's, that reviews the issues and determines the position NGIA will take. Our system runs smoothly and as a result of the actions taken by NGIA leadership, we believe the food industry in Nebraska has a great understanding of the process and that the State Senators have a very good understanding of who we are and what we do.

NGIA has a new group as part of its membership as of January 1. The Nebraska Association of Tobacco & Candy Distributors have come under the NGIA umbrella. Our issues are very similar and the membership compliments each other. A new NGIA Committee has been formed that will address any specific issues of concern to the Tobacco & Confectionary members. We welcome this new segment of the food industry and look forward to working with them and for them into the future.

As with any strong, vibrant organization the volunteer component is what makes us what we are. There are so many individuals that step up to the plate to assist that it has become the norm to expect that continued support. Rather than take them for granted – as it is so easy to do because they are always there to assist – we would like to extend our sincere thanks to the many who help during our various events. During our Legislative Dinner, held at the Cornhusker Marriott on January 19, we had a large number of volunteers that made the event so much better than it might have been. Cindy Schroeder, Mary Nickels and Marie Stevenson of Nash Finch all came early to set up silent auction items. Russ Steven and Dan Staples of Arctic Glacier not only helped with the Silent Auction throughout the afternoon and evening – they even provided a beautiful ice sculpture

that added a touch of class to the entire event. Red Oak Greenhouses donated potted plants for the centerpieces and Johnson Brothers donated white and red wine for the tables. Randy Gottula, owner of SunMart in Falls City, once again served as our professional photographer for the evening. All the Legislative Dinner photos you will find on our Facebook page were taken by Randy. He does a superb job. Ron Cose of Wells Blue Bunny assisted at registration and was great at greeting everyone and getting them situated with reserved seating and tickets. Maurice Jantze once again assisted with the silent auction and performed the invocation. We thank all of the volunteers and would like everyone to know what a wonderful service they provided.

NGIA is now on Facebook and Jeff Holling of Crystal Farms has become our Chief Facebook Editor. This new feature will allow us to get you more information and photos of events in a timely manner. Our Facebook page will serve as a supplement to our website and Voice magazine. You do not need to be a member of Facebook to view our page. Our Facebook page is Nebraska Grocery Industry Association. If you are on Facebook, please click on the page's "Like" button to receive notifications when new information is posted. We extend our sincere thanks to Jeff for managing this aspect of our social media!

Nebraska Grocery Industry Association 2012 Calendar of Events

- Feb. 12-15: National Grocers Association Synergy Showcase
- Feb. 22-23 Nash Finch Spring Trade Show in Minneapolis
- Mar. 9-10: Affiliated Foods Midwest Trade Show, Omaha
- Mar. 28-29: Washington Public Policy Conference
- April 25: AWG Trade Show in Kansas City
- May 1- 3: FMI 2012, Dallas Convention Center, Dallas, TX
- May 22: NGIA Spring Golf Outing at Quarry Oaks
- July 24: NGIA Annual Conference at Champion's Club in Lincoln
- July 25: NGIA Sand Bagger Golf Outing at Quarry Oaks Golf Club
- Aug. 15-16: Nash Finch Fall Trade Show in Minneapolis
- Aug. 22: AWG Trade Show in Kansas City
- Sept. 21-22: Affiliated Foods Midwest Fall Trade Show in Omaha
- Aug. 30: AWG Trade Show-Springfield, Hilton in Branson
- September: Tobacco & Candy Golf Outing location to be determined

2011 Scholarships Awarded to Nine 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 2011 nine \$1000 scholarships were awarded to the following high school seniors



Graham Schnoor
5th Street IGA



Eric Becker
Affiliated Foods Midwest



Kaleb Anderson
ConAgra Foods



Max McDermott
Cubby's, Inc.



Tessa McDermott
Cubby's, Inc.



Micah Tweeten
Economy Hometown Market



Jenna Stotz
Kraft Foods



Amanda Larson
Lou's Thrifty Way



Brenda Berns
Thrasher's Food Center

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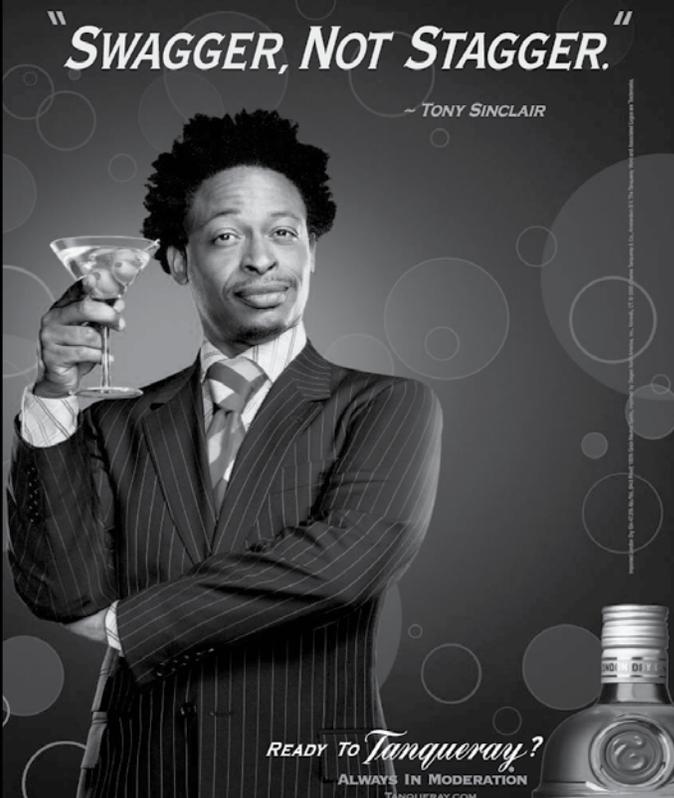
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NGIA OFFERS SCHOLARSHIP PROGRAM FOR DUES PAYING MEMBERS

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 used 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) _____

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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.

Louis Market, a longtime fixture in Benson, will close in the upcoming months. Dick Cosaert, president of Cubby's Inc., owns the grocery store and leases the space on Northwest Radial, where the store has been in business since 1957. The employees are being relocated to other Cubby's-owned locations around Omaha. The company has 28 convenient marts, truck stops and small grocery stores in Nebraska, Iowa and South Dakota.

Small-town grocery stores have stiff competition from large retail stores and dollar stores, but Fritz's Market in Hildreth has persevered through the dedication of the Fritz family and a niche in smoked meats and sausages. Brothers Cal and Doug now own the grocery store. Their mother and stepfather, Vernetta and Donald Halbert, bought the store in 1968. Cal and Doug purchased it in 1982. When a meat-processing operation was for sale in Holdrege the brothers purchased it. All meat is processed in Holdrege and shuttled

to Hildreth daily. Those special cuts and smoked meats bring customers to both stores specifically for those items.

Ben Dishman of Ogallala is the owner-manager of the Fresh Foods grocery in Gering. Dishman has 20 years in the grocery business, rising from a 16-year-old bagger at the Sixth Street Foods store in North Platte to the Sun Mart store director in Ogallala. "This is a dream of mine to own our own business. It's very exciting," Dishman said. "I'm 100 percent committed to go."

Schuettler's Grocery, which has been a part of the Osmond business community for 19 years, has new owners. James and Nancy Beemer purchased the store in December from Kevan Schuettler. The store's name has changed to Tiger Town Food Center.

Rob Janousek closed Hometown market in Trenton. Even with the high price of fuel and the driving distance to McCook, not enough customers were buying enough groceries at the store. Janousek continues to operate his Hometown Market store in Benkelman.



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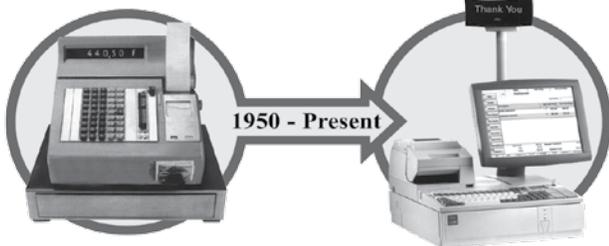
Pat Hensley Receives Recognition as Chairman of NGIA Legislative Committee



Pat Hensley was presented with a plaque in recognition for his service as the Chairman of the Legislative Committee for two one-year terms. Throughout his service as Legislative Chair, Pat steered the grocery industry through issues that impact members throughout Nebraska. NGIA

has a very strong grassroots lobbying program, due to the strength of the leadership within the food industry.

Pat has spent his entire professional career in grocery retail. Since joining Hy-Vee 28 years ago, he has accumulated extensive knowledge and experience in supermarket operations, management, marketing and financial performance. He has risen through the ranks from aisle coordinator to store director. In his current position as Assistant Vice President of Operations, Hensley oversees 26 stores in the company's Western Region, which includes Omaha and Lincoln, Nebraska. Functioning as a trainer, mentor and leader, Hensley provides counsel on sales/profitability and employee issues, monitors budget needs, and exemplifies the company's standards and code of ethics. Hensley holds a B.A. in accounting from Buena Vista University and an M.A. in management from Bellevue University. He has served three terms on the Hy-Vee Board of Directors and is a recipient of the company's Community Involvement Award.



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Success Without Sacrifice: Change Your Way of Thinking

Joelle K. Jay, Ph.D.

Do you believe in having it all?

A lot of people have given up on this idea. They act as if their lives are limited to a series of trade-offs, and they end up making difficult choices they really don't want to make.

Take Whitney. Whitney was a leading journalist who used to travel constantly, worked non-stop and was starting to feel bitter and jaded. In order to succeed in her career, she thought she had to sacrifice everything. She ate on the road, barely got enough sleep, and never had time to relax and enjoy her family and friends. She almost never had quality time to herself.

In her mind, this was the sacrifice she had to make. But that's a very limited view. There's another way Whitney would be able to approach her life – one that would be more fulfilling and sustainable, while still making it possible to be the successful career woman she wanted to be.

This article will cover two kinds of thinking – one that's limiting, and one that's empowering. When you learn to embrace a more powerful perspective, you are going to feel like you truly have it all.

Either/Or Thinking

Take a closer look at Whitney's assumptions. When Whitney was sacrificing herself, her health, and her relationships for her job, she was assuming that she had to choose between different parts of her life to make it all work.

- *Either* she could get the breaking story or she could get enough sleep.
- *Either* she could travel non-stop or she could give up her career dreams.
- *Either* she could be known for her quality journalism, or she could have a life.

These are the kinds of assumptions many of us make about our own lives. This is Either/Or Thinking.

Either/or thinking means thinking in black and white.

- *Either* I can make a difference or I can make money.
- *Either* I can be relaxed or I can be accomplished.
- *Either* I can be happy now, or I can be happy later.

Either/or thinking is an extremely restrictive, yet common, way of viewing the world. We can box ourselves into a

corner believing we can either have this or that, and we force ourselves to make a choice.

Not so. If you pay attention to your usual thought patterns, you can learn to change the ones that limit you or hold you back.

Both/And Thinking

For Whitney, the sacrifice of a high-powered career had taken its toll long enough, and Whitney was ready to quit. She called it "retiring," but anyone could see Whitney didn't really want to leave the job that she loved. She just figured if she wanted a better quality of life she was going to have to make a choice.

What if there was another possibility? What if she could continue to work and excel and also improve her quality of life?

When Whitney opened up to this idea, suddenly a new world of possibilities became apparent. Maybe she could lengthen her business trips – even by a day – so she could both complete her reporting and also have time to catch her breath and take some time for herself. Maybe she could get some administrative help so she could both meet deadlines and also get out from under the rest of the paperwork. Maybe she could brainstorm creative options for redesigning her schedule (redistribute the work, work from home, get an intern, etc.) so she could both keep up with the fast-paced culture of the business and also lead the way to a higher quality of work and life.

This is the kind of creative thinking that can free us from the sacrifice. This is Both/And Thinking, because it helps you see new possibilities – possibilities in which you can finally have it all.

Both/and thinking means combining ideas for a more streamlined, synergistic approach. Just look at how a simple change in wording can shift your perspective.

Either/or: Either you can work a less crazy schedule or you can keep your job.

Both/and: You could both work a less crazy schedule and also keep your job.

Either/or: Either you can retire, or you can stay busy and active.

Both/and: You can both retire and also stay busy and active.

Either/or: Either you can exercise and rest, or you can fulfill your responsibilities.
Both/and: You could both exercise and rest and also fulfill your responsibilities.

Just reading these sentences, can you see how both/and thinking opens up the possibilities? By practicing both/and thinking, you'll start to see different aspects of your life overlapping to get the real synergy going. Then the momentum will take on a life of its own.

Having it All

You can learn to practice more expansive thinking – learning to be more, do more, and achieve more by thinking in powerful ways. Ask yourself, “How can I pull together the different parts of my life so I can both be a better leader and also lead a better life?”

There's a simple exercise you can use any time you find yourself stuck in Either/Or thinking that will help you think in more expansive Both/And ways.

- 1. Notice where you are forcing yourself to make a decision. (“Either I can have this or I can have that.”)

- 2. Identify the two things between which you are forcing yourself to choose. (Work or rest? Make money or have fun? Get ahead or enjoy my life?)
- 3. Bring together those two things in a single sentence. How can I both _____ and also _____ ?

When you take this kind of thinking to heart, you will be living and leading with integrity. You will be who you say you want to be and doing what want to do. In the bigger picture of your life, that amounts to “having it all.”

ABOUT THE AUTHOR

*Joelle K. Jay, Ph.D. (<http://joellekjay.com/>) is an executive coach specializing in leadership development and the author of *The Inner Edge: The 10 Practices of Personal Leadership*, which shows leaders how to improve their effectiveness by learning to lead themselves. Her newsletter, *Inner Edge Insights*, offers articles, exercises, tips, quotes, and success stories from real leaders to help you excel. To register, please visit www.TheInnerEdge.com and click on Newsletter; or email Info@TheInnerEdge.com.*



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Rick Jurgens Receives Spirit of America Award



Hy-Vee Chairman and CEO Rick Jurgens was presented with the 2011 Spirit of American Award during the NGIA Annual Legislative Dinner that was held in Lincoln on January 19.

A 42-year veteran of Hy-Vee, Jurgens began his career as a part-time employee in Ames while attending Iowa State University. After graduating from ISU, he accepted a full-time position and swiftly moved up through the ranks, serving as a store director and regional manager before being named president of Perishable Distributors of Iowa, a Hy-Vee subsidiary, in 1986. He returned to the parent company in 1995 as senior vice president and chief administrative officer, and in 2001 he succeeded Ron Pearson to become only the third president in Hy-Vee's history. In 2003 he was elected CEO, and in 2006 he succeeded Pearson as Hy-Vee's chairman of the board.

During Jurgens' tenure at the helm, Hy-Vee has grown to 235 stores in eight states and has increased sales to a record \$7.3 billion for 2011. Hy-Vee has a team of nearly 60,000 employees. Due to Ric's leadership Hy-Vee has become an industry leader in health and wellness, with innovations such as

in-store dietitians, the NuVal nutritional scoring system and the Hy-Vee Triathlon, and has made a strong commitment to environmental sustainability.

Jurgens has been a leader on the national scene as well helping launch the industry's Healthy Weight Commitment Foundation and groundbreaking front-of-package labeling initiative. In 2011, he was asked by Iowa Gov. Terry Branstad to co-chair the governor's Healthiest State Initiative, a plan to make Iowa the healthiest state in the nation over the next five years. He also served a two-year term as chairman of the Food Marketing Institute

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2012 Legislative Bills

M = Monitor S = Support O = Oppose

<u>NGIA Position</u>	<u>Bill #</u>	<u>One Liner – Description</u>	<u>Introduced By</u>	<u>Committee</u>	<u>Status</u>
S	60	Liquor – compliance checks – Officials and minors cannot consume alcohol during a comp check. Minors must answer all questions regarding age truthfully during a check. Amended so minors must be truthful after an ID is requested by retailer	Krist	General Affairs	GF 03-02; SF 01-24-12; amendment offered by Krist
S	231	Banking – removes the reason for writing a bad check. All check writers would be guilty of issuing a bad check if there are not sufficient funds in the account	Christensen	Judiciary	
S	771	Pure Food Act – increase rates for licenses; adopts science based food safety issues	Carlson	Ag	GF ;SF 02-02-12
O	791	Unemployment- establishes a voluntary shared work plan where individual's hours are reduced. Employees maintain jobs and full fringe benefits and are eligible for unemployment for the reduced hours. Upside is that the employer retains employees.	Mellow/Nordquist	Business & Labor	
S	824	Liquor- Flavored Malt Beverages are defined as beer	Karpisek	General Affairs	
O	829	Liquor – allows the LLC to establish an impact zone based on geographic area within a community that is adversely affected by chronic public inebriation. The LLC may place restrictions on licensees within the zone and may adopt and promulgate rules and regs	Louden, Cook, Council, Harms, Krist, Wallman	General Affairs	
S	855	Tax- collection. Increases the collection rate of sales tax back to 3% for retailers	Fulton	Revenue	
S	909	Work Comp – prohibits potential employees from making false statements regarding their health or physical condition	Lautenbaugh	Business & Labor	
S	959	Labor – employers would be immune from prosecution for statements made as job references	Janssen	Business & Labor	
S w/amd	964	Banking – Establishes the Money Transmitters Act. Repeals the original sections and replaces with a new Act. Makes NE more uniform with surrounding states. Uniform definitions and clarifications regarding inclusion of bill payments and stored value cards	Pahls	Banking	
O	978	Liquor – prohibits an off-sale license holder to sell alcohol for less than cost	Karpisek	General Affairs	
O	987	Liquor – moves enforcement from the State Patrol back to the LCC	Karpisek	General Affairs	
O	992	Liquor – prohibits the presence of minors on licensed premises that hold a Class C license – including grocery stores	Fulton	General Affairs	
S	1012	Work Comp – if any employee neglects to use medical treatment provided by the employer, then it shall be determined that the employee's disability would have improved had the employee used the available treatment. An Employer may provide work that fits temporary restrictions at the employer's own company or at any other company. Employee refusal to do that work makes the employee ineligible for temporary disability compensation	Fulton	Business & labor	
S	1049	Scrap Metal Recycling – prohibits recyclers from purchasing manhole covers except from an authorized representative of a political subdivision that owns the manhole cover or sewer grate or a third party with a legitimate bill of sale. Payment must be by a check mailed to the political subdivision or the third party seller. If the total purchase for copper is more than \$150 shall be made by check.	Cornett	Judiciary	
S	1078	Liquor – Establishes mandatory training of managers; preempts local ordinances	Lautenbaugh	General Affairs	
O	1152	Unemployment – Provides that money in the trust fund can be used for on-site job training for those receiving unemployment benefits	Lathrop	Business & Labor	



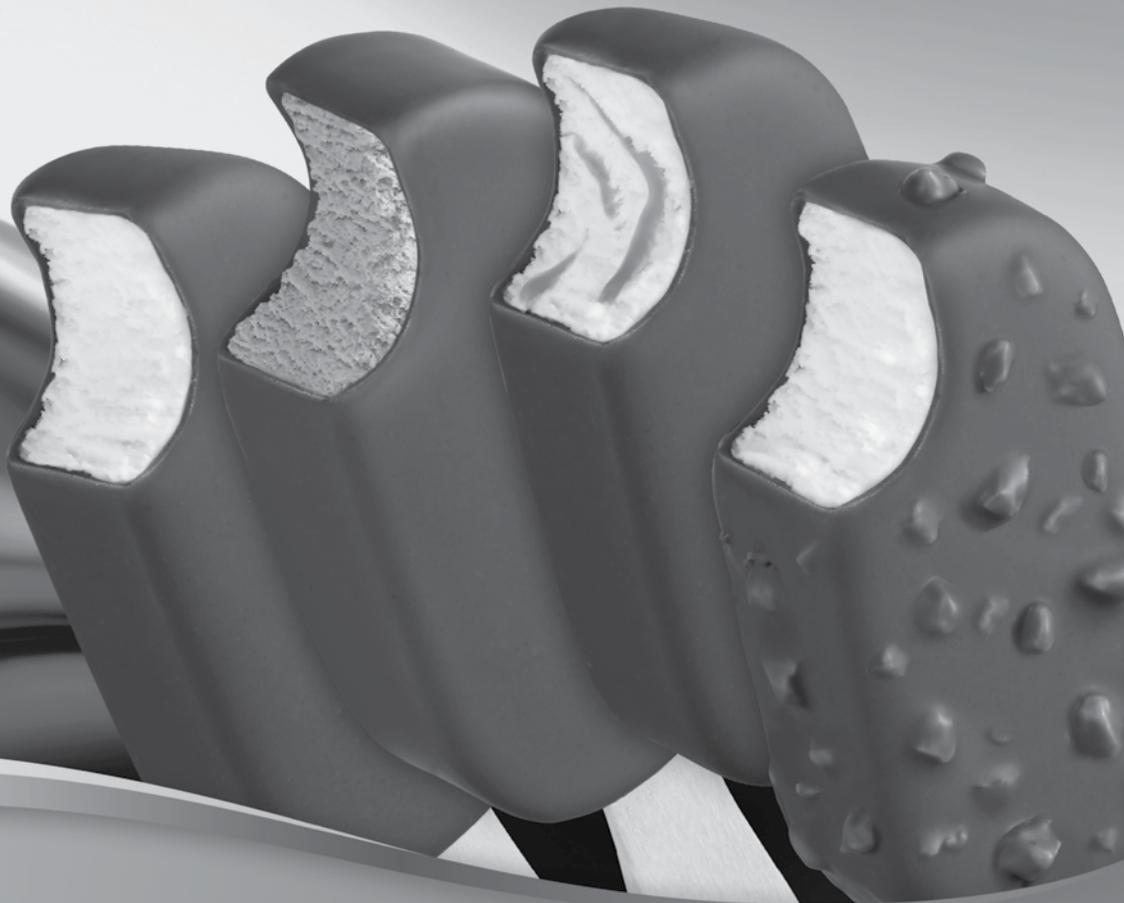
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