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of the Nebraska Grocery Industry

November/December 2015

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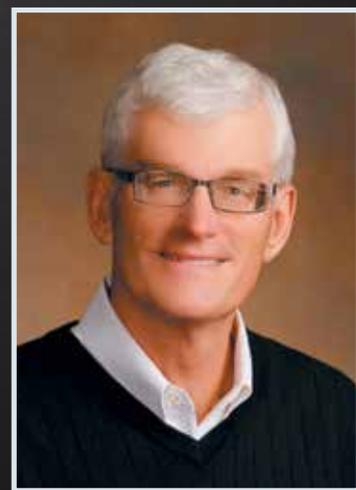
Martin Arter

Spirit of America Award



Terry Rehmeier

Vendor of the Year



Dave Green

Distinguished Service Award

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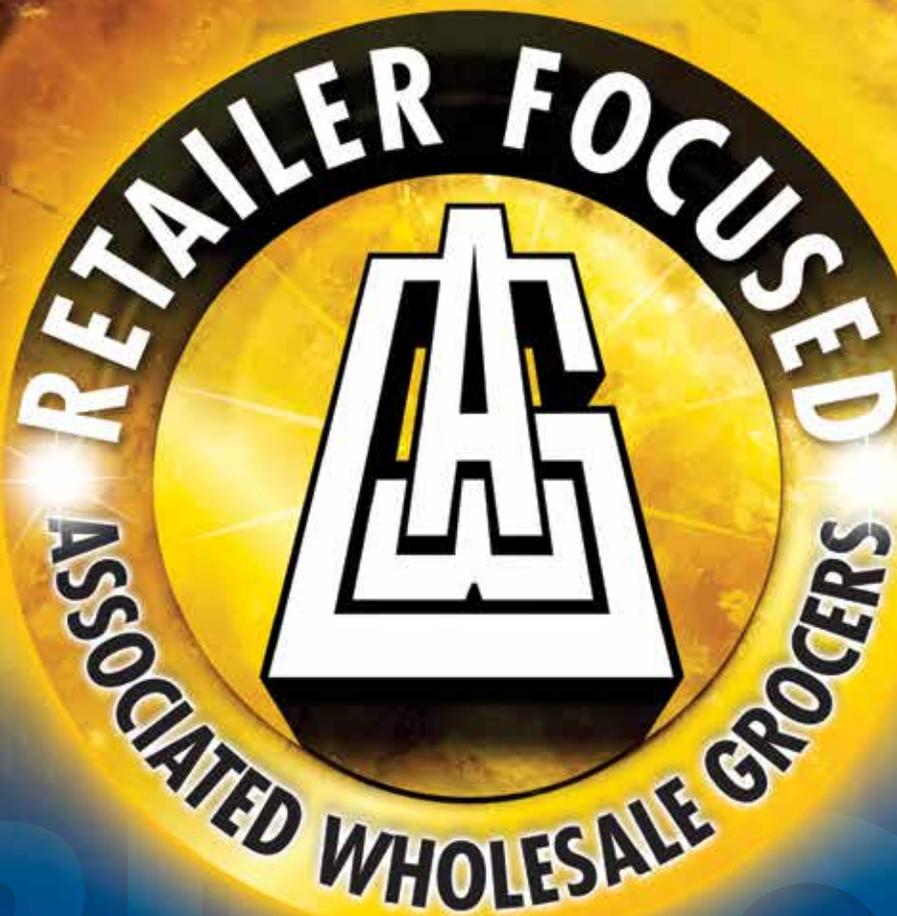
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Nebraska Food News... People... Places... Things...

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.

Callaway Market has new owners. AnnMarie Stout and Lawrence Paulsen purchased the market after prior owner, Wayne Schultz passed away in September. They are making some renovations and adding off-sale liquor. They are looking at adding a deli and full-fledged meat cutting in the future.

Hy-Vee Inc. has been awarded two GreenChill program awards from the U.S. Environmental Protection Agency for its stores' efforts to reduce refrigerant emissions and decrease their impact on the ozone layer and climate change. Hy-Vee has been awarded the 2014 Superior Goal achievement award, which goes to each partner that achieves its annual GreenChill refrigerant emissions reduction goal. Additionally, Hy-Vee has received the Exceptional Goal Achievement award, which is more difficult to earn.

Wakefield bid farewell to the Fair Store in September. The Soderberg family closed the store, Wakefield's only market. The family has owned the business since 1920.

Main Street Market & Deli in Stapleton closed its door on September 30. Maxine Lovitt was the owner.

Curt and Kelly Foster, owners of Foster's Family Foods in Elm Creek, were recently honored by Affiliated Foods Midwest as one of the company's Visionary Award recipients. The Fosters were honored with the award due to their commitment to reinvest in their business and their efforts to position themselves and their business well for the future.

Jim's Foods, Inc. of Central City was honored with a prestigious Affiliated Foods award in September. They received the Pinnacle award, which is awarded to a group of select retailers for their growth and performance during the current fiscal year.

Fareway Stores will open a gourmet butcher shop next year at Loveland Centre, near 90th and West Center Road in Omaha. The 6,000-square-foot store is the first of its kind for the grocery store chain based in Boone, Iowa.

The No Frills supermarket at 50th and G Streets will close in December, the sixth store closed in Omaha by supermarket operator SpartanNash. All 42 employees have been offered positions at other SpartanNash stores.

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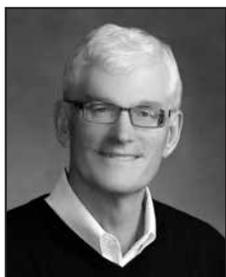
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2015 Spirit of America Award

Martin Arter is the President/CEO of Affiliated Foods Midwest. Over the years his leadership has allowed Affiliated Foods to successfully represent the independent grocer across the State of Nebraska and throughout the Midwest. Affiliated has a strong political presence on a state and federal level, provides resources for grocers, and has been instrumental in the continued stability and growth of the independent grocer. Martin has served on the Board of Directors for NGIA in the past, currently serves as Chairman of the Board for ROFDA, currently serves on the Boards for the National Grocers Association (NGA), Food Marketing Institute (FMI) and IGA/USA. He brought Hometown Merchants Association into Affiliated when funding for the organization dwindled, eventually folding the mission of HMA into AFM. We congratulate Martin as the recipient of this prestigious award and thank him for his continued support and efforts to sustain the independent grocers throughout the Midwest.



2015 Distinguished Service Award

Dave Green is a co-owner of Broken Bow Grocery Kart. Dave currently serves on the Board of Directors for the Nebraska Grocery Industry Association. He volunteers wherever needed and whenever needed. Dave actually contacts our office and asks if there is anything he can do to assist during our events. He takes charge of his volunteer duties and makes sure that he completes whatever job he takes on. Dave is always looking for ways to assist to make events run more smoothly. As a result of his leadership efforts, NGIA is a stronger organization that is better able to represent members of the food industry in the State of Nebraska. We thank Dave for his continued involvement and his efforts to assist NGIA in representing our industry.



2015 Vendor of the Year Award

Terry Rehmeier is the General Manager of Retail Data Systems. Terry served on the NGIA Board of Directors as the very first representative of the Associate Member category. Terry continues to volunteer for every NGIA event and we have unofficially named him our “Permanent Volunteer” because he does so much for the food industry. Terry runs the par 3 mini tournaments and sells Mulligans during the golf outings, in an effort to raise funds for the scholarships. He runs the Texas Hold ‘Em Tournament during both golf outings, and he manages the registration desk for Vendor/Grocer Meetings. He also assists with the Silent Auction, and for years he served as one of the officials for the Best Bagger Contest. Whatever event NGIA holds, Terry is there to volunteer! Our sincere thanks to his continued loyalty, participation and support of NGIA events.

Affiliated Foods Midwest Recognizes Outstanding Retailers

Affiliated Foods Visionary Award Winners:



Foster's Family Foods: Kelly & Kurt Foster



Henke's: Fred Lierly & Robert Beckius



Osceola IGA: Adam Clarke & Morgan Clarke-Hogan



Browns Thrift Store: Mark & JoAnn Brown



Central Market: Susan & Steve Anderson

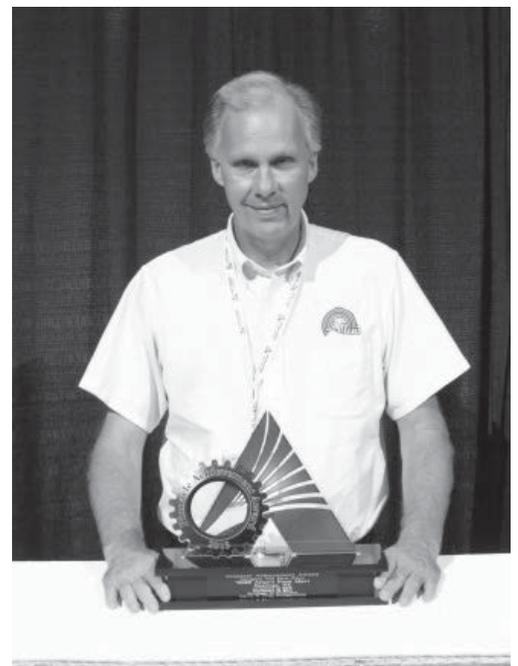


Terry's Family Foods: Terry & Patricia Scheinost

Affiliated Foods Pinnacle Achievement Award Winners:



Jim's Foods: Morgan Clarke-Hogan, Rodney Lee and Adam Clarke



Allen's: Greg Tjarks

Affiliated Foods Excellence in Fresh Food No 1 in Purchases Award Winner:



Lou's Thrifty Way Market: Dan Ruiter, Ann O'Dey, Mike Brtek & Marcus Schultz

Affiliated Foods Retailer of the Year Award Winner:



Panhandle Cooperative Association dba Main Street Market: Jack Goldrick,
Susan Wiedeman, Bob Pile, Terry Leet & Eric King

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The Changing Industry

By Brian Todd, The Food Institute

Since 1928, the Food Institute has been tracking changes in the food industry but the breakneck pace of evolution currently underway has made life for food retailers more difficult than ever as they look to keep up or be left behind. Here are just a few of the most far reaching new trends that you now contend with:

The changing consumer: Although the latest recession theoretically ended in 2009, that downturn in the economy drastically altered consumer behavior for the long term. Budget-conscious shoppers continue to look for the lowest prices whether that means trading down from sirloin to chuck steak, or buying staples like breakfast cereal at their chain drug store where it is priced lower than their favorite supermarket.

Alternative retailers: Food is now sold at more different types of retailers than ever before. Warehouse clubs and supercenters are among the larger alternatives, but have been supplemented by drug stores, convenience stores and dollar stores. And purely online sellers like Amazon have now entered the fray meaning traditional food retailers are now competing on a plethora of fronts.

Restaurants & The Bifurcated Consumer: For the past 20 years, consumer expenditures for food eaten away from home have taken an

increasing share of the food dollar. The recession between 2007 and 2009 certainly slowed that progression as consumers did eat at home more often during that time. But when the recession ended, consumers decided to spend most of those additional dollars at restaurants rather than supermarkets. This is borne out by the most recent government sales data that show eating and drinking place sales through the first 10 months of 2015 rose 8.2% while grocery store sales rose just 2.8%. And while grocery store sales still outpace away from home food sales, that gap is narrowing.

Food Prices: While inflation in food prices is viewed negatively by the press and consumer groups, higher prices are a fact of life and are representative of a stable and growing economy. This year, retail food prices are up just 1.4%, so if your food sales are not increasing more than that, you are not showing any real sales growth. Inflation for food is expected to pick up to a more historically normal level of 2%-3% in 2016 however, which could help lift those top lines.

The Food Institute regularly tracks and reports on changes in the food industry from farm to fork and if you'd like to get a sample of our twice monthly 24-page report, or our daily email update, Today In Food, email me personally at brian.todd@foodinstitute.com with your name, address, email and phone number.

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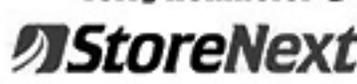
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SERVICE ANIMALS

The Department of Justice published revised final regulations implementing the Americans with Disabilities Act (ADA) for title II (State and local government services) and title III (public accommodations and commercial facilities) on September 15, 2010, in the Federal Register. These requirements, or rules, clarify and refine issues that have arisen over the past 20 years and contain new, and updated, requirements, including the 2010 Standards for Accessible Design (2010 Standards).

Overview

This publication provides guidance on the term “service animal” and the service animal provisions in the Department’s new regulations.

- Beginning on March 15, 2011, only dogs are recognized as service animals under titles II and III of the ADA.
- A service animal is a dog that is individually trained to do work or perform tasks for a person with a disability.
- Generally, title II and title III entities must permit service animals to accompany people with disabilities in all areas where members of the public are allowed to go.

How “Service Animal” Is Defined

Service animals are defined as dogs that are individually trained to do work or perform tasks for people with disabilities. Examples of such work or tasks include guiding people who are blind, alerting people who are deaf, pulling a wheelchair, alerting and protecting a person who is having a seizure, reminding a person with mental illness to take prescribed medications, calming a person with Post Traumatic Stress Disorder (PTSD) during an anxiety attack, or performing other duties. Service animals are working animals, not pets. The work or task a dog has been trained to provide must be directly related to the person’s disability. Dogs whose sole function is to provide comfort or emotional support do not qualify as service animals under the ADA.

This definition does not affect or limit the broader definition of “assistance animal” under the Fair Housing Act or the broader definition of “service animal” under the Air Carrier Access Act.

Some State and local laws also define service animal more broadly than the ADA does. Information about such laws can be obtained from the State attorney general’s office.

Where Service Animals Are Allowed

Under the ADA, State and local governments, businesses, and nonprofit organizations that serve the public generally must allow service animals to accompany people with disabilities in all areas of the facility where the public is normally allowed to go. For example, in a hospital it would be inappropriate to exclude a service animal from areas such as patient rooms, clinics, cafeterias, or examination rooms. However, it may be appropriate to exclude a service animal from operating rooms or burn units where the animal’s presence may compromise a sterile environment.

Service Animals Must Be Under Control

Under the ADA, service animals must be harnessed, leashed, or tethered, unless these devices interfere with the service animal’s work or the individual’s disability prevents using these devices. In that case, the individual must maintain control of the animal through voice, signal, or other effective controls.

Inquiries, Exclusions, Charges, and Other Specific Rules Related to Service Animals

- When it is not obvious what service an animal provides, only limited inquiries are allowed. Staff may ask two questions: (1) is the dog a service animal required because of a disability, and (2) what work or task has the dog been trained to perform. Staff cannot ask about the person's disability, require medical documentation, require a special identification card or training documentation for the dog, or ask that the dog demonstrate its ability to perform the work or task.
- Allergies and fear of dogs are not valid reasons for denying access or refusing service to people using service animals. When a person who is allergic to dog dander and a person who uses a service animal must spend time in the same room or facility, for example, in a school classroom or at a homeless shelter, they both should be accommodated by assigning them, if possible, to different locations within the room or different rooms in the facility.
- A person with a disability cannot be asked to remove his service animal from the premises unless: (1) the dog is out of control and the handler does not take effective action to control it or (2) the dog is not housebroken. When there is a legitimate reason to ask that a service animal be removed, staff must offer the person with the disability the opportunity to obtain goods or services without the animal's presence.
- Establishments that sell or prepare food must allow service animals in public areas even if state or local health codes prohibit animals on the premises.
- People with disabilities who use service animals cannot be isolated from other patrons, treated less favorably than other patrons, or charged fees that are not charged to other patrons without animals. In addition, if a business requires a deposit or fee to be paid by patrons with pets, it must waive the charge for service animals.
- If a business such as a hotel normally charges guests for damage that they cause, a customer with a disability may also be charged for damage caused by himself or his service animal.
- Staff are not required to provide care or food for a service animal.

Miniature Horses

In addition to the provisions about service dogs, the Department's revised ADA regulations have a new, separate provision about miniature horses that have been individually trained to do work or perform tasks for people with disabilities. (Miniature horses generally range in height from 24 inches to 34 inches measured to the shoulders and generally weigh between 70 and 100 pounds.) Entities covered by the ADA must modify their policies to permit miniature horses where reasonable. The regulations set out four assessment factors to assist entities in determining whether miniature horses can be accommodated in their facility. The assessment factors are (1) whether the miniature horse is housebroken; (2) whether the miniature horse is under the owner's control; (3) whether the facility can accommodate the miniature horse's type, size, and weight; and (4) whether the miniature horse's presence will not compromise legitimate safety requirements necessary for safe operation of the facility.

For more information about the ADA, please visit our website or call our toll-free number.

ADA Website **www.ADA.gov**

To receive e-mail notifications when new ADA information is available, visit the ADA Website's home page and click the link near the top of the middle column.

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M-W, F 9:30 a.m. – 5:30 p.m., Th 12:30 p.m. – 5:30 p.m. (Eastern Time)
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For persons with disabilities, this publication is available in alternate formats.

Duplication of this document is encouraged. July 2011

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Nebraska Grocery Industry Association

2016 Annual Conference

& Legislative Dinner

January 28, 2016

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Annual Conference & Legislative Dinner Jan. 28, 2016: Cornhusker Marriott, Lincoln

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12:00 -12:30 p.m. Lunch

12:30 – 1:30 p.m. Organics: What Drives the Organic Trend, and Update On Fair Trade, and non-GMO Foods by



Scott Silverman who is Vice President, customer Insights & Growth, for KeHE Distributors. His team provides KeHE retail customers with actionable merchandising solutions driven by consumer insights. Since 1989 Scott has worked in virtually every link in the organic and natural supply from retailing to manufacturing to marketing and distribution. Scott will discuss the current organic trend and what makes it popular. He will discuss how consumers perceive and think about organics and what drives their continued popularity along with Fair Trade and non-GMO.

1:30 – 2:30 p.m. Dairy Through the Eyes of Millennials will be presented by Madlyn Daley who is the Sr. Vice President of Market and Consumer Insights for Dairy Management Inc. With a deep understanding of consumer and product trends, along with marketplace dynamics, Madlyn fulfills a strategic role in interpreting information that drives critical insights to grow dairy consumption. This workshop will share consumer research trends that will assist in marketing to the Millennial Consumer. Millennials are the largest demographic group, making up about 25% of our population. They have demands and expectations about the products they buy, that are unlike any other demographic group. They demand transparency in production; they want to ensure animals are well cared for; and they want to know about the people who are producing their food. They view milk and other dairy products differently than their parents did. They want fresh, real and natural products with clean labels. This presentation will share ways in which millennial consumer trends will drive product innovation in the milk category in the future.



2:30 - 2:45 General Membership Meeting

2:45 - 3:00 Break

3:00 - 3:30 Wounded Warriors Family Support by Col. John D. Folsom – The mission of Wounded Warriors Family support is to provide support to the families of those who have been wounded, injured or killed during combat operations. The families of our casualties suffer in many ways: some financially, some psychologically. Wounded Warriors Family Support seeks to ease the trauma of war by helping families find peace and solace together as a family, to escape, however briefly, to a place where they can be a family once more. They provide a caregiver respite program by providing the support they need to keep their families together which helps them to become strong as individuals and as families. They assist with job training for veterans entering the workforce, and provide mobility equipped vehicles to our combat-wounded.



3:30 – 4:15 Prioritizing Data Security in Modern America – How to Secure Credit & Debit Card Information will be presented by Jim McCool of SHAZAM. As data breaches continue to be a costly concern across the financial and payments industries, the discussion continually returns to accountability. The responsibility for protecting payment and personal financial data is ultimately a shared one. While consumers must do their part, financial institutions and merchants must also do theirs. As data security becomes an increasingly prevalent issue, retailers must be prepared to protect both their customers and themselves to ensure consumer trust and privacy. Jim McCool will discuss PCI Compliance, security and new technologies available to help retailers secure their card data.

4:15 – 5:00 p.m. Beer Business Today & Tomorrow will be presented by Darian Lueckenotte, who serves as Director of Category Leadership for Anheuser-Busch in Region 5. Darian has over 23 years of experience in the beer business. This presentation will focus on where the beer industry is going and how retailers can move in the right direction to sustain profitability. Darian will explain how data based decision making along with shopper insights and analytical tools have shaped marketing strategies that impact promotions. The presentation will include sampling of several different styles of beer.



5:30 – 6:30 Legislative Reception

6:30 – 9:00 Legislative Dinner with Special Guests: Former UNL Athletes

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4 Faces of Leadership and the Importance of the Vision Thing

Behavioral Strategist Explains How Any Leader Can Responsibly Boost Their Visionary Side

Whether it's a presidential candidate, a corporate executive or an NFL coach, people admire a leader with vision.

They like someone with a clear idea of where he or she is headed, and who knows how to motivate others to accomplish the goal.

But as much as people might like to say someone is a "born visionary," in truth, vision is something we develop, not something we arrive in the world with, says Rob-Jan de Jong, a behavioral strategist and author of "Anticipate: The Art of Leading By Looking Ahead" (www.robjandjong.com).

"One thing that visionaries have in common is that they have an ability to notice things early," de Jong says. "They recognize some sort of significant change is happening and they make use of the opportunities it presents."

Just identifying that a major change is afoot isn't enough, though, he says. The visionary needs to connect the dots into a coherent picture that takes into account future developments.

"That's easier said than done, but it's an ability leaders can develop if they are willing to work on it," de Jong says.

Growing a leader's visionary side therefore boils down to sharpening both the ability to notice things early and the ability to create coherence. In combination, the abilities suggest four archetypes of leaders.

- **The Follower.** This is someone who is neither good at noticing things early, nor skilled at creating and communicating a coherent story from insights about what the future might bring. The follower may be an excellent manager, but don't expect this person to inspire others or drive innovation.

"Being a follower isn't necessarily a bad thing," de Jong says. "These people are often careful about their decisions and good at critical thinking, and in the short term that can work well. But their preoccupation with today keeps them from anticipating what comes next."

- **The Trend Hopper.** On the upside, a trend hopper has a well-developed ability to see things early and is willing to embrace changing realities. These are people who are quick to adopt new technology and among the first to fantasize about how things can be different – even radically different– real soon, de Jong says.

On the downside, trend hoppers aren't adept at turning their early insights into a coherent story that justifies an active strategic pursuit. After seeing them chase several flavor-of-the-month ideas, other people start to tune them out.

- **The Historian.** These leaders are adept at connecting the dots and spinning a story that makes sense. They cite patterns, facts and figures and make everything that's happened so far look coherent and intentional. "When you listen to them, it all makes sense," de Jong says. "But they have their eyes trained on the factually true past, not the imaginative uncertain future."

Certainly, it's valuable to have some historical perspective, he says, but you can't let history cripple your ability to engage the future. Historians also often are cynics, ready to explain why things are the way they are and why your unconventional idea won't work.

- **The Visionary.** This is the one to strive to be. A visionary isn't quick to hop on every fad, but also isn't a naysayer about how things might be done differently. Instead, says de Jong, the visionary takes a mindful, future-oriented perspective, balancing the need for a compelling

future with the awareness of the dangers of becoming dogmatic and overly optimistic. Visionaries are able to explain an imagined future in a way that fills people with energy and engages their imagination.

“A powerful vision isn’t just nice to have,” de Jong says. “It’s the most important tool in the transformational leader’s toolbox. A leader’s personal imagination, inspiration and dedication are what will ignite the excitement in the people they lead.”

About Rob-Jan de Jong

Rob-Jan de Jong, author of “Anticipate: The Art of Leading By Looking Ahead” (www.robjandejong.com), is an international speaker, writer and consultant on strategy and leadership themes. He serves as an expert lecturer at various leading business schools such as the Wharton Business School (USA), Thunderbird School of Global Management (USA), Nyenrode Business University (The Netherlands), and Sabanci Business University (Turkey). As a behavioral strategist, he speaks, teaches and consults on executive subjects such as visionary leadership, influence, strategic decision-making, and innovation.

FSIS Best Practices Guidance for Controlling *Listeria monocytogenes* (Lm) in Retail Delicatessens

On June 11, 2015, FSIS published a Federal Register notice announcing the availability of its updated “Best Practices Guidance for Controlling *Listeria monocytogenes* (Lm) in Retail Delicatessens.” Additionally, FSIS responded to comments received on the guidance posted on its website and announced in the April 2014 Federal Register. The best-practices guidance discusses steps that retailers can take to prevent certain ready-to-eat (RTE) foods that are prepared or sliced in retail delicatessens (delis) and consumed in the home, such as deli meats and deli salads, from becoming contaminated with Lm. FSIS made the following changes in response to comments:

- Clarified that food processing equipment should be disassembled during cleaning and sanitizing.
- Added a recommendation that retailers scrub surfaces during cleaning to prevent biofilm formation.
- Clarified that retailers should rotate (change) sanitizers to help prevent Lm from establishing niches in the environment and forming biofilms.

FSIS encourages retailers to review the guidance and evaluate the effectiveness of their retail practices and intervention strategies for reducing the risk of listeriosis to consumers from RTE meat and poultry deli products.

The guidance may be accessed at: FSIS Best Practices Guidance for Controlling *Listeria monocytogenes* (Lm) in Retail Delicatessens June 2015

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Who Cares About Income Inequality?

America Needs to Celebrate Success, Not Vilify the Successful

We've all heard that the American Dream is vanishing, and that the cause is rising income inequality. The rich are getting richer by rigging the system in their favor, leaving the rest of us to struggle just to keep our heads above water. To save the American Dream, we're told that we need to fight inequality through tax hikes, wealth redistribution schemes, and a far higher minimum wage.

But what if that narrative is wrong? What if the real threat to the American Dream isn't rising income inequality—but an all-out war on success?

According to the Ayn Rand Institute's Don Watkins and Yaron Brook, (ari.aynrand.org) authors of the upcoming book, "Equal Is Unfair: America's Misguided Fight Against Income Inequality," what's stifling opportunity in America is not income inequality, but political equality. Instead of the government protecting our equal rights, it is granting some people special privileges and shackling others with special burdens.

Whether it's cronyism, the minimum wage, a growing tax burden, or an out-of-control regulatory-welfare state, anyone who aspires to improve his own life by his own productive effort—rich, poor, or anywhere in between—is finding that America is becoming less and less hospitable toward success.

"The critics of inequality are right about one thing," says Brook. "The American Dream is under attack. But instead of fighting to make America a place where anyone can achieve success, they are fighting to tear down those who already have."

Watkins adds, "The real key to making America a freer, fairer, more prosperous nation is to protect and celebrate the pursuit of success—not pull down the high fliers in the name of equality."

What today's debate comes down to, argue

Watkins and Brook, is fairness—and the critics of income inequality are perpetrating a profound injustice: they are vilifying the innovators who drive human progress, and they are crippling the ability of those starting out at the bottom to rise to the top. The authors offer three keys to remedying that injustice.

- Fortunes are fair when they are honestly earned. People deserve what they can earn on a free market, as the result of productive activity and voluntary trade.

"People like Steve Jobs get rich because thousands or millions of people willingly pay for their products and services, in transactions that are win/win," says Watkins. "Inequality increases, but no one is made worse off. They deserve their fortunes."

- Political equality necessarily leads to income inequality. When the government protects our equal rights to life, liberty, and the pursuit of happiness, it's inevitable that there will be huge differences in economic condition.

"Different people create vastly different amounts of wealth," Brook says. "The only way to equalize incomes is to throw out political equality and have the government unjustly punish some people and unfairly reward others."

"The critics of income inequality are not champions of equality—they are opponents of the only kind of equality that matters: equality of rights," Watkins says.

- To revive opportunity, don't level down—liberate. Millions of Americans are struggling today, but the solution is not to level down those at the top. It's to liberate all producers so that every American is free to rise as high as his ambition and ability will take him.

"The greater opportunities and outcomes enjoyed by some people don't hold others back—they make others' success easier," Brook says. "What actually restrains opportunity

is the arbitrary power we have granted the government: to intervene in our affairs, to pick winners and losers, to put roadblocks in the way of success, to hand out wealth and other special favors to whatever pressure group can present itself as the face of 'the public good.' A free market is a fair market."

Don Watkins is one of today's most outspoken opponents of the welfare state. He is coauthor, with Yaron Brook, of the bestseller "Free Market Revolution," and author of "RooseveltCare: How Social Security Is Sabotaging the Land of Self-Reliance."

Yaron Brook is executive director of the Ayn Rand Institute (ari.aynrand.org), was a columnist at Forbes.com and has been frequently featured in top-tier media. He is coauthor, with Don Watkins, of the

national best-seller "Free Market Revolution: How Ayn Rand's Ideas Can End Big Government." Dr. Brook served as a first sergeant in Israeli military intelligence and earned a BSc in civil engineering from Technion-Israel Institute of Technology in Haifa, Israel. In 1987 he moved to the United States where he received his MBA and PhD in finance from the University of Texas at Austin.



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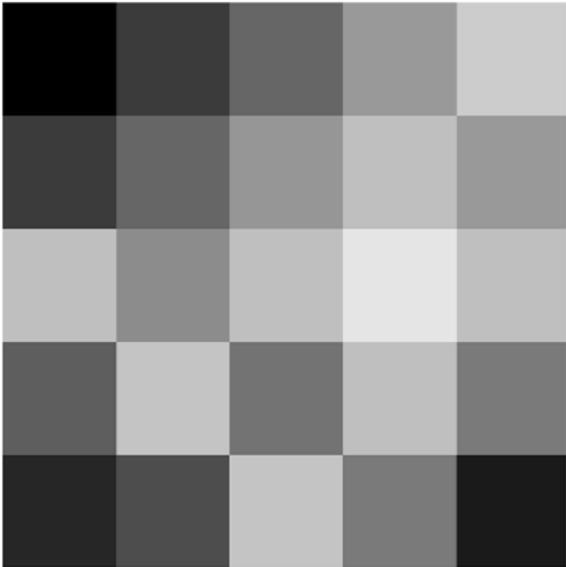


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