

The Voice

of the Nebraska Grocery Industry
November/December 2016

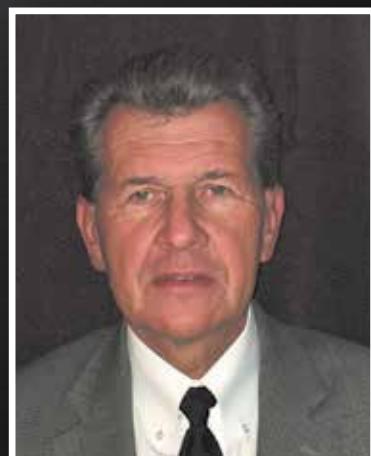
Congratulations to our 2016 Award Winners



Lonnie Eggers
Spirit of America Award



Kelly Dingwell
Distinguished Service Award



Charlie Stein
Vendor of the Year

**Awards will be presented to Industry Leaders during the
Legislative Dinner on January 19th**



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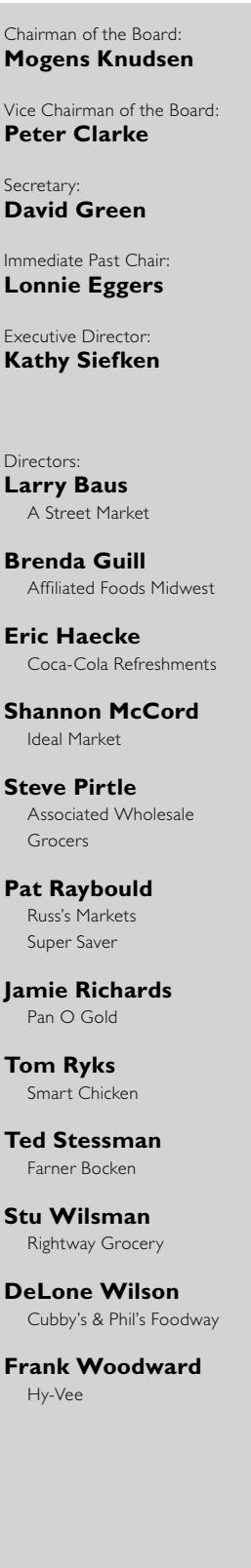
Owned and Published by:

Nebraska Grocery Industry Association, Inc.

5935 South 56th Street, Suite B, Lincoln, Nebraska 68516-3301

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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.

Arend's Food Market is one of the success stories in local small-town grocery stores. They have nearly 10,000 feet of shopping space that's increased in size since they purchased Freeman's market in the late 1980's. Jeff and Lisa Arend's pride themselves in taking care of their customers and offering them a good price. In response the store has been able to hold its own against supermarket competition. The store offers quality produce and meat, which its owners say set it apart. Bill Norden, the Arend's son-in-law manages the store.

Wolfgang Grocery in Arcadia celebrated one year in business earlier this fall. On top of celebrating the anniversary of owning and operating Wolfgang Grocery and Spirits, owners, Jade and TJ acquired a substantial USDA grant to make improvements to their business. They plan to add an 11-door cooler, and upgrade the buildings lighting and air conditioner. They have also expanded the health and beauty section and carry a wide variety of meats and, for the first time, offer a liquor section. Jade's family lives around Arcadia so they enjoy also the opportunity to be closer to their family and friends.

Pete Bunting, store director at **SunMart** in Auburn recently presented \$1,160 to Catholic Social Services of Southern Nebraska towards ending hunger locally. The funds were raised through customer donations.

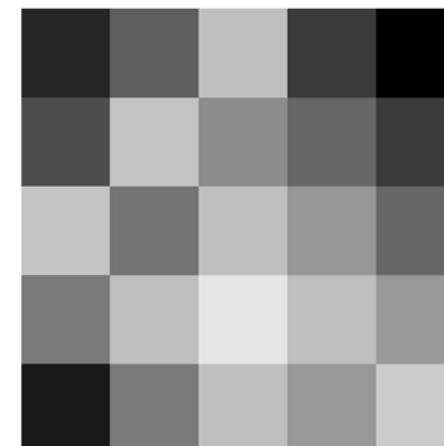
The **community of Harrison and Sioux county** has always had a small grocery store they could shop at and rely on. There came a time, however, that the store closed, and Harrison was without. Local businesses stepped in to provide the basics such as milk, bread, and eggs; whatever they could store and had the space for. Don and Sam Edelman were approached by several people about opening a satellite store in Harrison. After consideration, the Edelman's were able to purchase the former "Rea's" store at auction price. Several repairs and upgrades had to be done in order to open the store. The Edelman's, also own D & S Market in Crawford.

Fresh Thyme Farmers Market will be opening a store in Park Island Square in Grand Island late next year or early 2018. It will occupy 29,600 square feet of the former Kmart location.

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Altria

Executive Director's Comments



As the year winds down and we review the events that took place in 2016 I can't help but feel relief that the year is over. Election years are always eventful but this year seemed even more stressful than usual. With the Presidential Elections behind us I'm hoping that we can settle down and get to the business that needs to be addressed. We need to move forward from this point and work on those issues where we can have a positive impact and promote the members of this association – which is exactly what we're here for!

Term limits in Nebraska brought more changes to the Nebraska Legislature. As part of our representation of the industry we conduct interviews in conjunction with the Nebraska Federation of Business Associations. I spent several days in interviews, in an attempt to find potential state senators that would represent our industry and that we could support with our member's PAC dollars. I can say that I was very impressed with the quality of the candidates – which is amazing for a position that only pays \$12,000 a year! The NGIA Board reviewed the candidate's willingness and ability to represent small business and made decisions on who would receive contributions from our industry. A majority of those to whom we gave contributions were elected to serve. Nebraska's Unicameral Legislature provides a unique setting regarding passage of legislation. As such, the Nebraska Legislature is a non-partisan body that works without "R"s and "D"s associated with their names. Nebraska has become more polarized because a few on the left and a few on the right refuse to compromise and work together. Even though that was the case in 2016, State Senators were able to address and fix those important issues that needed fixing and I have no doubt that 2017 will consist of the same.

The NGIA Annual Reception & Legislative Dinner will be held on Jan. 19 at the Cornhusker Hotel in Lincoln. With new senators now serving in the legislature it is more important than ever that our members participate in this event in an effort to visit with and get to know their representatives. Registration forms can be found on our website at www.nebgrocery.com and elsewhere in this edition of the magazine.

NGIA is here to serve its membership. We strongly encourage our members to call with any questions they may have. If we don't know the answer to your questions – we know the people who do. We save you time, stress, and provide accurate and timely information. We welcome your phone call!

We wish you a profitable Holiday Season and an ever-increasing bottom line for the New Year!

Until next time ...

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Stacy Muehling, Melanie Kuca, Kathy Sieffken

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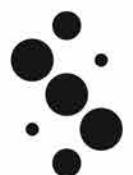
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SWEDISH MATCH

Nebraska Grocery Industry to Hold Annual Legislative Reception & Dinner

Invitations have been forwarded to all state senators and other state officials regarding the Legislative Reception & Dinner that is scheduled for Thursday, January 19, 2017. The Reception will begin at 5:30 with the meal being served at 6:30. The event will be held at the Cornhusker Marriott, 333 S 13th Street, in Lincoln. We urge all members to contact your Senator to invite him/her to sit with you during the Dinner (then let us know so we can arrange seating). If you need to know the name of YOUR senator, call us at 800-433-6742.

Silent Auction to be held during Legislative Reception

NGIA will hold a Silent Auction during the Reception from 5:30 – 6:30. This fun-filled event has become more popular each year. **All members are encouraged to donate items for the auction!** Items can be forwarded to the NGIA office or they can be left with any one of our board members. Please let us know if you are delivering items to a board member.

UNL Athletes to be Guests

UNL Volleyball and Football players have been invited as our guests. They will pose for photos with members during the reception. The photos will be developed and autographed for members to take home as a memento of the evening. **We encourage you to bring your memorabilia for autographs.**

Tickets are \$80 and can be purchased from an NGIA Board Member, a Lincoln Grocery Store Operator, or by contacting our office.

Jeremy Barnhill, Russ's Market, Lincoln

Larry Baus, A Street Market, Lincoln

Jeff Bortell, Hy-Vee, Lincoln

Rod Burns, Hy-Vee, Lincoln

Peter Clarke, Crete Food Mart, Crete

Lonnie Eggers, SpartanNash

Eric Haecke, Chesterman Coca-Cola, Omaha

Brian Hayes, Super Saver, Lincoln

Marty Jarvis, B&R Stores, Lincoln

Nate Johnson, Russ's Market, Lincoln

Nick Kelso, Super Saver, Lincoln

Matt Kempston, Super Saver, Lincoln

Mogens Knudsen, Plum Creek Mkt., Lexington

Patrick McCallem, Schmick's Market, Lincoln

Shannon McCord, Ideal Market, Superior

Steve Parker, Hy-Vee, Lincoln

Chris Piper, Russ's Market, Lincoln

Steve Pirtle, AWG, Lincoln

Jeff Quandt, Hy-Vee, Lincoln

Pat Raybould, B&R Stores, Lincoln

Rob Reif, Hy-Vee, Lincoln

Jamie Richards, Pan-O-Gold Baking Company,

Omaha

Patrick Ridder, Russ's Market, Lincoln

Tom Ryks, Smart Chicken, Waverly

Jason Schmick, Schmick's Market, Lincoln

Todd Schumacher, Russ's Market, Lincoln

Rob Steider, B&R Stores, Lincoln

Ted Stessman, Farner Bocken, Omaha

Tana VanArsdale, Super Saver, Lincoln

Bill Wagner, Russ's Market, Lincoln

James Watson, Save Best, Lincoln

Sandy White, IGA Market Place, Lincoln

Stu Wilsman, Rightway, Inc.

DeLone Wilson, Cubby's Inc.

Chad Winters, Leon's Food Mart, Lincoln

Frank Woodward, Hy-Vee, Regional Director



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Toll Free: 800-433-6742

Scholarship Silent Auction Donations For Legislative Reception & Dinner

January 19, 2017

All Net Proceeds Fund the NGIA Scholarship Program

NGIA will hold its Legislative Reception & Dinner at the Cornhusker Marriott in downtown Lincoln. Tickets are available for purchase (\$80 each) from grocers located in Lincoln, NGIA Board Members or the NGIA Office. **Special Guests will be UNL Athletes.** As in the past, photos will be taken during the reception, the photos will be developed and players will autograph them before the end of the evening.

We will once again hold a silent auction throughout the evening. We would appreciate your consideration in donating an item for the silent auction. Items may include collectibles, artwork, antiques, jewelry, concert or sporting event tickets, product, etc. Please use this form to let us know about your donation. If you have questions please contact Kathy Sieffken or Stacy Muehling via the phone numbers listed above.

Donations to the Nebraska Grocery Industry Association are fully deductible as a business expense.

Nebraska Grocery Industry Association 2017 Silent Auction

Item(s): _____

Description: _____

Estimated Value: \$ _____

Your Name _____ Your Company _____

Your Address _____ Your e-mail: _____

Your Telephone: (____) _____ Your Fax: (____) _____

Please check one: I/We will

Bring the item to the Reception prior to 5:00 p.m.

Send/deliver the item to the NGIA office by Jan. 13

Other (explain) _____

All donations for the Silent Auction that are submitted by Jan. 5 will be added to a "Preview of Auction Items" that we will forward to our membership. Photos of items are welcome and will be used in the Preview! If you drop your donation by the office prior to Jan. 5, we will take the photo and include it in the promo!! Please complete and return this form no later than Jan. 13 to: NGIA, 5935 S. 56 Street, Ste. B, Lincoln, NE 68516 or email to stacy@nebgrocery.com

Nebraska Grocery Industry Association 2017 Calendar of Events

Jan. 4	Nebraska Legislature Convenes	June 5	Nebraska Legislature Tentative Adjournment
Jan. 19	NGIA Legislative Dinner, Cornhusker Hotel, Lincoln	June 5-9	National Grocers Executive Leadership Development Program – Ithaca, NY
Feb. 15-16	SpartanNash Spring Trade Show – Minneapolis	June 22	NGIA Spring Golf Outing at Iron Horse (10:00 shotgun start)
Feb. 12-15	National Grocers Association Trade Show – Las Vegas	Aug. 22-23	AWG Springfield Summer Show
Mar. 2-4	AWG/AFM Spring Food Show – Omaha	Aug. 23-24	SpartanNash Fall Trade Show in Minneapolis
April 26	AWG Kansas City Summer Show	Sept. 11-15	National Grocers Association: Fall Leadership, Chicago
May 1-2	AWG Springfield Summer Show (Chateau on the Lake, Branson)	Sept. 21-23	AWG/AFM Fall Food Show – Omaha
May 2-5	Day In Washington Supermarket Industry Fly-In (FMI, NGA, FIAE)	Sept. 28	Hackers & Snackers Golf Extravaganza (10:00 a.m. shotgun start)

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



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'At A Glance: Nebraska's State & Local Tax Burden'

Courtesy Nebraska State Chamber of Commerce

Despite the oft-repeated analogy of a "three-legged stool," Nebraska's tax structure is actually a two-tiered system comprised of:

1. State taxes (mostly sales and income taxes); and
2. Local taxes (mostly real and personal property taxes).

Last year, Nebraskans paid more than \$2.3 billion in state income taxes, after credits and deductions. Nebraska's top personal income tax rate (6.84%) is 15th highest in the nation, while the state's top corporate income tax rate (7.81%) is 16th highest. Nebraska's sales tax (5.5%) is 29th highest and collected over \$1.8 billion. Combined, state sales and state income taxes collected \$4.1 billion in 2015. Meanwhile, at the local level, property taxes -- on both personal and real properties -- collected just under \$3.8 billion in 2015. (Residential and business owners paid more than \$2.5 billion of the total property tax bill.) While Nebraska's tax burden is too heavy at both the state and local levels, the State Chamber has long opposed efforts claiming to deliver "property tax relief" by simply shifting the burden to state taxes. Shifting the burden fails to address Nebraska's overall high tax climate. Moreover, history has demonstrated that tax shifts do not produce lower property taxes over the long term. Instead, tax shifts lessen local accountability and threaten local control by making local entities more dependent on state aid -- which is unpredictable and often accompanied by additional state mandates.

Any time there is going to be a change, Retailers should report that as soon as possible... So there is ample time provided just in case additional information is needed.



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These Creative Interview Questions Can Reveal the Ideal Job Candidates

Courtesy HRThink by UNICO

Forget asking what kind of animal they'd be. Here's how to use creative techniques to find the best talent.

We've all heard the weird questions that some hiring managers like to use in interviews.

A recent Accountemps survey found that offbeat questions are still alive and well. Some notable questions include:

What kind of animal would you be?

If you could have all the ice cream in the world, how many different flavors would you take to make a sundae and how many toppings would you pick?

Use an ad slogan to describe yourself.

Of course, these types of questions are meant to get past the well-rehearsed answers to more traditional questions like, "Tell me about yourself," or "What are your strengths and weaknesses," says career coach Marie G. McIntyre. But what are they really telling you about the candidate? On one hand, the more rigorous (read: offbeat, in this case) the interview process, the better the chance of landing a candidate who will stick around. Research by Glassdoor indicates that there's a statistical link between a tough interview process and greater employee satisfaction in six countries, including the U.S. and Canada.

On the other: "The problem with crazy questions is that they're just crazy questions," McIntyre says. But by using strategic questions and tactics in your interviews, you can get a better sense of who the candidate really is.

Know What You Want To Know

Before you begin crafting questions, McIntyre says it's important to know what you're trying to find out. She points to an attorney she knows who was so focused on hiring a receptionist who would put his clients at ease that he forgot to ask about office and administrative skills. His new hire was "a disaster," she says.

When you're clear about what you're trying to find out, you can use the right types of questions, she says. If you're trying to see how creative someone is, or how fast they think on their feet, unexpected, zany questions might give you some insight. But if you're trying to gauge the depth of a candidate's experience, you might ask more personalized questions about the candidate's experience; e.g., tell me about a time you had do something you disliked—and then ask probing questions to get more detail.

Relate It To The Job

Instead of going for the more outrageous questions, try tinkering with a more traditional inquiry and personalizing it so that it relates to the job, says employee retention expert Jeff Kortes. If you're looking for someone with leadership skills to take charge of a team, don't say, "Tell me about your leadership style," he says. That's just going to get a pat answer. Instead, try something like, "Tell me about a boss you had who you admire and why." "That will tell me how they like to be led, or how they lead," he says.

continued on page 27

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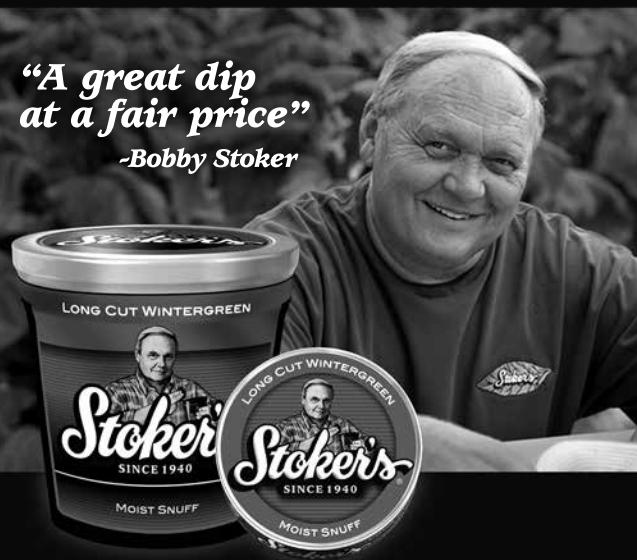
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NGIA OFFERS SCHOLARSHIP PROGRAM FOR DUES PAYING MEMBERS

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. All applicants must have been employed for at least one year as of the scholarship deadline in the year in which the scholarship is awarded. The applicant must still be employed by the NGIA dues paying member at the time the scholarship is awarded.
3. Applicants must have a minimum 2.5 GPA on a 4.0 scale. Applicants must plan to enroll in an undergraduate course (full or part time) of study at an accredited two or four year college, university, or vocational-technical school.

Full or Part Time Applicants must be employed at a dues-paying member. Part time is considered 6 or more credit hours.

High School Applicants: Must be high school seniors

Non-Traditional Applicants are classified as:

- single parents: single moms or single dads
- adult learners
- students who didn't go directly to college after graduating high school or receiving their GED, and who are starting their higher education later in life
- students who have experienced an interruption in their higher education for some years, and are returning to complete their degree

Current College Students are eligible to make application for a scholarship each year they are an undergraduate

Scholarship Award

1. Scholarship award will be a grant of \$1,000 - \$1500 and must be used within 12 months of the awarding of the grant
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 may obtain an application form at our website www.nebgrocery.com or by contacting the NGIA office via telephone, fax or USPS mail.
3. Completed applications must be received 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 or part-time student within 12 months of receiving the grant
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 re-distribution.



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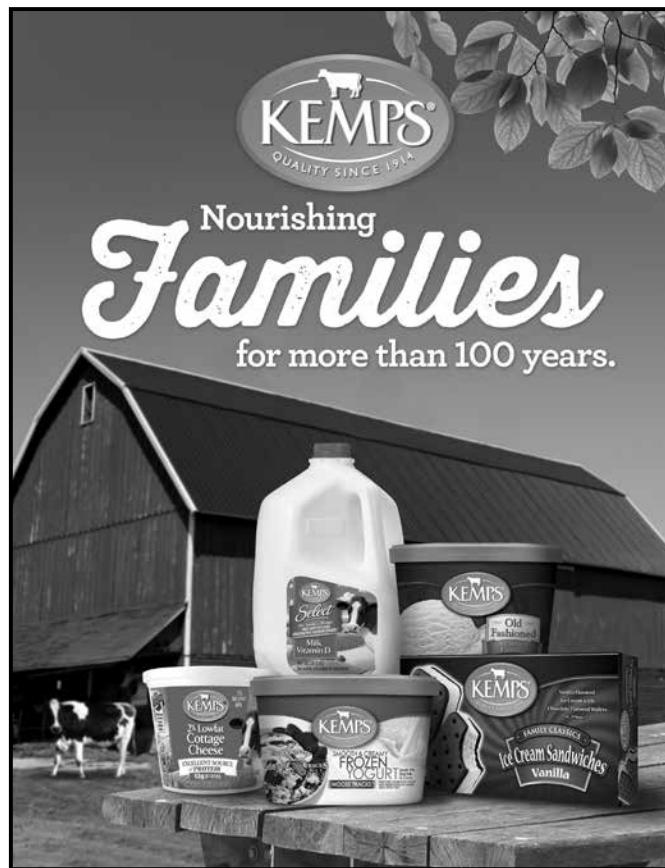
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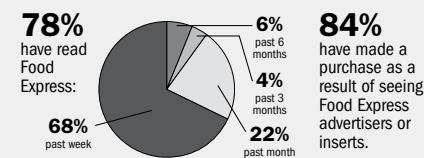
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Source: The Consumer Preference Online Panel Study
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NGIA Names Award Recipients

In an effort to thank and recognize leaders within the food industry in Nebraska, NGIA will present several awards during the Nebraska Grocery Industry Association Legislative Reception & Dinner on January 19th. The event will be held at the Cornhusker Marriott in Lincoln. The Reception will begin at 5:30 p.m. with Dinner at 6:30. Senators and other State Officials will be present. Members are encouraged to join us to celebrate the recognition bestowed upon our industry leaders.



Spirit of America Award

Lonnie Eggers, Sr. Director of Retail Operations for SpartanNash will be presented the Spirit of America Award. He began serving as Treasurer in 2012, then moved to the position of Vice Chairman. He stepped up and served as Chairman of the Board in 2014 and 2015 when the current Chairman retired. Lonnie stepped right into the gap and picked up the slack without missing a beat. His leadership skills allowed him to make changes in policy that have served NGIA well over the years. During the transition from independent ownership to the stores being purchased by SpartanNash, Lonnie brought NGIA with him through a successful process of the new ownership. Lonnie has served on many committees including Convention, Investment, Nominating and currently serves on the Executive Committee.



NGIA Distinguished Service Award

Kelly Dingwell will be awarded the NGIA Distinguished Service Award. Kelly recently retired from the grocery industry but while she worked as a retail counselor for Affiliated Foods Midwest, she served on the NGIA Board of Directors. Kelly served the Association for 8 years and was instrumental in building NGIA into a strong association. While on the Board, Kelly served on the Conference Committee and the Membership Committee. She assisted with the Silent Auction and assisted in layout and in set up. Kelly brought fresh ideas to the board with suggestions on improving NGIA events. Kelly participated in the Annual Conference, golf outings, and the Legislative Dinner. As an employee of Affiliated Foods Midwest she was known for her organizational skills and ability to develop a successful trade show.



Vendor of the Year

Charlie Stein serves as the Director of Sales (for the Midwest) for Dean Foods/Land O Lakes/Dairy Pure. Charlie served on the NGIA Board of Directors as a representative of our Associate Membership. Dean Foods/Land O Lakes is a caring and generous company that continually donates to the Lincoln Food Bank for the Holiday Food Drive and in addition, they title sponsor for the Empty Bowls Luncheon, one of the Food Banks primary funding events. Under Charlie's leadership, Dean Foods serves as an NGIA Annual Gold Sponsor. They support and promote the grocery industry through donations to the Governor's Tailgates throughout the season as well as to other events when requested. Charlie has been a very strong supporter of NGIA over the years, by sending his team members to participate in NGIA events and encouraging their participation on a regular basis.



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Don't Go For The "Gotcha"

When McIntyre was the human resources director for a tech company, engineers would try to outsmart candidates by asking them increasingly difficult engineering questions. "Their goal became not to learn as much about the applicant as possible, but to see if they could trip them up with tricky engineering questions," she says. That's not the point of the interview, she says, and it could end up alienating good candidates.

Get Them Telling Stories

At industrial design firm PENSA, cofounder and partner Kathy Larchian says it's the stories that matter to her. She asks questions designed to get people sharing anecdotes and memories so that she can get a better sense of who they are, what matters to them, and how they interact with other people, she says. Some of the inquiries she uses include:

Tell me about a time a colleague gave you advice and what you did.

Tell me about times you "managed up"—managed your bosses and their bosses?

If I asked you to do something you didn't agree with, how would you handle that?

"You can observe a great deal through their response. You can see their attitude in the way they tell the story. You can see the things that make them uncomfortable when you ask the question," she says.

Try Improv

Dave Collins is an actor and coach whose company Oak and Reeds trains employees in improvisation—"improv"—techniques as a way of building soft skills and being better active listeners. Improv techniques can also help the interview process.

Brainstorm the questions you need to ask to get

the information you need about the candidate beforehand. Have those ready, but also be prepared to go off-script if the opportunity arises. Collins uses a "question-asking funnel," where the interview starts with very broad questions, then more specific, probing questions are used as various lines of discussion develop. The key is to keep the conversation fluid, listen intently, and to be ready to follow an interesting thread when it emerges, he says. "What I like to teach in improv is called 'color and advance,'" he says. Use an open-ended question to get the color that the person will share in the story, then use an "advance" question to drill down into the specific skills about which you need to know.

Use Weird Props Instead Of Strange Questions

To gauge whether prospective employees are the right fit for the job, Keren Kang, CEO of digital marketing agency Native Commerce employs an unusual hiring strategy that involves food products. In group interviews, Kang divides the candidates into teams and gives them bags of dry spaghetti and marshmallows and instructs them to build a 12-inch tower, writing down their plan for doing so.

During the exercise, she asks one person in each group to rotate to a different team to complete the tower. It's a fun exercise, and she says it tells her a great deal about how collaborative candidates are, as well as whether they can handle the stresses of the job. For example, one candidate was so flustered after being asked to change roles, he had trouble functioning. That was a sign that he wasn't a good fit for the company, where change and shifting from project to project happen every day, Kang says.

If you're going to use such exercises or tests, McIntyre cautions, it's a good idea to run it by your legal counsel so you're not inadvertently creating a biased interview setting or running afoul of federal, state, or local employment laws.

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