



TOP LINE REPORT

August/September 2017

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Dan Shaul
- Chairman**
John Porter
Porter's Super Market
Crane, MO
- President**
Chuck Murfin, III
Murfin's Markets
Ozark, MO
- Vice President**
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- Kim Eskew**
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Springdale, AR
- Jim Hamblin**
Town & Country Supermarkets
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- Leah Hamilton**
Missouri Lottery
Jefferson City, MO
- Mary Beth Hart**
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West Des Moines, IA
- Jim Hickman**
Hickman's IGA
Mexico, MO
- Bob Himango**
Supervalu
Champaign, IL
- Dan Kramer**
SHAZAM
Johnston, IA
- Charlie Lynn**
Associated Wholesale Grocers
Springfield, MO
- Jon McCormick**
Retail Grocers Association of Greater KC
Shawnee Mission, KS
- Cindy McMillian**
Ozark Empire Grocers Association
Springfield, MO
- Kevin McVeigh**
Mac's Super Saver
Kahoka, MO
- Ed Mullins**
Prairie Farms Dairy
Carlinville, IL
- Mike Murphy**
Affiliated Foods Midwest
Elwood, KS
- Joe Polizzi**
Town and Country
Salem, AR
- Rick Prenger**
Prenger Foods
Marceline, MO
- Joyce Shaul**
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St. Louis
- Bob Snyder, III**
Snyder Foods
St. Louis
- Erick Taylor**
Ramey/Price Cutter Supermarkets
Springfield
- Don Woods**
Woods Supermarket
Bolivar, MO

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Missouri's Best Bagger
Crowned at the 2017
MGA Showcase

The Post Convention Issue



A publication of the Missouri Grocers Association dedicated to providing information on legislative and regulatory issues within the state that directly affect the interests of the Missouri food industry. Missouri Grocers Association • 315 North Ken Avenue • Springfield, Missouri 65802 • 417-831-6667 • ISN 1522-0990

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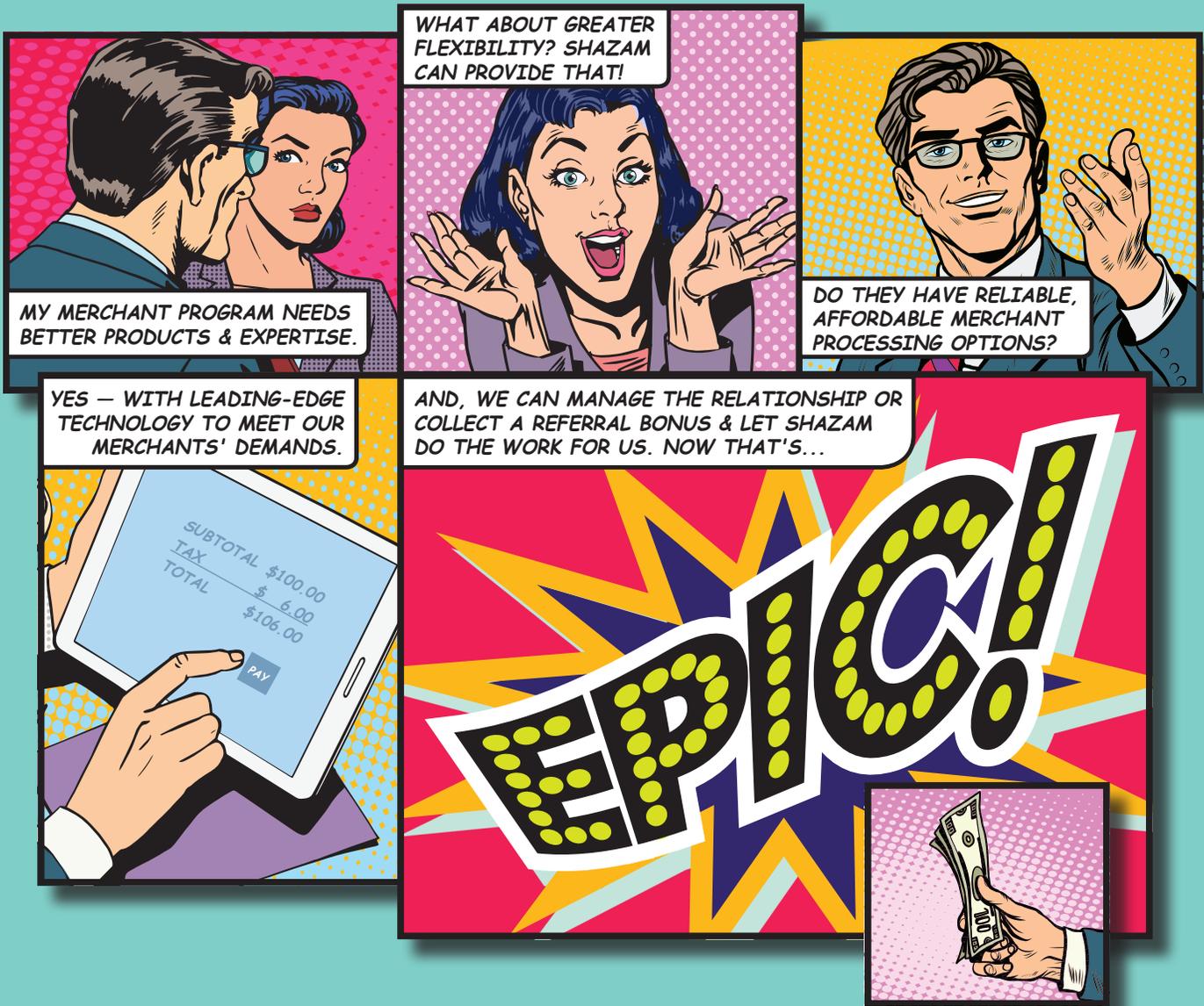
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2017 MGA BEST BAGGER

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The Missouri Grocers Association is proud to announce that Emily McCoy from Consentino's Price Chopper in Kansas City, Missouri won the State Best Bagger Competition for Missouri. The contest was held on Friday, July 21st, 2017 at Tan Tar A Resort in Osage Beach, Missouri.

McCoy competed against contestants from other grocery store chains across Missouri during the annual MGA Showcase. During the competition, contestants were judged on their speed, proper bag building techniques, and distribution of weight between bags, in addition to style, attitude, and appearance. Ms. McCoy won the title of Missouri's Best Bagger and will represent Missouri at the National Grocers Association's Contest, where she will compete to win \$10,000 and the title of National Best Bagger.

MGA's Best Bagger Championship was created to promote the grocery industry's devotion to exceptional customer service through superior bagging. The 2018 Best Bagger Contest will take place at the Mirage Hotel and Casino in Las Vegas, Nevada in February.

MGA GOLF TOURNAMENT WINNERS

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1st Place Flight A

Bob Snyder, Jake Snyder, Matthew Shaul, Rusty Burian

1st Place Flight B

Gary Aggus, Ted Barlows, Chris Langdon, Mark Sill

2nd Place Flight B

Richard Bottom, Shannon Stoltz, Joey Byford, Mike Henry

3rd Place Flight B

Ashely Carel, David McLaughlin, Tim Nichols, Steve Radcliff



2nd Place Flight A

Lynn Luallen, Heath Keller, Larry Gayer, Rob Ballowe



3rd Place Flight A

Lonie Brock, Todd Hamann, Paul Frankum, Jon McCormick

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Joe Luebbers, Market Development Manager – St. Louis, MO 314-595-1746

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2017 MGA SHOWCASE AWARD RECIPIENTS

MGA Hall of Fame and Excellence in Leadership Awards

The Missouri Grocers Association inducted the late Greg McVeigh of Mac's Super Saver in Kahoka, Missouri into the MGA Hall of Fame at the President's Gala and Awards Ceremony at the annual MGA Showcase. Greg was chosen to be awarded for the significant impact that he had on the grocery industry throughout his life. He co-owned his first grocery store, La Grange Super SuperValu, with his wife, Danny Rosencrans, and Mary Rosencrans before opening up his own grocery store, Mac's Super Saver, in 1982. He also co-owned Save-A-Lots in Trenton, Missouri and Cedar Rapids, Iowa with his wife, Don Conklin, and Sharon Conklin.

Greg was an active member of the Missouri Grocers Association, serving on the MGA Board of Directors for 9 years, and receiving the MGA Capitol Impact award in 2014 for his legislative efforts from the Missouri General Assembly to Washington, DC. The crowd was able to learn more about Greg McVeigh and his life in the grocery industry by watching a video that was created with pictures and narration of important events in his life. His entire family was able to attend the ceremony for this special moment and accept the MGA Hall of Fame award in his honor.

This year, the Missouri Grocers Association announced that there would be a new award category at the MGA Showcase. The MGA Excellence in Leadership Award was developed for store owners to award their hardworking employees for their outstanding leadership skills at the store level. Lynn Luallin, of Cash Saver Plus, was nominated by Larry Gayer and John Porter to receive the award this year, along with Travis Sanders, of Murfin's Markets, nominated by Chuck Murfin.



Pictured above (left to right): Larry Gayer, Lynn Luallin

Pictured below (left to right): Chuck Murfin, Kevin McVeigh, Barb McVeigh, Jim McVeigh, Dan Shaul



IS THERE A DINOSAUR IN YOUR ROOM?

Jim Mathis | 2017 MGA Showcase Keynote



Who's in your room? Have you ever heard the expression: “the elephant in the room”? It can refer to an obvious truth that is being ignored or goes unaddressed. It also applies to an obvious problem no one wants to discuss. Because an elephant in the room with us would be impossible to overlook, those in the room who pretend the elephant is not there are more likely to be focused on small and irrelevant matters, never coming to terms with the looming big one. Think what's going to happen when that elephant moves!

Archaeologists tell us that the dinosaurs probably died out and became extinct because they weren't equipped to adapt to a changed environment. As the environment became different, they couldn't, or wouldn't become different. But other species on this planet survived because they were able to adapt and they became different with the different environment. It is called survival of the fittest.

Your environment has definitely changed. But there are obvious practices, problems, attitudes, beliefs, employees, inventory, customers and items that you believe are holding you back from changing. They don't allow you to become what you can be. When you resist changing them by refusing to adapt to a changed business environment, global marketplace or economy, they hold you back from making the decision required to move forward. Whatever excuse you choose for avoiding change, it will lead to your extinction.

Sadly, everyone can see it but you. It might be a fashion style you think makes you stand out, but instead is being ridiculed by onlookers. It might be your stubborn belief in a product or item in your inventory that you just know someone will want to buy if you push it hard and long enough. It might be meetings with your employees that are useless, time-wasting, or simply self-aggrandizing. Whatever name it goes by, it is costing you more money to hold on to it than to just get over it and move on.

Steve Jobs, CEO of Apple (and creator of all things technologically wonderful) said, “Get rid of all the crappy stuff, and focus on the good stuff.”

He was advising Nike president and CEO Mark Parker, but it spoke to items unwanted by the marketplace that Apple tried unsuccessfully to sell. Remember the Newton? Like Steve Jobs and Apple, you have “crappy stuff” too. That stuff has dwindled in importance or function and is no longer profitable for you. Instead of being the elephant in the room, it is really the dinosaur in the room. You need to purge it, release it, free it, let it die and get over it.

Your employees are in the room. Most of them contribute to your profit line. Some make more than others. Some cost you more to retain than if you set them free (including the lawsuit when you do). The few are draining your organization of money, time and energy. They have no intention of making a profit for you. Your ability to work them into your “team concept” hasn't gone as well as you planned. Your team concept and the useless people on your staff are the dinosaur(s) in your room. They have become extinct. You need to get over it and let the concept die. Your ego is in the room. You are convinced that your methods are tried and true in business, but your bottom line indicates otherwise.

I saw an ad for a car dealer on television. All he talked about was how he had more inventory than anyone else in the state. People should buy from him because he had more than all of his competitors. He must have bragged about the inventory surplus for 50 seconds of the 60-second commercial. Then the dealership information followed. The brand on his lot was under investigation for serious safety defects, and instead of confronting his elephant, he cried louder his perceived positive of “Inventory! Inventory! Inventory!” He could not admit that his inventory could not offset his customers' fears. He missed his opportunity to step into their comfort zone. Guess who still has his enormous inventory?

You insist that everyone follow your leadership regardless of your wisdom. You feel your eccentricities are unique and that everyone appreciates your uniqueness, even while your employees think otherwise. Your ego is in the room. It is becoming extinct. You need to get over it and let it die.

Your real job:

I realized the same thing a year ago and it became the impetus to reinvent my business. The Old World Of Work wasn't working for me. At that time, no one was buying what I was selling. I couldn't figure out why. Although I marketed more, it didn't make a difference. Although I talked more about what I did that I thought everyone would benefit from, no one was calling for it. Although I tried to work harder and push what I sold harder, it made no difference and didn't fulfill me at the end of the day. Then one day I realized the truth. I was the dinosaur in the room. I was becoming extinct. I was allowing the recession to get me "down." I wasn't being different.

So I did a lot of soul searching. I asked a lot of questions. I asked my most loyal customers what they wanted. I asked people why they bought from me. I asked customers what they heard me say that affected them the most. I asked clients what they liked best about what I had for them. I asked what they weren't getting from me that they wanted. I asked myself what I needed to let go of that was costing me more in money, time and energy than what it was bringing in. It made me reinvent my business, my appearance, my marketing, my brand, my culture, my customer base, my selling/buying plan and even my personal life and wardrobe. I needed to get Old World Of Work out of the room and let it become extinct and die.

The Old World of work is in the room. It says that if you feed it by doing the same things you used to do, it will reward you with success like you used to have. It promises that the old ways are tried and true. It says

that if you push a product or service hard enough, no matter what it is, you will sell it to almost anyone. It affirms that you need to keep the customer at bay, your employees in the dark and everyone else guessing about your next move. It poohpoohs the internet as a passing fad where no real business takes place. It charms you with leftover inventory, then woos you with the temptation "One day, someone will buy all of this and you will recoup the loss to make a fortune." It says that although Fred doesn't do much work, getting rid of him would cost more in expense and trouble.

This Old World Of Work is a dying beast. In the most successful and competitive businesses it has already died, been buried and the funeral held. In your business, you need to do more than let it die of natural causes. You need to proactively exorcise it from your inventory, staff, schedule, to-do list, practices, attitudes, beliefs and expectations. The Old World of Work is the dinosaur in your room. Banish it to extinction. OK, so you get this. You're saying, "Great points, Jim. You made me think about some things in my business." You're still headed for extinction. You read this and say, "Okay, I get it. But my boss and customers don't. So what can I do?" You too are still headed for extinction. If you say, "I get it, but I don't have the authority to do anything about all of this," you are headed for extinction. Reinventing yourself begins with your attitude. It isn't part of your job; it IS your job.

Jim Mathis, CSP is The Reinvention Strategist, an international Certified Speaking Professional and author of Reinvention 101. To subscribe to his free personal and professional development newsletter, please send an email to: subscribe@jimmathis.com with the word SUBSCRIBE in the subject. An electronic copy will be sent out to you every month. For more information on how Jim and his programs can benefit your organization or group, please call 888-688-0220, or visit his web site: www.jimmathis.com.



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We are proud to announce that the Missouri Grocers Association recently selected Federated Insurance Companies as our endorsed insurance carrier for Property & Liability Insurance, Workers Compensation, and Financial Protection Services.

According to Executive Director Dan Shaul, “The Missouri Grocers Association is excited to announce this partnership with Federated Insurance. The MGA feels very strongly that we have found a partner that shares our commitment to the growth and profitability of the grocery industry while providing excellent customer service at a very competitive rate.”

Backed by unrivaled personal service and a passion for risk management, Federated can help MGA members make their business even better.

“Federated is proud to support the great work of the Missouri Grocers Association through our direct marketing team, our commitment to trade associations, and our specialized insurance products and risk management services,” said Chris Wall, Federated First Vice-President and Director of Marketing Services & Support.

Federated’s industry-leading risk management support delivers value-added services to each client. Clients have access to resources specifically designed to help them develop their own unique risk management program, using proven techniques and services.

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We are confident that this partnership with Federated will be beneficial to our members and hope that you all will take a look at our website www.missourigrocers.com to see the specific coverage Federated can offer you!

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