



TOP LINE REPORT

July/August 2020

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FOCUS 2020

MGA Convention | October 14-16
Margaritaville Lake Resort



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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A STEADY HAND.

In adverse times and in good times,
We Will Be Here.



During good times, it's easy to keep a steady hand. But when life throws curve balls like the world has never seen, those steady hands can become shaky rather quickly. At Associated Wholesale Grocers, we have thousands of examples of strong, steady hands keeping grocery stores running, true purveyors of hope for our communities. And there are thousands of steady hands at AWG supporting those ESSENTIAL pillars of communities in the 28 states we serve. We've been constantly tracking how our industry is changing long before the current crisis and we're focusing even closer on how the current situation will change things even more.

We have long prided ourselves on the lowest cost of goods. But now, and in the future, our retailers need far more than that. Everything from e-commerce to merchandising, digital marketing to support as we navigate through this crisis together. We have helping, steady hands for every area of your store and have prided ourselves on being that steady hand for almost 100 years.

Make the call sooner rather than later to learn how Associated Wholesale Grocers can provide you a lower cost of goods and a real chance to compete in the marketplace today and in the future!

For a lower cost of goods PLEASE CONTACT:
Dave McKelvey 713-876-6240
Keith Knight 615-290-6093

A LETTER *from* PRESIDENT KETTLER



The independent grocer has risen to the occasion and performed for their community once again.

This has been a year like no other. Both our personal and work lives have completely changed. We all are wondering what the new normal will look like and when we will get to see it.

The independent grocer has risen to the occasion and performed for their community once again. From the beginning of the pandemic when we could barely keep items stocked on the shelves, to having to jump through hoops trying to understand the countless changes in regulations, we as an industry have overcome many obstacles.

As business owners and leaders, we have had many struggles tending to the daily operations inside our stores ensuring our essential services are uninterrupted, let alone dealing with the day to day, sometimes minute to minute changes in regulations coming to us from the Missouri Governor's office and the health departments from each local jurisdiction. Through this time, the MGA team rose to the challenge ensuring that retailers and industry leaders were up to date as quickly as possible on any changes with immediate effect on the grocery

industry. In many instances, Director Dan Shaul and his team had to field many calls from retailers on regulations which would have had a negative impact on our businesses, and on multiple occasions were able to come to a comprisable agreement, resulting in more business friendly decisions. Thank you to the entire MGA staff for your continued dedication to the grocery industry of Missouri, especially during these times of trial.

“...we as an industry have overcome many obstacles.”

As we move past the trying times and find the perfect balance between the old normal and new normal, the MGA team is moving forward with preparations for the annual Tradeshow and Convention. This year's convention will provide our industry leaders from across the state of Missouri the opportunity to connect and discuss the past, present and future as we identify what worked and did not work, and what will the future look like in the grocery industry. I hope you make every attempt to join us for this year's convention and thank you for your continued support of the Missouri Grocers Association.

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Confidently place the **right** people behind the wheel of your company vehicles with the help of our driver screening tools.



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Sample Driving Policy



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THE LAW OF QUALITY SERVICE

Are Your Customers Bitter?

—Jim Mathis, IPCS, CSP, JMT

“*Good customer service costs less than bad customer service.*”
—Sally Gronow

If I were to interview your customers today, how many would say you are the best quality service for their money? We inherited an automobile last year and took it to several mechanics for repairs. In one particular shop, there was a sign on the service counter that caught my attention.

“The bitterness of poor quality is long remembered after the sweetness of low price is forgotten.”

I took a photo of it and posted on social media. It received more positive comments than any of my posts that month.

People will remember more how well you treated them than how much they paid. Everybody is looking for a “discount” today while income is down during the virus pandemic. Everyone likes to save money. However, smart buyers realize that if they pay more today for the best service, they will pay less later to make up for the low price paid to save a few dollars.

Rick is a landscaper in our area who has an impeccable reputation but isn't necessarily the least expensive. He offers prompt service, is courteous and fixes everything the first time. He is very personable. He seems to know every good company to do business with locally in every other industry. People ask him where to get their car repaired, who can paint their house, what pet veterinarian is the best. Rick knows everybody and has become the “GOAT” (Greatest Of All Time) resource for our neighborhood. He remembers birthdays, names, and pertinent information as he chats with everyone he meets. Is it any wonder Rick stays very busy?

“Happy customers are your biggest advocates and become your most successful sales team.”

—Lisa Masiello

Look at successful companies who have excellent service and charge accordingly. Their great reputations surpass their advertising. They keep people coming back for more when the “bottom-dollar” discount businesses struggle to stay afloat.

How does Lexus stay in business? Take your car in for service and when it is returned, it is sparkling clean, delivered by a well-dressed individual very respectfully. Their customer waiting lounge is well-furnished, has nice refreshments and a quiet atmosphere. The price is much more than some run-of-the-mill service center, but the quality of treatment is superior.

How does Apple Care stay in business? Practically everything they sell is expensive, but they treat you like a valued customer. Call their help line and see. You will find that the major difference in their service is customer service training. I have never been able to get anyone at Microsoft on the phone to help me as fast as an Apple Care support service representative.

How does Chick-Fil-A stay in business? They charge more for a chicken sandwich than most restaurants, but they have become one of the largest fast food stores in the country. They train their people to treat customers with the most respect. Chick-Fil-A outsells the closest chicken food competitor by practically a 5 to 1 advantage, even though they charge more, are only open six days a week and are not a worldwide business. Audiences tell me that their customer service is some of the best in the business.

John Maxwell recounts the story of Chick-Fil-A founder, Truett Cathy, meeting with his senior managers. They each wanted to find ways the company could become bigger. Cathy answered, “If we get better at what we do, our customers will make us bigger.”

And they did.

I worked with an energy company at a managers and service reps conference. Their service technicians are already some of the best in the business in their region, but they want to be better.

I told them about a friend last winter who posted how they helped him get his home heated one morning in an ice storm.

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FOCUS 2020

MGA Convention | October 14-16
Margaritaville Lake Resort

SCHEDULE OF EVENTS

Wednesday, October 14th

9:30 AM

BUY MO! Golf Tournament- Presented by Shazam

5:30 PM

Meet and Greet
in the Trade Show Hall (Paradise B&C)

7:00 PM

Night at the Landshark II
-Social dinner with drink, games and fun

Thursday, October 15th

7:30 AM

Breakfast Begins

8:00 AM

Legislative Review w/ Speakers

9:00 AM

Business Session:
"Ready, Set, Retail"

9:00 AM

Business Session:
"Respond, Recovery, Rethink"

10:00 AM

Spouses Program

10:45 AM

Business Session:
"Consumer Trends Unmasked"

12:00 PM - 4:00 PM

Trade Show in Paradise B&C

2:00 PM

Best Bagger Contest during the Trade Show

6:30 PM

Cocktail Reception with Drinks and Apps

7:00 PM

President's Gala and Awards Ceremony

Friday, October 16th

6:30 AM - 9:00 AM

Grab & Go Breakfast

NIGHT AT THE LANDSHARK II



Join in the evening fun at the Landshark Bar and Grill while you network and socialize with other grocery industry leaders from across the county's heartland. MGA brings back this popular event from last year, featuring traditional favorites, island music and lake-front games. Dinner and drinks will start at 7:00 PM on Wednesday, October 14th following the Meet and Greet.

MARGARITAVILLE LAKE RESORT ROOM INFORMATION



Guest Room - \$136 per room, per day plus tax
One Bedroom Suite - \$201 per room, per day plus tax
Two Bedroom Suite - \$261 per room, per day plus tax
*The convention rate is available two days before and after the convention.

To make your reservation, call **(800) 826-8272** and inform them that you are with the Missouri Grocers Association. Reservations MUST be made no later than **September 14th, 2020**, to guarantee accommodations at the convention rate. Hotel Address: 494 Tan Tar A Drive, State Road KK, Osage Beach, MO 65065.

MGA Convention Oct 14 -16

LEGISLATIVE BREAKFAST

Thursday morning during Breakfast will be our legislative overview. During this time a few speakers will give their thoughts on the year's legislation progress and highlight what the future holds. We have had the pleasure of having many great speakers present to us over the years and this year will be no different. The legislative breakfast is a great way to start your morning and kick off the day's business sessions.



BUSINESS SESSIONS TOPICS

We have some exciting topics and round table discussions being presented at this year's convention. The business sessions will start on Thursday, October 15th, at 9:00 AM. We hope you will get together with your store personnel and consider attending. There is going to be lots of new and useful information to learn.

9:00 AM- "Ready, Set, Retail"

Who, what, when and where? Trying to find the answers to these simple questions can be complicated for a small business trying to get their products in retail stores. Vendors will find all the answers they need from who they need to contact and the best approach to reaching that store. Vendors will also learn about product distribution as well as other useful information to help grow a business and set a product up for success.

9:00 AM- "Respond, Recovery, Rethink"

As our country experienced the unimaginable throughout the COVID-19 pandemic, the grocery industry was one of the most affected industries, not just in the state of Missouri but throughout the entire country. This roundtable discussion will give retailers and members of the grocery industry the opportunity to speak with State department representatives and varying store personnel. This will provide an insight to why and how decisions were made and allow retail workers to share their personal experiences as we learn how things can be handled in future situations.

10:45 AM- "Consumer Trends Unmasked"

As we experience this new-normal way of doing business, we are going to look at what the new shopping normal may look like post COVID-19. We will learn about the latest consumer trends and how they will evolve. This is the perfect opportunity for vendors to learn how to best market their products to further attract consumers. As well as give retailers insight into what shoppers are looking for in a grocery experience to help maximize their sales and keep customer relationships.

TRADE SHOW

This year's Trade Show continues the exciting one-day show format. The newer format, in the Paradise show space, allows guests easier access to exhibits and vendors from across the Midwest. Use the Trade Show as your one-stop shop for your organization's many operational needs. The show will start on Thursday, October 15th, at 12:00 PM, after the business sessions. Lunch will be provided on the Trade Show floor.

For more information call the MGA office at
417-831-6667 or email Cory Campbell at ccampbell@missourigrocers.com

TIMES CHANGE.

VALUES DON'T.

Delivering a frictionless experience for your customers is a top priority for your success. And that's why we'll continue to work behind the scenes to advocate for open standards that foster innovation and competition, and ensure interoperability in the payments industry.

ADVANCE WITH THE RIGHT PARTNER.

 **SHAZAM**[®]

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Most other companies were home riding out the inclement weather, but their customers are making them bigger.

LOW MAINTENANCE?

When the pandemic began and businesses were only open by phone, you could tell who was going to keep their job and who wasn't by their responses. Some people you spoke to "vented" their frustrations to each customer.

“Customer service shouldn't just be a department, it should be the entire company.”

-Tony Hsieh

Many businesses are using online ordering to eliminate paying someone to answer the phone. The ones who have a live person to help customers need to bear in mind that the only touchpoint their customers have is that receptionist. That individual should be the best trained employee in dealing with both friendly and frustrated people. Sadly, that isn't always true.

I try to be low maintenance with people. I don't want the person who hired me wondering if I have shown up at the hotel, if I am doing what I said I would or if there are any "surprises" in service they won't like

How low maintenance is your organization for your clients or customers to work with you? During the pandemic's partial close down of business, more people wanted goods and services delivered more easily. Retail sales skyrocketed the first month of full shut down due to people buying from home and having services delivered.

My mother resides in an assisted living facility. She was not allowed to go out shopping for grocery or pharmacy items. We couldn't deliver everything she needed either. Then we discovered Instacart, a delivery service for our local grocery store and pharmacy chains. We now place orders online and the items are delivered directly to her... usually within a couple of hours. The grocery items cost a little more when ordered online, but the quality and convenience are worth remembering... and worth repeating.

Does the quality of your service justify the prices you charge? Do people remember you for being inexpensive or great at what you do?

BITTER OR BETTER?

During the business shutdown, many companies went out of business for good. At first everyone blamed the pandemic, but the reality was that some companies were failing long before the this then.

- Sweet Tomatoes, a soup and salad bar, announced their

cessation of business three weeks into the shutdown. However, they had been struggling to stay afloat before 2020. Meanwhile, Panera Bread down the street from our local Sweet Tomatoes is always busy.

- Sears filed for bankruptcy this past spring, but they have been in a death spiral for over 10 years. They couldn't find their niche when Walmart and Target stole their customers, but the problems go back farther. Had they switched to online business in the early 90s, they might be thriving today... and you might never have even heard of Amazon.
- Pier One Imports retailers have struggled against Home Goods and many other retailers. During the 1990s many upstarts came along, but Pier One didn't change enough with the times. They declared bankruptcy in February 2020 and closed all stores in May.
- Modell's Sporting Goods stores filed bankruptcy in March, just prior to the pandemic shutdown. Soon after, they began liquidating their inventory and closed their doors permanently.

All of these companies were very good at what they did... but not good enough to excite customers to keep coming back. It wasn't a government shutdown that closed them; rather it was a customer retreat that put them out of business. You can probably name a store in each industry that remained open through the Great Recession starting in 2008 and the Pandemic of 2020. The difference was their unique service (or lack of it) and reputation among customers.

“The more advocates you have, the fewer ads you have to buy.”

-Dharmesh Shah

Today, you can spend a fortune in marketing and advertising. Someone will always come around to take your money promising that they will make your name great. But if you dump money into advertising and can't back it up with great service, you may as well flush it down the drain.

However, you can invest in the best customer service, the best people training (yes, "soft skills") and your customers will make you great. Why not invest your marketing money in being better and making your customers less bitter?

How is becoming BETTER a goal you have set for your organization? Again, if I were to interview your customers today, how many would say you are the best quality service for their money?

Jim Mathis, IPCS, CSP, JMT, is The Reinvention PRO™, an International Platform Certified Speaker, Certified Speaking Professional, Member of the John Maxwell Team and best-selling author of Reinvention Made Easy: Change Your Strategy, Change Your Results. To subscribe to his free 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 407-369-7842, or visit our updated web site at: www.jimmathis.com. © 2020 Reinvention Nation, LLC.

A TOP 10 LIST YOU CAN'T IGNORE

*Kyle Bluestein, Account Executive
Federated Mutual Insurance Company*

At the beginning of each year, the Occupational Safety and Health Administration (OSHA) releases a list of the 10 standards it cited most frequently in the previous fiscal year. Standards cited range from appropriate use of common tools and personal protective equipment to implementation of policies and procedures that help keep employees safe. The list helps employers maintain OSHA compliance by drawing attention to them, but more importantly, it helps them address safety risks facing their employees.

Here is the list and the basics of each standard:

10. EYE AND FACE PROTECTION

Information on appropriate protection from exposure to flying particles, chemicals, gases, vapors, and light radiation

9. MACHINE GUARDING

Information on methods of protection from machine hazards at the point of operation

8. FALL PROTECTION — TRAINING

Information on training programs for fall-protection systems, and including periodic retraining

7. POWERED INDUSTRIAL TRUCKS

Information on specialized training, user performance evaluations, and maintaining equipment for employees who use power-propelled trucks

6. LADDERS

Guidance on using ladders for their intended purpose; including information on appropriate ladders for construction, maintenance, maximum load, and safe use

5. RESPIRATORY PROTECTION

When workers are potentially exposed to contaminated air

from a variety of sources, providing, and ensuring workers wear appropriate, properly fitted masks or respirators; and information on training on their use, and development of a written program

4. LOCKOUT/TAGOUT

Guidance on creating, implementing and training employees on a written program for protecting against shock or machine motion during periods of maintenance or repair

3. SCAFFOLDING

Guidance on ensuring safe access to scaffolds, use of fall protection, and ensuring a minimum load capacity

2. HAZARD COMMUNICATION

Also known as “Right to Know,” this standard focuses on safe handling of chemicals through proper labeling, safety data sheets, and employee training

1. FALL PROTECTION

Information on implementing measures that help prevent employees from falling from a surface that is more than six feet above a lower level, and protect employees from falling objects

Employee safety should be your highest priority. Use this list as a starting point to help you focus your safety efforts, but don't forget that every workplace presents unique hazards that don't appear on the OSHA Top 10. Federated Insurance® offers resources to help protect your employees from the hazards related to these standards, and much more. Visit www.federatedinsurance.com to find your local marketing representative or log on to Federated's Shield Network® to learn more.

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Missouri Grocer's Association Buyer's Guide Directory

Accounting/Financials:

Avalara(887) 780-4848
 BKD LLP.....(417) 865-8701
 CliftonLarsenAllen LLP.....(816) 671-8933
 (913) 491-6655
 Edward Jones.....(417) 887-0082
 KPM CPAs.....(417) 882-4300

Bakeries:

Flowers Baking Co.(314) 344-8582
 (870) 793-6851
 Lewis Bakeries.....(314) 807-2860

Banking:

Lindell Bank(314) 645-7700
 UMB Bank.....(417) 887-5855

Beverages:

Anheuser-Busch(314) 577-4811
 (314) 577-2000
 MillerCoors.....(214) 618-7440
 (918) 809-5197
 Ozarks Coca-Cola.....(417) 865-9900
 Pepsi Beverages.....(417) 862-9238
 Southern Glazer's.....(636) 925-8815
 Wil Fischer(417) 862-4341

Business Consulting:

FMS.....(615) 294-4055
 Ollis Akers Arney.....(417) 881-8333
 Shazam.....(800) 537-5427
 Springfield Business.....(417) 883-1864
 Graphic Knowledge.....(612) 432-6089

Dairy:

Blue Bell Creameries LP.....(612) 432-6089
 Hiland Dairy.....(417) 830-8900
 (417) 837-1154
 Midwest Dairy Association(314)399-4563
 (618)-659-5700
 Prairie Farms Dairy Inc.....(314)731-1150
 Wells Dairy(501)-944-1790

Distributors:

Bunzl Distribution.....(314) 569-2800
 (314) 997-5959
 Cowley Distributing.....(417) 869-5201
 (573) 636-6511
 Glazers Distributors.....(636) 925-8897

Eggs:

Sparboe Farms.....(320) 593-9774

Gas Station Services:

Petroleum Card Services.....(866) 427-7297

Healthcare:

Consumer Healthcare Products...(202)429-9260
 The ECCHIC Group.....(314) 997-8865

Ice Distributors:

Artic Glacier Premium Ice(202) 772-2473
 (417) 869-5201
 (800) 334-1834
 Reddy Ice.....(417) 343-6713

Insurance:

Federated Insurance:.....(316) 617-7880
 (417) 379-4812
 Willis North America Inc.....(913) 362-8484

Retailers: if your supplier is not listed here, tell them about the benefits of an MGA membership, or have them contact us at:

315 N Ken Ave
 Springfield, Mo 65802
 417-831-6667

Or email CMcMillian@missourigrocers.com

Lottery:

Missouri Lottery:.....(573) 526-7466
 (816) 795-5316

Loyalty Programs:

Loyalty Lane Inc.....(573)355-0983

Maintenance/Equipment:

Ameren.....(417) 880-6722
 Hess Meat Machines.....(314) 351-1751
 Howell Refrigeration.....(417) 865-6833
 Ozarks Food Equipment.....(417) 862-1779

Manufacturers:

Altria Client Services.....(512) 478-3394
 Arcobasso Foods.....(314) 381-8083
 Farmland Foods.....(816) 243-2899
 Frito Lay.....(417) 864-7570
 Ice Cream Specialties.....(314) 631-8171
 (314) 962-2550
 Kraft Foods.....(913) 752-1847
 Otts Food Products.....(417) 358-2585
 Reser's Fine Foods.....(800) 333-6431
 Wells Enterprises.....(816) 872-2415
 (712) 500-4127

Meat:

Missouri Beef Council.....(573) 817-0899

Supplies:

Hilex Poly.....(618) 402-4244
 ProTech LED.....(314) 939-1440

Tech Support:

Interstate Total Retail Solutions...(573) 276-4787
 LINQ3 Technologies(646) 837-7070
 Pinpoint Software.....(262) 458-2470

Wholesale Grocers:

Associated Wholesale Grocers...(417) 875-4000
 (913) 288-2745
 SuperValu.....(217) 384-2745



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See more about sustainability at HilandDairy.com/Sustainability