

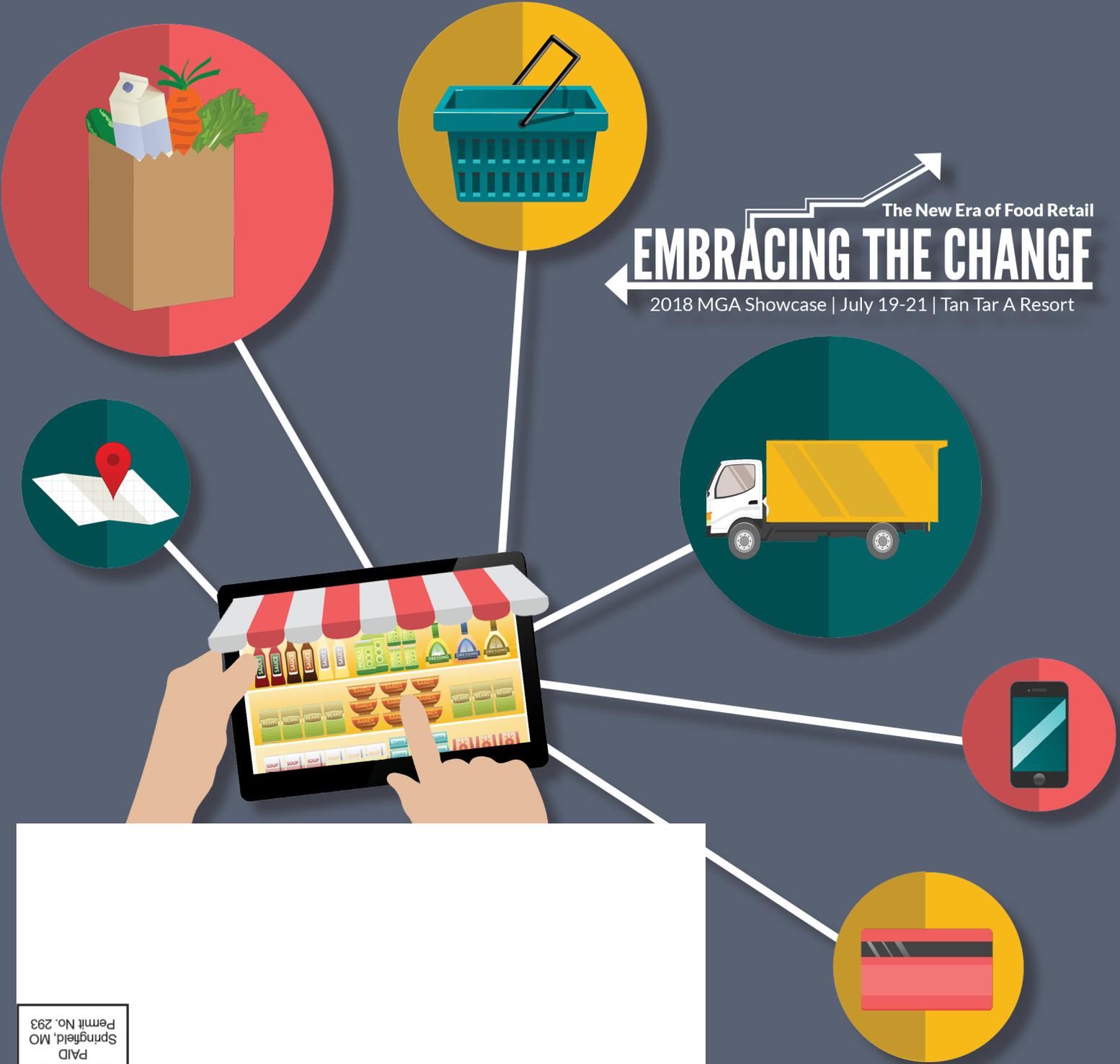
MISSOURI GROCER

THE CONVENTION ISSUE

2018 SCHEDULE OF EVENTS 07

MEET THE MGA BOARD MEMBERS 09

REGISTER FOR THE SHOWCASE 35



The New Era of Food Retail
EMBRACING THE CHANGE

2018 MGA Showcase | July 19-21 | Tan Tar A Resort

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Associated Wholesale Grocers, Inc.
5000 Kansas Avenue
Kansas City, KS 66106



Editors Note

The Missouri Grocer magazine comes out each year before the annual MGA Showcase, to give you a special sneak peak of all that is to come at the Showcase. In this year's issue, you will find details on the topics we will be covering at the MGA Showcase, registration information, the new and improved event schedule, and much more. We've made a lot of enhancements to the Showcase and are thrilled to reveal all that our team has been working on!

This year's theme is "Embracing the Change: The New Era of Food Retail". The landscape of the food industry has changed drastically in recent years and is a big part of why we chose this year's theme. We are looking to help our attendees not only weather the change, but embrace the change and come out better than ever.

Keep on reading to see what you can learn at the 2018 MGA Showcase at Tan Tar A Resort.

Jenna Gaddie

Jenna Gaddie

Communications & Events Director

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The Missouri Grocer (ISSN 1522-1008) is an official publication of the Missouri Grocers Association and is published annually at 315 North Ken Avenue, Springfield, Missouri 65802. Phone: 417.831.6667, Fax: 417.831.3907. The Publisher reserves the right to edit all copies submitted or permitted to be used for publication. Articles are not intended to provide advice or assistance with individual problems. Subscription is \$15.00 per year payable in advance for non-members. Statements attributed to other sources do not necessarily reflect the opinion or position of the MGA. Advertising information can be obtained from the editor by calling the number above.



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2018

With The Missouri Grocers Association

By: Executive State Director Dan Shaul

It is with a great amount of pride and excitement that I write to you this year as your State Director. This year has been a huge success so far and I hope to continue that into the rest of the year. I believe this year will be viewed as a year of two halves, in many ways.

As I look back on the first half of 2018, I am reminded of the great successes we enjoyed and the defeats we took comfort in. The MGA worked with the entire general assembly to ensure that our members needs were met with minimal impact to their bottom line. The MGA was successful in contributing to the decision to lower both personal taxes, from 5.9%-5.4%, and corporate taxes, from 6.25%-4.0% during the 2018 session. Throughout the discussions of these tax cut packages there were many attempts to eliminate the sales tax collection allowance that retailers have received for years to offset their responsibility of acting as agents of the state when collecting sales and use taxes. This was a huge win for us! We were also deeply involved in the energy rate caps for investor owned utilities in Missouri. This will allow for a more robust grid modernization program,

while capping rate increases at a considerably lower rate than the average rate increases over the last five years. These two bills will provide both short-term and long-term benefits to the state of Missouri and especially to the grocery industry.

The second half of the year for the Missouri Grocers Association is for building on the first half's success and ensuring that we provide our members with resources to best serve their customers at our annual conference in July. This year's conference has been revamped to reflect the feedback we have received from members and attendees alike. The 2018 theme, "Embracing Change", applies to the industry as a whole, including the Missouri Grocers Association. Members revealed that the most taxing issue in attending the showcase is time, so we have reworked the conference schedule to maximize the time spent there by combining the educational programs, networking opportunities, products and services showcase, and golf tournament



into a much shorter and effective event.

The two halves of the MGA year rely greatly on each other's success. Without their combined achievements, the grocery industry would be at a great disadvantage in relation to other industries. I ask for your support in attending and making this year's conference a success so that we can continue to prosper in the legislative arena both in the Missouri State Capital and in Washington D.C.

Dan Shaul

Dan Shaul
Executive State Director
Missouri Grocers Association

THANK YOU TO ALL OF OUR SPONSORS

The MGA Showcase would not be possible without your continued support.



Schedule of Events

THURSDAY, JULY 19TH

7:00 AM	MGA Golf Tournament Presented by Shazam
12:00 PM - 4:00 PM	Pool Cabana Refreshments and Snack
4:00 PM	Board Meet and Greet with Exhibitors
6:30 PM	Dinner, Best Bagger, and Entertainment

FRIDAY, JULY 20TH

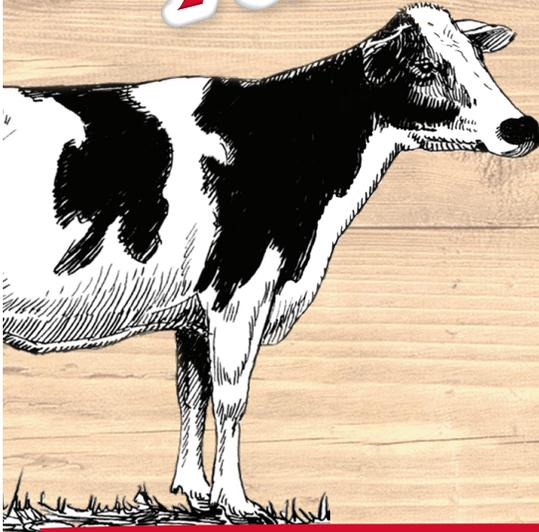
8:15 AM	Planning Your Future: Promises Kept <i>Business Session and Breakfast</i>
9:00 AM	Legislative Meeting
9:00 AM	Brunch and Brushes
10:00 AM	Hiring and Maintaining the Best Employees: Strategies for the Independent Grocer <i>Business Session</i>
11:00 AM	The Independent Grocer Meets Ecommerce <i>Business Session</i>
12:00 PM - 4:00 PM	Trade Show <i>*Don't miss the putting contest during the trade show for the chance to win \$10,000!</i>
6:30 PM	Cocktail Reception
7:00 PM	President's Gala and Awards Ceremony

SATURDAY, JULY 21ST

7:00 AM - 9:00 AM	Grab and Go Breakfast <i>*Retailers: make sure and stay for a special prize giveaway of thousands of dollars worth of product at 7:30 AM!</i>
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GET TO KNOW THE MGA BOARD

Working toward the mission of the Missouri Grocers Association would not be possible without the help of all of our wonderful board members. Our board is made up of some of the most influential people in the food industry in Missouri. We have one store operators and Missouri vendors up to multi-store operators. Having such a dynamic Board of Directors helps us to make sure that we are helping each MGA member out there in the best way possible. Serving on the board is no easy task, and we could not be more pleased with our team. Get to know a little bit about our board members here. You will even get some time to mingle with them directly at the board member and exhibitor meet and greet on Thursday, July 19th at 4:00 pm during the MGA Showcase.



CHAIRMAN

John Porter
Porter's Supermarket
John has worked in the grocery industry for a whopping 32 years and has

served on the MGA Board for 16 of those! He began working in his family's business, So-Lo Markets and Smitty's, before purchasing his first store, Porter's Supermarket, 24 years ago. He has been married for 25 years and has four children. In his spare time, John enjoys hiking, hunting, and pretty much any other outdoor activity. He is also an active member of the Ozark Empire Grocers Association.



VICE PRESIDENT

Gerry Kettler
Niemann Foods
Gerry serves as the Director of Consumer Affairs for Niemann

Foods as well as the Chairman for Niemann Food Foundation. He is also involved with the National Grocers Association Legislation Committee and serves on the board for the Quincy Salvation Army and Looking for Lincoln National Heritage Association.



PRESIDENT

Chuck Murfin III
Murfin's Market
Chuck has served on the MGA Board for 10 years. Before becoming

president of the board he served as secretary and vice president. He is married to Dana Murfin and has two sons, a daughter, and a soon to be daughter-in-law. Chuck has been working in the grocery industry since he was 11 years old. He studied Computer Information Systems at Missouri State University before beginning a career with Phillips Petroleum. After 5 years with the company, Chuck got back into the family business as the Vice President of Murfin's Markets.



SECRETARY

Steve Radcliff
Dierbergs Markets
Steve worked in the loss prevention department for Target, with May Company, and as an insurance agent before eventual-

ly landing a position with Dierbergs. Steve started with Dierbergs as a one-man program with risk management, which has now developed into an entire department. He now works as the Director of Risk Management there. Steve received a degree in Administration of Justice at the University of Missouri St. Louis. He is married with two grown children and four grand-children. During his free time, Steve enjoys golfing, bicycling, and spending time at Lake of the Ozarks. Lucky for him, that's where this year's MGA Showcase will be held!



STATE DIRECTOR

Dan Shaul
Missouri Grocers Association
Dan Shaul began working for

Mid-America Grocers Association in 1998. He then moved on to become the Assistant Director of the MGA in 2001 and later became Executive Director in 2006. Dan is married with two daughters and one son. He represents the 113th district in the Missouri House of Representatives. Whenever Dan gets free time, he enjoys going to watch his favorite hockey team, the St. Louis Blues, play.

**Jim Hamblin***Town and Country Supermarkets*

Jim has worked in the industry for 53 years and has spent 30 of those years with Town

and Country. He has two children, Jennifer and James, and four grandchildren. Jim plans to retire after a successful career at the end of this year.

joining Hy-Vee, Inc. she worked in Washington, DC for the Business Industry Political Action Committee as their Senior Director for Field Operations. Her entire career has focused on advocacy and the opportunity to work for such a respected company back home in the Midwest was too good to turn down.

**Charlie Lynn***Associated Wholesale Grocers*
Charlie began his career in the grocery business as a sacker when he was just 16.

Previous to AWG he worked for several different independent retailers in the West Tennessee area. Charlie received his most valuable experience during his 11 years with an independent retailer called Seessel's in Memphis, TN. He started out as a meat cutter and worked his way up to a store manager before coming to AWG in 1997.

**Leah Hamilton***Missouri Lottery*

Leah worked quite a few jobs before beginning to work part-time at the Jones store in 1989. In 1991, she

added on a job with the Kansas City Royals to her schedule. Later that year, she began working a third job with Warner Lambert, a candy and gum company. Once her children were in high school and one could drive, she was able to trade in all three part time jobs for a full time job with the Missouri Lottery! She started on her birthday, September 3, 1996, as a lottery sales rep and later moved on to become a District Manager in 1998. Then, in 2006 she was promoted to her current position as a Corporate Account Manager.

**Jim Hickman***Hickman's IGA*

Jim has been in the grocery industry for 52 years. He currently works as the President for Hickman Family

Foods CO. He previously served as the President of the Board of Directors for the Missouri Grocers Association as well as the President for the Mexico Rotary Club. He also serves on the board for the Central Bank of Audrain County as well as the Mexico Chamber of Commerce. Jim is a member and Deacon at the Southside Christian Church.

**Jon McCormick***Retail Grocers Association*

Jon attended school at BSBA Xavier University, where he majored in Public Relations

and Communication Arts. He has worked in the industry for 50 years as an owner, operations director, sales manager, executive director, and now as the President and CEO of RGA and Kansas Food Dealers.

**Dan Kramer***Shazam*

Dan has an extensive 24-year background in merchant portfolio management, electronic funds

transfer (EFT) sales and EFT marketing. He joined SHAZAM in 1999 as a merchant product manager and became the senior vice president of merchant services in 2001. From 2001 to 2006, Dan focused his efforts on strengthening and expanding SHAZAM's acquiring business. He transitioned to senior vice president of marketing and merchant services in 2006, and then moved to his current role of senior vice president of government and community affairs in 2016.

**Cindy McMillian***Ozark Empire Grocers Association*

Cindy has been married for over 44 years to her husband Richard with

whom she has one daughter, three granddaughters and one grandson. She is a member of Southland Christian Church where she teaches preschool and works with the young girls of the church. She began working with the MGA and OEGA in 1980 as the receptionist. She worked her way up to event

**Mary Beth Hart***HyVee*

Mary Beth has worked as the Director of Government Relations for Missouri, Illinois, Minnesota, and

Wisconsin since the fall of 2016. She first started her career in government relations at DuPont Pioneer in Johnston, IA. Prior to

planner and bookkeeper, then to the administrator of American Coupon Services. She now has served as the Executive Director of OEGA since 2013.



Kevin McVeigh

Mac's Super Saver

Kevin became a member of the MGA Board in 2017. He runs the family business, Mac's Super Saver.

He and his wife Julie have two daughters, who enjoy helping out at Mac's Super Saver often.



Rich Morris

SuperValu

Rich and his wife Vickie have two daughters and two grandchildren. In his spare time, Rich enjoys

motorcycling and fishing. He began his work in retail grocery with Great Scot Supermarkets before switching to wholesale in 1994.



Ed Mullins

Prairie Farms Dairy

Ed has served on the MGA Board of Directors for over 20 years. He enjoys golfing, playing cards with his wife,

and traveling. He started off as a sales representative with Prairie Farms and eventually worked his way up to CEO/Executive Vice President.



Joe Polizzi

Town and Country

Aside from his work as a part-time grocery store worker in high school and college, Joe has been in the grocery industry for seven years. He began

as the Vice President and General Council for Town and Country in 2011, before transitioning to the President and CEO in 2016. Joe's main hobby is spending time with his family. He is an avid sports enthusiast and enjoys spending time coaching his two daughters in various sports.



Richard Prenger

Prenger Foods

Rick has worked in the family business his entire life but didn't start full time until after graduating from

high school in 1972. He spends his "free" time raising cattle and likes to spend time at the Lake of the Ozarks with his family, which includes 3 daughters and one son and their spouses, along with 8 grandchildren. Rick is currently the President of Prenger Foods.



Joyce Shaul

Mid-America

Grocers Association

Joyce married her grade school boyfriend, Clarence Shaul in 1962 who worked

with his parents for the association then called Metro Food Dealers. She first worked in banking before joining the family business with her husband and his parents. Joyce has worked for the association ever since. Together she and Clarence had 2 children and 5 grand children.



Bob Snyder, III

Snyder Foods

Bob has served on the MGA board for over 20 years and during that time has held every officer position at some point. He has worked in the

industry for 33 years and is currently the Owner/President of the third generation family business, Snyder Foods.



Erick Taylor

Ramey/Price Cutter

Supermarkets

Erick Taylor, a Springfield native, currently serves as the President and CEO of

Pyramid Foods headquartered in Rogersville. He began working in the grocery business at just 16 years old as a bagger in the family business and has since worked his way up in the grocery industry.



J. Max Van Hoose

Harps Food Stores

J. Max is a Northwest Arkansas native and graduated from the University of Arkansas in

1991 with a degree in Industrial Engineering. After spending 6 years with Hallmark Greeting Cards and earning his MBA at the University of Kansas, he joined Harps Food Stores as Director of Construction and Equipment. He lives in Springdale with his wife Kelley and their two daughters, and attends Fellowship Bible Church in Rogers.



Don Woods

Woods Supermarket

Don grew up in his family's grocery store and shadowed his father, working and playing at his side –

learning the business from the very beginning. Don decided at an early age that this was what he wanted to do for the rest of his life. Woods has now grown to twelve supermarkets and five express fuel locations.



Dennis Gott

2018

Missouri Grocers Association Hall of Fame Inductee

Left: Wayne Gott, Right: Dennis Gott

The family of Mr. Dennis Gott and the Town & Country family are truly humbled by this honor. Mr. Gott grew up in the grocery business, working with his father, Mr. Wayne Gott (2012 MGA Hall of Fame). Dennis held a variety of positions, eventually becoming the company's President & CEO in 1999. With Dennis' leadership, the company grew to have 21 locations in South-Central Missouri, while keeping the same tradition that his father started. In 2015, the company built and opened a new 48,000-square-foot store located in Rolla, MO that became one of Dennis' proudest achievements. In July 2016, Dennis passed away unexpectedly at the age of 64.

Town & Country Super Market, Inc. is committed to continue to honor Dennis' legacy by providing friendly customer service, while offering a wide variety of products and services, all at low prices.



Ava, MO



Rolla, MO



www.tcmarkets.com



MGA GOLF TOURNAMENT PRESENTED BY SHAZAM

This year, we are amping up the fun for the MGA Golf Tournament. John Kerry has been recruited to help us make this a tournament you won't forget! We will have welcome bags for every golf registrant, retailer and vendor prizes, a \$10,000 putting contest, and much more. Lunch will be served after the tournament as well as beverages throughout the day.

We are excited to announce that we will be honoring Jim Hamblin (pictured top left) of Town and Country Grocers and Kip Yoss (pictured bottom left) of Yoss Thriftway as Golf Chairmen for the tournament. They have been an integral part of the grocery industry for years and we greatly appreciate the support they have given to the association.

The tournament will be the first event of the MGA Showcase on Thursday, July 20th at 7:00 AM at the Oaks Golf Course. Be sure to register on page 34 of this issue so you don't miss out!

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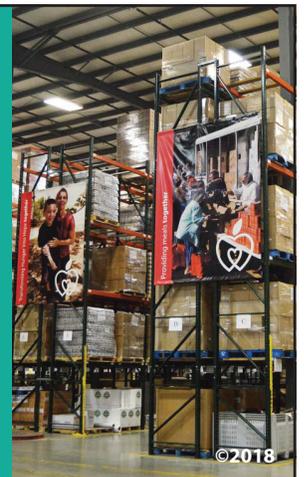
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TRADE SHOW EXHIBITORS

As of June 4th

BKD
 Springfield Business Systems
 Clifton Larson Allen CPA's
 Federated Insurance
 Castor River Farms
 Wills Towers Watson
 Ozarks Coca Cola
 Missouri Lottery
 IGT
 Wells Enterprises, Inc.
 Hiland Dairy
 Midwest Best Water Systems
 Missouri Employers Mutual
 Crown Valley Winery
 The Crackerjack Shack
 Hydeman Financial
 Medll Innovations
 Bunzl

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 Midwest Best Water Systems
 Missouri Employers Mutual
 Crown Valley Winery
 The Crackerjack Shack
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 Medll Innovations
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GET EDUCATED AT

HIRING AND MAINTAINING THE BEST EMPLOYEES: STRATEGIES FOR THE INDEPENDENT GROCER

Due to many factors, the food industry has some of the highest turnover rates in the business world. How can you fix that? Get to know not only what your employee's need to succeed, but also how to attract and retain the right employees for the success of your business. As the workforce continues to diversify and employee needs change, the reality of five different generations working side by side within your business could become the new norm. This makes it vital for managers, store directors, and owners to know about the generational differences facing them in the workplace.

Join us for a multi-generational panel session to learn about what each generation wants and needs to stay happy and motivated in a position and how you can attract and retain the best employees for your business. Jim Mathis, CSP will lead the discussion which will end with a multi-generational panel discussion where you will get the chance to ask questions of your own.



Friday, July 20th at 10:00 AM in Salon B



Legislative Outlook

Learn about Missouri legislation with your Missouri legislators. You will learn the shaping of the economy with initiative petitions and it's effects on the grocery industry. Your

legislators will give you an inside look at what happened during the 2018 session and the outlook for our industry in 2019.

Friday, July 20th at 9:00 AM in Salon B

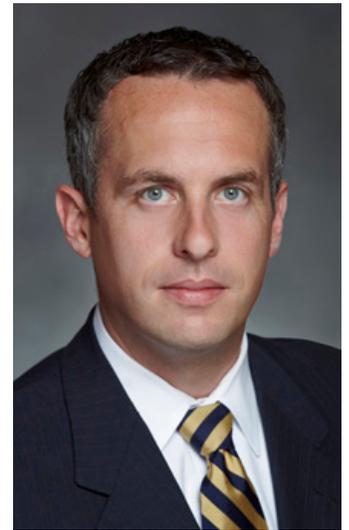
THE MGA SHOWCASE

Planning Your Future: Promises Kept

*Breakfast Session
Friday, July 20th at
8:15 AM in Salon B*

As a business owner, you need to protect yourself, your family, and your business. Business succession and estate planning can be overwhelming. Take the first step. Join us for a business succession and estate planning conversation hosted by Federated Insurance where we will discuss how you

can avoid frustration, taxation, and litigation when the time comes to exit your business. We are confident that this session can help you gain peace of mind. Estate Planning Attorney, Patrick Conner, will lead the discussion and be there to answer your questions.

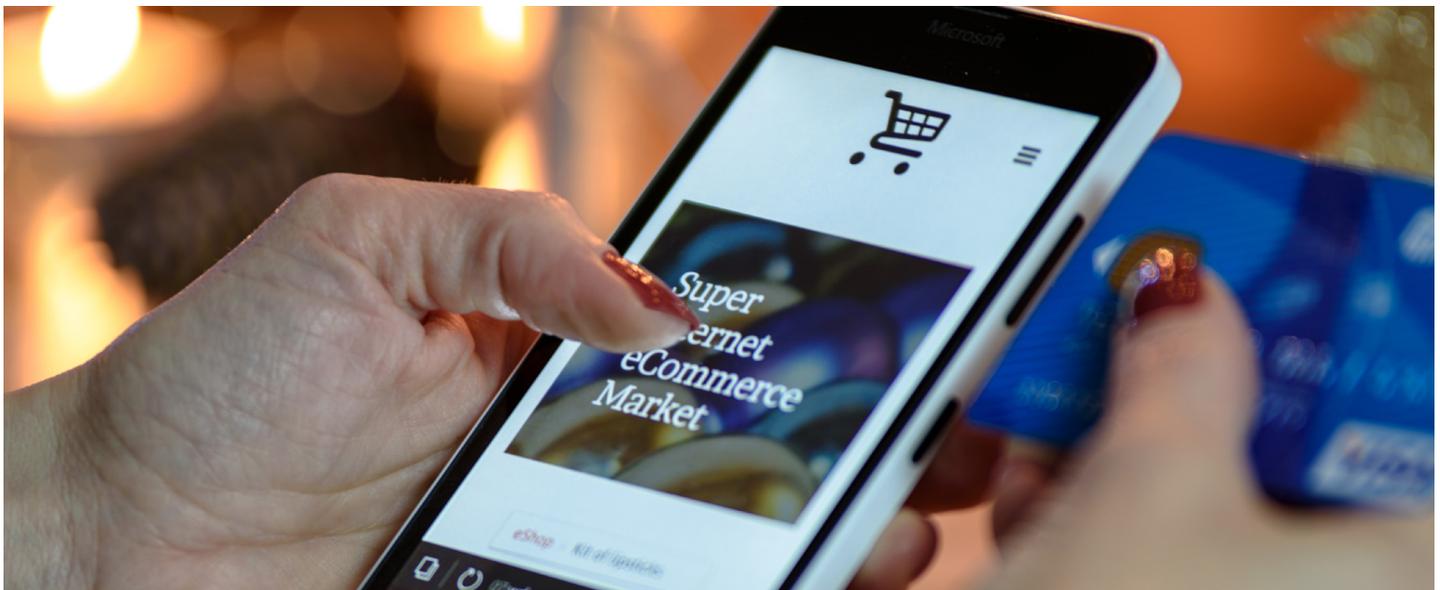


THE INDEPENDENT GROCER MEETS ECOMMERCE

The food industry's landscape has drastically changed in recent years, largely due to the introduction of ecommerce. Consumers are searching for and demanding convenience in their grocery shopping experience now more than ever. Do you have what it takes to compete in the new era of food retail?

Come learn with retailers, both big and small, about how they're keeping up with ecommerce, home delivery, and store pickup. Join Jim Mathis, the Reinvention PRO™, as he explains how you can embrace the changes happening in the industry. After he speaks, Jim will moderate a panel discussion of industry leaders that have tried these techniques first-hand.

Friday, July 20th at 11:00 AM in Salon B



EVERYONE EATS. WHY NOT EAT AT HOME?

Eat at Home Missouri is an initiative by the Missouri Grocers Association to encourage consumers to develop healthy habits, become budget friendly, eat together as a family, and to promote the grocery industry in Missouri.



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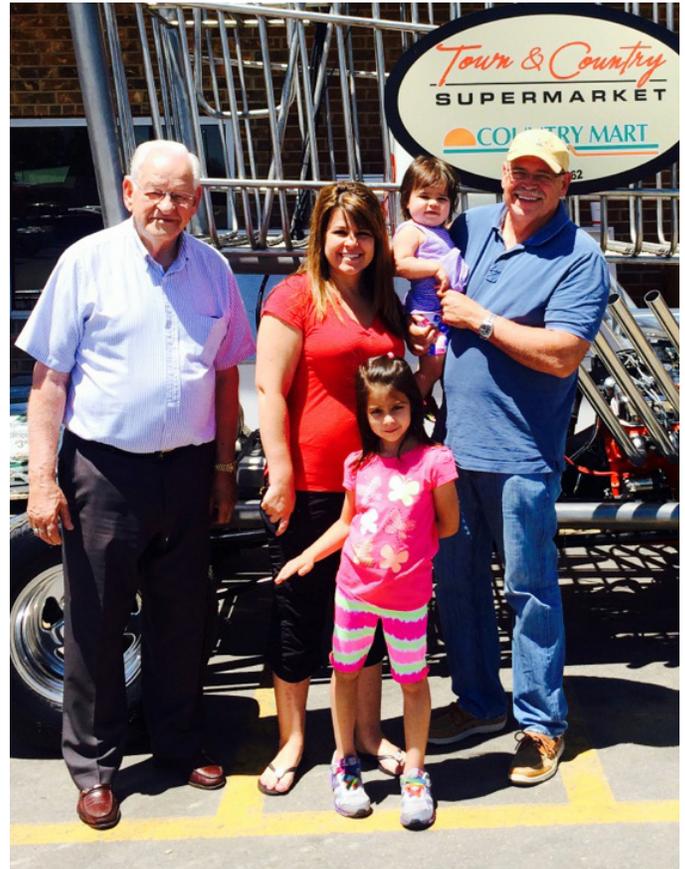


2018 MGA Hall of Fame Inductees

We are excited to announce that we will be inducting Ed Mullins from Prairie Farms Dairy and the late Dennis Gott of Town and Country Supermarkets into the Missouri Grocers Association's Hall of Fame at the 2018 President's Gala and Awards Ceremony on Friday, July 20th at Tan Tar A Resort.

Ed Mullins (pictured top left with his wife Carla) has been in the food industry for 49 years. For 37 of those years he has worked with Prairie Farms Dairy and has served as CEO/Executive Vice President the last 12 years. He received an Associate degree in Business Management from the Belleville Area College before beginning his career. Ed has served on the MGA Board for over 20 years and has helped the MGA immensely during that time. We are proud to be inducting him into the MGA Hall of Fame after all this time.

Dennis Gott (pictured top right with his father, Wayne, daughter Amber, and granddaughters, Maria and Lydia) served as the President and Co-Owner of Town and Country Supermarkets headquartered in Salem, Missouri before his



passing in 2016. Dennis loved the grocery business and had great success expanding Town and Country throughout his career. had great success expanding Town and Country throughout his career. He was a huge asset to the grocery industry in Missouri and we are thrilled to induct him into the MGA Hall of Fame.

Be sure to come to the Presidents Gala and Awards Ceremony during the MGA Showcase and show your support for these two phenomenal men.

FRIDAY, JULY 20TH, 2018

President's Gala and Awards Ceremony
Cocktail Reception at 6:30 pm in Salon B
Dinner Served at 7:00 pm in Salon C

2018

REGISTRATION DETAILS

\$195

FULL REGISTRATION

- Pool Cabana
- Welcome Dinner & Game Night
- Best Bagger Contest
- Legislative Breakfast Meeting
- Brunch and Brushes
- Business Sessions
- Merchandising Show
- Exhibitor Shopping List - Retailers
- Cocktail Reception
- President's Gala
- Grand Prize Entry

\$50

THURSDAY REGISTRATION

- Pool Cabana
- Welcome Dinner & Game Night
- Best Bagger Contest

\$150

FRIDAY REGISTRATION

- Legislative Breakfast Meeting
- Brunch & Brushes
- Business Sessions
- Merchandising Show
- Cocktail Reception
- President's Gala
- Exhibitor Shopping List - Retailers

BUY 2

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FULL REGISTRATIONS

\$85

KIDS REGISTRATION

- Pool Cabana
- Welcome Dinner & Game Night
- Brunch & Brushes (tote bag project)
- Merchandising Show
- Friday PM Program
- Prizes

\$50

BRUNCH & BRUSHES

- Brunch
- Painting (planter box or pallet board with choice of design)
- Prizes

\$85

PRESIDENT'S GALA

- Cocktail Reception
- Dinner and Awards

KIDS SCHEDULE

THURSDAY, JULY 19TH

12:00 PM-4:00 PM

Pool Cabana Refreshment Set-up

7:00 PM

Welcome Dinner, Best Bagger, and Entertainment

Each child will receive a goodie bag!



FRIDAY, JULY 20TH

9:00 AM

Brunch and Brushes

Design a fun tote bag to take home!

12:00 PM

Trade Show Entry

6:00 PM - 10:00 PM

Kids Dinner and Activities



SATURDAY, JULY 21ST

7:00 AM

Grab and Go Breakfast



THE RESORT

ROOM RATES

Guest Room

\$133 per room, per day plus tax

One Bedroom Suite

\$198 per room, per day plus tax

Two Bedroom Suite

\$258 per room, per day plus tax

RESERVATIONS

Call (800) 826-8272

- Inform the hotel you are with the Missouri Grocers Association
- Make a weekend out of it: the convention rate is available for two days before and after the convention

HOTEL POLICY

Reservations **MUST** be made no later than **Wednesday June 20th, 2018** to guarantee accommodations at convention rate. However, reservations will be accepted and confirmed up to the opening day of the showcase providing accommodations are still available. All cancellations must be made at least **THREE** days prior to arrival date.

Tan-Tar-A Resort

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Rita Morgan, Director Of Sales - Champaign, IL 612-704-6084

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

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MISSOURI'S BEST BAGGER COMPETITION

The proper bagging of groceries is an important part of the operation of a successful retail grocery business. The Missouri Grocers Association endeavors to help grocers recognize this important aspect of customer service by conducting an annual state "Best Bagger" Contest.

Since states are limited to one contestant in the NGA contest, many retailers develop and conduct their own contests to select their representative for the state contest. This year, the contestants will be using both reusable and plastic bags during the competition. This manual will provide you with the necessary information for you to conduct your own contest. Any questions regarding this contest should be directed to Jenna Gaddie at the MGA office.

There are several advantages to holding a competition yourself:

- Ensures that the most qualified individual is selected to represent your company
- Increases employee motivation and builds a "team spirit" for a competition
- Highlights customer service by showing customers the importance placed on the proper bagging of their groceries.



- Provides recognition for good employees
- MGA will issue a press release to your local news paper to announce the winner from your store

MGA's Best Bagger Rules:

1. Contestant must spend more than 40% of their time at work bagging groceries to be

eligible to compete

2. Contestant can only represent the Missouri Grocers Association one time at the National Grocers Association competition
3. There are no age restrictions for the best bagger competition

First Place

Trophy, a \$500 cash award, and a \$250 award sponsored by the National Grocers Association. MGA will provide hotel, airfare and registration to the National Grocers Association Convention for the bagger representing MGA at the National Competition to be held February 24th-27th, 2019 at The San Diego Convention Center in San Diego, California. NGA will award the prize money of \$250 to the bagger at the National Championship. First place winner is responsible for meals & incidentals while in San Diego.

Second Place

Trophy and a \$200 cash award.

All Other Contestants

\$50 participation award.

Schedule

This year's Missouri competition will be held on Thursday, July 19th at 6:30 pm during the Kickoff Dinner. Awards will be given out on Friday, July 20th.

Store Name _____ Owner _____

Mailing Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Contestant Name _____ Coordinator Name _____

Home Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Years Employed _____ Years Bagging _____

All contestants must report to the Missouri Grocers Association Registration Desk at Tan-Tar-A Resort by 4:30 pm on Thursday, July 19th for orientation. Please fill out this form and return to the Missouri Grocers Association at 315 N. Ken Avenue, Springfield, MO 65802.

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MILLENNIAL TRENDS

Adapt to the Next Generation in Your Business

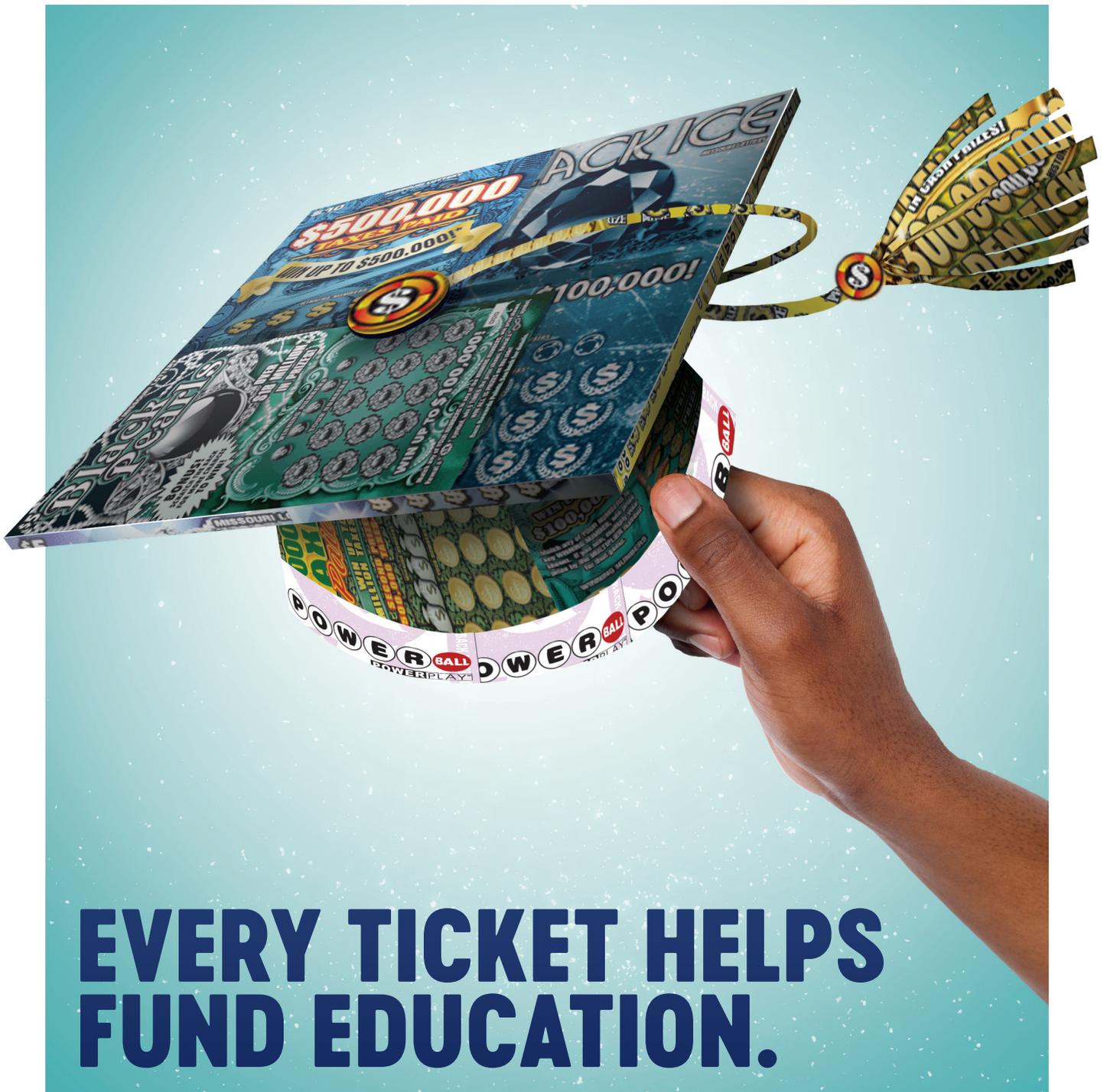
By: Jim Mathis
Speaker at the MGA Showcase

Millennials are altering the societal and business landscape. No, they are not all eating “Tide pods.” They aren’t out marching in the streets for Socialism. They are not all sitting at home doing nothing and expecting everything in return. They are changing our culture.

Don’t be surprised. Baby Boomers did the same thing... remember car hops, Gene McCarthy for President, protesting the war in Vietnam and sit-ins, having fast food “your way?”

Boomers reshaped business as women became a force in corporate hierarchical structures. New benefit packages included day care, as both parents often had to work to pay bills. Parents without children were known as “DINKS” (Double Income, No Kids). Inflation and more Boomers graduating from college put both spouses in jobs to earn enough money to afford pricey homes and automobiles.

The Ford Mustang was created for Boomers as were the microwave oven, wireless television remote and the drive-up windows in restaurants,



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banks, drug stores, film development and dry cleaners (and even a funeral home in Mississippi)! They changed everything as they came of age and entered your industry. Millennials are taking over many aspects of society and shaping everything to suit them.

The last three conventions I attended had phone apps to download on a smartphone for participants to find education sessions, learn about presenters, locate their meeting rooms and find out what events were taking place. The one before that gave everyone a flash drive to do the same thing.

Hilton Hotels has upgraded their app to become a “smart key” to both select and unlock your room using the phone. What are you doing to accommodate your tech-savvy clientele?

Brad Smith says, “Millennials’ tech and global savvy will make them instrumental in shaping our mobile future worldwide.”

Millennials know more about business and culture in India than many Western world leaders know today. They know about other Millennials in Eastern Europe, China, Korea, Japan, Thailand and the Philippines than their parents ever knew... though most US and Canadian Millennials have never traveled to these countries.

TURN-ONS AND TURN-OFFS

Facebook, LinkedIn and Twitter are now associated with “older people,” as Millennials use Instagram and Snapchat. A Millennial speaker I heard recently asked the crowd of about 85 people how many were on Instagram. Every hand under 30 shot up, with about 3 over that age. Then he asked how many were on Facebook. That got the Millennial’s hands in their laps. Wow!

“Every generation brings something new to the workplace, and millennials are no exception.”

Trust and depth are important to the Millennial generation.

Facebook is facing a crisis of trust with its users. Instagram is growing daily with younger users who want to share information apart from being censored or have their identities sold to nefarious dealers.

Churches are endeavoring to reach this generational group through rock bands and contemporary worship styles. Many churches are streaming worship live on the internet. However, it is hurting attendance. Why attend when you can watch on your smartphone?

Millennials are fleeing individual sports (like tennis and golf) in favor of team sports and activities... like soccer (the Atlanta United Soccer Club fills the new Mercedes Benz Dome, while the Falcons pro football team doesn’t).

Video games now appeal to team players. “Gamers” participate in teams with others online to accomplish tasks in video challenges. Golf courses are shutting down and turning their properties into condos and apartments as this generation loses interest in the sport due to expensive costs and fees.

Scott Stinson writing for the National Post related, “In the United States, golf-course closings have outpaced openings in each of the past 10 years. The National

—Kathryn Minshew

Golf Foundation says that just

under 500 18-hole courses have been opened since 2005. In the decade that preceded 2005: 4,926 such courses opened.

Canada’s experience mirrored that of the U.S.: a long period of massive golf-course growth, followed by an extended period where development is at almost a standstill. Meanwhile, the sale of established courses to property developers for conversion into residential homes has become a regular occurrence.”

THE PUBLIC SECTOR

Kevin Curry writes, “Nothing is more frustrating to Millennials than antiquated technology — legacy systems built for a former era... they actually need to work with cutting edge technologies in order to remain competitive in the job market.

And let’s be clear, Millennials

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Friday, July 20th



COCKTAIL RECEPTION WILL BEGIN AT 6:30 PM IN SALON B
DINNER WILL BE SERVED AT 7:00 PM IN SALON C



Brunch & Brushes

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Friday, July 20th

9:00 AM | PARAOOL ROOMS 1 & 2



MGA Showcase

KICKOFF DINNER

Thursday, July 19th | 6:30 PM in Salon C

Join us for a night full of fun.
We will have the Best Bagger Contest,
Games, Prizes, Music, Food, Drinks, and More!

MGA BOARD MEMBER AND VENDOR

MEET & GREET

THURSDAY, JULY 19TH | 4:00 PM IN PARASOL ROOM I

Get the Showcase started off by joining us for some hors d'oeuvres, drinks, and mingling. This is a great opportunity to start building relationships with the MGA board members before the trade show.

“I’m very encouraged by millennials and their drive to make the world a better place.”

– John Mackey

no doubt have noticed that most government agencies have barely changed in terms of day-to-day operations. Over the last few decades, under the pressures of competition, nearly every other industry has had to change how they operate in order to survive. Sheltered from these pressures, however, the public sector has languished.”

Adding new technology can be costly, but government can’t afford NOT to change if it wants Millennials involved!

Curry says, “By resisting change in this environment, the public sector has been its own worst enemy. And now, without a robust pipeline of talent, the government risks lagging even further behind in an increasingly digital world. The future of government depends on developing the next generation of public servants and leaders — but to attract and retain the most promising young minds, the government must reinvent itself, embracing the collaborative and flexible environment tech-savvy Millennials crave.”

DOWN ON THE FARM

Millennials like farming more than the two generations before them. Aditi Roy wrote a tech blog article for CNBC in December 2017, “Millennials are changing the face, and practices, of farming. According to the USDA’s most recent census of farmers from 2012, the number of principal farmers between

the ages of 25 and 34 increased 2.2 percent from five years before.

In addition, a new survey by the National Young Farmer Coalition finds that millennial farmers... are more likely to be college-educated, not come from farming families, use sustainable practices and produce organic food.

Among those recruiting millennial foodies into farming is Kimbal Musk, brother of tech billionaire Elon Musk. Musk says Millennials, who are driving the growth of organic food sales to record highs, are increasingly drawn to farming to make a difference in the way food is produced.

‘If you look at just five years ago, farming was considered, you know, this is what your grandparents did. And over the past few years, there’s been this extraordinary demand and desire to be a farmer amongst the younger generation,’ says Musk.

While the increase may appear incremental, some of the older age brackets saw double-digit decreases over the same time period.”

If you don’t adapt to Millennials in hiring, managing and marketing, you will be out of business in a short while. How are you seeking to find out what they

want, involving them in decisions about your services, delivery, marketing and management style?

THE ROYAL TREATMENT

I read that Princess Kate, the Duchess of Cambridge, is encouraging her two children, Prince George and Princess Charlotte. Unlike past royals, she stoops down to speak to the two young children on their level. Kate wants to speak to them where they live. She hopes this will influence them as they grow to one day rule the country with compassion.

I hear many older adults being critical of Millennials wherever I go. They expect this new generation to meet expectations on

“As a group, (Millennials) tend to be highly educated, love to learn, and grew up with the Internet and digital tools in a way that can be highly useful when leveraged properly.”

–Kathryn Minshew

the experienced and older generation’s levels. But that won’t attract more Millennials in their business. Your past experience isn’t in the areas of their talents. Adapt to their learning styles, language and unique tech skills. It will give you a head-start on the future...

“How do we reach Millennials and keep traditions and policies in place?”

Millennials WILL be running your business one day. The cost to ignore them is greater than the cost to reach them. Are you leveraging their knowledge, power and future in business to reinvent your organization? If you don't, some competitor will!

Join us at the MGA Showcase to hear from Jim himself on how you can attract and maintain the best employees for your business. Following his speech, Jim will moderate a panel discussion where you will get the chance to ask questions of your own. The discussion will take place at

10:00 AM on Friday July 20th.

Jim Mathis, IPCS, CSP, MDiv. is *The Reinvention PRO™*, an International Platform Certified Speaker, Certified Speaking Professional 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@jim-mathis.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

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Rethinking the Grocery Shopping Experience

By: Theresa O'Neil

Traditional retail has experienced a seismic shift over the last few years as more and more shoppers go online, forcing retailers to boost and optimize their digital presence. There's no space more poised for a shakeup than grocery stores. Once immune to the online trend, more companies, including Amazon.com, are pushing into this space. A few years ago, Amazon launched Amazon Fresh, its grocery delivery service. In June, the e-commerce giant announced it would acquire Whole Foods for \$13.7 billion. And more recently, Amazon filed a trademark for its own prepared meal kit service. Amazon's growing presence in the grocery industry has the potential to dramatically disrupt the way consumers shop for groceries.

The Next Frontier for E-Commerce

According to the US Department of Commerce, e-commerce accounted for 11.7 percent of total retail sales in 2016. That's a 15.6 percent increase over 2015. Though more and more transactions happen online, grocery has traditionally fallen behind, especially in the U.S.

While the majority of groceries are still purchased in-store, the number of consumers shopping for food online is rising sharply. In fact, this trend will likely accelerate with Amazon jumping into the space, and I'd argue that grocery will become the next frontier for e-commerce.

Now, that's not to say that traditional grocery stores will be a thing of the past. Instead, consumers' expectations will evolve, requiring grocery retailers to rethink the way they operate.

Brick and Mortar Isn't Going Away

It seems like we're constantly bombarded with headlines about another retailer closing its brick-and-mortar locations. However, there's also plenty of evidence of another trend — online-only retailers such as Fabletics, Warby Parker, and yes, Amazon — opening physical store locations. In fact, when I recently attended an IRCE presentation by Gregg Throgmartin, president and general manager for Fabletics, he argued that "it's one of the best times to open a brick-and-mortar store."

Obviously, e-commerce continues to grow, but physical stores provide the opportunity to experience products firsthand, something consumers simply can't get when they're shopping online. A shopper can feel the fabric of a dress or try on a new lipstick shade before committing to a purchase, or, in the case of Whole Foods, she can hand select her own produce.

However, stores can no longer survive by simply being a place to conduct a transaction. Today, consumers go to a store expecting to be entertained and inspired.

Clearly, Amazon recognizes the consumer's desire for great in-store experiences, which is why they chose to acquire a grocery chain that goes beyond the transaction. For example, at the Whole Foods store in the Lincoln Park neighborhood of Chicago, visitors can enjoy a glass of wine after work, meet a friend for lunch, or enjoy a children's cooking class with the family. These unique experiences allow consumers to connect with the brand on a deeper level — and they likely lead to future purchases. The consumer that attended a wine

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tasting opts to purchase a few bottles of the wine they tasted for a housewarming party. The mom that attended the cooking class returns to Whole Foods to purchase the items needed to recreate the meal.

It's Time for Grocery Retailers to Marry the Online and In-Store Experience

If you're a grocery retailer, you have an opportunity to rethink your in-store and online strategies and focus on creating a seamless shopping experience for consumers across all channels. Here are two ways how:

1. Leverage your brick-and-mortar stores.

If you have brick-and-mortar grocery stores, think of ways you can leverage them to create memorable experiences for your customers that go beyond a transaction. For example, offer cooking classes that entertain and inspire consumers, or offer spaces and opportunities for shoppers to socialize. According to a Capgemini study, 60 percent of consumers want stores to provide a social experience with friends and family.

Offering rich experiences to in-store shoppers will allow you to forge deep connections with them. And I'm willing to bet that those who visit your store for a cooking class or wine tasting will stay to pick up some groceries, too.

In addition, look for opportunities to leverage your brick-and-mortar stores as a tool to

drive your online success. One way retailers are doing this is by offering in-store pick up of e-commerce orders. For example, 55 percent of all digital sales for Target are fulfilled in-store. Offering this service not only saves your customers time, it also has the potential to drive additional in-store sales.

Finally, think of ways you can bring the online shopping experience to your brick-and-mortar stores, something Amazon has done extremely well with its physical book stores. Make sure that all of the information available to consumers online is also available in-store — e.g., prominently featuring star ratings and reviews alongside your products to boost customer confidence.

2. Bolster your online presence.

A growing number of consumers are browsing for and purchasing groceries across channels. According to a study by Nielsen and the Food Marketing Institute, 23 percent of American households are buying food online today and 72 percent of shoppers expect to buy groceries online in the future.

Now is the time to bolster your online presence. For starters, make sure your website provides a great user experience for shoppers, including plenty of information about your products and your stores so shoppers know exactly what to expect. PowerReviews research found that poor product information is the top irritation for consumers when browsing for

products online.

In addition to your own product descriptions, be sure to prominently feature product ratings and reviews on your website so consumers can hear about the experiences of other consumers. As an added bonus, user-generated content (e.g., ratings and reviews) can ensure your product pages are showing up in search engine results.

However, it's not enough to simply collect reviews. Instead, be sure you're regularly monitoring reviews and acting on the insights they provide in order to improve products and the customer experience.

Retailers that survive — and thrive — are those that successfully marry the online and in-store shopping experience. Now is the time to rethink your online and in-store strategy.

Theresa O'Neil is senior vice president of marketing at PowerReviews, a platform to increase product ratings and reviews, site traffic and conversion. Access this article online at <https://www.mytotalretail.com/article/rethinking-grocery-shopping-experience/>.

Be sure to attend "The Independent Grocer Meets Ecommerce" Business Session at 11:00 AM on Friday, July 20th in Salon B during the MGA Showcase to learn more about how you can keep up with the evolving grocery industry.



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- Recognition on hole sign
- Option to include promotional materials in welcome bags

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- Option to include promotional materials in welcome bags

HOLE SPONSOR | \$525

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- Option to include promotional materials in welcome bags

CONTACT INFORMATION

Contact Name:		Company:		
Address:		City:		State:
Phone:		Fax:		Email:

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First/Last Name	Company	Rate per person \$150	Mulligans per person 2 for \$10
1.			
2.			
3.			
4.			

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Please bill me for _____ Check enclosed for _____		Please charge my credit card: <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	
Name on card:		Billing address:	
Card number:		Security code:	Expiration date:
Signature:			Date:

Submit Registration Form & Payment to: Missouri Grocers Association | 315 N. Ken Avenue, Springfield, MO 65802

2018 REGISTRATION FORM

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Classification (please check one)
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For Office Use Only
 Date Received _____ Date Logged _____
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Name:		Company:			
Address:		City:		State:	Zip:
Phone:	Fax:	Email:			

REGISTRATION INFORMATION (LIST ALL WHO WILL ATTEND)

Please print all information exactly as it should appear on the name badge		Full Reg.	Thursday Reg.	Friday Reg.	Trade Show Only Non-Exhibitor	President's Gala	Brunch & Brushes	Kids Program
First/Last Name	City, State	\$195	\$50	\$150	\$100	\$85	\$50	\$85

KIDS REGISTRATION (AGES 4-12)

Please print all information exactly as it should appear on the name badge	Age	Full Registration	UMB Junior Best Bagger
First/Last Name		\$85	

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First/Last Name	Please list any dietary restrictions for below.

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Card number:		Security code:	Expiration date:
Signature:		Date:	

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 315 N. Ken Avenue
 Springfield, MO 65802

(P) 417.831.6667 | (F) 417.831.3907
 (E) jgaddie@missourigrocers.com

Last Day for Pre-Registration is Tuesday, July 10th, 2018. After that date, registrations will be processed at the MGA Registration desk at the hotel. No refunds or cancellations made after Friday, June 22nd, 2018, substitutions only.

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Your store's dairy department is a popular destination for your customers, and Hiland Dairy is the brand they trust for farm-fresh, locally made dairy products. Whether they top desserts with light and fluffy Hiland Whipped Cream or crave a tall glass of cold Hiland Dairy Milk, they can count on Hiland for nutritious and delicious dairy products. So, give your shoppers the dairy foods they've loved for generations. **Give them Hiland.**



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