



# TOP LINE REPORT

August 2019

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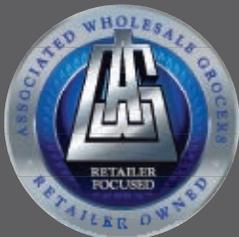


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# BE A SURVIVOR

Not all independent grocers are going out of business.  
**Independent grocers can still compete and win!**



Not as profitable as you once were? Independent grocers are in a fight for their lives. Don't be the next grocer forced to shut their doors. Continuing to operate in the same manner and hoping for different results will not be a winning long-term strategy. The future remains bright for those who embrace the change necessary to survive and prosper. While transitioning wholesalers may require some extra effort and a change to the status quo, isn't it worth it to 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 Dave McKelvey 713-876-6240  
PLEASE CONTACT: Neal Schumacher 573-489-1545

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

## ANNOUNCEMENT FROM

# THE STATE DIRECTOR



As the temperatures rise outside as these summer months settle in on the Midwest, so does the excitement continue to rise in the Missouri Grocers Association office as the planning for the annual convention this OCTOBER 16-18 continues. The reason for this year's high level of excitement is easy to explain with two words: new and improved. This year's event is taking place at a new and improved time, with a new and improved format, at the new and improved Margaritaville Lake Resort as well. The MGA team, at the direction of the board, has embraced the month of October as the new home on the calendar for the annual convention.

The event this year will take place during "BUY MO!" week October 16-18. Not only is it a different month, it will take place Wednesday thru Friday with an early departure on Friday to allow for everyone to enjoy the lake area at their leisure or return home for family activities. The trade show will take place in the improved space on the main floor of the resort; this is a first for MGA. The workshops have been designed to have a direct impact on the daily operations of your business from crisis management to the increasing footprint of CBD products in all retail and the ever-changing beverage segment of our stores.

Our excitement continues to rise with the announcement of Missouri's Governor Mike Parson attending our convention.

Governor Parson will be speaking to us during the President's Gala, Thursday evening. During this time Governor Parson will also be receiving the Spirit of America for all the hard work he does not only for Missouri but for Missouri's grocery industry. The MGA team has and will continue to put the finishing touch on this year's new and improved convention. The only thing we ask of you is to sign up and register so that you too can enjoy the excitement surrounding this new and improved convention.

*Dan Shaul*  
MGA State Director

## WELCOME

### GOVERNOR PARSON



Governor Parson was raised on a farm in Wheatland, MO. He spent 6 years in the US Army, 12 years as the Polk County sheriff before being elected into the Missouri House of Representatives, where he served 6 years. He then spent 6 years in the Senate. During Governor Parson's first year as Lieutenant Governor, his Office launched the "BUY MO!" initiative, and he has been a strong advocate for agriculture, veterans, seniors, and tourism. He also was inducted into the Missouri Farmers Care Hall of Fame, won the Missouri Grocers Association Capitol Impact Award, and named Ingram's 50 Missourians You Should Know 2018 list. He is currently the 57th Governor of Missouri. He is an advocate for farmers, teachers, grocers, business owners and bringing new jobs to Missouri. Governor Mike Parson works hard every day to move Missouri forward by focusing on workforce development and infrastructure.

Please join us at the 2019 Convention on Thursday, October 17th to hear what Governor Parson has planned for Missouri's future.

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# ACTIVE SHOOTER PREPAREDNESS

## A MATTER OF SURVIVAL

The sound of gunshots breaks through the hum of a busy workplace. Chaos ensues as people scramble for safety while an active shooter fires at an unsuspecting and unprepared group of workers.

It's easy to brush off the possibility of being involved in such a situation, thinking that it could never happen to you. But the unfortunate reality of the modern American workplace is that these terrifying scenarios are becoming more and more common. Active shooters act alone or in small groups, and fire indiscriminately, choosing their victims at random. Knowing how to respond is essential for every employee.

### SURVIVAL STRATEGIES

The U.S. Department of Homeland Security<sup>1</sup> has developed a three-part response strategy, with the goal of surviving until law enforcement arrives to end the rampage, usually about 10 to 15 minutes after the event begins. Share the following strategies with your employees to help them increase their chances of making it through a deadly situation. Drills, held once or twice per year, will help keep the information fresh in employees' minds.

**Run** — This is the first and best option. Pick an escape route and follow it, keeping your hands visible to avoid being mistaken for the shooter. Avoid grouping together. If you can help others evacuate safely, do it. As soon as it is safe, call 911 and give them as much information about the situation and the shooter as you can.

**Hide** — If you are not able to evacuate, find a place to conceal yourself. Your hiding place should be out of the shooter's view, offer options for movement or escape, and provide protection from gunfire. Lock or block the entrance if possible. Ensure mobile devices are silenced, remain quiet, and wait for the shooter to leave the area.

**Fight** — This should be the last resort, and only if you are in immediate danger. Fighting requires commitment to the course of action. Act with aggression and intent. Make as much noise as you can. Throw items or use objects as weapons to disable the attacker.

No matter what strategy you must use, always remain calm. Your survival depends on your ability to make rational decisions. When law enforcement arrives, follow officers' instructions immediately without making sudden movements, keeping your hands visible.

<sup>1</sup>Source: "Active Shooter: How to Respond," U.S. Department of Homeland Security. <https://www.dhs.gov/sites/default/files/publications/active-shooter-how-to-respond-2017-508.pdf>. Accessed June 2019.

<sup>2</sup>Source: "Workplace Violence Prevention: Readiness and Response," Federal Bureau of Investigation Law Enforcement Bulletin. <https://leb.fbi.gov/articles/featured-articles/workplace-violence-prevention-readiness-and-response>. Accessed June 2019.

### PLAN AND TRAIN

An emergency action plan (EAP) can help prepare employees for an emergency, including an active shooter. Your EAP should include:

1. A preferred method for reporting emergencies
2. An evacuation policy and procedure
3. Emergency escape procedures, including floor plans and safe areas
4. Information for contacts
5. Emergency service information, including hospital telephone numbers and locations
6. An emergency alert system to notify law enforcement and individuals at remote locations within your facility

It's not enough to simply have a plan. Your employees should know how to implement it. Collaborate with local law enforcement for training on recognizing and reacting to an active-shooting event. Training should include recognizing the sound of gunshots, applying the Run, Hide, Fight strategy, reacting when law enforcement arrives, and adopting a survival mindset during a crisis.

### PREVENTION AND INTERVENTION

The unpredictable nature of an active shooter means that there are no definitive ways to prevent a shooting. But experts have identified indications<sup>2</sup> that an employee might have violent tendencies, including sadness, depression, threats, menacing behavior, hypersensitivity, diminished work performance, and a host of others.

Teach employees to be on the lookout for warning signs and notify a supervisor or human resources representative as soon as they can. It could be a matter of life and death.

With the uncertainty of identifying a potential perpetrator and possible legal ramifications of taking pre-emptive action, prevention can be tricky. If you suspect an employee might be at risk of committing workplace violence, consult law enforcement immediately.

<sup>1</sup>This article is for general information and risk prevention only and should not be considered legal or other expert advice. The recommendations herein may help reduce, but are not guaranteed to eliminate, any or all risk of loss. The information herein may be subject to, and is not a substitute for, any laws or regulations that may apply. Qualified counsel should be sought with questions specific to your circumstances. © 2019 Federated Mutual Insurance Company.

<sup>2</sup>Federated offers resources to help you educate your employees on this vitally important topic. Seven Minute Safety Trainer® has the resources to conduct training sessions with your employees. J. J. Keller® Video on Demand offers videos on preparing for, surviving, and recovering from an active shooter threat. The Training Today® learning management system offers a course on reaction to and preparation for an active shooter. Log on to Federated's Shield Network® for access.

# MGA Convention Oct 16 -18

## SCHEDULE OF EVENTS

Wednesday, October 16<sup>th</sup>

**10:00 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  
Welcome Dinner with Entertainment

Thursday, October 17<sup>th</sup>

**7:30 AM**

Breakfast with a Special Legislative Speaker

**8:30 AM**

eWIC Roll-Out Presentation during Breakfast

**9:00 AM**

Business Session:  
"Beverage Trends & The Consumer"

**10:00 AM**

Business Session:  
"Responding to Crisis"

**10:00 AM**

Spouses Program

**11:00 AM**

Business Session:  
"CBD in the Grocery Isle"

**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

**7:00 PM**

President's Gala and Awards Ceremony

Friday, October 18<sup>th</sup>

**6:30 AM - 9:00 AM**

Grab & Go Breakfast



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Two Bedroom Suite - \$258 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 17<sup>th</sup>, 2019**, to guarantee accommodations at the convention rate. However, reservations will be accepted and confirmed up to the opening day of the conference providing accommodations are available. All cancellations must be made at least **THREE** days prior to arrival. Hotel Address: 494 Tan Tar A Drive, State Road KK, Osage Beach, MO 65065.



# Join Us To Fall Back Into Success

## BUSINESS SESSIONS TOPICS

We have some exciting topics being presented at this year's convention. The business sessions will be starting on Thursday, October 17th, at 8:30 AM. We hope you will get with your store personnel and consider attending.

### 8:30 AM- Special Presentation: eWIC Roll-Out

This eWIC presentation deserves to be the first business session because it will certainly be on the minds of retailers and vendors alike due to the roll-out of the Electronic WIC program. Guests will be given the opportunity to interact with the Missouri Dept. of Health and Senior Services by asking questions and hearing the most up-to-date information.

### 9:00 AM- "Beverage Trends & The Consumer"

The beverage landscape is crowded, offering consumers a wide range of products to consider. Consumer interest in a balanced diet is strong, prompting them to seek options that offer a variety of functional benefits. This presentation will give you an overall snapshot of beverage trends, inviting you to consider if your operation is offering the right assortment in the beverage section as well as offering tips on how to make the beverage section more profitable.

### 10:00 AM- "Responding to Crisis"

A tornado, a flood, an active shooter, a lighting strike, and a fire. These are words that could and should cause anyone concern. While you cannot prevent these events from happening, you can control how you react to them. How you react will determine both short- and long-term impacts on your organization. MGA has assembled a panel comprised of industry experts who have been involved firsthand in events like these. Learn from these experiences and prepare your company for what might lie ahead.

### 11:00 AM- "CBD in the Grocery Isle"

Not just new products, a whole new category!! CBD is and will continue to grow and expand at rates higher than more established categories. Consumers will be demanding these products. Are you ready? Is it legal? What are the risks? What is the ROI? Know the answers before making major decisions on how you enter this new consumer-driven market. This final session of the morning will bring you face-to-face with experts of this emerging industry. By sharing their extensive experiences and knowledge with you, they will answer your questions and help you make the right decision for your organization.

## Best Bagger Contest



Join us during the Trade Show Thursday, October 17th, at 2:00 PM in Paradise B&C for the 2019 MGA Best Bagger Contest.

This exciting event will showcase the skills of Missouri's best grocery store baggers competing against each other. The winner will be flown to San Diego to face off against other state baggers at NGA's 2020 Convention.

This year we will also be offering a manager's special. If you sign up a best bagger to compete, you will receive 1 **FREE** Full Registration to the Convention in addition to the Bagger's registration.

For more information call the MGA office at 417-831-6667 or email Cory Campbell at [ccampbell@missourigrocers.com](mailto:ccampbell@missourigrocers.com)

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What is missing from the pictures below?

**YOU** and your company's logo!

Join these companies who have already signed up to participate in this year's Annual Convention and Trade Show. For more information call the MGA office at 417-831-6667 or email [ccampbell@missourigrocers.com](mailto:ccampbell@missourigrocers.com)



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