

2012 Official Training Manual

for Best Bagger Contest Coordinators

February 12-15, 2012 ★ The Mirage Hotel ★ Las Vegas, Nevada





2011 N.G.A. Best Bagger State Champions

State	Name	Sponsoring Store
Alabama	Thang Nguyen	Publix Super Markets, Inc.
California	Cody Calhoun	Nugget Market, Inc.
Georgia	Roland Mattox.....	Quality Foods of Commerce, Inc.
Indiana	Dave Smith.....	Martin's Super Markets
Iowa	Jeremy Mescher	Fareway Stores, Inc.
Kentucky	Brice Harris.....	K-VA-T Food Stores, Inc. (Food City)
Massachusetts	Bryan Cramond.....	Stop and Shop
Michigan	Mina Eskander	Martin's Super Markets
Minnesota	Matt Medley.....	Lunds Food Holding, Inc.
Missouri	Scott Hall.....	Pyramid Foods
New Jersey	James Wilmott.....	Shop Rite of Hunterdon County
New York	Constance Gaines.....	D'Agostino Supermarket
Ohio	Tom Bergman	Dorothy Lane Market
Pennsylvania	Kayla Wilson.....	Giant Food Stores, LLC
Rhode Island	Bonny Pride	Shaw's Supermarkets, Inc.
Tennessee	Colby Morgan.....	Kroger
Utah	Andrew Hadlock.....	Macey's, Inc.
Vermont	Krystal Smith	Hannaford Supermarket
Virginia	Dylan Belcher	K-VA-T Food Stores, Inc. (Food City)
Washington	Jessica Lewis.....	Yoke's Fresh Market
Wisconsin	Stephanie Teteak.....	Larry's Piggly Wiggly

See your state represented here in 2012!

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If you have any questions on starting a Best Bagger Program
or running your own contest,
please call Jennifer Brant at the National Grocers Association at (703) 516-0700
or email jbrant@NationalGrocers.org

Bring Your State's Best Bagger to:

The 2012 National Grocers Association Best Bagger Championship

The Mirage Hotel

PRELIMINARY AND FINAL ROUNDS

Monday, February 13, 2012 (subject to change)



State contestants from the 2011 Championship take time to pose for the camera during orientation.

The Great American Sport of Bagging Continues...

LET'S GET READY TO BAG!

In 1987, the National Grocers Association held the first Best Bagger Championship in Dallas, Texas. Since then N.G.A. has been bringing the country's finest baggers together to determine who is the best of the best. This contest promotes exceptional customer service through superior bagging.

Bagging has been an important step for many supermarket employees who have pursued long and rewarding careers in the grocery industry. Like so many "gateway jobs," bagger positions often face high turnover. The bagging contest highlights the rewards of this position, and seeks to limit that turnover while demonstrating the value of baggers to customer service.

The 2012 contestants will use three reusable bags during the preliminary and final rounds. Contestants must fulfill contest criteria to attain high scores, and thus are really bagging against themselves for points, not against each other. See pages 18-19 for details.

The National Grocers Association and ConAgra Foods, Inc. are excited to announce that the winner of the 26th Annual Best Bagger Championship will receive a grand prize of \$10,000. The second place winner will receive \$5,000 and 3rd-5th places a prize of \$1,000 each.

Introduction

The proper bagging of groceries is an important part of the operation of a successful retail grocery business. The National Grocers Association, in cooperation with state associations, wholesalers and retailers, endeavors to help grocers recognize this important customer service by conducting an annual national Best Bagger Championship.

Since states are limited to one contestant in the N.G.A. championship, many retailers develop and conduct their own contests to select their representative for the state contest. In other states, retailers and/or wholesalers hold the contest independent of any state association. This brochure should provide the information necessary for you to conduct your own contest. Any questions regarding this contest should be directed to the N.G.A. Best Bagger Coordinator.

There are several advantages to holding a competition yourself:



Left to right: Jim Vance (President, Pan-Oston Company), Roland Mattox (4th Runner Up), Matt Medley (3rd Runner Up), Andrew Hadlock (2nd Runner Up), Krystal Smith (2011 Champion), Jessica Lewis (1st Runner Up), Douglas Knudsen (President, ConAgra Foods Sales, ConAgra Foods, Inc.) and Peter Larkin, (President and CEO N.G.A.).

Advantages to Retailers:

1. Ensures that the most qualified individual is selected to represent your company.
2. Increases employee motivation and builds a “team spirit” for the competition.
3. Highlights customer service by showing customers the importance placed on the proper bagging of their groceries.
4. Provides recognition for outstanding employees.

Advantages to State Associations:

1. Increases excitement and attendance at your state convention and exhibition.
2. Draws media attention to the grocery industry and shows interesting and rewarding career opportunities during a positive “All-American” news event.
3. Shows your association’s support of the participants, especially if your group adds its own state-level prizes.

Advantages to Wholesalers:

1. Supports your retailers’ efforts to acknowledge good service.
2. Encourages youth to consider a career in the food industry by promoting positive experiences.
3. Increases your visibility at state conventions and beyond. Many wholesalers work with association executives to award state-level prizes for runners-up.

2012 Best Bagger National Championship Requirements

Who Can Enter the Championship?

N.G.A. will accept one contestant from each state for the 2012 Best Bagger Championship. If there is more than one per state, a “Bag Off” must be held at state level to determine one contestant for the N.G.A. event. Contestants should be given the opportunity to compete locally and state-wide when there are multiple contests.

If the state association does not enter a contestant, N.G.A. will accept an entrant who has competed in a contest sponsored by a retailer or wholesaler.

Retailers or wholesalers who host contests must include the entire state in their competition. N.G.A. will assist in “spreading the word” to retailers and baggers state wide.

Entrants for the N.G.A. championship must spend more than 25% of the time at work bagging groceries to be eligible to compete in the national championship.

There are no age restrictions for N.G.A.’s Best Bagger competition.

Previous National Best Bagger Champions (1st place winners) of the N.G.A. Best Bagger competition are not eligible for future entry into the contest.

Special Note: N.G.A. provides prize money in the amount of \$250.00 to one winner from each state. The prize will be awarded to the bagger that represents the state at the National championship.

When Is the Championship?

The Preliminary Rounds will be held on Monday, February 13, 2012 (**subject to change**). All state winners will compete.

The final round of the top five contestants will be held immediately following the preliminaries.

Where Is the Championship?

All rounds will be held in Las Vegas, Nevada, at The Mirage Hotel.

Contestants Will Be Judged on the Following Criteria


- Speed
- Proper bag building technique
- Distribution of weight between bags
- Style, attitude and appearance

What Are the Prizes?

- Full complimentary registration to the N.G.A. convention for each contestant and one guest.
- Trophies and cash prizes to the five finalists:
 - Winner\$10,000 cash
 - 1st Runner-up\$5,000 cash
 - 2nd, 3rd and 4th Runners-up.....\$1,000 each

How to Enter Your Contestant

When your contest is over, enter your winner into the national championship by completing the entry form on page 23 and returning it to N.G.A.



Recruiting Sponsorship

Suggestions for Recruiting Sponsorship

The expenses for holding a Best Bagger Competition are minimal, with the exception of sending your bagger to the national championship if he or she is chosen as your state's representative. Often, the state association has funds available and, therefore, sponsors the state winner to go to the nationals. If not, use the letter on page 9 to get started on your contest and put you on your way to Las Vegas!

When writing your letter:

- If you have held contests in the past, include photos, newspaper clips, etc., to convey the excitement that surrounds the event.
- Follow up as you promise.
- Call the N.G.A. Best Bagger Coordinator with any questions.

Though you can probably get these items donated, here are some costs you may incur:

- Contest T-shirts, aprons or other bagger paraphernalia
- Trophies
- Cash prizes
- Signs
- Staging
- Thank you gifts for judges, MC, sponsors

Pat Doe
Area Sales Representative
AJH Soup and Cracker Company
100 Soup and Cracker Street
Soup and Crackerville, ST 00000

Dear Pat:

Are you familiar with the “Boomerang Principle?” The term was coined by Ireland’s leading supermarket owner, Feargal Quinn. He believes that it is not enough to have shoppers come into a store for the first time. Building business demands that you BRING THOSE SHOPPERS BACK.

A superior front end is the last — and perhaps the most critical — opportunity for sending the customer off with a good feeling about their shopping experience. This is one key to bringing that customer back and effectively utilizing the “Boomerang Principle.”

[XYZ Foods] is committed to our store(s) upholding the highest customer service standards. The “Best Bagger” Contest is one of the most effective and fun ways our store(s) support and train our front-end employees. It is a worthwhile program for sponsoring suppliers/manufacturers, because it provides name and logo exposure in a unique event that attracts community and media attention.

[XYZ Foods] is planning for our [year] Best Bagger Contest in hopes of having the winning contestant represent [state] at the 2012 National Best Bagger Championship. This year’s championship will be held at the 2012 N.G.A. Convention sponsored by the National Grocers Association. The championship will take place February 13, 2012 (subject to change), at The Mirage Hotel in Las Vegas, Nevada.

Presently we still have sponsorship opportunities available. Because I respect the trusted partnership we have built in working together, I want to give you one of the first opportunities to sponsor our [year] “Best Bagger” Contest. There are costs involved in running this program that have yet to be funded by a sponsor. Interest in this program is exceptional; don’t miss an opportunity to be part of this exciting event.

I will contact you soon to discuss how we can work together and experience all the benefits of holding a “Best Bagger” Contest. Should you have any questions in the meantime, please call me at (____) ____ - ____.

Thank you for considering this exciting proposition!

Sincerely,
[You]
XYZ Foods



Running Your Own Bagging Contest

Running Your Own Contest

While it may sound like a formidable task to organize a bagging contest, N.G.A. hopes to make it a fun and worthwhile project for you. With help from these instructions and your N.G.A. staff, who stand ready to offer any and all assistance, we think you'll want to make the bagging contest an annual event.

Here's How You Do It!

Select Your Site

Choose a location for your contest where there is ample space for the equipment, contestants, timers, judges and observers. In addition, the contest should be easily visible to the observers watching the competition. One of the goals of the bagging contest is to improve morale for all employees, not just the baggers.

Contest Time Line

A key element in planning a successful competition is allowing enough time for both preparation and execution. A sample time schedule might be:

Before the Event

Two to three months prior — Announce the competition. Included in the announcement should be the rules, the criteria for judging and an entry form so companies can run internal competitions.

Six weeks prior — Send announcements to the press. Contact local papers, radio and TV stations, and community bulletin boards — you'll be pleasantly surprised by the response. This is a great opportunity to get exposure for your company — a real "All-American Event!" Sample press releases are available from N.G.A. Call the N.G.A. Best Bagger Coordinator to receive one.

One month prior — Place announcements in your store(s) to alert customers and employees; remind press and other media of the event.

One week prior — Send rules and judging instructions to judges.

The Day of the Event

Two hours prior — Brief judges and timers on procedures. Check all equipment (scales, clock, stop watches, calculators, PA system) to make sure everything is in working order. Give a description of duties to the timers along with a schematic of how groceries should be arranged on the checkstands (sample enclosed). While the contestants are being briefed, have the timers arrange the groceries on the checkstands. **EVERYTHING MUST BE IDENTICAL!**

One hour prior — Assemble all contestants and go over contest procedures with them. Remember, they will be nervous, so try to make the procedures as simple and concise as possible, and reassure them.

Contest Personnel

Without a doubt, the most important element in a successful contest is the people involved.

This will include:

- **MC** — A Master of Ceremonies or announcer should be someone who is comfortable speaking in front of a group. An ideal candidate might be a senior official in the organization or a "celebrity." This person will need to explain the purpose of the contest, go over the judging criteria, introduce the contestants, give a running commentary during the contest, interview each contestant after each heat and also provide some type of entertainment between the heats.
- **Judges** — The most important trait of a judge is impartiality. The optimum number of judges would be three. Ideally, the judges should have bagging experience; although it is not essential. All judges should be furnished with the rules prior to the competition so that they are prepared to work as quickly as possible between each heat. If you face



2011 trophies for the champion and four Runners-ups.

time constraints, you may want to have one judge for each check stand you use. With this method, it is imperative to gather your judges in advance and reach a consensus on how to score consistently.

- **Timers** — You will need one timer for each contestant in a heat. The timers will be required to arrange the groceries on the checkstands as well as to time each heat. When the heat is completed, they should write the contestant's name and time on an index card for the reusable bags.
- **Judging assistant(s)** — You will need at least two persons to assist the judges with weighing the groceries, calculating the scores and clearing the judging area for the next heat.
- **Optional** — Encourage sponsors for each contestant to bring along “cheerleaders.” (The organizers of one state contest planned elaborate “grand entrances” for their competitors.) While all this might sound rather extravagant, it really does work to bring together “the corporate family.” (See suggestions for decorations on next page.)

Staging

The contest can be as simple or sophisticated as you want it to be. The only absolute rule is that **WHATEVER YOU DO MUST BE THE SAME FOR ALL CONTESTANTS**. We encourage you, however, to be creative!

The contest area should be equipped with:

- Tables or checkstands for each contestant in a heat;
- Microphone and sound/PA system for MC and for playing music;
- Signs acknowledging sponsors;
- A designated area for contestants to gather and wait their turn, as well as an area for the audience to observe (Keep the crowd several feet away from the checkstands.); and
- Reusable racks to hold bags open.

The area for judging should be close to, but set aside from, the checkstands and contain:

- Two draped tables and enough chairs for the judges.
- Electronic scale for weighing groceries (with a back-up scale in case of malfunction).
- Calculator for tabulating scores.
- Stop watches for each timer (with at least one extra watch in case of malfunction).
- Markers for timers to write contestants' names and times on index cards for their reusable bags.

Other essential supplies:

- Complete sets of groceries. (Determine before the contest that all the groceries can fit into three reusable bags. You will only need two sets of groceries for

each bagger in a round: one set for each bagger in the reusable heat and one set of groceries to set for the next round while the reusable bag is being judged.

- Ample supply of reusable bags.

Items that add to the organization (but are not essential) include:

- Whistle to begin each heat.
- If a random drawing will help to keep impartiality in your contest, draw numbers from a hat and contestants will compete in that order. Each contestant will require two numbered flags or pennants; one will be worn by the contestant and one will go on the grocery cart where the bags may be placed for judging. (Don't forget safety pins.)
- Contestants should dress appropriately to represent their stores. You may want to hand out contest shirts, aprons or some other identifying apparel to contestants. If so, do this after the heats have taken place — proper dress is part of the judging criteria. (Keep the timers in mind too — a uniform look helps to identify them.)
- Decorations. Keep in mind that the purpose of the contest is to boost morale and promote employee relations. The contest should be as festive as your budget will allow. Banners, balloons and music all help to get people in the spirit of the event.

Prizes

This is probably the most flexible factor in the whole process. The most important prize the contestants will receive will be the recognition of their peers and superiors. Whatever you decide to give as awards, every contestant should receive something; Best Bagger t-shirts and certificates are excellent mementos of the event. Ideally, the winner should have the opportunity to advance to another competition, be it the state or national competition, or next year's competition at your company.

Instructions for Timers:

- (1) Check stop watches.
- (2) Arrange all groceries on the checkstands according to the same schematic.
- (3) Time baggers. Begin when MC says "GO" and stop when the contestant raises his/her hands.
- (4) Write the name of the contestant and his/her time on an index card and put it in one of the reusable bags.
- (5) Place bags in cart and wheel to scales, then move to judging table.
(Note: If grocery carts are not being used, simply place the contestants' bags on the judges table(s) for judging. At the national level, bags will be left on the floor until after the judges have examined and scored them so as not to disrupt the placement of items. They will then be taken to the scales to be weighed.)
- (6) Return to #1 and repeat. (It is important to reset stop watches for each heat.)

Thanks for your cheerful assistance!!

After the Event

Recognition of your contest, participants and winner are important.

- Be sure to contact local media with press release information thanking the many companies and individuals for their involvement.
- Send thank-you letters to the sponsors, MC, judges, timers and all helpers.
- Send information about the winner to N.G.A.

Sample Grocery List

The baggers in the N.G.A. National Best Bagger Championship will be ranked for individual style, their ability to arrange items properly (and use the correct number of bags), even distribution of weight between bags and the speed with which they bag.

Each contestant will bag identical grocery orders consisting of no more than 30 commonly purchased items. Feel free to use this list or make up your own — just be sure that all items can fit into three reusable bags. **NO ADVANCE GROCERY LIST WILL BE AVAILABLE FOR THE 2012 BEST BAGGER CHAMPIONSHIP.** Contestants will be required to bag in the national contest as if in an everyday store situation.

- 1 16 oz. can Pork and Beans
- 1 10 3/4 oz. can Tomato Soup
- 1 19 oz. can Soup (Vegetable)
- 1 10 oz. can Soup
- 1 30 oz. jar Spaghetti Sauce
- 1 15 oz. can Canned Spaghetti
- 1 6 pack of 6 oz. cans Juice
- 1 7 1/2 oz. package Pepperidge Farm Goldfish
- 1 6 1/2 oz. box Pepperidge Farm Snack Sticks
- 1 16 oz. package Bread
- 1 16 oz. jar Crunchy Dill Pickles
- 1 28 oz. bottle Bar-B-Que Sauce
- 1 6 oz. can Large Pitted Olives
- 1 11 1/2 oz. Frozen Dinner
- 1 5 oz. can Premium Chunk White Chicken
- 1 7 oz. Chicken Pot Pie
- 1 4 3/8 oz. Frozen Breakfast
- 1 9 3/4 oz. box Cookies
- 1 Box frozen fish sticks
- 1 1.5 oz. package Cup Chicken Noodle Soup
- 1 3 oz. package Chicken Flavored Ramen Noodles
- 1 12 oz. jar Salad Dressing
- 1 Envelope of seasoning
- 2 single-roll packages of Paper Towels
- 1 4 pack of 40-watt Light Bulbs
- 1 4 pack of 3 1/2 oz. Soap
- 1 6 1/2 oz. package Potato Chips
- 1 dozen Large Eggs
- 1 7 oz. packages Cubed Stuffing

Item Arrangement for “Best Bagger” Contest

(using sample list on page 15)

Pickles	Eggs	Potato Chips	Goldfish	19 oz. Soup	Paper Towel Roll
Frozen Dinner	Cup of Soup	Spaghetti Sauce	10 oz. Soups	Frozen Breakfast	Can Chicken
Cookies	BBQ Sauce	Canned Spaghetti	Pork and Beans	Pot Pie	Soap
Bread	Fish Sticks	Light Bulbs	Olives	Ramen Noodles	Seasoning
10 3/4 oz. Soup	Snack Sticks	Juice	Stuffing	Dressing	Paper Towel Roll



Baggers are scored based on speed, distribution of weight between bags, proper bag building techniques and style, attitude and appearance.



Pack the Sack: A Properly Packed Grocery Bag

2012 Best Bagger Individual Score Sheet for Reusable Bag Heat

Contestant Name: _____ Check Stand #: _____

Store Name: _____

Skill	Points Possible	Points Awarded
<p>SPEED TIME: _____</p> <p>0-44.00=10, 44.01-48.00=9, 48.01-52.00=8, 52.01-56.00=7, 56.01-60.00=6, 60.01-64.00=5, 64.01-68.00=4, 68.01-72.00=3, 72.01-74.00=2, 74.01 and above=1</p>	10	
<p>DISTRIBUTION OF WEIGHT BETWEEN BAGS</p> <p>Weigh each bag and record each weight on this form. Take the heaviest bag weight, minus the lightest bag weight and subtract the difference from the total possible points. EXAMPLE:</p> <p>Heaviest bag15.75lbs. Total possible points..... 5.00</p> <p>Lightest bag-14.25lbs. Weight difference..... -1.50</p> <p>Weight difference. . . 1.50 Total points to award..... 3.50</p>	5	
<p>PROPER BAG BUILDING TECHNIQUE</p> <p>One point for each Yes circled Yes Total _____</p> <p>Y N Cans and jars on the bottom of the bags (no cans on top of cans, jars on top of cans or other jars)?</p> <p>Y N Boxes on the sides or walls of bags (cannot be laying flat)?</p> <p>Y N Placed crushable items, such as bread, eggs, bags of chips on top of the bag?</p> <p>Y N "Filler" items in spaces between items (e.g., bag of sunflower seeds, seasoning package, beef stick)?</p> <p>One point for each No circled No Total _____</p> <p>Y N Items are damaged (bent, torn, or dented)?</p> <p>Y N Bags are disorderly (items just thrown in the bag)?</p> <p>Y N Item(s) left on the check stand? (1 point deducted for each item left on check stand)</p> <p>Y N Bag or bags left on the rack(s)?</p>	8	
<p>STYLE, ATTITUDE AND APPEARANCE</p> <p>All contestants should present a neat appearance, be polite and convey a customer-oriented attitude. Contestants will be judged in part on their composure and self-confidence.</p>	5	
Total Points	28	

2012 Best Bagger Master Score Sheet

Round # _____ Date _____

Name: _____ Store: _____	Speed Max: 10 pts.	Proper Bag Building Technique	Distribution of Weight Between Bags	Style Attitude Appearance	TOTAL SCORE
Name: _____ Store: _____					
Name: _____ Store: _____					
Name: _____ Store: _____					
Name: _____ Store: _____					
Name: _____ Store: _____					
Name: _____ Store: _____					

2012 National Grocers Association Best Bagger Championship Entry Form

(To be filled out by sponsor of the state Best Bagger champion.)

(Please type or print.)

STATE ASSOCIATION, WHOLESALER OR COMPANY SPONSORING CONTESTANT: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ FAX: (_____) _____

State Association Contest Coordinator: _____

Email address: _____

What prizes does your state give the winner? _____

CONTESTANT'S RETAILER NAME: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ FAX: (_____) _____

Retail Contact for correspondence: _____ Phone: (_____) _____

Email address: _____

Company President: _____

Email address: _____

N.G.A. Best Bagger CONTESTANT: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Home Phone: (_____) _____ Email Address: _____

Age: _____ Number of Years Bagging: _____

Year in high school or college: _____

Hobbies: _____

Some interesting information: _____

Return this form as soon as you have a winner to: 2012 N.G.A. "Best Bagger" Championship, 1005 North Glebe Road, Suite 250,
Arlington, Virginia 22201-5758 • (703) 516-0700 • FAX (703) 516-0115

For N.G.A. Use Only

____ Received

____ Copied to MIS



Frequently Asked Questions

Some commonly asked technical questions about the Best Bagger Championship:

Q. If a bagger drops an item during the contest, what happens?

A. A bagger must pick up any dropped item. If they have not noticed an item that has fallen to the floor, the Timer may alert the bagger of the item, but the Timer will not pick up the item. Time will continue to run, with one exception, until the dropped item has been bagged.

The one exception is when an item falls from the stage. In the interest of safety, we obviously do not want the bagger diving after the item! In this case an automatic two point deduction will be taken from the bag building technique score for that round.

Q. What happens if a bagger raises his/her hands because he/she thinks he/she has finished bagging, but has left an item unbagged on the checkstand?

A. The Timer will alert the bagger to the item the bagger missed, and time will continue until the item has been bagged. If the Timer inadvertently stops the time before all items are bagged, an automatic deduction of two points will be taken from the bagger's speed score.

Q. What do you do in the case of a tie?

A. A tie score situation is relevant in two situations. The first would be when two or more contestants are tied for the finals. In this event, the total points the baggers earned for speed (10 points) will determine the winner. Should a tie remain at this point, the bagger with the most points for bag building technique (a possible total of 8 points) will be declared the winner. Should a tie remain at this point, the two baggers will have to bag again in a tie-breaker round for final elimination.

The same tie-breaking criteria would hold true for second through fifth places.

Acknowledgments

N.G.A. extends its gratitude to ConAgra
for sponsorship of the
2012 N.G.A. National Best Bagger Championship

2012 N.G.A. BEST BAGGER CHAMPIONSHIP

Sponsored by:



NATIONAL GROCERS ASSOCIATION

1005 North Glebe Road, Suite 250, Arlington, Virginia 22201-5758 • (703) 516-0700 • FAX (703) 516-0115

Website: www.NationalGrocers.org