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May 2007  
scanner

Cherie Woodworth, Editor

### Inside this issue

<i>Are You Registered?</i>	1
<i>Jerry's Jottings</i>	2
<i>Supermarket S.M.A.R.T.S. Seminar is "SLAM DUNK"</i>	3
<i>Iowa News</i>	4
<i>20th Annual Best Bagger Contest</i>	8
<i>Notice of Annual Meeting</i>	9
<i>16th Annual Scholarship Golf Classic Huge Success</i>	10
<i>2007 Ribbon Sponsors</i>	11
<i>Dates to Remember</i>	12

## Are You Registered?

### The IGIA Annual Convention is Quickly Approaching

"All Star Service" is the IGIA Convention Theme this year, and you won't want to miss it! The Convention Committee has an "all star" event lined up including returning industry expert Harold Lloyd, Charlie Wittmack, the only Iowan to climb Mount Everest, and a panel of Industry Leaders! Is your calendar marked? IGIA's 2007 Annual Convention is scheduled for July 8<sup>th</sup> through July 11<sup>th</sup>, 2007 at Arrowwood Resort at Lake Okoboji.

Convention is so popular you'll want to pre-register on the convention registration form to secure your seats. The boat has limited capacity of only 180 seats, so make sure to get your tickets early! If seats are available, open registration will be from 4:00 p.m. to 6:00 p.m. at Arrowwood Resort the day of the cruise. The cruise will set sail from, and return to, Arnold's Park. If you missed the Sunset Wine Cruise last year, you won't want to miss it this year!

#### Cruise Into the Sunset

The 2<sup>nd</sup> Annual IGIA Sunset Wine Cruise will be presented by E & J Gallo Winery. The cruise is scheduled for Sunday, July 8<sup>th</sup> at 7:00 p.m. on Okoboji's favorite Queen II. This fabulous addition to the IGIA Annual

#### All-Star Bill Buckner

DeWaay Capital Management brings the former major league All-Star Bill Buckner as a special guest to the IGIA Annual Convention on Monday, July 9<sup>th</sup>. "Billy Buck"

(See *Are You Registered?* continued on page 3 )

## Iowa Legislature Ends Session

### Doubling of Food License Fees Avoided, Compromise Reached

The Iowa Legislature ended the 2007 session in the early morning hours of Sunday, April 29. Despite a heavy push by the Department of Inspections and Appeals and county health inspectors, coupled with an editorial by the Des Moines Register, a doubling of food license fees was averted in the last days of the 2007 Iowa Legislative session. A food license fee increase of 35% was approved in SF601, the "Standings Bill". Kept intact, despite heavy pressure, was the 25% discount food establishments receive when they need both the food establishment and food service licenses. IGIA was also able to negotiate a \$50 license fee reduction when a food establishment has a person on staff for the previous 12 months who carries a CFP certification (such as Supersafemark) and has no critical violations in those 12 months. The \$50 fee reduction is standard across all license fee levels, which could have the effect of



(See *Legislature Ends Session* continued on page 8 )

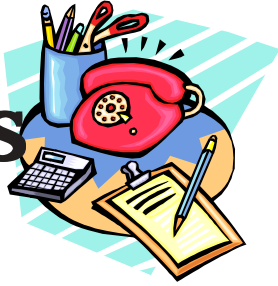
## MARK YOUR CALENDAR!

**14th Annual Hall of Fame Dinner  
October 25, 2007  
Sheraton Hotel  
West Des Moines**

Watch the Scanner newsletter for more information in the coming months.

# Jerry's Jottings

by Jerry Fleagle, CAE  
IGIA President



## SUPERMARKET SMARTS BIG HIT WITH RETAILERS!

IGIA was proud to host the first Supermarket S.M.A.R.T.S. Program from April 17-19 at the DeWaay Capitol Management Conference Center in Clive. Industry Expert Harold Lloyd led the teaching of many of the program topics over the intensive three day, 33 hour program. The program was full, with 50 retailers registered to attend.

And how was the quality of the program? We asked all attendees to rate the overall value of Supermarket S.M.A.R.T.S. to them as a manager and owner on a scale of 1-100. The AVERAGE RATING WAS 95.56!! If only my grades had been that good in school!

I want to share a few comments from some of the attendees of the program:

“Very valuable and I think every store manager/director/owner should attend!”

“Our guys were a little apprehensive when I asked them to go, but thought it was really valuable after attending. Now I have others that want to know why they didn’t get chosen!”

“Got a lot of new ideas that will help further my career.”

*Thank you to our Supermarket S.M.A.R.T.S. sponsors!*



“The program answered questions that I did not have to ask. I was constantly writing down ideas to use at my store.”

“The presentation on performance reviews alone was worth three days.”

“Excellent ROI. Great presentations by Harold. Even though I am a store manager with an MBA, I learned a lot.”

“I wish I would have come to this nine years ago!” (Editor note: Don’t beat yourself up- this was first one!)

“The seminar has been a great opportunity for me to improve how I lead my company. Provided it is available next year- I would love to send at least two (or more) managers to it.”

And with that, I think there is a great chance of offering the S.M.A.R.T.S. program next year!

See you next month!

Jerry

PS- If you haven’t registered for the convention yet in Okoboji- do it now! Hotel block deadline is June 1 (we can take registration later, but rooms will be tight, although I heard there may be room in the van down by the lake!)

Harold Lloyd will be presenting two new, different sessions this year. And we will have Charlie Wittmack, the only Iowan who climbed Mount Everest, give a great inspirational message!

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(Are You Registered? from page 1)



He began his major league career in 1960 with the Los Angeles Dodgers and played his last game in 1990 with the Boston Red Sox. He will make the rounds at the Early Bird Golf Tournament Monday and join IGIA members Monday evening for the IGEF Auction and dinner. This baseball legend is sure to be a "hit" at the convention.

### He's Back....

Harold Lloyd will be presenting two outstanding seminars. The first, "Cover All Four Bases to Score with Superior Customer Service" will be on Tuesday, July 10<sup>th</sup>. The second on Wednesday, July 11<sup>th</sup>, is titled "It's About Time." Both seminars promise to bring energetic and applicable success strategies for Iowa's retailers by the industry's most renowned retail specialist. A must see!

### Industry Leaders Speak

A panel of Grocery Industry Leaders will speak about "Organic and Natural Foods" and their influence in the industry. Don't miss Tom Watson of Hy-Vee, Steve Dillard of Associated Wholesale Grocers and Patrick Kelly of SUPERVALU on Wednesday, July 11<sup>th</sup>.

### Convention Favorites

All the IGIA Convention favorites will be back in 2007. The Early Bird Golf Tournament will be held at the Emerald Hills Golf Course on Monday, July 9<sup>th</sup> and the IGIA Golf Tournament will be held at Brook's Golf Course on Tuesday, July 10<sup>th</sup>. The Spouse Brunch will have a guest speaker, David Williamson, an Iowa artist whose career in Iowa's classrooms has provided important insights on how each of us can unlock our creative potential. Among favorites for the families, the children's programs will be jam packed with fun activities for the kids.

Don't forget the nightlife. After a day of exhilarating and educational seminars, join us in Minerva's for an IGIA favorite... karaoke!

### Online Registration

Get those registrations in today. Register online and save at [www.iowagrocers.com](http://www.iowagrocers.com), or you may contact the IGIA office at 515-270-2628.

See you in Okoboji!

# Supermarket S.M.A.R.T.S. Seminar is a "SLAM DUNK!"

The first Iowa Grocery Industry Association Supermarket S.M.A.R.T.S. Seminar was held April 17<sup>th</sup> through 19<sup>th</sup>. The "industry guru", Harold Lloyd presented the program at the DeWaa Capital Management Conference Center and several guest speakers presented on a variety of industry subjects. It was an overwhelming success.

### Here's what was said...

There's no better way to define the success of the program than through the attendee's own words.

- "Invaluable. We aren't getting this training anywhere else. Great format. Days went by quickly and productively."
- "I learned things about the grocery business and about myself that, I believe, can help me throughout the rest of my career."
- "You can NEVER stop learning, no matter your age or how long you've been in the business. This was incredibly beneficial to me. I recommend this to EVERY manager in my company."
- "This program helped me realize I didn't know quite as much as I thought about my abilities to lead. It gave me direction and common sense examples. Harold is great and his associates are lucky to have him as a mentor."
- "It will pay for itself over and over!"

### Many Thanks

The success of this year's IGIA program was made possible by the outstanding support of members. We'd like to give special thanks to the sponsors: Affiliated Foods Midwest, Fareway, Inc., Shazam, SUPERVALU, AWG and DeWaa Capital Management.

We'd also like to thank our guest speakers and members who donated products: Steve Dillard of AWG, John Otterbeck of Atlantic Bottling, Don DeWaa of DeWaa Capital Management, Patrick Dix of WHO-TV, Jessica Dunker of IGIA, Pepsi America, Coca-Cola, Kellogg's, Friedrich's Coffee and Heuss Printing.

(See SLAM DUNK continued on page 9 )

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# Iowa News

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## NEW CHAPTER BEGINS FOR BROCKMAN'S GROCERY STORE

Brockman's Grocery has been serving Ossian and area residents for 67 years, and while the name will stay the same, the ownership has changed hands.

Ossian native, Nile Lienau, purchased the store from the Brickman's effective March 19.

Lienau is a 2003 South Winn graduate. He worked at Fareway for four years: three years in Decorah and the last year under the management trainee program at Fareway in Moline, Ill.



The new owner says he appreciates the opportunity that has been given to him by the Brockman family.

"I've always wanted to own my own store and Ossian is where I belong. Call it Ossian hospitality; I really want to be here."

Lienau said Brockman's has always been known for its meat department and he plans to continue in that tradition. He worked in the meat department at Fareway all four years of his work experience there.

"The Brickman's have been known for their great meat counter and I plan to continue that same service," said Lienau.

Lienau said while he doesn't plan to change a lot of things, but one thing he has decided to try is staying open an hour longer. He said he wants customers to be able to shop for groceries when they get back into town in the evening after working outside town during the day.

Another change Lienau is looking into is adding a credit/debit card reader. Byron Brockman will continue to work at the store with Brad helping out where needed.

Brockman Grocery store was started in 1940 by Bill Brockman. Brad and Arlene Brockman took over the store with Bill's passing away in the 1960s. Byron and Barry took over the store in 1992.

Nile is the son of Ron and Sue Lienau, who are also Ossian business owners.

*Decorah Journal, Decorah, IA*

## NEW FAREWAY STORE

### OPENS MAY 16

Osceola's new Fareway store opened its doors on May 16



That store, which opened in 1970, closed on May 15 to allow for the switch.

Jeff DeForest, Fareway manager, said customers can expect more freezer space, wider aisles and scanners in the new store, which was built next door and will keep the same address, 215 S Main.

The old store is set to be demolished to make room for parking, though a timeline for the demolition has not been set, DeForest said.

*Osceola Sentinel-Tribuen, Osceola, IA*

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## HY-VEE RAISES \$37,000 FOR WOUNDED SOLDIERS



Hy-Vee Inc. stores raised about \$37,000 to help soldiers wounded in the Iraq war after they return home. Hy-Vee donated money to the Coalition to Salute Americas Heros, a nonprofit group that helps injured troops and their families. Hy-Vee customers bought \$2 wristbands from participating stores.



*Des Moines Register, Des Moines, IA*

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# Iowa News

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## HY-VEE REMOVES CANDY SYRINGES FROM GAS STATION

The director of a Hy-Vee grocery store removed a liquid candy that comes in a shape of a syringe after a customer complained.

Tom Daschel ordered “Sweet Shots” be taken off the checkout counter at a Hy-Vee gas station in Sioux City on Wednesday afternoon.

He said the candy sends the wrong message to children. The store will no longer sell the product.

“It does look like a syringe,” Daschel said.

“Sweet Shots” are manufactured by Kidsmania Inc. of Sante Fe Springs, Calif. They come in four flavors — watermelon, blue raspberry, green apple and strawberry.

The sugary liquid is injected into the mouth by pressing down on a plastic plunger on the bottom of the “shot.”

A telephone call to Kidsmania on Thursday was not immediately returned.

The products are manufactured at plants in Zhaoqing, China, and Shenzhen, China, according to the company’s Web site.

Chris Friesleben, a spokeswoman for the West Des Moines-based Hy-Vee Inc. supermarket chain, said the Sioux City Hy-Vee bought the candy from a broker, who had all kinds of candy.

“The store director wasn’t even aware that was on the shelf, that that was one of the selections, and pulled it immediately when the customer brought it in and pointed it out and said she was offended by it,” Friesleben said. Friesleben said one of the assistant managers would have ordered the candy

“I want to stress that it wasn’t that somebody probably said ‘Eeow, candy shaped like a needle! Let’s sell that,’” she said. “They probably ordered a selection of candy from that broker, and that was part of the delivery and put out on the shelf.”



Shannon Potts, 31, a Sioux City stepmother of three children, said she noticed the candy earlier this week. “I was never so appalled in my entire life,” she said.

Daschel said the “Sweet Shots” are not a regularly stocked item. Friesleben said its Hy-Vee stores are autonomous and store directors can buy products through the company’s distribution system or on their own.

“It’s just an unfortunate, and I won’t even say lapse of judgment because I really don’t think somebody made the conscious decision to put that on there,” she said.

*Charles City Press, Charles City, IA*

## SOFT SERVE ICE CREAM AT COMMUNITY GROCERY STORE IN DAYTON

Dayton Community Grocery has installed a soft serve ice cream machine in their store.

A second register station was removed to make room for the ice cream machine in the front of the store.

“We hadn’t been using the second register so this made sense for us, said Rob Scott, manager.



Soft serve ice cream will be served during regular store hours which have been increased with the coming of spring. New hours are 8 a.m. to 7 p.m. Monday through Saturday and on Sunday, 9-4.

Soft serve ice cream treats that will be served include cones, cups, sundaes, and malts. Chocolate and vanilla flavors will be served on alternate days.

*Dayton Review, Dayton, IA*

THANK YOU!

In just over 20 years, lottery sales have provided state programs more than \$1 BILLION.



We appreciate the Iowa Lottery retailers who make it possible.

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# Iowa News

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## DHS DIRECTOR SEEKS TO CLOSE FOOD STAMP LOOPHOLE

The director of the Iowa Department of Human Services said he will seek to close a loophole in federal rules that allows food stamp recipients to convert food stamps into cash.

Kevin Concannon, DHS director, wants to stop the practice of people who legally use food stamps to buy 5-gallon water jugs and then dump the water and return the jugs for a refund.

Although legal, Concannon said it's a loophole that allows food stamp users to abuse the system.

Concannon said it doesn't make sense for people to spend food stamp money on something they can get for free at the tap.

"He was not pleased about it," DHS spokesman Roger Munns said of Concannon. "It's maddening that people would take advantage of the system this way."

A service counter worker at a Des Moines grocery store brought the problem to the attention of state officials after noticing some shoppers were using food stamps to buy the water jugs and pay the \$7 deposit. They would return minutes later with empty jugs and get the deposit money back in cash, which would be used to buy items, such as cigarettes, which are not allowed under food stamp rules.

Concannon said he will send a letter to Sen. Tom Harkin, D-Iowa, who is chairman of the Senate Agriculture Committee, to see if changes to stop the practice can be included in the next farm bill.

Munns said stores can require receipts for high-deposit containers and credit purchases made with food stamps back to those cards. Retailers can also give in-store credit for food, he said.

He said that would discourage "water dumpers."

"But a cleaner solution would be to ban purchases of high-deposit water bottles with food stamp cards," he said.

*Times-Republican, Marshalltown, IA*



## TARGET PLANS CEDAR FALLS WAREHOUSE

Minneapolis-based Target Corp. has announced plans to build a 400,000-square-foot warehouse next to its 1.4 million-square-foot distribution center in Cedar Falls.



The new warehouse, a grocery distribution facility, will cost approximately \$30 million to \$35 million to build. Total investment in the project, including refrigeration and other equipment, would be between \$80 million and \$90 million.

The company expects to break ground on the project this fall, with plans to have the facility operational in late 2009.

The existing Target distribution center has about 600 employees, and the new facility would employ a minimum of 100 within three years. The current warehouse distributes dry goods merchandise to Target retail stores. The proposed warehouse would serve the grocery section for many of those stores.

The Cedar Falls City Council will be asked to approve a development agreement with Target on the project. Incentives would include a donation of about 60 acres of land, a five-year graduated partial property-tax exemption and public infrastructure improvements.

*Daily Times Herald, Carroll, IA*

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# Iowa News

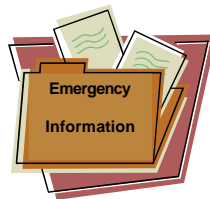
## STORES OFFER EMERGENCY KIT DISPLAYS

*Fareway, Hy-Vee in Mason City taking part in project*

The Cerro Gordo County Department of Public Health teamed up with three Mason City grocery stores to help area residents plan their home emergency kits.

Fareway and Hy-Vee stores had shopping cart displays created by the Health Department in observance of Protect Iowa Health Day, which was, April 2.

Items in the shopping cart showed examples of what people might want to include in their own home emergency kit.



Display tables next to the shopping cart contained take home information.

Each household was asked to take one folder from the table. These tool kits included all the basic resources people need to plan for emergencies, including fact sheets and checklists.

Jody Willemsen, public health preparedness service manager, suggests purchasing one or two items a week for the kit, which is useful for all types of emergencies, including severe weather and pandemic flu.

*Globe-Gazette, Mason City, IA*



## DAHL'S MAY REBUILD INGERSOLL STORE

*Plans aren't disclosed, but grocer will request rezoning for neighboring properties*



Dahl's Foods is considering building a new store at 3425 Ingersoll Ave. to replace the supermarket it has operated there for 55 years.

The Des Moines-based grocery chain is not ready to reveal specifics for a new store, said David Sinnwell, Dahl's chief executive. But construction "could happen within a year," he said.

In recent years, Dahl's has been buying neighboring property for the project.

The company planed to go to Des Moines' Plan and Zoning Commission in early May to ask that the newest parcels be rezoned from residential to "neighborhood pedestrian commercial."

The company had not submitted conceptual site plans for a new store, said Jason Van Essen, senior Des Moines city planner.

Dahl's wants to construct a store because "it would not be wise to renovate it," Sinnwell said. The new store would better segregate truck traffic from customer traffic, he said. He would not say if the new store would be larger than the 45,000 square-foot grocery that's there now.

The company planed to meet with the North of Grand Neighborhood Association about construction plans.

Kimberly Hansen, president of the North of Grand group, said Dahl's is a good neighbor and operates a "wonderful store."

"We just want to be sure the new store is within (neighborhood pedestrian commercial) zoning guidelines," she said, referring to where the store would be placed on the property.

*Des Moines Register, Des Moines, IA*

(Legislature Ends Session from page 1)

holding a net fee increase to less than 20%, and for lower sales fee, brackets may negate any fee increase.

Thanks to all IGIA members who made contact with their House representatives the last two weeks of the session. Many comments were made by legislators on hearing from their grocers back in their district on this issue. The license fee structure is supposed to be effective upon enactment, or signing by the Governor, which is expected.

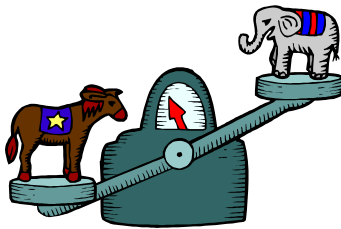
### EBT Fee Reimbursement Kept

IGIA was successful in keeping the seven-cent EBT reimbursement fee at 7 cents again this year. No changes in the administration of the plan from this year are expected.

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### 2007 Legislative Report

IGIA will have an extensive wrap-up on the 2007 session once all the bills have been signed by the Governor, which should happen by the end of May.



We will apprise IGIA members of all changes for the upcoming year, as well as a detailed report on the 2007 session.

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## 20<sup>th</sup> Annual Best Bagger Contest

Let's bag a winner at this year's Best Bagger contest being held **August 10, 2007** at the **Iowa State Fair** on the Lakeside Casino Stage.



The winners of the Iowa Best Baggers Contest will receive the following:

### 1st Place Prize

**Trip to National Competition at Paris Hotel, Las Vegas, February, 2008**

*Airfare & Hotel Accommodations provided in part by Coca-Cola North America and Iowa Grocery Industry Association*

**\$500 Cash** provided by *Robert's Dairy*

**\$250 Cash** provided by the National Grocers Association. Check will be issued from NGA directly to Winner of the State Competition

The winner of the National contest receives a check for \$2,000!

**2nd Place Prize \$250 Cash** provided by *Cadbury Schweppes Bottling Group*

**3rd Place Prize \$150 Cash** provided by *Cookies Food Products*

Deadline for registration is July 13, the contest will be August 10, 2007 at the Iowa State Fair, for complete information visit the IGIA website @ [www.iowagrocers.com](http://www.iowagrocers.com).

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# Notice of Annual Meeting

Iowa Grocery Industry Association Board of Directors will be elected during the annual meeting of the Iowa Grocery Industry Association on Tuesday, July 10, 2007 at 8:00 a.m. at the Arrowwood Resort & Conference Center in Lake Okoboji. The IGIA Nominating Committee, consisting of Fred Greiner, Ron Taylor and Joel Pearson, is submitting the following slate of candidates for election to a one-year term:

- Doug Beech - *Casey's General Stores*
- Randy Bender - *Bender's Foods*
- Jim Brandt - *Kum & Go Food Stores*
- Brian Burnam - *Keith's Foods*
- Lynette Clark - *Fareway Stores, Inc.*
- Mark DeJong - *Kraft Foods*
- Dennis Dietrich - *Gary's Foods*
- Tyler Farner - *Farner-Bocken Company*
- Bob Frady - *Affiliated Foods Midwest*
- Bob Gostomski - *Mueller-Yurgae & Associates*
- Fred Greiner - *Fareway Stores, Inc.*
- Scott Havens - *Scott's Foods*
- Dan Kramer - *Shazam*
- Jerry Mays - *Nash Finch Company*
- Jim Mott - *Wal-Mart Stores Inc.*
- Ross Nixon - *Dahl's Food Markets*
- John Otterbeck - *Atlantic Coca-Cola Bottling*
- Paul Poliachik - *SuperValu, Inc.*
- John Rasley - *E & J Gallo Winery*
- Ron Taylor - *Hy-Vee, Inc.*
- Ken Waller - *Hy-Vee, Inc.*



(SLAM DUNK . from page 3)

## Back by Popular Demand

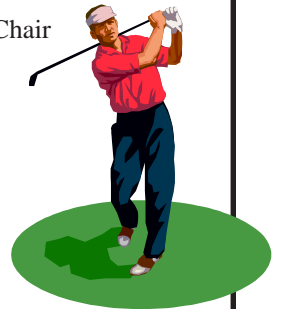
If you missed the seminar this year, you won't want to miss it next year. Due to the program's staggering success IGIA is already in the process of planning the second presentation of the Supermarket S.M.A.R.T.S. program. Look for more details of the 2008 program at the IGIA Convention in Okoboji where the 2007 Supermarket S.M.A.R.T.S. graduates will be honored.

The 49 retailers who attended this year's program would agree that you don't want to miss the opportunity to attend the Supermarket S.M.A.R.T.S. program and learn from the one and only Harold Lloyd! Watch for the more details!

## Thank you

### 2007 IGEF Scholarship Golf Committee!

- Darin Hirl, Hy-Vee, Inc. - Chair
- Jeff Stearns, Fareway Stores, Inc. - Vice Chair
- Scott Beckwith, Fareway Stores, Inc.
- Pat Childress, Dahl's Food Markets
- Mike Dunn, Mueller-Yurgae Associates
- Mike Erdmann, American Pop Corn Co.
- Doug Fallgatter, Fallgatter's Market
- Mark Fox, Daymon Worldwide
- Ken Gans, Kraft Foods
- Brian Johnson, Casey's General Stores
- Luke Lionberger, Fauser Energy Resources
- Terry Murphy, Acosta Sales & Marketing Co.
- John Otterbeck, Atlantic Coca-Cola Bottling Co.
- Cy Schoonmaker, Advantage Sales
- Kate Shafar, DeWaay Capital Management
- Dana Sump, Kum & Go Stores
- Dan Wilcox, E & J Gallo Winery
- Ed Witt, CROSSMARK Sales & Marketing



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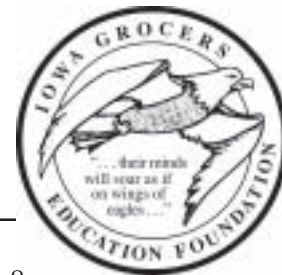
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# 16th Annual IGEF Scholarship Golf Classic Huge Success

**Thanks to all the Volunteers, Sponsors and Players that participated in raising nearly \$75,000 for the IGEF Scholarship Foundation!**



## **IGEF Scholarship Golf Sponsors**

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**Thank You!!**

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## **Raffle prizes:**

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Spirit, KCCI - News Channel 8,  
 Mike's Hard Lemonade, No Frills Supermarkets, Pabst Brewing Company, Quik Trip, Swedish Match, Trifor, Whink Products

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**Thank You!!**

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*Ribbon Sponsors committed as of May 22, 2007.*

# *Thank You!*



Iowa Grocery Industry Association  
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Phone: 515-270-2628  
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Toll Free in Iowa: 800-383-3663  
Email: [info@iowagrocers.com](mailto:info@iowagrocers.com)

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## Dates to Remember



July 9 - 11, 2007	IGIA Convention, Okoboji, IA
August 10, 2007	Best Bagger Contest @ Iowa State Fair
August 20, 2007	Fall Golf Classic @ Wakonda Club
August 29, 2007	Fall Golf Classic @ Amana Colonies
October 25, 2007	Hall of Fame Dinner @ Sheraton Hotel, West Des Moines

Contact the IGIA office for more information at  
515-270-2628 or in Iowa 800-383-3663.

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Look for your convention registration form inside this issue of the *Scanner* newsletter or go to the IGIA website at [www.iowagrocers.com](http://www.iowagrocers.com) to register on-line and save!

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