



AVANTI

May/June 2011

THE VOICE OF 7-ELEVEN FRANCHISEES

MAINTENANCE

SSI ORDERING

EQUITY POLICY

CDC FLAT FEES

FRANCHISE PROFITABILITY

LONG FOR CLEANLINESS

INDEPENDENT CONTRACTOR STATUS

MAY~JUNE
2011
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National Coalition 36th Annual
Convention and Trade Show
July 17-21, 2011
Paris Las Vegas
Hotel and Casino
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Focusing On The Issues

Focus On Issues
That Increase
Franchisee Profits

Franchisee
Independent Contractor

Contract Exhibits
And Amendments

Minimum Net Worth
Policy Change

Fair Partnership
Goes A Long Way

My, Oh My!

**MDA-
Make A Muscle,
Make A
Difference!**



Forward Together

Re-Building The Trust

Day Parts In C-Stores

New FM Facility
Maintenance Resource
For Franchisees



stock up
your stores

summer deals come in all sizes

Any Coca-Cola product.

20 oz bottle	2/\$2.22*	July - Aug
12 pack	2/\$7.00*	July - Sept
2 Liter	2/\$3.00*	July - Dec
16 oz bottle	99¢	July - Dec

*Discount valid on multiples of two only. Prices valid plus CRV, deposit and tax where applicable.



COMING IN AUGUST:
BERRY CITRUS SLAM
A SLAMMING TWIST OF RASPBERRY AND ORANGE
FOD 07/25/11

CONTACT MCLANE OR YOUR LOCAL DISTRIBUTOR TO ORDER!

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NEW

MAGNUM

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ALMOND
ICE CREAM BAR



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CLASSIC
ICE CREAM BAR



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Double **CARAMEL**
ICE CREAM BAR



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**LEAD...
Don't Follow.**

1st in White Grape
1st in FoilFresh™
1st in Freshness



Lead with White Owl...
we keep coming up
with fresh ideas!



60 Count Box
UIN# 189316



2 Pouch Upright
SUN# 321306
UIN# 653766



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FOR MORE INFORMATION, CONTACT YOUR SWEDISH MATCH REPRESENTATIVE. 800-367-3677 CUSTOMER.SERVICE@SMNA.COM



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SLIN 300163

2/\$1.29

on PromoMaster

Kellogg's® Rice Krispies Treats® Crispy Marshmallow Squares
Single Serving Size, Original Flavor Only

Stock Up Now!

Promotion ends 7/31/11

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Reward Yourself For Ordering And Selling Kraft Products!

Contest Period: July 1 through December 31, 2011

50 Stores Will Win \$750.00 Each In Kraft's Second Half 2011 Franchisee Incentive Contest!



50 Franchisees With The Highest Number Of Points Win \$750!

Contest Parameters:

- Third and Fourth quarters measured separately, combined scores win.
- 7-Exchange will be used to capture number of items ordered and number of units sold percent change vs. prior year.
- McLane purchase data will be used to capture number of shippers purchased.

Eligibility: Franchised stores in business 12 months as of January 1, 2011

Qualifying Products

Product	SLIN	LIN
Cookies		
Nabisco Mini Chips Ahoy Big Bag 3oz	302047	230151
Nabisco Mini Oreo Bite Size Big Bag 3oz	300405	230342
Nabisco Nutter Butter Bites Big Bag 3oz	300410	408575
Nabisco Ritz Bits Big Bag 3oz	300412	229831
Nabisco Oreo Cakesters 3oz	300147	22517
Nabisco Oreo Fudge Cremes 1.63oz	302872	47141
Nabisco Oreo Fudge Cremes Peanut Butter 1.63oz	302723	363705
Nabisco Oreo Brownies 3oz	308894	698412 (frag)
Oreo Chocolate Sandwich Cookies 2oz	300064	848507
SnackWell's Creme Sandwich Cookies 1.7oz	300069	468454
Nabisco Nutter Butter Peanut Butter Sandwich Cookies 1.9oz	300062	408575
Nabisco Oreo Chocolate Sandwich Cookies 5.25oz C-Pak	300065	261958
Nabisco Ritz Crackers 4oz C-Pak	300091	261941 ss
Nabisco Premium Saltine Crackers 4oz C-Pak	300090	327247

Confections

Product	SLIN	LIN
Trident White Spearmint	140287	332239
Trident White Peppermint	140281	054361
Trident Vitality Rejuve	140823	180141
Trident Vitality Vigorate	140834	180224
Trident Vitality Awaken	140810	180109
Dentyne Pure Mint Melon	140975	250001
Dentyne Pure Mint Herbal	140912	249979
Dentyne Ice Spearmint	140660	537464
Dentyne Ice Peppermint	140659	537455
Dentyne Ice Arctic Chili	140578	684282
Trident Extra Care Peppermint	140306	536714
Trident Strawberry Twist ValuPak	141341	465203
Trident Watermelon Twist ValuPak	140132	810853
Trident Tropical Twist	140454	763706
Trident Bubblegum ValuPak	140246	764936
Trident Minty Sweet Twist	141838	537220
Trident Wintersgreen ValuPak	141334	489021
Trident Spearmint ValuPak	140045	764928
Trident Original ValuPak	140307	764886
Trident Layers Cool Mint/Melon	140112	249598
Trident Layers Wild Strawberry/Tangy Citrus	140119	643201
Trident Layers Green Apple/Pineapple	140112	639906
Stride Shift Berry	140919	143693
Stride Spearmint Gum	142147	859587
Stride Winterblue Gum	142150	859603
Stride Mega Mystery Gum	140746	006403
Stride Sweet Peppermint Gum	140256	168990
Stride Spark Kinetic Mint	140743	243337
Stride Spark Kinetic Fruit	140779	180026
Trident Fruit Super Pack	140563	007369
Swedish Fish 2 oz bag	140397	285478
Sour Patch - 2 oz bag	140404	301838
Swedish Fish PB	140765	337378
Sour Patch Kids PB	141439	304949

Nuts & Seeds

Product	SLIN	LIN
Planters Tube Deluxe Mixed Nuts	303385	401562
Planters Flavor Grove Jalapeno Pistachios	303307	250704
Planters Tube Salted Peanuts	302504	69390
Planters Tube Honey Roasted Peanuts	302523	70276
Planters Tube Salted Cashews	302027	70854
Planters Tube Honey Roasted Cashews	301996	896225
Planters Smoked Almonds	302211	790089
Planters Tube Nut & Chocolate Trail Mix	302016	08726
Planters Dry Roasted Peanuts 6 oz	303383	357935
Planters Dry Roasted Five Alarm Chili Peanuts 6 oz	303384	358024
Planters Honey Roasted Peanuts 6 oz	308891	503885
Planters Honey Roasted Cashews 3 oz	303219	346551
Planters Trail Mix Fruit & Nut 6 oz	308863	34801
Planters Trail Mix Nut & Chocolate 6 oz	308864	34751
Connuts Original 4 oz	300256	428250
Connuts Ranch 4 oz	303199	427823
Connuts Chile Picante 4 oz	309094	428110

Cheese

Product	SLIN	LIN
Kraft Mozz String Cheese 1.0 oz	290034	053085
Kraft Twists Cheese .75 oz	290142	053284
Cracker Barrel Stick 1.0 oz	290040	053252
Kraft Jalapeno String Cheese 1.0 oz	290145	053273



Earn Points Three Ways To Win:

1. Number of qualifying SKUs ordered.
2. Number units sold percent change vs. prior year on qualified items.
3. Number of shippers purchased.

	1 point	2 points	3 points
Number qualifying SKUs ordered	5	46-55	56-plus
Number units sold percent change vs. prior year	3 to 6 percent increase	6 to 9 percent increase	9 percent increase
Number shippers purchased	1	2	3-plus



Refreshing Citrus Flavor in Every Drop

Introducing a breakthrough partnership



MTV is the leading creator of entertainment for Millennials and originator of top teen properties

This is more than a media partnership...

- ✔ Multi-year commitment
- ✔ Collaborative development of packaging and media creative
- ✔ There will be 360° support of the Sun Drop® Launch
- ✔ Sun Drop® woven into the fabric of MTV



The citrus segment is critical to growing your CSD portfolio

- ✔ Non-Cola CSDs continue to grow and take share from Cola
- ✔ Citrus is the largest of all CSD Flavor segments and continues to grow share

Reaching the Millennial generation (Born 1981-2000) is the key to success in the Citrus Segment

- ✔ Largest generation in US history
- ✔ + \$500B buying power



SLIN 0242069 SLIN 0241298

GET DROPPED



Ben & Jerry's **is** the #1 selling packaged ice cream at 7 Eleven.

- Ben & Jerry's has **6** of the top **10** selling packaged ice cream skus, including the **TOP 3**
 - Half Baked®
 - Chocolate Chip Cookie Dough
 - Chocolate Fudge Brownie



**still
16 oz.**

NEW from **PERFETTI**
van Melle

mentos GUM
UP2U

XTREMES
Air Heads

AIR HEADS

AIRHEADS BIG BARS
COMING IN SEPTEMBER



2 FLAVORS,
1 PACK,
YOU DECIDE™



Imitation is the
best form of flattery.

HÄAGEN-DAZS® Ice Cream Bars.
Made like no other.®



SLIN: 190046
#7 Item nationally
#1 Super Premium YTD
at 7-Eleven



SLIN: 190045
#11 Item nationally
#2 Super Premium YTD
at 7-Eleven



SLIN: 190306
#18 Item nationally
#3 Super Premium YTD
at 7-Eleven

Maximize your sales by selling the best.
Contact your local Nestlé DSD distribution team
and start growing your category!



Contact your local **PERFETTI** representative or customer service at 1.800.283.5988

mentos GUM

XTREMES

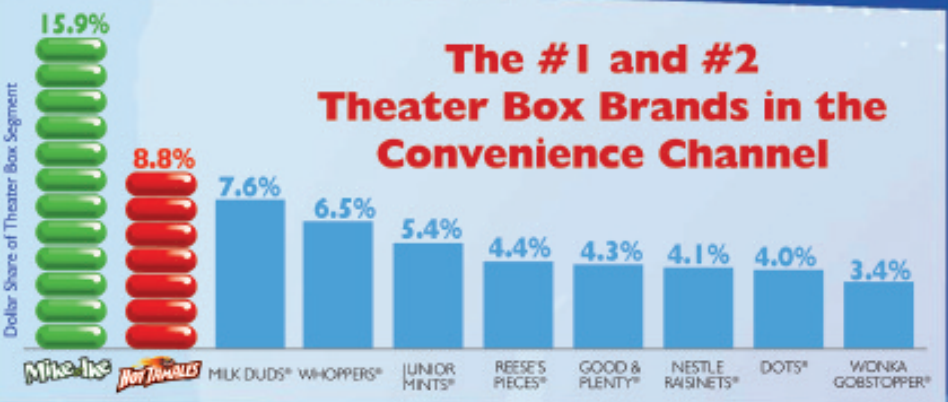
AIR HEADS



PUMP UP YOUR SALES

with the Category Growth Leaders

**THE BRANDS
AT THE TOP
OF CONSUMER
DEMAND!**



JUST BORN® Brands account for 24.9% of total Theater Box Candy sales*

Just Born Theater Boxes are outpacing Total Candy growth 7.2% vs. 4.7%**

NEW THEATER BOXES

	UIN	SLIN
MIKE AND IKE® Original Fruits 6oz Theater Box 12 ct box	299198	141789
HOT TAMALES® Cinnamon 6oz Theater Box 12 ct box	591255	142072
MIKE AND IKE® RED RAGEOUS!™ 6oz Theater Box 12 ct box	378521	142070
MIKE AND IKE TROPICAL TYPHOON® 6oz Theater Box 12 ct box	299263	142067
MIKE AND IKE BERRY BLAST® 6oz Theater Box 12 ct box	298992	142065
MIKE AND IKE ITALIAN ICE™ 4.2oz Theater Box 12 ct box	369124	142059
MIKE AND IKE LEMONADE BLENDS® 4.2oz Theater Box 12 ct box	478339	141781

BIG BOXES

	UIN	SLIN
MIKE AND IKE® Original Fruits 9.5oz Theater Box 12 ct box	833822	141455
HOT TAMALES® Cinnamon 9.5oz Theater Box 12 ct box	833756	141452

COUNT GOODS

	UIN	SLIN
MIKE AND IKE® Original Fruits Count Goods 24ct box	310755	141374
HOT TAMALES® Cinnamon Count Goods 24ct box	310763	140135
PEANUT CHEWS® Original Count Goods 24ct box	348524	142271



JUST BORN, INC., 1300 STEFKO BLVD., BETHLEHEM, PA 18017-6672 U.S.A. • PHONE: 1-800-852-3287 • FAX: 1-800-543-4881 • www.justborn.com
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The POWER of ONE.

When it comes to driving traffic to your store, singles are one SKU to focus on. They're not only the most profitable beer SKU¹, but their share is also growing.² And when it comes to leveraging profitable beer brands and innovative tools, you can count on one beer brewer—MillerCoors.

Drive Your Singles Business With MillerCoors

- Right single SKUs
- Right expertise
- Right tools



¹C-Store Channel Margin Analysis.
²Nielsen Total U.S. Convenience YTD through 9/11/10.

MillerCoors® Advantage



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DISPLAY OUR BRANDS TOGETHER FOR **MAXIMUM PROFIT POTENTIAL!**

➔ Over half of the stores selling both Nestlé® Pure Life® Purified Water and Nestlé Regional Spring Water Brands, together, saw up to 75% faster movement than when selling them alone.*



NORTH AMERICA

DON'T MISS OUT ON THE SUMMER SELLING SEASON!

Pure Refreshment for Family Hydration

Natural refreshment, sourced locally

Nestlé® Pure Life® Purified Water

\$4.29

.5-Liter 20-Packs



Nestlé Regional Spring Water Brands

\$5.29

.5-Liter 24-Packs

SLIN NUMBERS:
 Nestlé® Pure Life® .5-Liter 20-Pack: 242373, Deposit** 242282
 Arrowhead® Brand .5-Liter 24-Pack: 241512
 Deer Park® Brand .5-Liter 24-Pack: 241509
 Ice Mountain® Brand .5-Liter 24-Pack: 241543
 Ozarka® Brand .5-Liter 24-Pack: 241516
 Poland Spring® Brand .5-Liter 24-Pack: 242244, Deposit** 241502
 Zephyrhills® Brand .5-Liter 24-Pack: 241513

**For stores in CT, NY and ME



*7-EXCHANGE YTD APRIL 2010
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HEINEKEN USA HAS FIVE TOP 10 IMPORT BRANDS AT 7-ELEVEN.

YOUR GUESTS ARE CHOOSING OUR BEERS, WHICH MEANS BIGGER PROFITS FOR YOU.



DOS EQUIS
HAS HAD DOUBLE-DIGIT GROWTH FOR 23 STRAIGHT MONTHS.

HEINEKEN
12-PACK BOTTLE IS THE #2 IMPORT SKU AT 7-ELEVEN.

TECATE
IS THE #4 IMPORT BRAND AT 7-ELEVEN.

Source: IRI, YTD, week ending 5/1/11.

Enjoy Our Brands Responsibly

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Heineken USA

AVANTI

THE VOICE OF 7-ELEVEN FRANCHISEES
MAY/JUNE 2011



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National Coalition 36th Annual Convention and Trade Show

July 17-21, 2011

Paris Las Vegas Hotel and Casino

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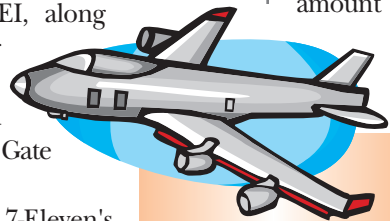
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Member News

7-Eleven Lands Its First Airport Store Inside Secured Area

SEI has landed a deal that will allow it to open its first store inside an airport secured area. The company said it expects the 1,291-square-foot outlet in Dallas/Fort Worth (DFW) International Airport to be ready for business in 2013 as part of the airport's Terminal Renewal and Improvement Program. SEI, along with its partners for this property, recently won the bid for a location near Gate 25 in Terminal A.



7-Eleven will soon open its first store inside an airport's secure area.

Plans call for 7-Eleven's iconic Slurpee, Big Gulp and Big Bite brands—with an emphasis on fresh foods and bakery items that are delivered daily—to be part of the store's product mix. Among other selections for hungry travelers will be hot foods, including pizza, potato wedges, and chicken tenders. To provide travelers with value options, 7-Eleven said it will offer value-priced grocery, packaged snacks and bakery items under its 7-Select private brand. While this store won't be operating 24 hours, the 7-Eleven will be available to serve late-night customers when flights are delayed.

Debit Card Swipe Fee Reform Moves Forward

Efforts by the banking industry to delay debit card swipe fee reform were defeated on June 8, clearing the path for the Federal Reserve's rule of a 12-cent cap on debit card interchange fees to become law on July 21. An amendment offered by Senators Jon Tester (D-MT) and Bob Corker (R-TN) to postpone implementation of the reform by 15 months—the

Debit Interchange Fee Study Act of 2011—did not receive the 60 votes required for passage in the Senate. This development has been hailed as a victory by retailers and consumer groups, alike. The Federal Reserve is now expected to issue its final rules on debit card swipe fees in the coming weeks, which include limiting price-fixing by the nation's largest banks and requiring them to either compete on their debit card swipe fees or charge an amount that is "reasonable and proportional" to their costs.

McLane Becomes Consolidator In BT Test Markets

SEI recently informed franchisees operating in the four Business Transformation Markets in Southern California that McLane will replace Genesis as the consolidator of

grocery/liquid deliveries in the program. The switch to McLane is expected to occur no earlier than the fourth quarter of 2011. With McLane operating as both whole-

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The Voice of 7-Eleven Franchisees
May/June 2011

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9 Innings with



COFFEE-MATE® LIQUID PUMP BOTTLE

Sweetened Original	French Vanilla	Hazelnut
UIN - 341578	UIN - 341545	UIN - 341594
UPC - 50000933327	UPC - 50000933488	UPC - 50000933600

7-ELEVEN® FRANCHISEE OPERATORS CAN ENTER FOR A CHANCE TO WIN \$200!

Purchase any case of NESTLÉ® COFFEE-MATE® Liquid Creamer Pump Bottles between 7/1/11 – 9/4/11, and receive an entry into one of 9 weekly drawings for each case ordered.

TO ENTER: Send in your distributor invoices or tracking reports showing qualifying purchase during the promotion period via one of the following three ways:

- **MAIL:** 9 Innings with COFFEE-MATE Promotion, P.O. Box 457, Rogers, MN 55374-1618.
- **E-MAIL:** NestleSupport@archway.com. Subject line of e-mail must read, "9 Innings with COFFEE-MATE Promotion".
- **FAX:** (888) 326-1379. Please print, "9 Innings with COFFEE-MATE Promotion" on the required distributor invoice or tracking report.

OR, TO ENTER WITHOUT PURCHASE: Print your name, address, phone number, and store number on a separate 3" x 5" card and mail in an envelope with required distributor invoice or tracking report to: Nestlé Professional, 9 Innings with COFFEE-MATE, P.O. Box 457, Rogers, MN 55374-1618.

See full rules and entry periods below.

***9 INNINGS WITH COFFEE-MATE SWEEPSTAKES RULES:** NO PURCHASE NECESSARY. 7-11 Franchisee operators can receive an entry into one of nine (9) weekly drawings for each case of COFFEE-MATE® Liquid Creamer Pump Bottles ordered between 7/1/11 and 9/4/11 ("Ordering Period"). There will be nine (9) Sweepstakes periods; each sweepstakes period will run for approximately one week. The beginning and end dates for each sweepstakes period are set forth BELOW ("Promotion Window"). Non-winning entries will be carried over to the next sweepstakes period. To enter: Send in your distributor invoices or tracking reports showing purchases of qualifying cases of COFFEE-MATE® Liquid Creamer Pump Bottles purchased during the Promotion Window via one of the following three ways: 1) Mail to: 9 Innings with COFFEE-MATE Promotion, P.O. Box 457, Rogers, MN 55374-1618. 2) Email to: NestleSupport@archway.com. Subject line of email must read "9 Innings with COFFEE-MATE Promotion". 3) Fax to: (888) 326-1379. Please print "9 Innings with COFFEE-MATE Promotion" on the required distributor invoice or tracking report. **OR, TO ENTER WITHOUT PURCHASE:** print your name, address, phone number and store number on a separate 3" x 5" card and mail in an envelope with required distributor invoice or tracking report to: Nestlé Professional, 9 Innings with COFFEE-MATE, P.O. Box 457, Rogers, MN 55374-1618. No mechanical reproductions of 3" x 5" card permitted. Each entry must be original and mailed separately. Validated distributor invoices or tracking reports must include the following information: Distributor name and address, Operator name, address and store number, product purchase date, Nestlé SKU number or brand name, product description, pack sizes and price. Required products must be circled or highlighted. No handwritten invoices or sales history receipts will be accepted. All entries become the property of Nestlé Professional. Not responsible for lost, stolen, illegible, incomplete, postage due, misdirected or late entries. Entries must be received by and sweepstakes ends at 11:59 ET on 6/12/11. Entry periods: 1) 12:01a.m. ET, July 4, 2011 – 11:59p.m. ET, July 17, 2011. 2) 12:01a.m. ET, July 18, 2011 – 11:59p.m. ET, July 24, 2011. 3) 12:01a.m. ET, July 25, 2011 – 11:59p.m. ET, July 31, 2011. 4) 12:01a.m. ET, August 1, 2011 – 11:59p.m. ET, August 7, 2011. 5) 12:01a.m. ET, August 8, 2011 – 11:59p.m. ET, August 14, 2011. 6) 12:01a.m. ET, August 15, 2011 – 11:59p.m. ET, August 21, 2011. 7) 12:01a.m. ET, August 22, 2011 – 11:59p.m. ET, August 28, 2011. 8) 12:01a.m. ET, August 29, 2011 – 11:59p.m. ET, September 4, 2011. 9) 12:01a.m. ET, September 5, 2011 – 11:59p.m. ET, September 12, 2011. PRIZES: There will be a total of 18 prizes awarded during the Promotion Window, 2 awarded per week. Prize: \$200 cash prizes awarded in the form of a check. No substitutions for prizes will be permitted and prizes are non-refundable and non-transferable, except at sole discretion of Sponsor. Sponsor reserves the right to substitute prize of equal or greater value. Federal, state and local taxes are solely the responsibility of the winner. **WINNER SELECTION:** Potential winners will be selected in a random drawing from all eligible entries received for each sweepstakes period on or about three (3) days after the sweepstakes period. Odds of winning depend on number of eligible entries received. Winners will be notified by phone and/or mail on or about five (5) days after the sweepstakes period. By entering the sweepstakes, entrants acknowledge that their company policy allows them to enter and win the stated prize, and that they will accept and agree to these rules and the decision of the judges, which shall be final. Nature of any prize or notification as undeliverable will result in disqualification and an alternate winner may be selected. By submitting an entry, a winner agrees to allow use of his or her name, likeness and/or biographical information for promotional purposes, except where prohibited. **ELIGIBILITY:** Sweepstakes open to 7-11 Franchisee Operators who are legal residents of the 50 U.S. & DC, 18 years of age or older, except employees and the families of Nestlé USA, and their affiliates, subsidiaries and promotee and advertising agencies, Nestlé USA, participating foodservice operators, their affiliated companies, representatives, agents or employees are not responsible for, and shall not be indemnified by the prize winner(s) against, any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession or loss of the prize. Subject to all federal, state and local laws. Void where prohibited or restricted by law. This offer may not be published elsewhere without written permission from Nestlé.



*You may have to contact your McLane customer service rep to have COFFEE-MATE added to your next order.





salers and consolidator, the company said the existing BT model will be simplified by eliminating a touch point in the process. For instance, inventory will be housed in one facility (McLane) instead of two (McLane and Genesis). SEI added that BT stores will experience minimal changes with this transition, such as: new trucks, drivers and routes; minor adjustments to items designated as driver versus honor check-in; and minor delivery process changes such as adjustments to the driver check-in process and re-routing

of stores. The company also said Genesis will continue to operate the CDC and fresh food daily distribution channel, and cost of goods will not change because a lowered cost of goods was negotiated when BT was implemented.

BP Franchisees Sue

Two law firms representing owners of BP and ARCO gas station franchises and am/pm convenience store franchises recently filed a class action lawsuit in the U.S. District Court for the Northern Dis-

Visit the National Coalition Website, www.ncasef.com

trict of California, alleging ongoing problems with an oil company-mandated point-of-sale (POS) system. The defendants are BP West Coast Products LLC and BP Products North America, Inc., both subsidiaries of BP PLC and Retailix LTD. There are over 1600 franchised BP and ARCO gas stations and am/pm stores across the country, all of which are part of the proposed class for this lawsuit.

According to a statement released by SeegerWeiss LLP and Lee Tran & Liang APLC, the wrongful and illegal conduct set forth in the complaint include: BP

continued on page 23



National Coalition of Associations of 7-Eleven Franchisees 36th Annual Convention



National Coalition of Associations of 7-Eleven Franchisees 2011 Convention & Trade Show

Many Thanks To Our 2011 Convention Major Sponsors!

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 - ConAgra
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 - Diageo-Guinness
 - Djarum & Djeep
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Hostess

- LaLa USA
- Ligett Vector Brands
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- Perfetti Van Melle
- Procter & Gamble
- Santa Fe Natural Tobacco
- Smokey Mountain Snuff
- Snyder's-Lance, Inc.
- Sunny Delight
- TSN

Choices in your vault means money in your pocket.



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Full line of indulgence. Full line of fun.



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Want to put more money in your pocket? Contact your local Nestlé DSD distribution team and start growing your category!





Raspberry Caramel Cappuccino

Available for a limited time.
F.O.D. 6/20/11

A 17-Year Partnership of Success

Maximize Hot Beverage Growth & Profits – Order Now!

Keep the core flavors in stock – give customers what they want.

KEY FOCUS FLAVORS	SLIN #	KEY FOCUS FLAVORS	SLIN #
French Vanilla	230629	Caramel Macchiato	230777
Hot Chocolate	230512	X-Treme Energy Cappuccino	230174

Use limited time offer flavors to gain incremental sales – give customers the flavors they crave.

Keep your hot beverage area clean, showcase fresh and updated flavor tags – capture every sale.



defendants required all franchisees to install a new centralized POS system developed by co-defendant Retalix that is defective, which in turn resulted in substantial damages to the franchisees such as lost operation time, lost revenue, lost or inaccurate inventory, lost receivables and cash, and increased operating costs and burdens; BP's illegal manipulation of gas supply and pricing; BP's improper direct control of and/or pricing by third-party vendors; and BP's policy of forcing sale of items and collection of fees for which the plaintiffs receive no compensation.

FDA Unveils Final Cigarette Warning Labels

The Food and Drug Administration (FDA) recently unveiled the nine graphic health warnings required to appear on every pack of cigarettes sold in the United States and in every cigarette advertisement. The FDA said this measure will help prevent children from smoking, encourage adults who to quit, and ensure



every American understands the dangers of smoking.

The warnings represent the most significant changes to cigarette labels in more than 25 years and are required to be placed on all cigarette packs, cartons and ads no later than September 2012. The FDA said it selected nine images from the originally proposed 36 after reviewing the relevant scientific literature, analyzing the results from an 18,000-person study and considering more than 1,700 comments from a variety of groups. When implemented, the new graphic health warnings must also be accompanied by a smoking cessation phone number.

More 7-Eleven Stores In Hawaii



7-Eleven plans to add 46 stores in Hawaii over the next five years, which would nearly double its number of units there to 100, reported the *Pacific Business News*. If successful, Seven-Eleven Hawaii Inc. would have nearly a third of the convenience store chain market in the Islands. The expansion will mean millions of dollars of investment for the company, which will employ twice as many people in the Islands when all 100 stores are open—from 870 employees now to nearly 1,600.

SEI Signs Deal With Workman Oil

SEI announced that it has signed an agreement with Workman Oil Co. of Lynchburg to operate six convenience-store locations in Virginia. The stores,

located in Roanoke and Salem, will be re-branded as 7-Eleven operations. Terms of the transaction were not disclosed. The company said the six Apple Market convenience stores will remain

7-Eleven plans to add 46 stores in Hawaii over the next five years, doubling the number of units to approximately 100.

open during remodeling, and stores will be equipped to sell 7-Eleven signature products, like fresh food and grill items, coffee, Slurpee and Big Gulp beverages. The locations will eventually be offered for franchise. In the interim, 7-Eleven has provided employment opportunities to current, qualified store personnel. This

deal brings the number of 7-Eleven stores operated and franchised in Virginia to just under 700 stores.

SEI To Convert And Franchise Mother Hubbard's Cupboards

Fourteen northwestern Illinois Mother Hubbard's Cupboard (MHC) stores acquired by SEI in 2010 will soon be converted to 7-Eleven stores and offered for franchise, the company said in a released statement. Currently, there are 360 7-Eleven outlets in the state, 92 percent of which are franchised. All 14 MHC stores offer motor fuel service and operate 24 hours a day, seven days a week.

7-Eleven said it is investing in a remodel of these stores, which includes adding new coffee bars, hot foods equipment and Slurpee with six-barrel machines. The stores already have a roller grill but will receive a second one as part of the conversion program. In addition, the stores will introduce their customers to 7-Select, the company's private brand of products that meet or beat the quality of name-brand food and beverages on 7-Eleven shelves, but at a price 10 to 20 percent less. According to SEI, qualified MHC store man-

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HOT DEALS FOR AUGUST



GET \$2.25 OFF AN INNER TRAY OF PURE PROTEIN 50g CHOCOLATE DELUXE & CHOCOLATE PEANUT BUTTER. HURRY! OFFER GOOD FROM AUGUST 1 – 30, 2011.

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Chocolate Deluxe



UIN 840058 SLIN 302902

Chocolate Peanut Butter



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Eat Good. Look Great.
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Bits & Pieces

The Retail Industry Leaders Association (RILA) added **SEI President and CEO Joe DePinto** to its board of directors during its semi-annual meeting held recently in Washington, DC. The RILA Board meets twice a year to discuss the issues facing the retail industry and to offer insight into the opportunities and challenges confronting retailers.

- To strengthen its maintenance services footprint **FM Facility Maintenance has acquired the assets of US Signs, Inc.**, a national company providing brand application management for clients with multi-site retail locations.
- **Greyhound and SEI announced they are providing customers a more convenient way to purchase Greyhound tickets** in the Dallas/Fort Worth Metroplex — customers can now book Greyhound tickets at Greyhound.com or by phone and complete their purchase with cash at participating 7-Eleven stores.
- Maine's Taxation Committee is considering a **proposal to increase the state's cigarette tax by \$1.50 per pack** to \$3.50, reported the Associated Press.
- Gasoline and c-store retailer Hess has made a deal with sandwich maker Quiznos **to open more than 50 Quiznos restaurants inside Hess locations** in Florida. Quiznos said the partnership is a milestone in the company's convenience store growth strategy.
- General Mills has signed a deal to buy a controlling stake in **French yogurt company Yoplait for about \$1.15 billion**, which would give the food maker a 51 percent stake in Yoplait and a 50 percent interest in a related entity that holds the worldwide Yoplait brands, reported the Associated Press.
- A bill has been intro-

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Member News

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Make A Muscle to Make A Difference!



IRIS YOST

I am so grateful to announce my assignment to this year's Charity Night at the National Coalition's 36th Annual Convention and Trade Show in Las Vegas. We have decided to continue our support of the Muscular Dystrophy Association. I have been a friend to the MDA since I was a teen, and 7-Eleven has been a friend of the MDA for over 30 years! When I was asked to help select a charity for this event, it was an easy decision.

The MDA will have a booth on our trade show floor at the Paris Hotel for you to learn more about supporting the association in your own communities. We will also dedicate our Charity Silent and Live Auctions during the convention to the MDA as a fundraiser. We invite our vendor partners to join us in supporting this worthy charity by providing items for the auctions. For details, please log onto NCASEF.com and click on "Charitable Giving."

Support the MDA through the Silent and Live Auctions July 20 at the National Convention!

Please help us make this a record-breaking year by supporting us and all those who benefit from the MDA's fabulous work. Besides items for the auctions, the MDA is looking for vendor partners interested in cause equity opportunities in which products sold at 7-Eleven earn a donation to the MDA for a promotional timeframe. If you are interested, please contact me at iyost01@hotmail.com for details.

The auction will be held the evening of July 20 during the National Convention and Trade Show at the Paris Hotel. Come enjoy the international buffet, fabulous entertainment and dancing, and bid on some great prizes! Also, please don't forget to stop by the MDA booth during the trade show to meet Abbey Umali, the 2011 MDA National Goodwill Ambassador.

Make a Muscle
Make a Difference

MDA Muscular Dystrophy Association
Fighting Muscle Disease





Forward Together

BY WAYNE MATHEWS, PRESIDENT, ROCKY MOUNTAIN FOA



Forward together, *Avanti* are we? In recent years, SEI has had their way with every initiative they have wanted to implement. We, the thirty-eight FOA presidents that represent our members in the National Coalition, have spent time and money traveling to great locations around the country to discuss these issues. We let SEI know of our displeasure with little to no response, nor concern, for our bottom line. It has become obvious SEI is more interested in improving its own bottom line through moving cost from their side of the ledger to our side.

There have been many promises of cooperation and involvement in negotiations with vendors and any new initiatives SEI is interested in, but as with the new McLane agreement, we have no input. FM Facilities Management—brought in by SEI—has been a disaster for franchisees, setting us back years from where we had been. Business Transformation has not yet yielded the improved gross profit as promised and now after one year it is up to the franchisee to

make it profitable, as SEI has no intension of stopping the rollout to other markets in the future. I can't understand the reason, as it has only laid another burden on stores to put away and rotate more products, which our DSD vendors had done in the past for us. Is it just more control of our purchasing at any cost?

“Franchisee leaders need to focus on the big one or two obstacles that we feel need to be addressed, and stop wasting time on personal or localized issues.”

I remind us of these few things to ask the question, “Are we really moving forward together?” The NCASEF is all of us, and we the thirty-eight FOA presidents and the executive board have the responsibility to make our best effort to represent our franchisees around this great country and make a difference in the lives of single store operators and those who have multiple stores. We are tasked to support them in difficult times when they do not know what to do, or who to turn to.

So how do we get where we need to go to improve profits, remove obstacles and



make franchising a 7-Eleven store the experience we were promised by SEI when we came into the system? We need to start by focusing on the big one or two obstacles that we feel need to be addressed, and stop wasting time on personal or localized issues. The time has come for us to truly come to-

gether and make the hard decisions and meet with SEI to affect change in a positive way. My hope is the next time we all get together—whether in your local FOA meetings or in the next National Coalition Board meeting—we ask ourselves what are the top one or two obstacles, and then put together a plan to solve them.

Our success is in our hands.

WAYNE MATHEWS CAN BE REACHED AT 719 640-7635 OR WAYNE.MATHEWS@RMFOA.COM

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Play The Name Game!

Look carefully at each page in this issue. Somewhere in this magazine a line is hidden that contains the words \$Name Game Winner + person's name + city\$. If you find this line, and if it contains your name, call AVANTI's Offices at 215 750-0178 before the next magazine is published, and win this issue's total. Uncollected money is automatically added to the next issue's total. NCASEF Members only. This issue's total: \$100.



agers will be given the opportunity to apply for a 7-Eleven franchise.

New Benefits Program Available To Franchisees

A comprehensive benefits program developed and managed by LewerBenefits is now available to all 7-Eleven franchisees, their families and their employees. The program—My 7-Eleven Franchise Benefits—makes it possible for franchisees to

LewerBenefits offers affordable benefits at group rates: www.lewer.com /7-Eleven.

purchase affordable benefits offerings at group rates, with simplified medical underwriting and low participation requirements for the products offered in most states (Note: rates, plans and underwriting may vary by state).

Benefits products offered through the program include Medical, Dental and Vision, Critical illness and Disability, Life, Financial Services/Retirement, and Healthcare Reform Guidance and Support. Franchisees can purchase these

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¹ Datassentials Market Sizing Study, August 2008
² Datassentials Custom Coffee Study, July 2010

Stock Up For The Mars Chocolate 2 for \$3 King Size Promotion Now Through July 31!

OFFER ANY TWO KING SIZE AT 2/\$3!



M&M MINIS MEGA TUBES SLIN 140983



3 MUSKETEERS 2 TO GO SLIN 140914



MILKY WAY 2 TO GO SLIN 140026



TWIX PEANUT BUTTER 4 TO GO SLIN 140493

TWIX CARAMEL 4 TO GO SLIN 140037



M&M PLAIN SHARING SIZE SLIN 140028

M&M PEANUT SHARING SIZE SLIN 140027

M&M PEANUT BUTTER SHARING SIZE

SLIN 140538



SNICKERS 2 TO GO SLIN 140501

SNICKERS ALMOND 2 TO GO SLIN 140519

LOOK FOR POP IN

YOUR JULY POP KIT.

AVAILABLE THROUGH

MCLANE TODAY!

products through the store account and their employees will be able to use payroll deduction to pay premiums for the products they select. Medical, dental and vision plans can be purchased on a pre-tax basis.

Information about these benefits can be accessed at lewer.com/7-Eleven, or by contacting a dedicated LewerBenefits representative at 1-800-821-7711.

Energy Drinks Give U.S. Market A Jolt

Energy drinks have become a driving force behind a resurgence in the



beverage market, according to market research publisher Packaged Facts. Sales of energy drinks, along with the performance of ready-to-drink (RTD) teas and sports drinks, have helped the functional and natural RTD beverage market grow to \$23 billion in 2010, up from \$19 billion in 2006. Packaged Facts' "Functional and Natural Ready-to-Drink Beverages in the U.S." reveals

that the sales growth of energy drinks is due to its ability to offer consumers a distinctive benefit that they want and need (i.e., more energy).

The study further shows that during the height of the recession between 2008 and 2009, the three functional and natural RTD beverage categories covered by the report—energy drinks, sports drinks, and functional waters; ready-to-drink tea and coffee; and yogurt drinks and smoothies—flat-lined in sales growth. Nevertheless, by 2010 energy drinks/shots, sports drinks, RTD teas, and fruit/vegetable smoothies all showed renewed dynamism, sig-

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Kraft 2nd Half 2010 Contest Winners!

Kraft has announced the 75 winners of its Second Half 2010 Franchisee Incentive Contest, with each receiving \$500. To be entered into the contest, stores had to order 7+, 10+, or 14+ of the eligible Nabisco SKUs from July to December 2010. With each larger number of SKUs ordered, stores received one more entry per month in the \$500 drawing for up to three entries per month, or 18 entries total (one win per store). Congratulations to all the winners!



Store #	Name	City	State
1	17341 LISA POINDEXTER	Ashland	VA
2	22387 SHERRY FOX	Temple	TX
3	10826	Hampton	VA
4	33060 TONYA JOHNSON	Winter Haven	FL
5	27678 LAZERES CORREIA	Hesperia	CA
6	21899 PRABHJIT SINGH	Denver	CO
7	26304 AFSANA LINA BAIG	Lauderdale	FL
8	27905 NIGATU BEDADA	Washington	DC
9	39177 NEAL REED	Virginia Beach	VA
10	19387 HOWARD KANG	Arlota	CA
11	26673 HONG KIM	Brooklyn	NY
12	11693 AHMED MOHAMED	Marlow Heights	MD
13	18177 KALVINDER SINGH	Hayward	CA
14	33709 SUNIL SHARMA	Brooklyn	NY
15	13995 NARINDER DHILLON	Glendora	CA
16	32469 AJIT NAMBIAR	Canton	MA
17	16927 NISHA VEERA	Fountain Valley	CA
18	13435 CONSTANCE BARENTS	Madison Heights	MI
19	18450 GARRY REIER	Copperas Cove	TX
20	26353 BRIAN SPARROW	Austin	TX
21	10448 MONI RAQUIB	Deerfield Beach	FL
22	34091 PATSY GREEN	Fort Worth	TX
23	18092 NARINDER AULAKH	Springfield	OR
24	22299 VIEN HUA	Manassas	VA
25	25802 JOHN NOYES	Marina	CA
26	27122 JOSE TERO	Taft	CA
27	21344 WESLEY STEPHENS	Chesapeake	VA
28	24488 ANTONNIA HUNLEY	Portsmouth	VA
29	32521 AFTAB AHMAD	Stafford Springs	CT
30	25854 MUHAMMAD RASHID	Newport	RI
31	27910 HAMID SHARIFINEJAD	Orange	CA
32	10115 RACHEL LOWIE	Indialantic	FL
33	17333 PARMINDER BAINS	Yuba City	CA
34	33744 VANITA RAJ	Park Ridge	IL
35	15987 BECKY GRIFFIN	Stephens City	VA
36	32267 DONALD WILLS	Breckenridge	CO
37	39102 PAUL KANDHARI	New York	NY
38	33680 NAVDEEP BAL	Brooklyn	NY
39	34427 HAIDAR CHREIM	Worcester	MA
40	33264 DAVID MCGILL	Little Elm	TX
41	25245 LINDA LAFERR	Montclair	CA
42	23664 ROBERT LATTA	Denver	CO
43	39259 NASSER NASSER	Elizabeth	NJ
44	22889 SAADA ABUBEKER	Dallas	TX
45	28315 PATSYVBOYCE	Harpers Ferry	WV
46	20269 NELOFER KIRMANI	Pasadena	CA
47	33611 MOHINDERPAVGHUMAN	Westminster	CA
48	33704 RAZAVFAROOQI	Brooklyn	NY
49	34104 HUSSEINVALSAAD	Dallas	TX
50	19971 J.J. JAMES FOGARTY	Nags Head	NC
51	23550 RUTH ANN SCOTT	Layton	UT
52	14206 NARBIRVSARANG	Pinole	CA
53	10741 THANHNGA LE	Arlington	VA
54	13079 JEREMY GASS	Colorado Springs	CO
55	33433 ELLIE CHEN	Cambridge	MA
56	17416 CARL LONG	Woodburn	OR
57	33570 JIMMYVSOLANKI	New York	NY
58	33239 MOHAMAD OBEISSY	Fort Myers	FL
59	21884 CYAN DUONG	Austin	TX
60	23219 FLORETTE BROWN	Portsmouth	VA
61	23656 LUIS CANDAMO	Oakland Park	FL
62	20736 RICHARD ROSE	Reno	NV
63	32822 JAMES CONLEY	Spanish Springs	NV
64	33790 KUNAL NAKODKAR	Lisle	IL
65	21834 SUKHMINDER DHILLON	El Cajon	CA
66	21483 MOHINDER JOHAL	Sylmar	CA
67	39328 TONY BAGRAMYAN	Long Beach	CA
68	32780 BARRY YOST	Henderson	NV
69	17223 ROGER SAPONARA	New Port Richey	FL
70	39209 LAKHBIR SONDH	Cucamonga	CA
71	19201 KENNETH KLEE	Lomita	CA
72	34158 HARMAN CHAHAL	Fairfield	CA
73	11274 ATTIQUE KHOKHAR	Cheektowaga	NY
74	14137 SURINDER UPPAL	Petaluma	CA
75	33984 FREDERICO LINS	Draper	UT



NESTLE CHOCOLATE

PROMOTIONS FOR JULY!

**Strike It Rich With Nestle's
\$1,000,000 Gold Rush
Cowboys & Aliens Movie In-Pack Promotion!**

**\$1 MILLION IN
CONSUMER PRIZES!**

**In-Pack Code!
Enter on website
for a chance to win!**

25 PEOPLE WILL WIN \$40,000!

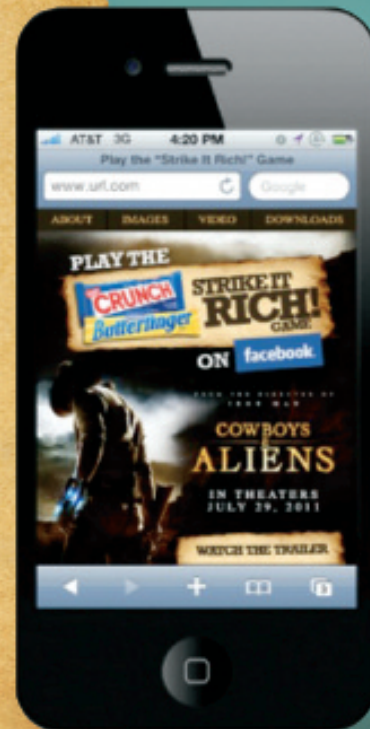
Quick Response Codes
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**ON-LINE PROMOTION
VIA FACEBOOK!
CONSUMERS MINE
FOR A GOLD COIN
THAT COULD BE WORTH
\$40,000!**



**Purchase the Cowboys & Aliens
Shipper Through McLane And Get
A 58 Percent Margin On Butterfinger
and Nestle Crunch Singles!**

SRP \$1.09, MARGIN 58 PERCENT (UPC 28000-36454)



**Purchase the Cowboys & Aliens Shipper
Through McLane: SRP \$1.29, Margin 64
percent (UPC 28000-36454)**

**Consumer \$.99 Off Coupon With
Purchase Of Butterfinger Or
Nestle Crunch Single &
20-Ounce
Vault Coke**



(2 Pads Of 50)



**\$.99 Off
Promo Master
With Purchase Of
Butterfinger King
Size And Slurpee!**



COWBOYS & ALIENS
Directors/Producers: Jon Favreau,
Steven Spielberg, Ron Howard
Cast: Daniel Craig, Harrison Ford,
Olivia Wilde
Premiere: July 29, 2011

ORDER THOUGH MCLANE!



naling the onset of a new cycle of sales growth for the market. All had gains of at least 5 percent, with energy drinks/shots experiencing the highest gain at 10 percent. Sports drinks and RTD teas finished with gains of 8 percent and 7 percent, respectively. Lastly,

fruit/vegetable smoothies had gains of 5 percent.

Oregon Revises Bottle Bill

Oregon Governor John Kitzhaber recently signed a wide-ranging revamp of

the state's iconic bottle bill into law, *The Oregonian* reported. This marks the second edit to the state's first-in-the-nation bottle bill during its 40-year lifetime. The first was in 2007, when the Legislature added water bottles to the list of

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Re-Building The Trust

BY MANINDER WALIA, PRESIDENT, PACIFIC NORTHWEST FOA

Trust is the foundation of a long-lasting relationship. Open and honest communication between partners helps in making the relationship grow stronger. In this light, viewing the contract and policy changes instituted by our franchisor in the last couple of years, it is no wonder that franchisees doubt whether SEI has their best interests in mind.

per gallon commission would not even cover the cost of maintenance and cleaning of the gas islands, let alone the labor expenses of having a dedicated employee to serve the gasoline customer 24 hours a day. This time, however, SEI did reimburse franchisees with gas stores for lost commissions for a couple years, in some cases less. Regardless, some franchisees lost their earnings for the entire tenure of their franchise agreement. In 2010 the average store with gasoline lost \$21,765 in gasoline income, and \$8,086 in credit card expense for a total of almost \$30,000.

All of this amounts to a breach of trust by our franchisor, with SEI sending a clear and authoritative message to franchisees that it is going to do what is in their best interests, seemingly without care for the partnership with franchisees, who helped build a strong 7-Eleven system. The fact that franchisees believe their opinions or bottom-lines do not seem to matter is a cause of concern for the entire franchise community. On an average day at a 7-Eleven store, employees are worried about CEC inspections and franchisees are demoralized by threats of an LON or a breach issued for failing a CEC inspection or low net worth or not doing the gas survey on time. With all this pressure it is becoming harder for fran-

chisees to grow their businesses and build a strong partnership at the same time.

With a contract that has been revised only in favor of our partner (SEI) over the last few years, franchisees have had a difficult time increasing their bottom lines. SEI

"In light of the contract and policy changes instituted by our franchisor in the last couple of years, it is no wonder that franchisees doubt whether SEI has their best interests in mind."

has been cutting costs for the last three years and increasing its profits at the expense of franchisees by taking certain actions like cutting hundreds of regional positions, skimping on advertising, and delaying AQIP in many areas. Least I forget, many franchisees are uncomfortable about the Business Transformation model, which they don't think they can refuse, even in the testing phase. BT has been delayed until at least first quarter 2012.

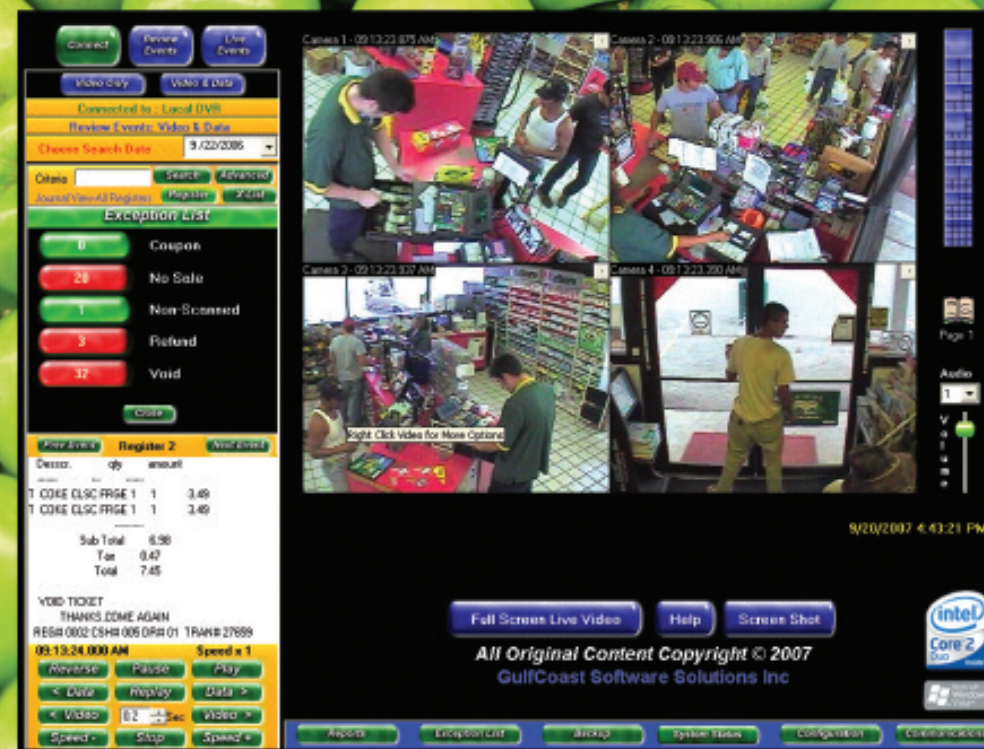
All these actions by SEI are viewed by franchisees as mistrust in the partnership. It is time for SEI to understand that to build a stronger and profitable business, both partners have to be equally strong mentally and financially.

MANINDER WALIA CAN BE REACHED AT 253-861-6737 OR MANINDERSWALIA@YAHOO.COM

"We need a rebuilding of trust with our franchisor partners."

A few months later came the decision to discontinue the profit sharing on gasoline sales and replace it with a flat gasoline commission of 1.5 cents per gallon. Franchisees believe SEI knew that the 1.5 cents

Finding bad apples has never been easier.



Gulfcoast's Loss Prevention Software Suite saves time, saves money, and saves your sanity.

Gulfcoast Storekeeper's™ customizable, flexible and versatile Loss Prevention Suite uncovers cash register fraud and undesirable activity immediately, instead of hours, days or weeks later.

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Why is Gulfcoast the best choice for your retail solution? It works better. Our software acquires and standardizes data from multiple devices in realtime and lets you create and save rules that protect your operation. When rules are violated or exceptions generated, alerts are broadcast immediately to designated local and corporate staff for action.

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- Intelligent exception-based data mining identifies operational issues across your entire retail chain - with unmatched ease.
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containers that Oregonians could return for their nickel deposit. The newspaper stated that under the revamped law, three key changes would take place:

- A shift from the in-store collection system to one that relies more heavily, though not exclusively, on off-site redemption centers.
- No later than 2018, the types of beverage containers covered would be expanded to include just about any glass, metal or plastic beverage container, except for those that hold milk, wine or liquor.
- The current nickel deposit will increase to a dime if redemption rates

fall below 80 percent two years in a row. Currently, redemption rates average 75 percent.

With SEI's SSI changes, over 85 percent of requests for non-retail items will be eligible.

SSI Eligibility Changes

Responding to franchisee concern that initial eligibility designations for Store Supported Item were too restrictive and did not support the spirit of Retailer Initiative, SEI revisited SSI eligibility standards and instituted the

following changes:

- All proprietary beverage supplies will be supported, as will all store supplies.
- All PSA 17 items will continue to be in-

continued on page 36



Virginia FOA President Waqar Sheikh, during the awards.

Franchisees And SEI Turn Out For Virginia FOA Trade Show

Deals, prizes and fun ruled the day as franchisees walked the showroom floor of the Waterford Receptions in Fairfax, VA to view the latest merchandise—and get in on the great deals—offered by exhibiting vendors at the Virginia FOA's annual trade show. Held on April 21, 2011, the event attracted nearly 300 area storeowners, as well as SEI's senior executive team, including CEO and President Joe DePinto, Darren Rebelez (Executive Vice President and Chief Operating Officer), Jesus Delgado-Jenkins (Senior

Vice President, Merchandising, Marketing and Logistics), and Stanley Reynolds (Executive Vice President and Chief Financial Officer).

During the event, awards were presented to franchisees for Best Guest Service, highest overall sales increase, and highest sales increase in food service. The Virginia FAO also recognized Joe DePinto with an award for the work he has done to elevate the 7-Eleven system.



Franchisee Ali Sheikh, NCASEF Chairman Bruce Maples, with 7-Eleven, Inc. Exec VP Darren Rebelez, and CEO Joe DePinto.

Bits&Pieces...continued from page 25

duced in the Illinois state Senate that would **add a penny an ounce to the cost of most soft drinks with added sugar**—including soda, sweet iced tea and coffee drinks, reported the *Illinois Statehouse News*. This proposal comes two years after the state **increased the soft drink tax from 1 percent to 6.25 percent** to help fund its \$31 billion capital plan. • **The Philadelphia City Council recently shut down Mayor Michael Nutter's plan** to tax sweetened drinks at a rate that would add 2-cents-per-ounce tax to all sugary drinks, including coffee, iced tea, sports drinks and soft drinks. It is the second time the Philadelphia soda tax has been turned down by council. • **PepsiCo recently launched its Social Vending System**, a state-of-the-art networked system that allows consumers to gift a friend by selecting a beverage and entering the recipient's name, **mobile number** and a personalized text message. The gift is then delivered with a system code and instructions to redeem it at any PepsiCo Social Vending system. • **McDonald's recently kicked off a \$1 billion-plus program** to make over the majority of its 14,000 U.S. stores in a bid to attract more customers to its dining area, reported *USA Today*. The new look will feature **wooden tables, comfortable faux leather chairs** and interiors newly painted in muted oranges, yellows and even subtle greens. • Electronic cigarette manufacturer **Blu has created a "socially aware" e-cigarette** that lets users know when other e-cigarette smokers are within 50 feet via a built-in wireless network connection, reported the *New York Times*. • Canadian c-store retailer **Couche-Tard announced that it has signed**, through its subsidiary Circle K Stores, **an agreement to acquire from ExxonMobil** up to 322

continued on page 36

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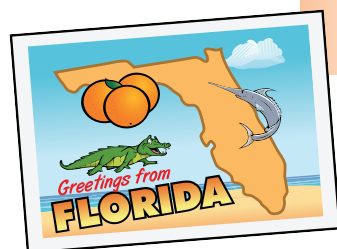
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eligible for SSI registration for reasons involving food safety.

- Everything with no retail will be converted to SSI eligible, with the exception of PSA 17.
- With these changes, over 85 percent of requests for non-retail items will now be eligible.

SEI has begun the process of converting the Florida Exxon-Mobile stores it acquired into 7-Elevens.



Florida ExxonMobil Stores Becoming 7-Elevens

SEI has begun the process of converting the Florida ExxonMobil stores it acquired last year into 7-Elevens, reported the *Naples Daily News*. The full re-branding effort is expected to take a year, with the process being initiated at 15 stores at a time, according to the company. In December 2010, SEI acquired 183 ExxonMobil retail sites in Florida—located in Southwest Florida, Orlando, Palm Beach and Broward counties—the majority of which will become 7-Eleven operations but will retain Exxon Mobil gasoline. The conversion process entails closing the stores for one to three days for installations, followed by physical re-brandings.

Private-Label Purchasing Here to Stay

Nearly 45 percent of consumers say the shaky economy has motivated them to continue to consider and ultimately purchase more private-label

and other lower-priced food items, according to a survey by global business-advisory firm AlixPartners LLP. The study reveals that “price” and “quality” are the most important considerations for shoppers considering private-label items, with more than 60 percent of those polled indicating that price is the most important factor. The survey also found that Americans are

spot-on in their perception of private-label cost savings, estimating an accurate average of 20 percent cost savings across food categories. Overall, the AlixPartners report indicates that for the foreseeable future, and possibly permanently, food companies will face an unforgiving, value-driven consumer as fuel prices and a food-inflation rate of almost 4 percent put pressure on household budgets.

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National Coalition Offices In Tucson

National Coalition offices are located in Tucson, Arizona. All queries and requests for information should be directed to the address below:

National Coalition of Associations of 7-Eleven Franchisees
3561 East Sunrise Drive, Suite 113
Tucson, AZ 85718
Office 520-577-8711
Fax 520-577-4688
E-mail: nationaloffice@ncasef.com



National Coalition of Association of 7-Eleven Franchisees

Bits&Pieces...*continued from page 34*

sites plus an additional 65 reseller contracts in Southern California. • **Cigar Rights of America has worked with lawmakers** to help introduce a bipartisan bill that would, if passed, **protect premium cigars** from being legislated by the FDA by amending the Federal Food, Drug, and Cosmetic Act, reported *Cigar Aficionado*. • **Walmart ranked No. 1** on *Fortune* magazine's Fortune 500 list for the second time in a row. The big box retailer beat Exxon-Mobil for the top spot. • Anheuser-Busch is **lowering the alcoholic content in large containers of its popular Tilt malt beverage** in a move to improve the product's public image, reported the *Wall Street Journal*. Tilt will be reformulated to contain 8 percent alcohol by volume, compared with the current 12 percent for its 24-ounce offering. • Rhode Island lawmakers are considering a bill that would **lower the state's cigarette tax by \$1 per pack** from its current rate of \$3.46, reported *Bloomberg BusinessWeek*. • A new law recently went into effect in **China that bans smoking in most public places**, including buses, bars, and restaurants, reported *BBC News*. While the law allows smoking in workplaces, businesses are prohibited from selling cigarettes via vending machines in public areas. • **Commissaries are the source of a quarter of all foodservice purchases** in both supermarkets and c-stores, according to a study by Technomic. The report also states commissaries have recently become more popular and required as these growing channels look to increase their overall foodservice sales. • According to Beverage Marketing Corp, **the top refreshment beverages consumed in the U.S. in 2010** (in billions of gallons) are **Carbonated Soft Drinks at 13.8**, Bottled Water at 8.8, Fruit Beverages at 3.6,

continued on page 44

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	19007	CVP Charcoal Briquettes	3	5 lb	\$2.24	\$4.29	44.50%	\$1.91
	19006	CVP Instant Light Charcoal	3	4 lb	\$2.33	\$4.59	46.00%	\$2.11
	19005	CVP Charcoal BBQ in a Bag	3	2.5 lb	\$1.64	\$2.99	41.70%	\$1.25
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From the National Office

STAY FOCUSED ON ISSUES THAT INCREASE FRANCHISEE PROFITS

By Bruce Maples, Chairman

National Coalition of Associations of 7-Eleven Franchisees



Change is hard, and how we deal with change could determine how successful franchisees are as a group in the future. The convenience store industry continues to change every day, and 7-Eleven is no exception.

7-Eleven has rolled out Project E, a system-wide managerial reorganization that changes the company from 8 divisions to 14 zones, and centralizes accounting and merchandising, all in an effort to provide better service to our stores. The company has also started a new approach to store remodeling. Concentrated Market Rollout (CMR) has begun in the Northeast. In both areas entire markets are being remodeled in an attempt to take advantage of scale and advertising in a new approach to AQIP.

How 7-Eleven approaches the business with several of our key vendor partners also is rapidly changing. Over the past twelve months 7-Eleven started a complete review of how we do business with our CDC partners, piloted a new distribution model in Southern California, and

signed a new five-year agreement with McLane, all in an attempt to provide transparency and improve profitability. What costs we pay for merchandise, what items we receive, and at what frequency we receive them, could all potentially change.

Additionally, our cigarette vendor relationship continues to evolve, due to the new Marlboro program and 7-Eleven's efforts to take back the category. We have yet to see what impact this will have on our business. SEI and the National Coalition continue to work with FM Facilities Maintenance to address accounting and service issues.

Significant changes to the accounting process have raised service issues and concerns about accuracy. Scan audits as part of the Business Transformation pilot in Los Angeles have raised accuracy concerns. A new software download changing the way we process SSIs is causing franchisees to take additional steps to have the items available that our customers want.

Dealing with just one of these issues could be overwhelming for franchisees. Tackling them all at the same time could cause us to lose focus on our main objective: raising franchisee profitability. 7-Eleven together with franchisees needs to evaluate what cumulative impact these changes will have on store operations and franchisee profitability both long and short term.

The 7-Eleven physical landscape is also changing. 7-Eleven has purchased 188 Wilson Farms stores in Western New York; the New England Pantry, which operates 58 White Hen Pantrys in the Boston area; 14 Mother Hubbard's Cubboards in Illinois; and 183 Mobil on the Run stores in Florida and 17 in Chicago. This effectively takes what was an underdeveloped market in New York and turns it into a market that 7-Eleven dominates, giving growth opportunities to franchisees in a small market, while at the same time raising encroachment concerns in other markets.

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“Tackling all of the many changes coming our way at once could cause us to lose focus on our main objective: raising franchisee profitability.”

**BRUCE MAPLES CAN BE REACHED AT
520.577.8711 OR
NATIONALOFFICE@NCASEF.COM**

Franchisee success depends on how focused we are on the issues that give us a return on investment, and how united we stay in encouraging SEI to work out those issues. We need to continue to raise concerns at the local and national levels about all issues facing franchisees, but we need to not lose sight of our primary objective. Making money at

“Franchisee success depends on how focused we are on the issues that give us a return on investment and how united we stay in encouraging SEI to work out those issues.”

the store level needs to be every-one’s number one priority. SEI must also, at every level of the company, refocus on what drives sales and profits in our stores. Getting caught up in “the process” will surely drive us off course and distract us from taking care of the customer. Offering solutions to problems and focusing on results ultimately will help us win in the end. 7-Eleven and franchisees

need to be proactive in working together to understand what impact these many changes have on the stores, the system and our customers. I believe that if we don’t change, we could end up a statistic. If we don’t focus on specific issues with 7-Eleven, we could end up a casualty. Franchisees made the company what it is today, and franchisees will keep 7-Eleven at the top of the industry. Doing what is right for the store profitability is always the right decision. ■



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Business Issues



THE FRANCHISEE INDEPENDENT CONTRACTOR

By Joe Galea, Executive Vice Chairman
National Coalition of Associations of 7-Eleven Franchisees

Over the last several months, we have heard a lot of talk regarding changes within the cigarette category in our 7-Eleven stores. These changes have impacted our sales and made us realize that we need to be more competitive with tobacco.

When we were confronted with the Marlboro leadership program recently, 7-Eleven actually stood back as a company and did things we have not done in several years—like take a hard, close look at our competition. In my own geographic area, we were asked to go out and shop the competition to find out where we stood on cigarette pricing. Doing this brought us back to the realization that we are franchisees, and we are independent contractors, and we need to be cognizant of the competition.

With the day-to-day demands of running our businesses, we don't often have this opportunity.

There has been overwhelming support for the direction that 7-Eleven is headed on the tobacco front. Franchisees are overwhelmingly in favor of taking back the cig-

arette category and having control over how we merchandise it. We don't want the set dictated to us by someone on the outside. Having complete control of the cigarette category demonstrates our independence, and will ultimately benefit our stores, our sales, and our profits.

All this leads to the fact that we as franchisees want to be known as storeowners and, more importantly, as independent contractors. Our emphasis has always been on communicating the fact that we are the owners of our stores. A lot of this gets lost when a company or manufacturer comes in and says, "I received this letter from my higher-ups and you need to do such-and-such."

"As franchisees we are independent contractors, and we need to project and maintain this status to control what goes on in our own stores."

When this happens we have to take the time to tell them that we, as franchisees and independent storeowners, have the option to either go along with a product or service, or to decline it. In some cases, this could lead to a misunderstanding, because sometimes these folks believe they can walk into our stores

and do whatever they want, but this is not true.

Although most of our field consultants treat us with respect as storeowners and independent contractors, there have been a couple of instances where FCs have gone into a franchisee's store and, in front of their staff, said, "You have to do XYZ." The franchisees who have experienced this said they were left with the feeling that they really work for SEI and don't have independence, and they felt they lost some of the respect of their employees.

Nevertheless, the independent contractor status goes a long way, even with the 85 percent purchase requirement. The 15 percent definitely needs to be managed correctly to maximize sales and profits for your store, and most importantly, to meet the needs of your customers. The best advice I can give any storeowner is to document those occasions when you don't agree with your FC or a manufacturer, and register your objections with the company. This may help achieve the

continued on page 44

JOE GALEA CAN BE REACHED AT
650.906.7936 or
jagalea@aol.com

CONTINUED FROM PAGE 43

balance of control we need as independent contractors in charge of our own businesses.

It is very important that we project the fact that we, as franchisees, ARE the business OWNERS. At the last National Coalition convention in 2010, my good friend Dick Newmark received an award for his 48 years as a franchisee. His comment to us at that time was, "We are all franchisees and we

"It is very important that we project the fact that we, as franchisees, ARE the business OWNERS."

are all independent storeowners." If we remember these words and maintain the independent contractor standard in the face of any opposition, all levels of management will be forced to recognize us as stakeholders and shareholders in the business. Together we can take 7-Eleven to new heights, and keep our independent storeowner status that we are so proud of. ■

Bits&Pieces...continued from page 36

and Sports Drinks at 1.2. • **Santa Fe Natural Tobacco Company recently donated \$50,000 to the American Red Cross for disaster relief in Japan**, SantaFeNewMexico.com reported. • Walmart is accelerating the opening of its mid-sized Walmart Market stores, with plans to open 90 to 100 of the stores in the fiscal year ending January 2012 and the goal of having 300 by fiscal 2013, reported Bloomberg. • **The Pantry is planning to sell 114 sites located in nine states** throughout the Southeast—Alabama (3), Florida (28), Georgia (7), Kentucky (3), Mississippi (5), North Carolina

continued on page 53

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Legal Issues

WHAT ABOUT THE EXHIBITS AND AMENDMENTS?

By Arnold J. Hauptman, Esq.

National Coalition of Associations of 7-Eleven Franchisees



B

elieve it or not, your store agreement contains 9 exhibits, no less than 10 amendments (ranging from the ATM amendment, money order amendment and credit card amendment) and a multitude of other attachments, including authorizations and acknowledgments by you, plus general information, incorporated into the basic agreement. In total, the 2010 agreement, with all its exhibits, amendments and other attachments, exceeds 250 pages. This is a far cry from the 8- or 9-page agreement that old-timers may remember from the 1960s and 1970s.

Most of these documents will not be of any concern to you for the term of your agreement, but for a few of them it is critical that you familiarize yourself with their contents. In this article, I would like to discuss the significance of Exhibits A, C, and E.

Exhibit A: I cannot tell you the incredible number of calls I get from franchisees inquiring how an owner can go about getting information on the status of the lease to the store. No need to get frustrated trying to get in-

formation from your market office, just pull out your agreement and find Exhibit A. There you will find out whether SEI owns or leases the property and, if leased, the initial term of the lease, any remaining options, and the period of each option.

That exhibit parrots other language in the main agreement that SEI has no obligation to renew or exercise any option to extend the lease. Moreover, it warns, "The term of this agreement will end on the expiration date" (Defined in Exhibit E). In order

for SEI to avoid being faced with accusations by a franchisee that he or she was not aware of the lease status of the store, there is a further document, buried deep in the bowels of the agreement, called the "Lease Expiration Date Acknowledgement," which requires your signature and repeats the information that is in Exhibit A.

Exhibit C: Another exhibit that you may well need to refer to during the term of your agreement is Exhibit C—"7-Eleven Contractual Indemnification." It is important that every

franchisee know exactly what coverage is afforded under this indemnification and, very importantly, the amount of coverage. I can tell you without hesitation that the coverage is inadequate and should be supplemented by private insurance

for both personal injury liability, as well as for losses from fire and other perils (lightning, windstorm, hail, explosion, riot, vandalism, smoke, and malicious mischief) burglary, and robbery. For

instance, liability to third persons for bodily injury or property damage is limited to \$500,000—not enough! Robbery indemnification won't get you more than \$500 and probably less, and the indemnification for burglary provides only minimal coverage. With respect to fire, windstorm and other perils, coverage is somewhat better and will provide for full replacement cost of inventory and store surplus. BUT, read this exhibit to learn of all the exceptions and exclusions—there are several.

Exhibit E: Probably the most informative document in the entire store agreement is Exhibit E, entitled "Definitions." It is to this exhibit that

continued on page 46



ARNOLD J. HAUPTMAN
CAN BE REACHED AT 516.541.7200

Legal Issues

CONTINUED FROM PAGE 45

I very frequently refer when the language in the main agreement is ambiguous or confusing (not a rare occurrence), and it is this exhibit that you should examine if you cannot readily find an answer to

your question regarding your rights and obligations. The definitions are detailed and run the gamut from "Bookkeeping Records" to "Recommended Vender Purchase Requirement" to "7-Eleven System," and are intended to "flesh out" the main agreement.

Coincidentally, as I was writing this article, I received a phone call from an outgoing franchisee who wanted to know if a business he was contemplating purchasing would be a prohibited post-term competitive business under the non-competition

"To get information on the status of the lease to your store, pull out your agreement and read Exhibit A."

provision in paragraph 5(d). A quick reading of the definition of "Competitive Business" in Exhibit E enabled me to advise the franchisee to go ahead with his new business plans without fear of violating the agreement.

Do yourself a favor—pull out your agreement and read over these three extremely important documents. It won't take very long, but it will provide a real education to help in the operation of your store and business.

Have a great summer. ■

"It is important that 7-Eleven Contractual Indemnification coverage be supplemented by private insurance for both personal injury liability, as well as for losses from fire and other perils, burglary, and robbery."

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Minimum Net Worth Policy Change

Jatinder Singh

VICE CHAIRMAN, NATIONAL COALITION

We all have to maintain a minimum net worth in our stores on a monthly basis. For some stores the minimum is \$10,000 under the grandfather clause of the contract, while other stores have a minimum of \$15,000 as per the Store Franchise Agreement. Many factors come into play when trying to keep our monthly net worth above the minimum, but a store's financial performance during any given month is the most essential—a bad month or a bad audit can drag net worth below the equity level. An error by Accounting or even a pending credit not cleared before publication of monthly financials can also affect it negatively.



The agreement clearly states, "You agree to maintain at all times during the term of this agreement a Minimum Net worth of at least fifteen thousand dollars. If you operate more than one franchised store, you agree that we may transfer Net Worth in excess of the Minimum Net worth in one of your stores to another of your stores which has a net worth below the Minimum Net Worth, or directly to us if the other store's franchise agreement is terminated or expires and there was an unpaid balance in the Open Account at the time of termination or expiration."

Franchisees work very hard to fulfill the terms of the agreement, and we try our best to keep the performance of our stores profitable. However, sometimes our financial outcome may be negative due to unavoidable circumstances like slow months, which hits our bottom lines and makes our stores fall below equity. This is especially true in low volume stores, which have a difficult time maintaining financial gains. In these cases, the old policy allowed franchisees to deposit the required money to bring the store above the minimum equity level within five busi-

ness days of the store's monthly financials being published (although, in some instances an LON would be issued even if the money was deposited in time).

SEI changed this policy a few months back, and now franchisees must deposit the required amount to stay above equity before the 15th of every month or make arrangements with SEI to pay the amount, the terms of which must be agreed upon by both parties. If a franchisee fails to pay the amount by the 15th of the month or does not make an arrangement, a notice of Material Breach is automatically generated and served, subject to the franchisee's right to cure during three business days. It falls upon your Market Manager to serve that breach legally or hold onto it until you deposit the money. In some cases the breach notice is posted via e-mail through the store ISP, which of course is not legal.

In the part of the agreement titled Termination: Paragraph (8)—Curing Breaches: Multiple Defaults, the second paragraph states, "If you have been served with three (3) separate notices of any Material Breach within the two (2) years before a fourth (4th) Material Breach, we may terminate this agreement immediately upon notice to you of the fourth (4th) Material Breach in such two (2) year period without any opportunity to cure, whether or not such Material Breaches are of the same or different nature and whether or not such Material Breaches have been cured by you after notice by us. Following the fifth (5th) anniversary of our notice to you

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JATINDER SINGH CAN BE REACHED AT
702-249-3001 CELL OR jksingh2003@yahoo.com

VICE

CHAIRS

FORUM

"Now, franchisees must deposit the required amount to stay above equity before the 15th of every month or make arrangements with SEI to pay the amount."

"Please make sure that you always try your best to keep a cushion of a few thousand dollars in your Minimum Net Worth account."

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Minimum Net Worth Policy Change continued from page 49

of any Material Breach, such Material Breach will not be used as a basis for termination under this paragraph 26(b), provided that such Material Breach has been cured.”

It has always been a challenge to run a twenty-four hour business, and today it is even more challenging given the soft economy and declining number of customers. All of this affects our business, and low volume stores are an easy prey to fall below equity. Please make sure that you always try your best to keep a cushion of a few thousand dollars in your Minimum Net Worth account. Check your monthly financials and try to deposit the money before the 15th or make the appropriate arrangements with the SEI team—in some cases a

phone call to your Market Manager may save you a breach.

On the other hand, our franchisor is well aware of all the circumstances and hardships faced by 7-Eleven storeowners in this economy, so a phone call by the Business Consultant to remind a franchisee to deposit the money in time would be seen as a friendly gesture. It is not the right approach at all to issue a Material Breach and put it on a store's record for falling below equity for a small amount of \$100 or \$200. A store's history of paying equity on time should be kept in mind before the issuance of a Material Breach, as LONs and breaches are not the only solutions. ■



My, Oh My!

Roger St. George

VICE CHAIRMAN, NATIONAL COALITION

Dave Niehaus, the iconic play-by-play announcer of the Seattle Mariners, would exclaim, “My, Oh My!” when he could hardly contain his excitement after a remarkable play.

Potential franchisees have been attracted to the 7-Eleven system because of its many attributes: the iconic brand displayed on the corner sign and the resulting industry-leading average store sales; the purchasing power of the world's largest convenience retailer and resulting higher gross profits; the merchandising support; the accounting services; the open account providing a solid cash flow; the advertising support; the turnkey entry into a new business venture.

One of the greatest factors contributing to business failure is the lack of proper accounting tools. The best sales and promotions of any business are for naught if there are insufficient profits to sustain the business operation. One of the allures of the 7-Eleven system has been the bookkeeping services provided to the franchisee. The SEI sales representa-

tives have touted this service to relieve the franchisee of the burden of paying bills, issuing paychecks and calculating the gross profit of the inventory, arguably a weakness for many business owners. Franchisees were sold on the premise that by not having to worry about the bookkeeping of the business they could concentrate on maximizing sales and merchandising opportunities. These services were not provided because of the altruistic spirit of SEI, but rather SEI's concern of insuring the lights were on, the doors were open, the store was adequately staffed and most importantly, to know the gross profit of the sales in order to receive their contractual share of the gross profit split.

With such a competent accounting system in place, franchisees were able to

continued on page 52

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VICE

CHAIRS

FORUM

“New software installed in stores no longer supports the item-by-item management of non-recommended items.”

My, Oh My! *continued from page 51*

seek new items to increase their sales and profits. Most franchisees are well aware of the stories behind these products that are now icons of the brand and core items in all 7-Eleven stores.

However, franchisees are now uttering "My, Oh My!" in dismay to the recent changes to the 7-Eleven accounting system.

SEI has always tried to improve the accuracy of the accounting system. Many years ago SEI could not accurately and efficiently compute the retail for every invoice. Computers were a new tool, but the software was limited. In the 1970s and 1980s the retail value of an invoice was calculated by using a market average gross profit percentage for items, similar to the factoring on an S18. Franchisees

were very strongly encouraged to submit all invoices from all suppliers, both recommended and non-recommended, for payment and retail extension by SEI. But franchisees felt they got the short end of the stick.

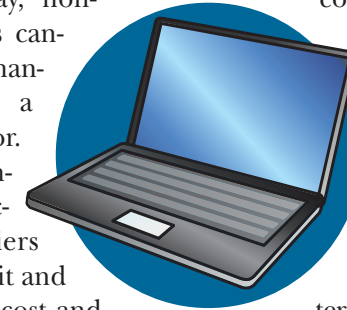
In the 1990s SEI developed the RIS system, which was touted to allow franchisees to establish a retail selling price that would be reflected when an invoice was extended, again from both recommended and non-recommended vendors. Franchisees had the opportunity to correct "factored" items that could be set up in the backroom computer. There were glitches, but gross profits were becoming more accurate.

However, the accounting system has radically changed in the past twelve months. SEI decided to no longer pay invoices from recom-

mended and non-recommended vendors unless the vendor submitted the invoice in a specific electronic format. More recently, new software was installed in the stores that no longer supports the item-by-item management of non-recommended items. It

"SEI has made itself the sole arbiter of what items a store can carry that can be purchased as Store Supported Items and properly ordered and managed similar to a recommended item."

seems SEI has made itself the sole arbiter of what items a store can carry that can be purchased as Store Supported Items and properly ordered and managed similar to a recommended item. Today, non-recommended items cannot be ordered or managed, even from a recommended vendor.



Stores must pay invoices from non-recommended suppliers from the daily deposit and properly record the cost and retail on the daily Cash Report. SEI has reserved the right to arbitrarily change the retail extension of cash purchases. This correction is based on the sole fact that the retail extension gross profit falls outside a predetermined gross profit range. The actual retails listed on the invoice are not checked for accuracy. The "sys-

tem" automatically makes the adjustment. It does not matter that the retail extension is correct; the "system" identified the gross profit to be outside a predetermined norm. This correction may result in an inventory variation overage or shortage to the franchisee. It is the responsibility of the franchisee to take corrective action.

SEI has subsequently closed one accounting center and laid-off countless accounting people in its continuing effort to reduce expenses. It seems to franchisees that bookkeeping services are being passed to the backroom of their stores. Franchisees are finding themselves spending increasingly more and more time in the backroom and less time on the sales floor, serving

continued on page 55

Bits&Pieces... *continued from page 44*

(41), South Carolina (12), Tennessee (4) and Virginia (11). • **Smoking could disappear in the United Kingdom by 2050**, according to a study by Citigroup. The habit has been waning since the 1960s, when just over half of adults in Britain smoked. **That number has since dropped to a fifth**, due to a 2007 smoking ban and people becoming more aware of the health risks associated with smoking. • In recognition of recent gasoline price increases, **the IRS has increased the optional standard mileage rates** for the final six months of 2011 to 55.5 cents per mile. Taxpayers may use the optional standard rates to calculate the deductible costs of operating an automobile for business and other purposes. • Comedy icon and **Muscular Dystro-**

continued on page 58

7-Eleven GO-GO TAQUITOS
The Roller Grill Sensation

	McLane Order#
Chicken & Monterey Jack.....	517623
Buffalo Chicken.....	436063
Beef Taco & Cheese.....	530311
Steak & Jack Cheese.....	312777
Jalapeño & Cream Cheese.....	615302
Spinach & Artichoke.....	753152
Egg, Bacon, Potato & Cheese.....	064790

continued on page 55

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Egg, Bacon, Cheese & Salsa (8 oz.) McLane # 089607	Egg, Sausage, Cheese & Potato (8 oz.) McLane # 089581	Beef & Bean (10 oz.) McLane # 036160	Spicy Red Hot Beef & Bean (10 oz.) McLane # 035592
0 71007 14317 5	0 71007 14246 8	0 71007 54116 2	0 71007 03113 7

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- AGES 18-24 MATADOR IS THE # 1 BRAND (193 INDEX)²
- Jack Link's (140 index) / Slim Jim (103 index)
- AGES 13-17 MATADOR IS THE # 2 BRAND (171 INDEX)²
- Jack Link's (161 index) / Slim Jim (211 index)
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- Premium quality beef - bold jerky flavors
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- C-store sales up nearly 60% vs. prior year⁴
- MATADOR STICKS - THE CHOICE FOR A NEW MILLENNIUM!
- Over 50% repeat purchase rate⁵
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1. MATADOR Design Concept Testing, January 2010. 2. TNS Home Consumption Tracker Q1 2011. 3. MATADOR Packaging Preference Study, March 2011. 4. Nielsen Data 52 wks 5/14/11, Convenience Channel, Total Sales by Brand / Segment. 5. IRI 52 wks 8/15/10. All outlets combined.

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their guests and merchandising their stores. Franchisees feel they are paying for the savings their franchisor is reaping.

To quote Yogi Berra, "It's like déjà vu all over again." But rather than progress, it seems the accounting system is taking two steps back at the expense of time the

franchisee spends taking care of merchandise and sales. ■

"SEI has reserved the right to arbitrarily change the retail extension of cash purchases."



A Fair Partnership Goes A Long Way

Jivtesh Gill
VICE CHAIRMAN, NATIONAL COALITION

For any partnership or relationship to flourish, it's important that all parties feel they are treated fairly and given every opportunity to live up to their potential. Reasonable expectations must exist. If not, bad feelings will fester, and in the case of a business relationship, sales will suffer.

7-Eleven franchisees understand that the convenience retail environment is becoming more competitive, and we need to evolve in order to stay ahead of the curve. Franchisees also admire and appreciate that 7-Eleven uses forward thinking in its approach to stay ahead of the competition and continuously makes adjustments to our system in order to adapt to the ever-changing c-store retail landscape. However, HOW these changes and adjustments are implemented can create friction when you consider there are 5,000 to 6,000 stores, and many personalities involved.

With all of the changes happening simultaneously—CDC, the hot foods program, the internal and external cleanliness image of the store, the expectation of customer service levels, BT (which includes conforming to the utilization of all system tools), changes in the equity policy, and changes in maintenance—franchisees are feeling the pressure, and many are becoming disgruntled.

Take for instance the current situation with the Equity Policy. The policy stipulates that if you are below equity, by the 15th of the month you are supposed to bring it up or pay in to bring it up to your contractual obligation (whether it's \$10,000 or \$15,000). This

policy has always been the same, but in the past if a store went below equity, the store would receive a friendly reminder to bring up the equity. Now if you are below equity, on the 15th of the month an automatic breach is issued. This happened to a few stores in the Chicago, San Diego and Las Vegas areas. We've had this policy in place for many years, but now SEI is more strictly enforcing it. What is wrong with the field consultant sending a friendly reminder? If a few stores are repeat offenders, deal with those stores. Don't paint all franchisees

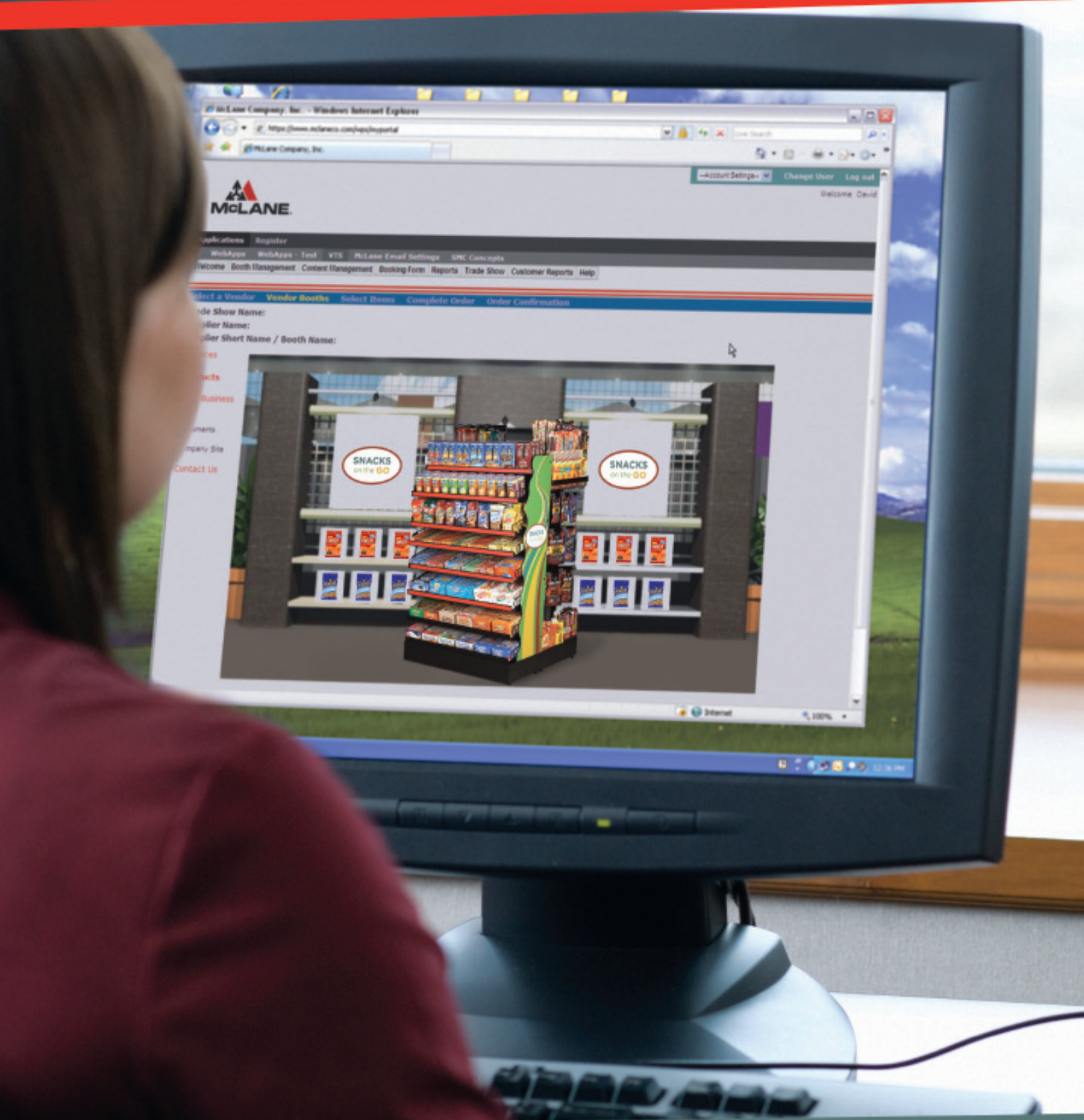
with the same brush. This happened to a few stores in the Chicago, San Diego and Las Vegas areas. We've had this policy in place for many years, but now SEI is more strictly enforcing it. What is wrong with the field consultant sending a friendly reminder? If a few stores are repeat offenders, deal with those stores. Don't paint all franchisees

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VICE
CHAIR'S
FORUM

"With all of the changes happening simultaneously—CDC, the hot foods program, internal and external cleanliness, customer service levels, BT, the equity policy, maintenance—franchisees are feeling the pressure, and many are becoming disgruntled."



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continued from page 55

with a wide brush and punish everyone for the actions of a few.

Nowadays, it appears there is no room for error. We feel like we have to worry about our stores all the time. Instead of focusing on our customers, we're working to ensure that our i's are dotted and our t's are crossed because we know someone is looking over our shoulder, ready to issue a breach or an LON for the slightest infraction.

Reasonableness should be present when new initiatives are launched. For example, the hot foods program may be popular in some Markets, but not quite as successful in others. The company should accept that and have a different plan for those stores rather than forcing them to buy into programs that continue to lose money in their store.

The expectation on customer service is all black and white. If an associate fails to acknowledge a customer within 10 seconds because he is preoccupied with another customer, a check mark is issued against us right away. When we are constantly being checked, we are constantly worried about what we are going to do wrong. This is not healthy or reasonable. Corporate is all about the numbers, and sometimes they are pressured to cross the line to obtain those numbers.

Maintenance is another sore subject the company needs to tackle. We are encouraged by some of the steps FM has taken within the last few weeks to develop a website for franchisees to track the progress of repairs, but we need to have more transparency as to what is happening

with the open account paid to a contractor. FM has good intentions, but it remains to be seen how far they will go to satisfy their customers—which is us. When we moved from FCI to FM, it was promised to us that FM would exceed our service expectations. When FM launches their website, it should help, but franchisees to this point have still experienced a lot of bad blood.

Approximately 90 percent of all communications are now dispersed electronically to our stores. Some franchisees are not comfortable with this change because they have problems communicating through e-mail. They would rather pick up the phone.

As franchisees and supporters of the 7-Eleven brand, we can all agree we have a fantastic system, and we want to make it better to stay ahead of the competition. However, it is not reasonable to expect that major changes to a franchised system can be implemented overnight. With change comes stress, especially during the learning process and the retraining of employees. What we really need is compassion, consideration, and the respect that comes with reasonable expectations of management. ■

“What franchisees really need is compassion, consideration, and the respect that comes with reasonable expectations of management.”

Join The National Coalition Of Associations Of 7-Eleven Franchisees

The strength of an independent trade association lies in its ability to promote, protect and advance the best interests of its members, something no single member or advisory group can achieve. The independent trade association can create a better understanding between its members and those with whom it deals. Call 520-577-8711 for more information.

Bits&Pieces...continued from page 53

phy Association National Chairman Jerry Lewis recently had to cancel a sell-out Sydney tour to raise money for the MDA after collapsing from exhaustion as he prepared to take the stage, reported *AFP*. • 7UP has partnered with Marvel Studios for its **“Rev Up with 7UP and Captain America” sweepstakes**, which gives fans a chance to win one of 13 Harley Davidson motorcycles that will be given away throughout the summer. 7UP is a sponsor of the highly anticipated **“Captain America: The First Avenger”** movie. • Shortly after its bankruptcy court-approved acquisition of Blockbuster, **Dish Network Corp. informed NCR Corp. to stop using the Blockbuster brand on its movie rental vending kiosks**, reported the *Dallas Morning News*. NCR operates about 9,000 of the big blue and yellow Blockbuster Express kiosks throughout the country. • The governor of Georgia recently **signed a bill into law that will allow local communities to vote to allow the sale of alcohol in stores on Sunday**, reported the *Atlanta Journal-Constitution*. • Delivery.com has released an interactive and easy-to-use mobile application for the iPhone that allows users to search and order delivery and pickup from a network of thousands of restaurants, grocers, wine and liquor stores, and other local vendors. • **Nestlé Waters North America has signed an agreement to acquire the Austin-based Sweet Leaf Tea Company**, which includes the Sweet Leaf and

continued on page 91

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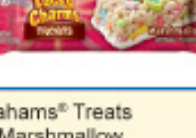
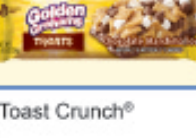
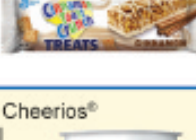


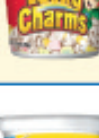



Timing: June 1 - August 31, 2011

FOA stores ordering these top 20 POG General Mills items will
 qualify and be entered into a drawing for \$1,000 prize*



©2011 General Mills

PRODUCT	SLIN	UIN
Bugles® Original 3oz 	301291	184374
Bugles® Nacho 3oz 	300079	185124
Chex Mix® Traditional 3.75oz 	300882	429167
Chex Mix® Cheddar 3.75oz 	302038	428953
Chex Mix® Bold 3.75oz 	302910	428938
Chex Mix® Muddy Buddies® 4.5oz 	302898	292474
Gardetto's® Original 5.5oz 	302038	542951
Nature Valley® Granola Bar Oat 'n Honey 1.5oz 	301097	530386
Nature Valley® Granola Bar Peanut Butter 1.5oz 	301027	530469
Nature Valley® Chewy Trail Mix Fruit & Nut 1.2oz 	301082	565739

PRODUCT	SLIN	UIN
Fiber One® Oats 'n Chocolate Bar 1.4oz 	300180	304964
Lucky Charm® Treats Bar 1.7oz 	302873	482398
Golden Grahams® Treats Chocolate Marshmallow 2.1oz 	301018	678714
Cinnamon Toast Crunch® Treats Bar 2.1oz 	300933	705582
Honey Nut Cheerios® Cup Cereal 1.8oz 	210191	305862
Cinnamon Toast Crunch® Cup Cereal 2.1oz 	210376	305730
Lucky Charms® Cup Cereal 1.7oz 	210822	305854
Cheerios® Cup Cereal 1.3oz 	210503	304279
Honey Nut Cheerios® Box Cereal 12.25oz 	210150	592550
Cinnamon Toast Crunch® Box Cereal 12.8oz 	210153	602011

*McLane purchases will be used to qualify stores. NO PURCHASE NECESSARY. To enter without purchase, send a 3x5 card with your store name, contact name & telephone to Simple, Sweet, Bold Sweepstakes, P.O. Box 43066, Atlanta, GA 30336. Limit 1 entry person. Entries must be postmarked by August 31, 2011. Limit one entry per store, regardless of the method of entry.

Powerful Brands + Quality Ice Cream
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The Role Day Parts Play In Convenience Stores

By Heather Oliver
Kraft Foods Shopper Insights, Convenience

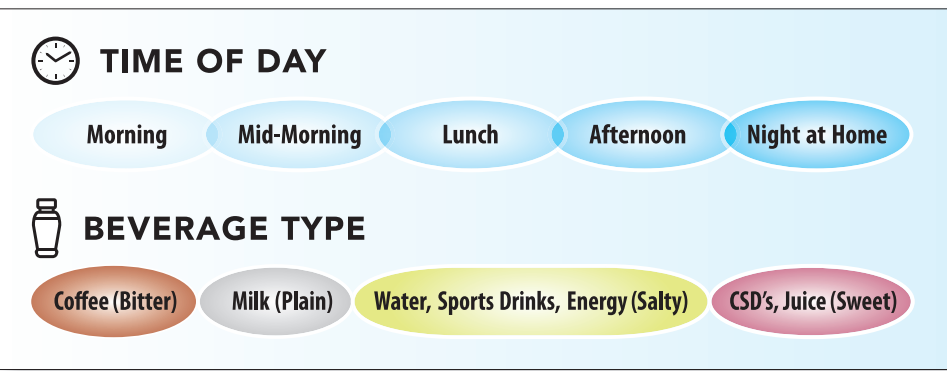
Capturing multiple day parts continues to be an area of focus for the convenience channel. Convenience retailers are tweaking their go-to-market strategies to be the place where consumers choose to fill their eating occasion needs all day long. There are six key day parts that are frequented by convenience consumers: Early Morning, Morning, Mid-day, Afternoon, Evening and Late Night. All-day snacking also plays a role and spans throughout each of the day parts. Convenience stores are well positioned to capture each of these eating occasions.

Early Morning	2 am – 6 am
Morning	6 am – 10 am
Mid-Day	10 am – 2 pm
Afternoon	2 pm – 6 pm
Evening	6 pm – 10 pm
Late Night	10 pm – 2 am

The NPD Group 4th Quarter C-store Monitor 2010 ©

Let's take a look at the trends and considerations for the various day parts:

Early Morning and Morning Day Parts: Consumers tend to choose foods



and snacks that are more nourishing and functional in the morning, and more indulgent and rewarding in the evening(1). There are a variety of offerings that meet consumers' needs during these important day parts. Some of them include: Bars, Cereal Cups, Fresh Fruit, Yogurt and food service offerings such as breakfast sandwiches, grill offerings with eggs, and breakfast burritos.

The Snack Bar category represents a \$538 million category in the convenience channel and is up more than 12 percent for the latest 52 weeks(2), as more consumers seek snack options for the morning day part. Consumers purchasing these bars are looking for something that tastes good and provides quick energy to start the day. Portability is a feature of bars that meet the needs of people who are "on-the-go." The category can be divided into various sub-categories, including Breakfast,

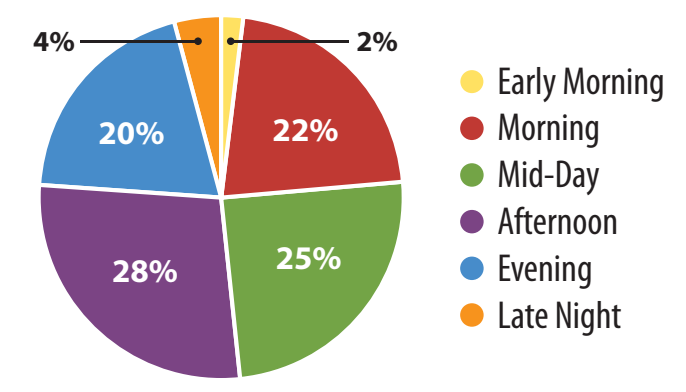
Cereal, Energy, Protein and Weight Management Bars.

Mid-Day and Afternoon Day Parts: The mid-day eating occasion meets consumers' needs in a variety of ways. People consume snacks and meal offerings during these day parts in the following ways:

- A Meal Bridge snack between breakfast and lunch (i.e. bars, fresh fruit)
- Lunch (i.e. a hot grill item with chips and a fountain drink)
- Instead of lunch (i.e. energy bar and a cold beverage)
- A Meal Bridge snack between lunch and dinner (i.e., Oscar Mayer Lunchables)
- Instead of dinner (i.e., meat snacks and chips)

These day parts span the longest period of time and last from around 10 a.m. until dinner. The Convenience core consumer is generally seeking a quick meal for lunch or a snack to serve as a "meal bridge" until lunch or dinner. Convenience stores must stock the widest variety of products in order to meet the needs of consumers during these day parts. Afternoon snacks meet the needs of more consumer segments

Convenience Purchases by Daypart



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than other day-part offerings, and snacks that fall within this segment are growing(3). Based on a recent study, more than half of snack purchases occurred in the mid-day day part(4). A consumer may look for a cereal bar between breakfast and lunch to “bridge” his hunger until his lunch break. He may select a meal combo from the grill for lunch. In the afternoon, he may need a boost of energy to fill his hunger before he returns home for dinner. His selection could be an energy drink with a salty snack or meat snacks with a cold drink.

Evening and Late Night Day Parts: The evening occasion takes place at dinnertime and following dinner. Consumers may stop in to purchase a quick meal for dinner or following dinner for a product that is an indulgent treat. Health and wellness tend to be less important during the evening day part.

All-Day Snacking: All-day snacking by consumers makes convenience stores a popular place to stop. The snacking behavior of many consumers has evolved, and the days of eating three square meals a day seem to be over. What used to be frowned upon and socially unacceptable is now accepted and even encouraged by society and the medical field. Research has shown that people who snack regularly have higher metabolisms and burn more calories over the course of a day, and they tend to eat less at mealtime(5).

Through focus groups and consumer shop-alongs we have confirmed that a beverage is a key driver to bring consumers into convenience stores. Furthermore, we have learned that the time of day impacts the type of beverage a consumer selects. Beyond this, the type of beverage purchased impacts the type of snack a consumer may select to complement their drink.

Most snack foods purchased in a c-store are immediately consumed by the shopper. C-store shoppers purchase

\$\$\$ PRODUCT SELECTION CRITERIA



Indulgent Craving Snackers	Fuel-Up Shoppers	OTG Meal Shoppers Frequent Diverse	Occasional Shoppers	Occasional Afternoon Snackers	Quick & Simple Shoppers
Afternoon Snack	Afternoon/Morning Snack	Lunch	Lunch	Afternoon Snack	Afternoon/Morning Snack

Most common daypart

snack foods roughly 2 to 3 times a week, to a projected annual average of up to one hundred or more occasions, depending on the category. The good news is that many of these snack purchases are made in a convenience store(6) and manufacturers continue to develop smaller, easier-to-open products that meet the needs of convenience store consumers.

Merchandising plays an important role when trying to capture sales during various day parts. It is important to merchandise the right snack categories with the right beverage pairings in a way that



makes sense to shoppers(7). Different snacks meet various consumer needs depending upon the time of day. Sweet baked goods are most often purchased and consumed during the morning day part and are most likely purchased with a hot beverage. In general, morning visits are more often planned than afternoon and evening visits. During the lunch occasion, c-store consumers often purchase chips with a hot item such as a hot dog or a cold item such as a sandwich. Merchandising these complementary products together can help to increase unplanned purchases during multiple day parts.

Snack food becomes increasingly important as the day wears on into evening,

as consumers are trying to tide their hunger over until dinnertime. In the afternoon, consumers entering the store for a cold beverage will often pick up a salty or sweet snack to go with it, but they may need to be reminded to purchase a snack. The snack food purchase decision is most often made once already inside the store, whereas the beverage decision is usually made prior to a consumer entering the store. Since the majority of snack purchases are not pre-planned, there is an opportunity to influence shoppers at the point of sale. This is why merchandising snacks near the cold beverage coolers is effective. Once the consumer picks up a cold beverage and they turn around to make their way to the check-out counter, they are reminded to grab a snack to go along with their beverage. More than half of the time snacks are purchased, the consumer did not plan to purchase one(8).

More than half of snack purchases are consumed within 5 minutes of purchase and usually consumed before the consumer leaves the c-store parking lot, but it varies slightly by category. C-store consumers do not typically purchase snack items for another day part. This is why some high frequency c-store consumers shop the channel multiple times during the same day.

Convenience shopper demographics impact the time of day that someone visits a c-store, and also what they purchase. Teen shoppers most often visit c-stores in the afternoon and early evening, and 72 percent of them purchase a beverage(9).

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continued from page 64

On the other hand, older convenience shoppers frequent c-stores in the morning, at lunchtime and in the early afternoon, and 53 percent of them purchase a beverage (10).

The Role of Food Service

Food Service plays a role in meeting consumer needs during various day parts. As they expand offerings to meet consumer needs during multiple day parts, Quick Service Restaurants continue to be a fierce competitor to the convenience channel. QSRs continue to expand coffee offerings,

“Convenience retailers need to leverage 24/7 operations to meet consumer needs across all day parts.”

and some are introducing healthier options such as oatmeal in hopes of capturing more consumer dollars during the morning day part. QSRs are also staying open later in the evening or even all night, which was once a unique competitive advantage of c-stores. Convenience retailers need to leverage 24/7 operations to meet consumer needs across all day parts. With many c-stores investing in strong food service strategies, existing equipment like roller grills can be utilized to capture day parts other than mid-day and afternoon. Breakfast roller grill offerings continue to be introduced that can be used to meet the need of the morning day part.

As a convenience store retailer, it is important to provide a variety of snack and on-the-go meal offerings to meet consumers’ needs during the various day parts. In the end, consumers will find ways to meet their needs across all day parts. Convenience stores are well positioned to be the solution they are looking for. ■

Footnotes:

- (1) HRCP // Data: RI Pulse Consumption Survey October 2006
- (2) IRI Total Store Advantage: TTL US C-store Latest 52 weeks ending 4/17/2011
- (3) The NPD Group 4th Quarter C-store Monitor 2010 ©
- (4) Meyers Research Center C-Store Close-Up 2010 ©
- (5) “7 Ways to Boost your Metabolism” <http://today.msnbc.msn.com> 2011 ©
- “Slim Down Secrets: <http://www.abc15.com> 2011 ©
- (6) Meyers Research Center C-Store Close-Up 2010 ©
- (7) Kraft Foods Immediate Consumption Shopper Based Design Study 2010 ©
- (8) Meyers Research Center C-Store Close-Up 2010 ©
- (9) Meyers Research Center C-Store Close-Up 2010 ©
- (10) Meyers Research Center C-Store Close-Up 2010 ©

NEW! Hostess **donettes** FROSTED DEVIL'S FOOD MINI DONUTS

GROCERY/MASS MERCHANDISERS/SUPERCENTERS/C-STORES
On Market: July 25, 2011

Frosted Devil's Food Donettes

- Moist devil's food on the inside-chocolate flavor on the outside
- Indulgence is the primary need state for doughnut consumption
- In-market nationally starting July 25th
- Available in single serve and bag

Moist devil's food cake donut dipped in a delicious chocolate-flavored coating

Are You Winning with Swiss?

- The Fresh Tea Category dollar sales grew 5% vs. sports drinks (-10%) and bottled water (-6%)
- Swiss Premium Tea volume grew 8 times more than the category at 72%
- Swiss Premium Tea has no high fructose corn syrup and no preservatives for the homebrewed taste your shopper craves

Source: IRI C-store All Scan 52 weeks ending 5/16/2010



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FM Facility Maintenance Rolls Out New Resources For 7-Eleven Franchisees

New web-based resources being developed by FM Facilities Maintenance could enhance service and better serve the needs of 7-Eleven Franchisees.

Following a meeting with the National Coalition's Board of Directors in April, FM Facility Maintenance has made significant changes to enhance the working relationship with 7-Eleven, Inc. and its franchisees. FM has led the charge on facilities management for industry-leading retailers like 7-Eleven for over 15 years. The company says it is because of this extensive experience that FM is best positioned to deliver customized solutions for 7-Eleven franchisees.

"We believe in partnering with our clients and working as an extension of their team," said Jim Reavey, president and CEO of FM. "Facilities management is integral to franchisees' success. We know it impacts their bottom line, their

operational excellence and their ability to serve customers. The new resources we've created will get us closer to helping franchisees achieve their goals."

FM has built a dedicated area within the web portal to provide each individual franchisee with visibility into FM's various processes and access to feedback mechanisms. These resources were created based on franchisee feedback and announced in June. Among the new resources available are an enhanced tool to provide access to invoices and maintenance history, an FSR site visit report, and a quality assurance observation tool.

The new tools can be previewed first hand by visiting www.FM24-7.com. Franchisees can request a portal log-on on



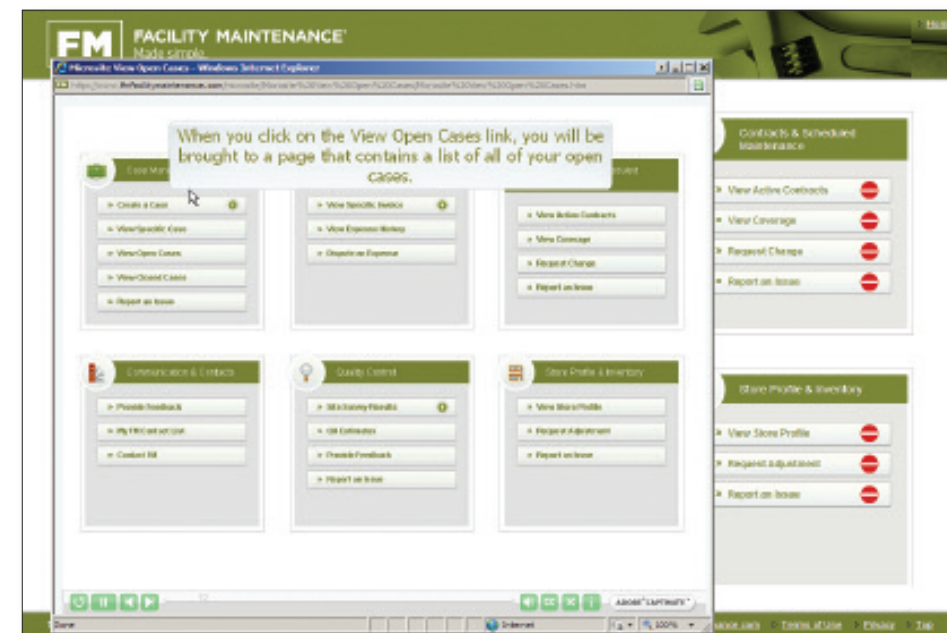
this website for complete access to the tools. FM will also have a booth at the National Coalition's trade show in Las Vegas, and will be providing on-site demonstrations of the new tools.

"These new tools provide franchisees with greater access and control over their maintenance service and related charges," said Reavey. "We will continue to introduce additional resources on the portal over the coming months to provide franchisees with complete transparency and facilitate potential disputes in a more timely manner."

Among the resources still to be added to the portal is a tool to allow franchisees to review specific cases for their store and the invoice details. This will provide franchisees with greater access to their service record. In addition, a new program that will roll out later this summer will provide franchisees with advance notification of charges about to be billed to their account, as well as a new tracking tool to monitor maintenance expenses.

FM also announced in June the creation of a franchisee hotline—866-572-2771—and an increase in the number of 7-Eleven personnel. The company re-assigned experienced field leaders to Quality Assurance Managers. These managers, along with Field Service Reps, are charged with pro-actively ensuring

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Visit www.FM24-7.com to view the new web-based portal that allows individual franchisees access to invoices and maintenance history, an FSR site visit report, and a quality assurance observation tool. Among the resources still to be added to the portal is a tool to allow franchisees to review specific cases for their store and the invoice details.

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quality workmanship from FM's national network of qualified service providers. FM also expanded the amount of time field service reps have to complete quality inspections and provide increased oversight of suppliers.

Franchisees too have more time to provide feedback with regards to a specific provider or service call. FM implemented a policy change last month that expanded the time franchisees have to review the customer satisfaction survey from 48 to 72 hours, giving them an additional day to review and complete the survey and, if necessary, submit a comment or complaint.

"We've taken these steps to provide outstanding service to all 7-Eleven organizations. We are committed to continuing to implement additional customized solutions that may be needed to make our partnership with 7-Eleven and its franchisees successful," said Reavey.



www.FM24-7.com allows franchisees to set up cases and search invoice details from the store ISP.

For more information on new service enhancements, visit www.FM24-7.com. ■

New Hampshire Cuts Cigarette Excise Tax

The cigarette excise tax in New Hampshire is set to drop 10 cents per pack after Governor John Lynch announced he would let the \$10.2 billion state budget—which includes the 10-cent tobacco tax reduction—become law without his signature, reported the *Nashua Telegraph*. New Hampshire's cigarette tax—already the lowest in New England—would fall from \$1.78 to \$1.68. The tax

cut is one of the first by any state in more than 40 years, tobacco industry lobbyists told the newspaper. Research by Southern New Hampshire University for the New Hampshire Grocers Association shows that the 10-cent cigarette tax drop could generate \$1.7 million more profit for the state's convenience stores, and \$12.8 million more in cigarette excise and other taxes (such as business-profit and business-enterprise taxes), according to an Associated Press article.

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MAY ~ JUNE

2011

PRESIDENTS' REPORTS



NCASEF Chairman Bruce Maples said FM must fix current maintenance problems before a general maintenance contract is signed.

NCASEF's Board of Directors met May 5-7, 2011 in Chicago, the day after the FOA of Chicago's Trade Show, which many Board members attended. Hot topics at the meeting included accounting, maintenance, tobacco and the new Marlboro contract, swipe fee reform, the Project E reorganization, the new benefits program, the Long Island CDC flat fee test, audit procedures, gas surveys and consolidated market rollout.

A special thanks to SEI's John Ehrie, Rob Chumley, Keith Jones and Joanne Webb Joyce for their presentations, and to FM's team of maintenance experts for answering Board members' questions.

PACIFIC NORTHWEST FOA Maninder Walia, President

Merchandise sales in Markets 2360 and 2361 of the North Pacific Division for the month ending April 2011 were up 4.7 percent with 33 percent GP. Cigarette sales by units are declining with the increase in state excise tax. All stores



**"Franchisees are opening and closing 3-4 cases with FM to solve one issue."
—Bob Price, President Texas FOA**

in our FOA opted out of the new Philip Morris pricing policy. Nutritional drinks were up by 13 percent with successful Monster and Rockstar promotions. Fresh sandwiches were up by 13 percent and fresh bakery sales were up 70 percent because of the Donut Hole promotion. Super premium beer grew by 17 percent, while overall the beer category was down by 4.5 percent due to the weather being 15 degrees colder than normal during this time of year. At our monthly FOA dinner meeting, franchisees expressed concern about SEI's recent organizational

changes. Issues regarding yearly renewal of business licenses, accounting errors and franchisee inability to talk to a live person to get a resolution, competitive gas pricing to grow declining customer counts, and increasing merchandise sales were some of the issues discussed. The inability to set up SSIs in the new software download is also a huge problem for our franchisees. FM invoicing and non-contract charges are still an issue, even though FM has assured franchisees that the issues regarding coding of maintenance calls are being fixed.

CEC inspections are getting ridiculous—it seems like we are talking to a brick wall. Franchisees are being marked down for well-organized dis-

plays as being clutter, and for using bar towels to clean coffee counters and other areas, even though the Health Department approves of using sanitized bar towels for cleaning purposes.

Our second annual trade show was held March 24, 2011 at the Embassy Suites hotel, and was attended by franchisees from Washington and Oregon. About 60 vendors participated with exciting deals. Franchisees are excited about the National Coalition convention and trade show in Las Vegas July 17-21.

Our Annual Charity Golf Event is scheduled for August 10 at the prestigious Newcastle Golf Club in Newcastle. This year's charity is Stand Up For Kids, which helps homeless kids go to school and provides them shelter.

FOA OF GREATER LOS ANGELES

Kathy York, President

Sales in the Division are up 2 percent YTD. Margin is 38.39 percent YTD. Cigarettes and non-alcoholic beverages are up 33 percent. Alcohol is down 3 percent. This is a concern in light of the recent price change—we are priced higher than our competitors. YTD (through April) the Division has opened 4 traditional stores and 4 BCP stores.

Business Transformation after one year still has major bill-back concerns. To correct one store it took 3 people 40 hours each. Several years ago bill-backs were \$2 million, now they are \$250 million. In April, the Division missed \$200,000 in bill-backs that should have been credited to stores. John Ehrie will now oversee an independent firm doing all of the bill-backs. The most re-

cent YTD PMA shows no increase in profits compared to the non-BT stores.

CAL-NEVA FOA Richard Rose, President

April sales results showed promise, as Market sales are up an average of 3 percent. This is an increase over the first three months of this year, and even compared to last year. Franchisees are still trying to recoup from the last few years, but hopes are high that we can turn our stores around. In order to achieve the results we desire, this FOA must piggyback on programs that the Market has set in motion. In June we will start again with our television commercials on the Charter networks, as well

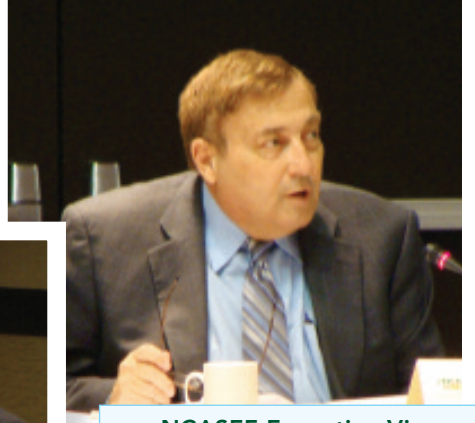


Legal counsel Arnie Hauptman said SEI has the right to designate times to conduct surveys and change prices.

as quick spots on Network TV. What the FOA and the Market are asking from the franchisees is to show each and every guest that they are special and to show them how proud we are of our stores.

Last month we received news that 7-Eleven was going to reorganize its field teams. First, the Divisions are going away and will be replaced with Zones. Over the past 31 years that I have been a franchisee, I have seen similar reor-

ganizations. The stores that are within this Zone will be based out of Pleasanton, California and our new Zone Manager is Norm Hower. Many of us have already seen some of the changes in action as our field consultants have switched to other stores within their respective coverage area. However, by far the most disappointing part of the reorganization is that the Market office will be closed. This move eliminates the Market Administrator's position. We have all come to rely on Melissa Lewis



NCASEF Executive Vice Chairman Joe Galea questioned why the CDC flat fee test in Long Island was not extended to other areas.

for help when we need it. She has never disappointed us and has always been there to help us when things look the bleakest. I for one have grown to rely on Melissa and she has become a friend to all the franchisees. Our entire FOA wishes Melissa well and we want to let her know how much she will be missed. THANK YOU Melissa for everything you have done for us.

SAN DIEGO FOA Jim Nunnally, President

The San Diego FOA hosted its annual charity golf tournament at Riverwalk Golf Course in the Mission Valley area of San Diego on April 28. Nearly a full field of golfers was in attendance for a day of fun in the sun, with fran-

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**"We must merchandise what sells, not what one tobacco manufacturer tells us to sell."
—Bruce Maples, NCASEF Chairman**

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chisees, vendors, and service providers taking on the course. Many non-golfing franchisees were also there to support the event through assisting at registration and the awards banquet later in the day.

Many of our neighborhood stores in San Diego are experiencing problems with local city leaders pulling the Red-Box units from stores, stating proper permits were not in place or zoning ordinances were being violated. Some areas are reconsidering allowing them back with additional requirements to meet revised zoning ordinances, such as exterior roofs, handicap access, and limitations as to how many exterior machines can be in place (i.e., water machines, propane cages, etc.).

Sales in the Southwest Division YTD through April 2011 are up 1.9 percent. Franchisee net income before G&A is down 34.1 percent, which includes the 2010 one-time gas commission payment to gas stores. SEI has opened 8 new stores in our area YTD through April, including 4 traditional and 4 BCP.

SEI's local San Diego office has officially closed now. Communication via the field consultant channels is diluted or non-existent in many cases. Non-recommended retail items set up correctly in the ordering system since the December download here in San Diego are being "deleted" by SEI, even though they told us that wouldn't happen. Non-recommended supply items are not available to us at all, even

though they are available at our local McLane division.

WASHINGTON, D.C. FOA

**Mark Chiochankitmun,
President**

Our second Tristate FOSE Association Trade Show—which consists of the Baltimore FOA, the Suburban Washington FOA, and the Washington, D.C. FOA—last May 26 was quite successful. It was an honor to have our NCASEF Chairman Bruce Maples, along with many FOA presidents from every nearby state, such as Tariq Khan from New York, and many SEI management, at the trade show. Our franchisees had a lot of fun exploring new products, making extra profits through trade show deals, and our vendor partners were smiling all the way to the bank with franchisee support throughout

Swipe fee reform, which could save as much as \$7,000 per store for 7-Eleven franchisees, should become effective July 21.

the trade show. Our franchisees do not play around—they buy, buy and buy! Everyone was very happy with the outcome of our trade show and looking forward to our Charity Golf Tournament on September 14, 2011. Washington, D.C. sales were up around 4

MAY~JUNE 2011 PRESIDENTS' REPORTS

**"There is a shift to value [cigarette] brands going on in convenience stores today."
—Rob Chumley, VP Merchandising, 7-Eleven Inc.**

percent and are still dancing above 40 percent GP in May.

BALTIMORE FOA Linda Haddaway, President

We finally had some beautiful sunny days, but just a little too late to turn around the negative sales trend. The Baltimore Markets closed out the month of May with less than favorable sales, as both showed sales decreases. One of the markets was almost 1 percent down and the other 6 percent behind last year. Sales have suffered during the construction to get ready for the Concentrated Market Rollout, along with a rainy spring. We are anxiously waiting for some much needed advertising that is supposed to start in July.

FM has not held true to their promise to fix the overcharges to Account 68. We are still waiting for the credits to hit the financial statements. Again this

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Electronic Spring/Summer Placement Planogram

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24291 24535

Bluetooth Headset
24291 24405

Clip-on Stereo Earphones
24291 24547

Stereo Earbuds
24291 24546

Stereo Earbuds with Microphone
24291 24545

4GB Flash Drive
24291 24539

4GB Micro SD Card Combo
24291 24599

Keychain Flashlight
24291 24536

Laser Keychain
24291 24544

Navajo Item #	UPC Number	Description		UPC	Suggested Retail
24536	02491-24536-0	Hottips LED key chain	2		\$ 1.99
24544	02491-24544-5	Hottips Lazer Key Chain	2		\$ 1.99
24321	02491-24321-2	Hottips 150 Watt Power Inverter	2		\$ 19.99
24506	02491-24506-3	Hottips Twin Socket	2		\$ 9.99
24503	02491-24503-2	Hottips AC/DC Adaptor	2		\$ 9.99
24600	02491-24600-5	Hottips 4GB Micro SD card (3pc Universal Fit)	2		\$ 12.99
24539	02491-24539-1	Hottips 4GB Flash Drive	2		\$ 12.99
24576	02491-24577-6	Hottips Solar Battery (1200 mAh)	2		\$ 19.99
24577	02491-24577-3	Hottips Solar Battery (600 mAh)	2		\$ 15.99
24535	02491-24535-3	Hottips 3 LED Push Light	2		\$ 4.99
24538	02491-24538-4	Hottips 9 LED Flash Light	2		\$ 5.99
24545	02491-24545-2	Hottips High Quality Earbud w/Mic	2		\$ 9.99
24546	02491-24546-9	Hottips HQ Earbud w/ Interchangeable Shell	2		\$ 9.99
24547	02491-24547-6	Hottips Over the Ear Head Phone	2		\$ 12.99
24405	02491-24405-9	Hottips Bluetooth Headset	2		\$ 19.99
			Total Qty		
DATE:		STORE OPERATOR:			55% GP
MARKET #		ADDRESS:			
STORE #		CITY/STATE/ZIP:			



Vice Chairman Jay Singh questioned why stores need a maintenance agreement on out-of-date security systems.



SEI's Scott Hintz updated the Board on the new benefits program, available online at www.lewer.com/7-Eleven.



Executive Vice Chairman Roger St. George said the new ordering system makes it impossible to get many SSI products.

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month, stores are finding additional charges that are not the franchisee's expense. This is a huge problem that must be corrected.

We recently held our trade show along with the Suburban Washington and Washington, D.C. FOAs, which was well attended and successful! Our charity golf tournament is planned for September 14.



7-Eleven, Inc. Senior Dir. Franchise Relations Joanne Webb-Joyce explained the company's Project E reorganization.

ROCKY MOUNTAIN FOA

Wayne Mathews, President

The Rocky Mountain FOA is looking forward to our third annual MDA charity golf event on August 18 at the Broadmoor Hotel in Colorado Springs. We are expecting a full field of golfers to attend this year, with hopes of setting a new high in our fundraising for this great charity. We are also very excited to be hosting our first trade show at the Broadmoor the following day, August 19. John Riggio, JR Planners, is helping us put together this event. We would love to see you all here this year at this special location, which has taken two years to get scheduled.

Just recently our FOA has negotiated another FBO with Speed Energy for

the June/July timeframe, giving our members exclusivity of this new product. We want to thank Robby Gordon and his Speed team for allowing us this special program, giving our franchisees the opportunity to grow sales and profits. We have also just recently teamed up with a local radio station, RXP, to bring remotes to a store each Friday to attract additional customers to our locations. Led by our treasurer Scott Wohlman, we have seen a lift in customers during these remotes. Our FOA has teamed up with Pumps 4 Pumpkins the last few months to raise funds for children with Type-1 diabetes who are in need of insulin pumps. Franchisees are selling the orange pumps4pumpkins bracelets and raising additional funds through charity jar donations. Please visit our web site at www.rmfoa.org for info on our events.



NCASEF Executive Vice Chairman Jivtesh Gill said current cleanliness expectations do not warrant LONs for minor infractions.

NEW ENGLAND FOA

Mark Guest, Vice President

After leading the country in sales in 2010, New England store sales are down approximately 4 percent, along with a decline in margin. Weather continues to play a big part in the decline, but cigarettes are the other big reason.

The competition is monitored daily by the field consultants, who do price surveys to ensure we are priced competitively. Most New England 7-Eleven stores opted out of the Marlboro pricing program. Stores are still having a wait-and-see attitude as to the best way to move forward with pricing. Cigarette pricing is truly a store-by-store decision and has never been so important.

On June 15 the NEFOA had a meeting and invited a host of vendors, who presented new products and offered some good deals for the franchisees. Some of the vendors present were Nestle Professional, Hansen, Coke, Kellogg's and Dr Pepper Snapple Group. Their support for the FOA is greatly appreciated. The NEFOA also had Joanne Webb-Joyce from 7-Eleven, Inc.,

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MAY~JUNE 2011 PRESIDENTS' REPORTS

START GETTING FIVE SERVINGS OF VEGETABLES EVERY DAY.

1
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3
SERVINGS

WE'VE GOT FOUR RIGHT HERE.



WHAT'S YOUR NUMBER?

"When overcharges occur, we need a timeline on how long it will take to get credit on maintenance charges."

—Wayne Mathews, President, Rocky Mtn. FOA



Greater Bay FOA Board Member Manjit Purewal urged the Board to focus on low-volume stores that need the most help.



Coca-Cola CEO Jim Dinkins recognized 7-Eleven as one of Coke's top customers worldwide.



San Diego President Jim Nunnally criticized 7-Eleven's use of VHS security systems.



Coke-Cola Refreshments' Libby Goldschmid said the fountain tea business increased 21 percent in 2010.



UFOLI Vice President Phil Castaldo said franchisees have never seen cheaper costs through the CDC.



Wash. DC FOA President Mark Chiochankitmun let FM management know their image has suffered among franchisees.

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who discussed the new Franchise Insurance Program offered by SEI through the Lower Agency that allows franchisees to manage payments through payroll deductions.

Tanya Sanders of AON was also in attendance. AON provides worker's compensation to our stores and also offers a wide range of liability, product and property coverage. Many franchisees who attended asked a wide range of questions and also signed up for additional products from Tanya.

Also in attendance was Yoon Lee, who supervises and manages the 7-Eleven Customer Experience inspection program in New England. Yoon fielded a wide range of questions and spoke of how several months ago the program moved to an auditing inspection instead of a training inspection. He added that it was the field consultant's job to train and answer questions on how the scores were done, and that his people were there just for auditing purposes. Yoon also pointed out how this has saved his team great time, and that they were able to get many more stores done and weren't so bogged down in the stores. Franchisees in attendance weren't happy to hear this and had many more questions for Yoon after the meeting. The NEFOA was happy to have Yoon at the meeting.

VIRGINIA FOA Waqar Shiekh, President

We've gotten a lot of new programs, like the new coffee program, the new hot foods program, new floors, new equipment, and new RedBox kiosks. I think that in Chesapeake we are 70-80 percent complete with store upgrades. If we didn't move forward with these updates, I fear the archives department



So. Nevada Las Vegas Vice President Iris Yost said 90 days is not the correct response for maintenance issues.

would have declared the old 7-Eleven buildings "historic buildings." So before that happened, we stepped in and

"CDC is our proprietary system. We need to see that next next day delivery will save us money."
—Dennis Lane, President
New England FOA

"It is clear that franchisees do not want CDC flat fees, or lower margins on CDC products."

made a lot of progress on how the stores look. The old stores are called "colonial" and we are changing them to a modern look. We now have two monitors in each store featuring the 7-Eleven Network, which broadcasts news like weather and sports. This distinguishes us from the mom and pop stores.

If we look at today's stores, we see a very clear distinction between any other private store and 7-Eleven. We have gone to the next level. We are catching up with the youngsters, the teenagers, and the new generation who is looking for a new coffee cup color. This is a small thing, but if it makes a difference in attracting customers and increasing sales, we will do it. If they want to see a new shopping bag, we will give it to them.

We are very flexible and changing with the times. We are a new 7-Eleven now. Nobody can say that we are behind the curve. In fact, we are ahead of it. We are the industry leader and we have proven it in the last 5 years. I think it has a lot to do with the leadership of Joe DePinto. He has brought new blood into the 7-Eleven system.

He's brought in people with new ideas, people that will listen, people that implement new ideas quickly. He has a dynamic leadership style, and he listens and makes changes accordingly.

With the help of AQIP, we are getting more advertising starting July 1, 2011. With Consolidated Market Roll-out, every store will look alike now and all stores will carry the same products. This will have a huge impact. Our job as a franchisee will be to change with the times, and to offer the customer what they want. Our responsibility now is to offer the customer plus-selling and to train every employee on plus-selling. For example, out of every 20 customers, if you add on \$1 of sales, annually that increases your sales by \$50,000. Who doesn't want that extra \$50,000 in sales? It's just a matter of training your employees to offer our customers an extra item like a fresh chicken tender or a donut. \$50,000 is a lot of money, and it can be earned by just training your clerks to plus-sell. As a franchisee, we need to respond to the changing needs of our customers. Our investment should be in training our employees, which will increase our sales.

In FOA news, we will be sending a delegation of about 15 members to the National Coalition convention in Las Vegas. They will sit in on the meetings and observe how the national leadership is working for them. This is the first time our members will be able to see how things work on the national level.

We had our trade show recently, which was very successful. Joe DePinto was very kind to attend. During the event we recognized him as a leader who brought about change in the 7-Eleven culture, 7-Eleven investment, AQIP. I give Joe De Pinto a lot of credit for bringing about these changes. We as the Virginia FOA presented him an award that said, "The sun never sets on 7-Eleven. Thank Heaven!" That is a fact now. We are 40,000 strong and still growing. We are in China, Thailand and Australia.

I had the opportunity to visit Thailand and study their 7-Eleven distribution model. I plan to visit some other

countries to see how the 7-Eleven systems are working there. I would love to see us implement some of them.

Good things are happening in 7-Eleven and I'm happy to be a part of it.

DELAWARE VALLEY FOA

M. Al Haffar, President

Sales in the month of May were 4 percent less than last year due to many rainy days. June is a bit of a struggle, so far. Franchisees net income YTD is \$9K vs. \$17k last year. This is an area of

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"Zone teams are focused on store execution and improving franchisee financial performance."
—Joanne Webb-Joyce, Senior Director
Franchisee Relations, 7-Eleven, Inc.

FOAC President Joe Rossi said CDC products must be appropriate to the delivery system.



UFOLI President Tariq Khan reported successful tobacco license lobbying efforts on Long Island.

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great concern to our FOA chapter, and will be discussed soon. The company is not investing in our area yet, blaming the nonperformance of our stores on franchisees rather than their lack of spending. Many issues are arising from inaccurate bill-backs, delays or lack of a response.

Our last meeting was held at Dave & Busters and was very well attended. We had a host of three vendors. The soda tax proposed by the city of Philadelphia was defeated recently for the second time—good news to our customers and vendors alike. The Northeast Division office located in our area is now officially closed.

UFOLI

Tariq Khan, President

The most important thing that I would like to report is that our lawsuit against the state of New York over the exorbitant increase in tobacco registration fees has come to a resolution. The state originally raised the fee from \$100 per store per year to either \$1,000,

\$2,500 or \$5,000, depending on total gross sales, which prompted our action. Joining forces with the New York Association of Convenience Stores and two other associations, we were able to get the fees knocked down to \$300 per store, retroactive to 2009, 2010 and 2011. Each franchisee will now end up paying \$600 for 2009 and 2010 to renew their tobacco licenses, and then will pay \$300 for the 2011 renewal fee. This saved each New York 7-Eleven franchisee \$7,500 in tobacco registrations fees. It was a huge victory for our FOA and all independent storeowners in New York.

Our golf outing took place on June 17 at the Timber Point Country Club. It was a well-attended event, with about 75 franchisees and 200 vendors, and over 200 people playing golf. This event was a huge success benefiting the Muscular Dystrophy Association.

The state of New York is always working on things that may not be beneficial to our business. In Suffolk County, lawmakers are working on an energy drink bill, which would make it illegal for anyone under 18 years of age to purchase

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**"We need security systems that work. VHS tapes are not accepted by police departments."
—M. Al Haffar, President, Delaware Valley FOA**

energy drinks. UFOLI is opposing it. We have met with legislators several times on this matter, and we are working with a number of suppliers to fight the bill. Our goal is to see that this measure does not pass in Nassau/Suffolk County, which is the largest county in our association with 135 stores.

Many of our stores have been remodeled, and have received the hot foods and new coffee programs. For the most part, the transition went

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FM Facilities Maintenance Amy Chasse answered board questions on coding and other problems.



Greater Bay FOA Vice President AJ Nijjar reported LONs being delivered for cleanliness.



Rocky Mountain FOA President Wayne Mathews said there is no reason for the CDC to deliver a wide selection of products.



Southern California FOA Board Member Jawad Ursani reported on the status of the BT pilot.



Southern California Board Member John Shinn said what you miss most with BT is the vendor relationships.



Central Florida President Danny Awar reported huge losses from gasoline.



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Playboy Series
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smoothly, with a few minor issues. Our coffee sales are significantly down and are expected to remain down. We are optimistic regarding the advertising program scheduled to begin July 15, 2011, and we are looking forward to it.

Like the rest of the country, our sales have been soft for three reasons: the economy, tax increases on cigarettes, and we are facing weak a Spring and Summer over the strong Spring and Summer last year.

The CDC Flat Fee has been impacting us for nearly two months now. We were very happy to see the flat fee rescinded with the help of the National Coalition and our chairman, Bruce Maples. We are hoping the CDC fee change is permanent. Hopefully we can turn around GP, which has been low in our area and is a huge concern. We are having a difficult time trying to figure it out. We look forward to seeing everyone at the NCASEF convention in July.

CENTRAL CALIFORNIA FOA

Sunny Chauhan, President

Total product sales MTD June is down 2.68 percent, but improving quickly with warmer weather finally arriving. Last week we were down over 4 percent and we've picked up 2.5 percent in the last four days.

Our Market area has been hit with higher unemployment, as well as temperatures down 10-plus degrees over last year on average. While the Zone's guest counts are up 31 APSD, the Market's is down 37 APSD MTD June. The areas are all heavily affected by 18 percent-plus unemployment.

"It is a mystery why reputable brokers that supply the same products cannot become approved CDC vendors."

—Arnie Hauptman, NCASEF General Counsel

Categories that are down MTD June due to weather are Alcoholic Beverages—\$35.02 APSD, Non-Alcoholic Beverages—\$31.30 APSD, and Cup Beverages—\$62.62 APSD.

Categories with increases in MTD June include Confectionary up \$27



SEI's Rob Chumley, VP Merchandising, Tobacco and Services gave a most excellent update on the cigarette contract.

APSD due to heavy participation in ordering shippers. Dairy is up \$25 APSD and has been strong all month, along with Fresh Foods up \$23 APSD. Within these categories the subcategories increasing are Confectionary (Chocolate \$12.09 APSD, Non-Chocolate \$9.28 APSD, and Novelty \$8.99 APSD), Dairy (Take Home Fluids \$25.21 APSD), and Fresh Foods (Fresh Sandwiches \$4.42 APSD, Cold Snacks \$7.38 APSD, and Fresh Bakery \$5.16 APSD). Additionally, single serve Chips/Snacks are up \$5.12 APSD and Meat Snacks are up \$4.56 APSD.

At our recent R.I. meetings the Market hosted in Fresno, we were presented the following:

- Awards and recognition for Cleanliness and Power Rankings
- Guest Services presentation from the USE in Dallas
- Health Insurance
- Business Transformation (brief update)

We have had numerous problems using the ISP with the recent software download. Franchisees are experiencing frustrating issues like logging in, printing reports and check stubs, and

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also using the email functionality. It is interesting to note that while SEI is encouraging us to use online services to contact all help desk services—including accounting—the latest download has made it very difficult to navigate. We are told that hopefully these issues will be resolved in the near future.

The CDC, which is fairly new to our area, continues to pose challenges like delivery check-in procedures and out-of-stocks. Our Market falls in the North Cal/Nevada Zone, which



NCASEF welcomed new member Northeast FOA and its President Mohamad Iskandar and VP Neil Shah.

"We were promised the CDC flat fee would be removed so we can see real cost of goods."

—Allison Talaske, Greater Hampton Roads FOA

went into effect on June 1, 2011. Our Zone Senior director of operations is Norman Hower. Norman has not yet visited our Market area, but plans to do so in the near future. We as a team welcome him and look forward to working with him.

Pepsi and Coke DSD vendors are still unable to credit damages to our stores for single items—unlike for our competition, where they have the capability to do so. Pepsi states that it is an SEI software glitch that makes it so they

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Budweiser
HERE'S TO THE HEROES

This summer, Budweiser will donate up to \$2,000,000 to Folds of Honor, including a donation for every Budweiser sold.*

The Folds of Honor Foundation provides education scholarships for the dependants of military service men and women killed or disabled while serving.

So just by enjoying a Budweiser with friends, you're helping the families of our military heroes that protect our great nation.

Budweiser. Proudly Serving Those Who Serve.

*Maximum donation of \$2,000,000 includes \$100 for every festive can be inserted professional baseball games, 26 cans of Budweiser sold, 5/26 - 7/10, and \$10,500 for Dave Winfield's 406 career home runs. For details, visit facebook.com/budweiser.

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“We need to get milk off the CDC truck and tighten the load with more appropriate products.”
—Joe Rossi, President, FOAC



Central Valley FOA Vice President Sukhi Sandhu reported on challenges with merchandising programs.



Heineken's John Wood presented Heineken's product strategy, including 5 of the top 10 import brands.



Joe Saraceno FOA President Matt Mattu said system changes have been hard on franchisees, who are frustrated.



San Diego FOA Vice President Bic Sidhu reported problems with local city leaders pulling Redbox from stores.

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are unable to unlock their handheld device to give us credits on single item damages. We made our market manager aware of this issue and hope that it will be resolved soon. We are looking forward to attending our biggest event of the year, the National Coalition's trade show in Las Vegas the week of July 17 to 21.

SAN FRANCISCO/ MONTEREY BAY FOA

Joe Galea, President

The Bay Area has had much cooler weather this year with a lot of rain. Some stores have reported slight increases in sales, but for the most part sales have been flat or negative due to the weather. The hope is that we will have a hot summer, but so far through May we have continued to have winter-like weather with a lot of rain. Hopefully when the summer weather finally arrives we can increase our customer counts and attract new customers, which will carry us through the slower winter months.

The San Francisco/Monterey Bay FOA held its annual trade show on June 11, 2011 at the Santa Clara Marriott Hotel. We'd like to thank all of our vendors, members and the folks that were able to fly in to attend the event. It was a very successful trade show, and it required a lot of hard work. We'd like to thank everyone



SEI's Eric Nachtrab started the maintenance discussion and introduced FM management.

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who had a hand in it. July 11, 2011 is our charity golf tournament benefiting the Muscular Dystrophy Association. This year the tournament's name is being changed to the Dick Newmark Charity Golf Event To Benefit The Muscular Dystrophy Association.

On August 13, 2011 we are having our membership day at Great America Amusement Park in Santa Clara. More information will be released shortly.

As an FOA, we would like to welcome our new Zone leader, Norm Hower, to our area. I recently had the opportunity to sit down with Norm. He will be attending our Board meeting on August 9, 2011 and I look forward to having a wonderful working relationship with him and the 7-Eleven folks.

Hopefully this will be a good, warm summer for all of us!

COLUMBIA PACIFIC FOA

Bill Huffman, President

Sales in Oregon are positive against last year, but the increases are soft. There has been a lot of interest in the debit card interchange fee reform that will begin in July. The Oregon Markets received the ISP download early in May. Many franchisees have contacted me about their inability to order and scan NRIs. I have been working with Randy Ichan and Leonid Vovonik at the Store Support Center in Dallas to resolve individual store issues; however, this is a system issue that has limited our ability to sell our guests what they want to buy.

On June 20, Dennis Lane (President, New England FOA) and I met with some of SEI's executive team, and proposed a change to

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the NRI system that will allow for ordering NRIs within 24 hours of sending a request in to Dallas. We also requested some verbiage to be changed, i.e. instead of "Vendor does not carry requested UPC," we requested, "This item not found in vendor price book." SEI responded favorably to these changes, and has already changed the verbiage in the ISP. The ordering piece will take some time to implement, as there is a huge backlog of NRIs that need to be worked. SEI has hired extra staff to input the NRI information, but I would caution everyone to double check all NRI files for accuracy.

FM and store charges related to FM remain a hot topic of discussion. It is important to review maintenance charges on the store financials and challenge any that seem unreasonable.

The John Wilkerson Memorial Golf Tournament will be held Friday, August 5 at the McNary Country Club in Keiser, OR. Please contact Jerry Crippen at jcrip5734@clearwire.net for registration forms.

**SO. NEVADA/
LAS VEGAS
FOA**

**Jatinder Singh,
President**

Overall sales for the Markets 1607 and 1608 combined were up 0.16 percent versus prior year, and gross profit dollars were up 1.63 percent versus prior year. PSA 17 (Fresh Food) sales were up 4.7 percent versus prior year. Finally, during the last week of June the weather has picked up to 100 degrees and we are now selling more products from our walk-in coolers. The local economy is still in bad shape—no new construction, high unemployment rate, and home foreclosures are still playing a big role in keeping the econ-

omy soft.

Our annual trade show, held at Oasis RV Park, was an extremely successful event; everyone loved the new venue. Fifty vendors attended the show, and it was our biggest ever. Thanks to Iris Yost (the Merchandising Chair), Harry Advani (Event Organizer), and all the other board members who put it together.

Our board meets twice a month on the second and fourth Thursdays. On the fourth Thursdays we have "Meet &



FM's Trevor Foster fielded complaints and suggestions during the maintenance discussion.



Convention and Meetings Coordinator John Riggio announced the 2012 convention will be in Hawaii.

Greet" meetings, which is open to all franchisees. The SEI team also attends this meeting. We also continue to have our Quarterly General Meetings. Our 12th Annual Golf

Tournament is on September 23. Sad news is that police still do not have any leads in the murder case of local franchisee Amanpreet Mander.

**CENTRAL VALLEY
FOA**

Sukhi Sandhu, Vice President

Finally, summer has come to the Central Valley! We welcome the warmer temperatures as our attention is kicked into high gear to meet our guests' needs by aggressively ordering

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to remain in stock, working on increasing our sales through suggestive selling, and maintaining a friendly, clean shopping environment.

Although sales have had a mild start in 2011, SEI is full of sizzling changes within the company. We have seen the realignment of Divisions into Zones and the creation of Zone Mangers, the centralization of departments, the closing of regional offices, and stores having to learn a new way of going about business. As one would expect with this magnitude of change, there will be bumps along the road. Transitioning to creating a CHD and not talking to a person on the phone to resolve your problems or answer your questions has proven to be a challenge, and at times frustrating.

Oftentimes, cases created would get no response for days, or the cases would be closed and stores not told why. This system has a lot of bugs that still need to be worked out so that a franchisee doesn't spend his/her time waiting for 7-Connect to open just to find out their case was closed with no resolution. As store operators we want to focus on bringing more guests in the door, not chasing closed, unresolved cases.

Merchandising has been a challenge lately to say the least, with great promotional programs being launched, just to be canceled within days. The development of store-ready promotions or programs is a function that franchisees rely on 7-Eleven to deliver. We order the product, coach our staff, and talk it up to our guests so that we can hit the ground running, just to find out there are product shortages, promo master issues, or insufficient POP.

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America's Favorite Pretzel!



Are you missing out on America's Favorite Pretzel?
Keep your customers happy and order Snyder's of Hanover today!
Available through McLane & select CDC's.

 HOT BUFFALO WING 3.5 OZ UIN# 098608 UPC 077975-081563	 HONEY MUST. ONION 3.5 OZ UIN# 098541 UPC 077975-022344	 JALAPENO PCS. 3.5 OZ UIN# 097873 UPC 077975-028766	 OLDE TYME 3.5 OZ UIN# 097329 UPC 077975-083413	 NIBBLERS 3.5 OZ UIN# 098194 UPC 077975-025871	 MINI 3.5 OZ UIN# 098897 UPC 077975-022313	 VEGGIE CRISP 1.25 OZ UIN# 098889 UPC 077975-028049	
 ORIGINAL KETTLE 2 OZ UIN# 090449 UPC 041200-096882	 JALAPENO KETTLE 2 OZ UIN# 090589 UPC 041200-096929	 MESQUITE KETTLE 2 OZ UIN# 090506 UPC 041200-096905	 HOT BUFF. WING KETTLE 2 OZ UIN# 090613 UPC 041200-096967	 KOSHER DILL KETTLE 2 OZ UIN# 090712 UPC 041200-096943	 CC PRETZEL SAND 2.125 OZ UIN# 098301 UPC 077975-080771	 PB PRETZEL SAND 2.125 OZ UIN# 145177 UPC 077975-080764	
 CHOC MINI DIPS 4.5 OZ UIN# 103747 UPC 077975-082805	 WHITE CHOC MINI 4.5 OZ UIN# 564047 UPC 077975-082812	 CHOC PB SAND 3.5 OZ UIN# 480855 UPC 077975-084731	 SNAPS 12 OZ UIN# 388496 UPC 077975-086360	 NIBBLERS 12 OZ UIN# 388595 UPC 077975-086377	 HONEY MUST. ONION 8 OZ UIN# 388280 UPC 077975-086162	 HOT BUFFALO WING 8 OZ UIN# 388272 UPC 077975-086179	 CHEDDAR CHEESE 8 OZ UIN# 098608 UPC 077975-081563

Snyder's of Hanover Value Line! BIG SIZE = BIG PROFIT!



Greater Hampton Roads FOA President Allison Talaske wanted to know when the CDC flat fees would be removed.



Pepsi's Jacob Pak presented new promos on Pepsi products, including the year-long Gatorade consumer offer.



Diageo Guinness's Chris Houk spoke about the growth of high-alcohol malt beverages like Jeremiah Weed.



Phoenix FOA President Jerry Sahnun urged Board members to concentrate on store profitability.

"Big banks have spent \$50 million to stop swipe fee reform. We succeeded with the help of our franchisees, our employees and our customers."

—Keith Jones, SEI Government Affairs

"Mistaken coding, case documentation, length of time to get an invoice and credits are problems FM needs to work on."

—Bruce Maples, NCASEF Chairman

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Locally we are experiencing store growth and changes to our area. BCP and new store development is full steam ahead. This has created some positive frenzy among franchisees who haven't seen new stores being built in their area for as long as they have been in the system. While franchising an "as is" un-AQIPed store is disappointing, seeing big beautiful new stores open is exciting. Having the brand we all invested in more visible to our guests than our competition will help grow our market share, and the value of our franchise.

We look forward to a long, hot and prosperous summer selling season! We welcome all new members of the 7-Eleven team, and thank those who have moved on in their careers.

**JOE SARACENO
FOA**

Matt Mattu, President

7-Eleven is the largest retailer in the world and is still growing at an incredible pace, and we are all very proud to be part of this family. We believe that in this movement of fast growth certain areas of the business have been hit hard on the franchisee's end, as 7-Eleven has centralized operations. Franchisees are business owners and require the franchisor to communicate, as the key to a long term sustained relationship is trust, and trust starts with openness and honesty.

At every FOA meeting, our members express their concerns and there seem to be no answers. Net income is decreasing as issues keep growing and the franchisees are paying for the learning curves of new vendors. The maintenance and accounting departments are non-existent, and bad audit results have

some franchisees hiring a secondary company to verify the results, which reveal mistakes in the thousands of dollars range. GEC inspections are still a problem in certain markets, as they are still being calibrated.

The local Zone leaders are willing to sit down with the four Southern California FOAs to resolve some of these issues. Greater LA Zone Leader Dan Soper has asked to set up a meeting so we can illuminate on some of our frustrations. Hopefully, we will have some answers in the upcoming ZLC meeting!

If we are to be successful, 7-Eleven must establish a relationship close to perfect. Issues must be addressed and resolved quickly in the best possible manner. As everyone compares the franchisor/franchisee relationship to that of a marriage, we the franchisees would like to wear the pants once in a blue moon!

GREATER BAY FOA

AJ Nijjar, Vice President

Sales in the Greater Bay area markets are up 2 percent, but we have not had many hot days in June. We are looking forward to the power week of July 4 and 2-liter 2 for \$3 and 20 ounce promotions, which will drive sales. We are looking forward to 7-Eleven Day, which is always a big hit in our area. We are not seeing much advertising, but specific categories that are doing well are fresh foods, beer, grill and cigarettes. Overall, we are looking to survive the economy like everyone else. FM came to our most recent Board meeting and promised to fix the problems in our area.

We had a great charity golf tournament to benefit the Hume Centers. We are looking forward to the National Coalition's Convention and Trade Show. ■

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INTRODUCING Jeremiah Weed® Premium Malt Beverages. Not too sweet. Not too carbonated. Perfectly refreshing tasting, with a SOUTHERN BITE DONE RIGHT. Available in Lightning Lemonade®, Spiked Cola™ and Roadhouse Tea™ flavors. These Premium Malt Beverages are available wherever beer is sold.

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7-Eleven Challenged On Medicine Placement

A community group in Paradise, Maryland is challenging 7-Eleven's decision to place medicines in the aisles of local stores, reported the *Baltimore Sun*. After noticing items such as pain medications and condoms had been moved from behind the counter to the aisles of their local 7-Eleven store, the Paradise Community Association decided to

7-Eleven is being challenged on aisle placement of medicines in Maryland.

ask SEI to put them back. The group told the newspaper they are concerned that with placement in the aisles, the medicines are in reach of children and could attract drug dealers and shoplifters.

The community association stated their problem is not with the 7-Eleven storeowner—who informed them he was following a corporate marketing plan when he moved the medicines. A company spokesperson, however, told the newspaper that it is ultimately up to the franchisee to decide where merchandise is placed in their store.

Southern California FOAs Take SEI To Task On LONs For Cleanliness Survey

Four Southern California FOA presidents—Jim Nunnally (San Diego FOA), Kathy York (FOA of Greater Los Angeles), Karam Dhaliwal (Southern California FOA), and Matt Mattu (Joe Saraceno FOA)—met on June 6 in Diamond Bar, California to discuss the high number of LONs going out to franchisees in their areas, and the affect this is having on franchisee morale. As a result of that

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Introducing SEI's New Zone Leaders

As part of the "Project E" reorganization plan announced earlier this year, SEI is replacing the eight regional Divisions with 14 geographic zones to be fielded mostly by home offices. Below is the list of Zone Leaders, their areas, and the committees on which they serve in the National Business Leadership Council.

Larry Hughes—Pacific Northwest (Washington and Oregon) Guest Experience Committee

Tim Donegan—Team Canada Guest Experience Committee

Dan Soper—Greater LA Retailer Initiative Committee

Tom Brennan—Liberty (Northern Virginia, Maryland and Delaware) Retailer Initiative Committee

Kate Keillor—South Florida Coast Foodservice Committee

Brian Trout—Heartland (Illinois, Michigan and Missouri) Foodservice Committee

Jason Heffelfinger—Rocky Mountain (Colorado and Utah) Business Processes Committee

Chris Harkness—Patriot (Southern Virginia) Business Processes Committee

Cindy Richardson—Lone Star (Texas) Distribution Systems Committee

Dan Kaepernik—North Atlantic (New York, Massachusetts, and Connecticut) Distribution Systems Committee

Norm Hower—North Cal/ Nevada (Northern California and Northern Nevada) Business Infrastructure Committee

Ben Tison—North Florida Business Infrastructure Committee

Tom Lesser—Pacific Desert (San Diego area, Arizona, Southern Nevada) Servant Leadership/ Teamwork Committee

Greg Franks—PennJersey (Pennsylvania and New Jersey) Servant Leadership/ Teamwork Committee

Bits & Pieces...continued from page 58

Tradewinds beverage brands. Both brands' combined sales totaled more than \$53 million in 2010. • **As gasoline prices drop, Georgia drivers are bracing themselves** for yet another fuel tax increase—the second in three months, reported local news station WSB-TV. In May the state hiked its gas tax by 3 cents, and beginning July the tax will rise to 14.5 cents per gallon. • New Jersey may become the first state to sell lottery tickets online if a recently proposed bill successfully makes it way through the state legislature, MyCentralJersey.com reported. Supporters of the bill say **online lottery ticket sales will generate more revenue for the state**, while opponents argue the measure will harm the small businesses that sell them. • A Buffalo, New York judge recently **lifted a temporary restraining order that had prevented the state from collecting taxes on cigarettes** sold on Indian reservations to non-Indians, reported the *Buffalo News*. The decision clears the way for the state to

continued on page 93

SOUR PUNCH® SLURPEE STRAW

Sour Flavored Straw
in Blue Raspberry and Cherry!

Artificially Flavored CANDY STRAW™
Artificially Flavored CANDY STRAW™
Artificially Flavored CANDY STRAW™

Sour Punch® brand continues to grow, up
double digits in Dollars and Volume Sales
Sour Punch® consumers are craving
the Slurpee Straw™



1oz Unit
30 Ct Display Box



Bits&Pieces...continued from page 91

begin collecting the \$4.35-per-pack state excise tax. • PepsiCo has begun offering five options of **eco-friendly, recyclable and compostable cups** to foodservice customers in the U.S., including an rPET cup containing 20 percent post-consumer recycled content, as well as compostable paper cups and wax cups made with **plant-based materials** sourced from sustainably managed forests. • **Target's prices were lower than Wal-Mart's during the first three months of 2011**, reported *The Street*, citing pricing studies conducted by consumer research firm Customer Growth Partners. The study reveals that **Wal-Mart's prices on food, health and beauty products and other general merchandise were nearly identical**, if not a bit pricier, than archival Target in January, February and March. • With more than 2,000 franchisees actively searching for locations, **QSR sandwich chain Subway announced an aggressive growth strategy** for 2011, which includes opening locations in shopping centers, malls and free standing locations, as well as non-traditional venues such as hospitals, colleges, sports arenas and airports. **Since January, Subway has opened nearly 700 new stores** in 50 countries, 43 U.S. states and 8 Canadian provinces. • **Dollar General** said it would sacrifice gross-margin growth this year to **keep retail prices low** in the face of higher commodity costs, breaking ranks with many grocers and drugstores that will pass cost increases onto consumers, reported the *Wall Street Journal*. With this move, the discount retailer is expected to win market share. • C-store retailer **QuikTrip** has been ranked No. 34 on *Fortune* magazine's **2011 "100 Best Companies to Work For"** list. Among the attributes that garnered QuikTrip the spot are its training program and policy to promote from within, as well as benefits that include tuition reimbursement up to \$4,000 and adoption aid. ■

meeting, San Diego FOA President Jim Nunnally wrote a letter to SEI on behalf of southern California franchisees, taking exception with the company's use of LONs to respond to Guest Experience inspections.

The letter, which went out to 15 of SEI's senior-most managers, and was copied to all of the National Coalition executive officers, the entire National Coalition Board of Directors, and the San Diego Board, questioned SEI's change in business practices, namely the use of LONs to correct minor problems in the Guest Experience inspections. The letter, signed by all four FOA presidents, cited a turnaround in the Servant Leadership concept in which franchisees are beginning to "feel like the servants."

The four presidents described situations in which "Guest Experience Consultants entered stores with a copy of the infrastructure page of the monthly evaluation form and circled up to 11 points in the Quality Assurance section with a notation that the 'circled numbers will be an LON if scored a NO starting next month.'" Infractions included product being out of code by one day, hand washing and glove use, and the temperature of hot foods and roller grill items.

The FOA presidents claimed such tactics damaged franchisee morale and amounted to threats by market managers that left no room for human error and inhibited the "working relationship between franchisor and franchisee." The presidents endorsed LON usage if a pattern developed within a certain store, but not the wholesale usage of LONs to force franchisees to adhere to the "strict guidelines and the strict consequences for what most see as minimal errors that offer no

threat to the public's health of safety..." The presidents particularly condemned the use of an "LON for a piece of chicken or pizza in the case beyond serving time," saying that a piece of chicken should not be able to threaten a franchisee's income and livelihood, and that this approach was punitive and doomed franchisees to failure, with the punishment being the franchisee forced out of the system.

Southern California FOA presidents wrote a letter to SEI questioning the use of LONs.

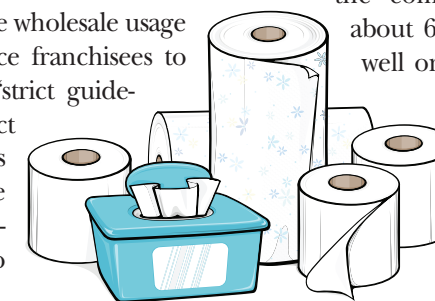
ment being the franchisee forced out of the system.

The four FOA presidents requested that SEI "rescind such a hard-nosed approach to franchisees." Word on the street is that the LONs for minor cleanliness issues have stopped and the approach is being re-evaluated. Franchisees believe that

this happened because they worked together, through channels, to send the appropriate message to the company.

Seven & I Expansion Plans Include 500 New U.S. Stores

SEI parent company Seven & I Holdings is ramping up expansion of its convenience store business in Asia and the U.S. as part of its plan to double its overseas c-store operating profits in fiscal 2014 from 2010 levels, reported the *Nikkei Business Daily*. The effort includes opening 500 new 7-Eleven stores in the U.S. this fiscal year. The number of 7-Eleven stores outside Japan grew by 2,118 to over 27,000 in the year ended February, outpacing domestic growth by a factor of four. Operating profit from the overseas business was 33.3 billion yen (\$415.1 million) in fiscal 2010 and the company expects to generate about 60 billion yen in 2014. SEI is well on its way to achieving its 500 new stores after its recent purchase of 183 Exxon-Mobil units in Florida and 188 Wilson Farms locations in New York. ■





SEI News

Yammer Selected For Online Companywide Communication

7-Eleven, Inc. is planning to deploy leading enterprise social network Yammer to 3,000 non-store employees in order to enhance communication and knowledge sharing across the company. Specifically, SEI intends to use the on-line tool to maintain consistency throughout its U.S. and Canadian field operations and facilitate faster, collegial conversations between corporate employees. In addition to the benefits Yammer affords employees, 7-Eleven's leadership team plans to use the tool to check the pulse of the company—Yammer's centralized feed will allow executives to join online conversations, gain insight and respond more quickly to the concerns and feedback of the company.

Slurpee MixMaker Fun

7-Eleven is celebrating the practice of flavor-mixing and urging its frozen-drink fans to become bonafide Slurpee MixMakers. Using the wide array of colors and flavors, fans can mix and match to create a cool cup of liquid art and a customized Slurpee experience with each drink, then post pictures of their creations on the Slurpee Facebook fan page (www.facebook.com/Slurpee). To get more creative, fans can name their Slurpee

concoction for a chance to be featured as the mix of the week. Visitors to the page can vote on their favorite combos while getting ideas for their next Mix-Maker Slurpee drink.

To keep the Slurpee fun going, 7-Eleven has also introduced the ingenious MixMaker dual-chambered refillable cup, which includes the first two-sided Slurpee valve straw. The two-in-one straw dispenses each side of the cup's Slurpee flavor separately or blended together just by adjusting the valve connecting the two straws into a single one. The cup and straw combo has a suggested retail price of \$4.99.

Additionally, 7-Eleven is mixing up the Slurpee summer season with its MixMaker Summer Concert Series. The concert series continues around the country with events until August. Tickets for each show cost just \$7.11, or Slurpee Nation Rewards points can be cashed in for free concert tickets at www.slurpee.com, while they last. Each month, the upcoming concert city and headliner will be announced, and tickets will immediately go on sale.

Easier Bill Payment And Money Transfer Services

SEI, global money-transfer company Ria Financial Services, Inc., and cash-payment network PayNearMe, Inc., recently announced the availability of an innovative money-transfer and bill-payment service at nearly 5,000 US 7-

Eleven locations. With this new service, consumers can initiate money transfers or bill payments using their mobile phones and complete these transactions in real time at a 7-Eleven store

register. The process is based on a new, free Ria Card, available now at 7-Eleven stores and which can be used to pay more than 3,000 U.S. billers. This card also can facilitate sending remittances to family and friends in more than 134 countries.

The new service is powered by PayNearMe's cash-payment network, and overcomes limitations of existing pre-paid services without requiring any special equipment or new training at the store.



May Promotion Celebrates 'The Hangover' Sequel

7-Eleven helped customers celebrate The Hangover Part II movie launch in May with "morning-after" specials, exclusive Super Big Gulp collectable cups, and a trip to Las Vegas for one lucky fan. The highly anticipated sequel hit theaters on May 26, with the original cast from The Hangover—which grossed more than \$467 million worldwide—this time traveling to exotic Thailand. During the month-long promotion, 7-Eleven offered fans an exclusive peek of the movie through five collectable Super Big Gulp cups featuring never-before-seen moments from The Hangover Part II. 7-Eleven also hosted a mobile scavenger hunt with the grand prizewinner receiving a trip to Las Vegas, and created a special

continued on page 96



CIGARETTES

PERIQUE BLEND

400 YEAR

TRADITION

SELL 3X MORE

Retailers who carry an additional style sell 3x as much Natural American Spirit volume overall.

Perique Blend sales have grown 32% over the past year.



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No additives in our tobacco does **NOT** mean a safer cigarette.

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Member News

SEI News

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“morning after” meal consisting of a coffee and a breakfast sandwich for \$3.

Super 8 Movie 'Check In To Space' Promotion

In June, SEI awarded one of its most unusual prizes ever—a trip to space—as part of its month-long promotion with Paramount Pictures' film “Super 8,” released in theaters June 10. Super prizes, super prices, special movie-themed cups and online rewards were part of the 7-Eleven sweep-



stakes, built around one of the summer's hottest movies. During the promotion up to 21,475 prizes were awarded, including thousands of movie tickets, 10 zero-gravity trips, and a

grand prize trip to suborbital space. To enter the sweepstakes, 7-Eleven guests simply checked in on Foursquare, a location-based social media mobile platform, using their smart phone while at a 7-Eleven store. Prizes were awarded based on the number of check-ins and were selected every time check-ins hit certain thresholds tied to the number 8. The once-in-a-lifetime space flight was offered through the premier, private space-exploration company, Space Adventures, Ltd., with an estimated value of more than \$100,000. ■

FDA To Issue Report On Menthol Cigarettes Later This Year

The FDA announced it will issue preliminary findings on the health effects of menthol cigarettes this year after outside advisers review an internal report starting in July, reported Bloomberg. The FDA is considering whether to outlaw sales of flavored cigarettes, including menthol products, under a 2009 law that gave the agency regulatory authority over tobacco products. An outside panel advised regulators in a March report that while menthol cigarettes weren't proven to be more harmful, removing them from the market would improve public health partly because the mint-flavored cigarettes attract new smokers. According to data compiled by Bloomberg Government, the U.S. market for menthol tobacco products is \$25 billion a year, or about 30 percent of cigarette sales. ■

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Exciting stand-out packaging grabs attention, communicates heat!

Slim Jim brand communicates trust, quality and flavor expectations!



Slim Jim Giant DARE Chili Pepper



Slim Jim Giant DARE Jalapeno



Slim Jim Giant DARE Habanero



Available NOW through McLane!

VENDOR FOCUS

3 MUSKETEERS BAR DELIVERS MORE CHOCOLATE TASTE

Mars Chocolate North America recently announced the national launch of a new, tastier 3 Musketeers Bar featuring an updated recipe that delivers a richer chocolate taste. Fans will still recognize the light and fluffy texture they have enjoyed for more than 75 years, and will be delighted that the new recipe intensifies its great taste.

As a simple chocolate treat, 3 Musketeers continues to offer a delicate, light and fluffy nougat center wrapped in delectable 3 Musketeers chocolate. The new recipe adds more satisfying chocolate taste to the delicious nougat,



New, tastier 3 Musketeers bar still averages 45 percent less fat.

making it unmistakably fulfilling. The nougat refinement enhances everything loyalists love about the bar. With 45 percent less fat than average of the leading chocolate brands, the new 3 Musketeers bar still offers a great tasting, lighter way to enjoy chocolate. The new 3 Musketeers Bar is available at the suggested retail price of \$.79.

PLAYBOY CONDOMS HOP INTO 7-ELEVEN



For the first time, Playboy Condoms are now ready for delivery to 7-Eleven stores. Playboy Condoms is the first and only line of top quality prophylactics to sport the legendary brand synonymous with sophistication, high style and pleasure. Playboy Condoms compete in the Premium Condom Category and are competitively priced. Available in Lubricated, Lubricated Dotted, Lubricated Large Size, and Lubricated Ultra

Thin, Playboy Condoms are fashioned out of maximum-quality latex and emblazoned with the rabbit logo—one of the most recognizable images in popular culture for the utmost in consumer appeal. In fact, in independent marketing surveys comparing major condom brands, Playboy Condoms' packaging with its highly recognized logo has been chosen as the most appealing, and it especially appeals to female consumers when compared to other premium condoms.

SMOKEY MOUNTAIN SNUFF AND RANDY WHITE AT NCASEF TRADE SHOW

Smokey Mountain Snuff announced that NFL Hall of Famer and company National Spokesperson Randy White will be making an appearance at the National Coalition trade show in Las Vegas this July. The company announced that he will be in Smokey Mountain Snuff's booth #625 on the first day of the show—July 20, 2011—from approximately noon until 3:00 PM. Randy will be signing half-size NFL Official Autographable Footballs for the first 144 7-Eleven franchisees (one per store).

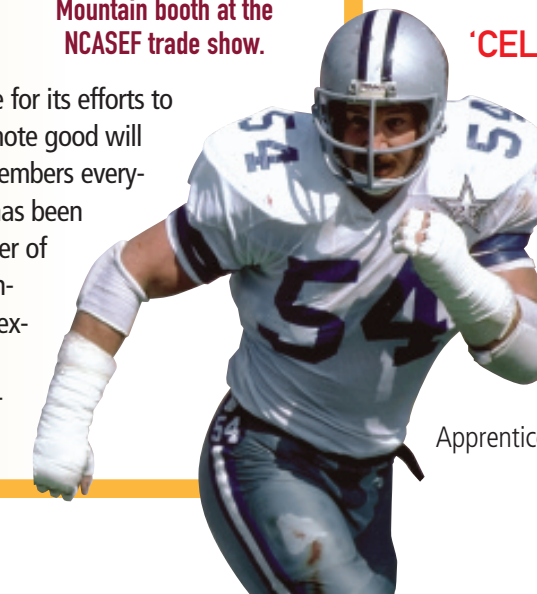


NFL great Randy White will be in the Smokey Mountain booth at the NCASEF trade show.

The entire Smokey Mountain Team wishes to thank the NCASEF as a whole for its efforts to mutually grow our businesses and promote good will amongst National Coalition and FOA members everywhere. Smokey Mountain Snuff said it has been an Affiliate Member and strong supporter of the National Coalition and 7-Eleven franchisees for over 20 years, and it is truly excited about this partnership and looks forward to working with 7-Eleven store-owners in the future.

'CELEBRITY APPRENTICE' FINALISTS CREATE NEW 7UP PACKAGING

7UP tapped into its roots as The Uncola to launch 7UP Retro—the crisp, clean taste of 7UP made with real sugar—with nostalgia packaging designed by "The Celebrity Apprentice" finalists, Marlee Matlin and



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New products and services for 7-Eleven Franchisees

VENDOR FOCUS

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John Rich. The packaging designs, which served as part of the finalists' final task on the show, celebrate the 7UP brand's heritage from the colorful decades of the 1970s and 1980s, and are available nationwide for a limited time only. 7UP also donated \$50,000 to each of the finalists' charities.

Matlin, an Oscar-winning actress and decorated spokesperson for the hearing impaired competed on behalf of the Starkey Hearing Foundation, and created her vision of 7UP Retro through the lens of the glamorous 1970s. Award-winning singer, songwriter and producer John Rich, who competed on behalf of St. Jude Children's Research Hospital, created a campaign inspired by the 1980s with bold zebra stripes.



Celebrity Apprentice 7UP Retro packaging will be available for a limited time.

DIET SNAPPLE TROP-A-ROCKA TEA A PERMANENT OFFERING

Snapple has announced that due to continued consumer demand Diet Snapple Trop-A-Rocka Tea has become part of the brand's permanent product offering. Diet Snapple Trop-A-Rocka Tea, which was co-developed by Bret Michaels, blends healthy green tea and tasty black tea with pear, cinnamon and mango flavors to create a rockin' taste with low calories.

From the moment the limited-edition Diet Snapple Trop-A-Rocka Tea became available last year, it was apparent Snapple and Michaels had created a fan favorite. The flavor remains one of



Popular Diet Snapple Trop-A-Rocka is now a permanent part of the Snapple lineup.

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EXTRA STRENGTH GRAPE 5-HOUR ENERGY

Consumers and retailers demanded it, and now here it is. Introducing Extra Strength Grape, the newest flavor from 5-hour Energy.

Extra Strength Grape is the eighth variety of the world's #1 energy shot brand, and the second in its best selling Extra Strength line. It's available in single serve as well as 4-packs and as part of the popular 9-box rack. Counter displays and floor displays are also available, such as:

Extra Strength Grape is 5-hour Energy's latest line extension.

• The 120-Bottle Mixed Two-Sided Floor Display (McLane UIN 676908) containing 60 bottles each of Extra Strength Berry and Extra Strength Grape.

• The new Extra Strength "Flavor Sensation" Counter Unit Display (McLane UIN 676916) with 48 bottles each of Extra Strength Berry and Extra Strength Grape.



SUN DROP CITRUS TARGETS MILLENNIALS

Through a massive multi-year partnership with Dr Pepper Snapple, Sun Drop citrus soda is now available to 7-Eleven stores nationwide. Sun Drop offers thirst-quenching flavor with an authentic citrus taste, and is targeted at millennials (male and female) ages 15 to 24—a consumer target shared with 7-Eleven.

Introduced in 1928, Sun Drop has a strong heritage in the Citrus segment as the first citrus soda in the USA. Non-Colas continue to grow share and make up 54 percent of soft drink sales nationally in the convenience channel, and Citrus is the largest non-cola flavor segment. Sun Drop is already a strong performer where it has widespread distribution. In Nashville c-stores, Sun Drop is the #2 Immediate Consumption SKU in the soft drink category with a 28 percent volume share in this market, behind Mt Dew.

Sun Drop is available in Regular and Diet 20-ounce, 2-Liter and 12-packs. A national media campaign to promote Sun Drop includes TV ads running until August 2011, as well as online media and social networking until November and sampling until September.



A full line of trash bags exclusively designed for 7-Eleven Franchisees

Clear color bags

Large 2 ft COFFEE BAR liner Bags per roll: 225



SLIN: 530340
UIN: 482620

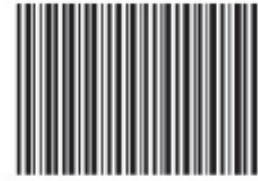


42x34, 40-gal

Small 1 ft BEVERAGE BAR liner

Bags per roll: 300

SLIN: 530207
UIN: 482414



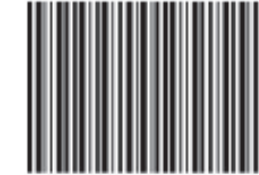
32x34, 30-gal

Black color bags

KING KAN "Square" outside

Bags per roll: 100

SLIN: 530471
UIN: 482331



50.5x46, 50-gal



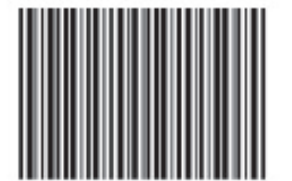
65-gallon can

Bags per roll: 75



52x49, 65-gal

SLIN: 530173
UIN: 048231



COFFEE BAR & ROUND OUTSIDE Bags per roll: 110

Northeast area

SLIN: 530072
UIN: 018853



30x46, 32-gal



ROUND OUTSIDE

Bags per roll: 125

SLIN: 530044
UIN: 482380



37x46, 44-gal



CASH REGISTER & RESTROOM AREA Bags per roll: 225

SLIN: 530472
UIN: 482497



32x46, 32-gal



Custom designed for the Franchisee



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VENDOR FOCUS

continued from page 100

the most frequent topics on the Snapple Facebook page, and fans have passionately campaigned to keep Diet Snapple Trop-A-Rocka Tea available.

ABB'S SPEED SHOT NOW AVAILABLE AT 7-ELEVEN STORES NATIONWIDE

ABB Performance announced that the company's Speed Shot Intense Energy drinks will now be available in 7-Eleven stores across the country. Speed Shot is an 8.5-ounce double-dose energy shot with beta-Alanine added to support physical stamina. Until recently, customers had to go to a gym, fitness center or health retailer to purchase Speed Shot. The company said its availability through 7-Eleven stores is certain to broaden the horizons of energy drink consumers everywhere.

7-Eleven customers in the state of Colorado will also have the opportunity to purchase ABB's Speed Stack energy drinks, as well as Pure Pro 50 high-protein shakes. The Fruit Punch and Grape flavors of Speed Stack are sold in distinctive 18 ounce Powergrip bottles while the Milk Chocolate and Vanilla Bean flavors of Pure Pro 50 are packaged in 14.5 ounce resealable Alumi-Tek bottles.



ABB's Speed Shot, an 8.5 ounce double-dose of liquid energy.



SALADO SALES DEALS AT NCASEF TRADE SHOW

The National Coalition of Associations of 7-Eleven Franchisees will soon be holding its 36th Annual Convention and Trade Show, and Salado Sales will be there to help boost sales. It's an opportunity to profit from great promotions and bundles, featuring high-quality products that deliver incredible profit margins and keep your customers coming back for more. Visit their booth, to take advantage of bundles and promotions:



- "Accelerate Your Profits" Bundle—40 percent savings on Road Tech wipes and air fresheners
- "Bundle Up on Savings" Bundle—14 percent savings on Road Tech antifreeze and CVP firelogs
- "Get a Grip on Savings" Bundle—32 percent savings on Work Fare gloves
- "Get Healthy Profits" Bundle—33 percent savings on CVP cough and cold remedies
- "Drive Up Profits" Bundle—18 percent savings on Road Tech oils and wipes
- "Grow Your Profits" Bundle—23 percent savings on baby products
- Double S Dips Promotion—Savings on tasty Black Bean, French Onion, Stadium Style Cheddar and Salsa Con Queso dips

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SLIM JIM DARE FLAVORS OFFER ESCALATING SCALE OF SPICY

ConAgra Foods brand Slim Jim is turning up the heat in the meat snacks category and presenting a spicy new challenge for its fans—three new flavors from a new line of products called Slim Jim Dare. The spiciness of the flavors escalates from Kinda Hot Chili Pepper to Freakin' Hot Jalapeno and tops out with Really Freakin' Hot Habanero. Shipping now, retailers can offer these new flavors on store shelves for the suggested retail price of \$1.39. Slim Jim will continue to bring hot and spicy flavors—the fastest growing flavors in salty snacks—with plans to extend the Dare line in the future.



New Slim Jim Dare escalates the spicy side of meat snacks.

During a BuzzBack Concept Test in September 2010, the new flavors saw more than 90 percent liking and purchase intent of 80 percent. The Dare is captured through the packaging—new die-cuts for the caddies with "billboards" on top identifying each level of heat and black packaging that connotes quality. The packaging helps Dare stand out on shelf, break up the c-store rack and really differentiate it from both its competitors and from existing Slim Jim lines. A volcano-shaped countertop display aims at driving impulse purchases from its position next to the register at the front of the store, with an additional feature of buy 2 get 1 free.



Together Feels Better.

Stock and sell Libigrow and Libigirl today and increase your front counter profit.



Millions of satisfied (and I do mean satisfied) Libigrow and Libigirl customers come back to buy again and again. They tell us they are more confident and satisfied with their sexual pleasure. They tell us Libigrow and Libigirl dietary supplements heighten libido, increase their sexual sensitivity and deliver more powerful orgasms.



New Libigrow & Libigirl 36-count 3-tier tower with new Libigrow XXX for men.



Your Libigrow distributor has complete range of package counts and displays available in single-count and 3-count capsules, plus the new Libigrow Love Pack. Your Libigrow distributor will help you set up the combination that's right for your stores.

Two distinct brands for distinctly different customers.

libigrow

libigirl

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KRETEK INTERNATIONAL, INC.

HIGH PROFIT BRANDS. FAST RETAIL TURNS

VENDOR FOCUS

continued from page 102



Drop by the Salado Sales booth for great show deals.

• Summer Products Promotion—Savings on lighter fluid, charcoal briquettes, instant light and BBQ-in-a-bag charcoal, aluminum foil and more

Salado Sales, a subsidiary of McLane, researches, develops and distributes quality control label products to retailers. The cost to you is low, so you can offer attractive prices to your customers while keeping gross margins and penny profits high. To learn more, visit www.saladosales.com.

LUZIANNE IS READY-TO-PROFIT

New to 7-Eleven store shelves are naturally brewed Luzianne Teas from Reily Foods, a family-owned business since 1902. Luzianne Teas are made with real Luzianne tea leaves, artesian water and pure sugar cane, and have a fresh brewed taste. Available in 16-ounce bottles and six delightful flavors—Sweet Tea, Diet Peach, Lemon, Raspberry, Green Tea With Mint, And Diet Sweet.



JACK LINK'S BEEF JERKY REVISITS PAST WITH NEW PRODUCTS

Jack Link's Beef Jerky pays homage to days gone by with the launch of its new Classics line and two new steak flavors.

Jack Link's Classics—With both tender strips and savory beef sticks in the new product line, Jack Link's Classics offer consumers a classic taste at a classic price. The vintage-inspired red, black and white packaging that stands out on shelf at retail is pre-priced at 99 cents for a



1.02-ounce original beef stick; two for \$1.00 beef sticks, 0.45-ounces per stick; or \$2.99 for a 2.5-ounce package of tender strips beef jerky. The Classics line is available to retail partners in a complete line of open stock and displays for both count goods and jerky, including floor shippers, gravity feeds and—playing off of the Classics' theme—a Mason Jar-inspired caddy display.



Jack Link's Classics line and new steak flavors appeal to consumers' tastes and budgets.

Jack Link's Steakhouse Recipe Beef Steak—Jack Link's new Steakhouse Recipe Beef Steak provides consumers with convenience, satiety and guilt-free snacking, all wrapped up in the savory taste of a steak with all the trimmings. This on-trend flavor profile combines the mouth-watering taste of grilled steak, a special blend of seasonings, sautéed mushrooms and caramelized onions for a better-for-you snacking experience. The jumbo 2-ounce Steakhouse Recipe Beef Steak is available nationwide for a suggested retail price of \$2.79. Retailers may choose from caddy or countertop displays.

Jack Link's Oven Roasted Smoked Turkey Strips—Jack Link's new Oven Roasted Smoked Turkey Strips offer consumers the home-cooked classic flavor of mom's Sunday dinner in a convenient, grab-n-go 2-ounce package. Made with tender cuts of turkey, Jack Link's Oven Roasted Smoked Turkey Strips are naturally low in fat, calories and carbs, for a healthier snacking option. Available in caddy and countertop displays, the jumbo strips are available now for a SRP of \$2.79.



NEW XYIENCE XENERGY FLAVORS IN LIMITED EDITION CANS

Xyience, maker of Xenergy—the official energy drink of the UFC, announced the addition of Fruit Punch to its Xenergy Xtreme lineup of flavors, and CranRazz to its Xenergy Premium

continued on page 106



NCASEF Booth #625
(Acosta Area)



BOLD NEW FLAVOR!

Smokey Mountain Snuff is America's Best Selling Tobacco Free Smokeless Brand

100% Sales Guaranteed
To Order Call (877) SMOKEY2

New Straight Flavor UIN 467969
Classic UIN 498535 and SLIN 320028
Wintergreen UIN 498543 SLIN 430027

VENDOR FOCUS

continued from page 104

line. Both are available in limited edition cans featuring popular UFC fighters.

The refreshing new Fruit Punch is a blend of flavors from natural sources, including cherry, orange and tangerine, making it a healthy option for athletes and fans alike. This flavor is packaged in a limited edition 16-ounce can that features British mixed martial arts sensation Dan Hardy, a UFC welterweight and Xyience team athlete. Hitting shelves in August and available for ordering in July is new Xenergy Premium CranRazz in a 16-ounce can featuring UFC light heavyweight champion Jon "Bones" Jones. Both energy drinks are sugar- and calorie-free.



Xenergy Xtreme Fruit Punch and Xenergy Premium CranRazz in limited edition cans featuring popular UFC fighters.

EYE-CATCHING MAKEOVER FOR MATADOR BEEF JERKY

In August, Matador Beef Jerky by Jack Link's will get a new package design that was preferred 3 to 1 over the current Matador package and scored an impressive 89 percent purchase intent when tested with target consumers. Matador is the No. 2 brand of beef jerky in all channels, and the relaunch is intended to faster turns and incremental category growth.

Matador provides consumers with a uniquely tender style of beef jerky that is easier to bite and chew, in a variety of bold flavors, including Original, Teriyaki, Sizzling Sweet, Smokin' BBQ, and Peppered (new!). Matador also offers consumers a new choice in snack sticks with the perfect balance of taste, heat and snap, available in Original, Mild, and Flamin' Hot flavor varieties.



Jack Link's Matador Beef Jerky gets a new package design in August.

COFFEE MATE CREAMER IS NOW AN APPROVED SSI

Nestle Professional is pleased to announce that Coffee Mate creamers are now approved Store Supported Items. The company added that McLane will continue to carry Coffee Mate creamers as long as franchisees continue to order the items in all Divisions.

Nestle Professional recommends the following ordering process:

- 1) Call your McLane rep to have the order added to your order.
- 2) Have the items added to your next order. Item code numbers:
 - French Vanilla Creamer—UPC 0050000933488, SLIN 341545
 - Sweetened Original Creamer—UPC 0050000933327, SLIN 341578
 - Hazelnut Creamer—UPC 0050000933600, SLIN 341594
- 3) The products will then be added to the order that you specify.

4) After you receive the products you will need to set them up as SSI Cost Of Goods items. It will take approximately two weeks to show up in your MOT system. ■



IT'S COWBOYS VERSUS ALIENS AT THE SLURPEE FOUNTAIN



Coca-Cola's Fanta Berry Lemonade—AKA "Alienade"—is the featured Slurpee flavor during 7-Eleven's "Cowboys & Aliens" movie promotion, running throughout the month of July. A unique blend of Strawberry, Raspberry and Lemonade, "Alienade" was the top flavor pre-tested and scored a purchase intent of 67 percent. The color of Berry Lemonade was the most-liked color, at 36 percent, out of all the flavors tested. Those who preferred Alienade pointed out its blending of flavors, its sweet taste, and its ability to refresh and cool. The "Cowboys & Aliens" July promotion will also feature collector Slurpee cups and straws. Order through McLane (UIN# 654673, SLIN# 130705).



July Slurpee Flavor "Alienade" scored big on taste during testing.



120 Unit Speed Table 21" x 22"



For more information, call us at:
800-234-7480



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Titles

- | | |
|--|---|
| The Hangover | The Longest Yard |
| Happy Feet | The Reader |
| Harry Potter and the Half-Blood Prince | The Sentinel |
| Terminator: Salvation | Tyler Perry's Madea Goes to Jail |
| Walk the Line | Disaster Movie |
| The Golden Compass | Tyler Perry's I Can Do Bad All by Myself |
| Wild Hogs | Ice Age 2: The Meltdown |
| The Hurt Locker | The Mummy: Tomb of the Dragon Emperor |
| The Ant Bully | Bridge to Terabithia |
| Enchanted | Alexander: Theatrical Cut: Disc 2 |
| The Bourne Ultimatum | The Haunting in Connecticut |
| Crank 2: High Voltage | Open Season |
| Blood Diamond | Fireproof |
| He's Just Not That Into You | High School Musical 2 |
| The Departed | The Guardian |
| No Country for Old Men | 88 Minutes |
| Mr. and Mrs. Smith | The Brave One |
| My Sister's Keeper | The Simpsons Movie |
| Pandorum | The Hitcher |
| Pirates of the Caribbean: Dead Man's Chest | Shrek 2 |
| The Spirit | Beverly Hills Cop |
| Pirates of the Caribbean: At World's End | Flightplan |
| The Final Destination | Flyboys |
| Surf's Up | Gridiron Gang |
| The Hoax | House of Flying Daggers |
| Bedtime Stories | My Bloody Valentine |
| Good Luck Chuck | Orphan |
| I Am Legend | Star Wars: Episode III: Revenge of the Sith |
| Letters from Iwo Jima | The Astronaut Farmer |
| Mad Money | The House Bunny |
| Management | Traitor |
| Music and Lyrics | |

Franchise Owner's Association Events

Franchisees and vendors are invited to participate in FOA activities.

San Francisco/ Monterey Bay FOA Dick Newmark Charity Golf Tournament

Castlewood Country Club
Pleasanton, California
July 11, 2011
Phone: 650-906-7936

Columbia Pacific FOA John Wilkerson Memorial Golf Tournament

McNary Country Club
Keiser, Oregon
August 5, 2011
Phone: 541-290-0331

Pacific Northwest FOA Charity Golf Tournament

The Club At Newcastle
Newcastle, Washington
August 10, 2011
Phone: 253-861-6737

Rocky Mountain FOA 3rd Annual MDA Charity Golf Tournament

Broadmoor Hotel
Colorado Springs, Colorado
August 18, 2011
Phone: 719-632-4758

Rocky Mountain FOA Trade Show

Broadmoor Hotel
Colorado Springs, Colorado
August 19, 2011
Phone: 719-632-4758

7-Eleven FOAC Charity Golf Outing

Gleneagles Country Club
Lemont, Illinois
August 24, 2011
Phone: 312-501-4337

San Diego FOA A Day At Del Mar Race Track

Del Mar Race Track
Del Mar, California
August 26, 2011
Phone: 619-713-2411

San Diego FOA Vendor Appreciation Day

Petco Park
San Diego, California
September 7, 2011
Phone: 619-713-2411

TriState FOSE Association Charity Golf Tournament

(Location to be announced)
September 14, 2011
Phone: 301-572-6811

So. Nevada/Las Vegas FOA 12th Annual Golf Tournament

Sierra Gold Tavern
Las Vegas, Nevada
September 23, 2011
Phone: 702-769-2301

Greater Hampton Roads FOA Trade Show

(Location to be announced)
October 13, 2011
Phone 757-870-6709

Metro New Jersey FOA Trade Show

Borgota Hotel and Casino
Atlantic City, New Jersey
October 20, 2011
Phone: 732-500-8194

7-Eleven FOAC Holiday Trade Show & Party

Holiday Inn Skokie
Skokie, Illinois
November 10, 2011
Phone: 312-501-4337

So. Nevada/Las Vegas FOA Table Top Trade Show

Sierra Gold Tavern
Las Vegas, Nevada
November 11, 2011
Phone: 702-769-2301

Metro New Jersey FOA Holiday Party

(Location and exact date to be announced)
December 2011
Phone: 732-500-8194

Columbia Pacific FOA Annual Holiday Party

Embassy Suites, Portland Airport
Portland, Oregon
December 2, 2011
Phone: 541-290-0331

San Francisco/Monterey Bay FOA Holiday Party

Santa Clara Marriott
Santa Clara, California
December 9, 2011
Phone: 510-657-0672

Greater Hampton Roads FOA Holiday Party

(Location to be announced)
December 9, 2011
Phone 757-870-6709

Suburban Washington FOA Holiday Party

(Location to be announced)
December 10, 2011
Phone: 301-572-6811

Rocky Mountain FOA Holiday Party

(Location to be announced)
December 10, 2011
Phone: 719-632-4758

San Diego FOA Holiday Party

Handlery Hotel & Resort
San Diego, California
December 10, 2011
Phone: 619-713-2411

So. Nevada/Las Vegas FOA Holiday Celebration

Sierra Gold Tavern
Las Vegas, Nevada
December 16, 2011
Phone: 702-769-2301

San Diego FOA/ FOA Of Greater LA 2nd Annual Trade Show & Golf Tournament

Pechanga Resort & Casino
Temecula, California
January 18, 2012
Phone: 619-713-2411

Want your FOA event listed here? Send it to AVANTI at avantimag@verizon.net or call 215 750-0178

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National Coalition Board Meetings

Join the National Coalition Board of Directors at a meeting in your area. Member Franchisees are welcome to attend Board Meetings as observers. Call 520-577-8711 for exact times, meeting location and hotel phone number.

National Coalition Board Of Directors Meeting

Paris Resort and Casino
Las Vegas, Nevada
July 15-17, 2011

National Coalition Affiliate Meeting

Disney's Grand Californian
Anaheim, California
October 25 & 26, 2011

National Coalition 2011 Convention And Trade Show

Paris Resort and Casino
Las Vegas, Nevada
July 17-21, 2011

National Coalition Board Of Directors Meeting

Disney's Grand Californian
Anaheim, California
October 27-29, 2011



National Coalition Board Of Directors Meeting

JW Marriott Starr Pass Tucson Resort & Spa
Tucson, Arizona
February 7-11, 2012

Franchise Owner's Association Regional Board Meeting Dates

The following dates show planned regional FOA meetings. All franchisees and vendors are invited. To attend, please call or e-mail ahead to verify meeting dates, times and locations.



7-Eleven FOAC

Phone: 847-971-9457

July 28, 2011—Board Meeting
August 18, 2011—Board Meeting
September 8, 2011—General Meeting
September 22, 2011—Board Meeting
October 20, 2011—Board Meeting
November 17, 2011—Board Meeting
December 15, 2011—Board Meeting

Greater Bay FOA

Phone: 510-589-2575

July 12, 2011
August 9, 2011
September 13, 2011
October 11, 2011
November 8, 2011

FOA Of Greater Los Angeles

Phone: 951-766-7490

July 19, 2011
August 16, 2011
September 20, 2011
October 18, 2011
November 15, 2011

So. Nevada/Las Vegas FOA

Phone: 702-324-0828

August 11, 2011—Board Meeting
August 25, 2011—General Meeting
September 8, 2011—Board Meeting
October 6, 2011—Board Meeting
October 20, 2011—Board/Planning Meeting

Southern California FOA

Phone: 818-357-5985

August 18, 2011
September 15, 2011
October 20, 2011
November 19, 2011
December 15, 2011

San Francisco/Monterey Bay FOA

Phone: 650-996-9479

July 12, 2011
August 9, 2011
September 13, 2011
October 11, 2011
November 8, 2011

Phoenix FOA

Phone: 602-703-0711

July 13, 2011
August 10, 2011

September 14, 2011
October 12, 2011
November 9, 2011
December 14, 2011

Greater Hampton Roads FOA

Phone: 757-870-6709

August 18, 2011
September 19, 2011—Vendor Luncheon
October 20, 2011

Suburban Washington FOA

Phone: 301-572-6811

September 29, 2011

San Diego FOA

Phone: 619-713-2411

July 28, 2011
August 18, 2011
September 15, 2011
October 20, 2011
November 17, 2011

Central Florida FOA

Phone 407-715-1038

June 24, 2011
September 22, 2011



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New Innovation from Wrigley!



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new product innovation



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