

# ARIZONA FOOD INDUSTRY **JOURNAL**



## **Governor Jan Brewer**

February 2010

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## ON THE COVER

Governor Jan Brewer,  
 22nd Governor of Arizona



**(Editors Note:** *In response to a member's suggestion to engage Legislators' thoughts and expertise on issues impacting the Food Industry, what follows is a first in a series of questions asked and answered by the members of the Arizona State Legislature.*)

**THE JOURNAL:** The Food Retail Industry in Arizona with its suppliers and partners represent over 100,000 current jobs. This industry has been a core business in Arizona since we became a state. How is this new economic/job recovery legislation specifically going to help or affect our established businesses in the food retail industry?

**REPRESENTATIVE ANDY TOBIN:** As the former CEO of a manufacturing company, I have always believed that manufacturing will lead Arizona out of this recession. But the state must do more to make Arizona competitive for new business and more importantly to retain and grow existing business. In working with my colleagues in the House of Representatives we have crafted a new approach to Arizona's economic future that is focused on competitiveness.

The House of Representative's Leadership team has looked at the sources of Arizona economic crisis and we have developed some innovative ideas to spur economic growth in this state. In recent years, Arizona ranks second in the nation in jobs lost. Only Michigan with their devastated auto industry has lost more jobs than Arizona. We believe our economy is struggling more than most states because our tax structure punishes capital intensive industries. These industries must be the cornerstone of our economic future. Until Arizona becomes truly focused on promoting manufacturing our economy will continue to struggle.

To create an innovative stimulus package, the Republican leadership hired noted Economist Elliot Pollock to review Arizona's ability to compete for high wage jobs. We have translated his report into a strategic package of economic

reforms that focus on ensuring that Arizona's tax and incentive systems are designed to attract and retain exporting industries like manufacturing.

What we found is that Arizona's property tax system unduly burdens capital intensive industries and our corporate income tax rate is uncompetitive in our region. As part of our long-term tax reform package we will phase down the assessment ratio on business from 20% to 15% over several years and implement a systematic reduction in the corporate income tax. These two steps will put Arizona on a path to competitiveness for the manufacturing sector.

On the economic development side, we are completely retooling the enterprise zone program which provides incentives to based industries that locate in disadvantaged communities. The new enterprise zone program will provide more robust property tax benefits to export oriented industries that make capital investments in our most challenged areas in the state. In addition, we are redesigning the job training that has been dormant because of budget cuts into a program that is less bureaucratic not dependent on the legislative appropriations for funding. Finally, we are authorizing the developing of a deal closing fund that states like Texas have used to recruit the most attractive new business opportunities.

The combined package will help prepare Arizona for the economy of the future.

It has been my honor to serve Arizona and my district. I especially appreciate all your input into possible solutions for this budget crisis and feel a special kinship to this association.



**About Andy Tobin** — Andy was elected to represent District One in the Arizona House of Representatives in 2006 and was re-elected in 2008. After his first term in office he was elected as the House Majority Whip, a position he still holds today. Andy was recognized as the 2007 Freshman Legislator of the Year by the Arizona School Board Association, 2008 Legislator of the Year by the Arizona School Superintendents and was later recognized two years in a row as a Champion of the Arizona League of Cities and Towns. Andy was recognized as the 2008 Legislator of the Year by the Arizona Small Business Association (SBA) and was awarded the Legislator of Year by the Arizona Chamber of Commerce and Industry in 2009.



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# Legislative Reception

AFMA's annual Legislative Reception took on a new look this year. Moving this much anticipated event to a new venue, the Phoenix Country Club was the site of this years' reception honoring members of the House and Senate and their staff. Other special guests who attended the event included Jeff Hatch-Miller, Executive Director of the Arizona State Lottery and Gene Palma along with Dennis Ehrhart and Shawn Marquez from the Arizona Department of Weights & Measures.

And finally, at the eleventh hour, AFMA got a call from the 9th Floor of the State Capitol and Governor Jan Brewer had accepted our invitation to attend!

The Governor was very gracious and mingled freely with members of the Arizona Food Marketing Alliance. Her presence made it clear, Governor Brewer is very much aware of who the Food Industry is and it's impact on the economy in Arizona.

With the growing number of Industry Professionals attending the Legislative Reception, the Food Industry is sending a message to the Capitol that we are engaged in the legislative process. And because of the Industry's growing interest and support, AFMA's voice is being heard at the Copper Dome and getting stronger every day.





1. (l-r) Debbie Roth, Raynetta Hughes, Governor Brewer, Paul Bancroft-Turner and Tim McCabe
2. (l-r) Tim McCabe, AFMA President, Governor Brewer and AFMA lobbyists John Mangum and Trish Hart
3. (l-r) Shawn Marquez, Governor Brewer; Dennis Ehrhart and Gene Palma from the Department of Weights & Measures
4. (l-r) Robert Kubicek, Governor Brewer and Ken Venell with Robert Kubicek Architects
5. (l-r) Tim Richards, ASU; Tim Thomas, The Arizona Republic and Geoff Pofahl, ASU
6. (l-r) Ed Eisele, Holsum; Governor Brewer and Mike Provenzano, Phoenix Ranch Markets
7. Joe Cotroneo, Crescent Crown Dist. and Ken Diehl, Albertsons
8. (l-r) Bruce Landini, Governor Brewer and Louie Diab, Circle K
9. (l-r) Doug Yonko, Hensley; Doug Sanders, Sprouts, and Mark Miller, Hensley
10. (l-r) JoEllen Lynn, Governor Brewer, Jim Nygren and Donna, Tanori, Fry's Food Stores
11. (l-r) Ken Diehl, Christine Wilcox, Governor Brewer, Shane Dorcheus and Mark Blankenship with Albertsons
12. (l-r) T.J. Shope, Shope's IGA; Rep. Frank Pratt and Rep. Russell Jones
13. Rich Jennings, AFMA retired and Rep. Sam Crump
14. Rep. Christopher Deschene and Geoff Stickler, Express Foods
15. (l-r) Mike Provenzano, Phoenix Ranch Markets, Tom Hayden, Western Union, Rep. Olivia Cajero Bedford and Mark Lewis
16. (l-r) Jessica Morin, Phil West, Cathy Kloos and Frank Cannistra, Safeway
17. David Clark and David Singh with 7-Eleven
18. Rep. Patricia Fleming, Bruce Landini, Circle K and Senator Manuel Alvarez



## From Repatriation to the President's Cabinet: Romana Acosta Bañuelos

By Jack L. August, Ph.D.



**R**omana **A**costa **B**añuelos, born in Miami, Arizona on March 20, 1925, appeared destined to live a life of quiet desperation. Her father worked for the Miami Copper Company earning \$3.00 per day, she attended the segregated Bullion Plaza Elementary School built in 1923 for the town's Mexican children, and some of her earliest memories were ones of poverty and destitution. By 1933 the Depression wrought economic havoc on Arizona's copper country miners and Gila County officials and mining company executives arranged for the repatriation of Mexican families whose jobs had disappeared. The Acosta family was one of those repatriated from Miami to Mexico. Young Romana, eight years-old at the time of repatriation, never forgot the humiliation of becoming an unwanted Mexican and joining the migrant stream southward. The family joined relatives in Sonora, Mexico, and continued its struggle for survival. Romana began rising early to tend the crops and helped her mother in the kitchen as well, making empanadas that her mother sold to bakeries and restaurants to make extra money. Romana later recalled that her mother "was the type of woman who taught us how to live in any place and work with what we have." She noted also that her mother was a resourceful businesswoman who presented a strong role model for what a woman could do economically.

Bañuelos married in Mexico at age 16 and had two sons, Carlos and Martin, by age 18, but her husband deserted the family in 1943. She returned to the United States with her children. Some reports speculate she worked in an El Paso, Texas laundry for a time, while others have suggested she followed an aunt to Los Angeles. Most accounts describe Bañuelos arriving in Los Angeles with her children, unable to speak English, and with only seven dollars to her name.

She quickly found two jobs; as a dishwasher during the day and as a tortilla maker from midnight to 6 a.m. Romana soon saved \$400.00 which she used to buy a tortilla-making machine, a corn grinder, and a fan and made \$36.00 on the "factory's" first day of business in 1949. The tortilla venture turned profitable quickly and as

post-World War II Los Angeles boomed with opportunity so too did Romana's tortilla venture. In 1964 she established "Ramona's Mexican Food Products, Inc." and profits continued to grow. There is some discrepancy as to how the business' name came about: some suggest the sign painters made a mistake when spelling "Romana"; others argue "Ramona" was an early California folk hero; and still others believe it was a product of people's unfamiliarity with the name "Romana." Regardless, by the mid-1960s, Ramona's Mexican Food Products, Inc. was thriving and Bañuelos had a daughter, whom she named Ramona after the business.

As her personal and professional success grew, Romana never forgot her repatriation experience and vowed to help the less fortunate in East Los Angeles. In fact, shortly after she formed her food products company she founded the "Ramona's Mexican Food Products, Inc. Scholarship Program" which assisted college-bound Mexican American students. Her public stewardship reached beyond the scholarship program into the realm of community empowerment. In 1965 she and her business partners created the Pan-American National Bank of East Los Angeles. In 1969, Romana became its Chairman of the Board of Directors. Within ten years the Pan-American National Bank held deposits of \$38.8 million and assets of \$41.4 million. Romana received recognition beyond her wildest dreams throughout the business world. She was named "Outstanding Businesswoman of the Year" and Los Angeles Mayor Sam Yorty presented her with an award from the Los

Angeles County Board of Supervisors for her tireless efforts in working to better the lives of the poor in her community.

Romana's business talent drew the attention of President Richard M. Nixon and in 1971 he nominated her for the position of Secretary of the U.S. Treasury and she was confirmed. She became the highest ranking Mexican American in U.S. government during the Nixon administration and "ran the U.S. Treasury as a business and not just another wing of the government." She served until 1974 when she returned to the private sector, where she divided her time between Ramona's Mexican Food Products, Inc. and the Pan-American National Bank of East Los Angeles. By 1979, Ramona's was making and distributing 22 different food products. It had more than 400 employees and sales of \$12 million a year. The company's success was instrumental in the popularization of Mexican cuisine in the United States. As the Hispanic population of the country grew, of course, so did sales of tortillas, empanadas, and many other traditional favorites.

Until recently Bañuelos continued to serve as president of Ramona's and Pan-American National. She has since retired and allowed her children to take over the food products company and the bank. Indeed, from an Arizona copper mining town to repatriation to Mexico to the President's cabinet, Romana Acosta Bañuelos's unlikely rise to national prominence reveals much about her spirit, her ability to overcome personal and institutional prejudice, and the hope inherent in the American dream.

Dr. Jack L. August, Jr. is Professor of Practice in the History of Water Resource Development and Land Use in the American West in the College of Agriculture and Life Sciences at the University of Arizona. He also serves as Executive Director of the Barry Goldwater Center for the Southwest and is Visiting Scholar in Legal History at Snell & Wilmer L.L.P. He is a former Fulbright Scholar, National Endowment for the Humanities Research Fellow, and Pulitzer Prize nominee for his volume, *Vision in the Desert: Carl Hayden and Hydropolitics in the American Southwest* (Ft. Worth: TCU Press, 1999). Dr. August is the author of numerous books on the history of the New American West and has taught at the University of Houston, University of Northern British Columbia, and Northern Arizona University where his courses focused on the American West and environmental history.




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# www.commentary

By Phil Hawkes



## SUPERMARKET SHOPPING STRATEGIES

Even if you don't consciously realize it, you have a shopping strategy when you step into a supermarket. We all do. Your strategy may be dictated by time constraints, it may be determined by your personality or it just might be a result of your mood. So, you have made your decision whether to use a shopping cart or a smaller basket. You have smartly utilized the available disinfecting wipes. Let's see what kind of shopping strategy you adopt today.

**The NBA Fast Break** You undoubtedly have the hand-carried shopping basket for this strategy. Like a basketball fast break, you are moving quickly and anticipating what your next move will be. Your shopping strategy is to go the shortest distance possible to get what you need. This strategy's slam dunk finish is finding a checkout lane with no wait!

**The Tour de France** On those days when you either have the luxury of time or you just feel like leisurely shopping, the Tour de France might be your strategy. This strategy takes you up and down every aisle of the store. (Picture those days of the Tour de France when they race through the Pyrenees Mountains and television follows the windy, back and forth roads from an aerial view).

**Green Acres** Remember that urban TV couple that left the city to hang out at a farm? Well, the Green Acres strategy is for those days when you just shop the produce department. You don't go elsewhere in the store, where those processed foods can seduce you and the junk foods can tempt you. We all should add more Green Acres shopping trips in 2010.

**The Chariot Race** You definitely have a shopping cart for this trip. This is

the store perimeter only shopping journey, occasionally leaving the chariot to dart up an aisle to grab something. You have to be cautious with the chariot racers. They have a competitive urgency about them and will not be denied their desired route through the store.

**Frat House Beer Run** This one is self explanatory and often all about the beer. This shopping strategy has a singular focus. Get in, get the merchandise and get out. If more than just the beer is needed, bring a partner and they can go for the chips and salsa.

**A Day at the Art Museum** You may not ever shop this way, but you see others doing it all the time. These are the shoppers who move through the store slowly and methodically. They stop in front of sections and ponder the assortment, read labels and compare prices. Then they move on to the next section and repeat the process. These folks actually enjoy supermarket shopping.

**The Martha Stewart** Like the venerable Ms. Stewart herself, these shoppers have an agenda. Shopping list in hand, these shoppers have coupons, the market's ad circular and probably a recipe or two with them. Those who adopt the Martha Stewart strategy are also likely to be better dressed than the average shopper.

## THE STORE EXIT STRATEGY

There are only two checkout choices for leaving the store, the traditional one with a checkout clerk and a bagger, and the relatively new self-checkout option. The quality of the traditional checkout experience is dictated by the strategy of which line to choose. Most of the determining factors are obvious. An overflowing basket in front of you is the easiest clue to look for another line. And

there is a direct relationship between the amount of small children in a line and the chance for unexpected delays in the check out process. There are a number of situations to be cautiously pessimistic about when choosing a line. If a Martha Stewart shopper is in line, she will be submitting a fistful of coupons at some point. And the more senior the shopper is in line in front of you, the greater the chance of some unforeseen delay. (like them actually writing a check to pay for their transaction). Also, watch out for large amounts of fresh produce. Even the best of checkout clerks will be challenged to recall the codes for rutabagas and endive.

The self-checkout option calls for common sense, confidence and patience. It doesn't make any sense to get in a self-checkout line behind anyone with more than a few items and even one or two produce items that need to be weighed. It takes confidence to use self-checkout because it requires savvy to follow the instructions and move swiftly so the shoppers in line behind you don't scowl at your inadequacy. And it takes patience because nowhere does it say quick self-checkout. Have you noticed how many obstacles there are to a rapid self-checkout experience? You will need a store clerk's assistance (and it is a big assumption that a clerk will be readily available) for age approval to buy beer, to process your coupons, to override that annoying delay when the screen says something mysterious is in the "bagging area" and to remove that goofy theft prevention thing from the top of a liquor bottle. The last challenge to your efficient self-checkout experience is the lack of consistency as to where to pay and where to retrieve your change and your receipt. There really should be a standard layout for those aspects of self-checkout to make it a quicker process. Because a successful NBA Fast Break shopping trip should always end with an easy lay up.

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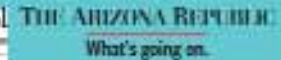
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# A Conversation with Governor Jan Brewer

— By Lisa Schnebly Heidinger —



**W**hen Governor Jan Brewer says the business community in Arizona is the backbone of the economy, and she wants to meet with people to talk about it... she means it. She sat down recently with AFMA President Tim McCabe in her office on the ninth floor of the State Capitol, to discuss issues important to AFMA members.

Chatting informally at first, McCabe reminded the Governor that when he met her, more than a year ago, he asked her which she thought had a better chance of happening: becoming Governor, or the Arizona Cardinals going to the Super Bowl.

Governor Brewer laughed at the memory. "If I remember right, I believe I said, 'The Cardinals going to the Super Bowl.' And as it turned out, both happened."

***"I knew I was in for a very rocky road, because times were tough. I wish it was as bad as I thought it was. It's much worse. We are worse off than any other state in the country."***

McCabe asked Governor Brewer about the process of moving from Secretary of State to Governor, after Janet Napolitano accepted President Barack Obama's invitation to become Director of Homeland Security. "Did you envision that happening? When did you first think you might become Governor?"

"Well, when I campaigned for Secretary of State, I always said, 'It's the second-highest office in Arizona,'" Governor Brewer answered. "I have always believed in full disclosure. We don't have a Lieutenant Governor, which is unusual; a lot of people just assume we do. So knowing full and well the Secretary of State can become Governor, because I lived through a few of those myself, I told voters: 'You need to know what I stand for, what my record is, what I've accomplished over my tenure of being a public official.' So people would know I was ready, if, God forbid, something should happen, that I was ready to take the position. Then the rumors started circulating after the election."

Governor Brewer told McCabe that despite being about as close to the situation as is humanly possible, she heard about her promotion on the radio.

"I heard about it as soon as everybody else. I thought, 'Oh, my Lord. It's happening.' I got on the phone, called a few people and started moving the transition team into high gear."

She said her difficulties began immediately: Napolitano informed her she wasn't leaving office until after making her "State of the State" address. "That slowed up the process, because I couldn't do my budget, and my own 'State of the State,' but she was in charge, and she wanted her swan song. So we had to wait to pack up and move in."

Governor Brewer shared with McCabe that she was called into the office she now occupies once, and given about an hour with then-Governor Janet Napolitano. Then she was on her own.

***"We cannot balance the budget on cuts. Even if we cut everything except what's mandated by the Federal Government, we still can't balance the budget."***

Fortunately for Governor Brewer, she was no novice when it came to either elected office, or a budget crisis.

During her 14 years in the Arizona Legislature (four in the House; ten in the Senate), she served four years as Majority Whip, and was involved in the complexities of budget and finance

When she left, it was to run for the Maricopa County Board of Supervisors.

"I ran because I was very concerned about what was going on. Maricopa County was the fourth largest in the country, and was about to go bankrupt. It was designated the worst-run county in the country, and I thought maybe I could go down there and make a difference. I ran against an incumbent, and won. I served there six years, was elected chairman twice, and turned the county around, I might say, to being recognized as one of the best-run counties in the country."

McCabe asked Governor Brewer if the current budget problems are as bad as she expected when she took office.

"I knew I was in for a very rocky road, because times were tough. I wish it was as bad as I thought it was. It's much worse. We are worse off than any other state in the country. People compare us to California, but we're worse off than California. Not only do we have to cut spending, we need to find new sources of revenue."

While not hand in glove with the current federal administration, Governor Brewer said she did accept stimulus money when it came to unemployment. "It was driven somewhat by the Fed's through the recovery act, so I agreed to accept those stimulus dollars, as long as they didn't have any strings attached to make us support the program. I would do that again to extend unemployment; given that it buys us time to get our house in order."

"We've heard of a possible increase in sales tax," said McCabe. "Is there anything else that might be happening to raise revenue?"

***"The Legislature has been very difficult, but I think now, they get it. We're in the worst recession Arizona's ever faced."***

"Well, we cannot balance the budget on cuts. Even if we cut everything except what's mandated by the Federal Government, we still can't balance the budget. And, people want safety in schools, and prisoners in jails, and the most vulnerable people in our cities need safety nets. The tax most people understand is a temporary sales tax, which would raise, with a penny increase, a billion dollars. But that still won't balance the budget."

McCabe asked if it would be temporary.

"The Legislature could make it temporary, if they so desired, by putting it in the constitution; that it would sunset, and no question about it at all. That would be the end. It's up to the Legislature."

"When you took office, it seemed you clashed with the Republicans in the Legislature as much as the Democrats," McCabe said. "Did that surprise you?"

"Actually, it didn't really surprise me. It goes with the territory. There's always some adversity, and I knew that because I'd served there 14 years. I tried to maintain my demeanor. I tried not to say anything

mean or disrespectful. It was always in the back of my mind that I didn't want to do that."

Governor Brewer and McCabe discussed the vigilance of the media, and commiserated on how quickly mean-spirited or careless remarks are reported. McCabe asked if the Governor has any plans on how to work with the Legislature during the current session.

"The Legislature has been very difficult, but I think now, they get it. We're in the worst recession Arizona's ever faced. For 30 years, their answer has been to roll it over, roll it over. I've got to eliminate 1.4 billion dollars to balance the budget. Not to demean them, but they think they can cut their way out of it, and they can't."

McCabe asked Governor Brewer how she plans to shore up the economic profile of Arizona

***"That's my number one priority: jobs, and looking out for the economic engine that comes from our business communities."***

Governor Brewer said that while attracting new business is very important, it's even more important to reward the ones that are here. "The first thing we did was to put a freeze on changing any rules and regulations that the Feds try to mandate. We need to look at tax reform. We also need to look at, and try to reduce, capital income tax, and personal income tax. We also need to avoid property taxes being increased on business. We've tried to get our arms around that, because we know it's a heavy burden for business to carry that load. That will be a giant step in to the future for business in Arizona. That's my number one priority: jobs, and looking out for the economic engine that comes from our business communities."

"I've already revamped the Department of Commerce totally, to get high-paid, well-skilled jobs into the state. And we've been successful."

She went on to talk briefly about her appointment of Don Cordon to the position of Director of the Commerce Department, and her gratitude to him for leaving his private sector position to serve the state. Cordon's development company was responsible for creating affordable housing communities in Phoenix, Gilbert, Eloy and Winslow. Governor Brewer said that kind of experience has been helpful to her administration.

She added that she values her team tremendously. "I'm honored to have these people in my administration. Paul Sensemen is a huge asset. He comes from a business lobby and a consulting firm. My policy person was one of the leading lawyers at a very prestigious law firm. And Eileen Klein, my Chief of Staff was with United Health Care. I called her boss and said, 'I need her.' He said, yes, he would make a sacrifice, as did many of them."

***"I know people are using a lot more leftovers, making their own creations up, buying exactly what they need and no more. Everyone has been hit."***

And that sense of sacrifice extends across her administration, according to Governor Brewer. "I've been in office 28 years, and have

never seen a staff as dedicated and hardworking as mine here. Some come in at 6:30, and can be here until 10 or 11 at night, Christmas Eve even; they're nose to the grindstone, working hard."

The Governor said her team has been aggressively courting new businesses, and that meetings with businesses considering coming to Arizona have been fruitful. She cited a solar manufacturing company from China, Shutterfly, and a billion-dollar increase in an intel facility in the East Valley as successes that will help the state's economy. She put the number of companies considering coming in to Arizona at 40.

"But it's going to take a while. And government lags a year behind in the real economy."

McCabe commented, "People would say, 'Well, you guys in the Food Industry must be doing pretty good, because everyone's going to the grocery store. But what they don't realize is that people are cherry-picking; buying down, shopping the specials. Turkeys were 39 cents a pound over the holidays, and that's the lowest price in ten years.'"

Governor Brewer nodded. "I know people are using a lot more leftovers, making their own creations up, buying exactly what they need and no more. Everyone has been hit."

McCabe asked if the Governor still goes shopping.

"Not much, because people stop me, and they all have cameras in their phones, and things end up on Youtube. It's a dangerous world out there, with all the technology. The worst is going shopping for clothes in a department store. Women are interesting. You kind of bond when you go shopping. But now, because of the security detail with me, people recognize me, and they really want to be helpful. So customers are running into the fitting rooms with things for me to try on—and they want to see me wearing the things they bring for me to try on." She laughed and shook her head.

Governor Brewer is married to Dr. John Brewer, who she credits with giving her strong support during her entire career. They meet at home after long days and talk about their various challenges and events. With her sons grown and gone, Governor Brewer fills her empty nest with... hummingbirds! She describes not only recognizing but also naming the hummingbirds that come to use the feeder she fills, and what extreme care she takes in preparing their nectar. She also delights in her garden—although she says ruefully she rarely has time to do much gardening these days.

"I have a very nice patio, with flowers all year of every description, so the yard is full of color. My favorite way to relax is sitting out there with a glass of wine, being in the midst of it all."

Besides being an active member of Life In Christ Lutheran Church, Governor Brewer has belonged to many organizations and served on many boards. Some of those are the Arizona Rifle and Pistol Association, Arrowhead Republican Women's Club, the Glendale Chamber of Commerce, Maricopa County SMI Commission, the Westside Food Bank, and the Wickenburg Chamber of Commerce. As far as a vacation, she hasn't taken one since taking office, and she still doesn't have one planned. Right now, the state comes first.

"I always feel challenges are a test of your character. I say to my staff, 'If we do what we believe is right, and tell the people the truth, we can get Arizona back on track.' If in the end I can say I had the courage to do what was right, I hope that will be my legacy."

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Real. Fresh. Ideas.

# Grand Canyon Grocer: Express Food Mart

By Lisa Schnebly Heidinger



**Geoff Stickler** has been in the retail business in Northern Arizona for so long that he literally knows everybody. AFMA fondly refers to Geoff as their ambassador in the North Country. His knowledge of the industry and willingness to communicate with his local city council and

legislators has provided valuable insight to the state trade association. Beginning his career in the grocery industry at a very early age has paid off in spades with the expertise he has garnered over the years. He laughs when he says his first job managing a grocery store was for Babbitt's in Sedona – before he was even old enough to ring up alcohol sales.

Both Stickler's parents worked for the Bureau of Reclamation in Page before and during the Glen Canyon Dam construction, so he grew up primarily there. Because there wasn't a newspaper there yet, Stickler's first job, at the age of 12, was delivering handbills for the Babbitt's grocery store in Page.

"From there I moved up to sorting pop bottles (they didn't have cans yet), got to clean the back room, then work as a carryout boy. Maybe I wasn't the smartest guy around, but I always showed up. We didn't have much money, so I'd work a shift when someone didn't come in. My desire to work, and listening to my supervisors, propelled me into management positions."

From there, Stickler's work ethic and people skills led him to manage Babbitt's stores in Williams and Flagstaff. "Babbitt Brothers Trading Company was good to our family; my older brothers were managers with Babbitt's also. Because of knowledge passed from my brothers to me, and the experience gained from Babbitt Brothers Trading Company, I'm where I am today."

Where he is today, is owning and operating the Express Mini Mart in Tusayan, the gateway to the Grand Canyon. Stickler has run that store with a partner since 1981, and says he knows how blessed he is that he can have

homes both in the Valley and in Flagstaff. While the Northern Arizona boy still loves the Colorado Plateau, "you don't have to shovel sunshine."

Between his years at Babbitt's and his current store ownership, Stickler had a Circle K franchise. But it was back in the day that owners were limited to one store. "I decided if I wanted to get bigger, I'd have to get out. So when Jack Settles retired from his store in Tusayan, we bought it. Since then we've moved it to across the street from the Imax Theater."

That location means that during the summer months, Stickler's customers are about 85 percent tourists. During bad weather in the winter months, his customers are just about all locals.

Stickler smiles as he says his store is in the middle of the tourist district, meaning lots of his merchandise is souvenirs. "We sell lots of t-shirts, souvenirs, as well as convenience items. Right now we're selling plenty of sweatshirts, gloves and ice scrapers. People wake up in the hotel in Tusayan and walk out to find a half-inch of ice on their cars they weren't prepared for."

"Running a business in Tusayan does have some higher operating costs. When we purchased the store in 1981, one of our biggest expenses was the cost of water. All the water had to be trucked in, so we paid six or seven cents a gallon. Every toilet flush costs about 35 cents. The water bills were astronomical. But that's okay; I knew that going in. You adjust to it."

Since Stickler's store is about seven miles from the Grand Canyon, he visits often, and never gets tired of seeing the Canyon. "Every time I go, I see something different. Because I grew up in Northern Arizona, I have hiked the Canyon, hunted on the Kaibab Plateau with my brothers, and I have experienced the Canyon in all seasons."

During the busy summer months, Stickler adds extra staff. Because of employee housing issues, he often reaps the benefits of the employees that are recruited internationally to work at the Grand Canyon National Park.

"These kids are thrilled to find out they're allowed to work two jobs. They have a good work ethic. They work for five months of their six-month work visas, then travel for a month." He's had clerks from the Orient, South America, Russia, and all over Europe.

Despite the fact that he hasn't had to work the register for years, Stickler says that's still one of his favorite things to do at the store. "Many of our customers are from around the world, and I love talking to them. Sometimes I hang around up front just to do that; I can open a second



register when we're busy." Even when he's just buying a cup of coffee while being interviewed, Stickler's affable interest in the clerk shows why customers would find his manner appealing.

Unlike his days as a cashier, however, Stickler is also AFMA's treasurer, and says joining the organization has had a positive impact on his business.

"AFMA is a great voice for the independent grocer, and especially the little guy. We don't have a legal department, or a legislative person in our organization. AFMA has kept us informed of current and future grocery issues. Especially in today's business environment, AFMA is a great resource and a vital part of our company's success."

He also credits earlier board members with foresight and wisdom that is keeping AFMA strong during the tough economy. "They made us very viable; we stack up well financially, when a lot of associations aren't weathering the storm so well. The board members have always taken their fiduciary responsibilities seriously, and now we're fortunate to be able to continue that legacy."

The greatest challenge Stickler faced in his business was when the distributor Fleming closed its doors. "We had supply contract issues, as

well as a lot of legal issues. It almost took us out. But now we have McLane as our primary grocery supplier. Other than the same challenges everyone in Northern Arizona faces, including bad weather, things have been working out very well."

Stickler still has friends from his early days in the grocery business, and like he and his wife, many have homes up north as well as in the Valley. Stickler says his wife retired from teaching in Flagstaff, and they moved to the Valley to be closer to their two daughters and their grandchildren. Being "Boppa" to three-year-olds Colin and Katie is his favorite role. Besides spending time with them, Stickler enjoys golfing. He and his wife love going out to eat, whether with friends in Northern Arizona or the Valley. He also avidly follows the Suns, Diamondbacks and Cardinals. And while he makes his weekly trips up north, he is thankful for the advances in technology that allows him to work at home.

"I can turn on my computer, and see what the cameras in the store are showing. It's just like I'm in the office at the store. I work with great people, and have great friends. I'm blessed, and I know it."





## 2010 Excellence in Leadership Awards Nomination Form

### ELIGIBILITY:

- Must be currently active in Arizona's Food Industry and an active member of AFMA

### QUALITIES OF EXCELLENCE:

- Respected by peers for personal impact on developing the industry's next generation of leaders
- Widely known for enhancing the positive image of the food industry
- Recognized by industry for distinguished leadership in own company, community and civic organizations

**2010 NOMINATIONS** *Please print person's name and company*

**RETAILER:** \_\_\_\_\_

**SUPPLIER:** \_\_\_\_\_

## 2010 Arizona Food Industry Hall of Fame Nomination Form

### ELIGIBILITY:

- Owned, managed, and/or operated retail grocery store(s) or been a supplier to a retail grocery store in Arizona.
- Minimum of five years experience in the food industry.
- Made a significant contribution to the food industry in Arizona through company growth, innovation, customer service, outstanding personal leadership, and community service.
- Held in high esteem by others.
- Been non-active in direct day-to-day operations for a minimum of two years.

**2010 NOMINATIONS** *(Please print person's name and company)*

---

*Please provide your name and contact information for additional clarification:*

**NAME:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

# Education. Advancement.

Want to get that promotion but need a degree? Then become a member of the Arizona Food Marketing Alliance and take advantage of the opportunities available through the Foundation.

Scholarships for Food Industry professionals and their children are within reach. Simply log on the AFMA website at [www.afmaaz.org](http://www.afmaaz.org) and print the appropriate applications.

**Deadline for applications is  
May 1st.**

**Put your membership  
in AFMA to work today!**

602.252.9761  
[droth@afmaaz.org](mailto:droth@afmaaz.org)

**AFMA2010**  
**Legislation. Regulation.**  
**Education.**

# Scholarship. Opportunities.

The Foundation offers two scholarship programs both designed for the full time college student who is enrolled for a minimum of 9 hours at an accredited college, community college or university located in Arizona. The applicant must maintain at least a 2.0 GPA. All applications can be printed from the AFMA website located at [www.afmaaz.org](http://www.afmaaz.org). All applications are renewable each year.

## Scholarship for Food Industry Professionals

Applicants must be actively employed by an AFMA member company for at least one year and pursuing a career in the Arizona Food Industry. Scholarships are renewable each calendar year with a maximum award of \$3,000 in a calendar year. However, the Wayne C. Manning Scholarship is awarded annually at \$6,000.

## Scholarship for the Dependents of Food Industry Professionals

Scholarships are available for dependents whose parent(s) are actively employed by an AFMA member company for at least one year. Dependents are defined as: a subject of legal guardianship during his/her minority, a natural or legally adopted child; and under the age of 23. Scholarships are renewable each calendar year with a maximum of \$1,000 annually. However, the Jim Hensley Scholarship is awarded annually at \$4,000.

*The deadline for  
scholarship requests is May  
1 in any given year.*

## Tuition Reimbursement

Tuition reimbursement is available to individuals actively employed by a member company of AFMA for at least one year and who are committed to a career in the Arizona Food Industry. Classes must be helpful or have an impact on the career of the applicant. Successful candidates are required to maintain a 2.0 GPA or better and provide the Foundation office with appropriate documentation (i.e. receipts) at the conclusion of the class to receive funding.

Further details and application procedures are available upon request by calling the AFMA office at 602.252.9761, emailing [droth@afmaaz.org](mailto:droth@afmaaz.org) or visit the website at [www.afmaaz.org](http://www.afmaaz.org).



## Sunflower To Bloom a Second Time in Santa Fe Focus on “Healthy Values, Naturally!” Embraced by Community

The new year brings a new Sunflower Farmers Market to the city of Santa Fe. As their growth and popularity continues to flourish throughout the West, Sunflower opened its second store in Santa Fe on January 13 with food samplings, giveaways and incredible grocery specials.

The new Santa Fe opening marks the 28th store in the natural food grocery store chain. Grand Opening festivities kicked off January 13 at 6:30 a.m. in front of the new store at Cerrillos Road & Zafarano Drive in San Ysidro Plaza. The celebration featured complimentary breakfast items and a special Sunflower garland-cutting ceremony.

In addition to bringing new jobs to the community, Sunflower also delivers its unique style of grocery shopping, offering all-natural and organic products at affordable prices. This includes local produce, all-natural meats and seafood and a huge bulk selection.

Santa Fe's newest opening comes just after the company's announcement of \$35 million in incremental financing. The funding will be used directly for growth in existing markets in Arizona, Colorado, Utah, Nevada, Texas and in New Mexico. Sunflower forecasts operating more than 50 stores by 2013.

Doors opened immediately after the garland cutting at 7:00 a.m. The first 200 customers on opening day received a FREE reusable shopping bag filled with Sunflower's healthy groceries, valued at over \$50.00, with any in-store purchase. Customers were encouraged to arrive early, as the line typically forms hours before the store opens.

Free samples from virtually every Sunflower department were given away all day, and guests enjoyed complimentary chair massages to relieve their tired muscles. From 11:00 a.m. to 6:00 p.m., the grill sizzled for an on-site barbeque, featuring free samples of all-natural Harris Ranch beef. A kids' activities tent featured cooking classes, crafts and games for kids.

“We are eager to further expand our Serious Food at Silly Prices® grocery store concept in Santa Fe. We bring a high-quality, affordable grocery option to residents. Our produce, meats and seafood are delivered fresh daily, offering a superior way to grocery shop, especially during tough economic times,” said Mike Gilliland, CEO and Founder .

Sunflower operates one additional store in Santa Fe at 199 Paseo de Peralta in the De Vargas Center, which opened in August 2009.

In other Sunflower News....

### New Year, New Consumer-Friendly Programs for Sunflower Farmers Market

*Market empowers families to live a healthier  
lifestyle in 2010*

In January, Sunflower Farmers Market launched a series of new consumer-friendly programs, including a New Year's Nutrition microsite, to provide shoppers a broad range of consumer content, more nutritious lifestyle tips and other valuable features to bring extra value to their Sunflower experience. Sunflower Farmers Market is a Boulder, Colorado-based natural foods grocery chain famous for its “Serious Food at Silly Prices®.”

The program variety includes ways to eat healthier, live better and shop smarter. The Sunflower “Smart Tags Program” is an easy-to-read, color-coded nutrition labeling program formulated by Sunflower's registered dietician, Maya. Started in January, Smart Tags

can be found at all Sunflower Farmers Markets in every department.

Smart Tags were created by using just the facts – and no manufacturer influence – to help families nationwide choose healthier options while learning the basics of good nutrition in one shopping experience. Maya combined the American Dietetic Association's dietary recommendations with her personal passion for whole, real, good food to create criteria for tagging in four areas: **orange** Smart Celiac tags; **red** Smart Heart tags; **blue** Smart Carb tags; and **purple** Smart Weight tags. For Smart Tag criteria, please visit [www.sfmarkets.com/nutrition/smart-tags](http://www.sfmarkets.com/nutrition/smart-tags).

Sunflower has also created a New Year's Nutrition themed microsite, a tool designed to help customers to start and stick to a nutrition plan in 2010. The microsite's features include nutrition tips, healthy recipes, in-store program details such as Smart Tags and Smallest Winner, healthy habits, New Year's resolutions and a calorie calculator. On each page, visitors can print out a variety of downloads, ranging from brochures to recipe cards and shopping lists.

In the past month, Sunflower also launched a new consumer-focused, interactive main website, [www.sfmarkets.com](http://www.sfmarkets.com). This site includes a variety of features that specifically address the needs and wants of the store's customer base:

- **Saving Money:** A comprehensive list of weekly sale flyers by city and state to help consumers stretch their grocery dollars.
- **Healthy Cooking:** Hundreds of recipes, cooking ideas, nutrition tips and entertaining ideas.
- **Access to Online Savings:** The ability for consumers to create their own personalized online account to receive e-mail notifications. These include weekly sale flyers, nutrition news and specials delivered directly to their email inbox.
- **Locations:** Enhanced location listings integrated with Google Maps.
- **Nutrition & Wellness:** Nutrition blogs updated weekly with news, notes and tips from Sunflower's Health & Wellness Educator, Maya, R.D.
- **Store Layout:** Sunflower virtual tours showing each department's in-store layout.

“This fresh new site reflects how today's consumer lives, shops and eats. Sunflower shoppers are looking for ways to not only save on groceries, but also for ways to eat healthier on a daily basis. We have given that dynamic information and more to our customers through the launch of the new website,” said Sunflower Farmers Market President, Chris Sherrell.

Weekly sale flyers are posted on the site every Tuesday morning by 10 AM Mountain Standard Time, giving shoppers the ability to peruse the flyers before the print ad breaks on Wednesday. Sunflower encourages shoppers to plan early and shop the sales on Double Ad Wednesday (when previous and current sale flyers overlap, giving customers virtually twice the number of items on sale).

Sunflower Farmers Market currently has 28 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, and Texas (operated as Newflower Farmers Markets). For more information, please visit [www.sfmarkets.com](http://www.sfmarkets.com).

### About Sunflower Farmers Markets

*Sunflower Farmers Markets ([www.sfmarkets.com](http://www.sfmarkets.com)) is a rapidly growing chain of full-service grocery stores offering consumers the highest quality natural and organic products at the lowest possible price. The company, founded in 2002, is a pioneer in developing the emerging value segment of the natural and organic foods retailing industry. They have remained true to their motto “Serious Food...Silly Prices®” since the market's inception. The company has 28 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, and Texas (operated as Newflower Farmers Markets).*



## QuikTrip 'Invades' Tucson

As reported in CSP Daily News, January 18, 2010

## Mission Possible: Reay's Ranch Stores raise more than \$141,000 to Benefit Arizona's Children Association in Southern Arizona

In January 2009 the employees of Reay's Ranch Investors' Super Stop and Minit Market Convenience Stores and Gordon's IGA Markets in Southern Arizona challenged themselves to a Mission Impossible. Their goal, should they choose to accept, was to raise \$100,000 to benefit vulnerable children and families served by Arizona's Children Association in Southern Arizona. The team went into action.

First, they sold \$1.00 placards at their stores, which raised \$53,217. Next was the first annual Reay's Ranch Golf Tournament at The Preserve Golf Club at SaddleBrooke, which raised \$37,000.

With only \$10,000 to go to their goal, the Reay's Ranch Investors team placed canisters in their Super Stop, Minit Market and Gordon's IGA stores for three weekends, and asked customers to donate their change. The stores raised \$33,742.

Amazingly, having topped their \$100,000 goal by more than \$23,000, the team took on a new mission. Employees made weekly donations through a new payroll deduction program. More than 72% of the employees signed up and raised \$17,674.

At the completion of the mission, Reay's Ranch employees had raised more than \$141,000 to benefit Arizona's Children Association.



(L to R) Fred Chaffee, President & C.E.O Arizona's Children Assoc.,  
Richard Couch, C.O.O. & General Mgr. Reay's Ranch Investors,  
Miguel Quezada, Director of Development, Arizona Children Assoc.

"Reay's Ranch employees are very special people who work hard and achieve what they set out to do," said Rich Couch, COO and General Manager of Reay's Ranch Investors. "We were blown away with the generosity of our customers, vendors and employees who took on a difficult mission and made it look easy. We never forget who these activities will benefit and how important Arizona's Children Association services are in the communities where we operate stores."

**Reay's Ranch Investors** owns and operates 46 stores including convenience stores, 2 IGA markets, A&W Restaurants and Subway stores in central and Southern Arizona. The company offers full management services to investor owned convenience stores including 24/7/365 responsibility and accounting services.

**Arizona's Children Association** was founded in 1912, as Arizona Children's Home Association, to care for homeless, neglected and dependent children. For more than 97 years the agency has stayed true to its mission of Protecting Children and Preserving Families, serving more than 45,000 children and their families in all 15 counties in the state each year. Visit the Arizona's Children website at [www.arizonaschildren.org](http://www.arizonaschildren.org).

Last month, QuikTrip opened its first convenience store in Tucson, AZ. This is the first of the Tulsa, Okla.-based convenience chain's four combination gas station and convenience stores set to open in Tucson before late April, said the report. But there likely are many more to come, it added.

QuikTrip, a privately held company with 537 stores in nine states, has opened 70 stores in the Phoenix area since 2000, company spokesperson Mike Thornbrugh told the Daily Star. He said he could not comment, for competitive reasons, on the company's Tucson expansion beyond the first four stores, but he said QuikTrip typically comes in to "build as many as the market will hold."

Construction is already under way on new stores, the report said.

Out front are eight pump islands, each able to serve two vehicles, and ample parking on both sides of the building. At other QuikTrips, there may be as many as 10 pump islands. Inside, the new 24/7/365 store is a "shrine to guilty food" and a "fair amount of healthful fare," said the report.

It has about 18 feet of roller grills slowly spinning hot dogs, sausages, taquitos and other tubular foods; cases of fresh-made doughnuts, muffins and other pastries; banks of smoothie, milkshake and Freezoni machines; five coffee blends; flavored cappuccino dispensers; and a dock-sized soda fountain featuring Coca-Cola products.

It also has fresh fruit, yogurt and granola cups and freshly made sandwiches on whole wheat, honey wheat or even berry wheat bread (260 to 340 calorie count).

The point of selling gasoline is not just to bring people in to make money on the stuff they buy inside, nor to just make money on huge volumes of gasoline sales, Thornbrugh said. "They're both profit points. We're not a not-for-profit business. We do sell a lot of gas. We sell almost 1.8% of the gasoline sold in the United States—just shy of \$8 billion sales revenue for fiscal 2008. But we have really concentrated on the inside. We spend an awful lot of money on our inside presentation," he told the paper.

Gasoline sales have been driven by more than price at QuikTrip, said Thornbrugh, who added that the company's compliance with the auto manufacturers' "Top Tier" rating system (for gasoline additive standards) makes its gasoline a draw. Top Tier is a rating endorsed by Audi, BMW, GM, Honda, Toyota and Volkswagen. And QuikTrip is actually listed in those manufacturers' owners manuals.

There is also a companywide guarantee that QuikTrip will make good on damages caused by standard gasoline bought from its pumps.

Thornbrugh declined comment on e-store competitors, except to say being privately held allows QuikTrip to do some things the others may not be able to do. QuikTrip management is "not interested in impressing investors on Wall Street," he said.

He said QuikTrip provides health and other benefits, including a matched 401(k) plan, to all full-time employees.

"Our average manager of a store is getting close to \$70,000 a year. And what we consider the average store employee—a 2A, or second assistant manager—in the upper thirties," Thornbrugh said.

The company asks a lot of its employees. They look sharp, and they get incentives based on snap inspections of their facilities, including the usually dreaded restroom checks. QuikTrip's are expected to be clean.

# AFMA BOARD PROFILE



**Bette Taylor** is a Co-Owner of Food Town IGA located in Eloy, Arizona and has served on the AFMA Board of Directors for 1 year.

Bette is fairly new to the grocery business beginning her career in 1999 as an Office Manager at the Food Town IGA. She advanced through the company becoming Store Manager and ultimately responsible for the buying decisions for low cost, value priced grocery and general merchandise items. She became a Co-Owner in 2007.

When asked why she serves as an AFMA Board member; Bette replied, "I wanted to get a new perspective of the grocery business and all that it encompasses."

When not in the store, Bette spends her time maintaining her home. She straps on the tool belt and takes care of business! Her friends call her "Tool Time Taylor" since she always has a project going and regularly purchases power tools at her local Home Depot.

## INDUSTRY CALENDAR

March 4, 2010  
AFMA Golf Classic  
We-Ko-Pa  
Fort McDowell Yavapai Nation

April 17-21, 2010  
89th Annual WAFC Convention  
JW Marriott Desert Springs  
Palm Desert, CA

May 10-13, 2010  
FMI 2010  
Mandalay Bay Convention Center  
Las Vegas, NV

November 19, 2010  
Excellence in Leadership Awards  
Downtown Sheraton  
Phoenix, AZ

## 9 Ways to Identify Fraudulent Coupons

Coupon use is on the rise and so is coupon fraud. From 1986 to 2001, the non-profit Coupon Information Corp (CIC) reported only two cases of investigated or prosecuted fraud. That figure rose to just nine in 2007. From 2008 to the middle of 2009, 93 such cases were reported and the numbers are expected to rise as the recession drags on.

The availability of Internet coupons is blamed for a large portion of these fraud cases, costing the industry tens of millions of dollars. So how does this fraudulent activity affect someone using coupons legitimately? Stores are more frequently refusing suspicious-looking coupons, such as coupons with smudged Universal Product Code (UPC). Some major stores now refuse to accept any online coupons, closing off a money-saving avenue for many with verifiable coupons.

One of the best ways to reduce coupon fraud, making things easier for all of us, is for consumers to recognize and refuse suspicious coupons. Here are some tips that will help savvy coupon users spot a fake coupon.

1. The UPC is suspicious: A UPC consists of a bar code and numbers placed at the bottom of each coupon. Bar codes include 12 numbers that represent different things. The first digit represents the actual coupon; the next five numbers identify the manufacturer; followed by three digits indicating the family code assigned to the product by the manufacturer; the proceeding two digits represent the coupon's value; and the last digit is known as a "check digit" that tells the cashier how to validate a coupon.
2. No or little redemption data: All online coupons should include the "small print" information found on traditional coupons. This includes an expiration date.
3. Too easy to access: Most legitimate Internet-based coupon services require registration or subscription to access coupons. Consider the source before downloading.
4. Too good a deal: Out-of-this world deals are likely fraudulent. Manufacturers and retailers simply don't offer \$200 coupons on a \$300 product.
5. Photocopied coupons: It's illegal to photocopy or scan a coupon. You can tell if a coupon has been scanned or copied then uploaded to a web site by visiting the manufacturer's web site. If that site doesn't have printable coupons, it's likely the original coupon is fraudulent.
6. Fake printed coupons: These are easy to spot as they're usually printed on thin, cheap computer paper and look faded.
7. Up-front fees: You shouldn't have to pay money before receiving coupons. Up-front fees suggest a fraudulent coupon.
8. Longer than normal expiration dates: Coupon distributors have steadily decreased the number of days you can use a coupon. Be wary of coupons with an expiration that is more than 30 days out.
9. One-sided print coupons: Newspaper, magazine and insert coupons should have print on both sides.

If you come across a coupon scam, send your records and any mailing envelope to the Coupon Information Center, P.O. Box 320224, Alexandria, VA 22320



# Golf Classic

Arizona Food Marketing Alliance  
**March 4, 2010**

18200 East Toh Vee Circle • Fort McDowell, AZ 85264

**Co-Chairs**

- Bruce Landini  
Circle K
- Justin Ogburn  
Fry's Food Stores
- Bill Lewis  
Arizona Cardinals
- Ken Diehl  
Albertsons
- Doug Sanders  
Sprouts Farmers Market
- Dan Tennessen  
Arizona Cart Retrieval
- Paul Smith  
Coke
- Chip Radossevich  
Daisy Brand
- Randy Ong  
Sunflower Farmers Market

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**Your Day Will Include:  
 Cholla and Saguaro courses and Cash Prizes**

- 8:00** a.m. .... Check-in/Continental Breakfast/Tee Gifts
- 9:30** a.m. .... Shotgun Start
- 3:00** p.m. .... Lunch/Awards

**Entry Form**

Corporate Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Street: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Participants**

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Name: \_\_\_\_\_ Company: \_\_\_\_\_

(please check)

Team (Foursome) ..... \$ 4,000  
 Individual ..... \$ 1,200

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Arizona Food Marketing Alliance

# Golf Classic

March 4, 2010

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72 Teams/First Come, First Served