

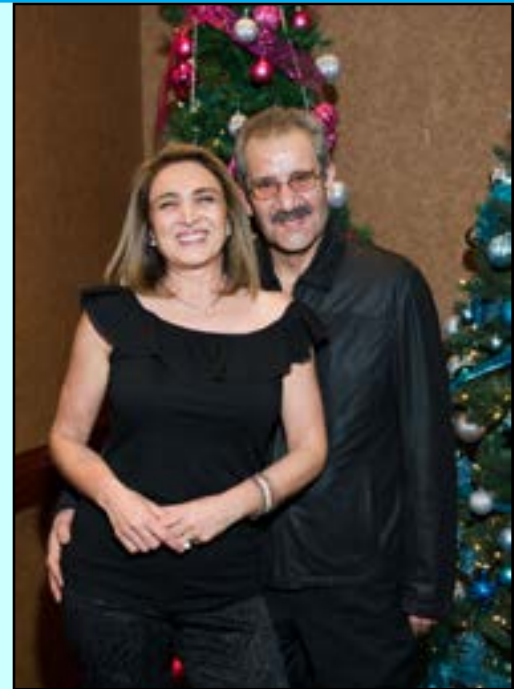


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1st Qtr, 2013



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# Message From The President



## Presidents Report

Winter 2013

Your Columbia Pacific FOA is proud to announce our newest Board of Directors members: Harbhajan Ghotra, Portland, and Tim Jewsbury, from Bend. Congratulations to Harbhajan and Tim, both of them bring a wealth of experience to the Board. Welcome Aboard!

Thanks go to the 20 Franchisees that attended the general membership meeting on January 15<sup>th</sup>. We spent quite a bit of time developing a list of topics that include merchandising, accounting and maintenance issues that will be discussed with Brad and Lisa. Thanks to Mo Avishan for spearheading this project. We are scheduled to meet with Brad and Lisa in April to discuss these issues, and we will keep you informed about the results.

I am writing this report from the 7-Eleven Experience at the MGM Grand in Las Vegas. The main theme from SEI is the focus on Foodservice and the “20% by 2015” foodservice sales goal. Look for new, innovative products from the Fresh Food Innovation team in 2013. We viewed a project that has been several years in the making, and will be tested in Market 2363 before it goes nationwide: Shelf Tags. Grant Allen, former Portland Market Manager, is heading up the team putting this program together. The feedback from Franchisees about this program has been overwhelmingly positive. There were many other interesting products, including a 16 oz. Coke can that changes colors when the can is at 38 degrees and will be exclusive to 7-Eleven, an exclusive ice cream flavor from Ben & Jerry’s, a breakfast pizza, hot cinnamon rolls for the hot food stores, I even sampled a blueberry taquito! This was a very informative trade show and everyone that attended gained new knowledge about our products. There were also many opportunities to attend seminars on how to utilize the 7-Eleven system and the tools that SEI provides.

I hope to see everyone at our local Trade Show on Friday, April 15<sup>th</sup>. We promise a bigger, better, and more profitable show than last year!

Bill Huffman

The Columbia Pacific FOA is proud to recognize the Affiliated Members. THANK YOU for your support of our Franchisees Members and our community interests!



For more information on Affiliate Membership with Columbia Pacific FOA, please contact Jerry Crippen at [jcrip5734@clearwire.net](mailto:jcrip5734@clearwire.net).



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<sup>3</sup> IN TOTAL US — CONV YTD ENDING MAY 27, 2012



# MARIJUANA IN THE WORKPLACE?

## WEEDICULOUS!

By Jeff Burgess, Program Coordinator, Technical Assistance for Employers

Bureau of Labor and Industries

Has your zero-tolerance drug free workplace policy gone up in smoke with recent relaxation of Marijuana laws? The answer is no. Washington and Colorado voters have recently passed ballot measures legalizing the recreational use and possession of marijuana. Nine states and the District of Columbia have also now allowed the use of medical marijuana, despite the fact that it is still illegal, listed as a schedule I controlled substance under the federal Controlled Substances Act. These state laws generally provide immunity from state and local criminal prosecution under certain circumstances. They do not provide employment protection, however. And they do not provide protection against federal criminal prosecution, so users would be wise not to light up or even possess marijuana on federal lands, including USFS, BLM, national parks, courthouses, military installations and wildlife refuges. In Oregon, the issue was raised in the case of *Emerald Steel Fabricators v. Bureau of Labor and Industries*, 348 OR 159 (2010). In that case, an employee was asked to submit to a drug test. He pulled out his state-issued medical marijuana card and was fired on the spot. The employee filed a disability discrimination complaint with BOLI's Civil Rights Division and the Commissioner found in his favor, determining that the employer failed to engage in an interactive process to determine if there were alternatives to medical marijuana that would mitigate the employee's symptoms. The Court of Appeals affirmed, but the Oregon Supreme Court reversed, primarily for two reasons:

1. The medical marijuana law provides immunity from state and local criminal prosecution but does not provide employ-

ment protections

2. The federal law has supremacy over the state law. Marijuana, even medical marijuana, is still unlawful to possess or consume under federal law. Neither state nor federal disability laws require employers to accommodate the use of illegal drugs at work or at home.

Does that clear the air? Still in a bit of a haze about all of this? That is understandable. Although simply stated, the current posture of employment law is filled with nuance. Good employers are fair and reasonable. That makes for good employment relationships and will hold you in good stead before courts and agency investigators. If an employee tests positive for marijuana and presents a medical marijuana card, consider having that interactive disability discussion even if the law does not strictly require it. Consider alternatives to medical marijuana, including leaves of absence, substitute medications or even Marinol (synthetic equivalent to delta 9 THC, the psychoactive ingredient in marijuana). Marinol is costly and has the same side effects, but is FDA approved and legal with a prescription in all 50 states. Be aware, too, that abusers can combine marijuana and Marinol and that testing to distinguish between them is expensive. If you have a drug free workplace policy, you should remind your employees (in writing) that it is still a violation of your policies to use marijuana on or off the clock. Be vigilant for signs that employees are under the influence and document your observations. Be careful about voluntarily accommodating employees' use of medical marijuana. Some

studies link marijuana use to increases in workplace injuries and accidents. If the major contributing cause of the injury is marijuana, even medical marijuana, workers' compensation benefits may be denied unless the employer permitted, encouraged or had actual knowledge of such use. ORS 656.005(7)(b)(C). There is also the potential for third party claims if an employee causes injury to another while under the influence. Finally, employers with federal contracts may lose funding if they do not provide a drug free workplace, and DOT regulations may also restrict your ability to accommodate the use of medical marijuana at work for some employees. Nevertheless, we are intruding on employee privacy by conducting drug testing at work. Drug testing is permitted, but should be done fairly and carefully. Give employees and candidates for employment fair warning that they are subject to testing well in advance so that they can conform their conduct to your reasonable expectations. It may take 30 days or more to clean out one's system. Have your policies and practices reviewed by an attorney. Stick to the letter of the policy. If testing is random, keep it truly random. If it is for cause, be clear in your documentation of the facts that establish cause. Otherwise, your well-intentioned policies may go to pot and you could be held liable for invasion of privacy! For more information about this subject and a full schedule of seminars and other services provided by the Technical Assistance to Employers program, visit our website at [www.oregon.gov/BOLI/TA](http://www.oregon.gov/BOLI/TA) or call 971-673-0824.





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\*Source: Major Retailer Shopper Card Insights, 52 weeks ending 8/4/12. Store-weighted average in divisions where Strongbow distribution exceeded 50%.

# Supersized court challenge to New York City's ban on big, sugary sodas

By Joseph Ax | Reuters



Reuters/Reuters - Benjamin Lesczynski, 8, of New York, takes a sip of a "Big Gulp" while protesting the proposed "soda-ban," that New York City Mayor Michael R. Bloomberg has suggested, outside City Hall in ...more New York July 9, 2012. REUTERS/Andrew Burton

NEW YORK (Reuters) - The beverage and restaurant industries on Wednesday urged constitutional overreach that burdens small businesses and infringes upon personal liberty.

The ban, scheduled to go into effect in March, outlaws the sale of sugary drinks larger than 16 ounces from New York City's restaurants and many other eateries in an effort to combat obesity. City officials have said they will not begin imposing \$200 fines on offending businesses until June.

James Brandt, a lawyer for the American Beverage Association, which represents companies like Coca-Cola, PepsiCo and Dr Pepper Snapple Group, told Manhattan Supreme Court Justice Milton Tingling that the ban, approved last September by the city's health board, represents an illegal end-run around the city council.

"What makes this ban patently offensive is that the regulation at issue is promulgated by the Board of Health, a group of civil servants who are not elected by the citizens, who are appointed by the mayor of New York and as a practical matter serve at his discretion," Brandt said.

City attorney Mark Muschenheim, however, said the health board has the legal authority to pass regulations to protect the "safety, health and well-being" of the city's residents.

The ban is the latest initiative in Bloomberg's years-long quest to use the city's regulatory power to improve public health. During his tenure, the city has outlawed smoking in bars and restaurants; required chain restaurants to post calorie counts; and barred the use of trans fats in food preparation.

The city has defended the rule as a reasonable measure to address the growing problem of obesity.

"There is an association between sugary drinks and obesity," said Thomas Merrill, a lawyer for the health department.

Tingling did not indicate when he will rule, and Brandt said the plaintiffs will soon move separately for an emergency stay.

Minority organizations like the NAACP and a New York pro-business group have filed court papers in support of the challenge, expressing concern about the ban's potential impact on small and minority-owned businesses. Several city council members also oppose the regulation.

Meanwhile, public health advocacy groups have joined in the city's defense.

Brandt told Tingling that the ban favors certain businesses at the expense of others. The regulation only applies to food service businesses under the aegis

of the health department, which means convenience and grocery stores will not be affected.

Cup and bottle manufacturers have complained that many of their products barely run afoul of the ban. A 500-milliliter glass bottle, for instance, used by certain drink makers, is 16.9 ounces, while "16-ounce" cups are typically a shade larger so that restaurants don't have to fill them to the brim.

The ban exempts drinks that contain more than 50 percent milk, which means milkshakes or high-calorie frozen coffee drinks will also be allowed, Brandt said.

"You'll be able to go into a 7-Eleven and buy the biggest Big Gulp you want, but you're not able to go to a Sabrett hot dog stand and buy a 20-ounce Coke or Pepsi," Brandt said.

But Thomas Merrill, a lawyer for the health department, said the regulation may not be a "silver bullet" but represents a positive step in reducing obesity.

"The perfect cannot be the enemy of the good," he said.

Brandt also warned that the ban, if allowed, could eventually lead to even more restrictive regulations.

"What comes next? Red meat twice a week but no more?" Brandt said. "No jay-walking?"

Tingling interrupted him with a smile.

"For the record, counsel, jay-walking is illegal," he said, drawing laughs from the gallery.

The case is *New York Statewide Coalition of Hispanic Chambers of Commerce et al. v. New York Department of Health and Mental Hygiene*, New York State Supreme Court, New York County, No. 653584/2012.





Columbia Pacific **JOHN WILKERSON MEMORIAL** 7-Eleven FOA

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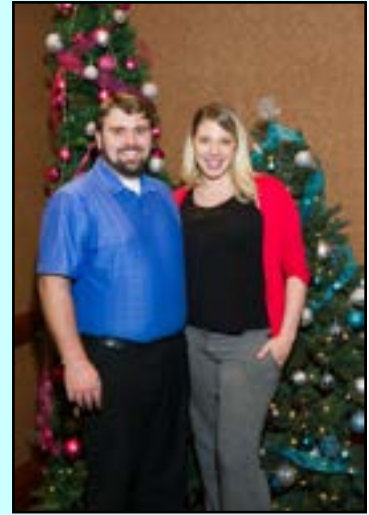
# *Christmas Party 2012*







# *Christmas Party 2012*



# Is This the End of the Soft-Drink Era?

By MIKE ESTERL

Coca-Cola Co., PepsiCo Inc. and Dr Pepper Snapple Group Inc. have struggled to reverse the decline in soda consumption in the U.S., where shoppers increasingly reach for water, coffee, and other drinks.

Now they have a bigger worry: soda revenue.



*Soda firms have focused on new zero- or low-calorie sweeteners.*

As U.S. consumption steadily slipped over the past eight years, the beverage giants typically were able to raise prices enough to keep soda revenues from America's favorite drink growing. But soda sales at U.S. stores declined in the second half of last year—including during the holidays, when partygoers normally pay up to gulp more.

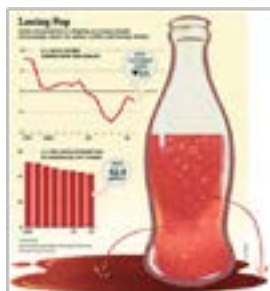
Now industry analysts wonder if the downturn in sales is here to stay.

"The question from here is if that is the new norm," Steve Powers, a beverage analyst at Sanford C. Bernstein, said of the latest store sales numbers.

Soda companies raised prices aggressively in 2011 after commodity costs surged. Prices were increased a bit in late 2012, but volumes fell even more sharply.

Sugary bubbles have become a lightning rod in the U.S. for consumer health concerns, such as diabetes and obesity. Meanwhile, baby boomers are aging, and soda's traditional target market—youth—is often turning to water, energy drinks and coffee instead.

Soda sales declined 0.6% last year through Dec. 30 to \$28.70 billion at U.S. stores tracked by SymphonyIRI Group. In volume terms, sales dropped 1.8%.



The pace of decline got worse later in the year. Sales, in dollar terms, skidded 2.5% in the 12 weeks ended Dec. 30 from a year earlier, and were down 2.8% when

counting just December, according to the market-research firm, after soda makers raised prices, further damping demand. By volume, sales fell 3.55% in the 12-week period and 4.9% for December.

The data don't include sales of soda in restaurants, vending machines, and some other venues. Industry insiders say taking those outlets into account, overall soda sales revenue likely rose slightly last year—but barely.

While Coke, Pepsi, and Dr Pepper Snapple have all aggressively expanded their portfolios to include faster-growing products like sports drinks and fruit juices, a prolonged drop in U.S. soda revenues would represent a serious blow. Soda represents nearly 25% of the U.S. beverage market. Its massive scale has also guaranteed profit margins for decades.

About 60% of Coke's revenue in the U.S. is derived from carbonated soft drinks, compared with about a quarter at PepsiCo. More than 70% of sales at Dr Pepper Snapple, the No. 3 player, are from soda and about 90% of its revenue is from the U.S. Unlike Coke and PepsiCo, though, it hardly sells any cola, which has suffered steep declines.

Coke and PepsiCo together spent about \$20 billion in 2010 to acquire their biggest U.S. bottlers, increasing U.S. exposure and thinning profit margins.

Last week, citing falling soda volumes, Bernstein cut its recommendation on Dr Pepper's stock to hold from buy and trimmed its earnings and share-price estimates for Coke and PepsiCo. Stifel Nicolaus also trimmed its 2013 earnings estimate for Coke.

The companies say their fortunes are far from grim. Soda is posting healthy growth in many parts of the world, providing a boost for Coke and PepsiCo, which draw about 60% and 50% of their revenue from abroad, respectively.

Their newer drinks also are profitable and growing strong, they say. Last year Coke acquired control of coconut water brand Zico and dipped its toes in U.S. dairy for the first time, buying a stake in the maker of Core Power, a workout recovery shake.

Sales of PepsiCo's Naked juice brand rose about 25% last year, and tea and coffee sold through joint ventures with Lipton and Starbucks are posting healthy growth.

"I think we can all be optimistic about the business we're in," Sandy Douglas, Coke's global chief customer officer, said last month.

PepsiCo is investing hundreds of millions of dollars in marketing to turn around its U.S. soda business after losing market share to Coke. In 2010, Diet Coke unseated Pepsi as the No. 2 domestic soda by volume, behind Coca-Cola. Investor calls to split PepsiCo's better-performing snack business from its beverage business could return if there is no sign of improvement.

Coke launched new television ads this week to counter consumer concerns about obesity and moves by officials to restrict soda sales. New York City planks to cap portion sizes for soda at many retail establishments in March.

The ads argue that soda shouldn't be singled out for weight gain and encourage Americans to have "fun" burning off calories through dancing and other activities.

The soda companies also are working to develop zero- or low-calorie natural sweeteners that better mimic the taste of full-calorie sodas. But the going has been slow, keeping diet soda's share of the overall soda market at around 30%. One candidate, based on the stevia plant, can leave a bitter aftertaste in some sodas, particularly cola.

Indra Nooyi, PepsiCo's chief executive, said her company has made "enormous progress" the last two years as it experiments with sweeteners and is 90% closer to a breakthrough. "Unfortunately, the last 10% is the toughest part," she acknowledged in December at a conference hosted by Beverage Digest, a trade publication.

-Continued page 21-





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Special K™ Protein Shake – French Vanilla	194837	245581

# Retailers May Begin Charging Swipe Fees on Credit Card Purchases

By Wise Bread | U.S. News & World Report LP – Fri, Jan 25, 2013

If you've started taking a closer look at your budget for the New Year and are trying to scale back some of your extra expenses, don't overlook your credit card statements for extra fees in the near future. The consumer advocacy group Consumer Action advises consumers to be on the lookout for "checkout fees" that some retailers may be tacking on to credit card transactions starting January 27. While this practice is banned in 10 states, consumers are encouraged to be on alert for these fees that would legally be passed from merchant to consumer. Here's what you need to know:

**How credit card swipe fees work.** Last summer, a settlement following a lawsuit that was filed in 2005 against MasterCard, Visa, and some financial institutions made it possible for merchants to impose a "checkout" fee that would amount to about 2 to 3 percent of purchases charged to a credit card. This has been an ongoing battle involving banks and major credit card companies including MasterCard and Visa, and on January 27, merchants in the United States and its territories will have the option to add a surcharge to either all credit card transactions they process or to certain types of credit card transactions.

From a consumer's perspective, now may be a good time to consider how much credit and debit payment systems are benefiting them.

Retailers have long been complaining about swipe fees where credit card processors charge a fee to the retailer every time a customer uses a credit card to pay for their purchase. After the settlement and new agreement, some retailers would be permitted to impose a surcharge for credit card purchases.

Before the class action settlement, Visa and MasterCard prohibited retailers from adding a surcharge to consumer credit card purchases. Now, retailers have the option of charging a checkout fee. In the event of a return, the prorated surcharge could be refunded as well.

**Who will charge checkout fees?** Ultimately it is up to each retailer to determine what the price of certain products and services are, and what types of payments they accept. Consumer Action reports that retailers are still required to limit their fees and the typical charges will range between 1.5 and 3 percent of the credit card purchase. Retailers are also required to disclose what the fees are on the customer receipt and post signs that they are imposing checkout fees on credit card purchases. Checkout fees vary from card to card, so retailers must also disclose the fact they are not imposing any charges that are higher than the costs they assume to accept different types of cards. Consumers shopping with these merchants should be aware there is an added charge to the transaction and can make their purchasing decisions accordingly.

Retailers are permitted to offer discounts to consumers who choose alternative methods of payment, such as paying with a card from a specific card network or paying with a non-rewards credit card. However, they must still disclose any discounts and other incentives they are offering.

**How consumers can handle checkout fees.** Several organizations and consumer advocacy groups have voiced their complaints about these upcoming changes, and organizations such as Consumer Action are providing resources for con-

sumers to better understand these changes. Knowyourcard.org is one such website that outlines what people can expect in the oncoming weeks as the outcome of the settlement goes into effect.

Savvy consumers may consider paying only with cash for larger purchase and even finding ways to negotiate prices if they are able to pay with cash. For example, shopping with a merchant or retailer that has a low sales volume may give the consumer more room to negotiate, since the seller may be keen to lower the price if the consumer agrees to pay with cash or a debit card. Finding alternative methods of payment may be the best way to keep costs of that next purchase as low as possible.

Ten states have laws restricting any type of surcharge fees: California, Colorado, Connecticut, Florida, Kansas, Maine, Massachusetts, New York, Oklahoma, and Texas. Any consumer who suspects a violation related to credit card surcharges should get in touch with the state Attorney General's office.







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To start your annual membership, please contact AAA Oregon/Idaho @ 800-425-8630. To receive your reimbursement check for AAA Basic Membership, please complete the form below, attach a copy of your AAA Oregon/Idaho receipt and submit to the Columbia Pacific Treasurer.



### We Need Your Help!

We are asking all stores to please contribute the donation of their counter canisters to the Columbia Pacific 7-Eleven Scholarship Fund. This will enable us to replenish the fund and continue to help college students with the cost of their education. Please make your check payable to the Columbia Pacific 7-Eleven Scholarship Fund and mail to the Columbia Pacific Treasurer.



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Find your name in one of the advertisements and win \$100.00. If you find your name, sign the page, before the next magazine is published, and submit the form below with the signed page to the Columbia Pacific Treasurer.

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# **2013 Columbia Pacific FOA Trade Show**

The 2013 Columbia Pacific FOA Trade Show has been announced for Friday, April 19, 2013. The trade show will be held at Double Tree Hotel (Lloyd Center) in Portland Oregon. The Trade Show hours are 11:00 am to 3:00 pm.

The Trade Show will be limited to sixty booths to allow ample time for franchisees to visit every booth to take advantage of the deals offered. There will be the opportunity to win raffle prizes for attending as well as raffle prizes from the vendors. **Oregon & SW Washington franchisees will receive \$100.00 per store for attending.\***

Franchisees and their managers are invited to attend.

More specific information about the Trade Show and online registration is available here:

<http://www.columbiapacificfoa.org/franchisee-registration/>

\* One person must check in for each store and visit all the booths to qualify for \$100.00 per store. For example, if someone has 3 stores; 2 managers and a Franchisee can check in and receive total of \$300.00 at the end of the day plus lunch and a chance to win great prizes.



# 8 Surefire Ways to Demotivate Your Employees



Ever notice how a new employee's enthusiasm eventually wears off? In 85% of companies, employees' morale significantly drops off after their first six months on the job, according to a survey from Harvard Management Update.

For the most part, enthusiasm is determined by work environment, and it can be fostered or hindered by you—the boss. Employee motivation experts say the best way to keep employee enthusiasm moving forward is to “first, do no harm.” At a minimum, don't do anything that demotivates your workers.

Check out eight demotivators below.

**1. Public criticism.** Pointing out a worker's mistake in front of others rarely yields a good response. Though some managers think public reproach keeps everyone else from making the same

mistake—it usually just makes everyone feel bad.

- 2. Failing to provide praise.** If employees feel like their hard work goes unnoticed, they'll start to wonder why they're working so hard in the first place. Be sure to offer praise, both privately and publicly. Even small things, like a thank-you card or a “good job” email work. (See also: [How to Thank Employees When You Can't Afford a Bonus.](#))
- 3. Not following up.** Have you ever solicited ideas, asked what employees think about a policy, or asked your team to draft a proposal? If so, be sure to relay the results, even if the ideas or proposals don't go anywhere. Asking employees for input without acknowledging it shows a lack of respect.
- 4. Give unachievable goals or deadlines.** Once employees realize they won't be able to get something done, they'll think, “What's the point? I'm going to fail.” Provide goals and deadlines that are challenging, but not impossible.
- 5. Not explaining your actions or sharing company data.** Just because you hold the cards doesn't

mean you should hide them. Explaining the big management decisions will help employees understand your perspective—and they'll respect you for it. Likewise, sharing key company data such as revenue and profits validates staff contributions.

- 6. Implied threats.** If an employee is producing sub-par work, it's OK to let them know your expectations. But it's not OK to threaten their job—especially if you're threatening the entire team in a public setting. A “do this or else” attitude often has the opposite effect when it comes to motivation.
- 7. Not honoring creative thinking and problem solving.** When employees take initiative to improve something—a company process or an individual task, for instance—don't blow it off. Instead, take a good, hard look at their suggestion. Don't ignore it, or you risk losing that employee's creativity in the future.
- 8. Micromanagement.** Perhaps the worst demotivator is micromanaging. Employees need to feel trusted and valued to succeed—and micromanaging communicates the opposite.

## Baby Born at 7-Eleven, All the Best Birth Plans Include a Coke Slurpee

By Kim LaCapria

A baby born at a 7-Eleven in Florida is doing well, and his parents are quite amused at the tyke's impatient and interesting entrance into the world.

The baby born at a 7-Eleven on June 23rd had been en route to the hospital with parents Chad and Tye Malley when he essentially started asking, “are we there yet?” Mom Tye initially thought the pair would have plenty of time to get to their destination, but baby Cais had other plans.

The baby born at 7-Eleven's hasty arrival began when Tye's water broke two blocks away from her house. By the time she and Chad reached the Palm Bay 7-Eleven,

Cais was ready to make an entrance in the car's backseat of the Malley family's 2007 Ford Expedition.

Tye and Chad are parents to a 6-year-old and a 2-year-old already, so Tye was able to tell after her water broke that things were moving rather quickly. While not always a signal that baby arrival is imminent, Tye soon found herself giving birth in the 7-Eleven parking lot while onlookers watched.

She explains that her baby was insistent on being born at the 7-Eleven:

“I started to get panicky at that moment. I just knew that we weren't going to make it... I kept yelling at [Chad], ‘Baby's com-

ing. Pull over!’ You know, he's yelling at me, ‘Don't push! Whatever you do, don't push!’”

(A command that has worked on women in labor probably exactly zero times in world history.) Luckily for all involved, Tye Malley's husband is an EMT, and baby Cais made it safely into the world, forever to be known as the baby born at 7-Eleven.

Mom and son were taken to the hospital finally, and weighing in at nearly 10 pounds, the baby born at 7-Eleven has been nicknamed “Big Gulp.”

# 7-Eleven Asks Portland-Area Customers to Spread Joy Through Toys

## Donors receive coupons for free foods, drinks at 110 locations

CSP Daily News | December 12, 2012

**PORTLAND, Ore.** -- To make sure kids at Doernbecher Children's Hospital receive a toy this holiday season, approximately 110 7-Eleven Inc. stores in the greater Portland, Ore., area are collecting new, unwrapped toys and games through Dec. 16, in their first "Give a Smile to a Child" toy drive.

Bright red collection boxes are located in all participating stores.

Each person who donates will receive a collection of coupons for free 7-Eleven goods such as glazed donuts, Big Bite hot dogs, Go-Go Taquitos, coffee, Big Gulp and Slurpee drinks. The offer is limited to one set of coupons per guest, while supplies last.

"The toy drive is a first-time effort for us, and we want to encourage our cus-

tomers to make sure no child who is a Doernbecher patient goes without a toy this Christmas," said Brad Slade, 7-Eleven market manager. "So if you give a gift to our toy drive, we will give you coupons for free 7-Eleven goodies. Our goal is to make the holidays happier for everyone."

7-Eleven stores in the following Oregon and Washington cities are participating in the toy drive:

- Oregon: Portland, Gresham, Tigard, Tualatin, Beaverton, Aloha, Sherwood, Hillsboro, Forest Grove, Salem, Keizer, McMinnville, Wilsonville, Woodburn, Milwaukie, West Linn, Lake Oswego, Oregon City, Canby, Clackamas.
- Washington: Vancouver, Camas and Ridgefield.

A list of toys from the Doernbecher Wish List is attached to each collection box and on the hospital's website. Suggested items include rattles and teething toys, early development and learning toys, board books in English and Spanish, light and sound toys, card games, Duplos, Legos and Lego kits, cars and trucks, popular action figures, art and craft kits, Play-Doh kits, Washable Crayola markers and crayons, newly released DVDs (PG-13 and lower) video games (rated E preferred) and controllers and popular athletic team merchandise.

Dallas-based 7-Eleven operates, franchises or licenses more than 9,400 stores in North America; it has approximately 48,000 stores in 16 countries. During 2011, 7-Eleven stores worldwide generated total sales close to \$76.6 billion.

## 7-Eleven Turns Focus to Fresh, Healthier Options

**DALLAS** -- Long known as the home of the Slurpee and Big Gulps, 7-Eleven Inc. is changing things up by adding more fresh and healthy food offerings to its convenience store offerings.

Over the last year, the retailer has introduced a line of fresh foods and downsized some of its fare by creating portion-size items, the *New York Times* reported. The c-store retailer's goal by is to have 20 percent of sales come from fresh foods in its American and Canadian stores, up from about 10 percent currently, according to a company spokesman.

"We're aspiring to be more of a food and beverage company, and that aligns with what the consumer now wants, which is more tasty, healthy, fresh food choices," said 7-Eleven's President and CEO Joseph M. DePinto.

Consumer trends and demands are changing to focus more on healthier food options, and the convenience store industry has taken notice -- especially in light of increased competition from supermarkets and quick-service restaurants. Fresh foods

can also offset losses from a major profit driver in the channel -- cigarettes. Fresh offerings present a significant markup in a fast-growing category, according to the newspaper.

"If you can figure out how to deliver consistent quality and the products consumers want, fresh food is attractive because margins are higher, and it addresses some of the competitive issues you're facing," said Richard Meyer, a consultant for the convenience store industry. "But it's not easy to do."

7-Eleven has been selling fresh food since the late 1990s. But much of its innovation has been limited to the variety of hot dogs spinning on the roller grill or the breakfast sandwiches beneath a heating lamp, according to the news report.

To help with its focus shift, 7-Eleven has put together a team of culinary and food science experts to study industry trends and develop new products.

"We're working to create a portfolio of fresh foods," said Anne Readhimer, senior

director of fresh food innovation, who joined the company in May from Yum Brands, where she had worked on the KFC and Pizza Hut brands. "Some will be for snacking, some for a quick meal, but we hope everything we offer our guests is convenient and tasty."

In addition to adding new items to the menu, the Dallas-based retail chain is re-vamping existing products. For example, customers can now buy jelly doughnuts and tacos in mini sizes.

"There are definitely customers who want healthy options, but there are also lots of customers who are excited about the new sandwich options that aren't low calorie -- and mini-doughnuts are doing very well," said Lori Primavera, senior manager of fresh food innovation at 7-Eleven, who previously worked for Food and Drink Resources, a consulting firm for restaurant companies.

7-Eleven operates, franchises and licenses approximately 8,030 stores in the United States and Canada.





# Dates to Remember:

## Columbia Pacific 2nd Qtr 2013 BOD Meeting

Thursday, April 18, 2013  
Doubletree Lloyd Center  
1000 NE Multnomah St  
Portland, OR 97232

## Columbia Pacific Trade Show

Friday, April 19, 2013  
Doubletree Lloyd Center  
1000 NE Multnomah St  
Portland, OR 97232

## Columbia Pacific 3rd Qtr 2013 BOD Meeting

Thursday, August 1, 2013  
McNary Golf Club  
155 McNary Estates Dr. N.  
Keizer, OR 97303

## Columbia Pacific Golf Tournament

Friday, August 2, 2013  
McNary Golf Club  
155 McNary Estates Dr. N.  
Keizer, OR 97303

## Is This the End of the Soft-Drink Era?

-Continued From Page 14-

Last year, PepsiCo rolled out nationally Pepsi Next, an artificially sweetened, mid-calorie version of its flagship cola. More recently it tweaked its artificially sweetened, zero-calorie Diet Pepsi to improve shelf life. Coke began testing naturally sweetened, low-calorie versions of Sprite and Fanta in some U.S. markets last summer. Dr Pepper Snapple is rolling out artificially sweetened, 10-calorie versions of 7-Up, Sunkist and three other sodas this year after launching a 10-calorie version of Dr Pepper in 2012.

But such efforts have yet to turn soda's fortunes. Pepsi Next and Dr Pepper 10 each have less than a 1% market share and Coke's last big diet cola launch, Coke Zero, was in 2005. Some industry observers think soda companies haven't done enough on other fronts to win back drinkers.

"They're so focused on a sweetener event that they've neglected more traditional innovation like flavors and functions," said Mark Swartzberg, a beverage analyst at Stifel Nicolaus.

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**You could win an Electronic Tablet**  
The top three 7-Eleven runner-up stores (2nd-4th), with the highest % increase\*\* in dollar sales over the base months in the previous year for all Perrier and SanPellegrino Sparkling Fruit Beverages single-serve items\* from October 2012-March 2013 wins.

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The top 7-Eleven store within each of the 13 zones with the highest overall dollar sales of Perrier and SanPellegrino Sparkling Fruit Beverages single-serve items\* from October 2012-March 2013 wins.

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Perrier 5-Liter PET Citrus (SKU #04446)  
Perrier 5-Liter PET Pink Grapefruit (SKU #04447)  
SanPellegrino 330-ml, Lemon (SKU #04448)  
SanPellegrino 330-ml, American Berry (SKU #04449)

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THIS PROGRAM IS NOT OPEN TO THE FOLLOWING: Regions only open to 7-Eleven (including owned stores in the 10 United States and the District of Columbia that purchased a minimum of 3 cases per month of Perrier Sparkling Natural Mineral Water, 5-Liter PET bottles and SanPellegrino Sparkling Fruit Beverages 330-ml, cans (Multiple-serve SKUs). In any combination, during the time period of October 1, 2012 through March 31, 2013 ("Base Months").  
Valid where prohibited. Store eligibility and sales of eligible SKUs will be determined by Sponsor in its sole discretion based on data pulled from 7-Eleven. It will be awarded to the 7-Eleven franchise owner of each winning store who meets all at least 27 years of age at the time of prize award. Odds of winning a prize depend on the number of stores eligible to receive a prize and the sales of Perrier and SanPellegrino single-serve SKUs during the period of October 1, 2012 through March 31, 2013. Look for full terms and conditions in your program materials or visit [perrier-santopellegrino.com](http://perrier-santopellegrino.com). SP000001, Perrier Water North America Inc., 122 Long Ridge Road, Stamford, CT 06902.  
\*Single-serve items include any Perrier Sparkling Natural Mineral Water, 24.0-oz bottles and SanPellegrino Sparkling Fruit Beverages 330-ml, cans.  
\*\*Percent increase from 7-Eleven for the 2012-March 2013.  
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## Workers' Compensation, Excess Property, Excess Liability From Aon Risk Services

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## 7-Eleven Sues In-Store TV Provider

### Says Digital Display Networks owes chain \$4.6 million

CSP Daily News | October 25, 2012

**DALLAS** -- 7-Eleven Inc. claims in court that Los Angeles-based Digital Display Networks owes it \$4.6 million for digital ads in the chain of convenience stores, according to a Courthouse News Service report.

Dallas-based 7-Eleven sued Digital Display Networks in Dallas Federal Court. It claims that under a 2008 agreement, Digital Display

agreed to provide a turnkey network of high-definition video monitors to display in-store and third-party advertisements.

A year later, the parties entered into a network services agreement in which Digital Display agreed to pay \$99 a month for each connection it used on 7-Eleven's broadband network, according to the complaint.

"In essence, DDN needed access to 7-Eleven's broadband network to operate the digital signage and advertising network," the complaint states, according to the report. "Without access to 7-Eleven's broadband network, DDN would not be able to operate its digital advertisement network."

7-Eleven said it has not been paid since November 2011, and that Digital Display owes it more than \$4.6 million.

"DDN acknowledged and agreed that the network services agreement would automatically terminate should DDN fail to pay at least \$2 million of the outstanding balance owed to 7-Eleven on or before Oct. 1, 2012," the complaint states. "The \$2 million payment was never received."

7-Eleven seeks actual damages for breach of contract, according to the report.







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