

EXECU E-NEWS

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ANITA AND VINNY SAN ANTONIO, RHODE ISLAND, TO RETIRE

Anita and Vinny San Antonio have just announced that they will be retiring from the Rhode Island Food Dealers Association, effective October 1, 2009. Anita has served as the President of RIFDA for 12 years, and Vinny has been her valued assistant for 8 years. Prior to coming to RIFDA, Anita was the Executive Director of the East Greenwich Chamber of Commerce for 10 years.

A Member of FIAE's Board, Anita has been an active, valued, and highly respected member of FIAE. Among her peers, she and Vinny are viewed as two of the best loved people in the association – constant in their commitment; always there; and helpful in every way. They will be so missed by everyone. However, we wish them much happiness and good health as they retire to their home in Florida, and insist that they join us in Florida next year for the 2010 conference. We cherish their friendship and will forever keep them in our thoughts and our hearts.

And Anita's message to us:

"Vinny and I are very happy about this new chapter in our lives called 'retirement'. We look at this time of our lives as a new beginning, Chapter I."

"It is hard to have to leave all those that we have spent so many happy hours with, but we will have all those memories. Many of those memories come from the FIAE conventions that I have been privileged to attend for the past 11 years and to serve on the Board."

"Vinny and I want to thank all of you for your help and friendship these past years. It has been just amazing how all of you have welcomed Vinny into the circle of FIAE and made him feel part of everything."

"Thanks to all of you. FIAE is a wonderful group. Keep up the great job you do for all of us."

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TRENDS

Retail Store Health Clinics

According to the National Conference of State Legislatures, a growing number of communities are allowing local retail health clinics. Also known as *convenient care clinics*, these clinics are located within supermarkets and drug stores. Although only Minnesota had retail clinics in 2000, now about 1,200 retail clinics are spread over 37 states. They are generally open seven days a week; no appointments are necessary, and visits normally take 15 to 20 minutes.

According to the Convenient Care Association, the top conditions treated at these clinics are sore throat, common cold, flu symptoms, cough and sinus infections.

Pros. They are relatively affordable. A growing number of private health insurance companies and Medicare will cover and reimburse clinic visits and some have waived copayments. Clinics can help people avoid emergency rooms and the high costs associated with them. For those who work, their hours of operation are convenient.

Cons. Some physicians and groups have raised concerns about the clinics disrupting continuity of care, quality of care, and the protection of the consumer.

State Action. State regulation of retail clinics has been limited. Only Massachusetts has a comprehensive regulatory framework for retail clinic operations. Other states such as Florida, New York, Illinois, Rhode Island and Tennessee have addressed certain concerns such as the ability of non-physician providers being able to practice independently of a physician; the relationship between the drugstore companies and retail clinics; and whether tobacco should be sold in a retail store with a clinic. For more information: www.chcf.org/documents/policy/HealthCareInTheExpressLane. Also, www.ncsl.org/programs/health/retailclinics.htm.

Social Networking

Everyone is doing it. Twittering, joining a Facebook group, linking up to LinkedIn, or posting their video on YouTube. It used to be that businesses could just market their services with advertising and public relations, but with the popularity of “social networking” businesses now have greater opportunities to get their message out, but it is also making them feel overwhelmed.

Rhonda Abrams, President of The Planning Shop, and publisher of books for entrepreneurs writes an article in USA Today on Social Networking Strategies, where she lists a number of advantages and limitations of social networking sites and provides us with a “handy-dandy” field guide to social networking sites as they relate to your business or association. To read go to: http://www.usatoday.com/money/smallbusiness/columnist/abrams/2009-05-14-using-social-networking-sites_N.htm

The ASAE Center for Association Leadership recently published an article written by Atlanta-based social networking strategist David Nour who outlines how the heart of an association’s success (both personally and organizationally) comes from identifying the people who are the most likely to help you connect to others and goes on to explain how exchanging useful information on social media can make for stronger ties between you and the people you need.

Article can be found at: http://www.asaecenter.org/Publications_Resources/ANowDetail.cfm?

The Benefits of Social Media

A survey conducted by the Angerosa Research Foundation asked association members what benefits they’re deriving from their social media efforts. Here are the most popular responses:

- The ability to appeal to younger members—78%
- Opportunity to interact among members—70%
- Improve member retention—67%
- Connecting participants before and after meetings—60%
- Creating member-generated content—53%

(FIAE will be offering a program segment on “Social Networking” at their 2009 Conference in Palm Springs, California)

No More Performance Reviews

Last year, FIAE produced a document on “Best Practices for a Performance Review”, based on the performance process used by a large number of state associations. Now, it appears that there is a revolutionary new approach to performance reviews being recommended.

According to Business 21 for HR professionals on one of their webinars, “Most employees hate performance evaluation. Most managers dread giving them. Yet more than 70 million U. S. workers receive them each year. Why? Advocates of performance reviews say they raise productivity, differentiate salaries and protect against lawsuits. But it is not true. No wonder just 5% of HR professionals are “very satisfied” with their performance management systems.”

Speaker Gary Markle, one of the nation’s most outspoken experts on performance management systems delivers his talk in three parts:

Part 1: Why standard evaluations cost your company time and money while turning employees off and exposing your company to lawsuits;

Part 2. Presents 10 key components for an effective performance management system;

Part 3: And offers a replacement for your failed performance evaluation system with a process called “Catalytic Coaching,” a healthy alternative methodology that actually achieves the outcomes everyone wants from performance reviews.

The bottom line: Markel’s workshop attempts to do the following: *Shift from evaluating and judging to coaching for success.*

The Raw Milk Debate

Some people might like the taste, or think they are drinking a more nutritious product. People who fear chemicals in the environment and cattle feed see it as “getting back to nature.” Farmers think about the possibility of another product to sell to increase their income. Other people see it as a free-market, freedom-of-choice issue.

The issue is raw milk – that is, untreated straight from the cow.

The interest generated by the natural food advocates has resulted in numerous states considering legislation that would allow for the sale on the farm, or to allow for increased *gallonage* to be sold at retail. However, debate has sparked a spirited clash over food safety, freedom to choose what you eat, and small business economics.

According to a 2008 Survey by the National Association of State Departments of Agriculture, as well as responses to an FIAE Survey, 29 states currently authorize the legal sale of raw milk in some specified manner. The remaining 21 states prohibit the sale of raw milk to consumers.

Seventeen states restrict legal sales to occur only *on the farm* where the milk is produced, except for Oregon where the sale of goat milk is allowed to be sold at retail. Four states (AR, KY, MS, RI) restrict sales to goat milk only, with these states (KY, RI) requiring a prescription from a physician.

Thirteen states allow the sale of raw milk at retail stores separate from the farm (AZ, CA, CT, ID, ME, MO, NH, NM, NV, OR, PA, UT, WA)

During the past two years Vermont legislators considered legislation that would allow farmers to sell more than 40 gallons of unpasteurized fluid milk to their neighbors and other known customers. Interest in raw milk comes largely from the “localvore” sector of the community, and it comes at a critical time in the economic health of dairy farmers. In Vermont, certain testing regulations, and consumer warnings must be met. They cannot sell at retail stores

In New Jersey, where raw milk has been illegal for years, there is a movement to release it from the law’s ban. Dairy farmers are split in their opinion: a few see a retail marketing opportunity where they say they are now losing sales to New York and Pennsylvania; and others feel there’s a risk that any health problem outbreak would damage consumer demand for all dairy products. Raw Milk could sell for \$7 to \$12 a gallon in contrast to the \$3 to \$4 a gallon for pasteurized milk in supermarkets now.

In Connecticut, their Department of Agriculture has learned to live with raw milk. The state’s raw milk regulations have been among the most liberal in the nation. But officials proposed stricter regulations after an outbreak of E.coli last summer which the State Department of Health traced to a dairy in Simsbury that has since closed. The department confirmed seven illnesses – including two toddlers who ended up on kidney dialysis. The new bill proposal would restrict sales to the farm where it is produced and at farmers’ markets.

On January 28, 2009, Texas Congressman Ron Paul introduced HR 778 which would effectively repeal the federal regulation adopted in 1986 which prohibits the sale and consumption of raw milk in interstate commerce. The bill would not force states to legalize the sale of raw milk, but it would allow the sale of raw milk from out-of-state producers in retail stores.

Jarron Springer, Tennessee, reported, “It is not legal to sell to the public in Tennessee. However, we have had bills introduced the last few years to legalize its sale to the public. This year, a bill was passed to allow for the sale of raw milk by the owner of a cow or goat to a person with a prescription,” which makes Tennessee the third state now requiring a prescription for goat’s milk.

And, one of the best comments I have seen on the raw milk debate was from an Editorial in a New Jersey newspaper, “**There is a reason Louis Pasteur is famous.**”

(Thanks to the association executives who responded to our “Raw Milk” Survey, and, to NASDA for sharing their 2008 survey results.)

CONFRONTATIONS ON THE FOOD CHAIN

Greenpeace has launched a “confrontation” campaign planned for supermarkets in 19 cities. According to Claudia Peters, Food Marketing Institute, “Tactics so far have included chaining and locking seafood freezers in supermarkets, setting up fish skeletons and handing customers literature, as well as online tools for contacting stores and company representatives.” Greenpeace wants Canada’s major supermarket chains to stop selling Redlist species and they plan to let consumers know that supermarkets are “major accomplices in ocean destruction.”

Cattle Produce Greenhouse Gases - According to a new United Nations report released on May 26, 2009, **“the rearing of cattle produces more greenhouse gases than driving cars.”** According to the report, “Cattle-rearing is also a major source of land and water degradation. The environmental costs per unit of livestock production must be cut by one half, just to avoid the level of damage worsening beyond its present level.” To read more go to: <http://www.un.org/apps/news/story.asp?NewsID=20772&Cr=global&Cr1=environment>. However, the Canadian and U. S. cattle producers, and the National Cattlemen’s Beef Association say cattle-rearing and pastures **support food production, provide wildlife habitat; control erosion and enrich soils by planting grasses on which cattle can graze. They also say that pastures play an important role in reducing carbon emissions and that they store carbon more effectively than trees.** www.FeedstuffsFoodLink.com

Food, Inc. – Recently, Claudia Peters, Food Marketing Institute, alerted us about the new documentary film due to be released in the United States in June, Food, Inc., which focuses negatively on agribusiness as it relates to corn and meat production practices. The film was produced by Magnolia Pictures, which also produced, “An Inconvenient Truth”. According to a press release by “Participant Media and River Road Entertainment” *“Food, Inc. lifts the veil on our nation’s food industry, exposing the highly mechanized underbelly that’s been hidden from the American consumer with the consent of our government’s regulatory agencies, USDA and FDA. We learn that our nation’s food supply is now controlled by a handful of corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of workers and our own environment.”*

The film targets corn as the vegetable villain *“that is fed to animals, which necessitates treating them with antibiotics, which are passed on to consumers, which has led to the mutation of new strains of the E.coli virus, which sickens tens of thousands each year.”*

Yes, fast food is villainized, as is “big agriculture”; meat production; Monsanto; Justice Clarence Thomas. The whole system, Food, Inc., tells us “is fixed.”

Associations within the meat industry are in the process of preparing responses, but **you must** go to Monsanto’s microsite on their website <http://www.monsanto.com/foodinc/> to see their response to issues raised in the movie. It’s good stuff, based on scientific facts.

INDUSTRY EVENTS

Joint Public Affairs Conference – FMI/NGA/FIAE – June 8 – 11, 2009, Washington, D.C. Grand Hyatt Regency.

FIAE’s “Strategic Planning” Meeting, June 19, 2009, Hilton Chicago, O’Hare Airport.

FMI’s Sustainability Summit August 17-19, 2009 in San Francisco. (FMI is offering one complimentary registration for state association executives or another full time staff member.

FIAE’s 2009 Annual Conference, November 11 – 14, 2009, at the Hyatt Regency Suites, Palm Springs, CA. (Mark your Calendar Now)

FOOD INDUSTRY ASSOCIATION EXECUTIVES 2009 ANNUAL CONFERENCE

**NOVEMBER 11-14, 2009
HYATT REGENCY SUITES
PALM SPRINGS, CALIFORNIA**

Leslie Sarasin, President & CEO, Food Marketing Institute to Keynote FIAE Conference