



Member Focused; Results Driven

RHODE ISLAND FOOD DEALERS ASSOCIATION
2011 MAY, JUNE & JULY MEETINGS & ANNUAL EVENTS
RHODE ISLAND MAY LEGISLATIVE UPDATE ~ CUSTOMER
LOYALTY ~ WE WILL BE AWAY JUNE 23-26, 2011

Rhode Island Legislative Update - May 26, 2011

Winding down???...Not hardly as there are many open ended issues remaining in the General Assembly. Although rumor has it that leadership is looking to recess by June 15th that would seem to be an aggressive goal as the most significant objective facing the House and Senate is still the 2012 Budget. Not only is the budget itself at issue – it is also causing many bills to remain unresolved as legislators wait to see what variations of similar legislation may be included as part of the budget or to see what bargaining power they may or may not have as the budget eventually comes to a deciding vote. For our industry the fiscal budget is also a determinate factor with regard to the outcomes of proposed legislation we have been following – particularly those that generate income for the state, cut state spending, or provide new or increased taxes. Other non revenue impacting bills like those concerning changes in licensing requirements or providing tax relief remain in question as sponsors and leadership must wait to see the impact the new budget might have (positively or negatively) on those particular pieces of legislation. Additionally, the impact of the budget requirements on businesses or classes of trade must be determined in order to understand the impact of the proposals they are attempting to make law. The Budget: As Mentioned previously, leadership in the House and Senate have come out strongly against the governor's proposals for balancing the budget. In addition to the controversial 1% sales tax on many items not currently subject to tax - the governor's proposed budget also includes other changes in taxation that impact business. The governor's budget has provisions for combined reporting – which has received a strong pushback from Hasbro, CVS, and some of the other largest businesses in the state. It also has provisions for a corporate minimum tax which will increase taxes for some smaller businesses while increasing for other small and midsized corporations.

(for the complete update visit www.rifda.com)

The New Rules of Building Customer Loyalty By Inc. staff | May 20, 2011

If you give a discount to your most loyal customers, you might be doing something wrong. At least you're not doing all you can to reward your best customers, and keep them coming back. Experts say there are some rules to follow to make your customers feel like kings from the very first moment they encounter your product or service

- 1. Create Enlightening Experiences;** Creating experiences that will make customers feel good about the reward product—and not irritated that they have to spend hours putting something together.
- 2. When You Do Wrong, Make it Right;** Resolving customer complaints is among the best ways to earn loyalty. Lengthy apologies give customers the chance to connect emotionally.
- 3. Reward Customers With Games;** A handful of luxury brands have for decades used promises of status to encourage customers to spend more through loyalty to their brands. Today, brands of all stripes are experimenting with the psychology of status and power in rewarding customers. Giving customers something positive encourages additional interaction with your brand, service, or product.
- 4. Quantify Customers' Love;** Ask the opinions of your valued customers. It can be something small, say, simply appending short surveys to receipts. To help improve the response rate, use the strategy of making a small donation to a charity for every survey completed. It should start with an overall rating, followed by a drill-down into specific aspects of the visit.
- 5. Make an App for That;** You know loyalty cards. They might be punch cards, or plastic fobs dangling from countless key rings. They may soon fade into history, pushed out by smartphone apps that do more than just offer a high-tech alternative—they also provide businesses with a trove of useful information about their customers,

(for the complete list visit www.rifda.com)

Mark your Calendars
2011 May, June, July & August
Meetings and Annual Events

May, 30, 2011 Office Closed
Memorial Day

June 8, 2011 Food Safety
Committee Meeting (tentative)

June 15, 2011 Executive
Committee Meeting @ 7:30am

June 23-26, 2011 Annual
Convention Ocean Edge Resort &
Golf Club Brewster, MA

July 4, 2011 Office Closed

July 6, 2011 Legislative Committee
Meeting

July 10 - 12, 2011 NASFT Summer
Show, Washington DC

July 20, 2011 Executive
Committee Meeting @ 7:30am

August 8, 2011 Annual RIFDA
Charitable Golf Tournament
Kirkbrae Country Club Lincoln, RI

August 12, 2011 Office Closed

August 17, 2011 Executive
Committee Meeting @ 7:30am

August 25, 2011 (tentative) PAC
Event, Location TBD

September 21, 2011 Sen. Reed trip
to Washington

December 3, 2011 Annual Meeting
& Holiday Gala Newport, RI

Thank you
May Retailer of the Month



Stop & Shop®

RIFDA 2011 Convention
"The Biggest & Best Ever"
Ocean Edge Resort & Golf Club
June 23 - 26, 2011



*** May Federal Legislative Update * Industry News ***
*** Save the Date * Helpful Links ***

May Federal Legislative Updates

DeLauro and Harkin Renew Fight for Paid Sick Days:

Congresswoman Rosa DeLauro (D-CT) and Senator Tom Harkin (D-IA) are reintroducing the *Healthy Families Act*. The legislation allows workers to earn paid sick time to address medical needs and to care for family members. Under the *Healthy Families Act*, workers can earn up to 56 hours (seven days) of paid sick time. Workers earn one hour of paid sick time for every 30 hours worked. Workers would use earned time to stay at home and get well when they are ill, or to care for a sick family member, to obtain preventative or diagnostic treatment or to seek help if they are victims of domestic violence.

NLRB: Firing Over Facebook Posts is Illegal:

The National Labor Relations Board (NLRB) has stated that a New York nonprofit illegally fired five employees after they posted statements on Facebook that criticized working conditions at the organization. The Board alleges that Hispanics United of Buffalo violated federal law which allows employees to talk with coworkers about their jobs and working conditions without reprisal.

Interchange Fight Continues; Durbin Anniversary:

Senator Jon Tester (D-MT) continues to look for new legislative vehicles to move his amendment, which calls for a two year delay to the reforms. After a failed cloture vote on a small business bill (S. 493), Senator Tester is looking at other moving legislation and may see a vote on the amendment later this month. The full Senate schedule for next is still uncertain, but the chamber is expected to hold a vote on pending energy legislation regarding tax breaks for oil companies.

FMI launched an online petition this week in support of the debit swipe fee reforms. We strongly encourage you to sign the petition and to share with associates at your company and other contacts who support the debit card fee reform efforts. The petition will eventually be shared with congressional offices and can be accessed at: <http://www.keepdebitswipefeesincheck.com/>.

SAVE THE DATE
MONDAY
AUGUST 8, 2011
ANNUAL CHARITY
GOLF
TOURNAMENT ~
KIRKBRAE
COUNTRY CLUB
LINCOLN, RI



HELPFUL INDUSTRY LINKS

FMI National Legislative Updates

<http://www.fmi.org/gr/>

RI Legislative Info

<http://www.rilin.state.ri.us./genmenu/>

RI Pending Bills and Calendar

<http://dirac.rilin.state.ri.us/billstatus/webclass1.asp>

RI News and Press Releases
From the House and Senate

Thank you

May Supplier of the Month



Industry News

Cooking sauces and marinades up 20% as shoppers prepare more meals at home By Elaine Watson,
US retail sales of cooking sauces and marinades are expected to surge 19 percent between 2010 and 2015 as consumers continue to save cash by preparing more meals at home, according to new research from Mintel. Mintel divides the market into five segments, with dry sauces and other wet sauces the largest with just over 26 percent market share apiece, followed by ethnic sauces, barbecue sauces and refrigerated/frozen sauces with a 19 percent, 18 percent, and 10 percent share, respectively.

The overall category, which grew by 20 percent between 2005 and 2010, did however face growing competition from convenience foods such as frozen entrées and pre-seasoned meats, said senior analyst David Browne. As for claims on pack, 'natural' and 'no additives and preservatives' remain the most popular, he said.

Most Americans prepared to pay more to fund food safety, survey suggests By Caroline Scott-Thomas
Most Americans would be prepared to pay more for food in order to fund new food safety measures, according to a survey conducted on behalf of Pew Charitable Trusts.

The Pew-commissioned telephone poll of 1,015 likely voters was carried out by Hart Research and American Viewpoint, and found that two-thirds (66 percent) supported extra funding for the Food and Drug Administration (FDA) to carry out new food safety responsibilities.

The Food Safety Modernization Act, introduced in the wake of a spate of foodborne illness outbreaks, was signed into law on January 4. However, the estimated \$1.4bn of funding needed to implement the new legislation over the next five years has been called into question as lawmakers have sought to cut food regulatory agencies' budgets. In addition, the poll found that 70 percent of those surveyed favored an annual \$1,000 fee for food companies to cover the cost of the legislation – a provision that was included in an initial version of the legislation, which was later cut to \$500 after industry raised concerns, and was eventually dropped from the final version.

Among other measures, the Food Safety Modernization Act provides the FDA with the authority to order recalls, requires food manufacturers to keep more detailed food safety records, allows the FDA greater access to food companies' documents, and requires that countries exporting food to the United States should certify that their food safety standards meet US standards.