



# Service Matters

Volume 6 • Issue 3  
July 2008

A  Resource Publication  
For Progressive Group Alliance Distributors



**PROGRESSIVE GROUP ALLIANCE**

*The Champion of Independent Distributors*

## SERVICE LINE



### Upcoming Workshops

- Sales Management Workshop**  
"Best Practices in Sales Management!"  
September 28 - 29  
Fall Business Summit - Dallas, TX
- Mastering the Mix**  
October 23 - 24, 2008 - Richmond, VA
- Top Gun Academy**  
November 5 - 7, 2008 - Richmond, VA



**Progressive Group Alliance Business Summit**  
September 27 - October 1, 2008  
Gaylord Texan • Dallas, TX

Features the Service Provider Expo as part of



Sunday, September 28, 2008  
10:30 a.m. - 3:30 p.m.

March 7 - 11, 2009  
JW Marriott • Palm Desert, CA

## IN THIS ISSUE

Service Provider Expo . . . . .	2
Charles T. Davis & Associates . . . . .	2
Target Data Systems . . . . .	3
Trackmax Solutions . . . . .	3
Foodservice Rewards . . . . .	4
National Packaging Specialists . . . . .	4
Success Solutions Annual IDEA . . . . .	5
Promo Place . . . . .	5
NXGEN Payment Services . . . . .	5
AFS Technologies . . . . .	6
Business Services Contacts . . . . .	7
2008 Service Providers . . . . .	8

## 2007 OUTSTANDING SERVICE PROVIDERS



Congratulations to *Industrial Fleet Management* as one of the 2007 Outstanding Service Providers.



*Industrial Fleet Management, Inc.*

*Peggy Cunningham (l) and Callie Redford (r) present the Outstanding Service Provider award to Andy Dillon of Industrial Fleet Management at the IDEA Workshop in Baltimore.*

**A**t our recent Colorado Springs Business Summit we announced our 2007 outstanding Service Providers along with our Service Provider of the year. The nominees and winner are chosen by the Progressive Group Alliance Distributors. The three Outstanding Service Providers for 2007 were *Industrial Fleet Management*, *Sprint Together with NEXTEL* and *UPS Logistics Technologies*.



### Together with NEXTEL

Direct Connect... just the beginning. The famous chirp... you recognize it. Sprint Nextel's Direct Connect gives you instant voice access at the push of a button. But what about access to e-mail, business applications, or the Internet? Did you know Sprint can also help you extend beyond the borders of your office and be more productive, with Sprint's mobile broadband network, saving both time and money in the process. Whether at your desktop or laptop, wireless data connectivity is available at Sprint speed.

Check out the newest, smallest and best value with the 2-in-1 USB modem and micro-SD slot — the Compass 597 for use with Windows XP and Mac OS X. Or perhaps

you find that the Ovualtion U727 which is compatible with Windows Vista/XP/2000, Mac OS or Linux OS is right for you. Regardless of any broadband card you choose, you can feel confident knowing you have selected the nation's largest mobile broadband network to keep you connected.



*For more information on sales promotions for Sprint or Nextel service, contact:*

**Matt Dewar, Sales:** (P) 800.590.8783 Ext. 376  
*Matt.Dewar@True-Wireless.com*

**Your Sprint Nextel Team**  
**Tim Donnellan, National Account Manager:**  
804.640.0238 • *John.donnellan@sprint.com*

**Ginny Kenyon, Business Development Manager:**  
804.400.4727 • *Ginny.kenyon@sprint.com*

**Janet Trujillo, Wireless Regional Support:**  
877.211.9893 • *Janet.trujillo@sprint.com*

# SERVICE PROVIDER EXPO IN DALLAS

Our next Service Provider Expo will be held Sunday,  
September 28, 2008 as part of the



at the Fall Business Summit in Dallas, Texas.

## Distributors

Expo hours are 10:30 am – 3:30 pm

## Service Providers

Online registration is now open at  
[www.eventsunlimited-online.com](http://www.eventsunlimited-online.com)



1. Click on the “LIST OF EVENTS”.
2. Look for the “PROGRESSIVE GROUP ALLIANCE” section.
3. Scroll to the “BUSINESS SUMMIT” section
4. Click on the “Service Provider Expo” link.
5. Follow the instructions “\*CLICK HERE\* to Register for this Event.
6. You will be requested to provide all pertinent information in 3 easy steps.
7. Complete all steps of the registration and click “FINISH” when done.



## Charles T. Davis & Associates

### ARE YOU READY TO INCREASE GROSS MARGINS? PLEASE READ ON...

Maintaining good margins has always been a challenge for food distributors, but it is becoming increasingly more difficult with high inflation and pressure on business volumes. Most companies deal with pressure on margins through increased pads/burdens or raising margins to the customer. This area is critical for producing good margins, but there are eleven other areas that must also be addressed to positively impact your margin.

Increasing gross margin is one of the greatest opportunities for increased profitability, yet most companies lack a comprehensive approach to increasing their margins. But to help you in this area, I offer a comprehensive approach to building your margins that will strategically grow them to their optimum levels. While I am at your company, I will assess your

current activities in each of the twelve margin building areas for their adequacy. I then develop an action plan for increasing margin in each of the twelve margin areas. I normally identify over 2% in margin opportunities in the companies that I work with. Each area for increasing margin will have a detailed action plan for achieving added margin in each area.

Call me today to find out how I can help you significantly increase your gross margins.

Here to help you achieve greater margins,

Charles Davis, *Charles T. Davis & Associates*  
405.478.1992, [charlestdavis@cox.net](mailto:charlestdavis@cox.net)



*Delivering the Perfect Order*

Target Data Systems, Inc. offers foodservice distributors a fully integrated software system that will run all aspects of your business. Target's fully integrated solution provides continuity and greater sharing of information across all departments. From the moment data enters your system as a Salesrep order, it is seamlessly shared with all other departments of your business including purchasing, credit, warehouse stocking and picking, and vendor rebate tracking. Better information allows managers to make better decisions.

**Products offered by Target Data Systems, Inc. include:**

- ★ Automated Purchasing System
- ★ Full Front Office Capabilities
- ★ Sales Rep Laptop System
- ★ Warehouse WMS System
- ★ Lot Tracking System
- ★ RF Receiving and Picking
- ★ Billback Processing System
- ★ Internet Ordering Capability
- ★ Palm Truck Delivery System

For more information about what Target can do for you please contact us.

*Doreen Freeman, Vice President*

*Target Data Systems, Inc.*

800.471.4548

doreenfr@aol.com, [www.targetsystems.com](http://www.targetsystems.com)



Trackmax Solutions is the leading provider of transaction based tracking, forecasting and analytical software solutions that optimize profit for the foodservice industry. For over a decade we have helped foodservice distributors track their earned income and optimize profits. Now more than ever your continued financial success is under attack. Trackmax Solutions can help you increase your bottom line.

Stubbornly high oil and food prices, a tumbling housing market, a volatile and declining equity market, loss of manufacturing and retailing jobs, falling value of the dollar, declining consumer confidence and disposable income and spending pull-back are putting your profits under attack.

Everywhere you turn your ability to add bottom line dollars is challenged as our industry faces a larger than expected slow down with no real foodservice growth forecasted in 2008.

**Now more than ever... our Earned Income Profit Optimizer can help you profit.** Our contract and rebate management tracking solution will deliver up to a 20% increase in vendor purchase and sales rebate income on existing sales. It will pay for itself in six months with the extra revenue it generates.

**Current users continue to take more earned income to the bank. Successes included:**

- ★ **A \$100 million plus user found \$75,000 in the first six days following installation**
- ★ **A \$35 million plus user found \$24,000 in the first 6 weeks of use**
- ★ **A \$75 million plus user found \$120,000 in year 1**

**Now more than ever...call us about our Subscription Based Licensing Service option.** Upfront capital outlay is minimal. There is only a small installation fee with opt-in or opt-out flexibility.

*Tom Rawson*

*Trackmax Solutions*

239.540.9200

[tom@trackmax.com](mailto:tom@trackmax.com)



***Here's How to be Different From Your Competition...  
Help Your Customers Reduce Their Labor Costs.  
Your Sales People Can Earn Points Too!***

Here's how:

1. Register your distributorship at [www.foodservicerewards.com](http://www.foodservicerewards.com)
  - a. Click "Join Free" and Create a "Distributor Program Manager" account
2. Present the program to your Sales People
  - a. Each sales person must create their own free "Distributor Sales Rep" account at [www.foodservicerewards.com](http://www.foodservicerewards.com)

When a "DSR" account is created, a unique enrollment code is assigned to the sales person who owns the account. This code is printed on a stack of gift cards and mailed back to the DSR. The DSR hands out the gift cards to customers. To earn points, the customer must enter this code during Step 3 of the enrollment process.

By signing up with the DSR's enrollment code, the customer's account will be credited with 500 points.

By finding a new Foodservice Rewards member, the DSR's account will be credited with 1,800 points.

Sales people will then be "linked" to their accounts and will earn bonus points as their customers enter codes from eligible product cases!

There is no limit to the amount of points your customers and sales people can earn. The points never expire, and the program is free for your customers, your sales people, and your company.

***But first, you must register your company...  
Go to [www.foodservicerewards.com](http://www.foodservicerewards.com) to sign up today!***

Mike Zoladkiewicz, Marketing Manager  
Foodservice Rewards  
952.844.4882  
[mike.zoladkiewicz@biworldwide.com](mailto:mike.zoladkiewicz@biworldwide.com)  
[www.foodservicerewards.com](http://www.foodservicerewards.com)



## HELPING YOU SAVE ON YOUR STRETCH FILM

National Packaging Specialists introduces their new PX3 Ultra High Performance machine film and hand wrap just in time to help you counter an upcoming sharp rise in stretch film prices. Recently Dow Chemical announced that they will be increasing pricing on all of their products by up to 20 percent due to staggering increase in energy feedstock costs. Their first quarter feedstock costs were up 42 percent over the previous year. As they are the major supplier of resin for the production of stretch film, this will translate into higher costs for stretch film. Dow then announced price increases on resin of \$ 0.06 per pound effective June 1st, and \$ 0.07 per pound effective July 1st. These increases are in addition to the previous \$ 0.06 per pound of which the 2nd ½ goes into effect with shipments on June 15th.

With this as background, we think our new PX3 product line can be part of your answer to holding the line on film costs. These products are currently in use by major customers including several large Progressive Group Alliance distributors.

### PX3 HAND WRAP

INFHW182PX3 ( 35 gauge 18" x 2,000' )

INFHW162PX3 ( 35 gauge 16" x 2,000' )

### PX3 MACHINE FILM

INF13500PX3 ( 51 gauge 20" x 9,000' )

INF114500XP3 ( 45 gauge 20" x 10,250' )

INF107500PX3 ( 42 gauge 20" x 11,000' )

Thinner and stronger with greater puncture, tearing resistance and holding force to load. Samples are available upon request from your NPS representative. PX3 can be part of your answer to increasing costs.

Bill Jackson, National Packaging Specialists  
800.241.7940 • [billjackson@npsinc.net](mailto:billjackson@npsinc.net) • [www.npsinc.net](http://www.npsinc.net)

## Access Progressive Group Alliance Service Provider Programs on All Our Affiliate Websites

### Just a click away...

- Go to [www.progressivegroupalliance.com](http://www.progressivegroupalliance.com) and click on your brand identity logo.
- Enter the requested login information. Upon entering your information you will be redirected to the secure section of the web site. If you do not know your login, click on the help buttons within the login box.
- Click on "Service Provider Programs" bullet point within Menu Options. This will redirect you to the current listing of Service Provider Programs available.
- The information is categorized by the product/service the supplier is offering.
- Click on the bulleted company name under the subheading to view a detailed informational sheet.
- Click on "Service Matters" under this bullet point to view the latest edition of Service Matters.

For additional information or questions, contact Callie Redford at 804.261.4343 or at [credford@progressivegroupalliance.com](mailto:credford@progressivegroupalliance.com)

*Remember these Progressive Group Alliance Service Providers Programs are offering you great savings on a wide variety of products and services.*



May 2008 — Success Solutions held this year's annual IDEA – Margin Management (*Independent Distributor Education Academy*) in Baltimore. Progressive Group Alliance distributors came from all over the country to participate.

John Wicker, VP of sales for PFG, started the program and gave a great perspective on sales. Progressive Group Alliance's Grocery and Merchandising Manager, Eddie Whitley, gave a very comprehensive segment on "Profits in Purchasing". Progressive Group Alliance's VP of Category Management, Don Hughes, and VP of Distributor Development — Eastern, Deb Winter, took the floor to help our distributors "Maximize Progressive Group". Jim Bolinger, Regional VP for PFG, went in depth to explain the Margin Management Process. Abe Sanchez of A/R Management told us how to "Cash in on Credit". Two Service Providers, Andy Dillon with Industrial Fleet Management and Mark Moore of CMC Associates, shared tips and techniques on their operational expertise. Gary Anicich of Logistics and Management Services helped us "Optimize Operations". Two of our distributor partners spoke. Glenn Lum of Y. Hata clarified the IT aspect of the Margin Management program and Brian Keck of Keck's Foodservice gave us a unique perspective on "Customer Economics". Mike Bates, Progressive Group Alliance's Director of PRO-Logistics, showed us

how to bring freight savings to the bottom line through "Freight Logistics". Kevin Collier, K. Collier Marketing & Consulting, LLC, returned to Progressive Group to not only give us an overview of the program, but to offer insight on taking a distributor's business into the future.

Some of the comments:

- ★ "This is the best workshop I've ever attended. WOW!"  
— *Luke Abbott, Monterrey Provisions*
- ★ "I found the workshop extremely beneficial. One of the best workshops I have attended. The vibe I received from members and ProGroup employees was refreshing."  
— *Eric Forbes, Holt Paper*
- ★ "A lot of good information regarding profit potential in many areas of our operation. Great program!"  
— *Elvin Smythers, Merchants Grocery*
- ★ "I am bringing back a large amount of information to HQ. I am confident that if we implement a few of the things I learned, we will operate a more profitable company."  
— *Jeff Kaplow, Maximum Quality Foods*
- ★ "Fantastic! Great speakers and topics. Great opportunity to talk to other distributors."  
— *John Marcinko, Van Bennett Foods*

For more information regarding Success Solutions training for your company call Kay Taylor today.

*Kay Taylor, Director of Training, Success Solutions*  
804.261.2589, [ktaylor@progressivegroupalliance.com](mailto:ktaylor@progressivegroupalliance.com)

## The Most Cost Effective, Service Oriented, Product Driven, Payment Services Program in the Nation

- ★ \$0.04 per Transaction Costs
- ★ Straight Interchange Base Cost
- ★ Online Lead Submittal & Reporting
- ★ Complete Database of all Referral Merchants
- ★ Most Innovative Products in the Industry
  - ★ Credit & Debit Card Processing
  - ★ Electronic Gift Cards
  - ★ Merchant Cash Advances
  - ★ ATMs
  - ★ Check Processing
  - ★ Touch Screen Point of Sales System
- ★ National Sales Support
- ★ International Capable: USA & Canada
- ★ Access to the Top 4 Networks in the Country:
  - ★ Elavon (formerly NOVA Information Systems)
  - ★ First Data Merchant Services
  - ★ Paymentech
  - ★ Vital



Competing with the National Programs is Easy. Call NXGEN and We Will Show You How to Enhance Your Value to Your Customers.

Tyler Tyree, NXGEN Payment Services  
866.863.9977, [ttjee@nxgen.com](mailto:ttjee@nxgen.com)



## Quality Embroidery

When you choose an embroiderer, ask to see examples of his or her work. Quality embroidery has tight stitching and a neat backside. Ask for a swatch of your design to be sewn out for proofing. Promo Place will work with you to help you promote your logo in a variety of ways including location, customized digitizing and thread color selections.

Call Promo Place for ideas to promote your company through logo wear.

*Bill Peters, Sales Director*

*Promo Place*

866.788.6891 x755

[bpeters@progressivepromoplace.com](mailto:bpeters@progressivepromoplace.com)

[www.progressivepromoplace.com](http://www.progressivepromoplace.com)





## AFS Technologies introduces the First Independent Order Management System for the Food and Beverage Industry.

AFS OM System includes integrated Laptop, Web, PDA or Server-based deployment.

PHOENIX – May 1, 2008 – AFS Technologies, Inc., (“AFS”), the leading provider of innovative software solutions to the food and beverage industry, announced the immediate availability of the new AFS Order Management System at their Annual Customer Conference in Phoenix. AFS OM is the first fully integrated multi-channel system designed specifically for the food and beverage market.

This is the industry’s first system to offer one centralized order management solution that fully integrates all order channels. Regardless of how the order is entered, Inside Sales, Remote Laptop Sales, Web Sales or PDA, the information is always in synch between the AFS order entry modules and accounting. This unique approach reduces administrative overhead, ensures complete and accurate order information and takes customer service to a whole new level. Utilizing service-oriented architecture (SOA) and Microsoft .NET framework this “one of a kind” system can be fully integrated with any legacy ERP system, offering users the power of the latest order management tools without the need to replace their entire system. “This is a totally new concept in order management” said Kurien Jacob, CEO of AFS. “Until now

companies have had to deal with the limitations of legacy systems and multiple ordering solutions that were only partially integrated. That model might have improved efficiencies but the administrative overhead it required and the inability to have the same accurate information in all the systems made it difficult to see any real increase in value. With the new AFS Order Management System we’ve brought all of these order channels together into one system and we’ve built it on the most advanced technology platform available in this industry.”

“Having the same format for inside sales, outside sales and internet order entry is a huge asset for our customers and our staff” said **Ron Lukenbaugh, President of Mid-America**, a foodservice distributor in Enid, Oklahoma. “Now everyone will be viewing the same screen and have exactly the same information to work with. These are the systems that we use to sell our products so not having to deal with the lag and lack of information is very important” added Lukenbaugh.

The AFS OM System incorporates all the requirements of the complex pricing matrices used in the food industry as well as comprehensive recipe management capabilities. It also features instant access to extensive product information in the PROFILE Database and many other valuable tools for consultative selling. Additional modules may be added to include deal and rebate tracking, price optimization and full-featured CRM tools.

About AFS Technologies, Inc.

AFS Technologies, Inc. is the leading provider of software solutions for the food and beverage industry. The company serves over 500 customers across North America and the Caribbean with solutions designed to reduce costs, increase efficiency, increase sales and margins, streamline internal processes and assist in regulatory compliances. AFS offers the industry’s only complete end-to-end software suite utilizing service-oriented architecture (SOA) and the Microsoft .NET framework. This unique, modularly-designed system offers solutions for Distribution, Sales & Marketing, Financials, Processing, Warehouse Management, Transportation, and Database Services, featuring the industry’s largest database of product information and recipes, the PROFILE Database.

*Ken Yontz, EVP, Sales & Marketing, AFS Technologies, Inc.*  
386.672.8434 • [keny@afsi.com](mailto:keny@afsi.com) • [www.afsi.com](http://www.afsi.com)



## Your FALL FOOD SHOW will be here before you know it!

Call EVENTS Unlimited today to receive a free quote for all your Fall Food Show needs. We can supply your booths, carpet, tables, chairs and all of your exhibit services needs. We also offer a full line of decor props to enhance your theme. Our new Audio Visual Company is also ready to assist with your show and seminar needs. Call EVENTS Exhibit Services today for a free quote.

**Richard Cunningham,**  
Exhibit Services Manager  
EVENTS Exhibit Services & Décor  
804.261.4368  
[rcunningham@progressivegroupalliance.com](mailto:rcunningham@progressivegroupalliance.com)

Ask about our  
**Paperless Ordering  
Systems for Food  
Shows!**



## Business Services Contact Information



Peggy Cunningham • 804.261.4320  
[pcunningham@progressivegroupalliance.com](mailto:pcunningham@progressivegroupalliance.com)



Matt Johnson • 804.261.4323  
[mpjohnson@progressivegroupalliance.com](mailto:mpjohnson@progressivegroupalliance.com)



Tim Woods • 804.261.2584  
[twoods@progressivegroupalliance.com](mailto:twoods@progressivegroupalliance.com)



Callie Redford • 804.261.4343  
[credford@progressivegroupalliance.com](mailto:credford@progressivegroupalliance.com)

Are you using the **right print equipment** for the right job?

**WE ARE!**



**P**rinting large quantities **in-house** can be **expensive** when you look at printing supply **costs** and/or **click** charges of your office equipment. It also takes your staff **time** to manage jobs, as well as completing any folding, collating or packaging after printing is done.

**Design & Print Services** can help your company efficiently manage all your print needs. We **save** our customers' **time** and **money** by making sure their print jobs are perfectly **managed** and printed on the **right** equipment every time!

We provide our customers with:

◆ High-tech, in-house digital print equipment that gives top quality, cost efficient printing, including:

- Full color and black work
- Oversized banners and posters
- Mounting and laminating
- Various binding methods

◆ Negotiated savings with our off-set print partners to ensure you receive the best price for any high quantity off-set and/or specialty print jobs. This leveraged discount is based on the thousand of dollars we spend with these print partners each month.

◆ Expert consulting of all print projects to ensure you have the right information to manage time, costs, and to ensure you are receiving top quality printing.



For more information, please contact Wes Morgan at 804.261.4325 or [wsmorgan@progressivegroupalliance.com](mailto:wsmorgan@progressivegroupalliance.com)  
7420 Hanco Road • Richmond, VA 23238 • [www.designandprintpro.com](http://www.designandprintpro.com)

# 2008 SERVICE PROVIDERS

## Advertising/Advertising Specialties

- Promo Place 

## Advertising/Marketing/ Design Services

- Progressive Group Alliance Design & Print Services 

## ATMs

- NXGEN Payment Services 


## Cleaning Services

- Clean Room Services by Cintas 
- Facility Cleaning by Cintas 

## Communications Services

- Sprint Together with Nextel 

## Computer Systems

- DELL Computer Systems 

## Computer Software Systems

- AFS Technologies
- BFC Associates, Inc.
- Distributor Resource Management – TRACKMAX Solutions
- Retalix, LTD
- Target Data Systems, Inc.
- The Elevation Group, LLC

## Construction – Planning & Design

- CMC Associates, Inc.

## Consulting

- Charles T. Davis & Associates  
(Operations)

## Credit Card Processing

- Element Payment Services  
(Distributors)
- NXGEN Payment Services 

## Delivery Management

- UPS Logistics Technologies

## Document Shredding

- Cintas 

## Event Management

- EVENTS Unlimited 

## Exhibit Services

- EVENTS Unlimited Exhibit & Décor Services 

## First Aid

- Cintas 

## Fleet Graphics

- JaxWraps

## Fleet Lease Management

- Industrial Fleet Management

## Fleet Onboard Computer Solutions

- PeopleNet Communications Corporation

## Healthcare Menu Management

- iit/SourceTech

## Human Resources

- HR Solutions 

## Insulated Garments & Bags

- Samco Freezerwear

## Loss Prevention & Security

- Danbee Investigations

## Office Supplies

- OfficeMax

## On Hold Messages

- Ideas On Hold

## Payroll Processing

- ADP Small Business Solutions 

## Printing Services

- Progressive Group Alliance Design & Print Services 

## POS Systems

- Genio Integrated Solutions 

## Racking

- Konstant

## Real Estate Services

- Cresa Partners

## Safety Ramps

- R.O.M. Corporation

## Sales & Analytics Reporting

- EnterpriseCafe.com
- IRM Corporation

## Sales Incentive Programs

- Foodservice Rewards
- Performance Plus Marketing

## Shipping

- FedEx

## Stretch Film (Pallet)

- AEP Industries
- National Packaging Specialists, Inc.

## Temperature Control Products

- R.O.M. Corporation
- Samco Freezerwear



## Training

- Success Solutions

## Unloading Services

- Supply Chain Solutions

## Uniforms

- Cintas – Purchase and Rental 
- Promo Place – Purchase 



**PROGRESSIVE  
GROUP ALLIANCE**

**SERVICE PROVIDER PROGRAM** //

For additional information on these Service Provider programs, please contact Callie Redford at 804.261.4343 or via email at [credford@progressivegroupalliance.com](mailto:credford@progressivegroupalliance.com)