

MISSOURI GROCCER

— 2023 - VOL.86 —
CONVENTION ISSUE

**2024 VACATION
SCHEDULE** (pg.16-17)

DAVID SMITH (pg.9)
HALL OF FAME AWARD



EVERYDAY IS GAME DAY

MEDICARE HEALTHY BENEFITS CARD INFO

(pg.14-15)

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- MO AG Director Chris Chinn
- Tailgating at Lakeside
- Education Sessions
- Trade Show with Samples



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The Missouri Grocer (ISSN 1522-1008) is an official publication of the Missouri Grocers Association and is published annually at 315 North Ken Avenue, Springfield, Missouri 65802. Phone: 417.831.6667, Fax: 417.831.3907. The Publisher reserves the right to edit all copies submitted or permitted to be used for publication. Articles are not intended to provide advice or assistance with individual problems. Subscription is \$40.00 per year payable in advance for non-members. Statements attributed to other sources do not necessarily reflect the opinion or position of the MGA. Advertising information can be obtained from the editor by calling the number above.

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MESSAGE *from the* STATE DIRECTOR



Every year time seems to move quicker. Here we are with another year more than halfway over. The Missouri Grocers Association team is hard at work preparing for the MGA Convention and Trade Show. After over 25 years working with the grocery industry and the MGA, there have been many changes and it has

definitely flown by. But one thing has remained constant, I have the opportunity and pleasure to work within an industry with some incredible individuals who are dedicated to the communities they serve.

This year, our theme is Everyday is Game Day. Each and every day, our members must be ready and prepared for the challenges that come their way. Whether it is in the form of increased competition, challenging customers, employee shortages or supply chain issues, retailers and vendors alike must be prepared to pivot move forward with a full court press. Having the tools and resources to be prepared for any situation is the key for greater success.

During the 2023 MGA Convention we have many great events providing the opportunity for networking and a good time to be had with friends, new and old. Camden on the Lake proved to be an incredible venue last year and we are excited to be back together in October. The golf tournament is always a crowd favorite. As I always say, a bad day on the golf course is better than a day in the office. The Cove is a great course for a day away from the crazy lives we all live. The fun will continue as we kick off the Convention with Tailgate at Lakeside. Prepare yourselves for an evening of great fun hosted by the Missouri Lottery and Anheuser-Busch.

Thursday is our action-packed day, as always. This year we will start the busy day with a visit from the Missouri Department of Agriculture Director Chris Chinn. The grocery industries strong relationship with the agriculture industry is imperative. We can create a stronger Missouri by working together and continue providing for the local communities we serve.

The education sessions provide great opportunities for growth of knowledge and the latest tools and resources. The Missouri Lottery will share the latest trends and

marketing ideas to capitalize on additional sales beyond the grocery aisles. As I mentioned above, during my time in this position, there has been many changes in the grocery industry. Technology has been one of the biggest changes. We will offer two sessions focusing on AI. Is it right for your business and how can it enhance customer experience and help attract and retain customers? This year's trade show is shaping up to be a must attend event for retailers. There are several unique products and services that will be on display. Local Missouri products continue to be a draw to consumers and will be well represented on the trade show floor this year.

We will round out the 2023 convention with the Wine and Cheese Reception and the President's Gala. This year we will honor a few incredible individuals who stepped up for the grocery industry and made an impact. First, we will honor Senator Justin Brown and Rob Pagano with Southern Glazer's with the Capitol Impact. Senator Brown is a friend and Strong advocate for small businesses and retailers. He has been a voice for the MGA and our members, and we appreciate his support. Rob Pagano has been a strong ally in the halls of the Capitol fighting for retailers when it comes to alcohol. It is definitely a tricky subject. We couldn't ask for a better friend and advocate. Finally, we are extremely excited to share that we are inducting David Smith with AWG into the Missouri Grocer's Association Hall of Fame. David has been an incredible voice for independent grocers in Missouri and across this country. David's leadership has helped strengthen Missouri's grocery industry. We are honored to have the opportunity to show our appreciation as he retires from AWG and starts his next chapter.

As you can see, the MGA team has been hard at work, but there is still a lot to prepare before we see everyone in October. I want to take a quick moment to thank our sponsors, vendors and retailers. Without your support the MGA would not be successful. As always, the MGA is here for anything you need. We look forward to seeing everyone in October at Camden on the Lake Resort!

Sincerely,

Dan Shaul, *State Director*

THANK YOU TO ALL OF OUR SPONSORS

The MGA Convention would not be possible without your continued support.

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CONVENTION SCHEDULE

Wednesday, October 25th

9:30 AM | BUY MO! Golf Tournament at The Cove

3:00 PM | Chill Bar Opens

Join us for complementarity drinks and snack

6:30 PM | Tailgate at Lakeside

Dinner with games, drinks and fun!

Thursday, October 26th

7:30 AM | Education Breakfast starts

Come enjoy a great breakfast with special speaker Director of Agriculture Chris Chinn

8:30 AM to 11:30 AM | Education Sessions

Three Education Sessions will take place, with breaks between each sessions

6:30 PM | Cocktail Reception

7:00 PM | President's Gala & Awards Dinner

Friday, October 27th

7:00 AM to 9:00 AM | Grab & Go Breakfast

Associated Wholesale Grocers

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MILLION**

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(Consolidated)

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BILLION**

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BILLION**

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BILLION**

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Associated Wholesale Grocers, Inc., 5000 Kansas Avenue, Kansas City, KS 66106



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CONGRADULATIONS DAVID SMITH



On Thursday, October 26th we will induct Associated Wholesale Grocer's President David Smith into the Missouri Grocers Hall of Fame.

Join us that evening at the president's gala dinner in celebrating his achievements and successes.

David became President and CEO of AWG, in August 2015. David has been focused solely on the development and continuing success of independent supermarket operators and he is in his 37th year of service on the wholesale side. During his time with AWG, he has been blessed to see the cooperative and membership grow from a Midwest company with 1,200 stores and 3 Divisions with sales of \$3.2B to a sprawling central US company

with sales exceeding \$12B. He started his career with AWG in 2003, where he served in Division and Corporate positions as the Director of Real Estate, Director of Member Services and Vice President of Merchandising and Marketing. David was selected as Senior Vice President and Division Manager to lead the site selection, development, and start-up of AWG's newest division, Gulf Coast, in 2012. In 2014, David assumed the role of EVP of Operations / Chief Operating Officer and was elected by the AWG board to his current role in August 2015.





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- Government Relations / E-Connect / Scheduling / EBT

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*The convention rate is available one day before and after the convention.



573-365-5620

Reservations MUST be made no later than **September 22nd, 2023**, to guarantee accommodations at the convention rate. However, reservations will be accepted and confirmed up to the opening day of the conference providing accommodations are available. All cancellations must be made at least **FOUR** days prior to arrival.



Our friends at NGA have developed a guide to understanding and accepting the Healthy Benefits cards. We hope this helps answer some questions you may have. If you need more information please reach out to MGA or NGA directly.

An Independent Grocers Guide to Payment Technology for Medicare Advantage Healthy Benefit Cards



Medicare Advantage healthy benefit cards offer a convenient way for eligible individuals to pay for groceries and over-the-counter drugs with their healthcare benefits. More than 30 million Americans are now enrolled in Medicare Advantage programs, and at least 5 million participants are now receiving healthy benefit cards through their health plan.

As an independent grocer, understanding and implementing the necessary payment technology to accept these cards is essential for providing a seamless experience to your customers. This resource is designed to help retailers better understand the healthy benefit card technology, as well as the process and requirements for accepting these cards, focusing on how Medicare Advantage plans from Humana, United Healthcare, and others contract with payment networks such as Solutran, Nations Benefits, and INCOMM.

UNDERSTAND THE COSTS

Ask card payment network providers how much the fees will be for accepting these cards. Will there be a fixed per transaction fee or a combination of a transaction and a percentage of the shopper basket fee? Will there be monthly fees for settlement and reporting? Work with the health insurance provider and card network provider to determine how many cards may be distributed in your market area. While every customer is important, will the cost of implementing card acceptance provide a return on your investment?

UNDERSTAND THE PARTNERSHIPS

Familiarize yourself with the relationships between Medicare Advantage plans, such as those from Humana and United Healthcare, and payment networks like Solutran, Nations Benefits, and INCOMM. This will help you understand the technology infrastructure and support needed for independent grocers to begin accepting these cards.

CHOOSE THE RIGHT POS PROVIDER

For independent grocers considering replacing their current POS system, selecting a POS provider that is compatible with the chosen payment network provider's technology is crucial. Look for providers with success in implementing and supporting this new payment technology. Consider reaching out with your POS dealer to POS manufacturers to request support for these cards. Examine the costs associated with adding the capability to accept these cards.

UNDERSTAND THE REQUIREMENTS

Familiarize yourself with the specific requirements for accepting Medicare Advantage healthy benefit cards. These may include compliance with certain security standards, processing guidelines, item eligibility requirements and reimbursement for transactions completed with the cards.

TRAIN YOUR STAFF

Ensure your staff is trained in how to process transactions involving Medicare Advantage healthy benefit cards. Just as there are certain steps during a transaction to process WIC and SNAP transactions, Medicare Advantage cards may involve new cashier steps in making sure all card payments work correctly. This includes understanding the card types, transaction processes, and any specific steps required for processing these transactions. Use NGA's signage until you are able to accept these cards.

INTEGRATE PAYMENT TECHNOLOGY

Your POS provider will need to integrate the necessary technology for accepting Medicare Advantage healthy benefit cards. This may involve installing new modules or plugins and configuring your system to recognize and process these transactions. Your third-party payments processor may also need to be involved.

TEST THE SYSTEM

Before rolling out the updated payment system to customers, test the functionality to ensure that transactions involving Medicare Advantage healthy benefit cards can be processed successfully. This may involve running test transactions, testing for item eligibility conflicts with other existing payments, and verifying that the system is working as intended.

STAY INFORMED ABOUT CHANGES

Keep up to date with any changes to Medicare Advantage healthy benefit card requirements or payment technology. This will help you maintain compliance and ensure your payment system continues to function correctly.

Accepting Medicare Advantage has become a critical competitive need for independent grocers. NGA is actively working with Medicare Advantage plans and technology providers seeking new capabilities for independent grocers to accept these cards. We have explicitly asked the key stakeholders to fix this problem by Q3 and many technology providers are being to roll out capabilities with Solutran, Nations Benefits, and INCOMM.



MAKE SURE TO COME & SEE THESE EXHIBITORS DURING THE TRADE SHOW!

AS OF AUG 24TH.

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AS OF AUG 24TH.





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Contact Name _____
 Store/Company _____
 Address _____
 City/ State/ Zip _____
 Cell Phone _____ Fax _____
 Email _____

**You will be contacted via cell phone for updates and reminders about the Convention*

FULL REGISTRATION \$225 Chill Bar Tailgate at Lakeside Breakfast Education Sessions Trade Show Cocktail Reception President's Gala Dinner Grand Prize Entry Friday Grab & Go Breakfast	WEDNESDAY REGISTRATION \$75 Chill Bar Tailgate at Lakeside	THURSDAY REGISTRATION \$180 Breakfast Education Sessions Trade Show Cocktail Reception President's Gala Dinner Friday Grab & Go Breakfast	PRESIDENT'S GALA \$100 Cocktail Reception Dinner and Awards Friday Grab & Go Breakfast
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Please print all information exactly as it should appear on name badge	Full Reg. \$225	Wednesday Reg. \$75	Business Sessions Only (No Charge)	Thursday Reg. \$180	President's Gala \$100	Trade Show Only (No Charge)
First Name / Last Name/ City/ State/ Cell Phone						

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 (E) mga@missourigrocers.com
 (P) 417.831.6667
 (F) 417.831.3907

Name on Card _____

Card # _____

Exp. Date _____ CVV# (3 or 4 digits on back) _____

Signature _____

If billing information is different than mailing address (listed above)

Address _____

City _____

State/ Zip _____

Receipt Email _____

LAST DAY FOR PRE-REGISTRATION is Friday, October 6th, 2023. After that date, registrations will be processed at the MGA registration desk at the hotel. No refunds or cancellations made after Friday, September 29th, 2023 substitutions only



BUY MO! OPEN



Wednesday, October 25th 9:30 AM



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CONTACT INFORMATION

Contact Name:		Company:	
Address:	City:	State:	Zip:
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First/Last Name	Company	Rate per person \$150	Mulligans per person 2 for \$10
1.			
2.			
3.			
4.			

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Blue Bunny

BUSINESS SESSIONS

THURSDAY, OCT. 27TH 8:30-11:30

You won't want to miss out on this years business sessions. We have some great and very informative topics lined up. As always we encourage you to attend these educational sessions and invite your co-workers and other employees to attend as well. We want everyone to attend these sessions because we believe these topics are vital to success.

SALES BEYOND THE CHECKOUT

The Missouri Lottery has been a longstanding and trusted partner of grocery retailers and a strong supporter of Missouri's grocery industry for many years. Missouri lottery sales not only positively impact retailers, but also give back to our local communities in many ways. Join the Missouri Lottery as they showcase new and exciting advertising opportunities to help bring new revenue to your business and offer tools and resources to maximize sales.

DOES AI HAVE A PLACE IN YOUR ORGANIZATION?

What is AI? How can AI play a role in your business? Is it easy to incorporate? Is it affordable? These are all great questions as we explore the new and ever expanding world of Artificial Intelligence. We will look at the new way AI is rising up and discuss if it is a good fit for your business to implement. There are many different programs for all sizes and types of businesses. Our goal is to help you determine what is the best path for you and your business.

USING AI TO IMPROVE YOUR CUSTOMER EXPERIENCE

Technology is ever changing, and it can create new opportunities for your business to enhance customer experience. Learn how to incorporate AI into your business to further your success and attract and retain new and existing consumers. As labor continues to be an issue, AI can help alleviate the burden and ensure consumers receive the top notch service they are accustomed to.



Our newest tool, **PriceFind**, shows you the prices of your top local competitors. We believe this kind of transparency will radically change the way Independent grocers set and negotiate prices – *for the better*.

But don't just take our word for it.

Here are what Storewise customers say about using **PriceFind**.

Exact prices your store next door competitors charge, accurate to the street level

Store Name	Address	Mile Radius
<input type="checkbox"/> Dollar General #21919	1979 Main St KANSAS CITY, MO 64108	0.74 miles away
<input type="checkbox"/> Walgreens #4212	2501 E LINWOOD BLVD KANSAS CITY, MO 64128	2.59 miles away
<input type="checkbox"/> Dollar General #2493	201 Armour Rd NORTH KANSAS CITY, MO 64116	2.87 miles away
<input type="checkbox"/> Walgreens #5278	3845 BROADWAY ST KANSAS CITY, MO 64111	2.98 miles away
<input type="checkbox"/> Walgreens #4222	5400 INDEPENDENCE AVE KANSAS CITY, MO 64123	3.25 miles away
<input type="checkbox"/> Dollar General #13375	5501 Truman Road KANSAS CITY, MO 64127	3.28 miles away
<input type="checkbox"/> Dollar General #14255	4235 Troost Avenue KANSAS CITY, MO 64110	3.49 miles away
<input type="checkbox"/> Dollar General #12892	5000 E Linwood Blvd KANSAS CITY, MO 64128	3.56 miles away
<input type="checkbox"/> Dollar General #13010	2018 Metropolitan Ave KANSAS CITY, KS 66106	4.30 miles away
<input type="checkbox"/> Walmart #998	4701 Mission Rd WESTWOOD, KS 66205	4.45 miles away
<input type="checkbox"/> Walmart #6172	2300 Metropolitan Avenue KANSAS CITY, KS 66106	4.50 miles away
<input type="checkbox"/> Whole Foods Market #10457	301 E 51st St KANSAS CITY, MO 64112	4.52 miles away
<input type="checkbox"/> Walgreens #10125	2850 STATE AVE KANSAS CITY, KS 66102	4.58 miles away
<input type="checkbox"/> Dollar General #5735	3716 State Ave KANSAS CITY, KS 66102	5.09 miles away
<input type="checkbox"/> Walgreens #4185	4951 ROE BLVD ROELAND PARK, KS 66205	5.31 miles away
<input type="checkbox"/> Dollar General #14097	5757 Troost Avenue KANSAS CITY, MO 64110	5.38 miles away

*This competitive price monitoring will be **VERY** very useful.*

Brandon Rohn @ Heritage Market

CAPITOL IMPACT AWARDEES

Join us Thursday evening October 26th at the President's Gala as we honor these individuals for their contributions not just to the grocery industry but to Missouri's legislative sessions.



Robert Pagano

Southern Glaciers Wine & Spirits

Robert Pagano is the Vice President of Government Affairs for Southern Glazer's Wine and Spirits of Missouri. He resides in Ladue, Missouri with his wife of 31 years, Charlotte Pagano. Charlotte and Rob have 2 dogs and 1 cat-all rescues. Rob has a Bachelor of Science Degree in Business Administration from the University of Mo./St. Louis. Rob has been a 48 year employee of Southern Glazer's Wine and Spirits of Missouri. He is a lifelong resident of Missouri living in both St. Louis and Kansas City (4 years)

Over his time at SGWS he has traveled Missouri extensively for 45 years working with SGWS sales and distribution offices in St. Louis, Kansas City, Springfield, Columbia and Cape Girardeau.

Focusing on Government Affairs since 2017, Rob has developed excellent relationships with the Missouri Legislature and the Missouri Alcohol and Tobacco Division of Public Safety. He often testifies in various Missouri Senate and House of Representatives, alcohol related committee hearings. He enjoys a reputation of always being available to provide timely and accurate industry information. Rob is widely respected and sought out as an industry expert.

In addition to being a devoted pet person, Rob is an avid gardener and golfer.



Senator Justin Brown

District 16

Senator Brown was elected in 2018 to represent Missouri's 16th Senatorial District, which includes Camden, Pulaski, Phelps, Crawford and Dent counties. A native of Phelps County, Sen. Brown is a graduate of the University of Missouri-Rolla (now Missouri University of Science and Technology) with a degree in history. Following college, Sen. Brown worked as a commercial loan officer, specializing in agricultural financing, while owning and operating a family farm.

Senator Brown currently farms more than 2,200 acres, primarily raising corn and soybeans. He also maintains a cow-calf operation on the family farm.

Senator Brown is an active member of the Missouri Cattleman's Association and the Dent/Phelps County Cattleman's Association. He has served on the boards of the Missouri Beef Council, the Phelps County Farm Bureau and his local MFA Cooperative.

A leader for the Elk Prairie 4-H Club, Sen. Brown teaches livestock management and assists with calf competitions. He belongs to Masons Lodge #213 and attends St. Patrick Catholic Church in Rolla.

Senator Brown, a resident of Rolla, is the father of three children.



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TAILGATE AT LAKESIDE



ANHEUSER-BUSCH



WE WILL BE HOSTING A TAILGATE PARTY WHICH MEANS GREAT FOOD, DRINKS & GAMES.



Wednesday night is our Tailgate at Lakeside kickoff event, sponsored by the Missouri Lottery and Anheuser-Busch!

We will hosting a tail gate party so that means great food, drinks and games. You won't want to miss this fun networking event.

FOX RIVER

D A I R Y



We Locally Source Products for the St. Louis Metro Area

Fox River Dairy is a specialty food distributor for grocery and foodservice operations of all kinds. We now distribute products for more than 30 different producers headquartered in St. Louis and the Midwest, serving over 200 grocery stores in the St. Louis metro area, with the finest locally produced products. Over the last two decades, Fox River has grown from 8 employees to 27 through the growth of the St. Louis local food scene. We are committed to the continuous growth of this movement as it becomes more important to impact our local economy. This formula brings you a source for the best brands of over 500 unique high-quality products. With many products exclusive to our company, you are sure to find the ingredients for success in your kitchen or for your grocery shelves.



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Ice Cream
FACTORY

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-ARTISAN AND FARMSTEAD CHEESES-



Locally Made. Naturally Delicious.™

Hiland Dairy is the brand your customers trust for farm-fresh, locally made dairy products. Whether they top desserts with light and fluffy Hiland Whipped Cream or crave a tall glass of cold Hiland Dairy Milk, they can count on Hiland for nutritious and delicious dairy products. So, give your shoppers the dairy foods they've loved for generations. **Give them Hiland.**

For more information on our full line of products, visit HilandDairy.com.