

N.A.I.F.E.D.A.

North American Independent Food Equipment Dealers Association

From the President:



Fellow NAIFEDA Members:

It seems hard to believe that the Summer has come and gone and we are only a few weeks away from the start of the fourth quarter and the run to the holidays and the end of the year. I don't seem to recall the time going by quite so quickly when I was 28 and not the 58 that I turn in a few weeks. I hope that each of you had a successful summer selling season. In our area we were fortunate to have a good number of opening of both chain and independent supermarkets where we were able to get a nice share of the business. Overall we are seeing customers opening up to investment in new locations and equipment again although they approach it in a conservative manner. As always, margin is not the easiest thing to come by, but we try to sell value. Sometimes it even works!

I think we would all agree that the secret to success in our industry is two fold. Selling the value we bring to the table and doing what we say we are going to do in a timely manner. Since ownership can't do everything ourselves we have to rely on our employees to promote that same message to our customers. To me that is the thing we struggle with the most - how to motivate our employees so that they are representing the company in the most effective manner. In thinking about about this issue I ran across an old article in Forbes that was short and informative. I have copied the link here if you want to take a look. <http://www.forbes.com/sites/victorlipman/2013/03/18/5-easy-ways-to-motivate-and-demotivate-employees/>

Once again, I think our NAIFEDA Summer Meeting in Milwaukee went very well. We had good attendance from both our members and our vendor partners and had a full presentation agenda. I had not been to Milwaukee for a number of years and I enjoyed the city and the atmosphere. Be sure to mark you calendars for the 2015 Winter Meeting in San Antonio. It is a new location and I am sure it will be another excellent meeting. Rooms can be booked through Heidi at Avon Travel.

Best Regards

Mike

Fall 2014

From the Director



This time of year is a busy one for most of us in the supermarket and food processing business. Summer is over and the holidays will be upon us before we know it. Our Summer Meeting was well attended and productive. The board of directors called a special meeting to discuss an application for a new member. This is usually a simple process, but this time some difficult decisions were made by the board. These will be discussed at our Winter Meeting, but something positive that came from our meeting was a call for a complete review of our by laws.

The NAIFEDA by laws were introduced by the founders of the group and have been reviewed twice to my knowledge. We are in the process of updating them for the group to look at and hopefully approve. At that point every member will receive a new set of the by laws, which is long overdue.

Please take the time to call Heidi @ Avon Travel and reserve your rooms for San Antonio if you have not already done so. The rooms are going fast and once our block of rooms are gone you may be staying in another hotel.

Hope your business is well, call if I can help.

Regards

Steve McKay



EMBASSY SUITES SAN ANTONIO RIVER WALK
DOWNTOWN

NAIFEDA WINTER MEETING 2015

January 23 - 26th

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availability at time of reservation.

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cancellation within 72 hours will result in 1 night stay
including tax. Once the block of rooms is gone, the rate
changes.

If anyone is interested in attending a Spurs Game they
play Friday and Sunday!!