
NAIFEDA

spring 2012

From our president.....

Dear fellow NAIFEDAians,

Piloting a small business in these times is much like being a competitor on the reality show **Survivor**. It's a game of learning our strengths, disguising our weaknesses, and figuring out who we can trust.

As an aging member of my team I am astounded by the power of social media. Grocers have jettisoned their "finely textured beef" after a viral tsunami about **Pink Slime**. Mentions of this on twitter climbed to 100,000 in just a few days. It appears that a majority of us have both eyes and thumbs glued to smart phones. Any customer with a device can locate almost anything and buy it on line. Though this speedy advance in technology can be daunting, we owner-operators will want to use it to develop our businesses.

I am leaving the office today for a 3-hour trip to visit several customers. I believe they are happy to get an in-person visit vs. a text, email or twitter. Face-to-face is still the best way to catch up with what they want, and for me to get the best view of what their business is up to. Meeting with my fellow NAIFEDA members is like that. The Winter meeting in Marco Island was one of our best ever. I strongly urge each of us to attend the upcoming gathering in July in St. Paul. It will be another chance to help each other in the survival game, and meet with esteemed vendors who offer so much to our group.



Kindest regards,
Paul Dupey

FROM THE DIRECTOR

Now that our Florida meeting is a distant memory, it's on to summer and our next meeting in St. Paul, Minnesota. Information on dates and times are in the newsletter. If you have never attended the AAMP Convention/NAIFEDA meeting, this will be a good one to see.

Over 80 percent of our vendor members have booth space at the convention, making it a great time to visit and check out the latest new equipment, as well as look over the competition.

AAMP is very active in relaying the latest government information pertaining to updated regulations concerning the meat industry. I was talking with AAMP Secretary Dr. Jay Wenter at our Ohio State Convention and he expressed concern that many in our industry do not stay informed on what is going on. AAMP is a great way to stay connected through the technical information offered.

To get more information go to www.aamp.com and fill out an online application on the home page.

Hope this finds your business prospering, and as always, call or email if I can help. See you in St. Paul!

Regards,

Steve McKay



Our Meeting will be:
Friday July 27th 12:00 - 5:00 p.m.
Cocktails @ 6:30
Dinner follows at 7:30

Saturday July 28
Coffee 7:00 a.m.
Meeting 8:00 a.m. - 12:00

2012 AAMP CONVENTION NEWS

CONVENTION TIMES
JULY 26-28 2012



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and reservations

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to book your
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Two of our members wanted to express their sincere appreciation and heartfelt thanks for the cards, flowers, donations and phone calls received from fellow members.

Jay Robinson from Advantage Food Equipment lost his wife Patty to a three year battle with cancer.

Dan Valenti from McCarthy Food Equipment lost his father suddenly.

We offer our deepest sympathy to both of these families.