

BULKY DOCUMENTS

W/ Exhibits
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Judgment

Part 2 of 13

**Document contains CD-Rom of exhibit no.10 and
videotape of exhibit no. 8.**

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Ethnic NewsWatch
Forward

December 28, 2001

SECTION: Vol. CV; No. 31; Pg. 1

SLI-ACC-NO: 0202F2DM 104 000105

LENGTH: 1093 words

HEADLINE: Stress, Depression Often Underlie 'Five-Finger Discount'

BYLINE: Keys, Lisa

BODY:

Stress, Depression Often Underlie 'Five-Finger Discount'

Probably the last thing you want to do when you're on the lam and facing murder charges is get caught stealing a hero sandwich.

Which means the last person you probably want to be is Robert Durst, scion of one of New York's most powerful real-estate families. After seven weeks of dodging charges for a gruesome murder, Mr. Durst got himself arrested in Lehigh, Pa., earlier this month for shoplifting a 5.99 sandwich, a bandage and a newspaper, despite having 200 in his pocket and thousands more in the bank.

As it turns out, Mr. Durst is not the only well-known name on the roster of shoplifters who steal for no apparent reason. Actress Winona Ryder was arrested two weeks ago for allegedly lifting 4,700 in clothes and accessories from a Beverly Hills Saks Fifth Avenue — items she could have easily afforded. Back in 1988, the former Miss America and New York City cultural affairs commissioner Bess Myerson, was arrested in Pennsylvania for lifting 40 in sundries at a drug store — when again, money was not the problem.

"A lot of us, under stress, eat or drink too much or work too hard. Some people use dope or whatever. We all react to excessive or unusual stress in different ways — some people shoplift," said William Cupchik, a Torontobased psychologist and author of "Why Honest People Steal."

Shoplifters, said Mr. Cupchik, can be rich or poor. "We all have similar minds: There's a conscious, a subconscious, an unconscious," he said. "We all have drives, motivations and so on. Just because someone has money in the bank doesn't mean they have a different mind."

According to the National Retail Security Survey, conducted by the University of Florida, on average, shoplifting accounts for 9.5 billion in lost sales a year. In 1999, the average dollar loss per shoplifting incident was 128.03.

There are, of course, professionals who steal for a living, addicts who grab what they can and poor folk at the end of their tether. But according to

Mr. Cupchik, 15% of thefts are perpetrated by people for whom no motive is apparent.

Many of these thefts are by teenagers who fall prey to peer pressures. A graduate student at Columbia University, who asked for obvious reasons that he remain anonymous, said that as a teenager he stole inexpensive items such as candy bars, water guns and Slurpees from 7-11. "It wasn't because we didn't have any money," he recalled last week. "We didn't have that much money — but we had money to buy a Slurpee or food.

"You knew it was wrong, but you still did it," he said. "It was a buzz — you know, you're young, you're bored, it's fun to have people chase you. But looking back, it was also a learning experience, you're testing your surroundings. You learn that you have to pay for things in life, that everything costs money, and then you don't do it anymore."

Among some, shoplifting is seen as a method of subverting "the system." Abbie Hoffman's famed radical how-to manual, which includes a chapter on shoplifting, was appropriately titled "Steal this Book." In the same vein, writer Ron Rosenbaum recently told National Public Radio that among the most stolen books are those by Beatnik authors such as Charles Bukowski and William Burroughs. Rock band Jane's Addiction, fronted by alternative impresario and sometime kabbalist Perry Farrell, addresses the subject in its hit song "Been Caught Stealing."

On the other side of the coin, shoplifting sometimes goes hand in quick-fingered hand with compulsive shopping — long a hobby among some upper-class ladies who lunch. In his 1989 novel "I'll Take It!," playwright and screenwriter Paul Rudnick writes about a trio of New York Jewish ladies who go on a massive expedition to outlets in New England to shop-till-they-drop and to "shop without money."

According to Mr. Cupchik, "If you want to make a bet and win, you can bet that compulsive shoppers, like shoplifters, are also feeling a major inadequacy, a sense of emptiness in their lives."

These people, said Mr. Cupchik, "are reacting to major stressors, unusual stressors. In most cases, for most of these people, the stress ... was what they experienced as an unfair loss."

Sometimes, the stressor can be very old. For example, Mr. Cupchik — who holds intervention seminars for what he calls "atypical theft offenders"—had a wealthy patient, a Holocaust survivor, who was arrested for stealing a 15 pair of Dr. Scholl's insoles from a drug store. "He had no reason, no excuse for the theft behavior," he recalled.

Still, as Mr. Cupchik spoke to the man about his past, he learned that the day of the theft was the 50th anniversary of his liberation from a concentration camp, when "inmates were awakened at 3 a.m. and were forced to march, most of them without shoes, along a rock-laden rail line." "It was an anniversary reaction, manifested in an atypical theft behavior," Mr. Cupchik said.

When Ms. Myerson, with no prior record, was arrested for shoplifting, she was due to go on trial for bribery and conspiracy charges related to her job as the cultural affairs commissioner, an undeniable source of stress.

As for Ms. Ryder, who also had no criminal record, when the cops busted her on a Beverly Hills sidewalk, she was also discovered to be carrying



anti-depressants without a prescription. The actress has been known to have suffered from bouts of depression before. After two Oscar nominations in the mid-1990s — for her roles in "Little Women" and "The Age of Innocence" — Ms. Ryder now finds herself the subject of articles such as a January feature in London's Guardian newspaper, which declared "if there was ever a time people went to and talked about Winona Ryder movies, that time has passed."

Mr. Durst undoubtedly had more than a career setback on his mind. He was being investigated for his possible role in three murders — of his first wife, in 1982; his friend, Susan Berman, last Christmas and, most recently, his neighbor in Galveston, Tex.

"A real thief, with 200 bucks in his pocket, is not going to shoplift a sandwich — especially if he's on the lam for murder," Mr. Cupcik said. "If someone's going to do something that stupid, the reason is he wanted to do it. At some level, the person wants to get caught."

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GRAPHIC: Photo, Wynonna Ryder

JOURNAL-CODE: F2

LOAD-DATE: October 18, 2002



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Copyright 2001 The Washington Post
The Washington PostDecember 24, 2001 Monday
Final Edition

SECTION: STYLE; Pg. C10

LENGTH: 391 words

HEADLINE: Won't Go Won Ton This Christmas

BYLINE: Janelle Erlichman, Washington Post Staff Writer

BODY:

To me, as a Jew, Christmas has always meant movies and Chinese.

"Cast Away" and sesame chicken were on last year's bill.

For the past bazillion years . . . well, as long as I can remember, my family has taken advantage of the few things open on Christmas Day: 7-Eleven (for Coke Slurpees to sneak into the movie), movie theaters (where Mom always comments on the poor souls who have to work — we know they're not Jewish, or we'd know them) and Chinese restaurants (we pick the one closest to the movie theater).

To me, Christmas has always been just a regular day. Less traffic, pretty lights (well, some) and a vacation day.

This year, for the first time, I'm going to experience Christmas the non-Jewish way: The Christmas Eve dinner, waking up super-early and opening presents, eating lots of Christmasy food (ham, gravy, Santa-shaped cookies?) and lounging in a mountain of wrapping paper, gift receipts and empty boxes.

And I'm excited. For years I've shared my holiday with friends of all beliefs. My best friends are Seventh-Day Adventist, Catholic and of other non-Jewish religions. Even when I was in elementary school, my parents would show up every year with a griddle and enough plastic dreidels for the whole class. Mom would tell the story of Hanukah while Dad fried up potato latkes.

I like to think I carry on that tradition with my "Semi-Occasional Hanukah Party," where I provide killer homemade applesauce and piles of potato pancakes (including the not-so-traditional sweet potato and artichoke/feta ones) to a mix of chums — mostly non-Jews.

But this year I'm leaving on a jet plane and tagging along with a bestest friend to her family's celebration in San Francisco.

I'm intrigued, fascinated and curious at the prospect of midnight Mass and stockings hung by the chimney with care. Will we listen to Christmas music all day? Will people be extra nice to us on the street? Will we leave cookies for Santa?

Hanukah gifts are spread over eight days. But for Christmas, to me it always seems that the deal is to open all your gifts as fast as you can — and then look and see what you got.

My dad told me he once played Santa — many, many years ago — when we stopped by a friend's home on Christmas Eve. "All the women kissed me," he said.

This year: chestnuts roasting on an open fire. Next year: won ton soup.

LOAD-DATE: December 24, 2001



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Copyright 2001 Toronto Star Newspapers, Ltd.
Guelph Mercury (Ontario, Canada)

December 19, 2001 Wednesday Final Edition

SECTION: SPORTS; Pg. B2

LENGTH: 650 words

HEADLINE: Autographs of sluggers could fetch \$2,000, maybe more

BODY:

Dear Babe: While my grandfather was stationed at Camp Blanding, Fla., he got Babe Ruth's autograph at spring training in 1941 on the bottom of an Army bill of fare. The paper was neatly folded several times, and remained that way for years. It was passed down to me. In the winter of 1982, I took it down to Atlanta Stadium and left it with Hank Aaron's secretary for him to sign just below Babe's autograph. It is now nicely framed, hanging in my son's bedroom. What would be the value presently, and (pardon my being morbid) would that change after Aaron's death? — John Kearns, Northport, Ala.

This is an interesting item you don't see very often because you have the two top home run hitters in history. "There aren't too many items signed by both men, mainly because people don't want to risk de-valuing a Ruth single," said Mike Breeden, an autograph columnist for SCD. He said putting a value on it is a tough call. "I'd think you'd be able to get at least \$2,000 for it, maybe more," Breeden said. No reason to apologize about your morbid thoughts, most collectors are curious about what the death of a star is going to do to values. Generally speaking they jump up right after the death and then settle back down. There's no shortage of Aaron signatures out there. He's been a Hall of Famer for a long time and has been signing at shows for years. Since you have a signature that is already 20 years old, I don't think the value is going to change much after Aaron is gone. The reality is that the value is in Ruth's signature.

Dear Babe: I have a baseball signed by Mickey Mantle in the early '90s. What would the value be on that baseball? The ball has only his signature on it. — Kris Daniels, Lawrenceville, Ga.

A single signed Mantle baseball should be in the \$250-\$350 range.

Dear Babe: I used to work for a department store that sold frozen ice drinks. At times, they were put in a football or baseball cup depending on the season. I collected a full set of 38 baseball cups. These are by Major League Baseball and have photos of different MVP players from many teams. The set is dated 1978. They are plastic cups from the Comet Co. A few are discolored by age and a couple have chipped. Can you tell me what they are worth and the best way to store them? — Janet Sorrell, Durham, N.C.

This sounds like a regional set of cups used for Slurpees or Icees. Beckett's Almanac of Baseball Cards lists a set of 26 Slurpee cups that 7-Eleven issued in 1982. Sounds as if your cups are similar to these. Rich Klein, Beckett's senior price guide analyst and editor of Beckett's Almanac of Baseball Cards, has been working on getting more information on cups. He hadn't run across your Comet Cups but said that for a regional issue, the values for star players are going to be a little more than for 7-Eleven cups because they should be more scarce.

The value is going to be in the Hall of Famers (plus Pete Rose). There's not going to be much interest in commons. This type of item is going to appeal to someone who collects a particular player. The Almanac lists Nolan Ryan, Rickey Henderson, George Brett, Mike Schmidt and Rose in the \$10-\$15 range. Obviously if you have Henderson then your cups are actually from 1982 and may well be the ones listed in the Almanac. While the cups may have been made in 1978, that isn't a guarantee that they went out to the public with the players' photos on them at that time. For the record, the entire 26-cup 1982 set lists for \$100. That should be a fair value for your cups — if you can find someone looking for a whole set.

Send card questions to Babe Waxpak in care of The Guelph Mercury, PO Box 492397, Redding, CA 96049-2397 or e-mail to babewaxpak@redding.com. If possible, include card number, year and brand or a photocopy. Please do



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Autographs of sluggers could fetch \$2,000, maybe more Guelph Mercury (On

not send cards. Ask Babe appears Wednesdays in The Mercury.

LOAD-DATE: January 1, 2002



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Copyright 2001 Toronto Star Newspapers, Ltd.
Guelph Mercury (Ontario, Canada)

December 19, 2001 Wednesday Final Edition

SECTION: SPORTS; Pg. B2

LENGTH: 649 words

HEADLINE: Autographs of sluggers could fetch \$2,000, maybe more

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LOAD-DATE: December 2, 2002

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Copyright 2001 The Dallas Morning News
The Dallas Morning NewsDecember 13, 2001, Thursday SECOND EDITION
Correction Appended**SECTION:** BUSINESS; Pg. 1D**LENGTH:** 1460 words**HEADLINE:** 7-Eleven's window to the future;
Convenience store chain reinventing itself in Plano**SOURCE:** Staff Writer**BYLINE:** MARIA HALKIAS**DATELINE:** PLANO**BODY:**

PLANO - The attendant takes an order at the drive-through window, pours coffee from an airtight dispenser, and scans an electronic sticker for payment. He also prints out a map to assist a lost customer.

7-Eleven Inc. thinks it's time to reinvent the convenience store.

The pioneer in quick-stop retailing has been experimenting with the drive-through and other timesaving concepts at its laboratory in Plano as it seeks to distinguish itself from the competition.

The Dallas-based chain has also recruited systems specialists at Electronic Data Systems Corp. to help speed up its processes.

The store of the future, which is on Preston Road adjacent to EDS' headquarters in Plano, has its grand opening Friday. 7-Eleven and EDS employees, as well as unsuspecting shoppers, are the Plano store's guinea pigs.

"Whether it's a new, fresh sandwich, a better way to provide a great cup of coffee or a fast way to pay for a purchase, we'll try it all in Plano," said Gary Rose, 7-Eleven's senior vice president of operations.

The store of the future is equipped with several new devices, including an ice machine in the back room that automatically fills dispensers with no help from the staff. A coffee bar with 21 spouts has airtight dispensers that keep the java from burning. Also, through the backroom wall and hidden from customers' view are 42 tentacles that continuously feed the drink machines with syrup.

Whether the store's innovations will be integrated into 7-Eleven's 22,000 stores worldwide will depend on costs, customer reaction and employee feedback.

"Creating a state-of-the-art store in the Dallas area allows us to work with suppliers and technology providers to experiment with ideas that could be expanded in North America and, possibly, globally," Mr. Rose said.

Same-store sales

Jim Keyes, 7-Eleven's chief executive, is big on technology moving the business forward. He credits the company's retail information systems, and the way employees are using them, for the chain's ability to increase same-store merchandise sales for 53 consecutive months.

Tuesday, 7-Eleven said its November same-store merchandise sales increased 5.1 percent, on top of a 5.6 percent gain the year before.



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"This company has the ability to innovate and bring new things to the market. They have quite a bit of proprietary product, and to me that's what retailing is all about," said Jonathan H. Ziegler, a retail analyst at Deutsche Bank in San Francisco.

The increasing emphasis on fresh foods sets 7-Eleven apart, he said.

"They're competing with everyone, drugstores and supermarkets. But Jim Keyes is very focused on who his audience is and what they want. He calls it dashboard dining," Mr. Ziegler said.

The timing of 7-Eleven's foray into the future comes as competition is stepping up well beyond the mom-and-pop convenience store operators. Companies with deeper pockets are the competition now.

Major oil companies have turned into convenience store operators, while supermarkets are joining the gasoline race with pumps - and, in some cases, full-fledged convenience stores - in their parking lots. Albertson's Inc. just opened its 200th Express Fuel Center, and Wal-Mart Stores Inc. is adding more pumps to its parking lots.

The world's biggest convenience store operator is responding by combining the latest technology with its marketing expertise and on-the-go food recipes at the store of the future.

"It's a very self-contained shopping experience," said Walter Lammert, an EDS enterprise architect working with 7-Eleven.

For almost a decade, EDS has been collecting sales data and turning that data into usable information for 7-Eleven, but now the service provider has its foot in the front door.

Mr. Lammert is among a group of EDS executives who are signing up to work in the store, red coats and all, to experience innovations such as the drive-through firsthand.

About 200 EDS and 7-Eleven employees will test a new payment method called VIP, for virtual instant payment. VIP participants will attach a sticker that holds 256 bytes of memory to their work ID badges or some other card. The sticker, which Texas Instruments Inc. calls a transponder inlay square, is about twice the size of a postage stamp but hardly thicker.

EDS is also providing a wireless handheld device, called the store manager's portal, which eventually will connect store managers with 7-Eleven's intranet.

Initially, it will be used to print out directions and maps for lost customers, in either English or Spanish, and maybe a coupon for their next stop.

At any time, a 7-Eleven store manager can check to see how many Snickers bars have sold this week, how many bags of Frito-Lay sour cream and onion chips are moving with the combo sandwiches, or more sophisticated queries such as what happened to coffee sales the last time temperatures fell below freezing.

The store includes a carwash that talks back and new gasoline pumps. Although there are only two tanks underground, the system blends five grades of octane vs. the usual three.

It also has one of three digital gas price signs that 7-Eleven is testing in the Dallas market. The signs are visible half a mile away and may someday allow 7-Eleven, which sold more than \$3 billion in gasoline last year, to manage its pump prices with little effort.

"We'd be able to change prices on the sign, dispenser and inside the store all at once from a central location, without going outside on a cold, freezing day," said Ron Fulencheck, 7-Eleven's central division gasoline manager.

The tall, slender pumps improve visibility from inside the store and are being prepped to eventually allow customers to select and pay for their morning cup of coffee, a doughnut and a newspaper while they fill up.

The idea is that some customers will want to swing around to the drive-through and pick up their purchases, never stepping into the store.

Shoppers expect to get in and out of a convenience store quickly. It's not exactly a place to browse: The average 7-Eleven customer is in the store for less than two minutes and spends less than \$4. The typical 7-Eleven store carries 2,500 items, and 70 percent of a store's sales are from merchandise, with the rest coming from gasoline.



Food and drink

Food and drinks are the biggest item categories, representing about 60 percent of merchandise sales. Sales of fresh food are among the fastest-growing in the stores.

7-Eleven has been quietly nibbling at fast food chains' market share with its own combo meals and daily delivered fresh-baked goods and sandwiches.

It's borrowing a feature from the McDonald's stores of the world by trying the drive-through.

For now, the canopied appendage is only attached at the store lab; a former McDonald's supervisor was hired to help design the window operation layout and train employees.

7-Eleven customers keep coming back for their favorite **Slurpee**, which the store lab dispenses from a six-barrel machine, and for hot dogs, with a dozen condiments including chili and cheese.

The chain that branded the basic fountain drink by making it oversized and giving it the registered name of Big Gulp has added a new feature that lets customers customize their sodas with a splash of lemon, vanilla or cherry flavorings.

Vanilla Dr Pepper drinks are hot sellers so far.

That marketing bravado is being applied to some new foods that are going to be tested at the store lab, such as warm, soft pretzel creations - one filled with jalapeno and another with cream cheese.

7-Eleven is also testing a new breakfast item, the co-branded Pillsbury Scrammers, which are biscuits stuffed with scrambled egg and cheese.

The first customers of the store of the future lab give it high marks so far.

Jayne Doyle of Plano has a secret passion - cherry **Slurpees** - that gets her to a **7-Eleven** store at least three times a week. The idea of satisfying that craving in the privacy of her SUV is appealing to this mother of five who, on a stop last week, had no children in tow.

"I didn't know this one had a drive-through window. Next time I'll use it," she said as she juggled keys, change from a \$20 bill, a straw and the Slurpee.

Michelle Smith of Frisco hadn't noticed the drive-through, either, but when it was pointed out, her reaction zeroed in on her two errand-averse teenagers.

"If I tell them to go out for a gallon of milk, they whine, but if I can tell them where to go without getting out of the car, they will love this," she said.

"The drive-through will be good for young mothers with the babies in the car seats, too. I like it. I like it."

A version of this report appears in The Plano Morning News.

CORRECTION-DATE: Friday, December 14, 2001

CORRECTION:

CORRECTIONS, CLARIFICATIONS: On Page 1D of Thursday's Business section, a story on 7-Eleven Inc.'s new test store incorrectly reported the company's same-store sales figures for November. The convenience store chain's November same-store sales increased 7.8 percent from the same month last year.

GRAPHIC: PHOTO(S): 1-2. (Photos by LOUIS DeLUCA/Staff Photographer) 1. Robert Depriest fills an order at the drive-through window, which 7-Eleven is testing at a "laboratory" store in Plano. 2. About 200 EDS and 7-Eleven employees will test VIP, or virtual instant payment. 3. (LOUIS DeLUCA/Staff Photographer) The tall, slender gasoline pumps improve visibility from inside the store and dispense five grades of octane.



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Copyright 2001 The Dallas Morning News
The Dallas Morning NewsDecember 13, 2001, Thursday SECOND EDITION
Correction Appended**SECTION:** PLANO MORNING NEWS; Pg. 1P**LENGTH:** 1410 words**HEADLINE:** 7-Eleven driving through the future;
EDS enlisted to help reinvent convenience store at Plano lab**SOURCE:** Staff Writer**BYLINE:** MARIA HALKIAS**DATELINE:** PLANO**BODY:**

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Executives in red coats

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"It takes time for a clerk to find out where someone is trying to get to and then give them directions," Mr. Lammert said.

Checking on trends

At any time, a 7-Eleven store manager can check to see how many Snickers bars have sold this week, or how many bags of Frito-Lay sour cream and onion chips are moving with the combo sandwiches, to more sophisticated queries such as what happened to coffee sales the last time temperatures fell below freezing.

The store includes a car wash that talks back and new gasoline pumps that blend five grades of octane versus the usual three, but only has two tanks underground. It also has one of three digital gas price signs that 7-Eleven is testing in the Dallas market. The signs are visible from half a mile away and may someday allow 7-Eleven, which sold more than \$3 billion in gasoline last year, to manage its pump prices with little effort.

"We'd be able to change prices on the sign, dispenser, and inside the store all at once from a central location, without going outside on a cold, freezing day," said Ron Fulencheck, 7-Eleven's central division gasoline manager.

The tall, slender pumps improve visibility from inside the store and are being prepped to eventually allow customers to select and pay for their morning cup of coffee, a doughnut, and a newspaper while they fill up. The idea is that some customers will want to swing around to the drive-through and pick up their purchases, never stepping into the store.

Shoppers expect to get in and out of a convenience store quickly. It's not exactly a place to browse: The average 7-Eleven customer is in the store for less than two minutes and spends less than \$4. The typical 7-Eleven store carries 2,500 items, and 70 percent of a store's sales are from merchandise, with the rest coming from gasoline.

But food and drinks are the biggest item categories, representing about 60 percent of merchandise sales. Fresh-food sales are among the fastest growing in the stores.

7-Eleven has been quietly nibbling at fast food chains' market share with its own combo meals and daily delivered fresh-baked goods and sandwiches. Also, the store lab will try out an expanded wine list.

It's borrowing a feature from the McDonald's of the world by trying the drive-through.

For now, the canopied appendage is only attached at the store lab, and a former McDonald's supervisor was hired to help design the window operation layout and train employees.

7-Eleven customers keep coming back for their favorite **Slurpee**, which in the store lab is dispensed from a six-barrel machine, and for hot dogs, with a dozen condiments including chili and cheese.

The chain that branded the basic fountain drink by making it oversized and giving it the registered name of Big



Gulp has added a new feature that allows customers to customize their sodas with a splash of lemon, vanilla or cherry flavorings.

Vanilla Dr Pepper drinks are hot sellers so far.

That marketing bravado is being applied to some new foods that are going to be tested at the store lab, such as warm soft-pretzel creations – one filled with jalepeo and another with cream cheese.

7-Eleven is also testing a new breakfast item, the co-branded Pillsbury Scrammers, which are biscuits stuffed with scrambled egg and cheese.

High marks

The store of the future lab's first customers so far give it high marks.

Jayne Doyle of Plano has a secret passion – cherry Slurpees – that gets her to a 7-Eleven store at least three times a week. The idea of satisfying that craving in the privacy of her SUV is appealing to the mother of five who, on a stop last week, had no children in tow.

"I didn't know this one had a drive-through window. Next time I'll use it," she said as she juggled keys, change from a \$20, a straw, and the Slurpee.

Michelle Smith of Frisco hadn't noticed the drive-through, either, but when it was pointed out, her reaction zeroed in on her two errand-averse teenagers.

"If I tell them to go out for a gallon of milk, they whine, but if I can tell them where to go without getting out of the car, they will love this," she said. "The drive-through will be good for young mothers with the babies in the car seats, too. I like it. I like it."

A version of this report appears in the Business News section of The Dallas Morning News.

CORRECTION-DATE: Friday, December 14, 2001

CORRECTION:

CORRECTIONS, CLARIFICATIONS: On Page 1P of Thursday's Plano Morning News, a story on 7-Eleven Inc.'s new test store reported an incorrect same-store sales number for the company in November. The convenience store chain's November same-store sales increased 7.8 percent from the same month last year. The story also incorrectly reported the store's location. It is on Preston Road near EDS headquarters.

GRAPHIC: PHOTO(S): (1-2. LOUIS DeLUCA/Staff Photographer) 1. Robert Depriest helps a customer at the drive-through window at 7-Eleven's store of the future in Plano. 2. 7-Eleven's new fuel pumps dispense five grades of gasoline mixed from two underground tanks.

LOAD-DATE: December 21, 2001



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Copyright 2001 Reed Business Information Ltd.
B&T Weekly (Australia)

December 12, 2001

LENGTH: 197 words

HEADLINE: 7-Eleven's Slurpee speaks with attitude

BYLINE: Maria Ligerakis, Marketing

BODY:

CONVENIENCE store 7-Eleven has launched a new campaign to promote its summer-time treat Slurpee and is using TV ads to spearhead its push to reinvigorate the brand.

The campaign, through McCann Erickson Melbourne, includes TV, radio and transit media across the Eastern seaboard and is aimed at the youth market.

Marketing manager for 7-Eleven Jeff Rogut said Slurpee was a strong performer, particularly during the summer months, making the campaign all the more timely.

"We were looking for an opportunity to reinvigorate the brand," Rogut said.

Creative director Trevor Purvis said the campaign used Slurpee as a "7-Eleven spokesperson".

"The authentic Slurpee is well recognised as the quintessential 7-Eleven property—we just gave him some serious attitude," he said.

McCann Erickson recently picked up the 7-Eleven account, on the back of other new business wins including Mobil lubricants (following a global realignment) and a slice of the Coca-Cola business.

McCann Erickson managing director Roger Clifton said the agency was faring well against the backdrop of a sluggish climate, with Trevor Purvis recently joining the Melbourne office from McCann Sydney.

GRAPHIC: Slurpee: Summer push

LOAD-DATE: March 5, 2003



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Copyright 2001 Sun Media Corporation
The Toronto SunDecember 9, 2001 Sunday, Final Edition**SECTION:** Showcase; Pg. S3**LENGTH:** 466 words**HEADLINE:** THE WEEK'S BEST LATE-NIGHT LAUGHS**BODY:****LATE SHOW WITH DAVID LETTERMAN**

Yesterday the fighting was in Kandahar. Today will be a travel day, then it's back to Kunduz for two more battles.

—

This is what I don't understand about this guy — this is the single biggest manhunt in the history of the world. A couple of weeks ago people see Osama bin Laden having dinner at a restaurant with his buddies. And you thought it was dangerous going to a restaurant with Robert Blake.

TONIGHT SHOW WITH JAY LENO

According to the New York Daily News, Geraldo Rivera said he's now carrying a gun and he will personally shoot Osama bin Laden if he finds him. Y'know, if Osama also has a gun, this could work out okay.

—

More and more news is leaking out about the plot of the new Star Wars. Apparently, the movie is about the young Jedi Knight Anakin. He is told to lead a life of abstinence. Apparently, Jedi Knights do not have a sex life — just like Star Wars fans.

THE DAILY SHOW WITH JON STEWART

In a separate experiment, researchers say they were able to develop a more advanced embryo, known as a "blastocyst," by bathing an egg with chemicals that changed its concentration of particles, reprogramming it to form an embryo. It's a process known as parthenogenesis. That's a difficult word to remember, so here's a device to help you out: Parthenogenesis is an anagram for "teen porn geishas." You can file that under "Daily Show science fun fact."

OPEN MIKE WITH MIKE BULLARD

CBC technicians may go on strike Thursday. But CBC management is telling the public, "Don't worry ... all your favourite shows will still be on other channels."

—

The Banff Centre for the Performing Arts is paying a Mexican artist \$1,300 to ejaculate into seven bottles. I'm not making this up. Wouldn't it be cheaper just to buy a six-pack of Corona?

LATE NIGHT WITH CONAN O'BRIEN

As a part of a scientific study, Northwestern University is paying women \$75 to watch pornography. Meanwhile, men at Northwestern University are paying \$75 to watch women watch pornography.

—

This week, Playboy is coming out with a new series of dolls for adults that they call "the most anatomically detailed toys ever sold." Right after the announcement, Elmo dropped his pants and said, "Oh yeah? Check this out!"

SATURDAY NIGHT LIVE WEEKEND UPDATE

The 7-Eleven chain is considering opening a store in New York's Times Square. This completely changes the meaning of going to Times Square to get a Slurpee.

—

China announced this week that it hopes to land a man on the moon by 2005 after this year's successful rocket launch of the Shenzou II rocket, which contained a monkey, a dog a rabbit and snails. Or, as the Chinese call it, No. 36 with rice.

GRAPHIC: 6 photos

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LOAD-DATE: December 10, 2001



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Copyright 2001 The Dallas Morning News
The Dallas Morning NewsDecember 8, 2001, Saturday SECOND EDITION

SECTION: METRO; Pg. 35A

LENGTH: 987 words

HEADLINE: Bob Stanford, advertising and media legend, dies at 83;
Channel 8 pioneer was behind Frito Kid, 7-Eleven's Slurpee

SOURCE: Staff Writer

BYLINE: JOE SIMNACHER

BODY:

If you didn't know Bob Stanford, you probably knew his creations.

Ever had a Slurpee? He named it.

Remember this one? "Oh, thank heaven for 7-Eleven." He thought of it.

Remember the Frito Kid? That was him.

But wait, there's more.

The Dallas advertising and media legend also helped design the "Pepsi Challenge" campaign, and he heralded the arrival of television in Dallas as chief announcer for Channel 8. And his career included several B-movie appearances, including a near-appearance with Rita Hayworth.

Mr. Stanford, 83, died Friday of complications from Parkinson's disease at Lexington Place, a Dallas extended-care facility. A memorial will be at 11 a.m. Tuesday at St. Michael and All Angels Episcopal Church, 8011 Douglas Ave. in Dallas. He donated his body to the University of Texas Southwestern Medical Center at Dallas.

"We are deeply saddened by the loss of Bob Stanford," said Jim Keyes, president and chief executive officer of 7-Eleven Inc. "He was a creative advertising pioneer for 7-Eleven stores in the 1950s and well into the 1970s."

Mr. Stanford also was well-respected in media circles. Suzie Humphries, a broadcasting veteran turned motivational speaker, said Mr. Stanford was ahead of his time.

"Commercials were so unique under that Stanford Agency umbrella," Ms. Humphries said. "He was an advertising man [who] knew how to make you want to pull over to a 7-Eleven and go buy an apple while he was talking about it."

"Born Robert Edward Stamets in Braddock, Penn., Mr. Stanford moved with his family to Dallas in 1931. He graduated from Woodrow Wilson High School. He attended Southern Methodist University, where he found his calling while playing the part of a dead man in a student play.

Curtain goes up

"When the curtain came up, I savored that moment," he told The Dallas Morning News in 1983. "I thought 'this is it,' and it has never left me."

A Long Island theater representative discovered Mr. Stanford in another SMU production. Mr. Stanford acted in summer stock in Long Island, where he won the Percy Hammond Award as the season's best young actor and elicited the praise of New York critics.

He worked for General Motors Corp. for two years, a stint that included being a guard at the GM exhibit at the



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World's Fair and giving lectures at the automaker's science theater.

He returned to Dallas, where an MGM talent scout spotted him in local theater. He went to Hollywood, where he made several B pictures after becoming Bob Stanford professionally. He kept his birth name for use for legal purposes and with close friends.

Eye on movies

Mr. Stanford was considered for a role in the 1944 movie *Cover Girl*, with Ms. Hayworth, but he got out of the movie business because a deep dimple unintentionally created on his face during a surgical procedure made studio makeup an ordeal. Gene Kelly and Phil Silvers starred with Ms. Hayworth in the film.

Mr. Stanford returned to Dallas, where he was scriptwriter and master of ceremonies for *The Early Show* for WFAA-AM.

Mr. Stanford decided to try his hand in a new medium, taking a job at Channel 8, then KBTB, where he was the first person to appear on a television set from a Dallas station. That appearance led to steady work for Channel 8, which became WFAA-TV.

Throughout his career, Mr. Stanford was as playful as he was successful. He had a program, *The Bob Stanford Show*, which preceded Milton Berle's show. Mr. Berle's show was tape-delayed in Dallas.

TV program

"I would go and take a peek at that film when it came in, and I would get his first joke," Mr. Stanford said in a 1983 interview. "I would sign off my show right before him by telling his first joke. Then I would say 'Uncle Miltie's on next. You know how he is, he'll probably steal my material.'"

He also wrote, hosted, and starred at Channel 8 as the Frito Kid, a serial character who ate Fritos chips. According to the storyline, Fritos gave him strength to save damsels in distress.

In 1953, Mr. Stanford was introduced to 7-Eleven, his sponsor for the Dollar Derby show. Two years later, Southland Corp., parent of 7-Eleven, hired Mr. Stanford.

Mr. Stanford became the company's advertising manager and president of its in-house ad agency, Stanford Agency.

Mr. Stanford named the Slurpee, which turned out to be a huge success. 7-Eleven introduced the semi-frozen drink to its stores in 1965 as the Icee. In May 1967, Mr. Stanford was in the brainstorming session to rename the drink. He later recalled the serendipitous moment that occurred while retrieving his straw of one of the frozen drinks.

A Slurpee moment

"We were talking about what to call the thing," he once said. "And when I pulled it the straw just made that sound. It had to be slurped, and that just entered my mind. It seemed to me that it just named itself."

At 7-Eleven, Mr. Stanford assembled a staff of 67 writers who churned out a steady stream of creative advertising.

He starred in 7-Eleven radio ads with a friend from his days at General Motors, Frank Harting, who became Y.Y. Wickie, his nasal-voiced sidekick in a long stretch of rowdy vaudevillian commercials.

Mr. Stanford retired in 1983, moving to Tortola, the largest of the British Virgin Islands, home port for his 43-foot sailboat and his home at sea. He returned to Dallas in 1997, when his health failed.

Mr. Stanford is survived by his wife, Shirley McLane Stamets of Dallas; two daughters, Kate Kelley Botsford of Austin, and Mollie Campbell of Dallas; a son, Russell K. Stamets of Berthoud, Colo.; a sister, Carolyn Cole Lane of Dallas; and four grandchildren.

Memorials may be made to the Dallas Area Parkinsonism Society, 3003 LBJ Freeway, Suite 125E, Dallas, TX 75234; or St. Michael and All Angels Episcopal Church, 8011 Douglas Ave., Dallas, TX 75225; or a charity of choice.

Staff writer Maria Halkias contributed to this report.



GRAPHIC: PHOTO(S): 1. (Courtesy Photo) Bob Stanford created "Oh, thank heaven for 7-Eleven." 2. Bob Stanford.

LOAD-DATE: December 9, 2001

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Copyright 2001 Sun Media Corporation
Edmonton Sun (Alberta, Canada)December 8, 2001 Saturday, Final Edition**SECTION:** Sports; Pg. SP2**LENGTH:** 693 words**HEADLINE:** BELLS, WHISTLES, BAD ICE;
BEAUTIFUL NEW ARENA HAS SAME OLD SLOPPY SURFACE**BYLINE:** ROBIN BROWNLEE, EDMONTON SUN**DATELINE:** DALLAS**BODY:**

Apparently, \$420 million can buy countless luxury suites for wealthy Texans, an impressive scoreboard and various gaudy bells and whistles, but it can't buy good ice.

For all of the style that the swank new American Airlines Center offers over dingy old Reunion Arena, the substance of the monolithic new home of the Dallas Stars proves that some things in Big D haven't changed - the ice surface remains the consistency of a 7-Eleven Slurpee.

The Edmonton Oilers, who slogged unsuccessfully through the slush at the old rink as often as any visiting NHL team - and happen to play on the best ice in the league at Skyreach Centre - gave the new sheet at the new rink a unanimous thumbs-down yesterday.

The slop is just more expensive now.

"The worst ice in the league that I've ever skated on," Georges Laraque said yesterday after the Oilers' morning skate. "It's soft, chippy, slow. Unbelievable.

"The puck was jumping all over the place. You can't move. It feels heavy when you skate on it. There's no speed to it."

With temperatures and humidity in Dallas sitting well above the seasonal norm this week, but not as severe as in April, a month that's seen the Oilers face the Stars in playoffs for five consecutive years, players had the same old complaints about the new ice.

"The ice was a little slushy, a little snowy," said Todd Marchant, trying to be diplomatic. "It's tough because it's so hot outside. It's tough for them to keep good ice.

"It's certainly better than Reunion Arena. The ice is a little sluggish. It wasn't really fast, but I guess that's to be expected when you're playing in Dallas."

The AAC comes with a vastly superior ice plant and more sophisticated equipment to deal with the humidity than aging Reunion Arena, but it apparently wasn't getting the job done yesterday.

"It's really warm," Janne Niinimaa said of the sauna-like playing area. "It's like stepping off the plane in Miami. The ice, it looked good at first, but then it got bad. It's soft because it's so hot out there. It's slow and bumpy."

The building does leave an impression.

The Stars dressing room, with its accompanying workout room, offices and meeting areas, is huge and well-appointed and fronted by two huge brushed-aluminum doors. The visitors dressing room, while more spartan, is a vast improvement over Reunion Arena.



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BELLS, WHISTLES, BAD ICE; BEAUTIFUL NEW ARENA HAS SAME OLD SLOPPY SURFACE

Amenities - food service areas, concessions, washrooms and the like - are first-class. Inside, it's a good-looking, bright building. Architecturally, it's spectacular.

But the 840,000-square-foot behemoth, completed in July and shared by the Dallas Mavericks of the NBA, does have several quirks and shortcomings.

- The visitors dressing room is adjacent to an area where kegs of beer are stored. Players tossed for an early shower need not go far for a cold one.

- The broadcast location, at least for visiting radio crews, is so high in the rafters the Oilers radio team of Rod Phillips and Morley Scott needed a guide and a compass to find the ice.

- A private box for GM Bob Gainey might be the worst seat in the house. It's tucked high in a corner and seems to be closer to the front doors of Reunion Arena than centre ice at the AAC.

- Because of the gradual slope of seating in the lower bowl to accommodate basketball, a person sitting in the fourth or fifth row, seats that go for \$250 a pop, can't even see the action in the corners along the near boards.

"How can you see the game from up there?" asked Laraque as he gazed up at the press box. "It's too big."

A HURTING SONG: Don't expect the Nashville Predators to toss out the welcome mat for the Oilers in Music City tonight - the Predators are on a six-game winning streak at the Gaylord Entertainment Center.

After losing four straight games on the road, the Predators returned home and doubled the Ottawa Senators 4-2 Thursday, making it six wins in a row at the GEC. The victory was the 100th for the franchise in its fourth NHL season.

The Oilers and Predators have split two meetings this season. The Oilers prevailed 4-3 in Nashville Oct. 13 before the Predators bounced back with a 4-2 win at Skyreach Centre Oct. 22.

GRAPHIC: photo by Reuters; Oilers defenceman Sean Brown slaps the Stars' Kirk Muller against the boards in the first period in Dallas last night. Unfortunately it was the Stars who slapped the Oilers around the rink.

LOAD-DATE: December 9, 2001



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The Detroit News

December 7, 2001 Friday Two dot Edition

SECTION: METRO; Pg. 5D

LENGTH: 324 words

HEADLINE: Free Slurpees latest seat belt tactic;
Coupon for treat beats lecture at Dakota High, cop says

BYLINE: Mike Wowk

BODY:

MACOMB TOWNSHIP — Every student who drove home from Dakota High School Thursday was wearing a seat belt. So were the passengers.

That's because Macomb County Sheriff Mark Hackel and several police officers were at the parking lot exit to hand out coupons for free Slurpees at Seven-11 stores and to remind students to buckle up.

Many students needed no reminding.

"I had a serious accident last February," said Dakota 12th-grader Ken Haase, driving home with his sister, Sara, a 10th-grader. "I know that if I wasn't wearing a seat belt that day I would have gone through the windshield."

Even before that close call, Haase said, he always wore his belt. "I'm glad they (the police) are doing this today," he added.

No one got a ticket for noncompliance, which Hackel said wasn't the purpose of Wednesday's demonstration.

"I could have gone inside the school and talked about the importance of wearing a seat belt," the sheriff said. "But I know kids get bored with those kinds of presentations.

"This seemed a good way to get the message across and to interact with the students."

Seat belt use in the United States has risen steadily, according to National Highway Traffic Safety Administration surveys. In 1984, the observed rate of use was 14 percent — which had risen to 69 percent by 1998.

But the rate is lowest among male drivers aged 18-35, Hackel said. Thursday's coupon giveaway gave the sheriff a chance to remind young drivers to wear their belts, as well as to make a holiday season pitch for safe driving.

Andy Vanscoy, an 11th-grader, said he's a regular seat belt user. "It's like automatic. I don't even think about it," he added.

Police from Clinton Township, St. Clair Shores and Warren helped sheriff's deputies pass out the coupons.

Hackel said the costs of Thursday's effort at the high school were underwritten with part of a \$139,861 grant from the state's Office of Highway Safety Planning.

LOAD-DATE: November 15, 2002

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Copyright 2001 The National Journal Group, Inc.
The HotlineDecember 3, 2001**SECTION: MEDIA MONITOR****LENGTH: 2663 words****HEADLINE: THIS MORNING****BODY:****THIS MORNING**

"GMA" hosted IT inventor Dean Kamen, Beth Israel Medical Center's Dr. Thomas Scammell and author/producer Russell Simmons. "Early Show" hosted singer/actress Julie Andrews and ex-Sen. George Mitchell (D-ME). "Today" hosted Newsweek's Mark Miller, King County, WA Sheriff Dave Reichert, George Harrison's sister Louise, actresses Julia Roberts and Penelope Cruz and writer Dave Barry. "Washington Journal" hosted CNN's Robert Novak and Center for Law and Public Health's Lawrence Gostin. Click Earlybird for a complete listing of guests on last night's political shows.

MORNING HAS BROKEN?

Though NBC's "Today" show has "notched its 310th consecutive weekly ratings win," the show's lead over its a.m. rivals "continues to be smaller than a year ago." Last week, "Today" averaged almost 6 million viewers, down 16% from the same week a year ago.

Meanwhile, ABC's "GMA" averaged 4.64 million viewers, up 1% from a year ago, and CBS' "Early Show" averaged 2.91 million viewers, up 24% from last year.

New York Daily News' Huff writes that the "closeness of the race" has launched a "flurry of talk" about the shift in a.m. viewing habits, though "opinions are mixed as to what's behind it." Said one media analyst: "What we find in the early morning hours is that in times of tragedy, TV usage goes up quite a bit. It also takes the longest to come back to normal. In this case, we're still in a war." Experts say that once the war ends, viewers will return to their traditional patterns, and the a.m. shows will "settle back to their previous levels."

A spokeswoman for "Today" noted that during last year's FL recount, "Today" posted record ratings, making "year to year comparisons a bit unfair." But "Early Show" producer Steve Friedman disagrees, saying, "They're off their game. They were knocked off their stride by what we and 'GMA' have been doing" (12/3).

TAKING A STAND

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New York Times' Rutenberg reports that since 9/11, FNC has become a "sort of headquarters" for viewers who want their news "served up with extra patriotic fervor." FNC anchors, analysts and correspondents have called Osama bin Laden a "dirtbag," "a monster" overseeing a web of hate," while his followers in al Qaeda have been called "terror goons." The Taliban fighters are "diabolical" and "henchmen."

Rutenberg writes that while covering the 9/11 aftermath, FNC has "pushed television news where it has never gone before: to vehement support of a war effort, carried in tough guy declarations expressing thirst for revenge." Indeed, the network is "encouraging" its correspondents and writers to "tap into their anger."

The anchor role of "delivering the news free of personal opinion has been altered to include occasional asides." On a recent edition of John Gibson's "The Big Story," Gibson states that military tribunals were needed to send a message to terrorists. Gibson: "There won't be any dream team for you. There won't be any Mr. Johnnie hand-picking jurors and insisting that the headgear don't fit, you must acquit. Uh-uh. Not this time, pal." FNC's new war correspondent Geraldo Rivera has said he would "consider killing bin Laden himself" should he come across him. Rivera has also admitted carrying a gun for self-defense.

Rutenberg writes that FNC "is the incarnation of the school of thought that the morally neutral practice of journalism is now inappropriate," and notes that its viewers "clearly approve." FNC's average audience of almost three quarters of a million viewers is 43 percent larger than it was last year. Said FNC Chair Roger Ailes: "I don't believe that democracy and terrorism are relative things you can talk about, and I don't think there's any moral equivalence in those two positions. If that makes me a bad guy, tough luck. I'm still getting the ratings" (12/3).

THE MAGICAL WORLD OF REPACKAGING

Walt Disney Co. is developing a strategy to recycle programming in an "unprecedented" way between its ABC network and its new sister cable channel ABC Family. Family was recently acquired in a \$5.2B purchase from Fox. Disney will use Family as an outlet for current ABC projects, such as "Alias", re-run programming like "The Wonder Years", and even repackaged news from the network. ABC President Steve Bornstein, on the comforts of consolidation "It allows you to break tradition." Media analyst David Miller: "The old economics of network [TV] just don't work anymore. One solution is to sell a program to a cable network right after the broadcast airing. That concept is particularly attractive if you own the cable network as Disney does" (Verrier, Los Angeles Times, 12/3).

AMC TO AIR SPECIAL ON CIA, HOLLYWOOD ALLIANCE

The American Movie Classics cable channel is set to air its



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first investigative news program, looking at the "discreet alliance" that exists between Hollywood's "creative problem solvers" and the CIA. "Into the Shadows: The CIA in Hollywood" premieres 12/4, at 7pm. The project was undertaken by producer Charles Stuart, an Emmy-winning investigative journalist who has worked for "Frontline," "60 Minutes II," and "ABC News." Stuart had begun work on the project some two years before the 9/11 attacks, but says the show now has even more significance: "I dug back into the files and came up with all kinds of magnificent stuff. It was supposed to be a few hours long, but [9/11] happened, and AMC said we have something very special on our hands that is very, very timely" (Calvo, Los Angeles Times, 12/3).

YOU MIGHT BE A TERRORIST ...

AG "John Ashcroft" delivered an address on the status of the war on this week's "Saturday Night Live." From the show:

"Ashcroft": "In the last few weeks, we have made significant advances in the war against terrorist forces in Afghanistan. But it's important to remember that victory against the Taliban will not mean the end of this conflict. Evil doers everywhere should know the noose is tightening on them, as the 1,100 suspected terrorists now under our custody have already found out. The President's message is clear: if you harbor terrorists within your borders, you are a terrorist. If you refuse to freeze the assets of organizations known to aid terrorists, you are a terrorist. If you traffic in weapons of mass destruction, you are a terrorist. If the return address on your mail reads 'A Cave,' you just might be a terrorist. If you have just renewed your subscription to a magazine called Nerve Gas Weekly, you just might be a terrorist. If you have bumper sticker that says, 'My Child Is An Honor Student At An Osama bin Laden Terrorist Training Camp,' well, there exists the outside chance you might be a terrorist."

The "Attorney General's" statement was interrupted by a surprise guest: "President Bush."

"Bush": "I appreciate your coming out here to help get my message across, but you're starting to sound just a little like Jeff Foxworthy. That's a good thing. I love that guy. You mind if I give it a try? ... These are trying times. But defeat is not an option. Make no mistake. We will prevail. And let this be fair warning, that if you have a really long beard and you hang out in the desert and you are not in ZZ Top, you just might be a terrorist. If your Christmas cards say, 'Seasons Greetings. You've Got Anthrax,' maybe, just maybe, you might be a terrorist."

"Ashcroft": "If your idea of getting stoned involves actual stones, I'd say you should investigate the possibility that you might be a terrorist."

"Bush": "If you are most familiar with me, George W., as a burning mannequin, perchance, possibly, you could possibly be a



terrorist."

"Ashcroft": "If your idea of female nudity is showing an excess of forehead, all signs point to your being a terrorist."

"Bush": "If you've ever been too drunk to fish, you just might be a redneck. Sorry folks, that one kind of got away from me" ("SNL," NBC, 12/1).

The real Attorney General appeared on this week's "Fox News Sunday," where he was shown clips from the "SNL" sketch and asked to respond.

Ashcroft, laughing: "I might have to start watching NBC instead of Fox if they've got that good of material."

FNC's Hume responds: "Please don't do that" (12/2).

LAUGH TRACK

Jay Leno: "'Ted Turner denied rumors today that he plans to run for president. He said he would rather spend time on his ranch with his cows, than be in the White House. See, that was what was great about President Clinton, he could do both ... Volvo announced they are coming out with a 'super SUV' that will hold eight people in three rows. Didn't they used to call that a bus ... In the I think he got hit on the head too many times department, heavyweight boxer Lance Whittaker is changing his name to Goofy, because he wants to be a role-model to kids ... What did Jesse Jackson say when the recent news about human cloning came out? What good is cloning without the moaning ... Playboy announced this week that they are releasing a series of 16 inch anatomically correct replications of their models. They are made of the same plastic as the real playmates ... Singer Mariah Carey said she wanted to do a concert for the U.S. military aboard an aircraft carrier, but was afraid the security wasn't tight enough" ("Tonight Show," NBC, 11/30).

Conan O'Brien: "This year's Christmas Tree outside of Rockefeller is from New Jersey this year. That explains why the tree started glowing before they turned it on ... In a recent interview, Shaquille O'Neal said that he wants to become a sheriff of a small town. Shaq says he'd be a good sheriff, so as long as he doesn't have to shoot any criminals from the foul line ... In Idaho, the Sun Valley Resort is renaming a ski run 'Arnold's Run', after actor Arnold Schwarzenegger. The Resort also announced it is naming a straight-to-video store after Sylvester Stallone ... An on-going study at Northwestern University is paying women \$75 to watch pornography. In a related story, male students are paying Northwestern University \$75 to watch women watch pornography" ("Late Night," NBC, 11/30).

Tina Fey: "Zora Yusef-Zahud, the only woman to ever hold the title 'Miss Afghanistan,' spoke at a conference in New York this week on the future of Afghan women. She addressed the crowd only briefly, saying, 'My name is Zora Yusef-Zahud, I'm from Mazar-e-Sharif, and I believe all women should be able to read a



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book without having rocks thrown at them.' ... The 7-11 chain is considering opening a store in New York's Times Square, which completely changes the meaning of going to Times Square to get a Slurpee. ... Two days before Britney Spears' HBO concert from Las Vegas, someone broke into her dressing room and stole the white Elvis-inspired outfit she wore to promote the event. And you know what? I'm not giving it back. ... In a recent interview, British opera star Charlotte Church said New Yorkers are being overdramatic about the attacks of 9/11, and that firefighters are being treated like stars, which she, 'just doesn't agree with.' But don't be too hard on Charlotte because she's only 15 and when she grows up, she's gonna be fat. ... Earlier this week, the L.A. Police Department searched the home of Paul Reubens, better known as Pee Wee Herman, and confiscated his collection of vintage erotica, which included paintings and photographs. So let me understand this: now Pee Wee Herman can't even masturbate in his own house? ... China announced this week that it hopes to land a man on the moon by 2005 after the successful launch of the Shenzou II rocket, which contained a monkey, a dog, a rabbit and snails. Or, as the Chines call it, Number 36 with rice" ("SNL," NBC, 12/1).

Jimmy Fallon: "British rock fans have voted U2's 'The Joshua Tree' as the greatest album of all time. Voted worst album: 'Terry Bradshaw's Calypso Christmas.' ... Hoping to get people to start going to museums again, New York is introducing an ad campaign called 'I love New York culture.' But if they want me to start going to museums again, they should call the campaign, 'Sorry we yelled at you for touching stuff, Jimmy Fallon.' ... The Brazilian city of Esperantina has announced that Orgasm Day will be celebrated May 9. They hope you come. ... Papal officials have deemed Elton John too gay to perform at the Vatican's Christmas bash. It's not surprising, considering Elton was also deemed too gay to perform at Steve Kmetko's New Year's fondue party" ("SNL," NBC, 12/1).

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Chain Store Age Executive with Shopping Center AgeDecember 1, 2001**SECTION:** No. 12, Vol. 77; Pg. 42; 0193-1199**IAC-ACC-NO:** 80900559**LENGTH:** 9907 words**HEADLINE:** 2001 Retail Entrepreneurs of the year; Brief Article**AUTHOR-ABSTRACT:****THIS IS THE FULL TEXT:** COPYRIGHT 2001 Lebhar-Friedman, Inc. Subscription: \$99.00 per year. Published
monthly. 425 Park Avenue, New York, NY 10022.**BODY:**

Never on Sunday

Despite a self-imposed blue law, Ukrop's rakes in the green

Competing with the national supermarket chains and the Wal-Marts of the world has become a daunting task for regional, family-owned grocers. Ukrop's Super Market is proving that it can not only compete, but it also can maintain a dominant presence in its chosen Virginia markets.

Ukrop's beats the national chains with a hometown advantage that has less to do with pricing and everything to do with principles.

When Joseph Ukrop, who had worked as a meat manager in an A&P store, and his wife, Jacquelin, opened Ukrop's Market in 1937, they did so with a determination to translate their life principles into business principles.

Guided by the Golden Rule, they endeavored to treat customers, suppliers and associates as they wanted to be treated themselves. That's how they have always lived their lives, how they raised their family and how their sons continue to manage the business.

The first store was barely the size of a two-car garage, but in 1941 Ukrop's Market was enlarged to 3,000 sq. ft. and eventually grew to 10,000 sq. ft. in 1953.

The two brothers who lead the company today have a lifetime of memories fled into the business. Bobby, president and CEO, remembers his older brother being called from the playground to work in the store on the busiest days. By the time he was 14, Bobby began bagging groceries.

After graduating from the College of William and Mary, older brother Jim, chairman, persuaded his parents that a second store was worthwhile and 26 years after opening the first Ukrop's Super Market, the second store opened. By 1971, Ukrop's had become a five-store chain, claiming 7% of Richmond's market share.

Today, Ukrop's employs more than 5,600 people and has 27 stores, three manufacturing facilities and a distribution center. It is the supermarket sales leader in Richmond, capturing more than 40% of the market share in 2001.

With realistic candor, Bobby discounts the reports that Ukrop's has 40% market share, suggesting a better measure would include all food retailers, not just supermarkets.

"Mass merchandisers, club stores, supercenters, convenience stores and drug stores sell grocery items," he says.



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"When you take all these retailers into consideration, our stores have 23.8% of the market share."

Still, it's an impressive percentage to control. While the company has grown in storefronts, sales and market share, it has never lost sight of the values-based principles on which it was founded.

Ukrop's stores are closed on Sunday, do not sell alcohol, and donate at least 10% of pre-tax profits to charity. The Ukrop's Golden Gift Program allows customers to contribute a percentage of their spending to the organization of their choice, and since 1987, nonprofit organizations have received more than \$9 million through this program.

Making a difference: Ask Bobby about plans to grow the company and he talks about the importance of growing the community. "We plan to grow our business so we stay vibrant, but we also want to help grow our community," he acknowledges. "We want to volunteer our time and energy to help make a difference in our region so it's a better place to live and work. Because we've been successful in our business, we're able to leverage the success to promote causes that uplift the region."

Both Bobby and Jim are dedicated to charitable and civic organizations throughout the region, helping to lead economic development, chairing committees and promoting cultural development, educational enrichment and diversity. Also, they both still make time to teach Sunday school in their churches.

As a former University of Richmond golfer and basketball player, and with a son who is a professional soccer player, Bobby has a personal interest in promoting sports in the region. "We're not trying to be a major league town, especially with Washington just a couple of hours away," explains Bobby. "However, our region recently built a new track and soccer complex that hosts regional and national events and is used by Virginia Commonwealth University. When people come to Richmond for athletic events, other tourist venues benefit, too."

Bobby's two daughters and another son, as well as Jim's two sons, have joined the family business, which has continued to expand into new ventures.

In 1976, Ukrop's purchased Richmond's premier pastry shop and expanded the menu to include bread, rolls, donuts, bagels and decorated cakes. Ukrop's pies, poundcakes and bagels are also sold in other supermarkets. In 1989, Ukrop's opened a new store concept that included a grill and cafe, chilled prepared foods, European pastries, a flower shop and a pharmacy within the supermarket setting. That same year, Ukrop's began preparing "ready-made" dishes at its central kitchen, which is located within an hour delivery of each of the 27 stores. Today, the Ukrop's kitchen has a recipe file with more than 400 dishes, including 50 specialties that change seasonally.

Branching out: When supermarkets began hosting bank branches, the Ukrops made a conscious decision not to put banks inside their stores.

What might have been a convenience for some would have proven inconsiderate to others.

"There were four or five strong regional banks headquartered in Richmond and each of them had a large number of employees," explains Jim. "We put ourselves in the place of our customers, and thought it was best not to put a bank in the stores because employees of the competitor banks might tense up when they shopped in our stores."

When Ukrop's expanded to Williamsburg and Fredricksburg, the circumstances were different. Shoppers had come to expect banks inside supermarkets and neither of these towns had hometown banks.

"We asked each of the [local] banks if there was some way we could participate other than just being a landlord, but none were interested," continued Jim.

National Commerce Bank of Memphis, Tenn., was more than interested. As one of the leaders in placing banking services inside supermarkets, it appreciated the intrinsic opportunities of opening branches inside market-dominant grocers, and it made the Ukrop brothers an offer few could have refused.

"National Commerce put up all the equity and capital and agreed to make us a partner in exchange for the space inside our stores," reports Jim. A new financial institution was born and First Market Bank opened in November 1997.

Ukrop's Super Markets owns 49% interest in First Market Bank, and the two brothers share another 2% interest in the bank. In four years, the bank has grown to 24 full-service offices (18 contained within the supermarkets and six traditional branch locations) with more than \$700 million in assets. Ironically, First Market Bank is now the largest local bank in Richmond. Three of the previously existing banks were sold to financial institutions in Charlotte.



"If you do the right things for the right reasons, good things will happen," asserts Jim. "We've been lucky to be in the right place at the right time. If we had started branch banking in our stores years ago, we wouldn't have had this opportunity."

Transitioning from the supermarket business to banking was not all that difficult, according to Jim. "We're building our bank around the same principles and values as our supermarket, including superior customer service, a commitment to our community, quality, innovation and differentiated products," he says. "My job is to bring our corporate culture to the bank."

In Richmond, the Ukrop's name is synonymous with quality, caring and commitment. Jim says the brand is, quite literally, a promise—one that will be upheld in the financial industry as clearly as it has been for more than 64 years in the grocery industry. The corporate culture is renowned for its kindness and courtesy to all, and for two consecutive years Ukrop's has been recognized by Fortune magazine as one of the 100 Best Companies to Work For.

"We don't have tellers in our banks," Jim says. "We have financialservice representatives. Our customers don't have to wait for service because anyone at the counter can open an account or make a loan."

Recently, Ukrop's decided to open branches in Fredricksburg because the right person was available to manage the branches.

"We build our business around people, not around buildings or markets," concludes Jim. "We don't open another supermarket or another bank branch until we have people who share our same values in work, in the community and in their daily lives."

Joseph Ukrop

Founder and chairman emeritus

Jacquelin Ukrop

Founder

James E. Ukrop

Chairman of the board

Robert S. Ukrop

President and CEO

Ukrop's Super Markets Inc.

Headquarters: Richmond, Va.

Annual sales: \$600 million

Type of business: Supermarket

Number of stores: 27

Area of operation: Virginia

Brent Bishop President and CEO Greenbacks

Headquarters: Salt Lake City

Annual sales: \$60 million (2001 est.)

Type of business: Dollar store

Number of stores: 65

Areas of operation: Arizona, Colorado, Idaho, Nevada, New Mexico, Texas, Utah

In the fall of 1989, Brent Bishop's business career took a dramatic turn when he walked into a dollar store in New Orleans.



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"I remember specifically buying an Easter-egg coloring kit for a dollar," says Bishop, who today is president and CEO of Salt Lake City-based Greenbacks. "My thought was: 'It's not the right time of the year, but that's a good deal.' I loved the concept."

The dollar-store business model he discovered first-hand in New Orleans intrigued Bishop, a financial management consultant, who in 1979 helped create the Franklin Co., known for its organizer products used by time-pressed executives. The more he thought about it, the more he realized the dollar-store concept's potential. In the summer of 1991, Bishop opened his first Greenbacks All a Dollar store, which has since grown to a 65-store chain spanning seven states.

There have been several keys to the chain's growth, he says. One was bringing aboard the right retail talent. Ralph Eggly, a recruit from American Stores, has helped Greenbacks create the right merchandise mix from the very beginning, says Bishop. The chain's merchandisers buy in 19 different categories. Greenbacks' party-supplies section is a major traffic generator, and the candy selection is among the largest anywhere, he says.

"We are a true variety store at the dollar price point," he notes.

Another key is to look at the business as a way to bring something to the community. "One of the things that I always look for in a business is something more than just making money," says Bishop.

In the case of Franklin Co., the goal was to help busy executives make better use of their time and improve their lives. And the dollar store has an even higher calling: providing dignity for low-income shoppers.

"Really, our mission is to make life better for other people," he says. A large percentage of Greenbacks customers are single moms on tight budgets who look to the store for values they can't find elsewhere.

"To be able to host a birthday party for their child, or send their child to a birthday party with a gift, that gives them respect," he says.

We ran."

Nineteen-year-old George Galliano and brothers Miguel and Carlos were headed for a 24-ft. fishing boat moored 20 kilometers away, along Cuba's north coast. It was 1964, the Galliano boys' third attempt to get out of Castro's Cuba.

The Gallianos, and 22 others, lay hidden under tarps while fishermen walked on top of them. All seemed normal to the Cuban patrol boats that skirted their boat.

"The fishermen were up and moving around," Galliano recalls. "The Cuban coast guard shot eight people in a boat very close to us—another family trying to get out of Cuba."

A British destroyer picked up the emigrants in Bahamian waters and took them to Miami. The brothers soon found themselves working at a lumber mill outside Portland, Ore. They saved enough money to go to Puerto Rico, where, in the summer of 1965, they got into the wholesale business.

"We partnered with a couple of other brothers, George and Flavio de Moya, and started distributing fabric on consignment to housewives. They would, in turn, sell it to women who made clothes for their families. I guess you could call them our Avon ladies."

Puerto Rico, however, was modernizing quickly in the 1960s. In 1967, Galliano saw the market moving from fabric to store-bought garments. He moved the company, Komodidad Distributors, with it. Bringing on their sister Molina as designer, the Galliano brothers began manufacturing clothing and distributing it wholesale throughout the eastern Caribbean and on Margarita Island, a Venezuelan

George Galliano

President

Komodidad Distributors

Headquarters: Caguas, Puerto Rico

Annual sales: \$51 million



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Net income: \$1.5 million

Type of business: Specialty apparel retailer, private-label manufacturer

Number of stores: 13, all under the Gatsby name

Areas of operation: Puerto Rico, Venezuela free port that, in the 1970s, grew into a sort of Caribbean equivalent of a giant outlet mall. Galliano's business boomed, until Venezuela devalued its currency in 1983—a move that put imported goods beyond the reach of most Venezuelans.

Galliano, down but hardly out, changed the nature of his business once again. He opened retail stores selling mostly women's wear under the Gatsby banner, both in Puerto Rico and Venezuela—a move that gave him more control of what evolved into a vertically oriented business.

By 1991, Komodidad's sales hit \$5.5 million in Puerto Rico and \$3 million in Venezuela—a far cry from the \$60 million he was making in Venezuela alone before the currency devaluation. Galliano, however, was back on track.

Last year, sales rose to \$41 million in Puerto Rico and \$10 million in Venezuela. His perseverance is paying off.

Galliano admires U.S. retailers that have set up shop in Puerto Rico.

"Kmart and J.C. Penney have done a very good job here," he says. "Their stores, especially the 370,000-sq.-ft. Penney in Plaza las Americas, is really beautiful. It doesn't look like a Penney store in the States. You'd be surprised if you saw it."

Galliano, whose stores range from 11,000 sq. ft. to 23,000 sq. ft., feels he has an edge despite tough odds.

"We cannot compete with WalMart and Kmart on price," he says. "But we have better-quality goods and can jump on a trend before big, lumbering retailers. About 30% of our apparel is private label now. We can get the latest styles in jeans, watches and tops into our stores before the big chains. My daughter lives in New York City and goes to all the 'rag shows. She's my eyes and ears. She knows what young women want.

Larry Gaynor

President and CEO The Nailco Group

Headquarters: Farmington Hills, Mich.

Annual sales: \$53 million

Type of business: Sale of beauty supplies to professional beauticians via stores, catalogs and on line

Number of stores: 10, in Michigan

Areas of operation: Nationwide

In 1994, Larry Gaynor gambled on a commitment to drive employee retention, telling his staff of 65 he would buy a new car for anyone who was still around when sales topped \$50 million. Anticipating a healthy, manageable growth rate from that year's sales of \$18 million, it was reasonable to presume this might be a 10-year incentive plan.

The bet came due much faster, when last year's sales hit \$53 million and almost 40% of the original crew remained on staff to collect. Several chose cash instead, receiving up to half a year's salary, but eight Nailco employees left the company's annual holiday party driving brand-new cars.

Never one to opt for the ordinary, Gaynor's reputation is colored with personable anecdotes. For instance, the unconventional but quite convincing manner in which he persuaded reluctant manufacturers to sell to a fledgling start-up.

"Nailco started in 1985 from a 48-sq.-ft. space inside a health-and-beauty-aids store," explains Gaynor. "Manufacturers' reps would come in and leave without speaking to me because it looked like I was a retailer that sold to the general public rather than a distributor."

Gaynor hired a private investigator who approached the manufacturers as an anonymous, unqualified buyer. "They all sold products to him without any questions," reports Gaynor. "The investigator compiled a report of this activity, which I sent to every manufacturer and 75% of them opened accounts with us immediately."



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It's not that Gaynor likes to play hardball; he just believes in doing what is right. His company is assertively philanthropic, supporting charitable organizations with generous contributions as well as expansive employee participation.

In October, more than 200 Nailco employees joined the American Cancer Society's 'Making Strides Against Breast Cancer' 5K walk. Local organizations also benefit, and last December the St. Vincent and Sarah Fisher Center, which has cared for children in crisis since 1851, received the largest donation in its history from The Nailco Group.

Gaynor and his wife, Teresa, who manages human resources, become personally involved in every event. Twice a year, they cook for all their employees. A sit-down, elegant meal was scheduled for Sept. 14, and Gaynor said it provided a perfect opportunity for everyone to come together in a time of duress.

"We hired waitresses, my assistant was the hostess, and Teresa and I made everything from the Caesar salad to the chocolate fudge cake," he says.

It's hard to top new cars and homemade chocolate cake, but Gaynor is up to the challenge. He's already promised another round of new cars when Nailco's sales reach \$100 million.

Bridgette Server loves to spread the gospel of "scrapbooking." And not just because it's good for her business. To Server, the 34-year old founder and CEO of Memories & More Inc., scrapbooking is all about building bonds and making connections. It makes people feel good. And that makes Server feel good.

"There is nothing more precious than the memories of loved ones and happy times," she says. "We help people organize those memories. We help them turn boxes of junk into priceless treasures. Because that's what a scrapbook becomes when you hand it on down."

At a time when people are seeking solace in family and friends, Server has tapped into a powerful theme. In fact, Memories & More has been on an upward trajectory since it was founded in 1994. Today, it includes 14 freestanding Memories stores, an e-commerce site and a manufacturing division that makes products specifically designed for scrapbooking. Its clients include Michaels, QVC, Target Stores and some 5,000 independent retailers.

"We've never had a down year," says Server. "Our sales have grown steadily, with a 20% increase in 2000."

A long-time scrapbooker, Server got the idea for Memories & More when she became frustrated tracking down supplies for her own projects. At the time, she was a manager at PETsMART.

"I thought how much easier it would be if there could be a one-stop shopping emporium for scrapbooking," she says.

Not everyone was convinced. With no credit history and a husband in college, the banks refused to give her money. Server persevered. In 1994, she opened her first Memories store with \$10,000 worth of cash advances from her credit cards. It was a hit from day one.

Fast on the heels of her retail debut, Server wrote her first book on scrapbooking. It went on to become a national bestseller. Other books followed, 17 in all. The business grew. A manufacturing division was added.

Memories offers 12,000 SKUs, from colored paper to storage totes, and a full range of classes. More than just a store, Server says, it offers patrons a chance to socialize in a relaxed atmosphere.

"It's a modern-day quilting bee," she says.

Stores are closed on Sunday to allow associates to enjoy the day with their families. The policy is in keeping with Server's values-oriented philosophy. She is active in a wide variety of causes, from mentoring programs to helping the elderly and dying record their life stories.

The best times may still lie ahead for Memories & More. Server says the scrapbooking industry is still in its infancy. The company's success shows that consumers want more.

"We would like to expand our store base across the country," adds Server, who is in the initial stages of looking for capital financing to fund expansion.

Server credits hard work, luck and timing for her success. Perhaps most important, however, is the underlying premise of Memories & More.



"Preserving stories and moments in time creates a sense of community that, for the most part, is missing in today's society," Server says. "I think people want that." William Miller President and CEO AutoXray Inc.

Headquarters: Tempe, Ariz.

Annual sales: \$25 million (2001 est.)

Type of business: Manufacturer and on-line retailer of automotive diagnostic scanners

Since he was young, William Miller wanted to build a company. Everything he had been involved with was based on getting experience to do exactly that. He dabbled in accounting, sales, computer engineering and a number of other fields. The only thing that was missing was the right product to build a company around.

The idea for that product came to Miller one day in 1993 while he was driving his pickup truck. An auto mechanic throughout high school and college, Miller had been unable to make all the necessary repairs on his car ever since vehicles were equipped with computerized alerts and diagnostics.

"I wanted to learn how mechanics fixed the newer makes of cars equipped with electronic systems and what the protocol was for doing so," says Miller, president and chief executive of AutoXray Inc. "I thought if everybody had a piece of equipment that explained the intricacies, people would be empowered."

Miller set off on a mission to build a tool that would get the same kind of information the professionals used at a price the do-it-yourselfers could afford. In May 1994, Miller developed a prototype with his partner and AutoXray co-founder Jay Seashore. They started shipping products one year later in May 1995.

At its core, the automotive diagnostic scanners link to a car's computer and gather performance data. What does it mean when a warning light illuminates? Using the scanner, a car owner could find out. A capture mode allows for storage of information, which can then be showed to a mechanic.

William Miller never doubted that his product would be a success. His only concern was that the public would perceive his system as too difficult to use.

"Computer readouts can scare people," says Miller. "But I knew the market was out there and that the product would be a hit"

Indeed, the market did exist, both for professionals and do-it-yourselfers. After the first three or four months, customers were raving about the scanners. AutoXray products are sold at CSK Auto Stores, Advanced Auto Parts, on Miller's autoxray.com Web site and through racing catalogs. Miller also struck a deal with Jiffy Lube, in which consumers can have a diagnostic check while their oil is being changed.

Miller attributes the success of his company to constant product innovation and an unyielding attitude toward customer service and support.

"There were a lot of hard times when I probably should have packed it up, but it was a long grueling test of perseverance," he says.

Kent Murdock President and CEO O.C. Tanner Co.

Obert C. Tanner (1904-1993) Founder

Headquarters: Salt Lake City, Utah

Annual sales: \$280 million

Type of business: Manufacturer of commemorative service awards and jewelry sold direct to corporate customers via catalogs and company-owned stores

Number of stores: Two

Areas of operation: Throughout North America, with 55 sales offices nationwide

When Obert C. Tanner started his business in 1927, service awards recognizing years of employment complemented the work ethic of the day. From factory floors to corner offices, the catchphrase, "He's a real company man," resounded throughout corporate America. By the 1980s, longevity was being usurped by opportunity.



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"Adapting to changes in the work force was the biggest challenge when I joined the company 10 years ago," reports Kent Murdock, president and CEO. "Our strategy had to expand from providing awards solely for seniority to corporate recognition of accomplishments such as sales performance, achievement of corporate targets and exemplary service."

Murdock, who served as legal counsel for O.C. Tanner before trading the practice of law for executive leadership, admits he "wasn't brimming with confidence in the business arena as he had been in the courtroom."

His entrepreneurial achievements have centered on helping the company reinvent itself and taking the necessary risks to ensure future success. Murdock, however, places little stock in the concept of "heroic CEOs," preferring instead to rely on "the collective wisdom, drive and intelligence" of others.

"I have been in awe of some of the other EOY recipients, particularly those who started companies," Murdock says. "It's impressive to see how genuinely enthusiastic some people are about their corporate leaders."

Enthusiasm and admiration overflow in Murdock's remembrances of Obert Tanner. "In addition to being a great entrepreneur, Obert taught philosophy at the University of Utah for 25 years and organized the Tanner Lectures on Human Values, which bring renowned lecturers to nine universities annually," explains Murdock. The participating universities are among academia's most elite, including Yale, Princeton, Harvard, Oxford and Cambridge.

In October, the company unveiled the medals to be awarded at the 2002 Winter Olympics. "We became an official supplier for the Olympics, and providing the medals is just one of the ways we are contributing as a corporate citizen," explains Murdock. "We also have the license to create and sell high-end Olympic jewelry, including one pin that sold for \$50,000."

The company's association with fine jewelry can be traced to Obert's dedication to art and exquisite accessories, as witnessed by the jewelry store he opened in 1975.

O.C. Tanner operates two stores, both in Utah, and Murdock concedes, "Although it's not on the strategic agenda to open more jewelry stores, we might be tempted to open a store in another beautiful resort area—however, we won't be opening stores in major metropolitan areas."

R. Charles Loudermilk Sr.

Founder, chairman and CEO Aaron Rents

Headquarters: Atlanta

Annual sales: \$503 million

Type of business: Manufacture and rental of furniture, appliances and electronics

Number of stores: 640 (200 franchise locations and 440 company-owned stores)

Areas of operation: Nationwide

His is a classic lemonade-stand story, having grown a company from \$30 a day when it was founded in 1955 to a \$1 billion projection for 2003. Intrigued by a rental business he saw as a recent college graduate, Charles Loudermilk purchased 300 used, folding chairs and began renting them for 10 cents per chair, per day, primarily for parties and auctions held under big tents.

The biggest challenge was turning his dime-a-day dream into real capital. "I had no idea the cash required to get started," he says. "This is a capital-intensive business, and banks didn't like the idea of used equipment serving as collateral against a loan."

Loudermilk turned to an old friend, Rankin Smith, who was president of the Life Insurance Co. of Georgia. The insurance company funded a \$1 million loan and Aaron Rents, a name chosen to ensure first-place positioning in the yellow pages, was born.

The company expanded into rentals for the health-care industry, but Loudermilk says he sold the party and "sick-room" rental sides of the business once he discovered the demand for office rentals.

Recently, he purchased the leases on 83 former Heileg-Meyer stores located in small communities. Loudermilk



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suggests Heileg-Meyer failed because the retailer "lost its focus when it started opening stores in big cities."

Loudermilk's focus for his company is unwavering. "We're not a traditional rent-to-own store," he declares. "Our stores are three times larger than competitors, our customers pay monthly not weekly, and our merchandise is top-of-the-line. Our furniture is leather, and we carry the best electronics such as Sony and Bose."

Loudermilk, who served as the chairman for Atlanta's mass transit system, MARTA, says his most rewarding civic experience was serving as campaign chairman for Andrew Young, Atlanta's mayor for two terms and the individual Loudermilk credits with putting the city on the world stage.

To support local communities, Aaron Rents gives any store that meets its monthly projection in volume and profit \$500 to donate to a local charitable organization. "Every employee in the [qualifying] store gets to vote on which charity receives the money," says Loudermilk. "In August, about 150 stores earned the money to donate."

Joined by his son, Robert C. Loudermilk Jr., president and COO of Aaron Rents, the founder expects his company, which operated nine manufacturing facilities and more than 640 stores at the end of October, to increase its store base by 15% by yearend.

Chester Cadieux

Founder and chairman QuikTrip Corp.

Headquarters: Tulsa, Okla.

Annual sales: \$3 billion

Type of business: Gas and convenience stores

Number of stores: 365

Areas of operation: Oklahoma, Missouri, Kansas, Iowa, Nebraska, Illinois, Georgia, Texas and Arizona

Dreams don't always come made-to-order, but sometimes you take them where they can be found. Chester Cadieux found his in the big sky country of the Oklahoma plains. After completing a tour of duty with the Air Force in 1957, Cadieux endured what he describes as "10 months of frustration" as a printing salesman. He had no clear plan of how to escape from the printing business, but he knew he wanted to own and operate his own company.

Just what kind of company he should run was a mystery to Cadieux, but he had three ground rules he knew he was bound to: It had to require little capital. It had to require simple technology. And it had to be in a sector in which there was little competition.

Cadieux discussed his big dreams with an old junior-high-school friend. His friend shared with him his own idea of opening a small chain of drive-in grocery stores in the Tulsa, Okla., area. His friend's idea and Cadieux's enterprising spirit came to fruition on Sept. 25, 1958, when the first QuikTrip convenience store opened.

Since then, QuikTrip has added gas pumps, and the chain has expanded to 365 locations across Oklahoma, Missouri, Kansas, Iowa, Nebraska, Illinois, Georgia, Texas and Arizona. Twenty-one more locations are under construction. The stores, all company-owned and operated, bring in \$3 billion a year.

There are a few secrets to QuikTrip's ability to thrive among the 7-Elevens and Circle Ks. But, as Cadieux will be among the first to point out, QuikTrip's success is based on nothing more exotic than high-quality products and customer service.

Cadieux takes pride in the quality and consistency of QuikTrip's gasoline, which he says fuels 50 million miles of travel every day. QuikTrip aggressively promotes the quality of its gas, particularly to trucking firms and other companies that maintain fleets of vehicles. More than 7,000 businesses gas up with QuikTrip regularly through the retailer's Fleetmaster B2B frequent-buyer program. Some companies have saved up to 15% on gasoline costs through this program, Cadieux says.

QuikTrip provides high-quality sustenance for humans, too. Its c-stores are stocked with the usual snack items one might expect, but also with the retailer's private-label Hotzi brand of breakfast sandwiches and its Quick 'n Tasty line of microwavable sandwiches. QuikTrip manufactures these sandwiches at its own facilities in Belton, Mo., and Lawrenceville, Ga.



But more than this, it's the human touch that makes QuikTrip work, Cadieux says. "We've been able to compete successfully because of our people. We hire better people, train them better and pay them more. We are obsessed with keeping the stores clean and well-merchandised and with providing a rewarding customer experience overall.

"Our strength is execution and consistency," he concludes.

Ron Pearson CEO

Hy-Vee Inc.

Headquarters: West Des Moines, Iowa

Annual sales: \$3.6 billion

Type of business: Supermarket

Number of stores: 213

Areas of operation Midwest

Careers don't always work out according to plan. But Ron Pearson's did. The CEO of West Des Moines, Iowa-based supermarket chain Hy-Vee Inc. started at the bottom of the ladder as a worker in his father's grocery store luring his schoolboy years. After earning a degree in retail merchandising, he set out to climb his way to the top. "I knew I wanted to be in retail," says Pearson. "And I knew I wanted to be an officer or an owner.

Pearson also wanted to work in the Midwest, where he grew up. So he took his experience and education to Hy-Vee as an assistant manager back when the concept of hiring a manager straight out of college was a rarity for the chain. Soon, he found himself managing a store in Cedar Falls, Iowa.

"It was a great bit of luck for me that it was in a college town, and I was managing this store just three years out of college," he says. "I could identify with all those college people." The connection with the community included recruiting some of the students to the corporate ranks, many of whom still work at Hy-Vee.

Pearson became president in 1983, and he rose to CEO and chairman in 1989. Today, Hy-Vee has 213 stores and \$3.6 billion in annual sales. Much of the recent success at Hy-Vee is the result of the kind of careful planning for the future that characterized his personal career.

"When the current management team took over in the late 1980s, we set out to focus on building stores and remodeling stores to fit not the lifestyle of the day, but the lifestyle of five to 10 years in the future." For instance, the chain boosted its lighting level inside and outside of the stores. It emphasized its perishables and moved produce to the first aisle. It focused on home-style meals for customers on the run.

"We're continually trying to stay ahead of the industry," he says.

Bill Holtzman President

Holtzman Oil Corp.

Headquarters: Mt. Jackson, Va.

Annual sales: \$95 million

Type of business: Convenience stores, gas stations

Number of stores: 56

Areas of operations: Maryland, Virginia, West Virginia

When Bill Holtzman received a congratulatory phone call from Ernst & Young about his Entrepreneur-of-the-Year nomination, he didn't buy it. In fact, the president of Mt. Jackson, Va.-based Holtzman Oil Corp. thought someone was trying to sell him something.

But given his impressive entrepreneurial resume, he should have been expecting the call. After buying his first gas station back in 1973, Holtzman parlayed his investment into a 56-store convenience and service-station chain, growing one location at a time, he says. In addition to Amoco, Chevron, Mobil, and newly formed Liberty-branded



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stations, Holtzman Oil's varied interests include fast-food franchises, a propane-supply business he launched four years ago and a construction company to build his own stores. On top of all that, he operates a Denny's.

"We're kind of multi-faceted," he says.

Holtzman himself is multi-faceted. Before getting into retail, he grew apples. He studied pomology—the science of fruit growing—in graduate school and rose to an executive position at a Virginia apple-growing and distribution business. But, with an itch to start something of his own, he borrowed \$36,000 and bought a Gulf Oil station with five employees.

He finished his first year in retail with \$18 in profit.

"I didn't know anything, it was totally new to me," he says. "But we never looked back, and I always had a good time."

Since the 1970s, things have changed dramatically in the convenience store industry. In those days, a 2,400-sq.-ft. store was considered big. But there's a Burger King bigger than that at Holtzman's newest facility, a Liberty-branded c-store complex near tourist-haven Luray Caverns in Luray, Va. The location also boasts a 3,850-sq.-ft. Holtzman Express c-store and parking for 120 cars.

Still, he says it takes more than size and the latest brands in fast food to build a rural c-store empire from scratch. "We value all our customers," he says. "It's easy to lose your reputation. It's hard to build one. Bad news travels fast."

Bart Churchward

President

Bart's Car Store

Headquarters: Columbia City, Ind.

Annual sales: \$50 million

Type at business: Used-car lots

Number of units: Eight

Area at operation: Indiana

In a typical car lot at Bart's Car Store, close to 100 cars are up for sale. From gas guzzlers to compact commuters, they all have one thing in common: They don't sell themselves.

That's a point not lost on Bart Churchward, the 38-year-old president and founder of the eight-location Bart's Car Store, based in Columbia City, Ind. Churchward says the way to sell cars is simple: Arrive early, work late and follow up with every new prospect and repeat customer. It's a strategy he drove to high sales at his first store when it opened in late 1995.

"The business really took off the second month I was open," says Churchward, who still remembers selling 64 cars in February of 1996. "That's when I knew the whole thing was going to be a success."

Today, the chain has grown to eight used-car lots spread across northern Indiana. As the chain grew, Churchward's responsibilities have turned from front-line salesman to behind-the-scenes manager. There's a big difference between the two. "The trust factor just goes deeper," he says. "I continually try to delegate, and it's worked great. Our buyers today are better than I am."

"But, I'm still in here every day trying to pick up a sale or two."

Bart's Car Store sells used cars—mostly one to three years old. But in terms of service and the mechanical quality of the merchandise, he says the atmosphere more resembles a new-car dealership than a typical used-car lot. "Over the years, we spend the money to take care of the customer," Churchward says. "We take a long-term growth view by asking: What can we do in the next 10 years, instead of in the upcoming quarter?"

As evidence of a long-term vision, Churchward has specific growth goals. Eventually, he sees the chain reaching 120 units. He's striving for \$100 million in sales by 2005, and \$500 million in sales by 2010.



It's an ambitious plan that would have stalled completely had he achieved his first sales goal. "I originally wanted to be an international sales rep with Caterpillar, but I didn't get the job," he says. Maybe it was their loss.

Kirk Perron

Founder and chairman

Jamba Juice Co.

Headquarters: San Francisco

Annual sales: \$160 million

Type of business: Juice/smoothie bars

Number of stores: 350

Areas of operation: Western United States; Florida; single stores in Massachusetts, New Jersey and Washington, D.C.

When you're working midnight to 8 am. shift stocking cans on shelves, you start thinking about everything else you could be doing," says Kirk Perron, founder and chairman of Jamba Juice Co.

The year was 1989, and the 25-year-old Perron had already crammed an interesting retail career into his short life. Perron rose from bagging groceries at 16 to assistant store manager at Safeway before opting out of management for a life of bicycling, working out and stocking shelves in the wee hours of the morning.

An affable loner turned socially conscious entrepreneur, Perron opened a juice/smoothie bar called Juice Club in the college town of San Luis Obispo, Calif., in 1990. His inspiration was thirst and a reluctance to grab a Slurpee from the local 7-Eleven.

"I'd buy a smoothie at the gym after working out," he says. "So, I thought I'd like to open my own store."

Finding financing was tough, but so was Perron.

"They pretty much laughed me out of the bank and wouldn't give me a loan," he says. "But I had done a little real estate investing, so I sold some property and borrowed the rest of the \$115,000 I needed to get started from my mother and her boyfriend."

Perron designed the store himself and oversaw its construction. Working 9 a.m. to 10 p.m. every day, the athletic Perron had almost no time for working out.

"I really didn't go anywhere that first year," he says. "I had total blinders on."

Blinders that allowed Perron to focus on his vision.

"I had a vision of what I wanted to do, and I had learned a lot about what not to do from working at Safeway and Vons," he says. "I had a vision of a working environment where people were trusted and trained. And I wanted to create a culture around beverages people who were trying to avoid unhealthy food would really appreciate. Americans are eating so poorly."

Perron would have been happy running his lone Juice Club store, which turned a profit in its second year, but that was not to be. Health-conscious patrons really did appreciate the store, and they wanted more.

"A lot of people would come in and say, 'I wish I had one of these in San Diego, or Palo Alto,'" he says. "There was no grand retail strategy of becoming a chain."

It wasn't until three years after the first Juice Club switched on its blenders that the second—a franchised unit—opened in Irvine, Calif. Sixteen more franchises opened before Perron sought venture financing—a group led by Starbucks' Howard Schultz was among the investors—changed the company and store names to Jamba Juice and began a rollout of corporate and franchised units.

Today, Perron is a minority owner of the privately held company. Five thousand employees work for Jamba, which sells \$3.50 smoothies along with juices, energy bars and hot soups in 350 stores spread across 24 states—predominantly in the West.



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The company, which isn't franchising any more stores, is opening between 50 and 75 company-owned stores a year. Perron says the company had five years of outstanding losses, "all planned," before the company returned to profitability last year.

"We will accelerate that pace," Perron adds. "Jamba will have more than 1,000 stores across the United States."

Perron says customers are waiting.

"We're trying to grow as far as our customers ask us to grow," he says. "Our heavy users come in 16 times a month. That's almost as often as steady customers visit specialty coffee chains. But they offer something addictive. We don't."

Perron, who seems like one of those naturally happy souls, is pleased with the business he's built.

"People sit and hang out in our stores," he says. "We offer them something healthy disguised as fast food in a vibrantly colorful environment with way upbeat music. I know we've made it when customers start dancing or singing along with the music while they're waiting for their orders."

Ronald Rezetko

Founder and chairman Batteries Plus

Headquarters: Hartland, Wis.

Annual sales: \$104 million

Type of business: Battery retail

Number of stores: 180 (160 franchised, 20 company-owned)

Areas of operation: Nationwide

Not many people would see an opportunity to build a chain around a category that has already been claimed by big-box retailers. But Ronald Rezetko did.

In 1988, Rezetko was winding up a seven-and-a-half year stint as head of sales for Toronto-based Acklands Ltd., Canada's largest automotive-and industrial-parts seller. By then, he'd begun to miss the American Midwest, where he'd grown up. And, anyway, corporate life had begun to grate on him.

"There were a lot of things I liked about corporate life, but also a lot of things I didn't like," he says.

Rezetko wanted to return to the United States, but in a way that would not require him to work for anyone else. So he settled near Hartland, Wis., to launch the retail concept he'd developed over his years in the industrial-parts sector: Batteries Plus. Today the chain comprises 180 stores nationwide, 160 of which are franchised. The stores range in size from 1,200 sq. ft. to 2,000 sq. ft.

But why launch a retail chain devoted to batteries? After all, AA and 9-Volt batteries are readily available in every c-store and drug store.

"It's not just those kinds of batteries," Rezetko says. "We also sell batteries for cell phones, laptop computers and cameras."

But Best Buy ... Circuit City ... Radio Shack ...

"And batteries for medical devices like hearing aids."

... Rite Aid ... CVS ... Eckerd ... "And automotive batteries."

... Penske Auto Centers ... Pep Boys ... Discount Auto Parts ...

But if Batteries Plus' story were so simple, Rezetko wouldn't be in business, much less an Ernst & Young Entrepreneur of the Year. So what's his secret?

There are three: One is growth in demand. The second is corporate and institutional sales. And the third is the Plus in Batteries Plus: service.



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"Back in the late 1980s when I was developing the concept for Batteries Plus, I had one certainty: that the demand for batteries would grow dramatically," Rezetko says.

That it has. An explosion in demand for portable electronics such as cell phones, laptop computers and PDAs has created a huge demand for batteries just as Rezetko predicted. The number of devices requiring special batteries has expanded, too. "Everything has a battery nowadays," Rezetko says. "Even thermometers have batteries in them now." To demonstrate the wide variety of batteries that are available, Rezetko says each Batteries Plus store carries between 7,000 and 10,000 SKUs.

Batteries Plus' specialization in batteries has made it a favorite among corporate and institutional buyers. "Suppose you're responsible for outfitting an entire police department with walkie-talkies. Batteries Plus is a great place to get those batteries in bulk." The retailer specifically targets those customers by carrying, for example, specialized hospital-device batteries that aren't readily available at the local Radio Shack. Rezetko estimates that corporate and institutional customers are responsible for 35% of Batteries Plus' sales.

The third prong of Batteries Plus' strategy is service. "Often we'll have people bring in movie cameras or these plastic battery-powered cars their kids can ride around in and they won't know what kind of battery it takes. Our people are trained to know what to look for and bring them the proper battery." And for very unique batteries that Batteries Plus doesn't carry, the retailer maintains a technical center in which technicians custom-manufacture batteries. Either way, the customer gets an appropriate power source.

"Our competition is everybody from camera stores to mass discounters to auto-parts stores," Rezetko says. "But the sector is very fragmented. We consolidated it all into a single place where customers can be sure of getting their battery needs met."

Dorrit J. Bern Chairman, president and CEO Charming Shoppes

Headquarters: Bensalem, Pa.

Annual sales: \$1.6 billion

Profits: \$51.6 million

Type of business: Women's apparel and accessories

Number of stores: 2,464 units under the following banners: Lane Bryant, Fashion Bug, Fashion Bug Plus, Catherine's Plus Sizes, The Answer, Added Dimensions, Monsoon and Accessorize

Areas of operation: Nationwide

Dorrit Bern may be one of the nation's most prominent female retailers, but she harbors no illusions about her own success. To become a CEO, she took on what many thought an impossible task: the reins of Charming Shoppes. The year was 1995, and the company was caught in a downward spiral.

"This company was so desperate—just a moment away from bankruptcy—that it wasn't anything that anyone else wanted," says Bern, 51, chairman, president and CEO, Charming Shoppes.

Anyone, that is, except Bern. The group VP of women's apparel and home furnishings at Sears, Roebuck and Co. at the time, she was looking to take on responsibility beyond merchandising. She had a wealth of experience to back her up, with stints at two divisions of Allied Department Stores, The Bon Marche and Joske's. But Bern didn't think she would get the opportunity she was looking for at Sears or many other chains for that matter. Female retail CEOs were not that common—they still aren't, much to her dismay.

"Every job I was offered was for chief merchant, not CEO," Bern says. "So in order to get what I wanted, I had to take on the tough job. But I knew I could turn this company around. I believed we would have a future."

Bern proved her mettle at Charming Shoppes, streamlining operations, closing underperforming stores and, most importantly, giving added emphasis to its plus-size business. In 1997, the chain returned to profitability. It has been growing steadily ever since and now ranks as the largest plus-size specialty apparel retailer in the country. In fiscal 2001 (ended Feb. 3, 2001), earnings increased 32% to \$51.6 million on sales of \$1.6 billion, marking three straight years of improvement. The company operates 2,464 stores under several brands.



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A good part of Charming Shoppes' growth in recent years has come from acquisitions. Industry analysts say that Bern has a knack for bringing other companies into the fold. Under her watch, Charming Shoppes acquired three plus-size leaders: Modern Woman, Catherines Stores Corp. and, most recently, Lane Bryant. Going forward, Bern remains committed to expanding the business.

"Our strategy is to continue growth in our plus-size businesses," she adds.

Bern has put her personal stamp on Charming Shoppes. It is a company run for, and largely by, women. In-store kiosks offer free literature on female-friendly topics. Bern's "Speaking Woman to Woman" direct-mail campaign lets her connect with customers on fashion and social issues. She also has established several programs that provide assistance to women and children in need.

Today, as one of the nation's most prominent female retail CEOs, Bern addresses women at business schools across the country. She doesn't mince words: No, it isn't any easier for a woman to get to the top these days.

"When the women at Columbia and Wharton ask me how far we've come in the past 30 years, I tell them we haven't come very far at all," she says.

Bern offers up her own career as a best-practices model for young women.

"Don't be afraid to take the hard jobs that no one else wants," she says.

Eula Savoie Founder and president Savoie's Sausage & Food Products Inc.

Headquarters: Opelousas, La.

Annual sales: \$8 million

Type of business: Food manufacturing and retail

Number of stores: One

Area of operation: Opelousas, La.

There must be something in the water in Opelousas, La. The city is home to only 18,000 people, but three of them are celebrities of Cajun cuisine: There's television personality and cookbook author Paul Prudhomme. There's Cajun cooking legend Tony Chachere. And then there's Eula Savoie, president of Savoie's Sausage & Food Products Inc. and a regional winner of Ernst & Young's Entrepreneurs of the Year competition.

Average diners may be unfamiliar with the Savoie name, but those with a taste for the South Louisiana flavor will know Eula Savoie's line of sausages, roux and other Cajun delicacies. They are also sold at a country store at Savoie's Opelousas headquarters, as well as the company's Web site, RealCajun.com.

Savoie smacks of an authenticity as strong as andouille gumbo. "We were Cajun before Cajun was cool," Savoie is fond of saying. She has the credentials to back it up, too. She's been in business since 1949 when she and her husband Tom purchased a small country store in Opelousas. A few years later, she purchased a plot of nearby farmland to raise pigs.

The pig market fell through the floor, but it turned out to be a happy accident for Savoie. She began to slaughter the pigs for sausage to be sold in her store. Today her sausage is world-famous, and a 22,000-sq.-ft. plant behind the Opelousas store manufactures 80,000 lbs. of it every week. Some of it is still sold in her country store. "Workmen still come by in the morning for a link of hot boudin wrapped in waxed paper," she says.

Far more of her sausage is sold through supermarkets. Her products can be found at big-league grocers such as Albertson's, Winn-Dixie, Kroger and A&P. She also counts several restaurants among her largest customers. "There are three restaurants in Chicago alone that go through 500 lbs. of andouille a week," she says.

Business is booming. The company's current revenues are nearly \$8 million, a figure Savoie reckons she can push to \$15 million by the end of 2005. And earlier this year, she positioned her company for the future with a purchase of Acadian Fine Foods, which has a food-processing plant located in nearby Church Falls, La. Savoie bought the company to increase capacity for her own products, but in purchasing Acadian she also diversified her company's offerings to include seafood pies, stuffed chickens and crawfish etouffee.



Although Savoie Sausage is moving up in the world, the company fiercely adheres to a corporate culture based on Southern values enforced by its matriarch. Eula Savoie prefers to be known by those around her as Miss Eula, in grand Southern style. She takes pride in her product, stubbornly refusing to compromise on quality by purchasing cheaper ingredients. She cares for her employees like family, even helping those who have trouble reading and writing to manage their checking accounts. And she proudly states that she absolutely will not buy any piece of machinery that will take a job away from a current employee.

Executives at more ordinary companies may have a difficult time understanding Savoie's old-fashioned values, but that's just fine with Miss Eula. "We're not interested in doing things more modern," she says. "We're interested in doing them right."

D. William Smith

President

Speedway Motors Inc.

Headquarters: Lincoln, Neb.

Annual sales: \$40 million

Type of business: Manufacturer, distributor and retailer of high-performance specialty automotive products

Area of operation: Nationwide

Learn by doing. D. William Smith, president of Speedway Motors Inc., says that's the only way to achieve success.

"If you don't have practical experience, no matter how good your education is, you will not succeed," he says. "It is absolutely essential to have that hands-on, been-there done that expertise."

Hands-on knowledge is something Smith has plenty of. After tinkering with his own race cars in the early '50s—he redesigned a water pump so that it added 30 more horsepower—Smith decided to build a company around what he had learned. "The customer always felt comfortable that we knew the business," he says.

With good reason: Smith first gained respect from beating his future customers with his own "modified" car.

Speedway Motors started as a small 400-sq.-ft. shop in 1952 in Lincoln, Neb. Smith calls it "a one-man band selling speed equipment in the middle of nowhere."

Today, the company has 125 employees and builds roughly 6,000 products. It services two niche markets: the hardcore Saturday-night racer with modified stockcars and the street-rod industry. The former accounts for roughly 70% of sales.

Speedway operates a small retail store for local consumers at its headquarters and has a number of small shops at racetracks. It also operates an e-commerce site and ships three catalogs annually, including one for pedal cars. A museum near Speedway's Lincoln headquarters showcases more than 500 antique racing engines and 800 pedal cars. The museum is still a source of inspiration for Smith.

Smith learned about engines and motors the old-fashioned way: by taking them apart and then putting them back together. He says the auto accessories business as we know it today was created because of the stripped-down simplicity of the Model T Ford, which did not have lights, bumpers or a starter.

"The engineering and thought that went into those early products were remarkable," Smith says. "You have to be exposed to older items to gain a sort of respect."

Smith is passionate about his work. Working 10 hours a day, he is the first to arrive and the last to leave every day.

"I always have what the customer wants because I am a customer," he says. "I look in the mirror when I shave in the morning and see the customer."

Some people become entrepreneurs by flying by the seat of their pants. But Shoe Carnival CEO Mark Lemond earned his entrepreneurial reputation by convincing an entire chain of stores to fly in tight formation.



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"When I became CEO, we had 75 to 80 stores operating as completely different entities," he says. "Every store manager was acting to an extent on his own. A store in Indianapolis would be completely different from a store in Nashville."

That kind of freewheeling worked well in the early years for the Evansville, Ind.-based chain that promotes an unpredictable, carnival-like image. But, according to Lemond, Shoe Carnival's executive team decided that a more unified approach was crucial to future growth. Lemond, a former accountant turned CFO, was given the chance to run the chain as CEO in 1996. The company's old business model of low prices and high volume, he says, had to be replaced by a model based on gross profit margin, higher prices and higher-quality footwear.

"We knew that if we were going to run a national chain of stores, there had to be a homogeneous quality and a common thread for the organization," he says.

The chain has more than doubled in size since Lemond took over, and he says everyone understands the importance of working together. Shoe Carnival now has 182 stores and has ambitions to grow "immensely bigger than we are right now," he says.

Shoe Carnival stores rely on fun, color and sound to attract customers. Shoppers are directed to sales, contests and activities by an in-store barker, known internally as a "microphone person."

"We strive to put a total emphasis on customer participation in our stores," Lemond says. "We like to talk about pushing shoes out the door, as opposed to shoes being pulled out. And we're very promotion-oriented, both in our marketing and inside the store.

"It's not a very laid-back atmosphere, which is very different from most retailers," he says.

Mark Lemond

CEO

Shoe Carnival

Headquarters: Evansville, Ind.

Annual sales: \$418 million

Type of business: Shoe store

Number of stores: 182

Areas of operation: Midwest, South

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BODY:

Dallas-based 7-Eleven is testing a new sugar-free Slurpee formula at 106 stores in the Detroit area and 35 in Kansas City, Mo., before a scheduled roll out to the rest of the country next summer, the Wall Street Journal reported.

The formulation being tested was developed recently by scientists at Kraft Foods, Inc. The test product is a Crystal Light Lemonade Slurpee that has only eight calories for eight ounces, compared with 118 for a traditional Slurpee of the same size.

"The recipe is confidential for competitive reasons," said Mike Murname, director of channel marketing for Kraft Foods. The company is seeking to patent the formula and has additional sugar-free Slurpee flavors under development, including passion kiwi fruit, raspberry iced tea, and peach tea, the Journal said.

Additionally, 7-Eleven has begun shelving breath strips or breath sheets, the newest breath mint that actually looks like a small transparent piece of film and instantly dissolves in your mouth. Myntz! Instastripz Cynnamon is currently being introduced in 7-Eleven stores, following up on the Peppermint flavor introduced in April, which has become the company's top-selling mint.

Myntz! was one of the first companies to introduce a mint film, the company said. Available in a 1-inch-square plastic package, Myntz! are sugar-free, aspartame-free, made of glycerin, and flavored with mint and cinnamon oils. Suggested retail price is \$1.79.

"Some people want to be discreet and pop a mint in their mouth without the whole world knowing. Myntz! Instastripz don't rattle around in your mouth. It's an instant breath-freshener that melts in your mouth without having a hard mint that you have to suck or chew for a few minutes," said Jeff Hamill, vice president of merchandising at 7-Eleven, Inc.

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HIGHLIGHT:

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"Some people want to be discreet and pop a mint in their mouth without the whole world knowing. Myntz! Instastripz don't rattle around in your mouth. It's an instant breath-freshener that melts in your mouth without having a hard mint that you have to suck or chew for a few minutes," said Jeff Hamill, vice president of merchandising at 7-Eleven, Inc. Copyright 2001 NPN-National Petroleum News Copyright 2001 NPN-National Petroleum News 278

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The Dallas Morning News

November 28, 2001, Wednesday

SECTION: BUSINESS AND FINANCIAL NEWS

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LENGTH: 2614 words

HEADLINE: 7-Eleven shows how attacks have changed business life in many ways

BYLINE: By Maria Halkias and Dianne Solis

BODY:

Late last month, James Keyes, chief executive officer of 7-Eleven Inc., flew 6,700 miles to Tokyo to meet with the chairman of the giant convenience store chain and five other Japanese directors.

It was a journey Keyes hadn't planned to make.

About the same time back at Dallas headquarters, Steve Velasquez, international finance manager, found himself deeply involved in buying a handful of cellphones while next year's budget languished on his desk.

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And in Philadelphia, Jihad Kanawati, a Syria-born operator of three 7-Eleven stores, called a lawyer about changing his name after someone tried to set one of his locations on fire.

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The world indeed changed Sept. 11, and now two months later, as America struggles to return to normal, nowhere is that more apparent than in daily business life.

Mom and pop shops and multibillion-dollar corporations alike are learning to cope with shifting customer demands, jumpy employees and both the threat and opportunity of a new business reality. From executives to mail clerks, advertising officials to computer techs, people are doing jobs they've never done, solving problems they've never imagined, and feeling feelings they've never experienced.

"What's hardest is dealing with all the unknowns out there," said Keyes, the 7-Eleven CEO. "Problems will occur that none of us thought about before. I can't anticipate the issue that will come up next week, because no one knows."

Each day, 22 million consumers pass through 7-Eleven's 22,000 stores in 17 countries. A look at how some of the 230,000 employees, licensees, and franchisees are adapting to keep that \$29 billion-a-year empire rolling shows just how complex the Sept. 11 fallout has become.

Some steps, such as new mailroom procedures to address the anthrax scare, aren't surprising. Others are _ such as a scramble in stores to replace foreign brews with Budweiser as patriotic beer drinkers turned to domestic suds.

And some are unique to 7-Eleven, such as providing moral support to a heavily immigrant work force or resolving intricacies of foreign ownership.

Consider Keyes' trip to Tokyo.

Before the attack on America, 7-Eleven had scheduled a quarterly directors' meeting for November in Los Angeles. Masatoshi Ito, the 76-year-old board chairman and top stockholder, was due to fly in from Japan along with other directors who live there. Japanese investors control 73 percent of 7-Eleven stock.



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The convoluted arrangement wasn't technically a board meeting because a quorum didn't gather in either location. But it had the practical effect of completing the far-flung board's legal duties.

Lesser issues have been occupying Velasquez, the finance executive.

Normally at this time of year, he is preparing his prediction of how much foreign operations will add to next year's bottom line. That means estimating how many stores will open overseas in 2002, calculating royalty payments, forecasting exchange rates and assessing costs.

A recent visit to his office revealed a desk covered with evidence of a much different task: brochures and samples of the latest cellphones. And a finance man speaking a much different language — CDMN, TDMA and GSM, names of phone technology used in various parts of the world.

The numbers involved are far smaller than those Velasquez usually sees. He'll probably buy fewer than a dozen phones at \$400 to \$1,100 each. But his goal is to ensure that when staff members are overseas, they will always be able to call home in emergencies.

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New phones could also cut 7-Eleven's phone bills, Velasquez reasons. At any one time, as many as eight of his employees may be traveling, and each averages \$150 to \$450 a month in calls because of high hotel rates and surcharges, he said. "At least it won't cost any more," he said.

Security concerns are rising at most companies. At 7-Eleven, they've turned Bob Jenkins into something of a central intelligence agent.

The company has 16,000 stores outside the United States. For some time, the 48-year-old vice president for international operations has subscribed to daily reports from a political risk firm and the U.S. State Department.

Jenkins used to glance at them. Now he devours them.

"The bubble has burst" when it comes to safety and security, he said. Not only is the memory of Sept. 11 on everyone's minds, but "also on their minds is, 'What's next?'"

So he constantly searches for clues. Not long ago, he checked up on the Abu Syyaf guerrillas, a radical group in the Philippines linked to Osama bin Laden. He was satisfied to find they aren't active around Manila, where 7-Eleven has 156 stores.

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Leave your best suit in the bag, he said, and "don't wear expensive watches and jewelry." He pulls up his shirt cuff to show a \$19.99 metal watch purchased at a Target discount store.

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These days, foreign travel is upsetting for families, concedes Jenkins, a father of four. Yet face-to-face meetings are important in international business. "There's only so much you can do by fax."



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For millions of retail companies such as 7-Eleven, of course, the front lines are the aisles of its stores, where employees meet the public and goods and services change hands.

Sept. 11 changed a great deal there, too.

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That solved one problem for 7-Eleven. But the experience made executives hypersensitive about any powdery substances.

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One result is that contract bakers who supply tons of sugary goods daily to 7-Eleven pastry bins are quickly sweeping up even the smallest spills of flour and other ingredients, he said.

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Being able to respond to such altered buying habits pays off. In the third quarter ended Sept. 30, 7-Eleven sales rose 7 percent, partly driven by so-called comfort items such as beer and phone cards.



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For many at the store level, the biggest impact may be in their daily interaction with the public. That's because 7-Eleven operates with an unusually diverse staff that includes many immigrants.

The chain's foreign-born store personnel are so pervasive that Jay Leno jokes about their English.

And "The Simpsons" TV show features a hard-working and shrewd character named Apu Nahasapeemahpetilon who runs a "Kwik-E-Mart" convenience store. His signature product is the "Squishee," an obvious takeoff on 7-Eleven's Slurpee frozen drink.

Over the last two months, however, what had been managing comedic fallout has become more serious business.

The company estimates that about 30 percent of its 3,000 U.S. franchisees are foreign-born. That compares with a little more than a tenth of the population. It isn't known how many of the 35,000 U.S. employees are immigrants.

Immediately after Sept. 11, officials came up with a plan to deflect potential antagonism from immigrant staffers and employees with Middle Eastern physical features.

Posters taped to store windows read, in part: "We share the horror and frustration with the recent attacks on the United States. Like all Americans, we want the people behind these attacks to be caught and brought to justice."

Just the same, many store employees and operators find themselves on the defensive because of negative assumptions made by some customers.

In Dallas, 45-year-old Aklaqul Arephin, a 7-Eleven clerk, said he's constantly explaining himself these days. "People ask me: 'Are you from Afghanistan?'" he said from behind a counter strewn with tabloid newspapers bearing screaming headlines about Osama bin Laden and bioterrorism.

He's actually from Bangladesh, has lived in the United States for 16 years and became a clerk after losing a well-paying fiber-optics job earlier this year.

It isn't just aggressive questioning or ethnic slurs that worry Kanawati, the operator of three Philadelphia 7-Elevens.

The day after the terrorist attacks in New York, Washington, and Pennsylvania, someone attempted to torch one of his stores.

"If there's a big Palestinian flare-up, I'm taken for an Arab," he said. During the Gulf War, he was surely an Iraqi. "Now they think I'm from Afghanistan or Pakistan." He was born in Syria.

Kanawati fears that his first name may be hurting his business.

"Jihad is a beautiful holy name," he said. "It means to defend your house and you will go to heaven. But now it means holy war."

He has talked with his lawyer about changing it. And he has donated 50 copies of the Quran to local libraries to promote understanding of Islam.

In Long Island, N.Y., franchise owner Tariq Khan is putting in extra hours to make the 30 employees at his four stores more comfortable.

Half were born in foreign countries, he said. Then, pausing for emphasis, he added, "and they are very proud



Americans."

He said he advises his workers to show increased courtesy to not offend customers. Still, at stores that are open 24 hours a day, "things can happen," said the 49-year-old Khan.

Abusive customers started an argument with an employee at a Long Island store not long ago, he notes.

To support his employees, Khan now takes an extended tour of his stores after dinner, often staying out past midnight. He used to be home by 9 p.m. He starts each day at 9 a.m.

At 7-Eleven headquarters, Joe Eulberg, vice president of human resources, is pushing a project that could further boost grass-roots confidence. An eight-member team is studying a possible multimillion-dollar purchase of new computers for more than 5,000 U.S. stores.

Every store currently has one computer dedicated to operations, such as capturing sales data and keeping track of employee hours. The terrorist attack "got us thinking that a second PC in each store would be another communication portal to employees," Eulberg said.

The added machines would allow e-mail exchanges and could be used to transmit company advisories, safety alerts and security information.

They'll be expensive. But the purchase will happen, predicts Eulberg. Recent events punctuated the need for "real-time communications during an emergency," he said.

Meanwhile, Keyes, the CEO, is laying plans for a national advertising campaign capitalizing on the company's immigrant-heavy personnel base.

The patriotic theme _ that people from around the world have pursued the American dream through careers at 7-Eleven _ would primarily be a corporate image-builder. But it could also reduce abuse of foreign-born staffers and help recruit and retain employees.

"We are all foreigners. So what?" said Keyes, who claims American Indian, Spanish, French, Irish and Swedish roots. "Let's get over it."

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Copyright 2001 Chicago Sun-Times, Inc.
Chicago Sun-TimesNovember 19, 2001 Monday**SECTION:** NEWS SPECIAL EDITION; Pg. 12**LENGTH:** 508 words**HEADLINE:** A diet Slurpee?**BYLINE:** Art Golab**HIGHLIGHT:**

Chalk one up for science: 7-Eleven tests low-cal option

BODY:

Scientists may not have cured the common cold, but after years of research, they have figured out a way to make a diet Slurpee, which could show up in Chicago as early as this spring.

It wasn't easy. Slurpees have been around since 1965, and since the mid-1980s scientists at 7-Eleven have been trying to come up with a low-cal version of the carbonated concoction.

The problem: a Slurpee requires sugar crystals to give it that smooth consistency that allows it to be "slurped" through a straw. All the sugar substitutes that food scientists tried turned the drink into a big block of ice.

"We just couldn't crack the code," said Nancy Smith, 7-Eleven, Inc.'s vice president of field merchandise.

Enter locally based Kraft Foods, which had been working with 7-Eleven to develop other products.

About 16 months ago, researchers there decided to try to solve the puzzle, and after a year of feverish work, they created a sugar-free syrup that could make a Slurpee with just the right consistency.

This month 7-Eleven introduced the fruit of the scientists' labor: a Crystal Light Lemonade Slurpee that contains only 45 calories in 12 ounces, compared with 157 calories for a traditional Slurpee.

So how did Kraft crack the Slurpee code?

It's a secret.

"The recipe is confidential for competitive reasons," says Mike Murnane, director of channel marketing for Kraft, who added that the Northfield company is attempting to patent its "invention."

Crystal Light is sweetened with sucralose, and the challenge was to add an element that would act like sugar in the freezing process, but not change the taste or the calorie content.

"We wanted that right mixture of airy and icy, the fine texture Slurpee is known for," Murnane said.

Now that they found it, more sugar-free flavors, including passion kiwi fruit, raspberry iced tea and peach tea are in the Slurpee pipeline.

The low-cal lemonade flavor is being tested in 106 7-Eleven stores in Detroit, where more Slurpees are consumed than in any other city.

But Chicago has its share of loyal Slurpee fans.

Salesman Chris Coughlin, 34, trekked two blocks from his downtown office for a Slurpee break at the 7-Eleven at Washington and Wells one recent afternoon. A Slurpee drinker since the age of six, he would welcome a diet version.



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"It's better for you," he said. "If it tastes just as good, I'd try it."

Ditto for Rose Lyons, who's been drinking Slurpees for eight years and picked up the habit from her children, now 23 and 18-years-old. "I would really go for a diet Slurpee—it's something refreshing, cool and you're not gaining weight."

Diane Quagliani, a registered dietician who is a spokeswoman for the Chicago-based American Dietetic Association, said diet drinks in general are fine as an alternative to calorie-laden concoctions.

She added that diet drinks are "certainly safe" but cautioned "they can be an issue if they crowd out other things you need for good nutrition, like milk and water."

Contributing: *Wall Street Journal*

GRAPHIC: Tamika McFadden-Harris, seen here in her high school graduation photo, was caught in gang crossfire after choir practice Friday night. Jon Sall,

LOAD-DATE: November 22, 2001



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Copyright 2001 The Dallas Morning News
The Dallas Morning NewsNovember 18, 2001, Sunday SECOND EDITION**SECTION:** NEWS; Pg. 1A**LENGTH:** 2619 words**HEADLINE:** From the corporate CEO to the clerk at the counter, since Sept. 11 it's been ... Business unusual at 7-Eleven;
Shifting demand, jumpy employees part of new reality for chain**SOURCE:** Staff Writers**BYLINE:** MARIA HALKIAS, DIANNE SOLIS**BODY:**

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And in Philadelphia, Jihad Kanawati, a Syria-born operator of three 7-Eleven stores, called a lawyer about changing his name after someone tried to set one of his shops on fire.

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The world indeed changed Sept. 11, and two months later, as America struggles to return to normal, nowhere is that more apparent than in daily business life.

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From executives to mail clerks, advertising officials to computer techs, people are doing jobs they've never done, solving problems they've never imagined, and feeling feelings they've never experienced.

"What's hardest is dealing with all the unknowns out there," says Mr. Keyes, the 7-Eleven CEO. "Problems will occur that none of us thought about before. I can't anticipate the issue that will come up next week, because no one knows."

Each day, 22 million consumers pass through 7-Eleven's 22,000 stores in 17 countries. The job of keeping that \$29 billion-a-year empire rolling as usual became a lot more complex for many of its 230,000 employees, licensees, and franchisees after Sept. 11.

Some of the steps they've taken, such as new mailroom procedures to address the anthrax scare, aren't surprising. Others are - like a scramble in stores to replace foreign brews with Budweiser as patriotic beer drinkers turned to domestic suds.

And some are unique to 7-Eleven, such as providing moral support to a heavily immigrant workforce or resolving intricacies of foreign ownership.

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Less fear, more beer

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It isn't only aggressive questioning or ethnic slurs that worry Mr. Kanawati, the operator of three Philadelphia 7-Elevens.

The day after the terrorist attacks in New York, Washington, and Pennsylvania, someone attempted to torch one of his stores.

"If there's a big Palestinian flare-up, I'm taken for an Arab," he says. During the Gulf War, he was surely an Iraqi. "Now they think I'm from Afghanistan or Pakistan." He was born in Syria.

Mr. Kanawati fears that his first name might be hurting his business.

"Jihad is a beautiful holy name," he says. "It means to defend your house and you will go to heaven. But now it



means holy war."

He has talked with his lawyer about changing it. And he has donated 50 copies of the Quran to local libraries to promote understanding of Islam.

In Long Island, N.Y., franchise owner Tariq Khan is putting in extra hours to make the 30 employees at his four stores more comfortable.

Half were born in foreign countries, he says. Then, pausing for emphasis, he adds, "and they are very proud Americans."

He says he advises his workers to show increased courtesy to not offend customers. Still, at stores that are open 24 hours a day, "things can happen," the 49-year-old Mr. Khan says.

Abusive customers started an argument with an employee at a Long Island store not long ago, he says.

To support his employees, Mr. Khan now takes an extended tour of his stores after dinner, often staying out past midnight. He used to be home by 9 p.m. He starts each day at 9 a.m.

At 7-Eleven headquarters, Joe Eulberg, vice president of human resources, is pushing a project that could further boost grass-roots confidence. An eight-member team is studying a possible multimillion-dollar purchase of new computers for more than 5,000 U.S. stores.

Every store currently has one computer dedicated to operations, such as capturing sales data and keeping track of employee hours. The terrorist attack "got us thinking that a second PC in each store would be another communication portal to employees," Mr. Eulberg says.

The added machines would allow e-mail exchanges and could be used to transmit company advisories, safety alerts, and security information.

They'll be expensive. But the purchase will happen, Mr. Eulberg says. Recent events punctuated the need for "real-time communications during an emergency," he says.

Meanwhile, Mr. Keyes, the CEO, is planning a national advertising campaign capitalizing on the company's immigrant-heavy personnel base.

The patriotic theme - that people from around the world have pursued the American dream through careers at 7-Eleven - would primarily be a corporate image-builder. But it could also reduce the abuse of foreign-born staffers and help recruit and retain employees.

"We are all foreigners. So what?" says Mr. Keyes, who claims American Indian, Spanish, French, Irish, and Swedish roots. "Let's get over it."

GRAPHIC: PHOTO(S): 1-4. (BRAD LOPER/Staff Photographer) 1-2. Top: "We are all foreigners. So what?" says James Keyes, president and CEO of 7-Eleven, which is planning an ad campaign to help reduce abuse of foreign-born staffers. Above: Akhlaqul Arephin, who is from Bangladesh, has been asked about his ethnic background since Sept. 11. 7-Eleven says about 30 percent of its 3,000 U.S. franchisees are foreign-born. 3. Since the terrorist attacks, demand for domestic beer at 7-Eleven has surged. John Carrillo delivers the product to the store at Lemmon Avenue and Inwood Road. 4. Steve Velasquez, 7-Eleven's international finance manager, is usually mired in budgets. But now he's selecting cellphones to make sure traveling executives can call home in emergencies. 5. (MARK STEHLE/Special Contributor) Jihad Kanawati, a 7-Eleven franchisee, at one of the three stores he owns and operates in Philadelphia. Mr. Kanawati fears that his first name might be hurting his business.

LOAD-DATE: November 30, 2001



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Copyright 2001 The Philadelphia Inquirer
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The Philadelphia Inquirer

November 18, 2001 Sunday FINAL EDITION

SECTION: INQUIRER MAGAZINE; Pg. 08

LENGTH: 379 words

HEADLINE: Loren A. Fossie;
Don't laugh at LAF <

BYLINE: Robert Zausner

BODY:

The offices of LAF Enterprises are not lavish. One desk, one phone, piles of papers on a gray-painted floor. And Loren A. Fossie - get it, LAF? - in the midst of it all.

"This is world headquarters," she says with a laugh, which is how she pronounces the name of the firm where she is president, CEO, and sole employee.

But don't laugh at LAF.

Its lone product - Franchi\$It, a new board game just hitting store shelves - may soon make it big.

It made its debut at the Toy Fair in New York City last winter and was an instant hit. Fossie says one major toy company made her an offer for the rights to the game. But the single, 35-year-old workaholic has decided to keep it - and market it by herself.

The game is similar to Monopoly and others: To win, one must acquire wealth. But it also is very different: It is the first to use real company logos; Roto Rooter replaces Park Place. Another selling point: The \$39.99 game comes with real coupons: a free Slurpee at 7-Eleven, \$10 off at Athlete's Foot, etc.

The idea sprang from Fossie's project at Rowan University, where she headed fictitious Widgets Inc. and studied the board-game industry. She got an A-plus.

She later went to work for a company that tested underground tanks. But Fossie, who grew up in Cherry Hill, used every spare moment on her game. Brother Frank designed the pretzel-shaped playing route. She sold her car to get cash for a video promotion. Around 1993, she started calling companies for logo permission.

When the tank-testing firm scaled back, Fossie turned to acting. She landed more than 60 local and cable TV commercials. But she still made her franchise calls.

Finally, in 1995 and after some 200 rejections, she landed her first franchise, the Coffee Beanery. Then Holiday Inn. She quit acting.

She got 15 franchises for the game - some will also help sell it - and now more for upcoming Silver and Junior editions. Orders have started coming in (the number is 1-800-413-4809). A TV producer wants to do a game show.

There's only one thing Fossie hasn't been able to accomplish. "You know what's funny?" she asks about Franchi\$It. "I never win."

Robert Zausner is an Inquirer staff writer. Direct e-mail to Inquirer.Magazine@phillynews.com.

NOTES: IN PERSON



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GRAPHIC: PHOTO;

Loren A. Fossie (Photography by Michael Bryant)

LOAD-DATE: November 19, 2001

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Copyright 2001 Charleston Newspapers
Charleston Daily Mail (West Virginia)November 14, 2001, Wednesday**SECTION:** Life; Pg. P1D**LENGTH:** 446 words**HEADLINE:** Beef jerky, lottery and \$6 Merlot**BYLINE:** Brad McElhinny**BODY:**

Ordering meals at simple restaurants has gotten awfully complicated. For instance, from the new menu at The Strand in downtown Charleston, you can order "The Omega Fatty Acid Special," which apparently includes fish.

Sigh. It was so simple back when you had to choose: fat OR acid.

When I heard about the changes in The Strand, I marched right over and asked the question foremost in everyone's mind. Can you still order a beer milkshake?

Then I realized that is not the question foremost on everyone's mind. The question people really want to know is: Why would you want one?

I'll tell you. In a complicated world, it is reassuring to know there is someplace you can count on. The kind of place where you can walk in and know they are happy to serve you a drink that will induce the straining action of nausea.

There are not enough places like that any more.

For example, take 7-Eleven, which, while not technically a restaurant, still serves a very tasty rotisserie hamburger.

Did you know you can now get wine at 7-Eleven? Not just Thunderbird. Actual wine. Chardonnay and stuff. For real. You can walk in your local convenience store and get beef jerky, a lottery ticket and a fine \$6 Merlot. That is highly suspicious.

If they cared about my feelings at 7-Eleven, they would at least come up with an arrangement where people can feel comfortable. Hey, hook the wine to the Slurpee machine. Slurpee Zinfandel, that's the future.

Then there's McDonalds, where they're now serving bratwurst. Adding this sort of thing to the menu throws my entire worldview out of whack. It makes me nervous.

OK, you've got your Hamburgler to represent hamburgers. You've got Mayor McCheese for cheeseburgers. Then there are those little Fry Guys for fries. So, what sort of cuddly mascot is left to represent bratwurst?

Hello everybody! I am "Choppy McPork" and I live in a long, membranous casing! Hey! Where you running to? C'mon. Didn't I mention I'm highly seasoned?

The changes at The Strand really shook me up because I am accustomed to going there once a year for a beer blended with ice cream. It is a treat, indeed. But when The Strand upgraded its menu, I had an irrational fear that this delicacy would no longer be available.

Rest easy, citizens. Despite all the change, the beer milkshakes remain. You can even get them at 10 in the morning. On a workday.

Not that I did.



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All I'm saying is, I wouldn't advise drinking a beer milkshake the same day you try a McDonald's brat. At least not until 7-Eleven starts serving Pepto-Bismol Slurpees.

Writer Brad McElhinny can be reached at 348-1244 or by e-mail at bradmcdaily@mail.com.

LOAD-DATE: November 15, 2001



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Copyright 2001 DR Partners d/b Las Vegas Review-Journal
Las Vegas Review-Journal (Nevada)

November 14, 2001 Wednesday FINAL EDITION

SECTION: E; Pg. 4E

LENGTH: 1573 words

HEADLINE: RESTAURANT REPORT

BYLINE: Ken White

BODY:

The Clark County Health District conducts random inspections of local restaurants. An establishment receives an A grade if it has received no more than 10 demerits. A B grade is given to those establishments that receive 11 to 20 demerits, and a C grade is given to any establishment that receives 21 to 40 demerits. If an establishment receives more than 40 demerits, it is closed immediately. The grades are posted at the time of the inspection. The establishment has the option of requesting a reinspection before its next scheduled inspection.

7-Eleven, 5099 E. Bonanza Road, received 15 demerits Nov. 1. Violations included dirty soda and Slurpee nozzles; many outdated items on shelf for sale; and dirty microwave. GRADE: B

Bob's All Family Restaurant, 761 Nevada Highway, Boulder City, received 20 demerits Oct. 30. Violations included food maintained at improper temperature; mildew on walls and ceiling of walk-in cooler; dirty knife in knife rack; and domestic microwave in use. GRADE: B

Bonanza Lounge, 4300 E. Bonanza Road, received five demerits Nov. 2. Violations included glasses and kitchenware not cleaned properly, and no hookup to sanitizer in dishwasher's final rinse. GRADE: B because of repeat critical violation

Burger King, Travel Centers of America, 8050 S. Industrial Road, received 15 demerits Oct. 31. Violations included walk-in cooler not maintaining proper temperature; potentially hazardous food in walk-in cooler at improper temperature; and back door not self-closing. GRADE: B

Carniceria Lopez, 871 N. Nellis Blvd., received 17 demerits Oct. 31. Violations included ice pops containing milk unlabeled; eggs stored above tomatoes in reach-in cooler; and outdated item on shelf for sale. GRADE: B

El Tenampa, 556 N. Eastern Ave., received 31 demerits Nov. 2. Violations included bowl used as scoop; raw meat stored above ready-to-eat food in reach-in cooler; no soap at hand sink; employee not washing hands after cracking eggs; and employee using apron instead of hand towels to wipe hands. GRADE: C

Food Express Chinese Restaurant, 2003 S. Decatur Blvd., received 23 demerits Oct. 30. Violations included pork product cooling at mop sink; dirty condiment container; and shrimp thawing at room temperature. GRADE: C

Fortune China Restaurant, 1017 Nevada Highway, Boulder City, received 28 demerits Oct. 30. Violations included raw fish stored on batter container above vegetables; food maintained at improper temperature; employee drinks stored on prep table with food, and on dry storage shelf above food and clean equipment; and uncovered container of sweet and sour sauce stored under prep table. GRADE: C

Four Play Bar & Grill, 1590 E. Flamingo Road, received 16 demerits Nov. 2. Violations included cutting boards dirty; decaying food in prep table; and floors dirty. GRADE: B

Jack in the Box, 1101 Nevada Highway, Boulder City, received 15 demerits Nov. 2. Violations included ham stored at improper temperature; raw eggs stored above hamburger buns on bread rack; and food-handler without hair restraint. GRADE: B

Kapit Bahay Filipino Fast Food, 4115 Spring Mountain Road, received 40 demerits Oct. 29. Violations included



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fish, shrimp and beef stored at room temperature; fish, beef and pork thawing at room temperature; container of raw shrimp sitting on top of vegetables; unlabeled and uncovered food stored in reach-in refrigerator and freezer; and food-handlers not washing hands. GRADE: C

Kyoto Japanese Restaurant, 2680 S. Maryland Parkway, received 18 demerits Oct. 29. Violations included meat slicer dirty; soda nozzles dirty; dead roaches on shelf above prep table; dead ants on rear tables; and live roaches crawling on walls and shelves. GRADE: B

La Salsa Taqueria, Boulevard Mall, 3528 S. Maryland Parkway, received 14 demerits Nov. 2. Violations included hand sink blocked with trays; raw beef stored above onions in walk-in cooler; and squirt bottle of sauce stored in lettuce bin. GRADE: B

Las Vegas Donut House, 4080 Paradise Road, received 14 demerits Oct. 30. Violations included no paper towels at hand sink; dough stored in plastic grocery bags; and mold inside ice machine. GRADE: B

Las Vegas Fashion Mart 1, 2201 Civic Center Drive, North Las Vegas, received eight demerits Oct. 31. Violations included no hot water available in women's restroom; restroom dirty; and ceiling in disrepair. GRADE: B because of repeat violations

Little Caesars Pizza, 5020 E. Tropicana Ave., received 11 demerits Oct. 30. Violations included coolers not maintaining proper temperature, and cooked ham and chicken held at improper temperature. GRADE: B

Pattaya Cafe, 2202 W. Charleston Blvd., received 35 demerits Oct. 29. Violations included plastic condiment cup used as scoop; restroom sink access blocked; bowl of chicken stored in hand-mop sink; reach-in cooler dirty; and boxes of produce sitting in chicken juice in reach-in refrigerator. GRADE: C

Planet Hollywood expo kitchen, Forum Shops at Caesars, 3500 Las Vegas Blvd. South, received 20 demerits Oct. 31. Violations included dirty soda nozzles and potentially hazardous food held at improper temperature. GRADE: B

Quark's Bar & Restaurant, Star Trek: The Experience, Las Vegas Hilton, 3000 Paradise Road, received 20 demerits Nov. 2. Violations included food stored uncovered in dry storage; employees not washing hands between procedures; and food containers and spray bottles unlabeled. GRADE: B

Ready Cut Vegetables, 3700 Capella Ave., received 37 demerits Nov. 2. Violations included drinks and fruit stored in ice machine; rusted, dented cans in facility; no paper towels at hand sinks; no three-compartment sink in facility; cutting board stored on ground under two-compartment sink; and roaches found in employee break room and near garbage bin. GRADE: C

The Sports Center concession, 121 E. Sunset Road, received 16 demerits Nov. 4. Violations included no thermometer for meat drawer; dirty ice scoop in ice machine; inside of ice bucket dirty; and cleaners stored above blender. GRADE: B

The Sports Center Boston Garden Experience bar, 121 E. Sunset Road, received 19 demerits Nov. 4. Violations included cleaner stored above drink straws; ice bucket dirty; and open can of orange juice in cooler from previous day. GRADE: B

Subway, 3140 S. Valley View Blvd., received 16 demerits Nov. 2. Violations included no thermometer in walk-in cooler; employees eating behind counter; dirty, slimy soda nozzles; and tuna salad unlabeled. GRADE: B

Tortas El Rey, 2300 E. Lake Mead Blvd., North Las Vegas, received 29 demerits Oct. 31. Violations included raw eggs stored above food; food stored uncovered; hand sink blocked; ice machine dirty; and counters dirty. GRADE: C

The following restaurants have been reinspected:

Baskin-Robbins 31 Flavors Ice Cream & Yogurt, 3760 E. Desert Inn Road, received zero demerits Oct. 30 and was upgraded to an A.

Canton Chinese Cuisine, 1416 N. Eastern Ave., received eight demerits Oct. 16 and was upgraded to an A.

Circle K, 4333 E. Bonanza Road, received one demerit Oct. 29 and was upgraded to an A.

Food 4 Less, 2255 Las Vegas Blvd. North, North Las Vegas, received five demerits Nov. 2 and was upgraded to an A.

Hamada of Japan, 598 E. Flamingo Road, received five demerits Oct. 30 and was upgraded to an A.



International House of Pancakes, 4860 Boulder Highway, received seven demerits Oct. 23 and was upgraded to an A.

John Mull's Meats, 3730 Thom Blvd., received four demerits Nov. 7 and was upgraded to an A.

Kopper Keg Restaurant & Lounge, 2257 S. Rainbow Blvd., received one demerit Oct. 23 and was upgraded to an A.

Korner Store deli, 2558 S. Valley View Blvd., received 10 demerits Nov. 5 and was upgraded to an A.

Korner Store grocery, 2558 S. Valley View Blvd., received three demerits Nov. 5 and was upgraded to an A.

Nana B's Trattoria, 5795 W. Tropicana Ave., received one demerit Oct. 25 and was upgraded to an A.

Pacific Seafood Inc., 1647 W. Warm Springs Road, Henderson, received zero demerits Oct. 29 and was upgraded to an A.

Panda Express, Galleria at Sunset mall, 1300 W. Sunset Road, Henderson, received one demerit Nov. 3 and was upgraded to an A.

Patrick's Restaurant & Lounge, 6142 W. Flamingo Road, received two demerits Oct. 31 and was upgraded to an A.

Pho So 1, 4745 Spring Mountain Road, received 26 demerits Oct. 31 and retained a C rating. The restaurant was reinspected again Nov. 6 and received 23 demerits, retaining a C rating.

Player's Bar North, New Frontier, 3120 Las Vegas Blvd. South, received four demerits Nov. 1 and was upgraded to an A.

Quizno's, 730 E. Flamingo Road, received zero demerits Oct. 24 and was upgraded to an A.

Raley's deli, 6150 W. Flamingo Road, received two demerits Oct. 23 and was upgraded to an A.

Rebel, 4325 E. Charleston Blvd., received seven demerits Oct. 24 and was upgraded to an A.

Roberto's Taco Shop, 6820 W. Flamingo Road, received seven demerits Oct. 29 and was upgraded to an A.

Santa Rosa Taco Shop, 23 E. Basic Road, Henderson, received four demerits Oct. 25 and was upgraded to an A.

TCBY Treats, 2702 N. Green Valley Parkway, Henderson, received 25 demerits Nov. 5 and was downgraded to a C.

Thirstbusters Casino restaurant, 697 N. Valle Verde Drive, Henderson, received four demerits Oct. 31 and was upgraded to an A.

What's Up, 1101 Boulder Highway, Henderson, received seven demerits Oct. 29 and was upgraded to an A.

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Copyright 2001 The San Diego Union-Tribune
The San Diego Union-TribuneNovember 12, 2001, Monday**SECTION:** LOCAL;Pg. B-1**LENGTH:** 1179 words**HEADLINE:** Keen to clean; Volunteers' pride in neighborhoods is behind staying ahead of trash**BYLINE:** James Steinberg; STAFF WRITER**BODY:**

All around San Diego, neighbors are cleaning up.

They drag debris out of canyons, and remove it from roadsides, as well as from their own yards and garages.

From Scripps Ranch and Mira Mesa in the north to San Ysidro in the south, San Diegans organize weekly, monthly, semiannual or annual cleanups to rid their neighborhoods of litter; broken furniture and appliances; surplus sinks and toilet bowls; mattresses and barbecue grills past their prime.

The cleanups are mainly grass-roots efforts, but organizers frequently get a heavy assist from the City of San Diego's Department of Environmental Services and private groups such as I Love a Clean San Diego, Project Clean and Safe Neighborhoods.

Private trash-hauling companies also do their part by providing disposal bins free of charge and paying the landfill fees, organizers said.

But it's the volunteers out on the streets who make it work, like Jimmie Sue, a retired teacher who devotes a part of most days to painting out graffiti in City Heights, and Benny Gonzales, who gets as many as 80 children every Saturday to clean up alleys and streets around Monroe Clark Middle, Hamilton Elementary and Rosa Parks Elementary schools, all in the Mid-City area.

People generally volunteer to clean up the messes made by others because of civic pride. Someone has to do it — and if they don't, who will?

"I have so much myself, and this is a good way to give back to the community," said Sue. "I make time to help my neighbors."

Said Gonzales: "I believe in keeping our neighborhood clean. There's a need for it, and the kids need the attention."

Among the biggest drives are the ones in Scripps Ranch and Mira Mesa, which hold community-wide cleanups once or twice a year. Other neighborhoods schedule smaller, more frequent cleanups that target specific streets or a problem area.

The South Park Action Council, for example, holds monthly Saturday litter cleanups in the community's small business area near the intersection of Fern and Grape streets, said Gail MacLeod, who coordinates the effort.

Litter is collected and bagged by neighborhood children, taken to a collection point by a volunteer with a truck, and hauled off by Environmental Services the following Monday, she said.

Volunteers are treated to hot dogs and sodas, courtesy of the Gala market, and the neighborhood 7-Eleven store rewards the youngsters with coupons redeemable for Slurpees. The trash bags are donated by the City of San Diego.

"The object isn't so much to clean up the neighborhood, but to bring adults and kids together, and to get the kids interested in taking care of their neighborhood," MacLeod said. "They really respond, and when they see a friend



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throw litter down that they'll be picking up, they let them know about it."

Fliers distributed

In Linda Vista, the Community Planning Committee sponsors a mini-community cleanup and recycling event every other month. Luis Monge, a city code enforcement officer, distributes fliers about a week before the pickup day and encourages people to haul their trash to the curb for collection.

"People in the community have been very careful in seeing that this project is successful, and we have seen a tremendous amount of change in the neighborhood," he said on a recent morning as an Environmental Services truck collected mounds of trash along a designated five-block stretch of Ulric Street, between Eastman and Osler streets.

Residents deposited carpeting, lighting fixtures, doors, windows, screens, exercise equipment and bicycles along the curb. One pile was topped with a bird cage, while a doghouse sat atop another.

Linda Vista residents disposed of more than 86 tons of junk and trash during the six mini-cleanups from August 2000 to June 2001, Monge said.

In San Ysidro, residents turn out for major cleanups twice a year and smaller ones organized neighborhood by neighborhood, said Andrea Skorepa, executive director of Casa Familiar, a community-based service organization.

The cleanup efforts also focus on gang graffiti, she said.

About 100 people turn out twice a year for a major cleanup of Swan Canyon in City Heights, said Faith Calloway, the volunteer in charge. The community holds other cleanups, too, with an emphasis on alleys and other areas as needed.

And in Azalea Park, also in the City Heights area, residents turn out every two or three months to clean up canyons and abandoned houses, said neighborhood association president Tom Turner.

Project Clean

The cleanups are organized by Project Clean, which provides trash bags and supplies paint to volunteers who patrol the streets daily looking for graffiti, said Linda Pennington, Project Clean's volunteer coordinator.

"We work hand in hand with the city, but we're the ones who are out in the neighborhoods . . . (It's the) people who see what has to change, and who take care of it," Pennington said.

City Heights has averaged about 25 cleanups a year since 1996, said Al Stasukevich, a code enforcement officer for the City Heights Town Council.

"Last year was our biggest ever — 537 tons," he said. "It's really great to see the city and the neighborhoods working together on this."

The Scripps Ranch Civic Association sponsors a cleanup day in the spring and fall, and gets the word out in its monthly newsletter delivered to each home and on its Web site, said John LaBar, who coordinates the community-wide effort. Among others, the Scripps-Mira Mesa Kiwanis Club and Boy Scouts assist.

Residents dispose of trash and unwanted items at a central collection point, and clean up open spaces, too. The spring cleanup filled three trash bins donated by I Love a Clean San Diego and two Goodwill Industries trucks, LaBar said.

70-ton haul

Mira Mesa residents filled a half-dozen bins with 70 tons of discards during the community's last Clean and Green Day in June, said John Malo of the Mira Mesa Town Council.

The bins were donated by several waste disposal firms, he said, and residents were encouraged to clean out their garages while high school students pitched in to clean up the canyons.

"We do get some support from the city," he said. "But over the years I've found that, if you want to get things done, you have to do it yourself."

An ambitious cleanup, involving as many as 500 people, is scheduled for the Mid-City area Jan. 19, said Christine



Wilson, executive director of the community's Safe Neighborhoods organization.

Safe Neighborhoods sponsors quarterly cleanups in Talmadge, Kensington and City Heights that attract 20 to 30 people, Wilson said. The City of San Diego provides up to four trash bins for each cleanup, and volunteers have always managed to fill them, she said.

"The more volunteers we get, the more we can spread out the cleanup," she said.

Community Solutions

Information on arranging neighborhood cleanups is available from:

I Love A Clean San Diego (858) 467-0103

Project Clean (619) 563-4014

Safe Neighborhoods (619) 282-7741

Environmental Services Department, city of San Diego (858) 694-7000

GRAPHIC: 3 PICS | 1 CHART; 1,2. Nelvin Cepeda / Union-Tribune; 1. Among volunteers who turned out recently to clean up around Scripps Ranch were Ramiro Fauela and Darrell Calvin, shown lifing a dishwasher that was singled out for recycling. 2. Resident Rod Larsen (left) and Darrell Calvin, a recycler from Goodwill Industries, struggled to get large tree branches to fit inside a trash container on the recent cleanup day that brought volunteers out at Scripps Ranch. (B-4) 3. Community Solutions (B-4) 4. Community solutions — From Scripps Ranch and Mira Mesa in the north to San Ysidro in the south, San Diegans organize cleanups to rid neighborhoods of litter. (A-1)

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Copyright 2001 News World Communications, Inc.
The Washington Times

November 11, 2001, Sunday, Final Edition

SECTION: PART C; SPORTS; FANS; COLLECTIBLES; Pg. C4

LENGTH: 768 words

HEADLINE: Cups are mostly empty of value

BYLINE: Babe Waxpak

BODY:

I used to work for a department store that sold frozen ice drinks. At times, they were put in a football or baseball cup depending on the season. I collected a full set of 38 baseball cups. These are by major league baseball and have photos of different MVP players from many teams. The set is dated 1978. They are plastic cups from the Comet Co. A few are discolored by age and a couple have chipped. Can you tell me what they are worth and the best way to store them? - Janet Sorrell, Durham, N.C.

This sounds like a regional set of cups used for Slurpees or Icees. Beckett's Almanac of Baseball Cards lists a set of 26 Slurpee cups that 7-Eleven issued in 1982. It sounds as if your cups are similar to these. Rich Klein, Beckett's senior price guide analyst and editor of Beckett's Almanac of Baseball Cards, has been working on getting more information on cups. He hadn't run across your Comet Cups but said that for a regional issue, the values for star players are going to be a little more than for 7-Eleven cups because they should be more scarce.

The value is going to be in the Hall of Famers (plus Pete Rose). There's not going to be much interest in commons. This type of item is going to appeal to someone who collects a particular player. The Almanac lists Nolan Ryan, Rickey Henderson, George Brett, Mike Schmidt and Rose in the \$10-\$15 range. If you have Henderson, then your cups are actually from 1982 and may well be the ones listed in the Almanac. While the cups may have been made in 1978, that isn't a guarantee that they went out to the public with the players' photos on them at that time. For the record, the entire 26-cup 1982 set lists for \$100.

I have 12 boxes of 1988 Topps baseball cards. The individual packets inside are factory-sealed, although the 12 boxes themselves have been opened. Each packet of 28 cards and a stick of gum has a price of 69 cents on it. There are 24 packs per box. Being a total novice at this, I can't seem to find a price for these boxes in Beckett's Official Price Guide 2002. Do you have any idea of each box's value or how I can find out? I tried selling them on EBay and sold one box for \$7, well below the \$16.56 that my brother paid for each box. - Mary Klein, Durham, N.C.

Unfortunately, 1988 wasn't a good year for the Topps set. The 792-card set is worth just \$10 or so. The only rookie card of note is Tom Glavine, but he's worth \$1 at best. There's probably some interest in Mark McGwire, Barry Bonds and Greg Maddux because the set includes their second-year cards. It sounds as if you have boxes of jumbo cello packs. I would say your box sold right in the middle of where I would have put the value - \$5-\$10. It's just not much of a set.

I was raised in New Jersey, and my dad took my older brother and me to see the Yankees play. My dad left me a 1949 Yankees pennant. I think it's blue (kind of faded over the years) with a picture of Yankee Stadium and its diamond with six players. The crowd is in the background. Under the picture of the field it says, "American League Champions." On the narrowing end of the pennant it says "New York Yankees." - Stan Funk, Lawrenceville, Ga.

I checked the Pennant King's catalog and Warman's Sports Collectibles guide to get an idea on value. I would put your pennant in the \$50-\$100 range with the proviso that the fading is going to be a key factor in lowering value.

My father died in 1983 at the age of 74. When he was a boy he got Ty Cobb to sign a ball. Later when Pete Rose broke Cobb's record, my father had Pete Rose sign the other side of the same ball. Any idea as to its value? - J.



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Dennis, Marietta, Ga.

Even though they are joined at the hip because they are one-two all-time in hits, it would have been better to have kept it as a single-signed Cobb baseball. That's the bad news. The good news is that Rose's signature is on the opposite side, so the ball can still be displayed as a single-signed Cobb baseball. It could be worth \$3,000-\$5,000 with all the value being in Cobb's signature and the condition of the ball, said Dave Bushing, an authenticator for MastroNet Auctions. Naturally, top value is going to go to a nice, white baseball with a solid Cobb signature that isn't faded.

* Send questions to Babe Waxpak in care of The Washington Times, P.O. Box 492397, Redding, Calif., 96049-2397 or send e-mail to babewaxpak@redding.com. If possible, include a card number, year and brand or a photocopy. Please do not send cards. Distributed by Scripps Howard.

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Times Colonist (Victoria, British Columbia)

November 7, 2001 Wednesday Final Edition

SECTION: Life; WHAT'S COOKING; Pg. B5

LENGTH: 518 words

HEADLINE: WHAT'S COOKING

SOURCE: Windsor Star

BYLINE: Ted Whipp Star Food Writer

BODY:

Now you can slurp up a sugar-free Slurpee

Coming to a 7-Eleven store near you, next year: the sugar-free Slurpee.

The long quest is over, according to a recent news report in the Wall Street Journal. Kraft Foods helped the convenience chain crack the code to come up with the recipe for the elusive, sugar-free Slurpee.

Trust us, this is big news to Slurpee fans — you know who you are.

Crystal Light Lemonade Slurpee contains only eight calories for eight ounces, compared to 118 for a traditional Slurpee.

The new product is being tested in Detroit, which buys more Slurpees than any other city. Winnipeg, by the way, is another city with a big thirst for Slurpees.

The new product is expected to be in stores chain-wide next summer. Flav-ours under development include passion kiwi fruit and raspberry iced tea.

The original Slurpee recipe came about by accident. In 1965, a broken soda fountain machine in Kansas was fixed with an automobile air conditioner and produced the semi-frozen, carbonated concoction which became a huge hit.

The latest in our snap, crackle, pop culture

Their parents needed to send in box tops, but today's kids get the prize straight out of the cereal. Kellogg's has movies on DVDs and General Mills offers computer software on CD-ROM.

A new project from General Mills gives new meaning to reading cereal boxes. Cheerios and leading Canadian publishers have joined to bring stories about Canadian athletes by Canadian authors to our breakfast tables.

"We asked Canadian authors to write a story about top Canadian athletes for the back of Cheerios boxes and frankly, we were surprised with the overwhelmingly positive response," said Eric Lucas, corporate officer for General Mills Worldwide.

"The Canadian publishing industry has brought some of Canada's top authors to the breakfast table and we can't wait for the boxes of Cheerios to hit the store shelves later this year."

General Mills approached major Canadian publishing houses to put their authors in touch with Canada's Olympic hopefuls. The result is a unique program featuring an all-Canadian cast. Canadian Olympic hopefuls are Steve Yzerman, Catriona Le May Doan, Martin Brodeur, Cassie Campbell, Jamie Sale and David Pelletier.

The box fronts will feature photos of the individual athletes. The side panels will feature biographical information



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on the authors and highlight their new books.

One egg a day deemed safe for healthy people

The latest news on eggs isn't that bad, reports the Wellness Letter published by the University of California at Berkeley.

The general public perception is that we should eat them infrequently because they contain 215 mg of cholesterol, about two-thirds of the daily maximum.

But eggs actually contain little saturated fat, which plays a big role in raising blood cholesterol. So, an egg, even one a day, has little effect on the risk of heart disease in healthy people, especially those with optimum cholesterol levels.

This doesn't include people with high cholesterol, or diabetics and others with heart disease risk factors.

LOAD-DATE: March 29, 2002

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Windsor Star (Ontario)

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Copyright 2001 Cavalier Daily via U-Wire
University WireNovember 6, 2001**SECTION:** COLUMN**LENGTH:** 759 words**HEADLINE:** Waging war on pay misperceptions**BYLINE:** By Laura Sahramaa, Cavalier Daily**SOURCE:** U. Virginia**DATELINE:** Charlottesville, Va.**BODY:**

What would you think if someone sold you a cookie with a quarter of it removed? What if someone gave you a dollar bill with holes in it, or organized a New Year's party to take place on April 8? You'd probably wonder what their deal was. The preceding examples are all ways that the National Committee on Pay Equity, the National Organization for Women and the AFL-CIO have illustrated that women are paid only 74 cents on a man's dollar. This "wage gap" between men and women, they claim, is the result of gender discrimination in the workplace.

We can all agree that gender discrimination is a bad thing, and we should work to eradicate it where it exists. It is incorrect, however, to say that the wage gap is due to pervasive discrimination against women by their employers. The wage gap is not due to discrimination but to the personal choice of many women to invest more time and energy in their home lives rather than in the workplace.

The 74 cents statistic is overstating the extent of the wage gap. The statistic is drawn from a simple comparison of the average median wage of all full-time working men and women. That means that older workers are compared to younger workers; aerospace engineers are compared to the guys who sell you Slurpees at the local 7-Eleven. Also, because a "full-time" worker is anyone working above 35 hours a week, someone who works 55 hours a week is compared to someone who's only working 35.

All this means that a slew of relevant factors are ignored, including experience and tenure, consecutive years in the workforce, years and type of education, hours of work, industry and occupation. Men and women differ considerably on many of these factors.

When wage comparisons are made between men and women who are similarly situated, differences between wages are very small. Research conducted by the Employment Policy Foundation found that there is no gender pay gap for full-time workers aged 21 to 35 living alone, and the gap is only 3 percent for workers of the same age who don't have children.

The wage differences that do exist between men and women are the result of many women choosing to put more emphasis on family rather than work priorities. The distribution of men and women into certain occupations — and women's concentration in lower-paying fields — is often cited as evidence of discrimination, but that's not necessarily the case. Because 80 percent of women have children at some point in their lives, many women choose jobs that will pay less but will allow them more flexibility when raising children. Women are more likely to choose jobs that require less extensive hours and will allow them to move in and out of the workforce easily.

Women's choices to work fewer hours or interrupt their careers to have children also affect their tenure, experience and chances for promotion based on seniority, all of which have consequences for wages. On average, women spend considerably less time in the labor force than men. A report from the Department of Labor analyzing 1984 Census



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data said that "while only 1.6 percent of a man's work years were spent away from work, 14.7 percent of a women's work years were spent away from work — an eight-fold difference." Evidence shows that, even as women have been participating in the labor force in greater numbers, men consistently work more hours than women. It's not unreasonable to expect that people who work more will earn more, no matter what their gender.

These differences contribute to the earnings gap between women and men, especially because earnings potential depreciates by 5 percent for each year out of the labor force. Department of Labor data also show that women have less job tenure than men in every age group, particularly in the 25 to 35 and 35 to 45 age groups where these differences can have a real impact on earnings, as these are peak earning years.

The wage gap has been decreasing partly because women are gaining more education and work experience and entering higher-paying, traditionally male-dominated jobs. However, it is still less common for women than for men to work continuously after school and to see market work as the major focus of their energies, and that may or may not change in the future.

Is it the fault of socialization or biology that many women place greater emphasis on family than men do? Who knows. Either way, people should not buy into claims that the wage gap is due to systemic gender discrimination on the part of employers.

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The Food Institute Report

November 5, 2001

SECTION: Pg. 6 ; 0745-4503

IAC-ACC-NO: 80128594

LENGTH: 83 words

HEADLINE: 7-Eleven; Brief Article

AUTHOR-ABSTRACT:

THIS IS THE FULL TEXT: COPYRIGHT 2001 The Food Institute Subscription: \$565.00 per year. Published weekly. 1 Broadway, 2nd Floor, Elmwood Park, NJ 07407.

BODY:

* 7-Eleven, Dallas, is testing a sugar-free Slurpee, thanks to the endeavors of Kraft Foods' scientists. The new Crystal Light Lemonade Slurpee contains only eight calories for eight ounces, vs. 118 calories for a traditional Slurpee. It's currently in test in 106 stores in Detroit, where more Slurpees are purchased than in any other city, and 35 7-Elevens in Kansas City. The new sugar-free Slurpee will rolled out in the rest of the country this summer...The Wall Street Journal (Oct. 29)

IAC-CREATE-DATE: November 19, 2001

LOAD-DATE: November 20, 2001



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Copyright 2001 Newsday, Inc.
Newsday (New York)November 4, 2001 Sunday EAST END EDITION**SECTION:** LI LIFE, Pg. G26**LENGTH:** 708 words**HEADLINE:** POLICE BEAT**BYLINE:** COMPILED BY DEIRDRE BURNS**BODY:**

Some reports from county and village police, primarily for Oct. 4-22.

Bridgehampton

On Oct. 4, a woman reported some money missing from her wallet. She suspected the people working on the water heater at her Kyle Road home.

A New York man reported the windshield on his 1998 Ford damaged at the Bridgehampton train station on Oct. 22. Another New York man reported his 1991 Nissan also damaged.

East Hampton

A man reportedly got into an argument that turned physical with a worker at the East Hampton Fine and Rare Wines on Oct 18. Both refused medical attention.

On Oct. 20, a real estate broker reported that a woman was using electricity illegally from a home the broker was trying to show on Rose Avenue. The broker did not wish to pursue other charges.

East Quogue

A worker reported construction equipment missing from an Old Country Road site on Oct. 21. The man said he also had seen youths on the site.

Flanders

On Oct. 26, a man reported getting into an argument with another man because the other threatened his girlfriend. The complainant said he had a minor cut on his hand after the subject swung a knife at him. The subject then fled.

Hampton Bays

Four 18-year-old men and a 17-year-old male were arrested on Shinnecock Road on charges of possession of marijuana on Oct. 20 after their vehicle was pulled over by police. The 17-year-old also allegedly had a 7-Eleven Slurpee mixed with alcohol.

A Wakefield Road resident reported two large dogs lunged at her while she walked on Wakefield Road on Oct. 28. She contacted the owner and did not wish to follow up with a complaint.

North Sea

A Suffolk County public works worker reported the tires of a 1971 GMC army truck slashed while it was parked on Yaphank Avenue on Oct. 22.

A man, 27, was arrested on charges of driving a stolen vehicle on Henry Road and driving without a drivers license on Oct. 26. He was taken into police custody where other charges were pending.

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A man reported that a woman he knows drove his 1990 Ford Ranger truck without his permission on Oct. 24. He did not wish to pursue criminal charges against the woman.

Riverside

A man, 48, was arrested on Oct. 24 on charges of selling a quantity of crack cocaine to an undercover officer. The man was also trying to get the services of two prostitutes, according to the police report.

A woman, 32, was arrested on Oct. 24 on charges of soliciting an undercover officer for sex on County Road 104. Another woman, 25, was also arrested on charges of remaining in the area of County Road 104 for the purpose of engaging in prostitution.

A man reported that someone started a fire around a mobile home that was parked in front of a Pine Street address on Oct. 27. He said he saw a woman and man arguing in front of the home before the fire.

Sag Harbor

A woman reported someone took two credit cards and her social security card out of her 1992 Ford Taurus while it was on Sag Harbor Turnpike on Oct. 22.

A Southampton woman reported receiving harassing telephone calls from an unknown man on Oct. 24. The woman said he made "raunchy statements" that caused her serious annoyance and alarm.

A Bayview Drive resident reported that vandals damaged the mailbox at her home on Oct. 26.

A Pheasant Road resident reported the swimming pump to his unfinished swimming pool was removed on Oct. 27. The pump is worth \$600.

Southampton

A man, 27, was arrested on charges of violating probation and being found in possession of three ounces of crack and powder cocaine and marijuana on Oct. 26 on Goodrich Avenue.

A Majors Path resident reported that someone drove a vehicle onto the lawn of his home on Oct. 28 causing \$150 worth of damage.

Watermill

A man, 41, was arrested on Montauk Highway on Oct. 25 in connection with speeding and driving without a license.

NEXT DOOR

Mastic Beach

A homeowner on Whittier Road said vandals damaged his boat motor and raft on Oct. 17.

Ridge

A homeowner on Highview Lane said vandals damaged her car on Oct. 13.

The owner of a 1988 Honda Accord said the car was stolen on Oct. 17 from Whiskey Road.

Shirley

A burglary was reported at a home on Helene Drive on Oct. 16.

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Copyright 2001 Star-Telegram Newspaper, Inc.
Fort Worth Star-Telegram (Texas)November 3, 2001, Saturday FINAL EDITION**SECTION:** METRO; FORT WORTH & REGION; Pg. 10**LENGTH:** 1101 words**HEADLINE:** Attacks, war inspire jokes that hurt, help**BYLINE:** TERRY LEE GOODRICH; Star-Telegram Staff Writer**HIGHLIGHT:****HUMOR:** Maybe the laughter is restrained, but people are finding some comfort in humor stemming from the unlikely sources of the Sept. 11 terrorist attacks and retaliation by the United States.**BODY:**

Indian comedian Paul Varghese, onstage at Dallas' Backdoor Comedy, tells about the Baptist minister advising Indians in his congregation not to wear their native garments in these uncertain times.

" 'Are you going to tell me I can't wear my sari? I pay taxes!' " Varghese says, mimicking his mother's response. "Then there's a gunshot, and my mother says, 'Time for the pants! Time for the pants! Got anything in red, white and blue?' "

Humor stemming from the Sept. 11 terrorist attacks and recent anthrax scares is making the rounds at comedy clubs, on late-night talk shows and the Internet, and in conversation. And depending on the quips - and who hears them - they are mildly amusing, hilarious or in poor taste.

Whatever the witticism, it is natural for people to need laughter after the shock, anguish and tears of the past several weeks, said Charles Guarnaccia, 44, an associate professor of clinical psychology and health psychology/behavioral medicine at the University of North Texas in Denton.

"Making light of something can improve our spirits in situations where we feel vulnerable," he said. "The humor runs the gamut, with some more helpful than others."

Vulnerability was startlingly evident on David Letterman's show, the first of the late-night shows to return to television after a post-attack hiatus. CBS News anchorman Dan Rather broke down while answering Letterman's questions, then apologized and held Letterman's hand for courage.

But that shaky return has evolved to the usual late-night gags, including this joke from Jay Leno about Afghanistan: "Over there, if a couple commits adultery, they get stoned. Here we get stoned, then commit adultery."



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On the editorial cartoon front, subjects have shifted from the American eagle wiping tears away to the eagle sharpening its claw to a turbaned fellow brandishing a rifle and shouting "Holy war!" before, in the next frame, turning tail and shouting, "Holy smoke!"

Now, amateur comics are stepping in. In standard innocuous Aggie mode, there's the one about the Corps of Cadets surrounding the Sears store. Reason? They heard bed Linen was on the second floor.

Darker humor is in a photograph being circulated via e-mail along with a warning to Afghan drivers. It is taken from the driver's viewpoint, with a U.S. attack helicopter looming in the rearview mirror and the familiar warning, "Objects in mirror are closer than they appear."

Then there's the bizarre manipulated photo of Bush - sporting a long white beard and headdress - going undercover to take on the Taliban.

That one was "unnerving," said Gayla Robison, 45, a property and evidence technician for Burleson Police Department.

She said she passes along many jokes and photos by e-mail because "it's at the point you have to laugh because you're so afraid."

"In my case, that's because I have a 19-year-old son at home," Robison said. "My instant thought on Sept. 11 was, 'What if they enact the draft?' And I cried all day long."

Much of the humor stems from the belief that right is on our side, Guarnaccia said. The warning to Afghan drivers reflects "our belief in the invincibility of our country, to give people a sense of security," he said.

Then there is vindictive humor.

"The one about Hiroshima ('What do Kabul and Hiroshima have in common?' 'Nothing ... yet.') strikes me as vicious, and some seem to be ethnic barbs," Guarnaccia said.

Bedford tattoo artist Ryan Derby, 28, sees little humor in most of the jokes.

"I guess it's people's attempt to deal with it, but it's not how I'd do it," he said. "We're talking people's lives here."

Another who chooses his laughs carefully is retiree Stacy Schronk, 62, of Euless, who was at La Guardia Airport in New York with wife, Jan, waiting for a flight home, when the World Trade Center was hit.

"With some, I go, 'Ugh' and delete them immediately," he said of the e-mail humor. "My wife and I are still working out how we feel. After it happened, we went to my son's apartment in Brooklyn, where we could see that Manhattan skyline across the river. Ash and paper were floating all over the street. We saw someone who just barely got out."

Sensitive to ethnic stereotyping is Varghese, 24, of Dallas, who tries to defuse some of it in some of his stand-up routines, many of which are based on his experiences.

"About two weeks after the incident, when everyone was still on edge, I don't think there was enough time to laugh about it," he said. "I saw comedians saying, 'I won't even go into 7-Elevens,' getting the crowds rowdy.

"I walked onstage after one of those and couldn't get the mike out of the stand, and they were like, 'You scared?' I couldn't even get my first joke out.

"They quieted down, and I rocked the house, but that's the main thing I hate, is the thing [prejudice] about a race of people," he said. "A lot of people are doing anthrax jokes, saying, 'I went to a 7-Eleven and they gave me an anthrax Slurpee.' To me, that's selling out, bashing.

"I was born here. My parents were born in India," he said. "The Indians had nothing to do with any of this. But we're still lumped in the same group as Middle Eastern."

Al Staggs, 55, a chaplain at Harris Methodist H.E.B. hospital in Bedford who uses humor in sessions with cancer patients, said he has been thinking a lot lately about appropriate humor.

"One of the things I've always used as a criteria is how it will affect survivors, the ones most directly affected," he said. "We have to look to them. It may be that they themselves will initiate some humor - and at that point, they become the ones to authorize others.

"I think we've been through so much fear, we have to find a laugh that liberates us from constant dread - but not at the expense of those who died. That would desecrate their lives."

Some facets of the tragedy are likely to remain off-limits.

"In grief and bereavement, the social more is to say nothing but good of the dead," Guarnaccia said. "That becomes even more focused when we talk about people who have lost their lives in a tragedy like this, or in a heroic act.

"It's good, after a period of time, to remember people in their humanness, to chuckle about them," he said. "But that may not happen for a significant length of time. And when it does, I think it will be done on a very personal, private level."

Terry Lee Goodrich, (817) 685-3812
terry@star-telegram.com

PHOTO(S): Richard W. Rodriguez

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Copyright 2001 Newsday, Inc.
Newsday (New York)November 1, 2001 Thursday NASSAU AND SUFFOLK EDITION

SECTION: BUSINESS & TECHNOLOGY, Pg. A53

LENGTH: 333 words

HEADLINE: Verizon Joins Test at 7-Eleven;
Stores to offer telecom services

BYLINE: By James Bernstein; STAFF WRITER

BODY:

Walk into your local 7-Eleven store and pick up a Slurpee, a morning newspaper or a cup of coffee.

And while you're there, you might order some telecommunications services as well.

7-Eleven has not gone into the phone business, but the Dallas-based convenience retailer yesterday announced an agreement that will make use of electronic kiosks it is currently testing out in 94 of its stores in Florida and Texas.

7-Eleven has signed a deal with New York-based Verizon Communications Inc., the largest local-phone company. The deal will put Verizon on the 7-Eleven test kiosks right away, and shoppers will be able to do things like pay phone bills, order services, view their bills, or request repair services.

Verizon joins American Express, Western Union, and Certegy, formerly the payment services division of Equifax Inc., in an initial group of companies that have signed up to participate in 7-Eleven's kiosk test.

"We call it banking with a "Big Gulp," said Margaret Chabris, a 7-Eleven spokeswoman.

7-Eleven customers at the test stores can go to a kiosk pay Amex bills, send telegrams, or cash checks, Chabris said. They will now be able to pay phone bills as well.

Chabris said 7-Eleven intends to continue the tests until the end of this year. If they go well, she said, electronic kiosks will be placed in many other 7-Eleven stores across the country, including in New York, probably in the second half of next year.

The company has about 5,800 stores in the U.S. and Canada.

Chabris said the kiosks make life easier for people who work late shifts, and can't get to a bank to cash their checks, for example.

Jim Smith, a Verizon spokesman, said the company was willing to give the idea a shot.

"We've [the nation] become a whole lot more e-commerce focused," Smith said.

"The presence on the 7-Eleven kiosk sort of guarantees we're available to people. If they see that Verizon bug on there, they may be inspired to do business with us."

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WALL STREET JOURNAL

October 29, 2001, Monday

SECTION: Section B; Page 9, Column 1

LENGTH: 62 words

HEADLINE: CORPORATE FOCUS

BYLINE: BY ANN ZIMMERMAN

JOURNAL-CODE: WSJ

ABSTRACT:

Scientists at Kraft Foods Inc, which have been working with 7-Eleven Co, have made a breakthrough in developing a sugar-free version of the convenience store's popular Slurpee concoction; this month, 7-Eleven introduced the Crystal Light Lemonade Slurpee, which contains only eight calories for eight ounces, compared with 118 calories in a traditional Slurpee; photo (M)

GRAPHIC: Photograph

LOAD-DATE: October 29, 2001

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Copyright 2001 Los Angeles Times
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 Los Angeles Times

October 21, 2001 Sunday
 Home Edition

SECTION: CALIFORNIA; Part 2; Metro Desk; Pg. 7

LENGTH: 1799 words

HEADLINE: The Region;

;

New Urbanism Housing Style Filling a Void;

Development: Dense, pedestrian-friendly neighborhoods within walking distance of a downtown plaza add a little more urban to the suburban experience.

BYLINE: EVAN HALPER, TIMES STAFF WRITER

BODY:

Architect Roger Mobley slides his finger across renderings of tree-shaded neighborhoods filled with pocket parks and anchored by a charming downtown. Majestic homes with sweeping, wraparound porches stand alongside humble rentals. Manicured promenades crisscross his maps, linking residential areas to nearby schools, offices, shops and cafes.

The blueprints might seem a good fit for Santa Monica or San Francisco. But for Fullerton, a cradle of Orange County's suburban tract living?

Construction already has begun.

"The idea was to get back to the historical roots of the community," said Mobley, whose designs are helping build Amerige Heights, a 1,250-home development on the site of the old Hughes Aircraft complex in Fullerton. There, the typical suburban sea of garage doors hogging the view is eliminated. Cars are parked around back.

"There used to be much more active street scenes," Mobley said of life before subdivisions took over in the 1950s. "A lot of buyers are looking for a community that re-creates that—a place where people socialize and know their neighbors."

This vision, incorporated in a design style known as new urbanism, has taken hold in other suburbs across the country, but for years it has been dismissed in Southern California because of a perceived preference for bigger, boxier houses on large lots. A small, wildly popular village in Brea is just about the only example of the style being put to use in the region's suburbs.

Now, major new-urbanism projects are finally getting underway. In the Inland Empire, Burnett Cos. is planning a community where front porches will dominate the streetscape and a large park will be no more than a 10-minute walk from any of the 1,362 houses. In Corona del Mar in Orange County, a new dense village of bungalows and cottages is emerging that mimics Seaside in Florida—made famous as the set for the film "The Truman Show."

"People are tired of seeing the same cookie-cutter approach over and over," said Bill Warkentin, the land planner on the Burnett project. "The notion that there is only a market for one type of housing out here is unmitigated bunk. Our markets are fracturing like everyone else's."

In large part, that is because suburbs here, like those nationwide, are no longer filled with families of mom, dad and two kids. They are becoming a small piece of the suburban pie, edged out by a mix of singles, young couples, empty-nesters and others who want to mix a little more urban into their suburban experience.



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Add to that the reality that the Los Angeles region is running out of vacant land and that millions of newcomers are expected within the next 20 years. New urbanism espouses more homes on far less land without sacrificing quality of life, and the concept is now getting financial backing from investors.

Outcome Could Spur a Dramatic Shift

At the moment, these projects represent just a fraction of the home building taking place in California and nationwide. And some architects question whether new urbanism is just the same old developments dressed up in a fancier facade. But many experts say the outcome of projects like those in Fullerton and Cathedral City could spur a dramatic shift in the way Southern Californians live in the years to come.

In recent years, Mike and Emily McNichols saw their two daughters move out after graduating from Cal State Fullerton. The couple, in their late 40s, have never known anything but classic suburban living.

Their four-bedroom house sits on a cul-de-sac in Placentia. They can go six months without running into a neighbor. They drive to the strip mall around the corner. Nothing about the center is conducive to walking, Mike McNichols says, and there is nothing about it that makes you want to stay there once you arrive. "It is a giant parking lot with some stores," he said.

From their backyard, their view over the cinder-block wall is the top of an unattractive trailer the neighbors parked just on the other side, next to their towering jungle gym. "The idea of true privacy in these type of communities is really just an illusion," said McNichols, a church pastor.

Many empty-nesters like the McNicholses also have become weary of tending to the lawn and garden. They relish their new freedom and don't want to be anchored to the house. Meanwhile, young professionals living in suburbia are too busy working and traveling.

Some Homeowners Feeling Frustrated

The McNicholses are interested in Fullerton's Amerige Heights. Despite a general slowdown in the housing market since Sept. 11, the development is moving forward as planned. Houses will become available starting in March—bungalows alongside urban-style lofts, alongside American farmhouse replicas. Prices will start in the mid-\$200,000 range and go up to \$900,000.

Apart from Amerige Heights, the McNicholses haven't seen much else they like. Crowded condo living lacks allure. Vintage bungalows cost more than the oversized 1963 home they want to shed. "There just isn't a lot of choice out there," Emily McNichols said.

Planners say there are many suburban Southland homeowners feeling just as frustrated. They have lived all their lives without an urban experience, but have gotten tastes of it in their travels and have come to feel that kind of living makes more sense.

"This may seem counterintuitive, but they are not afraid of something different," said William Fulton, a land use expert and president of Solimar Research Group in Ventura.

Fulton said people are fed up with the "hassle factor" of trying to live a suburban lifestyle that has become overrun with congestion. "People now want to avoid getting in their cars whenever they can," he said.

In the Southland, their options are limited to small in-fill developments here and there, such as the Pasadena Civic Center redevelopment and the "transit villages" that are mixing eclectic residential architecture with shops and cafes around train stations. Orange County is in the process of rezoning about 1,000 acres of blighted property to develop more such projects.

In Corona del Mar, home-seekers are willing to pay big money to enjoy a new urbanist experience. Sales already are brisk at Sailhouse, which opened earlier this month. It offers bungalows and carriage homes with large front porches, squeezed close together along wood boardwalks with gazebos and fountains. Prices for a 1,700-square-foot home start at about \$600,000.

Yet large-scale developments that succeed in creating an entire new-urbanist community so far have been nonexistent. New urbanists were hopeful about plans to do that in Lake Elsinore in Riverside County, but investors pulled the plug on that project two years ago. A mixed-use Playa Vista development plan in Los Angeles has been



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mired by controversy over environmental concerns.

But planners argue that demand for new urbanism is soaring, although consumer surveys have found mixed views.

The movement's marketing guru, New Jersey-based consultant Todd Zimmerman, said that should be no surprise.

People hear terms like "high-density" and "mixed commercial and residential use," he said, "and the image that comes to mind is an apartment building with a 7-Eleven and gang members drinking Slurpees in front."

"But take Americans and drop them into one of these neighborhoods, and they vote with their wallets," he said.

Brea Neighborhood a Source of Pride

That's what happened in Brea.

Along Ash Street, there are cottages with gingerbread-laced front porches, landscaped back alleys and canopied walkways to a downtown shopping plaza. Most of the 88 homes went for \$190,000 when they hit the market four years ago. Now they can sell for more than \$300,000, a striking increase even by Orange County's housing standards.

Nobody anticipated such enthusiasm in Brea, where many gawkers now stroll through on weekends and residents gush about their community.

"This is the perfect neighborhood," said Paul Cain, 42, a warehouse supervisor who bought when the development opened. "We can stay here the whole weekend without taking our car out. There are like 12 restaurants in walking distance."

His only complaint: a shortage of children in the neighborhood for his 12-year-old son to hang out with. The homes are about 1,600 square feet, making them tight for families with children.

Cain lives in a neighborhood with a mix of residents from the emerging demographic groups that experts say are searching for an alternative to the standard suburban model.

Kip Christianson, 50 and semiretired, spends every evening sitting on a wicker chair on his tiled front porch, listening to the soothing trickle of his rock fountain, smoking cigarettes and striking up conversations with passersby.

A few houses down is Linda Sherrill, a 53-year-old school administrator who moved to the neighborhood after her divorce. "I wanted a house, but I didn't want to take care of a yard," she said. "And I love being able to walk around at night."

Analysts say it was Brea's success that sparked interest from developers and financiers.

"Investors are accustomed to investing only in certain kinds of projects and a certain kind of use," Fulton said. "They are lemmings. They follow what they think works. It's been a big hurdle to get them past this. . . . The market was there. Now the money is there."

Bill Warkentin is betting that the same will happen in his Inland Empire development known as Rio Vista Village, which was modeled on new-urbanist communities such as Walt Disney's Celebration Village in Orlando, Fla. Construction is expected to begin soon.

Warkentin, the land planner on the project, can talk for hours about the beauty of a properly executed back alley, one of the defining elements of new urbanism.

"These are well-lighted, usable spaces," he said. They're places to keep cars, trash facilities and storage—all out of sight to clear up the front of the home for leisure space. "These are not crime-ridden, trashed city alleys."

Rio Vista's plans call for a school, a church and a community center within walking distance of the homes, though there will not be stores. The residential streets will be narrow and won't be filled with curb-cuts and driveways that might make walking and playing on them a hazard. And, as with the Fullerton project, the most expensive homes will not be segregated from the most affordable ones.

"You are buying into diversity here," said Larry Lazar, a vice president with SunCal Cos., developer of the Fullerton project. "Lots of people talk about the way Fullerton used to be in the past, where there was lots of diversity and interesting neighborhoods. Then developers got into the practice of building subdivisions. . . . We're going back to building communities."



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Times staff writer Daryl Strickland contributed to this report.

GRAPHIC: Cottages with gingerbread-laced front porches line Ash Street in Brea, where canopied walkways lead to a nearby shopping center. The architectural style is known as new urbanism. **PHOTOGRAPHER:** FRANCINE ORR / Los Angeles Times **GRAPHIC:** Sprawl vs. New Urbanism

LOAD-DATE: October 21, 2001

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Copyright 2001 Orange County Register
 Orange County Register (California)

October 19, 2001, Friday

SECTION: SunPostNews

LENGTH: 372 words

HEADLINE: READY RIBBON WEEK // Schoolchildren prepare the streets for Red Ribbon days

BYLINE: By Jessica Peralta, Sun Post News

BODY:

Schools and the Orange County Sheriff's Crime Prevention unit are busy preparing for next week's 18th national Red Ribbon Week.

Jan Sener, director of crime prevention for the sheriff's department, said San Clemente has been participating in the national week of drug awareness for the last 13 years. The events will run across the nation Oct. 22-29. Schools in town, both public and private, are participating by various means.

Window contests — where different schools decorated store windows with the plant the promise, keep kids drug free'' theme — will end today with the judging by the crime prevention unit. About 10 merchants are having their stores decorated for this sixth annual contest.

Some of the schools are having door contests," Sener said, adding that some schools are having cheer contests, creating cheers with a drug-free theme.

Monday, the Red Ribbon Parade will begin at the start of Avenida Del Mar and continue down to the Community Center, where awards ceremonies will be held at the lawn. The San Clemente High School band and dance team will perform at the ceremony.

At the parade, some students will perform their cheers. Cub and Boy Scouts troops will be color guards and the crime prevention unit's mascot — Murphy the Horse — will also be in the parade. Each school will have a banner. Mayor Scott Diehl will ride in a red car leading the parade, and Concordia Elementary Principal Dave Gerhard will drive a red sports car at the end.

Everyone wears red and again it's just a symbolism of our commitment of the community," Sener said.

Throughout the week students at different schools will participate in various activities. Students receive a red wristband Monday. On Oct. 26, 7-Eleven stores will give wristband wearers a free Slurpee.

Also Monday, Murphy the Horse will go to some schools to answer questions in regards to children saying no to drugs.

Sener said the crime prevention unit, in honor of the national plant the promise'' theme of Red Ribbon Week, is donating money to the Junior Garden Club in order to plant a tree at the Boys & Girls Club, where the club meets, in observance of the week.

Red Ribbon

Parade

4 p.m. Monday

Avenida Del Mar

GRAPHIC: Truman Benedict Elementary fifth-grader Savannah Knowles decorates the storefront window of Eye Care For You on Wednesday. Above, Janell Orgill, Clarence Lobo PTA Red Ribbon chairwoman, and Diane and Jill, 5, Van Mierlo admire their work at Schmid's. Left, Truman Benedict fifth-grader Bree Kopp paints a red ribbon on the window of Eye Care For You.

LOAD-DATE: October 26, 2001

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Copyright 2001 P.G. Publishing Co.
Pittsburgh Post-Gazette (Pennsylvania)October 16, 2001 Tuesday SOONER EDITION

SECTION: SPORTS, Pg.C-2 OUT OF BOUNDS

LENGTH: 856 words

HEADLINE: WITH JOHAN HEDBERG

BODY:

He came. He saw. He won. And he stayed. Actually, the story of Johan Hedberg is much more interesting. But the goaltender to be forever known in Pittsburgh as Moose is focused on the now. And leading the Penguins back to the playoffs in his first season as a regular starter in the NHL. Not that his past isn't important. Hedberg spent parts of five seasons in the minors and six seasons playing in his native Sweden before a remarkable rise last season from nowhere — OK, Manitoba, Canada — to the Eastern Conference final. His first taste of the playoffs (9-9, 2.30 goals-against-average, and .911 save percentage) was very good. That earned Hedberg a three-year contract, a good indication the Penguins expect even greater results to come.

Q: Your family is moving [to Pittsburgh]?

A: Yeah. We're in a house now. We got our home set up.

Q: What is the toughest part about moving?

A: Right now, it's been finding the right furniture. And to agree on everything ... when you got a wife.

Q: All the money goes pretty quick?

A: Money goes quick, so you got to be sure. You got to look at the tags, always, because the money is going to run away.

Q: How should we pronounce your first name?

A: Here in the States, if I'm talking to anybody on the phone I'll pronounce it JO-han, just to get the spelling right. In Sweden, my name is Yohan.

Q: How have Pittsburghers mangled that?

A: Uh ... I'm probably the only guy who doesn't care about it. I know some other people have said, 'How do you really pronounce it?' I say, 'Just say JO-han, it's easier.'

Q: What did you think of the city when you first arrived?

A: It's beautiful. And it really surprised me. You hear 'Pittsburgh' and the first thing you think of are the steel factories, that it's dirty. Really, with all the hills and stuff like that, it's beautiful.

Q: A lot of people complain about the driving?

A: Well, it is pretty hard to find your way. I don't think the streets ... it's hard to navigate sometimes. Especially since I'm pretty bad with that anyway. It doesn't make it any easier. I just try to stick with the roads I know.

Q: After allowing a goal, what do you try not to think about?

A: Not to get down on myself. Look at the next shot and get back in the game again. There is nothing you can do. 'Well, it's over with. Nothing I can do. Next [shot].'



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Q: What is the best sweater you have worn?

A: I got a Banana Republic sweater I really like. It's one of my favorites. Plain black, relaxed and loose. I really like it. Looks good.

Q: Favorite movie you're embarrassed to admit liking?

A: I don't know if I should be embarrassed, but I could sit and watch "Tom and Jerry" [cartoons] for hours. I just love that show. My daughters and I laugh our heads off. I don't know if I should be ashamed, though.

Q: Did you ever think you'd become primarily known as Moose?

A: No. I never thought that would happen. Things turned around fast here, and I'm very happy with the way people treat me here. [The fans] are such nice people, so they can call me whatever they want.

Q: Do people just walk up to you on the street and say, 'Hey Moose!' ?

A: Some people you meet for the first time, you go to introduce yourself and they start, "Hey Moose!" After the first couple of games they finally started to ask, "Is it okay if we call you Moose?" I said, "Fine." Then they started cheering it [at Mellon Arena]. It's fun. It's a little bit more special.

Q: What is your favorite commercial?

A: I haven't really found one that's too special, but I like the ones in Sweden. We have a lot of great commercials. They put a lot of effort into those. In the States, I kind of like the Budget [rental car company] commercials. They're very smart.

Q: Do you play video games?

A: I used to be a video game freak. I don't have as much time now. But I loved to play the [Electronic Arts] NHL games, and also, all the sports games. I'm a big Game Boy freak, too. I had every Game Boy that has ever been out.

Q: Even the colored Game Boy?

A: Yeah. I had Game Boy, the Pocket Game Boy, and Game Boy Color. I got all of them.

Q: Sounds like a serious problem?

A: Well, it was great on the road. In the minors, when you're bussing a lot and you get tired, maybe you've finished your book ... play Game Boy for a couple of hours. It's a great way to spend your time. My friends and I used to play together. All of a sudden, you've killed three hours.

Q: You know, you're in the NHL 2002 game?

A: I have to pick that up. It's been a dream for me.

Q: They have you wearing the blue Moose mask.

A: They do? I haven't seen that. That's pretty cool. I'm really looking forward to it. That's a big thing for me.

Q: When you were in the minors, what was your favorite restaurant?

A: In Kentucky, we usually went to a place called Rafferty's. They had great steak and salad. Great salad. We went there a couple time each week. It would be like cooking. I haven't seen one up here.

Q: Have you ever had a Slurpee from 7-Eleven?

A: Slurpee? Never.

Q: Nevermind ...

A: I can try one.

GRAPHIC: PHOTO: Peter Diana/Post-Gazette: Johan Hedberg

LOAD-DATE: October 16, 2001



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Copyright 2001 Orange County Register
Orange County Register (California)October 15, 2001, Monday**SECTION:** BusinessMonday**LENGTH:** 391 words**HEADLINE:** SHOPTALK // Janice Callado**BYLINE:** By SUSAN FUNK, The Orange County Register**BODY:**

Job title: Assistant account executive

Company: Morgan Marketing & Public Relations, Irvine 92606

Telephone: (949) 261-2216

Residence: Rowland Heights

Age: 23

Salary range: \$30,000-\$36,000

Describe your job and typical day: I'm the key contact for my clients — South Coast Plaza, Hot Dog on a Stick/Muscle Beach Lemonade, Wetzel's Pretzels and 7-Eleven Inc. I get to do a lot of cool things. I coordinate and implement publicity efforts, write press releases, do special-event planning and radio promotion. I have both sides of the spectrum. On one end, I handle high-end fashion, working with all the corporate retailers in New York, and I also work on Slurpee and hot dog promotions. Right now I'm working on holiday promotions for South Coast Plaza. I'll walk in and we're doing a fashion release. I'll research the latest trends and write press materials. I do a lot of media relations and create relationships.

What's your background? How did you get your job? I studied communications with an emphasis on public relations at Cal State Fullerton. I met the Morgan Marketing staff at a job fair. They had an interesting booth, and it looked like a lot of fun. A week after graduating, I started here.

Best thing about the job? The environment. Our personalities click, we're all outgoing, and I can't tell you one day when I did the same things I did the day before.

Your biggest challenge? While we have this image of what needs to get done, we have to be flexible. We have to be on top of it to make our clients happy — working late nights or weekends, whatever it takes.

How many hours a week do you work? 40-60

What have you learned about your field? It's not always glamorous. There's a lot of detail, planning and hard work to get the results. At the end, the glamour and the fun comes along with it. A lot of people don't realize what PR is exactly. They just assume I meet people and talk a lot. I get that from my friends all the time.

What motivates you to do your best? I like to see results, to (know) my hard work has paid off. I love sports — snowboarding, skydiving and mountain biking. I grew up playing soccer. You run and run and you win a game. The result of that hard work and all that sweat and practice comes down to that one moment of satisfaction.

— Susan Funk/The Register



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LOAD-DATE: October 17, 2001

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Copyright 2001 Daily Press, Inc.
Daily Press (Newport News, VA)October 13, 2001 Saturday South of the James EDITION

SECTION: LOCAL, Pg. C2

LENGTH: 649 words

HEADLINE: THE LUCK OF THE DRAW CHESAPEAKE 7-ELEVEN STORE LOADED WITH LOTTO GOOD FORTUNES

BYLINE: The Virginian-Pilot

DATELINE: NORFOLK

BODY:

The Big Gulps here don't taste any richer, and the new Sour Apple Slurpee is the same soft mint color as everywhere else, not a shamrock green.

But there's something special about this 7-Eleven.

This is the best place to lay down a buck and strike a million in Virginia.

Last month, the Chesapeake store sold its third winning jackpot ticket — the first Virginia retailer to ever sell three. Two people walked away with \$2.3 million.

Manager Marilyn Jacobitz smiles as if she knows something.

Leprechauns stocking at night? Horseshoes lining the foundation?

Nah, she says.

"It's location."

This 7-Eleven is in a corner of rural Chesapeake, where there aren't many stores, and a half mile from North Carolina, where there is no lottery.

"Carolina people loooove to play lottery," says Jacobitz, who lives there herself.

More than half of her customers are from across the border, and half of her business is lottery. All of the big jackpot winners — including \$3.9 million in 1999 and \$9 million in 1992 — have been from the Tarheel state. The opening of another convenience store on the state line three years ago scratched a little of the 7-Eleven's business, but not much. It still averaged \$12,651 per week in lottery sales last year, making it one of Virginia's top five sellers. The state average is \$2,974.

Feeding a community where neighbors know one another helps.

"When you see the guy down the street win, people start to think, 'Hey, maybe I can win, too,'" Jacobitz says. The Monday through Saturday rush for Pick 3, Pick 4 and Cash 5 begins around noon for the 1:59 p.m. drawing and again between 4 and 6 p.m. before the 11 p.m. game. Then there are spikes for Tuesday's and Friday's Big Game and Wednesday's and Saturday's Virginia Lotto, now known as Lotto South. Gamblers come from all over.

There's the preacher who's there often, saying: "You know I'm getting this for my friend. You know I don't play." And the vacationer from Australia who, after buying a scratch ticket that won \$500 about six years ago, returns every summer.

Some drive from Richmond and people often ask the employees to buy them tickets because there's something about their store.



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About 3:30 every day, a Currituck County, N.C., man comes in for the second time.

"Give me 638," he says, pulling out some dollar bills.

"Give me trip 3s," he continues, "I'll be in Atlantic City in two weeks. I need this money."

He pulls out a few more bills.

"Give me 638 four more times. ..."

The cashier's eyes widen.

"Oh, my gosh," she says. "Your wife is going to to kill you."

Everyone here knows "638" used to spend \$35 a day until his wife stepped in.

He smiles now: "My wife don't know."

The customer known as "638" has been playing since the lottery began in 1988 and always at the same store, a convenient stop to and from work. He won about \$6,400 in December and January, but he says, "I've put it all back in."

He spends \$15 before heading out this time.

"I'm just chasing a dream," he says.

Milburn Norman Jr. stops by four times a week, often when "638" is there. He retired to Powells Point, N.C., two months ago after living for 32 years in New Jersey.

His picks come easily. Numbers from the trucks he used to drive. Today it's 404, the hospital room of the cousin he's about to visit.

He won \$68,000 six years ago in New York and hit \$44,000 once after playing 744, the number on one of his favorite trucks. Norman went through a spell two years ago when he'd hit \$1,000 and \$2,000 tickets all the time, but he's run dry lately.

He'll still play.

"It's in my blood," he says.

And he always comes here. The people are nicer, he says, and it's quiet. Besides, the odds are probably in his favor.

Everyone knows this is the place to get lucky.

LOAD-DATE: October 14, 2001



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Copyright 2001 Stern Publishing, Inc.
LA Weekly (California)October 12, 2001, Friday

SECTION: Theater; Pg. 134

LENGTH: 1245 words

HEADLINE: LOVING THE BRIDESMAID

BYLINE: ERIK HIMMELSBACH

BODY:

Over the hill. It's that hill, that turn-the-air-conditioner-off huff-and-puff north on the 405, that separates the San Fernando Valley from everything. The hill that keeps the 818s at bay. Pity the poor Valley, L.A. bridesmaid, object of scorn and fear, disconnected from all that is civilized.

As Manhattan does Jersey, it's easy to knock the Valley; Angelenos have been taking shots at it forever, to compensate for the scorn of New Yorkers and San Franciscans, who pooh-poo L.A. as a cultural backwater. City dwellers mock the big hair, the tube tops, mini-malls, innovative diction, and 7-Elevens on every corner. But, really, what's so funny? I have no problem admitting that living five minutes away from a Big Gulp Coca-Cola Slurpee (with just a splash of blue raspberry) is one of life's great pleasures. Why can't you?

Then again, I was raised there. The Valley comforts me, like a warm bowl of Cream of Wheat. And one more thing: Fuck all y'all. For every time I rode shotgun in Dave Marrotte's trashed Ford Maverick through Kanaan Dune to Zuma Beach and felt locals kick sand in my face with their eyes. For those drunken Friday nights when we felt compelled to walk the streets of Westwood Village in order to have a good time. For not respecting the majesty of the badass 1968 Camaro. For the Hillside Strangler, coming to Sepulveda from the mutant Valley town of Glendale to brutally murder the older sister of my classmate Leslie Wagner, in 1978. But revenge is sweet: The Valley plays its own cruel, expensive joke on L.A. It's called Universal CityWalk. Ka-ching.

I've tried to escape; I've lived in the Bay Area, New York, Ann Arbor, and am currently "Hancock Park—adjacent." But a large part of me never left Sepulveda's shabby apartment buildings with their child-piss-filled pools, or Granada Hills' orange-tree-lined, sidewalk-less streets. And now fate and employment have brought me back, to the deep recesses of Chatsworth, a dusty hamlet of ranch homes, doughnut shops and pornography, where the heat is still and thick and the industrial parks are chilled like meat lockers.

When I first began schlepping from the city a few months ago, my stomach did cartwheels each time I drove the wide, sweeping interchange from the 170 to the 118 West (the Ronald Reagan Freeway). But with re-acquaintance came acceptance: I flashed back to guzzling a pint of Newcastle Brown at C-Park's Scotland Yard, to noshing a Cupid's chili dog across the street from CSUN, to grabbing a chocolate-and-butterscotch malt from Frosty Queen on Chatsworth Street, where I worked for a few weeks in high school. The most amazing part: I can still do those things.

My job takes me to the Valley's northwest corner, only minutes from the intersection of Devonshire and Topanga Canyon, where, as a 10-year-old in 1974, I scrawled my name on a block of damp, new cement just outside Chatsworth Park Elementary School. It's still there.

Walking distance from my sidewalk signature is Stoney Point, one of the city's great "urban rock" sites. Popular with boulderers by day, at night it becomes Stoner's Den, where buzz-hungry teens clumsily climb awhile before kicking it with a bowl and a Bud. On a clear night, there's a sky full of stars; looking ahead — past the Spahn Ranch, former home to the Manson Family — you can stare at the twinkly lights of Simi until you begin to hallucinate.

In some ways, the Valley's really not so different from L.A. Both are unwieldy, sprawling regions that encompass



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neighborhoods and towns that have little in common. The Valley even has its own entertainment industry — the adult-entertainment industry, all \$10 billion worth (estimates The New York Times). Porn is the throbbing muscle of the local economy, with production and film companies filling nondescript one-story offices on cul-de-sacs in Van Nuys and Tarzana. Indeed, the Valley is a veritable Schwab's drugstore full of wannabe stars and starlets, mulleted muscle boys and double-D girls who dream of growing up to have anal sex on camera and own a home in Porter Ranch.

Nothing wrong with that. The truth is, it's the reality-based version of the American Dream: From extra-wide, tree-shaded superstreets like Sherman Way to the hookers on Sepulveda Boulevard, from the Sun Valley junkyards to the Van Nuys landmark headshop Captain Ed's H&H Shop, from hidden stretches of actual wild river to mountains close enough to touch, the Valley has a casual confidence that L.A. seems to lack. If L.A. is Garry Shandling ("How Do I Look?"), the Valley is Tom Petty — a little frayed, but self-assured, without the vein-popping, hair-weaving neuroses. Sans hipster hype, old-school joints like Van Nuys' Dr. Hogly Wogly's (barbecue), the Sherman Room (steaks) and Chatsworth's Munch Box (burgers) are allowed to age gracefully, existing in a perpetual state of timelessness without judgment or irony, while also providing fine meals, a calories be damned.

Hype simply doesn't fly in the Valley. Case in point: the much-discussed NoHo Arts District, which, as far as I can tell, consists of a coffeehouse and two vintage clothiers. And let's tell it like it is: North Hollywood's real heart — whose beat was like the two-step of the Flying Burrito Bros.' cosmic American country-rock — stopped when the Palomino and Nudie's closed in the '90s. Not that the Valley lacks for culture. Just that it's imported from elsewhere, and assimilated: Witness the hairy-chested-ex-New Yorker/TV-writer culture that thrives in its delicatessens (Brent's in Northridge, Art's in Studio City — both make a righteous pastrami on rye). And the Valley holds its own against Long Island as the bar mitzvah capital of the solar system, as bar mitzvah factories like the Odyssey and the Sportsmen's Lodge kick out the "Hava Negilah" on a weekly basis.

Sadly, Ventura Boulevard exists in a state of denial: With their trendy boutiques and chain stores, Studio City and the other towns that hug the boulevard deny their essential Valley-ness, flash their affluence in a gauche, superficial, un-Valley way that ultimately makes them more laughable than the real Valley could ever be. Encino? Gag me with a spoon.

Ventura Boulevard notwithstanding, I remain a true believer in the Valley as a place of possibility and magic. My holy grail is somewhere in Lake View Terrace, near where Rodney King was beaten. According to legend, there's a place called Gravity Hill, near the Hansen Dam, where you can park your car on an upward incline and feel the illusion of moving forward. Sounds like my kind of place. I haven't found it yet, but I'll never stop looking.

Scotland Yard, 22041 Sherman Way, Canoga Park; (818) 703-9523.

Cupid's, 9139 Lindley Ave., Northridge.

Frosty Queen, 17603 Chatsworth St., Granada Hills; (818) 363-6644.

The Munch Box, 21532 Devonshire St., Chatsworth; (818) 998-9240.

Stoney Point, Topanga Canyon Boulevard, just south of the 118.

Captain Ed's H&H Shop, 6704 Van Nuys Blvd., Van Nuys; (818) 989-3222.

The Odyssey, 15600 Odyssey Dr., Granada Hills; (818) 366-6444.

The Sportsmen's Lodge, 12833 Ventura Blvd., Studio City; (818) 755-5000.

Brent's Deli, 19565 Parthenia St., Northridge; (818) 886-5679.

Art's Deli, 12224 Ventura Blvd., Studio City; (818) 762-1221.

The Sherman Room, 16916 Sherman Way, Van Nuys; (818) 881-9363.

Dr. Hogly Wogly's Tyler Texas Barbecue, 8136 Sepulveda Blvd., Van Nuys; (818) 902-9046.

LOAD-DATE: October 16, 2001



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Copyright 2001 Sarasota Herald-Tribune Co.
Sarasota Herald-Tribune (Florida)October 10, 2001 Wednesday All Editions**SECTION:** FLORIDA WEST; Pg. E 4**LENGTH:** 181 words**HEADLINE:** Techno colors appeal to kids**BYLINE:** HILLARY FERRARA, hillary.ferrara@herald-trib.com**BODY:**

When blue beverages first appeared on Star Trek they were strictly science fiction. Now, blue drinks are a common grocery store item: Koolaid, Fruitopia, Gatorade.

You can get a blue Slurpee at the 7-11, and squeeze green or purple ketchup on your hot dog.

In fact, if you're not picky about nutrition, you can munch on unnaturally colored food all day long.

Start your day with a brightly colored breakfast of Pokemon cereal, and snack on rainbow Fruit Rollups or Keebler's Rainbow Vanilla wafers. Cool off with neon colored popsicles or celebrate with Betty Crocker's party cake swirl.

Most artificially brightly colored foods are being marketed toward children, and you could eat a raft of them without getting a thing your body needs — unless you buy in to Ronald Reagan's ketchup-as-a-vegetable spiel.

Used to be that only candy that came in every hue. Now you can cover the rainbow just by shopping in the snack section of your local grocery store, geared toward our sophisticated consumer children. But what can we expect from a generation raised on Gummy Worms?

GRAPHIC: PHOTO (C); (Colorful bottles)**LOAD-DATE:** October 11, 2001

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The News-Press (Fort Myers, FL)

October 5, 2001 Friday

SECTION: LOCAL STATE; Pg. 3B

LENGTH: 775 words

HEADLINE: Do the Right Thing winner got stricken mom to hospital

BYLINE: Staff

BODY:

By MARY ANN HUSTY mhusty@news-press.com

Timothy Flynn, 14, was this month's winner of the Lee County Sheriff's Office's Do the Right Thing program on Sept. 19 at the Lee County Courthouse, downtown Fort Myers.

Timothy's mother, Cathi Flynn, was driving a truck when a bee flew in and stung her. She had an allergic reaction and was semi-conscious.

Timothy was a passenger. He moved his mother over, sat in the driver's seat and drove to the hospital. Once there, she started having seizures.

Timothy is an eighth-grader at Alva Middle School.

Other students who were honored include:

Sean Hogan, 10

PARENTS: Rob and Charm Hogan of Cape Coral

SCHOOL: Fifth-grader at Hancock Creek Elementary School

REASON: Sean, with the help of two friends, decided to pass an anti-drug message out to others. They stood at an intersection holding signs asking motorists to "Honk if you hate drugs." The next day, he and his friends talked to kids at a church day care about the dangers of drugs.

Stephanie Jimenez, 11,

PARENTS: Miguel and Maria Jimenez of Bonita Springs

SCHOOL: Sixth-grader at Bonita Springs Middle School

REASON: Stephanie took on the responsibility of walking her 5-year-old sister to school, teaching her the rules of safety. After school started, her mom gave birth to premature twin boys with health problems. She always helps her family and is now a middle school student who never complains, and is dependable.

Jessica Minor, 10

PARENTS: Ruth and Bruce Watts of Fort Myers

SCHOOL: Fifth-grader at Villas Elementary School

REASON: Jessica witnessed a crime in her neighborhood and reported it to Deputy Mike Miller, who works in her neighborhood. Because of her quick thinking in contacting the sheriff's office, deputies were able to track down and arrest the suspects.



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Jacqueline Phanord, 16

PARENT: Frank Phanord of Fort Myers

SCHOOL: Junior at North Fort Myers High School

REASON: North High enrolled a new student from Haiti who didn't speak English. Jacqueline stepped in and took the new student under her wing. Being fluent in French and English, she helped make the transition easier for the student. She gives up her free time to help the student and her teachers.

Hannah Raymond, 13

PARENTS: Laurie Jerriey of Lehigh Acres

SCHOOL: Eighth-grader at Lee Middle School

REASON: Hannah is active in her school and community and always lends a hand. A student fell while getting off the school bus. Hannah tried to get help at the child's home, but no one was there. She found a deputy who called an ambulance. The student was taken to the hospital where she was treated and released.

Joseph and Alyshia Roberts, 7, 9

PARENTS: Roseann and Joe Roberts of Lehigh Acres

SCHOOL: Second- and fourth-graders at Sunshine Elementary School

REASON: Margaret Miller gave sponsor sheets to Joseph and Alyshia to raise funds for the St. Jude's Children's Research Hospital. The kids spent all of their free time after school to sit outside a grocery store, where they collected \$845.

Kevin Rogers, 14

PARENTS: Linda Dow of North Fort Myers

SCHOOL: Freshman at North Fort Myers High School

REASON: Kevin volunteered at North Fort Myers Academy for the Arts last year. He stayed after school and spent holiday vacation time helping with projects. He volunteered with enthusiasm and never complained about the tasks.

Monica Thompson, 7

PARENTS: Jeff and Kim Jackson of North Fort Myers

SCHOOL: First-grader at Hancock Creek Elementary School

REASON: Monica had 13 inches of her hair cut and donated it to Locks of Love, which uses the hair to make wigs for children with cancer.

Michael Wampler, 12

PARENTS: Michael and Terri Wampler of Cape Coral

SCHOOL: Sixth-grader at North Fort Myers Academy for the Arts

REASON: Michael discovered that a student was going to school with pills. He reported it to school officials who intervened.

All students received a trophy, T-shirt, a Sports Authority gift certificate, 7-Eleven Slurpee coupons, Kartworld of Fort Myers passes, bumper sticker, pencil and Imaginarium passes. The student of the month also received a \$50 savings bond donated by Edison National Bank.

HOW TO NOMINATE

Each law enforcement agency selects Do the Right Thing award recipients from the schools in their cities. The Lee County Sheriff's Office honors students who attend school in the county's unincorporated areas, Fort Myers Beach Elementary and Bonita Springs.



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Make nominations by contacting:

Cape Coral: Cindy Naumann, 574-3035.

Fort Myers: Kimberly Lindsey, 338-2173

Lee County Sheriff's Office: Tricia Route, 477-1175

Sanibel: Detective Kurt Shulte, 472-3111

LOAD-DATE: September 4, 2003

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Copyright 2001 The Denver Post
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The Denver Post

October 4, 2001 Thursday 2D EDITION

SECTION: SCN; Pg. F-01

LENGTH: 508 words

HEADLINE: Subdued style at Emmys

BYLINE: Suzanne Brown, FASHION,

BODY:

Television will hand out its top awards, the Primetime Emmys, on Sunday evening to guests clad in business clothes rather than the designer gowns and glittering gems that have characterized the event in recent seasons.

So don't look for Calista Flockhart in red ruffled chiffon or Sarah Jessica Parker in a pink feathery Oscar de la Renta, as they wore last year.

'Rather than formal wear, we are encouraging dressy and elegant business attire,' said a release from Bryce Zabel, chairman, and Jim Chabin, president of the Academy of Television Arts & Sciences. 'An overall decision has been made to scale back, allowing a lower-key environment more acceptable to our audience as well as nominees and participants.'

While we all love to see celebrities in designer regalia, the Emmys 'won't be about red carpet and the paparazzi. This is a program that will be about excellence,' said Tom Julian, trend analyst for Fallon McElligott, an advertising agency with clients in the fashion and entertainment industries.

Organizers weren't just being politically correct in toning down the ceremony, they made a practical decision, Julian said. Because of tightened security all over Los Angeles, the armies of stylists, hair and makeup artists and fashion designers who normally swarm around such an event either can't or won't be showering the actors with clothes, accessories and services as they have in the past.

As a result, the look the presenters and nominees sport is going to be more toned down. 'Minimal is better than extravagant, subdued is better than sensational,' Julian said.

The VH1/Vogue Fashion Awards, scheduled for 7 p.m. on Oct. 23, are likely to be another matter. The program usually is filled with fashion trendsetting musicians, actors, designers and models vying for such awards as stylish group, rock revolutionary, rebel designer of the year and best-dressed television show.

Style to scare: Dress for Success Denver's normal role is to ask the community to donate business clothes to its program, but on Oct. 26 it wants to see its supporters dressed as 'icky individuals' or 'creepy couples.' The organization is hosting a costume ball and fifth anniversary celebration from 7 p.m. to midnight at the Parkside Mansion, 1859 York St. Entertainment by Stevie B. and the Chameleons and a silent auction are part of the evening's events. Tickets are \$25 per person, or \$45 for couples. Call 303-298-8869 for reservations by Oct. 12.

Slurpees and Specs: Next time you run into the **7-Eleven**, you can pick up a pair of reading glasses as well as a drink and a snack. The convenience store chain has select stores stocking i.Gear Specs, which cost \$10, come in four powers and are packaged in a plastic clip-on case the size of a chubby ballpoint pen. Suzanne S. Brown is assistant features editor and covers fashion for The Denver Post. E-mail her at sbrown@denverpost.com.

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 Grocery Headquarters

October 1, 2001

SECTION: No. 10, Vol. 67; Pg. 52 ; ISSN: 1094-1088

IAC-ACC-NO: 79867580

LENGTH: 925 words

HEADLINE: Fruit consumption: The benchmark for health.

BYLINE: GRANGER, CURTIS

BODY:

Helping consumers make better food choices will be a key to improved profitability for retailers over the next decade.

What do all these statistics for the 1990s indicate about fruit consumption: 100% increase in childhood obesity rates, 50% increase in adult obesity rates, 13% decline in the Producer Price Index for processed and fresh fruit, 56% increase in the Consumer Price Index for processed and fresh fruit, and growth rates for foodservice that exceeded retail by 20%. These statistics point to the lowest rate of fruit consumption in 20 years. During the 1980s, fruit (both fresh and processed) consumption grew by 7%. In the booming '90s, however, there was just a 3% increase, according to the 2000 Food Institute Industry Review.

The USDA Continuing Survey of Food Intake for Individuals (CSFII) found the same meager growth rate. USDA surveys 15,000 consumers and tracks the five food groups plus total fat, saturated fat, cholesterol, sodium and variety of foods eaten. The fruit component data, which includes all forms (canned, dried, fresh, frozen and juice) scored the lowest at 3.8 out of a possible 10, while the average of all components equaled 6.38.

In just 35 years, our nation moved from a war on poverty and increased physical activity in school-age kids to the highest diet-related disease crisis of any country. This trend of overconsuming has been coined "Affluenza." Examples of it exist in every product category. Ford's Explorer, Expedition and Excursion go from big to bigger to biggest. At 7-Eleven, if the Slurpee or Big Gulp aren't enough, a new 3-pound Extreme Gulp is available.

As a retailer you may say, "We just try to provide choice in our stores. And what our customers buy and how much they eat is their own personal decision." Let me suggest that helping consumers make better food choices will be a key to improved profitability for retailers over the next decade.

Consider fruit consumption. USDA's CSFII fruit data show that Americans consume an average of just 1.5 servings per day annually. USDA's recommendation is an average of three servings per day across all age/sex groupings. Males 15 to 18 and males 19 to 50 tied for the worst fruit consumption, eating just 1.4 servings per day.

In addition, we eat 20% less fruit in the winter vs. summer period, yet we have a global oversupply of fruit (canned, dried, fresh, frozen and juice) year round. The potential retail sales from closing that 20% consumption gap from summer to winter are \$5.95 billion dollars (see table).

What's more, Americans include very little variety in their fruit consumption. USDA reports that two-thirds of fruit consumed comes from the following sources, in descending order: orange juice, apples, bananas, watermelon, oranges, cantaloupe, apple juice and grapes. Consumption also tends to vary by region of the country. For example, those living in the Northeast consume 38 servings of orange juice per quarter, while those in the South consume just 25.4 servings per quarter.



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How can retailers take advantage of the opportunity gap when it comes to fruit consumption and, in the process, capture additional sales? The first step is to build awareness among consumers about low winter fruit consumption. In addition, consumers need to be educated about the availability of different varieties of fruit. Panel surveys illustrate consumers' confusion about seasonal availability. For example, when we asked consumers when they thought fresh grapes were available, 63.9% said year round, 93.9% said summer, 2% said winter and 18.5% didn't know. In reality, consumption was 1.19 billion pounds in summer and 1.03 billion pounds this past winter, less than a 16% volume gap. Yet the frequency of retail advertising for table grapes this past winter still lagged summer by 34%.

Some operators are beginning to recognize that increased marketing and advertising are crucial to closing the gap in fruit consumption. For instance, Kroger with its National Youth Games program and Safeway's "Eat Like a Champion" initiative are tying fruits and vegetables to physical activity. That's a start, but these programs are produce based and don't include frozen, juice or canned products. What's really needed is an overarching program across more departments to tie in fruit items throughout the store.

But, in the end, it's really about more than building a marketing campaign. It's about changing consumer behavior—and the supermarket can be the place where those changes begin.

Curtis Granger is executive vice president, Chilean Fresh Fruit Association, Sacramento, Calif.

Food Forum is an opinion column designed to open discussion on industry issues.

Annual fruit consumption

Summer vs. winter per-day servings average

Region	Summer	Winter	Decrease	\$ sales potential
Northeast	1.95	1.54	21%	\$1.144 billion
South	1.38	1.10	20	1.628 billion
Midwest	1.67	1.36	19	1.221 billion
West	2.13	1.62	24	1.978 billion

Sources: USDA Continuing Survey of Food Intake for Individuals (CSFII) 1994-1996; Food Institute Industry Review 2000

Americans consume on average 20% less fruit in the winter vs. summer period. The potential retail sales from closing that gap are \$5.95 billion dollars.

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Copyright 2001 Landmark Communications, Inc.
The Virginian-Pilot (Norfolk, Va.)

September 30, 2001 Sunday Final Edition

SECTION: COMMENTARY, Pg. J1

LENGTH: 836 words

HEADLINE: DREAMING OF NEXT SUMMER
AUTUMN MEANT BACK-TO-SCHOOL BLUES IN '60S PORTSMOUTH

BYLINE: KIMBERLY W. ARMSTRONG

BODY:

As a youngster in the '60s, I was keenly aware of what was about to happen when summer days grew noticeably shorter, when the street lights of our suburban Portsmouth neighborhood began to blink on earlier and earlier, and the blissful freedom of summer had given way to books, studying and homework.

It was hard for us to reconcile ourselves to returning to school after a steady stream of carefree days filled with baseball games dolls, and bicycles.

One of our traditional summer activities was to converge on the 7-Eleven just a couple of blocks down the street. There we would spend our allowances on baseball trading cups filled with ice-cold cola or cherry Slurpees. And we might buy baseball cards, red licorice, Jujubes, bubblegum cigars or Lemonheads.

We would take our time meandering through the cool air-conditioned store, some of the older girls flipping through 16 magazine and gazing fondly at pictures of the latest heartthrobs.

In the backyard we played on the swing set, monkey bars and merry-go-round, stopping just long enough to answer our mothers' calls for lunch. If the warm temperatures got the best of us, we sprayed each other with the water hose or ran through the sprinkler.

Shortly after my father's return each day from his job at the Norfolk Naval Shipyard, we would have supper. My siblings and I were encouraged by our friends to "hurry up and eat" so that we could resume relay races, play kick ball or "red light" and get together for late night games of hide and seek. We played follow-the-leader on our bicycles and rode around and around the block amidst the smell of freshly mowed grass in the cool evening air.

A change from our freewheeling days spent around the neighborhood might find us at a matinee at the Plaza Theaters in the Churchland section of Portsmouth. For just 50 cents a ticket we could sit in the cool, dark theater and enjoy the latest Disney release.

But before we ventured into the theater, a trip to Irwin's Pharmacy, next door, was in order. Choosing from the dizzying array of candy Irwin's had to offer was an awesome task. Much more than just a place to have a prescription filled, Irwin's Pharmacy was quite extraordinary, selling jewelry, expensive perfume, all sorts of knickknacks and an extensive selection of magazines.

But as it became clear that school was bound to start again, whether we liked it or not, we began to make preparations. Getting properly outfitted for back-to-school meant a visit to Leggett Department Store on High Street in downtown Portsmouth (now home to the Children's Museum).

At Leggett my parents could find what my two brothers, my sister and I would need for our return to academia. Having shopped there for years, my mother knew the salesladies by name and they knew us as well. Everyone there was so kind and helpful; it made for a very friendly, relaxed shopping experience. Many other families were there too, doing exactly what we were doing.

Hofheimer's at Mid-City Shopping Center was the place we went for shoes. And right next door was Smith and Welton's, another wonderful store where we were loyal customers.

Sears was in mid-town Portsmouth and we shopped there occasionally, but mostly we went there to pick up orders from the catalog department. And while there, might as well stop by the candy counter and buy a pound of double dipped chocolate covered peanuts.

We found everything we needed in the way of school supplies (notebooks, pencils, etc.) at the Giant Open Air Market at Alexander's Corner. And one could easily be tempted to take home one of their great deluxe pizzas or several submarine sandwiches.

There was not an abundance of restaurants in the area. Eating out was usually reserved for special occasions. If my brothers and sister and I brought home good report cards, perhaps we would be treated to dinner at McDonald's across from Mid-City Shopping Center. Without a dining area inside, we would simply eat in the car. And though there were no toys packaged with our food, they were "happy meals" just the same.

Shoney's Drive In was great for a Big Boy hamburger and delicious onion rings (not to mention the best hot fudge cake). We always liked the fried clam strips at Howard Johnson's. For a taste of the Far East, we traveled to Norfolk to Ying's Chinese Restaurant.

And so, after all the hustle and bustle, when we had finally resigned ourselves to the inevitable, that auspicious "day after Labor Day" arrived. The neighborhood children gathered, ready to make the return journey to Hodges Manor Elementary School about three blocks away and fortunately not uphill either way.

We ambled forward, resplendent in our new attire, well prepared with supplies, eager to learn, and dreaming of the next summer.

Editor's note: If you have nostalgic memories of growing up in Hampton Roads, send your submission to: Lynn Feigenbaum, Commentary editor, The Virginian-Pilot, 150 W. Brambleton Ave., Norfolk, VA 23510.

NOTES:

Kimberly Armstrong is an at-home mother, after working at the Norfolk Naval Shipyard for 15 years, and lives in Moyock, N.C.

GRAPHIC: COLOR PHOTO

LOAD-DATE: October 2, 2001

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Copyright 2001 Stuart News Company
Press Journal (Vero Beach, FL)September 29, 2001, Saturday**SECTION:** Indian River County; Pg. B1**LENGTH:** 796 words**HEADLINE:** BRACKINS NOT SLACKIN' FOR INDIANS; JUNIOR CORNERBACK HASAAN BRACKINS RECOVERS TWO FUMBLES AND INTERCEPTS A PASS TO HELP VERO BEACH SHUT OUT ROYAL PALM BEACH.**BYLINE:** Steve Megargee staff writer**BODY:**

ROYAL PALM BEACH - Hasaan Brackins walked out of the visitors' locker room Friday complaining that he didn't score a touchdown.

"I thought I had it that one time, but a guy got me from behind," the Vero Beach junior said after the Fighting Indians' 34-0 triumph over Class 6A, District 5 rival Royal Palm Beach.

His regret rings true with anyone who has every played the game. On campuses across the country Friday night, thousands of high school running backs and wide receivers spent a few minutes after the game wondering why they didn't reach the end zone.

Here's the twist: Brackins isn't supposed to score. He doesn't even play offense.

But you'd have a hard time convincing Royal Palm Beach of that. After all, Brackins had the ball more often than just about anyone else on the field Friday.

The Vero Beach cornerback recovered two fumbled punt returns to set up a pair of touchdowns, then added an interception in the third quarter. Brackins' big plays and Mike Cobbs' 117 rushing yards helped the Indians breeze to a surprisingly easy victory.

"I guess this was just my lucky day," Brackins said. How frequently does a single player get three turnovers in one game? About as often as a team wins three district games in an eight-day span.

That's exactly what Vero Beach accomplished with Friday's victory. Postponements after the Sept. 11 terrorist attacks forced Vero Beach to sandwich a Monday night district game with Lake Worth between regularly-scheduled Friday trips to Greenacres-John I. Leonard and Royal Palm Beach.

Vero Beach's coaches wondered how they could remain unbeaten in the district and stay healthy.

The Indians ended up outscoring the three opponents 110-29 while suffering no serious injuries.

"We are unbelievably proud of these young men," Vero Beach coach Billy Livings said. "They never complained one iota. They just rolled up their sleeves like a blue-collar group and went after it."

The Indians (4-1 overall, 3-0 in the district) got plenty of help from Royal Palm Beach (1-3, 1-1).

Vero Beach already led 7-0 on Cobbs' career-long 57-yard touchdown run when the Wildcats decided to start playing giveaway.

The fun started for Vero Beach when Royal Palm Beach's Kenny Johnson fumbled a Gage Smitley punt midway through the second quarter. Johnson picked up the ball, then lost it again after getting hit by Louslin Orange.



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BRACKINS NOT SLACKIN' FOR INDIANS; JUNIOR CORNERBACK HASAAN BRACKIN

Once Orange applied the squeeze, Brackins happily pounced on the ball at the 13-yard line. Three plays later, Mike Reed scored on a 1-yard plunge up the middle.

"Once I see that ball pop out, I don't even think," Brackins said. "I just jump on it."

Royal Palm Beach forced a three-and-out on Vero Beach's next possession, but the Indians' disappointment faded away as soon as they saw Johnson.

"You could tell he was looking kind of shaky," Orange said.

Sure enough, Johnson let the Smitley punt slip through his hands. Vero Beach's Ollice Ervin punched the ball in the air, then Brackins got it before getting tackled at the 12.

This time Vero Beach needed just two plays to capitalize on the opportunity. Mike Sturgill hit Cobbs with an 8-yard touchdown pass that gave the Indians a 20-0 lead with 1:33 left in the half.

Royal Palm Beach coach Dave Clark said he practices 25 minutes per day on special teams. A rainy night and an aggressive opponent made that extra time as worthless as a 7-Eleven with a broken Slurpee machine.

"We returned five kicks for touchowns last year," Clark said. "We're usually pretty good at this. But you sure couldn't tell that tonight."

The high-powered Royal Palm Beach offense that sparked last week's upset of Lantana-Santaluces also took the night off.

The Wildcats drove inside the Vero Beach 25-yard line twice in the third quarter, but a Brackins interception ended one series and Royal Palm Beach lost the ball on downs the next time.

The Wildcats were playing without injured star defensive tackle Dave Howell. Royal Palm Beach quarterback Thadious Williams completed his first two passes of the night, but finished 8-of-23 for just 79 yards.

Vero Beach had a much easier time moving the ball, thanks in part to Royal Palm Beach mistakes.

Chester Donley broke free for a 38-yard touchdown that extended the lead to 27-0. Yet another special-teams breakdown followed when Vero Beach's Aaron Lofton recovered a short kickoff at the Royal Palm Beach 25.

That set up a 20-yard touchdown run by Fabian Pierce, a reserve running back making his first carry of the night.

"They're not 34 points better than us," Clark said. "But that's what happens when you make this many turnovers. Things just kind of snowballed."

GRAPHIC: (Color) Brackins

LOAD-DATE: October 1, 2001

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Copyright 2001 The Dallas Morning News
The Dallas Morning NewsSeptember 27, 2001, Thursday THIRD EDITION**SECTION:** BUSINESS; Pg. 4D**LENGTH:** 403 words**HEADLINE:** Join Dagwood in another day at the screen saver;
Dallas studio employs 3-D technology**SOURCE:** Staff Writer**BYLINE:** JOHN C. DAVENPORT**BODY:**

A typical day at the office for Dagwood Bumstead involves getting kicked around by his boss, Mr. Dithers. The comic strip character's put-upon routine will soon be part of a real-world work environment.

Janimation, a digital animation and graphics studio near Fair Park, is working with Blondie cartoonists Dean Young and Denis Lebrun to create a screen saver featuring Dagwood.

The 20-to 25-second sequence - in which Dagwood walks into Mr. Dithers' office, gets kicked out, picks up papers that are scattered around, walks back in and gets kicked out again as the cycle repeats - is to be available for free downloading for Windows and Mac users at www.blondie.com by early October.

The three-dimensional animation program used to create the screen saver is a major shortcut for the normally time- and labor-intensive process of cartooning. Once the 3-D model was established on the computer screen, it could be turned and examined from multiple angles to adjust the look and animate Dagwood's movements.

"Any view we want, we just change the angle," said Mr. Lebrun, who draws Blondie and came to Dallas from his home in Florida to work with Janimation. To produce the different angles that the computer-animated model allows, he said, "an animator would have to start all over again."

"The big advantage of working in a 3-D environment is the ability to reuse the original animation over and over again," said animation director Greg Punchatz of Janimation.

Once the 3-D Dagwood was produced, it was colored and refined to look more like conventional animation.

One of Mr. Lebrun's jobs was to make sure the computer-generated Dagwood resembled the one he has been drawing for years. He is the fourth illustrator to draw Blondie. Dean Young inherited the comic strip from his late father, Chic Young, who created it in 1930.

"[Mr. Lebrun] was able to look at our sculpture of Dagwood in the computer and tell us if a certain characteristic was too large or small," said Janimation animator John McInnis.

"We could not have done it without him," Mr. Punchatz said. "He knows the look better than anyone."

Janimation has created TV spots for 7-Eleven in which a Slurpee freezes a fish tank and talking dog commercials for Greyhound. But now that they've done Dagwood, there's another comic strip character that Mr. Punchatz and company can't wait to get on their screens: Blondie.

GRAPHIC: PHOTO(S): (Janimation.com) Comic star Dagwood Bumstead and Janimation staffer Steve Gaconnier confer at the Dallas studio. At the table are animator John McInnis (left) and animation director Greg Punchatz.



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Copyright 2001 The McGraw-Hill Companies, Inc.
Business WeekSeptember 24, 2001**SECTION:** BUSINESSWEEK INVESTOR; Kids & Money; Number 3750; Pg. 124**LENGTH:** 1258 words**HEADLINE:** Cash Flow for Teen Tycoons**BYLINE:** By Karla Taylor**HIGHLIGHT:**
Hard lessons in fiscal fitness**BODY:**

Some parents complain that their teenagers won't work. Others face the opposite problem: Their money-minded kids become wildly successful at baby-sitting or lawn mowing. In a matter of months, these small-time entrepreneurs have the cash to become big-time spenders. No longer dependent on the Bank of Mom & Dad, they're off to the mall, the video-game store, or the 7-Eleven to treat their pals to a round of Slurpees.

How do parents turn down the cash outflow when they no longer control the faucet? Teaching kids to manage money is never easy. And teen tycoons are at risk for what researchers call "premature affluence" — all the privileges of ready cash with none of the regular expenses. With no rent to pay and with no groceries to buy, my 14-year-old son, Elliott, sees nothing wrong with dropping \$70 of leaf-raking cash on a subscription to a British aviation magazine. Since time-pressed neighbors will pay \$35 a lawn or \$10 an hour for baby-sitting, the sums involved can be large. And with real adult responsibilities just a few years away, you don't have much time to teach your well-heeled child save-aholic habits. **SILENT TREATMENT.** The first thing to remember: "The kids are right: It is their money," says Jayne A. Pearl, author of *Kids and Money: Giving Them the Savvy to Succeed Financially* (Bloomberg Press, 1999). But even the most entrepreneurial kids depend on parents to instill good fiscal habits. A survey of 12-to-17-year-olds by the GE Center for Financial Learning in Richmond, Va., found that 71% of kids say they learn about money from their parents — even though 47% say they seldom or never discuss the issue. If you're among the silent near-majority, it's time for The Talk — not the one about sex, but about the financial facts of life. The Talk should cover the teenager's financial goals, why it's important to save, and how to be a smart consumer.

Especially when teens are earning their own cash, your job is to help. "Set goals — don't legislate," says Pearl. Maybe your 14-year-old dreams of buying his own car in two years. Don't just say: "You can't afford that." Instead, ask: "So how much would you have to save, at what percent interest, to get the Maserati you have in mind?"

Most planning focuses on a scheme for dividing the young workers' funds into immediate spending, short-term goals, and long-term saving. Some parents advocate allocating 40% for near-term goals, 25% to routine expenses, 10% to church or charities, and 25% to long-term savings. Short-term savings are crucial because they yield the rewards — a trip during spring break or an MP3 player — that make all that baby-sitting worth the effort. "Just be sure there's a pause between the income and the outgo," says Kate Kelly, mother of three girls and author of *The Complete Idiot's Guide to Parenting a Teenager* (Alpha Books, 1996).

To teach that earnings bring responsibilities, figure out how your child's income and allowance fit with expenses. Perhaps your teen can take over paying for entertainment, school lunches, or clothes. Many parents give an annual back-to-school clothing allowance of, say, \$150 to cover everything except coats or shoes. The next Guess T-shirt comes out of her own pocket.

What if your teen's choices make you cringe? If the purchase isn't immoral, illegal, or too objectionable, bite your tongue. Even small purchases can be learning experiences. Karen Stewart of University City, Mo., said nothing when



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her 14-year-old, Shelley — earned by baby-sitting and dealing in Beanie Babies — insisted on spending her money on a full-price hardback copy of the recent sequel to the teen hit book *Angus, Thongs, and Full-Frontal Snogging*. But when Shelley lost interest and wanted to return the book the next day, Stewart said no. "You have to make sure the consequences are their consequences," she says.

Some consequences you can't avoid. When your hard-working teen is socking away \$1,000 or more in a summer, how he saves can affect your taxes and college aid. Once the cash overflows the piggy bank, you have to decide whether to save in your child's name through a custodial account, or create an account in your name. Most parents use custodial accounts because interest earned by a teen suffers a smaller tax bite. PENALTY. But that tack can put college aid at risk. Under the federal college-aid formula, if your child has \$1,000 saved in her name, she'll be required to contribute \$350 of it toward her freshman-year expenses — and her aid will be cut by \$350. The same \$1,000 in your name reduces aid by only \$56. The tension between giving her the responsibility of saving and maximizing financial aid prospects "does present a perplexing problem," says Judy Miller, a certified financial planner at College Solutions in Alameda, Calif. If you and your teen decide it's best to save in your name, then put the money in a separate account and have her do the bookkeeping.

Admittedly, saving for anything more than six months away offers about as much appeal to a 14-year-old as orthopedic shoes. "Deferred gratification is probably the hardest thing to teach," says Nicki Campbell, the mother of three teens in Columbus, Ohio. Campbell offers a sweetener: a 50% match, which her teens call "the 401(k)," for funds put in long-term savings.

Or you can try to replace the fun of spending with the thrill of investing. When his parents encouraged Michael Stahl, then a fourth-grader in Leawood, Kan., to invest a small gift of money in the company of his choice, his Atari stock quintupled in three months. Now 19 and the author of *Early to Rise: A Young Adult's Guide to Investing* (Silver Lake Publishing, 2000), Stahl advises teens to invest in stocks they can relate to — such as his stake in AMC Entertainment, a theater chain based in Kansas City, Mo.

Of course, investing's thrills can turn into chills. Danny Tobias, now 19, plowed his camp-counselor and busboy earnings into a global mutual fund and enjoyed two years of great returns — until global stocks sank. The losses were painful, but Danny's father, Benjamin Tobias, president of Tobias Financial Advisors in Plantation, Fla., figures they were a small price to pay for "a great lesson" about why you have to invest for the long term. After all, Danny has still got most of his principal — and a strong base, both financial and emotional, for mature affluence in the years ahead.

Conundrums for High-Earning Teens

PROBLEM Your teenager has money to burn but not a clue about expenses.

SOLUTION Set some expenses--entertainment, lunches, clothes, etc.--that she must cover out of earnings and allowance.

PROBLEM A 3% passbook rate doesn't offer much incentive to save.

SOLUTION Offer a "401(k)," with a 50%-to-75% match when your teen's savings reach a preset goal.

PROBLEM Your teen sees his bank account as a black hole: Money goes in but never comes out.

SOLUTION Encourage a short-term savings account for bigger purchases to prove the value of deferred gratification.

PROBLEM You cringe at the platform boots your teen's about to buy with her baby-sitting cash.

SOLUTION Apply the "one comment" rule. State your objection clearly and briefly, once. Tell her: "Save the receipt." Then shut up.

PROBLEM You tell your teen to sink or swim with his expenses--and he sinks.

SOLUTION Advance him funds for overlooked essentials, with a plan for repayment. But ignore those pleas to underwrite the next ski trip.



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URL: <http://www.businessweek.com/index.html>

GRAPHIC: Photograph: SHELLEY STEWART PHOTOGRAPH BY MARK KATZMAN

LOAD-DATE: September 20, 2001

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Copyright 2001 New Times Inc.
Riverfront Times (Missouri)September 19, 2001 Wednesday**SECTION:** Columnists/Columns**LENGTH:** 1021 words**HEADLINE:** Pledging Allegiance

All of a sudden, some immigrants are compelled to show their patriotism

BYLINE: D.J. Wilson**BODY:**

With all the media hand-wringing over 9-11 day, about how America Under Attack/ America on Alert/America United/America Rising would never be the same, all appeared quiet on the Midwestern front last week. Mayor Francis Slay, with distant cousins back in Lebanon who know all about the results of terrorism, held a City Hall multifaith news conference complete with a rabbi, a priest, a minister, a sheik, two imams and a police chief.

His goal, Slay says, was to keep the domestic peace. "We have a lot of Muslims, a lot of Bosnians who are Muslims," he says. "We're not fighting each other; we're fighting these terrorists who are not representative of the Islamic community. To vent our anger, vent our frustrations against innocent people within our community, would only play into the hands of the terrorists who are trying to divide us."

No, the only local example of anti-Islamic prejudice that flared up was not the handiwork of terrorists; it turned out to a creation of the media — and a few ignorant radio listeners. A caller to WIL (92.3 FM) said she had overheard Muslim clerks at the 7-Eleven at Morganford Road and Juniata Street saying America had gotten what it deserved. That triggered threatening calls to the store, as well as another call to the station from someone who got on the air to say he had been refused service at the 7-Eleven because he was an American.

Apparently radio's seven-second delay is used to prevent the broadcast of profanities, not to regulate cretins. Of course, the charges were a hoax and a fraud. What fool would say, or believe, that a 7-Eleven in South St. Louis would refuse service to Americans? How long would it stay in business if it waited for turban-wearing Taliban members to stop by for a Slurpee, a bottle of Boone's Farm kiwi-strawberry wine and a bag of barbecued pork rinds? That and maybe a copy of the Evening Whirl.

Plainclothes police checked out the charges by showing up at the store as customers. They were served. They checked the video-surveillance tape. Case closed.

The Muslim clerks at 7-Eleven weren't the only anxious immigrants subjected to scrutiny. In what promised to be a brief diversion from the frantic and redundant media coverage of the obvious, Larry Conners and Julius Hunter of KMOV-TV (Channel 4) hosted an in-studio guest — Arsalan Tariq Iftikhar of the St. Louis chapter of the Council on American-Islamic Relations — on Thursday's 6 p.m. newscast. Iftikhar, seated next to the Channel 4 graybeards, was fresh from an interfaith vigil at Washington University and seemed ready to accentuate the positive.

But Hunter quickly cut through any pretense of insight by asking him a variation on a When did you Muslims stop saying death to the infidels? question. Julius wanted to know: "How can Osama bin Laden and his apostles, his disciples, where in the Quran can they take their venom and their feeling they must kill?"

Iftikhar replied that such justification exists "nowhere in the Quran" and that the Islamic holy book "condemns and forbids" the killing of innocent people. "Osama bin Laden's actions were about as Islamic as Timothy McVeigh's actions were Christian," he said, adding that most of this country's 7 million Muslims are "numb from what happened." Iftikhar did allow that Muslims worldwide have issues with America, including the effects on Iraqi children of the trade embargo on their country, the U.S.'s constant support of Israel and the contention that in Africa, the U.S. is



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either missing in action or insensitive to Islamic interests.

Conners, ever polite and oblivious, was unmoved. He reached for a question reminiscent of what CNN's Bernard Shaw asked candidate Michael Dukakis in 1988. (In one of the presidential debates, Shaw asked Dukakis whether he'd still oppose the death penalty if his wife were raped and killed. A robotic Dukakis said he would still oppose it — and later lost the election.) With Iftikhar asserting that American Muslims want "swift and expedient justice done" to whoever orchestrated the suicide attacks, Conners wanted to see just how patriotic Iftikhar was.

"I'm going to take it one step closer to you on a personal level," warned Conners. "You have family still back in that area — if they suddenly become targets of American fighters, inadvertently, are you still going have the same feelings?"

"It's a tough question," Iftikhar replied. "Fortunately enough, I come from a Pakistani origin, and I read on BBC News before coming here that the Pakistani president has offered his unflinching support of Bush in whatever methods he deems necessary." Conners plowed ahead anyway: "But if your relatives and friends become targets, sir, even if they are — 'collateral damage' is the phrase that's thrown around, unfortunately?"

"Hopefully they're far enough away so that it won't happen," Iftikhar said. "Only time can tell what's going to happen."

With local news anchors in effect probing the loyalty of American citizens, is it any surprise that some immigrants felt it necessary to pledge their allegiance in a public way? On Sunday, about 50 Vietnamese-Americans holding South Vietnamese flags walked along South Grand Boulevard near Tower Grove Park to demonstrate their support of America. It was a curious and encouraging sight, with 58-year-old Lan Tran stopping several times to say through a bullhorn: "We support President Bush and all the government people in fight against terrorists." People passing by in cars gave as many confused looks as they did shouts of support; there were only two or three American flags in the mix.

As the group started to break up at Arsenal and Grand, a woman on a bike got in a brief discussion with several of the Vietnamese about how they shouldn't really push for war. Hoa Tran, a 49-year-old former helicopter pilot for the South Vietnamese Army, walked away from the advice shaking his head. He served nine years in a North Vietnamese prisoner-of-war camp and came to America in 1984.

"I don't want a war," he said. "We don't want to take another country. We want to defend our country."

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Delaney Report

September 17, 2001

SECTION: No. 35, Vol. 12; Pg. 3

IAC-ACC-NO: 79006994

LENGTH: 157 words

HEADLINE: Store Shift; 7-11 Inc.'s marketing strategy; Brief Article

AUTHOR-ABSTRACT:

THIS IS THE FULL TEXT: COPYRIGHT 2001 Informed Communications, Inc. Subscription: \$265.00 per year. Published weekly. 149 5th Avenue, New York, NY 10010.

BODY:

Dallas, Tx.-based convenience store chain 7-Eleven Inc., which is owned by Japan-based Ito-Yokado Co., is doing some soul-searching about how to proceed in the future. "We're looking to build the brand and bring more strategic marketing. We have been more tactical and less strategic, and we want to change that. We want to think long-term more," said one senior 7-11 executive.

As a result, 7-11 is taking a hard look at its stores, its merchandise mix and promotional programs (7-11 operates some 20,000 outlets worldwide). "We're No. 1 in the industry, but that doesn't mean we can't be stronger," the source said. 7-11 is reexamining what its core brand strengths are and how it can build on them. An opportunity: establish a stronger trademark presence with 7-11-sold items such as Slurpee (7-11 signs deal with Pepsi-Cola and now sells a Mountain Dew Slurpee). Due bigger push behind building 7-11 as a fresh food place.

IAC-CREATE-DATE: October 10, 2001

LOAD-DATE: October 11, 2001



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DSN Retailing Today

September 17, 2001

SECTION: No. 16, Vol. 40; Pg. 6

IAC-ACC-NO: 78544522

LENGTH: 838 words

HEADLINE: 7-Eleven survives economy as proprietary products up sales; 7-Eleven Inc. continues to boost sales
with unique products; Brief Article; Company Profile

BYLINE: HOWELL, DEBBIE

BODY:

DALLAS — A sea of competitors and higher prices for gasoline and cigarettes haven't made it easy for most convenience stores to grow their merchandise sales. But then there's 7-Eleven. The nation's largest c-store chain is weathering this year's tough retail climate through a long-standing strategy of product differentiation. So while the convenience industry reported its first drop in gross profits since 1995 in the first quarter, 7-Eleven saw its numbers rise.

Even though this Dallas-based company reported lower earnings in the first half, with pressure on margins resulting from price cuts to match competitors, comps for 7-Eleven stores in the United States grew 4.8% during this period. In fact, in-store sales have grown consistently each of the past 49 months.

So what's 7-Eleven's secret? Making sure consumers find proprietary or new products, such as a Mountain Dew Slurpee, Pizza Snack Stix and six-packs of Gatorade.

"We always look at what we can be first, best or only in—whether it's new venues, products or a new way or merchandising," said Margaret Chabris, a 7-Eleven spokeswoman. "We introduce anywhere from 20 to 50 new products every week."

About 30% of the retailer's 2,500 skus are proprietary, ranging from a series of pastry snacks cooked on a roller grill to combo meals for breakfast and lunch. Some of the more offbeat items include compact packs of women's hosiery, seasonal stocking stuffers and Candy Gulp, gummy snacks packaged to fit in a vehicle cup holder. The whole concept of "dashboard dining" is one 7-Eleven has embraced as a way of growing its food sales.

While any new product is risky, 7-Eleven has been adept at bringing out some winners, such as Mountain Dew Slurpee.

One of the newest items is Ultimate Protein Candy, a line of chocolate snacks that will boost the number of its nutritional snack and beverage items to nearly 50. As with this deal, 7-Eleven frequently partners with companies to create its exclusive, proprietary products.

Although cigarettes and beverages are the main driver of convenience store sales, other strong performers for 7-Eleven have been fresh foods, prepaid phone cards and Slurpee. Food service has been a point of focus, which makes sense considering this category is the top gross margin contributor at c-stores.

The company's Snack Stix, for example, developed in partnership with Kraft Foods, has expanded from a breakfast item launched two years ago to hot pastries with a variety of fillings: pizza, ham and cheese, apple and Philadelphia



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cheesesteak.

"It's good for us because it's somewhat of an impulse purchase at a fairly competitive price of \$0.79 to \$0.99," said Dana Manley, another 7-Eleven spokeswoman.

Beyond food, 7-Eleven is an innovator in expanding into services to meet its customers' one-stop-shopping needs.

The chain is rolling out an ATM/financial services kiosk program called V.com that enables shoppers to cash checks, purchase money orders and make wire transfers. The program will eventually expand to offer Web services such as event ticketing, bill payment, travel directions and e-commerce purchase capability.

"They aren't resting on their laurels as the industry's largest retailer; they're looking to be one of the industry's leading innovators," said Jeff Leonard, director of communications for the National Association of Convenience Stores.

Growing competition from supermarkets, drugstores, gas stations and clubs in gas and convenience sales has made the c-store industry a highly competitive, cutthroat business.

There are now about 120,000 convenience stores in the United States, and 7-Eleven commands the largest share at about 5,300 units.

"Their competition is not other convenience stores, but everyone who looks to service the convenience dollar. What we've seen increasingly is enormous channel-blurring," Leonard said.

In food especially, competition has become fierce as more c-stores try to get in on fast food action. Many oil companies have even teamed up with national food chains such as Burger King, Pizza Hut and Kentucky Fried Chicken. While 7-Eleven hasn't gone with a recognized national name, the chain has still enjoyed tremendous success with its own branded fresh food program.

"By having proprietary brands and being large enough where they can support brand awareness of their product, they can probably engender customer loyalty," Leonard said.

Since not all 7-Eleven stores sell gas, the retailer must make a stronger branded statement to encourage drivers to pull into their stores rather than the gas station/store that can be found now on nearly every busy street corner. Only 40% of the retailer's North American stores sell gas, though this number is growing.

Worldwide, 7-Eleven currently operates more than 21,700 company-owned and franchise stores that generated \$29 billion in sales last year. The more than 5,700 stores in North America accounted for \$9.5 billion of that annual revenue.

IAC-CREATE-DATE: September 25, 2001

LOAD-DATE: September 26, 2001

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Copyright 2001 The Dallas Morning News
The Dallas Morning NewsSeptember 8, 2001, Saturday THIRD EDITION

SECTION: PLANO MORNING NEWS; Pg. 1J

LENGTH: 594 words

HEADLINE: Big Gulp of commercial growth designed to preserve rural feel

SOURCE: Staff Writer

BYLINE: IAN McCANN

DATELINE: FAIRVIEW

BODY:

Fairview, the central Collin County town that professes to "keep it country," will be able to sip its first taste of city-like commercial development through a straw.

A new 7-Eleven store will bring Slurpees, Big Gulps and potentially thousands of sales tax dollars when it opens next year. Construction is expected to begin at the northeast corner of Stacy Road and State Highway 5 within the next two weeks. Developers expect the store to open in early to mid-2002.

Fairview Mayor Don Phillips said the new store would be the first part of Fairview's new commercial district.

"It kicks off the commercial development we've been planning for the town," Mr. Phillips said. "The town's been approached by various developers about the commercial district."

Town officials and representatives from Cardinal Paragon Inc., the developer building the store for 7-Eleven Inc., met 24 times over eight months to shape the building into something that will be uniquely Fairview.

William Chaffe, Paragon vice president, said the store would be designed to fit in with the rest of Fairview's rural atmosphere.

"This is the entrance into the town, and we were very sensitive to that," Mr. Chaffe said. "It looks more like a house or an old general store than a typical retail establishment. The quality of the store is going to make the town and the surrounding area proud, and hopefully they'll want to shop there."

The building will have steep metal roofs, a cupola, small windows and a stone facade. Instead of a bright, lighted plastic 7-Eleven sign, a monument sign with a brass 7-Eleven logo will sit in front of the store. Mr. Chaffe said that changing the look of the store from a typical prototype was a big step for 7-Eleven to take, but the company and the town were able to balance their interests.

"7-Eleven has been upgrading their stores over the past years," Mr. Chaffe said. "More communities are becoming growth-sensitive. This is a response to what the market is demanding."

Ron Clary, town administrator for the town of 2,900 people, said the meetings that Paragon had with town officials over the last year were shaped by the town's commercial district standards, which were being developed at the same time as the design for the 7-Eleven.

"We hadn't completed the commercial guidelines, but we started to apply them to the building as they developed."

Representatives from the Mesa Group, the town's consultant on the commercial district project, presented the design standards to the Town Council on Tuesday. Mr. Phillips said he expects the council to approve the guidelines at its next meeting, scheduled for early October.



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The 7-Eleven, which will have six gas pumps, will be Fairview's third gas station. One is at the far northern part of Highway 5, near the McKinney border, and another is near the McKinney border on U.S. Highway 75.

Mr. Phillips said the process for approving the 7-Eleven site wasn't much different than what the council has gone through with residential subdivisions, despite being the first big commercial development the town has had in years.

Mr. Chaffe said that part of his job in dealing with the city was to educate council members.

"It took us a long time to reach a consensus with the town," he said. "Fairview has a pretty strict development code, and we had to alter 7-Eleven's prototype fairly dramatically. But we felt that it was a win-win for Fairview, for us and for 7-Eleven."

Staff writer Ian McCann can be reached at 214-977-6978 and at imccann@dallasnews.com.

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Banking Wire

September 7, 2001

SECTION: Pg. 10 Vol. 5 No. 7

ACC-NO: 79404170

LENGTH: 762 words

HEADLINE: e-commerce: Bank Services Roll at 7-Eleven.

BODY:

Every day, six million people dash in and out of 7-Eleven's 5,000 stores to snag a Slurpee, pretzels or gas up the car. The convenience store now hopes to add credit cards and subprime mortgages to the menu.

Offering banking products is still a year or more away. But 7-Eleven is already deploying souped-up, Web-enabled ATMs in its stores that allow customers to cash almost any check-not just pay checks-and make money orders and transfers along with regular ATM transactions.

The Dallas-based company first saw its potential as a financial services contender seven years ago, after processing 30 million money orders annually at a face value of \$4 billion, and ATM volume of 105 million transactions yearly.

Staffed service centers in Austin and Dallas stores showed promise, but were too expensive. "It didn't make any sense having somebody in a bulletproof-glass booth at four o'clock in the morning waiting for someone to buy a money order," says Brady Giddens, director of business development and e-commerce at 7-Eleven.

But with so much green from fees within reach, 7-Eleven turned to NCR. The result is a machine that stands six feet tall and four feet wide, dubbed Vcom for "virtual commerce."

Machines have been installed in 94 stores throughout Austin and Dallas, as well as Fort Myers and Naples, FL. Plans are to cover all markets, if not every single store, by next year. American Express powers the ATM services, Western Union the money transfers and money orders, and Certegy-a spin-off of Equifax-the check cashing. Other partners should be on board in the next six to eight months.

There are big bucks at stake. According to Financial Services Centers of America (FISCA), 180 million paychecks were cashed in 1999 at check cashing centers alone.



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With a face value of \$55 billion, the two to three percent fees from this volume make a chunk of change that's even piqued the interest of financial firms. "We're seeing traditional banks and credit unions either partnering with check cashers or entering the market themselves. So there's a fair amount of competition, even from grocery stores and mass merchants like Wal-Mart and Kmart," says Rick Lyke, spokesperson for FiSCA. InnoVentry, a four-year-old company that makes its own Vcom-type machine, has partnered with the two "marts" and several grocery store chains, with Capital One and Wells Fargo as backers. Wells even put its own automated check cashing initiative in place a couple of years ago in conjunction with pawnshop operator Cash America International.

Customers who cash checks are a lot like 7-Eleven shoppers, making Vcoms a good fit for convenience stores. It's not just the unbanked who like or need to cash their checks either. Fifty eight percent of customers who cash checks at check cashing stores have a savings or checking account, 80 percent are employed full-time and 48 percent make between \$20,000 and \$40,000 a year.

Despite the mounting competition, FiSCA and member companies such as Ace Americas Cash Express view ventures like 7-Eleven's Vcom as a plus for the industry, because they increase awareness and help clear up misconceptions. "I think if the pie gets bigger, I only see it as improving our situation, exposing the opportunity for convenient financial services to a lot more people, who then might seek additional services that they can get perhaps only at Ace Cash Express," says Eric Norrington, a vp at the Irving, TX-based company. Ace Americas is currently deploying self-service kiosks in its stores as well as in H&R Block locations for the coming tax season.

Convenience stores typically can't keep a lot of cash on hand because it's unsafe, making money orders and transfers a problem. "These machines provide [7-Eleven] an alternative way of participating in the money movement business using wire transfer with Western Union," says Don Neil, svp and general manager of retail money order at Western Union. "It solves the problem [7-Eleven] had on not wanting to keep a lot of cash on hand that was not secure."

Web services including maps, weather, stock and lottery info are in the works for Vcom as well, but no Web surfing will be allowed. "We want all of our products and service to be ATM-like in the time spent. The typical ATM transaction is a minute or less, that is our target for all of these services we're going to be offering," Giddens says.

-matthew.depaula<at>tfn.com

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Copyright 2001 PR Newswire Association, Inc.
PR NewswireSeptember 6, 2001, Thursday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND RETAILING EDITORS

LENGTH: 585 words

HEADLINE: Function Meets Fashion;
7-Eleven(R) Introduces i.Gear Specs(TM), a New View in Reading Glasses

DATELINE: DALLAS, Sept. 6

BODY:

7-Eleven(R) (NYSE: SE) customers who remember sipping their first Slurpee(R) drink in the '60s aren't as young as they used to be ... and probably don't see as well as they once did. To meet the changing needs of these aging consumers, participating 7-Eleven stores are introducing i.Gear Specs(TM) reading glasses. The fashionable metal-framed i.Gear Specs come in frosted plastic cases that are as vibrantly colored as the bright Slurpee flavors. Each case color corresponds to a different magnifying power from 1.5 to 3.0 diopters.

The i.Gear Specs' small size and packaging distinguishes the glasses from traditional styles, according to Jeff Hamill, 7-Eleven, Inc. vice president of merchandising. "The case is no bigger than a magic marker and its convenient carrying case makes it easy to clip in your shirt pocket or in your briefcase, just like you would a writing pen," Hamill said.

Another benefit for customers is the affordable \$9.99 suggested retail price, which represents a significant value compared to reading glasses priced \$20 and higher at department stores and other retail outlets.

Reading glasses are a \$380 million business in the United States. With the growing number of people in their 40s and older, sales of reading glasses have increased at a rate of 15 to 20 percent annually.

"The addition of reading glasses at 7-Eleven stores offers a quick, easy and affordable solution for customers who have misplaced or forgotten their reading glasses at home," Hamill said. "The added convenience of being able to pick up an extra pair of i.Gear Specs at a 7-Eleven store might keep someone from having to read a menu in the low lighting of a restaurant, hold the newspaper at arms' length to see the stock prices, or struggle to focus on the fine print in a contract. Arms are only so long."

The custom i.Gear Specs display in 7-Eleven stores will carry up to 12 reading glasses. The four diopter strengths offered will meet the needs of most people who require reading glasses.

i.Gear Specs reading glasses extends the 7-Eleven proprietary brand eyewear line, which so far has consisted of sunglasses. "The quality selection of i.Gear sunglasses features fashionable styles that change with each season," Hamill said. "Reading glasses seemed a natural extension that fills a real need for a large number of our customers."

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry with nearly 22,000 stores located in the United States, Canada and 17 other countries and territories throughout the world. During 2000, 7-Eleven(R) stores worldwide generated total sales of more than \$29 billion. Approximately 5,800 7-Eleven(R) stores are operated or franchised in the United States and Canada by 7-Eleven, Inc. 7-Eleven, Inc.'s largest licensee, Seven-Eleven Japan, operates more than 8,500 7-Eleven stores under an area license agreement. Find out more about 7-Eleven, Inc. on the World Wide Web at www.7-Eleven.com.

CONTACT: DANA MANLEY OR CATHY HEALD
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CONTACT: Dana Manley, dmanle01@7-11.com, or Cathy Heald, both of 7-Eleven, Inc., +1-214-828-7345

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LOAD-DATE: September 7, 2001

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Copyright 2001 Forbes Inc.
ForbesSeptember 3, 2001

SECTION: ON THE COVER; Pg. 60

LENGTH: 1086 words

HEADLINE: The Player

BYLINE: John Gorham

HIGHLIGHT:

Blockbuster plays hardball with Hollywood.

BODY:

Blockbuster is giving Hollywood a taste of its own hardball tactics.

It was the shot heard around Hollywood: In an otherwise routine earnings conference call in July, Blockbuster Chief Executive Officer John Antioco casually mentioned that the 7,781-store video chain might end some of its rental revenue-sharing programs so popular with the studios.

Hollywood had already heard rumblings that Blockbuster wanted to modify the deals that force it to buy the studios' clunkers as well as their hits. But it was the first time that Antioco, 51, had gone public with his plans. "Sharing No More," screamed *Variety* the next day. For Hollywood, the move is akin to killing the industry's golden goose: Since Antioco first negotiated the deals in 1997, Blockbuster's sales have jumped 14% compounded annually, reaching \$4.9 billion last year. The studios have raked it in, too, collecting 40% of videotape revenues—an average of \$25 to \$30 per tape—while consumers have benefited from a wider selection.

Under the old system, rental stores bought tapes up front for \$65 each, and got an exclusive rental window. The effect was that the stores under-ordered, hurting consumers, stores and moviemakers.

By speaking out, Antioco put the studios on the defensive. "It's unfortunate that they would say that in a public way instead of privately," seethes one studio executive. Blockbuster is "an endangered species," warns Warren Lieberfarb, president of AOLTime Warner's Warner Home Entertainment division.

Antioco takes the criticism in stride. After rescuing Blockbuster from a death spiral since arriving from Taco Bell in 1997, he has turned the tables on Hollywood and put the company squarely in the middle of the debate over the future distribution of movies. Whereas there was talk as recently as the beginning of the year that movies-on-demand and other delivery schemes would spell the demise of Blockbuster, the company is now strong enough to muscle the studios. That includes Paramount, which happens to be owned by Blockbuster's former parent and still-80% owner, Viacom.

"They're dependent on the \$20 billion-plus home-video rental market," Antioco says in his Dallas office overlooking the new American Airlines Center. "I don't feel sorry for them. It's a great revenue stream for them. Every studio would be out of business without home video."

Studio executives won't soon forget Antioco's scrap with Universal in February. At the time, Blockbuster was involved in a video-on-demand trial with Enron, the energy company that has branched into telecom. Blockbuster would line up movies that Enron would distribute over its network. But the studios were reluctant to sign any licensing deals, preferring to keep their options open with other partners, especially cable companies.

At the least, Antioco thought he had a deal with Vivendi's Universal Studios unit for video-on-demand rights as part of the renegotiation of its regular videotape revenue-sharing agreement. But Universal balked at the eleventh hour, leading to a heated late-night phone call from Antioco to the head of Universal Home Entertainment, Craig Kornblau.



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Close the Enron deal or forget the revenue sharing, Antioco demanded. Just to prove he wasn't kidding, Antioco refused to stock Universal's new *Rocky and Bullwinkle* and *Bring It On* videos. Universal blinked. Antioco got his video-on-demand rights and then put Universal's movies on his shelves, a day late.

Though the deal with Enron eventually fell through, the message was clear: As the single-largest revenue generator for the studios, providing 15% of their U.S. sales, Blockbuster isn't going to be pushed around. While Universal has complained of being bullied, Antioco makes no apologies: "I didn't want to be in a situation where we were shut out of a potential business opportunity." Hedging his bets, Antioco also has a deal with GM's DirecTV unit to sell the service in his stores, as well as cobrand pay-per-view channels for a cut of sales.

Antioco learned his tactics as a convenience store retailer, rather than as someone smitten with Hollywood glitz. The son of a Brooklyn milkman, Antioco got his start at Southland's 7-Eleven unit, where he spent his early days auditing inventories of Slurpee cups and Slim Jims. Rising to the post of executive vice president of operations and marketing, Antioco later served stints as head of Circle K and Taco Bell. Stocking some cineaste's precious video is no different to Antioco than stocking burritos or Twinkies.

"There is something very seductive about the movie business," says Antioco. "But the truth of the matter is, it's a business like any other business."

Now, thanks to the surprising popularity of DVDs, Hollywood has even more cause for concern about Blockbuster. Sales of the discs are expected to double this year to \$7.8 billion, while rentals should more than double to \$1.4 billion, according to Kagan World Media. Antioco figures that Blockbuster will derive almost a third of its rental sales from DVDs by the end of the year, up from nothing two years ago, and half of rentals by 2003. Blockbuster's earnings (before goodwill amortization charges) are expected to jump 62% to \$154 million for the year, on sales of \$5.2 billion, according to SG Cowen, while the stock has almost tripled from its 52-week low to a recent \$18.

But the studios face a Faustian bargain. The more Hollywood depends on DVD money, the less it can afford to cannibalize those sales by pursuing risky dreams of video-on-demand. And that only strengthens Blockbuster's hand. Blockbuster never agreed to any revenue-sharing deals for DVDs as it did with videotapes, instead paying studios \$15 up front per disc. While Blockbuster rents tapes and DVDs for about \$3.65 each, its cost per rental transaction is \$1.20 per DVD compared to \$1.60 per videotape.

Some studio executives, most notably AOLTime Warner's Lieberfarb, aren't convinced that Blockbuster is the only game in town. He predicts consumers will buy more DVDs from mass merchants than they rent, and video-on-demand and satellite TV will erode Blockbuster's near-40% market share for rentals.

So go ahead and find someone better to peddle your movies, says Antioco. "No one is holding a gun to his or anyone else's head telling him to do deals with us. If they really believe that there is a way to monetize their product without Blockbuster, I am sure they will do it."

LOAD-DATE: August 21, 2001

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Maclean's

September 3, 2001

SECTION: OVERTURE; Pg. 12

LENGTH: 135 words

HEADLINE: A snowy nation of Slurpee sippers

BYLINE: Edited by Shanda Deziel with Amy Cameron

BODY:

Who would have guessed that Winnipeg is "The Slurpee Capital of the World?" Even when temperatures dip well below freezing, Canadians flock to 7-Elevens for that slushy drink and experience its patented effect — the brain freeze.

TOP FIVE SLURPEE CITIES

1. Winnipeg
2. Calgary
3. Regina
4. Detroit
5. Edmonton

SLURPEE FACTS

- * Originated in Kansas in 1959
- * Introduced in Canada in 1969 when the country's first 7-Eleven was opened in Calgary
- * Served at -3 deg. C
- * 30 million Slurpees sold in Canada last year
- * Canadian monthly average per store: 4,700 units
- * Manitoba monthly average per store: 7,700 units.
- * Average age of Slurpee drinkers: 29
- * Most popular size: 795 ml
- * Most popular flavours: Coke and Pepsi
- * Most popular offbeat flavour: watermelon

GRAPHIC: Picture, no caption, Peter Bregg/Maclean's

LOAD-DATE: September 5, 2001



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Maclean's (Toronto Edition)

September 3, 2001**SECTION:** v.114(36) S 3'01 pg 10; ISSN: 0024-9262**CBCA-ACC-NO:** 5200313**LENGTH:** 1013 words**HEADLINE:** Over and Under Achievers: Rolling Rs, Royal lions and a PM trying to roar (Record in progress)**BODY:**

Brian Tobin: Debuts vastly improved French. But, let's not forget, Martin and Rock know how to roll the Rs in premier ministre too.

Jean Chretien: Hints U.S. risks losing oil and gas unless it eases up on lumber, then backs off. Save tough talk for when you mean it, PM — like when Brian, Al and Paul get too uppity.

David Collenette: Transport minister talks up transit over new roads. Now, let's see if he can put some federal money behind that good sense.

New Royal Bank lion: This bland, stylized feline is now guarding the vault? Maybe time to check out ING Direct, where an olde-tyme King of Beasts still rules the letterhead.

Old Royal Bank lion: In retrospect, it's retro and respectable, even hip in a kind of Roots beaver-like way.

Mark Turner, 11, and Daniel Helm, 9: Tumbler Ridge, B.C., boys discover rare dinosaur tracks. No fluke: they had read up and knew 'em when saw 'em.

Out of hibernation

If there's one thing Jim Simpkins has perfected, it's the bear hug. Earlier this summer, the 90-year-old creator of the Jasper the Bear cartoon travelled from his rest home in Dundas, Ont., to be the guest of honour at the Year of the Great Bear celebrations at Alberta's Jasper National Park. "When I got off the train, there was a crowd of people there with cameras," explains Simpkins. "A woman came up to give me a handshake and I said, 'No, this is going to be a bear hug.' "

Simpkins first drew Jasper the Bear for Maclean's in 1948. The cartoon appeared regularly in the magazine until the 1970s when it was syndicated across Canada as a weekend comic strip. In 1962, Jasper National Park adopted Simpkins' bear as its official mascot — erecting a statue beside the train station. To this day, souvenirs of the lovable bear — stuffed animals, postcards and T-shirts — sell briskly.

Meanwhile, Simpkins is overwhelmed by his creation's continuing popularity. "When I was in the park, there was even a guy dressed up in a Jasper



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costume. All this commotion for one little bear."

All for the good of the great apes

After a month in Cameroon, University of Toronto bioethics professor Kerry Bowman confesses that he's glad to be sleeping in his own bed. It was his eighth trek to Africa in five years, part of his ongoing search for a sustainable response to a crisis that is pushing great apes to the brink of extinction. With commercial logging inadvertently carving new inroads for poachers, the illegal trade in so-called bush meat continues to escalate. As a result, there is a growing population of ape orphans. "Babies have very little meat on them," Bowman says, "so they end up abandoned or sold as pets."

Working with the Cameroon Wildlife Aid Fund on his most recent trip, Bowman visited the Mvong-Betsi orphanage, home to 38 chimpanzees and seven gorillas. One five-week-old lowland gorilla called Nkan had just arrived, underweight, suffering from a respiratory infection and in need of constant care. "He could sit on the palm of your hand," says Bowman, 44, who helped bottle-feed the gorilla. "Now, he's the size of an eight-pound human baby." Healthy animals are later released into an enclosed wildlife park.

Back in Toronto, Bowman is already plotting his next trip to the Congo Basin, where he hopes to discover what remains of the bonobos — a sister species to the chimp and the most human of the great apes. "Bonobo babies have been showing up at markets in Kinshasa," he says. "That's a worrisome indication that adults are being eaten." Regardless of whether the culprits are soldiers or desperate locals, Bowman acknowledges that emergency conservation measures must include addressing the plight of the area's dominant species: humans. "If the great apes of Africa are going to make it," he says, "Africa has to make it."

Going for the gold, then for the moon

He says it was just a joke. In full view of the Canada Games crowd last week in London, Ont., Daniel Blouin — the 23-year-old bronze medallist in the 3,000-m steeplechase — hauled down his shorts and briefly mooned his teammates "to get a laugh." While some pals did find it hysterically funny, the stunt elicited a swift reproach from team officials. Blouin was abruptly sent home to Le Gardeur, Que. — this time stripped only of his his medal.

But maybe his cheeky ha-ha was a subconscious statement. Canadian athletes have been branded by critics as losers after disappointing results at recent major competitions. Yet those athletes came up through a national sport system that was gutted by early-'90s deficit-fighting cutbacks — depriving them of sufficient coaching and travel expenses for foreign competitions.

In a country that, of late, has been quick to criticize but slow to support, young athletes could easily become disheartened. But competitors at the Canada Games produced encouraging results. Among them, Victoria's Riley McCormick, who just turned 10, scored two perfect 10s in platform diving, while sprinter Nathan Taylor, 18, of Courtenay, B.C., set a Games record with a 10.38-second clocking in the mens' 100-m. And they may yet reach world levels — if the country does its part.



A snowy nation of Slurpee sippers

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JOURNAL-CODE: 0650

LOAD-DATE: December 21, 2001



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Copyright 2001 American Banker Bond-Buyer
Future BankerSeptember 2001**SECTION:** FUTURE MONEY; Pg. 10**LENGTH:** 755 words**HEADLINE:** e-commerce: Bank Services Roll at 7-Eleven**BODY:**

Every day, six million people dash in and out of 7-Eleven's 5,000 stores to snag a Slurpee, pretzels or gas up the car. The convenience store now hopes to add credit cards and subprime mortgages to the menu.

Offering banking products is still a year or more away. But 7-Eleven is already deploying souped-up, Web-enabled ATMs in its stores that allow customers to cash almost any check—not just pay checks—and make money orders and transfers along with regular ATM transactions.

The Dallas-based company first saw its potential as a financial services contender seven years ago, after processing 30 million money orders annually at a face value of \$4 billion, and ATM volume of 105 million transactions yearly.

Staffed service centers in Austin and Dallas stores showed promise, but were too expensive. "It didn't make any sense having somebody in a bulletproof-glass booth at four o'clock in the morning waiting for someone to buy a money order," says Brady Giddens, director of business development and e-commerce at 7-Eleven.

But with so much green from fees within reach, 7-Eleven turned to NCR. The result is a machine that stands six feet tall and four feet wide, dubbed Vcom for "virtual commerce."

Machines have been installed in 94 stores throughout Austin and Dallas, as well as Fort Myers and Naples, FL. Plans are to cover all markets, if not every single store, by next year. American Express powers the ATM services, Western Union the money transfers and money orders, and Certegy—a spin-off of Equifax—the check cashing. Other partners should be on board in the next six to eight months.

There are big bucks at stake. According to Financial Services Centers of America (FiSCA), 180 million paychecks were cashed in 1999 at check cashing centers alone.

With a face value of \$55 billion, the two to three percent fees from this volume make a chunk of change that's even piqued the interest of financial firms. "We're seeing traditional banks and credit unions either partnering with check cashers or entering the market themselves. So there's a fair amount of competition, even from grocery stores and mass merchants like Wal-Mart and Kmart," says Rick Lyke, spokesperson for FiSCA. InnoVentry, a four-year-old company that makes its own Vcom-type machine, has partnered with the two "marts" and several grocery store chains, with Capital One and Wells Fargo as backers. Wells even put its own automated check cashing initiative in place a couple of years ago in conjunction with pawnshop operator Cash America International.

Customers who cash checks are a lot like 7-Eleven shoppers, making Vcoms a good fit for convenience stores. It's not just the unbanked who like or need to cash their checks either. Fifty eight percent of customers who cash checks at check cashing stores have a savings or checking account, 80 percent are employed full-time and 48 percent make between \$20,000 and \$40,000 a year.

Despite the mounting competition, FiSCA and member companies such as Ace Americas Cash Express view ventures like 7-Eleven's Vcom as a plus for the industry, because they increase awareness and help clear up misconceptions. "I think if the pie gets bigger, I only see it as improving our situation, exposing the opportunity for convenient financial services to a lot more people, who then might seek additional services that they can get perhaps



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only at Ace Cash Express," says Eric Norrington, a vp at the Irving, TX-based company. Ace Americas is currently deploying self-service kiosks in its stores as well as in H&R Block locations for the coming tax season.

Convenience stores typically can't keep a lot of cash on hand because it's unsafe, making money orders and transfers a problem. "These machines provide 7-Eleven an alternative way of participating in the money movement business using wire transfer with Western Union," says Don Neil, svp and general manager of retail money order at Western Union. "It solves the problem 7-Eleven had on not wanting to keep a lot of cash on hand that was not secure."

Web services including maps, weather, stock and lottery info are in the works for Vcom as well, but no Web surfing will be allowed. "We want all of our products and service to be ATM-like in the time spent. The typical ATM transaction is a minute or less, that is our target for all of these services we're going to be offering," Giddens says.

- matthew.depaula <at tfn.com

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LOAD-DATE: August 31, 2001

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Business and Industry
FutureBanker

September 2001

SECTION: Vol. 5, No. 7; Pg. 10; ISSN: 1092-9061

RDS-ACC-NO: 3036238

LENGTH: 752 words

HEADLINE: e-commerce: Bank Services Roll at 7-Eleven

HIGHLIGHT:

Financial services now offered at 5,000-unit chain are discussed

BODY:

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TYPE: Journal; Fulltext

JOURNAL-CODE: FUTUBAFT

LOAD-DATE: January 25, 2005



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Canadian Grocer

September, 2001

SECTION: v.115(7) S'01 pg G10-G13; ISSN: 0008-3704

CBCA-ACC-NO: 5212437

LENGTH: 881 words

HEADLINE: Teen drinks. Frozen drinks seem to have the right consistency to keep a crowd of fun-seeking young people filling up at convenience stores

BYLINE: Ramage, Norma

BODY:

[Graph Not Transcribed]

The hot, dry summer days of 2001 saw convenience stores promoting frozen carbonated drinks like never before. The drinks are a popular item for teenage consumers and the c-stores that offer them are regarded as hot spots. The large c-store chains have mastered the marketing of frozen drinks and have swathes of young people coming back for more—often without ever leaving the parking lot.

According to the National Association of Convenience Stores (NACS) and CSNews Industry Databank, frozen dispensed beverages account for 15.7% of total foodservice sales in convenience stores in 1998. In the NACS 1999 State of the Industry Report, it is revealed that 67% of convenience stores offer a frozen dispensed beverage. The signature frozen drinks of Mac's and 7-Eleven are a major part of the store's branding.

This summer and fall, some new Internet-based retailing initiatives are being tested by Mac's Convenience Stores Inc. Mac's, which has 850 stores from British Columbia to Ontario, is using its first major venture on the Internet to pump up sales of Froster, its signature frozen carbonated drink. Todd Hayman, Mac's Toronto-based director of merchandising, says the Internet is a natural venue for 13- to 17-year-olds, who are the biggest consumers of Froster drinks. "We don't have the budget for advertising that Coke and Pepsi do, so it made sense for us to try and utilize the Internet."

[Graph Not Transcribed]

[Graph Not Transcribed]

[Graph Not Transcribed]

Hayman describes the Froster.ca promotion, which began in May, as a two-level strategy. Level one is a scratch and win contest, with instant in-store prizes. Level two of the promotion encourages customers to use the special code on the scratch and win card to log on to the new Froster



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Teen drinks. Frozen drinks seem to have the right consistency to keep a

website, www.froster.ca. Once online, consumers can win three different levels of prizes, ranging from CDs to scooters and skateboards, and even concert tickets for bands that are popular with teenagers. For these contests, Mac's has partnered with BMG Music on the website, but Hayman says they may expand and bring in additional partners next year.

Visitors to the Froster site are also asked to fill out online surveys, which make them eligible for additional prizes. These surveys, plus other information gathered from the website, are enabling Mac's to build a detailed picture of its customer base. "We are building databases of who buys, where they buy, where they live and their age. The surveys also ask [consumers] about Froster and about their other drink preferences, where they buy and what other stores they buy at," says Hayman. He adds that the surveys have already turned up a surprising fact. Mac's secondary market for Froster "is turning out to be older than we expected—up to age 25."

[Graph Not Transcribed]

By mid-August the Froster website was recording a high number of visits with "the average visitor viewing 16 pages and spending over five minutes on the site," says Hayman. In the short term, he adds, the aim of the campaign is "to build sales and build our brand." The Internet initiative could lay the foundation for a long-term marketing plan involving a customer loyalty program.

The company appears to be successful with the current promotion. Although Hayman declines to give exact numbers, he says Froster sales were up considerably this summer, but adds, "The warm weather across the country undoubtedly helped."

While Mac's is testing Internet promotions, its retailing rival, Vancouver-based 7-Eleven stores, is sticking to more traditional retailing and promotional strategies for its Slurpee frozen drink.

"We're using a lot of radio ads this year and the usual summer in-store promotions," says Trish Lee, the company's communications manager. A particularly successful promotion was the "Defend Your Title" campaign in Manitoba, intended to increase that province's already huge consumption of Slurpee drinks. "Winnipeg is the Slurpee capital of the world," Lee explains. "Unit sales in Winnipeg are 8,000 per store, per month annualized over the year." The second-largest consumption rate in Canada is found in Calgary with 5,000 units per store, per month.

7-Eleven is also continuing its "flavour evolution" promotion by introducing new flavours that are only offered for a limited time throughout the year. One of the biggest hits this past summer was called Atomic Frog Water, which Lee describes as a zesty "tutti-frutti" flavour. 7-Eleven also partnered with Pepsi-Cola in September to include stickers on Pepsi's Mountain Dew Code Red bottles for a free Slurpee.

7-Eleven Inc., parent company of 7-Eleven Canada, participated in an Internet promotion on the Yahoo website last year that allowed online customers to "Send a Friend a Slurpee." However, Lee says 7-Eleven Canada has no current plans for the Internet beyond ongoing participation in 7-Eleven Inc.'s existing website.

One message is clear—co-marketing promotions with manufacturers can



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Teen drinks. Frozen drinks seem to have the right consistency to keep a

dramatically increase sales by those skate boarding teens crusing for that fun experience in your store

Norma Ramage is a freelance writer based in Black Diamond, Alta.

JOURNAL-CODE: 0033

LOAD-DATE: December 21, 2001

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Copyright 2001 The Roanoke Times
The Roanoke Times (Virginia)August 25, 2001 Saturday Metro Edition**SECTION:** EXTRA; Pg. 1**LENGTH:** 1021 words**SERIES:** Saturday Night**HEADLINE:** AN OCCASIONAL SERIES ABOUT THE THINGS PEOPLE LIKE TO DO ON SATURDAY NIGHT**BYLINE:** BETH MACY THE ROANOKE TIMES**BODY:**

Johnny and Bobby Blanding go Dumpster-diving just about every other Saturday night, but it was on a Friday afternoon two years ago that their curious hobby was launched.

It was the last day of their junior year at Cave Spring High School, and Johnny was just getting around to cleaning out his locker.

To his dismay, he discovered the janitor had beaten him to it - disposing of, among other treasures, his hemp rope and prized bag of beads. He sifted through the school's Lost and Found. The missing necklace-making supplies weren't there, but he did discover a like-new Adidas jacket, navy blue, and a host of Abercrombie and Fitch shirts.

He continued the search inside the school Dumpster, coaxing Bobby, his twin, into joining him.

They struck gold, unearthing not only a new source of supplies for their various art-making ventures but a Texas Instruments calculator. "A TI 83, and it still worked," Johnny recalls, beaming.

Now 19 and students at Virginia Western Community College, the Blanding brothers never did find the rope and beads that started it all. But they have recycled many a cast-off movie poster and steak knife and rug and even a Jansport backpack that was just like new except for one "small icky spot." And once, during one of the brothers' biweekly Dumpster runs at malls across the Roanoke Valley, they found a trash bin stuffed with 15 mannequin parts and a robotic reindeer left over from a Christmas display.

"That," Johnny Blanding recalls dreamily, "was a perfect night."

--

Last Saturday night, their luck wasn't quite so perfect. To start with, their buddy Teddy Polfelt had to work late at Tanglewood's Carmike Cinema and couldn't assist. (Blanding strategy calls for two rummagers inside the metal bin with a third person outside to catch the goodies and stash them in Bobby's 1987 Reliant station wagon.)

And then the clear plastic display case they unearthed behind the Valley View Belk's at 11 p.m. - "It'd be perfect for displaying our bowling ball collection!" Johnny enthused before he got a careful look at it under the lights - turned out to be broken.

So did the cardboard cutout of a hot babe modeling the latest back-to-school fashions. She had a crease right across her belly. "She's still really cute," Bobby pointed out, "so I'm taking her anyway."

A 20-minute probe of the first bin yielded the following booty:

-A roll of cellophane. "I figure we can wrap something with it," Bobby said.

-A rotating Timex display case with a light bulb inside. They will use it as a prop in the sci-fi movie they plan to make - or, if all else fails, turn it into a lamp.



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-An old air-conditioning unit that, when connected to a broken keyboard, could serve as a computer prop for one of their creative pursuits.

At their second stop - a construction Dumpster in the middle of the mall parking lot - they found a stack of like-new tiles that they will fashion into a walkway outside a castle they're constructing. In addition to the sci-fi thriller, the brothers are planning their own public-access television show. They also participate in skits and plays for their church.

The stack of two-by-fours they found will come in handy for their backdrops and sets.

"This is just some really cool stuff," Bobby said of the treated wood. "There are no nails or anything."

"I love cinderblocks!" Johnny added, standing atop a mound of crumbled cinderblocks. "Unfortunately, there's not much use for them."

Just before midnight, a mall security guard came up to scold them for trespassing. But the Blandings turned on the charm of the Eagle Scouts and First Baptist Church youth-group members they are.

"Oh, it's just YOU guys again," the guard said, chatting for a minute before walking away.

--

The Blanding brothers were born on April Fool's Day, 1982. They have a 17-year-old sister, Melanie, who thinks their Dumpster-diving is "too weird for words," and a younger brother, Scott, 15, who sometimes accompanies them - but shied away from being exposed in a newspaper article. Their parents split up when they were 13.

Their mother, Susan, is a school guidance counselor who has always nurtured their interest in drama and art, cleaning up many a pile of Legos and framing much of their artwork over the years. For a kindergarten alphabet skit, they insisted she sew a horseshoe-crab costume for the letter H and a scorpion costume for S.

"Halloween costumes were always a huge deal - until they started making their own," she said. Last Halloween, they portrayed 9-foot-tall monsters at Charles Cullen's Thunder Valley Haunted House by fashioning stilts out of old boots duct-taped to upside-down buckets.

Their father, Tom, gives them "studio space" in his garage and donated the yellow rubber work boots they wear on their trash trips.

"He used to work at AEP, so these are certified to 45,000 volts of electricity," Johnny says. "Plus, they're almost like a fashion statement, too."

Diagnosed with Attention Deficit Hyperactivity Disorder in the first grade, the twins weren't mainstreamed into regular classes until late in elementary school. Being different made for a painful coming-of-age, they say. Their few dates with girls have ended only with longing. One of their favorite high school memories is being a part of the Brain Freeze Club, a group of kids who hung out at the 7-Eleven on Chaparral Drive Southwest, slurping Slurpees after school. Their favorite flavor is blue.

"We never wore the right clothes or listened to the same music everybody else did," Johnny explains. "We were the geeks."

In two years, they hope to transfer from community college to Virginia Commonwealth University, where they'll study screenwriting, set design and film and video production. Their goal is to make movies with Christian themes.

Their mother has high hopes that they will come into their own, socially and creatively, in college.

"The Dumpster-diving strikes us as funny, but I'm not sure they see the humor in it," Susan Blanding says. "To them it's a very serious endeavor."

Beth Macy can be reached

at 981-3435 or bethm@roanoke.com.

GRAPHIC: photos by KELLY HAHN JOHNSON THE ROANOKE TIMES - 1. uncaptioned photo COLOR 2. Blanding twins Johnny (left) and Bobby show off some of the items they've found while scavenging. They display some of it in their mother's basement and use some pieces to create other art work, including "The Sentinel" (the black



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mannequin at right), which is featured prominently in some of their creative productions. COLOR

LOAD-DATE: August 29, 2001

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Copyright 2001 The Washington Post
The Washington PostAugust 23, 2001 Thursday
Final Edition**SECTION:** D.C. EXTRA; Pg. T08**LENGTH:** 1015 words**HEADLINE:** At Georgetown, City Teens Work, Play and Serve**BYLINE:** Manny Fernandez, Washington Post Staff Writer**BODY:**

When 15-year-old Joel Moses signed up for a summer job with Mayor Anthony A. Williams' Summerworks program and was assigned to Georgetown University, he was concerned that he faced long days of office errands and the kind of paper-shuffling duties that can give a teenager nightmares.

But the errands in store for Moses and a group of District youths were anything but ordinary. Some helped to spruce up a community garden on the grounds of St. Elizabeths Hospital in Anacostia, while others volunteered at Pediatric AIDS/HIV Care in Northwest. They threw a birthday party for seniors at a retirement home and hospice, made sandwiches for the homeless, picked up trash in a Northeast park — and managed to have a little fun at the same time.

Moses and more than 20 other D.C. youths ages 14 to 17 were participants in a Georgetown University program that puts a new spin on an old tradition: the teenager's summer job. It's called Summer of Service, and since 1998, the program has given kids the chance to combine summer employment with good works in the community.

The month-long effort is one of many outlets for teenagers seeking jobs through the mayor's summer youth employment program. At Georgetown, the youths embark on community projects and take part in educational workshops through the school's Office of Volunteer and Public Service.

This year, the program offered a mix of opportunities for the teenagers from Northeast, Southeast and Northwest, from discussions of career choices and volunteer work at homeless shelters to trips to museums and a lighthearted basketball tournament.

"Even though you're working, you're also having fun," said Chere[acute] Harley, 15, a ninth-grader at Coolidge Senior High School. "And you're learning every day. I think I kind of matured."

Lessons are learned by employer and employee. Georgetown students supervise much of the Summer of Service program, organizing activities and serving as mentors for the youths. The university's student coordinators see the program as a chance to bring textbook issues to life by helping kids to learn about their neighborhoods, their city and beyond.

"I want them to get a bigger view of the world," Ted Bauer, 20, said of the group.

Bauer, the program's operations manager and a Georgetown junior, was looking for something different this summer and saw an advertisement for the program on a campus bulletin board. He has spent this summer making sure that the Monday-through-Friday events run smoothly, and the responsibility has given him a crash course in the art of management.

"Being able to think on the fly," he said, has been one of his most valuable lessons. He's now considering starting a school-year project to repaint homes in Southeast.

The summer program is designed to benefit city youths and Georgetown students, giving each the opportunity to



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spend a meaningful summer helping others. As the weeks pass, the older Georgetown students and younger teenagers inevitably learn about one another, too, bridging the gaps that often divide college and high school students, especially those from different racial and economic backgrounds.

Since 1998, about 80 youths have participated in the program, logging more than 140 hours of community service each summer. Fewer than 3 percent drop out of the program, and more than 25 percent achieve perfect attendance.

In addition to Bauer, six Georgetown students receive training to work in the program as paid coordinators. The youths are also paid \$5.15 an hour and are divided into three groups: Arts and Social Change; Environment and Community Beautification; and Education. Two student coordinators are responsible for planning and organizing activities for each of the three groups.

"I wanted a fun job," said Lizzie Gelber, 19, a Georgetown sophomore and student coordinator, of her plans for the summer. "I wanted something that was worthwhile."

To lighten things up on a recent Friday afternoon, a scavenger hunt was organized. Bauer and two student coordinators climbed into a van with the Education team, the goal being to visit as many pre-selected landmarks and sites around town as they could and pick up proof of a visit along the way.

In a role reversal, the teenagers gave the college kids directions as the van rumbled toward their assigned destinations to complete their missions, including retrieving a flower at Dupont Circle and visiting Catholic University's library.

During one hot day near the end of the program, the afternoon assignment involved all three groups. Two dozen energized youngsters and Georgetown students showed up at the paint-peeled wall surrounding the tennis courts in Georgetown's Rose Park and painted it green with donated paint and brushes.

The benefits were immediate: a popular spot in the park received a bright new coat, and Bauer ended up with coupons for free Slurpees, donated by a nearby 7-Eleven.

"I actually like [the work]," said Moses, as he crouched to run his brush along the short wall outside the tennis courts. He lives in Petworth and will soon start 10th grade at Eastern Senior High School.

Behind Moses, giggles filled the air as the green went everywhere. It was on faces, hands, sneakers. There was even some on the wall after a few minutes.

A few steps away, student coordinator Kyle Pietrantonio pitched in. The 20-year-old Georgetown junior said he didn't want to spend the summer in an office, as did many of his classmates. Instead, he wanted to work with high school students and give back to the community at the same time.

"Most of my friends are on the Hill," he said, referring to congressional internships. "I just find this so much more fulfilling."

Two teenage girls needed just a few minutes to finish their section, and Bauer watched in amazement. "That's awesome," he said, clapping his hands. "Wow."

About a half-hour after everyone else had finished painting and was washing off green specks, one student coordinator looked for Moses. He found the teenager back at the wall, touching up spots to make it look the best that he could.

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Sarnia Observer (Ontario)

August 20, 2001 Monday
Final Edition

SECTION: BUSINESS; What's New in Business; Pg. B8

LENGTH: 688 words

HEADLINE: Kay's Petals and Plants celebrating 25 years

BYLINE: Brian Bolt, The Observer

BODY:

Kay's Petals and Plants in Corunna is throwing a party this Saturday to celebrate 25 years in business.

Owner Kay Stanton says the family-run business began with a dream and great ambition in 1976, so she wants to make the 25th anniversary a momentous occasion to remember.

Everyone is invited to the store at 437 Lyndock St. on Saturday where Stanton will be presenting a floral art show. The unique show will feature creative floral arrangements celebrating "The Circle of Our Lives."

Stanton's designs will interpret the appreciation of the earth, the destruction people have caused, the effects of the industrial, agricultural and technological revolutions and the journey of life and death through a unique display of flowers and foliage.

The show will run outdoors in a silver tent between 9 a.m. and 5 p.m.

There will also be a charity barbecue from 11 a.m. to 2 p.m. where hot dogs, hamburgers, sausage on a bun and pop will be sold to raise money for the Children's Miracle Network, which supports the Children's Hospital of Western Ontario in London. TK the clown will be on hand to give out balloons.

A one-day sale will be held Saturday as a thank you to customers. All in-store merchandise (excluding fresh flowers and wire orders) will be 25 per cent off regular price.

Short tours of the shop will be given; prizes will be handed out and everyone in attendance that day will receive a flower.

SARNIA GETS THE OLYMPICS

Toronto may have failed in its bid to host the Olympics, but an Olympics event is going to be held right here in Sarnia on Sept. 2.

It's the Sarnia-Lambton Chamber of Commerce "Chamber Family Olympics," and it's open to chamber member businesses, their employees and families. The event is like an old-fashioned company picnic with plenty of fun games and prizes.

It's slated to get under way at Canatara Park at 1 p.m. with family flag making, followed by opening ceremonies at 1:15. Family flags will be displayed during the Olympic parade of athletes as each family member enters marching to the Olympic anthem.

There will be about two hours of games such as tug of war, piggy back race, egg tossing competition, wet wobble ball relay, ride 'em rodeo relay, sack race, hoop and pylon race, volleyball toss, wet sponge throw and more.

Closing ceremonies take place at 3:30 with grand championship medals being presented to the top three athletes/teams for each event. They will be honoured, photographed and presented with their medals at the podium.



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Food and beverages will be provided throughout the day.

The day's events are free but you have to register soon, as the deadline is Aug. 22. Contact Joyce Neill at the chamber office, 336-2400.

PROMOTIONAL VEHICLE VISITS

The "7-Eleven Summer Strikeforce" Hummer has been seen frequently in Sarnia and area this summer, taking part in festivals and special events.

The promotional vehicle was in the area again Friday, attending the Highland Games in Sarnia and a Much Music dance party for young people at the Point Edward Arena.

The vehicle is youth oriented, offering music, games and prizes. Everyone's a winner on the Spin to Win Wheel Promotion, with prizes including such 7-Eleven products as Big Gulps, Classic Selection water, Cafe Coolers and Slurpees.

7-Eleven has three of the Hummers cruising Ontario this summer, with one based in London covering an area from Guelph to Windsor. It has been in this area previously this summer visiting such events as Hobbyfest and Kidsfest and the city's summer day camp program.

"In prior years in Ontario we have targeted our advertising utilizing radio and outdoor mediums," said Trish Lee, communications manager for 7-Eleven Canada Inc. "This year we wanted to get face to face with our customers."

7-Eleven is celebrating its 32nd anniversary of operations in Canada this year. 7-Eleven Canada Inc. is part of 7-Eleven Inc., which has nearly 5,500 corporate and franchise 7-Eleven and other convenience stores in the United States and more than 490 stores in Canada. In addition, licensees and affiliates operate close to 16,000 7-Eleven stores in the United States, its territories and 16 other countries.

LOAD-DATE: February 20, 2006

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Copyright 2001 Times Publishing Company
St. Petersburg Times (Florida)August 17, 2001, Friday, 2 Late Tampa Edition

SECTION: TAMPA & STATE; Pg. 1B

DISTRIBUTION: TAMPA & STATE

LENGTH: 579 words

HEADLINE: A Slurpee rebellion bubbles in Tampa

BYLINE: ERNEST HOOPER

BODY:

These days the clerk serving up Slurpees at 7-Eleven is looking people in the eye and saying, "No Coke, Pepsi."

Yep, the folks at 7-Eleven have turned Tampa into a guinea pig, using this market to test Pepsi Slurpees (or is it SlurPepsi?).

Why Tampa, you ask? Officials at 7-Eleven said their information indicates this is a high-sales area for Pepsi products, so they want to see if Pepsi Slurpees will take off.

The decision, even in a test phase, is sacrilegious to Coke addicts such as myself, and conjures up memories of ill-fated New Coke. What's next, green ketchup? Never mind.

It's not time for us Coke heads to push the panic button, however. The store will study the findings carefully and may allow stores to choose whether they serve Pepsi or Coke Slurpees based on sales. In fact, the official said, 7-Eleven would like to get to the point where they offer as many Slurpee flavors - including Coke and Pepsi - as they offer fountain drinks.

The grapevine says add the name of School Board member Candy Olson to the list of potential 2002 Hillsborough County Commission candidates. Olson was coy when asked about the possibility - saying she didn't know if her work on the School Board was done - but she did not deny the possibility.

What moves someone to run for public office? I took that question one floor up in our downtown building, to the office of Tampa attorney Michael Steinberg. He has announced he'll make a 2002 bid for the District 47 state House seat currently held by term-limited incumbent Rob Wallace.

Steinberg said part of his motivation for wanting the seat is a desire to craft state laws that would better serve his clients. He has spent most of his career helping folks acquire Social Security and other disability benefits.

At times those benefits have impacted how much people, particularly couples, can receive for Medicaid.

Steinberg will run as a Democrat, but insisted he is not anti-conservative or anti-liberal. That's a good thing for a Carrollwood district primarily consisting of moderate Republicans and conservative Democrats.

David Alfonso has come full circle. After years of working as a sportswriter, the Plant High graduate (Class of 1966) is back where he started, teaching algebra to a new group of Panthers.

"Everything is the same, everything is different," Alfonso said. "Kids are still feeling their way socially on how to proceed, but they're much more advanced than we were. Sex hadn't been invented yet when I was in high school."

The United Way of Hillsborough County also resides in the Times building on Ashley Street (you would be surprised at the number of people who think we drive to St. Petersburg every day). Anyway, the other day I saw a



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bunch of people leaving the United Way with Hawaiian shirts.

I immediately began to ask why I didn't get an invite to the luau, but it turns out those were volunteers gearing up for the United Way's beach-themed fundraising campaign: Sunsation 2001.

The campaign kicks off Aug. 30 with a USF Sun Dome breakfast followed by the Day of Caring, in which more than 2,000 people will spend the day volunteering for various agencies.

My friend saw the news about Marcelina, the new private spa on Plant Avenue and said she's all for it.

"If the world had more facials," she said, "there would be fewer wars."

- Ernest Hooper can be reached at (813) 226-3406 or Hooper@sptimes.com. His column appears on Wednesday, Friday and Sunday.

LOAD-DATE: August 18, 2001



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Copyright 2001 Brunico Communications, Inc.
StrategyAugust 13, 2001**SECTION:** News; Grassroots MarketingPg. 2**LENGTH:** 1307 words**HEADLINE:** Companies turn to grassroots sports**BYLINE:** Lisa D'Innocenzo**BODY:**

Trend is to move away from pro leagues for brand building, say experts

Just like kids vie for the star position on the Little League soccer squad, more and more brands are competing for recognition at the grassroots sports level, where they can score points with a specific demographic. And while this area is a natural fit for sports-oriented brands, even marketers from outside the field are looking for ways to gain access.

"I definitely have seen more companies wanting to move in that direction," says Keith McIntyre, president of sports marketing firm K.Mac & Associates.

"I think one of the reasons is that connecting one-on-one offers an opportunity to build stronger loyalty."

Further, there is a trend away from pro sports sponsorships, according to sports marketer Michael Gouinlock, president of The GEM Group, Toronto, who says prices for grassroots initiatives could range from \$15,000 for a single-market program, to \$1-million for a national program. "It's so cluttered and expensive...and there's a disconnect between the consumer and the pro-athlete. Can they really relate to someone making \$15 million a year?"

Certainly, there is a healthy number of Canadians involved in physical activity these days: according to Statistics Canada, 1998 saw more than eight-million citizens aged 15+ participate in sport.

Brands are beginning to clue into the movement toward local parks, says Pete McAskile, CEO and CD of Second Dimension in Toronto. He points out that a number of his clients have switched ad dollars from mainstream efforts to localized initiatives.

As an example he cites 7-Eleven's Ontario division, which felt that "broad based advertising wasn't getting to their communities." So Second Dimension developed a summer test program for the chain, whereby 7-Eleven branded Hummers make the rounds at soccer tournaments, parks and rinks. At each location, reps invite kids to spin a wheel, where they can win prizes like Slurpees, the company's proprietary frozen drinks.

While such endeavours may not impact sales immediately, it's an effective way to cultivate deeper community ties. CCM, the hockey equipment and apparel label owned by The Hockey Company, Montreal, hopes to do just that with its new "Community Assist" Youth Hockey Program. Beginning this summer, CCM will accept requests from youth hockey organizations across North America for 10 bursaries worth \$5,000 in product. "What's key is being close to the player, and that's getting as close to the arena as possible," explains Len Rhodes, VP of global marketing, who says the company also supports youth tournaments and spends 20% of its sponsorship and promotions budget at local rinks.

But while enhancement of brand image is a goal, so too is securing loyalty at a young age. Company research indicates that 60% of athletes remain loyal to the first brand of skates they purchase. "Statistics show that they're going for repeat purchases over time, and over many years, that can result in a significant number of pairs of skates and equipment."

Another advantage to entering the grassroots sports arena is that demographics are very focused. BMO Mutual



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Funds, an arm of the Bank of Montreal, which is affiliated with Skate Canada at the national rank, is considering its support of kids' figure skating through Can Skate carnivals, where it can access parents of two-to-eight-year-olds for its RESP product. While a decision is still pending on whether plans will go ahead this fall, the firm aims to install booths with educational information at community-based functions, enabling it to communicate one-on-one with the target, according to a spokesperson.

Since its inception six years ago, The Toronto Central Sport & Social Club (TCS&SC) has attracted sponsors eager to tap into its demographic: college-educated professionals aged 22 to 32. "There are so many similarities between this group of people," says director Kristi Herold-Miller, who adds that the gender breakdown is 45% women and 55% men. "If you go to a university [to advertise], the interests could range, whereas we know that people in our group have at least one similar interest: playing sports in a social atmosphere." Having grown in membership an average of 50% each year, the club permits sponsors to access its 15,000-strong direct mail database 6,000 of which have e-mail addresses, as well as organize sampling opportunities whenever they want.

Blue Light is one of the more recent sponsors to jump on-board with TCS&SC. According to Paul Shugart, the beer manufacturer's director of corporate properties and consumer communications, the club fit the brew's new "Free your time" positioning like a glove. Teams who score the highest in "spirit points," or in other words, squads that show good sportsmanship, are entered into a contest to win a cooler filled with branded tees and baseball caps every two weeks. At the end of spring season, those with the most spirit points were entered into a draw to win a night in Labatt's Skydome box to watch a Blue Jays match. "Above all else you want to get to beer drinkers and associate with them when they are in a drinking situation," explains Shugart. "Our relationship is in the early stages, and we intend to build on it in the next little while."

One company that has leveraged its affiliation with the club over the years is Belleville, Ont.-based Wilson Sports Equipment Canada. "The best way to introduce people to a product is to have them play with it," says business manager Jim Sanderson, who adds that the company also strove to update its image. "This demographic equated Wilson to dad's Oldsmobile... We wanted that exposure with them because it hammers home that we're not just a staid brand, we're out there being active and providing a benefit."

Wilson's ad budget is split evenly between grassroots, collegiate and pro sports sponsorships. But Sanderson says it could take awhile before results from localized programs kick in. Despite being involved with volleyball at grassroots for the past six years - both through TCS&SC and other tournaments - it's only in the past two that there has been a spike in sales. Still, "in a five-year period, our volleyball sales have doubled," reports Sanderson. "It's a pretty flat market so we know we're making strides."

There's another benefit to having a presence at local leagues: the ability to build a database, a project Wilson is currently working on. The company plans to run contests and collect information, including e-mails, through questionnaires onsite. In the future, the goal is to introduce new products and technology to database members, as well as hold focus groups via the Web.

Despite all the hyperbole, there are a few risks involved when teaming up with a grassroots organization. McIntyre warns there might be a level of frustration involved when it comes to execution, since many clubs are built purely on a volunteer basis. "Coming in from a corporate side, if your expectation is to meet certain objectives, you may not get that co-operation."

Delivery is still a challenge too, because while a national organization may have 500,000 registered members, they often don't have direct access to them, points out Gouinlock. "They go through provincial organizations to municipal to coaches," he explains. "So each time you have another layer, your delivery is weeded out." A better gameplan is to sign up with each individual club, like TCS&SC, he advises, which might eat up more time and resources.

But a brand shouldn't be thrifty just because they're dealing with local initiatives anyway, adds McIntyre. "It's the quality of the brand that you're bringing out there, and if you don't look at it in that context, you're jeopardizing the integrity of your brand."

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 Edmonton Journal (Alberta)

August 12, 2001 Sunday Final Edition

SECTION: At The World's: Edmonton 2001 World Championships In Athletics; Pg. W5

LENGTH: 528 words

HEADLINE: Americans burn up track in 4x100 relay: Anchored by Jones, squad turns in season's fastest time

SOURCE: The Edmonton Journal

BYLINE: Curtis Stock, Journal Sports Writer

DATELINE: Edmonton

BODY:

McDonald's sold another burger; 7-Eleven another Slurpee. And the United States women's 4x100 relay team won another gold.

Okay, so the U.S. women didn't win the last World's in Seville. But there should be an asterisk beside that one. As in W.M.J. — without Marion Jones, who had injured her back.

"It's about time," Inger Miller, the U.S.'s third leg runner, had almost the audacity to say of the team's gold-medal performance on Saturday — their third in the last four World's 4x100 relays; not to mention winning four of the last five Olympics in this event as well.

This one was totally dominating. Textbook-perfect baton passes. Tremendous speed.

Add it up and it was a victory by more than half a second over Germany, whose lead runner, Melannie Paschke, delivered a baby earlier this year. France was third.

"With Marion Jones in the lineup we had no chance," said Germany's Birgit Rockmeier. "When she is running, the U.S.A. is in front."

In front right from the beginning, in this one. Kelli White to Chryste Gaines to Miller and Jones was as fluid as Tinkers to Evers to Chance.

By the time Gaines handed the baton off to Miller, the U.S. had already made up the staggered start coming out of lane 6. And by the time Miller put the baton in Jones's outstretched hand, all that was left was for Miller to stand behind her — arms already outstretched in victory — yelling "Go. Go. Go," and then a big "Wow."

Game, set and match.

"My job was easy," said Jones. "They did the work. I just had to bring it on in."

The U.S.'s winning time was 41.71. Easily the best 4x100 time of the year, it was also just .30 seconds off the championship record set by, who else, the U.S. women in 1997 in Athens.

All that from a team that only got together this week.

For that matter, when Jones grabbed the baton Saturday morning it was the first time she had taken a pass at these World Championships.

Imagine how good they could be if they practised? Even a little.



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"A world record," answered Jones. "If we could get together and get some communication with the track and field coaches and our federation, a world record is definitely possible.

"Some handoffs. Maybe a couple of times a year. Not just the day of the race. A time of 41.71 is extremely good for handoffs that are just boom in the morning."

For Jones it was her second gold of the World's, having also won the 200m Friday. She also took silver in the 100m.

"I've had a range of emotions. The ups and downs. The upset. The satisfaction. The celebration.

"I came here to win three golds. It didn't happen. I have to deal with that. I learned a lot about my technique in the 100.

"This is nice to wrap up the whole World's Championships. A gold medal. And a dominating performance like we just put out there."

Jones and most of the best will now head to Zurich, Switzerland, for the Golden League meet that starts Friday.

"I think I'll relax and see Edmonton first," said Jones. "I need a couple of hours break."

*

THE MEDALS

Women's 4x100 relay

GOLD

United States

41.71 seconds

SILVER

Germany

42.32 seconds

BRONZE

France

42.39 seconds

GRAPHIC: Photo: Rick MacWilliam, The Journal; U.S. second runner Chryste Gaines, left, hands the baton to Inger Miller en route to the 4X100-metre relay victory on Saturday. (d)

LOAD-DATE: March 27, 2002

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 The Star Phoenix (Saskatoon, Saskatchewan)

August 11, 2001 Saturday Final Edition

SECTION: Third Page; Les MacPherson; Pg. A3

LENGTH: 703 words

HEADLINE: Canada drops the ball in schoolyard games

SOURCE: The StarPhoenix

BYLINE: Les MacPherson

BODY:

"We should stop preaching about sport's moral values. Sport isn't Lent, after all, it's a pleasure of the flesh."

— Canadian runner Bruce Kidd

Do you remember back in phys ed class, there was always the poor kid who could be relied upon to finish last, in everything.

He was skinny, weak and hopelessly unco-ordinated. His arms and legs were like toothpicks, randomly stuck in a marshmallow body. He often wore wire-frame spectacles with lenses as thick as decorative glass blocks.

This kid was as much out of place on the playing field as a fish in sweatpants. His throws always fell short. The high jump bar could not be set low enough for him to clear it. When the other kids were showered and changed and on their way to the 7-Eleven for wild cherry-flavoured Slurpees, he was still finishing the endurance run.

We've all known him. He was the loser. The gimp. The kid who sucked.

In the world of international track and field, Canada is that kid. Events in Edmonton confirm that our runners are the slowest, our jumpers the lowest and our throwers the shortest in the world. We are as consistent as we are bad. If there were a decathlon of sucking, we'd be unbeatable.

And let's face it, we do suck at track and field. We can't even win by cheating. This became apparent when Canada's top female sprinter was caught taking banned steroids. The tip-off might have been her unnatural physique. She's as muscular as an alpha male gorilla. In spite of her regimen of performance-enhancing steroids, she still failed to qualify in Edmonton for the semi-finals. She was already eliminated from the competition when she was disqualified. Loser hardly covers it.

The steroid she used, incidentally, is the same stuff that got Ben Johnson disqualified from the Olympics 13 years ago. It's not only banned, it's obsolete. There are more effective performance-enhancing drugs available now that are not so easily detected. Even in cheating, we suck.

Our best hope for a medal was supposed to be a discus thrower from Ontario. He came ninth, not good enough to advance to the finals. This was the best we've got. Canada is now almost certain to come away from the Edmonton games with zero medals.

The only other countries that do as poorly in track and field are fictitious. Freedonia, for example, the country ruled by Groucho Marx in Duck Soup, is expected to win zero medals at the Edmonton games. Also winning zero medals is Leutonia, motherland of SCTV polka-meisters Yosh and Stan Shmenge, and the Duchy of Grand Fenwick,



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featured in the 1959 Peter Sellers' comedy *The Mouse that Roared*. It wasn't that funny, either.

As if it weren't humiliating enough to be ranked with Freedonia, Leutonia and Grand Fenwick, they had to rub it in by rat-tailing Canada with wet towels in the locker room. That really stings.

So badly is Canada doing at these games that the only star to emerge is Robert Philip, a crusty columnist with Britain's *Daily Telegraph*. When Philip dissed Edmonton in his column as a boring provincial backwater, Edmonton reacted by bending over backwards for him to prove that it isn't. The mayor even took Philip on a complementary helicopter ride. Philip had to concede that the city makes a much better impression from the air.

Besides sneering at the Alberta capital, Philip also drew attention in his column to Canada's losing record and loser attitude. The irrefutable evidence was a headline that appeared in an Edmonton newspaper after the men's marathon:

"Gritty Canadian thrills crowd with gutsy run for 42nd spot."

Ouch. That stings almost as much as a rat tail.

A lot of Canadians find all this very disturbing. They regard our zero medal count as a national disgrace. They want someone to do something about it, provided it doesn't actually cost them anything.

I'd tell these people the same thing I'd tell the aforementioned kid who always finishes last in phys ed class:

It doesn't matter. Running and jumping and throwing are not important. They might seem important when viewed from certain angles, but they're not really. Hardly anything could be more inconsequential.

That's why we call them games.

—

les.macpherson@TheSP.com

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LENGTH: 667 words

HEADLINE: Will 7-Eleven produce fine whines?

BODY:

ORLANDO - Don't look for Chardonnay Slurpees anytime soon, but 7-Eleven, the convenience store chain that brought Big Gulps and frozen burritos to millions, is going boldly where no fast-food chain has gone before.

Straight into the heart of wine country. Not wine in a box, either.

Instead, customers are choosing from 50 wines ranging from about \$5.99 to \$18.99, including popular - and well-received - California varietals from Robert Mondavi, Kendall-Jackson, Fetzer.

Beringer and Ravenswood, as well as imports from Barton & Guestier in France, and Lindemann from Australia.

In fact, 7-Eleven has even developed its own wines under the Taillan label, a merlot and cabernet sauvignon produced in France by Compagnie Rhodanienne. There's little to denote that these "house" wines are the product of a business better known for Slim Jims than zinfandels. However, those who look closely will be rewarded: The corks carry the 7-Eleven logo.

Sipping, not slurping

Although good wine is more closely associated with upscale consumers whose food shopping trends toward Zabars, the grape has been an increasingly strong seller for 7-Eleven.

In the company's 10-Q report to the Securities and Exchange Commission in May, 7-Eleven listed wine as one of six categories having the largest impact on its sales growth.

Beer and wine make up 11 percent of the company's merchandise sales, although 7-Eleven declines to break down sales of the two beverages.

Wine Business Insider, an industry trade publication, estimated 7-Eleven wine sales at \$50 million - and that was five years ago, before the chain began its newest push.

Further, the market-research oriented company is keeping a close eye on demographics. Consumers tend to drink more wine and less beer as they age, and graying boomers who once frequented the chain for six packs are looking for a different alcoholic beverage.

The chain aims to please. Today, in select markets, customers choose red wines from an aisle-wide, 30-bottle rack. Chilled whites, blush and sparkling wines are in a nearby cooler. The store also sells accessories and the trendy Wine Spectator magazine.

Hidden \$8 bottles?

James Caudill, a spokesman for Kendall-Jackson Wines - which has partnered with 7-Eleven for the last four



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years - is predictably enthusiastic "It's good for the industry and good for the American people," he says.

And he's not alone.

Far from turning up their noses at 7-Eleven's new offerings, the wine industry as a whole is happy to see the company pushing their product - especially at a time of declining growth, according to John Gillespie, president of the Wine Market Council.

"We're delighted about their move," says Gillespie, calling from a California vineyard. "They are reaching a consumer who is not necessarily in the store to buy wine. It makes wine more of a convenience item - something to make a meal more enjoyable."

That's not to say that everyone in the rarefied world of wine lovers is happy about 7-Eleven's appearance on the scene.

Take Al Gane, an independent wine consultant with a 2,000-plus bottle wine cellar in his home. He is not concerned about 7-Eleven's price range: He says an average white for him is in the \$10 range and an average red in the \$20 range.

But Gane, who confirms he has been in 7-Eleven recently and is familiar with their newer lineup, says even the expanded offerings fall short. "Not to disparage the product," says Gane, "but they have nothing that would interest me."

Speaking from the heart of wine country, however, Gillespie disagrees. "I've looked at (7-Eleven's) displays and there are several wines that I would be happy to take home for a Wednesday night with some rotisserie chicken."

Nor is Gillespie overly concerned about the reaction of other oenophiles to the chain's middle-of-the-class offerings: "As for the upscale consumer, I suspect he or she may have a few \$8 bottles of chardonnay in the 'fridge, just in case."

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The Nightly Business Report

SHOW: NIGHTLY BUSINESS REPORT (NBR 6:30 pm ET)August 9, 2001 Thursday

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SECTION: BUSINESS**LENGTH: 3675 words****HEADLINE: Nightly Business Report****BYLINE: Paul Kangas, Linda O'Bryon****BODY:****THIS IS A RUSH TRANSCRIPT. THIS COPY MAY NOT BE IN ITS FINAL FORM AND MAY BE UPDATED.**

PAUL KANGAS, NIGHTLY BUSINESS REPORT ANCHOR: Americans shop when retailers drop their prices. Discount stores take center stage in the latest look at consumers' spending habits. Good evening. I'm Paul Kangas.

LINDA O'BRYON, NIGHTLY BUSINESS REPORT ANCHOR: And I'm Linda O'Bryon. Susie Gharib is off tonight. Not much happening today on Wall Street. The Dow ends the day up five points; the NASDAQ falls three. And 20 years ago this machine moved the personal computer from the hobby bench to the workplace. We'll show you what a difference two decades makes.

O'BRYON: Good evening, everyone. It may be sweltering across much of the country, but new figures show that for my retailers sales are downright frigid. Only deep discounters are avoiding the chill. Erica Miller has a run down of the latest retail monthly sales numbers and asks whether investors should warm up to retail stocks.

ERICA MILLER, NIGHTLY BUSINESS REPORT CORRESPONDENT: From sneakers, to pants, to T-shirts, retailers have been cutting prices to entice shoppers to spend. But so far, it's proving to be a tough sell. Most chains reported weak sales in July at stores open at least a year. Specialty apparel chains were among the big losers.

MARK FRIEDMAN, SPECIALTY RETAIL ANALYST, MERRILL LYNCH: The specialty sector continues to struggle. There's a tough fashion cycle that certainly wasn't helped by the fact that July is a clearance month. So if you don't have a good spring season, it doesn't make the goods that much more attractive, even though they've been aggressively marked down.

MILLER: Sales fell at AnnTaylor (ANN), Abercrombie & Fitch (ANF), The Gap (GPS) and The Limited (LTD). Discounters and warehouse stores did best. Kohl's (KSS) blew away expectations. Wal*Mart (WMT), the Target (TGT) discount chain, and Costco (COST) also did well.

DEBORAH WEINSWIG, DISCOUNT RETAIL ANALYST, BEAR STEARNS: Discounters are doing very well because they're continuing to improve their price points, which I think is very important in this economy. Also, they are continuing to really gain the edge on the fashion side, not only in apparel, but also in home furnishings.

MILLER: But the outlook for August is more upbeat, mainly because of an expected pick-up in tax rebate spending. Plus August is typically a prime month for back-to-school shopping, But that doesn't necessarily mean now is a good



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time to buy retail stocks. The S&P retail Index is about flat since the start of the year, and some analysts say many companies are fully valued. Abercrombie and Talbots (TLB) are the only specialty retail names Mark Friedman is recommending.

FRIEDMAN: You really want to be focused on companies that have very strong momentum. And if you're not in those names than I

think you want to be very cautious in how over-weighted you want to be you want to be in specialty retailers.

MILLER: In the discount arena, analyst Deborah Weinswig likes Wal-Mart, K-Mart (KM) and Target.

WEINSWIG: If you look back 10 years, historically Wal-Mart, K-Mart and Target tend to outperform the S&P 500 in the fourth and the first quarters. So I would think that now would be an opportune time to get into these stocks.

MILLER: Soft retail sales hurt more than just retailers. Consumer spending makes up two-thirds of economic growth. So weakness in the sector is likely to have a widespread impact. Erika Miller, "NIGHTLY BUSINESS REPORT," New York.

KANGAS: Stocks on Wall Street opened moderately lower today in an extension of yesterday's 165 point drop in the Dow Industrial Average and 61 point loss in the NASDAQ Index. What's more, those lackluster July retail chain store sales caused investors to mimic retail consumers as they too seemed interested in buying only deeply discounted items. In a steady early sell-off then, the Dow fell 60 points by 11:00 a.m., while the NASDAQ Index was down 17 points. Intensifying the bearish malaise were broad downturns in other major world stock markets, including big drops in Tokyo, Germany and on London's FTSE. Halfway through the noon hour, the Industrial Average posted an 80 point loss. NASDAQ down 22 points. The sell-off finally brought the market down to a level which attracted some solid buying throughout the afternoon. The Dow Industrial Average struggled back into plus territory to close with a gain of 5.06 at 10,298.56. The NASDAQ Index was down only 3.04 points, ending at 1963.32.

Big board volume down just a touch from yesterday and about a six to five ratio of down volume over up volume, a little more than that actually.

The Dow Transports Index down nearly 47 1/2 points. The airlines particularly weak

The Utility Index however up 2.57.

The Closing Tick decidedly bullish plus 991

Standard & Poor's 500 off 1/10 of a point.

A gain of .30 in the 100 .

The 400 was up just about a quarter of a point

Bridge Futures Price Index gained a .54

A loss of .16 on the New York Stock Composite.

Value Line up the smallest of fractions.

The Russell2000 Small Cap gained a little over 1 1/2

And a loss of nearly 5 1/2 points in the broadly based Wilshire 5000 Index

The bond market followed through on yesterday's big rally early today in reaction to news that July US import prices

fell 1.6 percent.

And there was a rise of 33,000 in the latest weekly jobless benefit claims. The market turned abruptly lower however, after the Treasury's 30-year bond offering got just a lukewarm reception. It was priced to yield 5.52 percent.

At the close, tax free and corporate issues were down 1/8 to 3/8 point on average. The Treasury market fell. across the board.

The 5-year notes down 7/32.

The 10-year note down 13/32.

The 30-year bond down 13/32 as well.

And the Lehman Brothers Long-Term Treasury Bond Index was down almost 3 points.

I'll be back shortly to show you where the action was on Wall Street today.

O'BRYON: So what's to blame for the recent lackluster market performance? Many analysts point to a disappointing batch of economic numbers, especially yesterday's Beige Book report. It was widely interpreted at showing weaken in manufacturing spreading to other areas of the economy. But one veteran economist thinks the markets overdid it. Former Fed Governor Lyle Gramley says he compared the last two Beige Book reports side by side and his conclusion? He thinks one pessimistic sentence in the summary of this month's report led the markets astray.

LYLE GRAMLEY, FORMER FEDERAL RESERVE GOVERNOR: It would take a Talmudic scholar to detect any significant differences in tone between those two reports. Both are weak, but the August 8 report is not significantly weaker than that of in the month of June.

O'BRYON: Gramley still expects the economy to pick up in the third and fourth quarters and he predicts that that will cut interest rates another 25 basis points when it meets August 21.

KANGAS: The Silicon Valley crowd isn't big on formal affairs, but hundreds came out last night for what passes there as a high society event. It was an anniversary party for a very special member of the high tech community. Scott Gurvey was there as well.

SCOTT GURVEY, NIGHTLY BUSINESS REPORT CORRESPONDENT: It was a who's who of high tech, as the biggest names of the personal computer age gathered to celebrate the birthday of a precocious 20-year-old. It was in 1981 that IBM unveiled the IBM PC, a device destined to spark a revolution. Intel (INTC) and Microsoft (MSFT) sponsored this dinner and panel discussion at the Tech Museum of Innovation in San Jose. As people present at the creation remembered, the IBM product wasn't the first personal computer, but it legitimized the business, moving it out of the hobby category and into the business world.

DAVID BUNNELL, FOUNDER, "PC MAGAZINE": You can remember the very day that IBM did what, you know? And the first thought being well, they could never do this. They're too big. They're too bureaucratic. You could never make the elephant tap dance.

GURVEY: The original IBM PC sold for \$3,000, \$5,700 in today's inflated currency. And breaking with tradition, IBM went outside of its own labs to buy the parts. Intel provided the processor that made the PC tick and a small software company named Microsoft wrote the programs that told it what to do.

DAVID BRADLEY, ORIGINAL IBM PC DESIGN TEAM: Quite frankly, we're developing this thing over the course of one year and we really didn't have enough time to boil it down to interface specifications. So we said let's just do the next best thing. Let's publish the schematics. Let's publish the BIOS listing. And skilled guys will be able to figure out how it works and be able to build hardware to plug in and write software to interact with it. And I think it was one



of the best decisions we made.

GURVEY: IBM's decision also provided an opportunity for others to produce personal computers that would run the same programs. Compaq (CPQ) created the first of what were then called clones and the market exploded.

ROD CANOIN, CO-FOUNDER, COMPAQ COMPUTER: The first was, stumbled into a RadioShack (RSH) store and on a trash 80 Model 3 saw Busi Calc running. And the light bulb went off. It was like this is going to change the world. But I was still happily employed at Texas Instruments. The second event was when IBM introduced the PC. I had been involved enough around the industry to—the light bulb went on again. This is going to change the world, and if there's ever a time to go out and start a company, now is the time.

GURVEY: IBM (IBM) thought it would sell 250,000 PCs in the first five years. It sold that many in less than 12 months. Today the average PC sells for \$1,200, its processor is 300 times faster than the original and it has 2,000 times the memory. Intel and Microsoft are two of the world's biggest companies.

BILL GATES, CHAIRMAN, MICROSOFT: We had written into our contract we got to license DOS to the clones and it was a big point of negotiation. But would the patent environment allow those clones to thrive? And fortunately, IBM was semi reasonable about the patents and the whole thing flourished because of it.

ANDREW GROVE, CHAIRMAN, INTEL: No company believed in differentiation as a doctrine more than IBM and this departure set this industry in motion and set the forces in motion that actually grew bigger than IBM.

GURVEY: Looking forward, the panelists agreed the PC will be around for a long time in spite of the increase in the number of smaller appliance type devices now coming on the market and they agreed that connectivity through the Internet and wireless will be the big growth areas near term. Ironically, several of the panelists represent products and companies that did not survive the first 20 years in this hotly competitive industry. One quoted the great physicist Neils Bohr, saying predicting is always difficult, especially about the future. Scott Gurvey, NIGHTLY BUSINESS REPORT, San Jose.

O'BRYON: A California judge is expected to rule later today on whether to reduce a huge damage award in a case against tobacco giant Philip Morris (MO). The company is trying to slash a \$3 billion jury verdict awarded to a sick cigarette smoker named Richard Boeken. Philip Morris wants that cut to \$25 million and wants the whole case retried. Boeken has lung cancer he says came from 40 years of smoking. That \$3 billion dollar award is the largest ever in a tobacco trial with a single plaintiff. Paul?

KANGAS: Philip Morris' stock today closed at \$44.49, down \$0.32. And the rest of the market made a pretty good comeback, down over 80 points at one stage. The Dow closed with a gain of just over 5 points and the broader market higher by about a 17 to 14 margin. 158 new yearly highs, only 64 new lows.

Nortel Networks (NT) topped the active list, down \$0.06 on a hefty 42.6 million shares. The company today sold \$1.5 billion of seven year convertible notes and these notes reportedly carry a 4 1/2 percent coupon and are convertible into Nortel common stock at a price of \$10 a share. That would be a 32 percent premium to today's closing level.

Solectron (SLR) down \$1.71. The company plans to buy Semack Industries for \$2.7 billion in Solectron stock. Could be a little earnings dilution there.

Lucent Technologies (LU) edged up \$0.05.

Sprint PCS Group (PCS) down \$0.25.

EMC (EMC) a \$0.60 loss, fifth in big board volume.

Abercrombie & Fitch (ANF) tumbling \$6.15. July same store sales at Abercrombie down 14 percent. Even so, the U.S. Piper



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Brokerage repeated a "strong buy" on the stock.

General Electric (GE) moved up \$0.25.

Nokia (NOK) down \$0.48.

And then Consec (CNC) off \$1.29. Tuesday, the company cut its 2001 earnings estimate from the \$1 range down to about \$0.90 a share. Today, Goldman Sachs made some cautious comments about Consec's outlook.

AT&T Wireless (AWE), 10th in volume, down \$0.54.

Delta Airlines (DAL) off \$1.69. The airline industry apparently feeling the pinch of the considerable cutback in business travel expenses these days.

Dillards Department Stores (DDS) up \$1.37. July same store sales there were up seven percent and the Ferris Baxter Brokerage (ph) upgraded the stock from "buy" to "strong buy."

The Gap (GPS) down \$1.57. Its July same store sales fell 12 percent.

Goldman Sachs (GS) down \$1.75. The company has filed a shelf offering registration with the SEC for sale of six million shares of Goldman Sachs owned by SMBC Capital Markets.

International Game Technology (IGT) up \$3.34. Salomon Smith Barney upgraded it from "outperform" to "buy."

And Newmont Mining (NEM), \$1.36, leading the gold group higher. There's, the New York gold December contract today was up \$5.50 to \$276.20 an ounce.

Semack Industries up \$3.58. As I mentioned, Solectron going to acquire this company for about 1 3/4 shares of its stock. That works out to about a \$27 value as of today. The Semack Industries business is electronic manufacturing solutions.

Ann Taylor Stores (ANN) up \$3.03 even though its July same store sales were down 17 percent. But the company still says its second quarter earnings will be \$0.22, a \$0.01 better than the Street expects. And it says it will meet the Street estimate for the full year.

Flowers Foods (FLO), the big baking company, rose to the occasion with a gain of \$3.25. Second quarter earnings better than expected, \$0.18, even though that was down from \$0.28 last year. But the Street was only expecting \$0.04 so they did a lot better than expected.

Key3Media Group (KME) down \$1.26. This company produces trade shows and in the corporate atmosphere these days, they're not a great business. Second quarter, \$0.10, down from \$0.28 last year, and the company lowered its full year estimate for revenues, as well.

Pharmaceutical Resources (PRX) down \$3.95. There is speculation that Merck AG (MRK) is planning to sell its stake in this company through a secondary offering. Just rumors.

WMS Industries (WMS) down \$1.96. Fourth quarter earnings higher, \$0.42, up from \$0.35 last year. But Bear Stearns still downgraded the stock from "buy" to just "attractive."

NASDAQ trading, a loss of just over 3 points in the index. Volume down a touch from yesterday. For every 16 stocks higher, about 19 lower.

Microsoft (MSFT) topped the active list, moving up \$0.15.

A \$0.04 gain in Intel (INTC).

Cisco Systems (CSC) up \$0.31.

While Oracle (ORCL) dropped \$0.31. Look at the narrow movement here.

QUALCOMM (QCOM) was up \$0.63.

Sun Microsystems (SUNW) down \$0.49.

Applied Materials (AMAT) an \$0.11 gain.

NVIDIA (NVDA) down \$1.51. That's the biggest move of the 10 actives.

Dell Computer (DELL) showed no change at all.

And KLA-Tencor (KLAC) down \$0.03 a share.

StemCells (STEM), a big percentage gain, up \$1.72. There is optimism that President Bush tonight will announce that he will allow

federal funding for some aspects of stem cell research.

Verity (VERTY) down \$3.08, the company forecasting a first quarter loss of \$0.12. The Street was looking for about earnings of \$0.13.

And Western Wireless (WWCA) down \$3.42. The company reported a second quarter loss of \$0.18 versus earnings of \$0.09 a year ago.

The American Exchange Index (XAX) up just about 3 1/2 points.

Balchem (BCP) up \$2.30. In with second quarter earnings, \$0.24; way up from \$0.18 last year.

But Columbia Laboratories (COB) tumbled \$2.25 or about 33 percent. A second quarter loss reported today of \$0.11, bigger than last year's loss of \$0.04, and sales dropped sharply.

And finally, the Index Shares all fractional on the plus side.

That's the Wall Street Wrap Up. Linda?

O'BRYON: Well, Paul, the hot weather that's been scorching the Midwest is sparking a big rally at the Chicago Board of Trade. Fears that the heat will bake this year's soybean crop is spreading volatility throughout the ag pits.

Diane Eastabrook reports.

DAN HEINRICH, FARMER: And the ground is like concrete.

DIANE EASTABROOK, NIGHTLY BUSINESS REPORT CORRESPONDENT: Under a blazing Midwestern sun, Dan Heinrich's soybeans are wilting and his rich farmland is so dry it's cracking. For more than a month now the Midwest has been frying in near 100 degree temperatures. The oppressive heat and lack of rain are stunting much of the nation's soybean crop and threatening yields.

HEINRICH: It's only knee high where it should be waist high. I mean, this is very fertile ground here where we're at



and it's just no rain for the last six, seven weeks.

EASTABROOK: At the Chicago Board of Trade, the prospect of a smaller soybean crop has sparked the first signs of a bull market in the ag pits in several years. The hot weather complicates the fact that the soybean crop was going to be smaller than anticipated anyway. Farmers planted fewer soybean acres this spring and little of the crop was left over from last year. Soybeans are trading for around \$5 a bushel, about the same price as a year ago. But some industry watchers think the price could climb a dollar or more in the coming weeks. They also say grain prices could trade higher in sympathy with higher bean prices.

RICHARD LOEWY, PRESIDENT, AGRESOURCE: The perception is going to be for next year. Therefore you would plant far more oil seeds and less grains. So lower supply prospects for corn and wheat would buoy up prices on that.

EASTABROOK: But the weather remains a wildcard. If moderate rains fall in the next month, farmers could still harvest a bountiful soybean crop this fall.

HEINRICH: Right now, yes, there will be a crop to harvest here, but will it be 10 bushels, 20 bushels, 30 bushels? I really couldn't tell you right now. It's up to Mother Nature to dictate what we can do.

EASTABROOK: Meteorologists are forecasting cooler temperatures for parts of the Midwest later next week, but they aren't predicting the kinds of heavy rains soybean farmers around here so desperately need. Diane Eastabrook, NIGHTLY BUSINESS REPORT, Hampshire, Illinois.

KANGAS: Tomorrow, our Friday market monitor guest is Randall Eley, President of the Edgar Lomax Company.

O'BRYON: Nike's (NKE) ads say "just do it" and that's just what the athletic shoe and apparel maker did today. It cut in half the yearly bonus of its chairman, Philip Knight, along with other top executives. The reductions were made because of poor sales and Nike's declining stock price. Nike's shares went the other way today, closing up \$0.65 to \$48.65.

KANGAS: Toyota Motor Corporation T is spending over \$7 billion to improve its diversity efforts. The automaker will hire more minorities and increase its business with minority suppliers over the next decade. The deal is part of an agreement with the Reverend Jesse Jackson's Rainbow/PUSH Coalition and it prevents a company boycott. The American Depository Receipts of Toyota rose \$0.06 to close at \$65.36.

O'BRYON: Recapping today's market action, the Dow gained 5 points. The NASDAQ fell 3. Please be sure to join us at our World Wide Web site, nbr.com.

O'BRYON: And finally tonight, if your idea of airline food is a Slurpee and a handful of Slim Jims, you may soon be in luck. 7-Eleven (SE) is experimenting with convenience stores in airports. The company opened one in June in Vancouver and it serves about 1,500 people every day. The first U.S. store is now in on the drawing board. Preliminary plans call for it to go into the Dallas/Fort Worth airport. And that would be convenient for company officials, Paul, since 7-Eleven is based in Dallas.

KANGAS: But if it's in an airport, airports never sleep. They'd better make it 7-7 and forget about that 11.

O'BRYON: That's a very good point. And that's NIGHTLY BUSINESS REPORT for Thursday, August 9. and we want to remind you that this is the time of year your public television station seeks your support.

KANGAS: Support that makes programs like NIGHTLY BUSINESS REPORT possible.

O'BRYON: Thanks for joining us and don't forget to support your public television station. I'm Linda O'Bryon. Goodnight, everyone. And good night to you, too, Paul.

KANGAS: Goodnight Linda. I'm Paul Kangas, wishing all of you the best of good buys.

LOAD-DATE: August 9, 2001

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Copyright 2001 Toronto Star Newspapers, Ltd.
Toronto StarAugust 9, 2001 Thursday Ontario Edition**SECTION:** NEWS; Pg. A01**LENGTH:** 798 words**HEADLINE:** Record heat takes its toll;
Residents growing wise about weather**BYLINE:** Vernon Clement Jones, STAFF REPORTER DICK LOEK/TORONTO STAR**HIGHLIGHT:**
First death tied to record high of 36.9 C**BODY:**
Hang in, Toronto relief may come as soon as tonight.

But the three-day heat emergency that had Toronto boiling in 36.9 C (98.4 F) heat yesterday the hottest Aug. 8 on record has nonetheless taken its toll:

A Barrie bakery worker, Kim Douglas Warner, 44, died while on the job, collapsing in the stifling heat. The coroner is calling the death heat-stress related.

Two firefighters were treated for heat exhaustion yesterday after battling a blaze in Caledon. A semi-detached house under construction on Knoll Haven Circle caught fire at around 4 p.m. The blaze, which was contained by 6 p.m., destroyed one house and half of another.

People complaining of respiratory and cardiac problems again crowded the city's emergency rooms.

Electricity demand skyrocketed and brownouts have begun, striking as many as 2,200 homes in the GTA yesterday.

While other parts of the country are experiencing unseasonably warm temperatures, Toronto's situation is especially dangerous, said a spokesperson for Environment Canada.

"It's the heat, the humidity and the haze, or smog, that make Toronto's heat wave potentially dangerous," said David Phillips, senior climatologist with the department. "It's a triple whammy."

But all of that's compounded, said Phillips, by the drought that's gripped the city since late July. "If you add to that the dryness of the land, it makes Toronto's situation unique in the country and unbearable."

That harsh reality should come tomorrow when temperatures are expected to drop to between 27 C and 29 C. But the humidity's going to plummet, said Dave Yap, a meteorologist with the Ontario environment ministry.

In the meantime, residents are being asked to try to conserve water as drought tightened its grip on the GTA.

Yap said the smog advisory that has been in effect since Tuesday will be lifted tonight. But that's not before high winds push pollution from the States into the GTA. According to Yap, the smog from that pollution, more than the heat itself, will make today the week's muggiest.

Toronto officials who declared the heat emergency are also warning about heat stress. Its symptoms run the gamut from cramps to heat prostration. A more severe form of heat stress, heat stroke, is often fatal.

Yesterday, officials warned residents to avoid the sun, to seek air-conditioned environments, to drink plenty of liquids and to avoid exertion. That warning is to remain in effect until tonight, when a cold air mass is expected to deplete the heat.



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Yesterday's peak temperature broke a 101-year-old record for the date, 36.1 C, set in 1900. But Torontonians aren't as daunted as we once were we've grown "heat-wise," according to a spokesperson for Toronto's public health department.

After the initial blast on Tuesday, Mary Margaret Crapper said we began heeding warnings. "On Tuesday, only about 120 people made use of the city's four cooling centres," she said. "But (on Wednesday) as many as 35 people in one hour used the North York cooling centre. The word is finally getting out there."

Yesterday, the city reopened its cooling centres at Metro Hall and the three civic centres of North York, East York and York. They provide people without air-conditioning a place to escape the heat.

A doctor at one of the city's busiest ERs said the number of emergency calls had also dropped yesterday as those most at risk for heat-related problems began to take precautions.

"I talked to some of the patients today about the hot weather and they seem very knowledgeable about the precautions they should be taking," said Dr. Edward Sabga at Toronto General Hospital.

Sabga said the emergency room yesterday was relatively quiet compared to Tuesday. He attributed that to growing public awareness.

Still, the heat was severe enough to swamp the province's labour ministry with phone calls from people complaining it was too hot to work.

Children's camps throughout the city refused to take chances with the health of their wards many have curtailed or cancelled outdoor activities. "We've had to stop all the outdoor sports because of the heat emergency," said Camp Powerplay's director Tracy Cato in Etobicoke.

But not everyone is crying foul because of the scorching temperatures.

"If you look at the beer sales for the week ending Aug. 6, 2000, and compare them to those for the week ending Aug 5, 2001 a much hotter week it's clear that heat sells beer," said Kelly Vlaar, a spokesperson for The Beer Store of Ontario.

The manager of a Toronto 7-Eleven says the heat has driven up sales of Slurpees and, of course, water.

"Oddly enough, in the really hot weather people look for bottled water and not so much soda," said Krishna Gajula, manager of the retail chain's Bathurst and Wilson Sts. store.

GRAPHIC: SPRAYING FOR RELIEF: KIM DOUGLAS WARNER:

Megan Rocha, 7, uses a garden sprinkler to cool herself on Briar Dale Blvd. yesterday as the temperature exceeded 36 C. Bakery worker died on job, and coroner blames stress from heat.

LOAD-DATE: August 9, 2001



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Copyright 2001 Sentinel Communications Co.
Orlando Sentinel (Florida)August 6, 2001 Monday, METRO

SECTION: CFB; Pg. 6

LENGTH: 441 words

HEADLINE: STORE MANAGERS GET GLIMPSE OF 7-ELEVEN'S FUTURE

BYLINE: By Todd Pack, Sentinel Staff Writer

BODY:

Coming eventually to 7-Eleven: check-cashing machines and Slurpees that taste like peanut butter and jelly.

Those were among the products and services featured at last week's University of 7-Eleven, a combination training school and trade show for convenience-store managers. It drew close to 1,000 store managers to the Orange County Convention Center on Tuesday and Wednesday.

7-Eleven Inc., based in Dallas, recently began testing financial-services machines at 36 stores in the Fort Myers and Naples markets.

The machines, dubbed V.com kiosks, are basically souped-up cash machines that allow users to purchase money orders and receive money transfers. The company plans to enable check cashing by late summer.

Customers may choose to convert their paychecks into debit cards that can be used at almost any retail store, not just at 7-Eleven, said Michael Pearson, manager of the V.com project.

The kiosks also may be programmed to dispense custom-made street maps and concert tickets. No word on when the company will install any of the kiosks in Orlando-area stores.

Store managers also checked out a variety of new products, from scoop-shaped tortilla shells stacked in Pringles-style cannisters (due by the holidays) to one-button, prepaid cell phones with disposable battery packs (no release date set).

Then there were the Slurpees, 7-Eleven's trademark icy drink. The retailer plans to introduce sour-apple Slurpees in the fall, with buttered-popcorn and peanut-butter-and-jelly flavors due in 2002. Those who sampled the latter said it tasted like a grape Slurpee, but with a peanutty aftertaste.

7-Eleven is the world's largest convenience-store chain, with 21,700 outlets in the United States, Canada and 15 other countries. Its 530-store Florida division is based in Orlando. Locally, it has 141 stores, with nine more set to open by year's end.

SPENDING IN ORLANDO RISES IN JULY

Consumer spending in the Orlando area grew by 3.2 percent in July, compared with the same month a year earlier. That's according to First Data Corp.'s latest TeleCheck Retail Sales Index.

Nationwide, spending increased by 2.5 percent, while the statewide average grew by 3.6 percent.

First Data's numbers are based on check purchases, which account for about a third of all retail transactions. The numbers don't include cash and credit-card transactions.

BRIEFLY . . .

The International Council of Shopping Center's three-day 2001 Florida Conference begins Sunday at the Hyatt Regency Grand Cypress Resort in south Orlando. Session topics include regulatory issues, financing and an overview

of the state's retail marketplace.

GRAPHIC: PHOTO: Gas, Slurpees and cash. 7-Eleven recently began testing financial-services machines at 36 stores in South Florida. The machines allow users to purchase money orders and receive money transfers.

7-ELEVEN INC.

COLUMN: Retail

LOAD-DATE: August 6, 2001



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Copyright 2001 Daily Press, Inc.
Daily Press (Newport News, VA)

August 3, 2001 Friday Final EDITION

SECTION: A-SECTION, Pg. A1

LENGTH: 478 words

HEADLINE: \$27.3 MILLION LOTTERY TICKET SOLD AT HAMPTON 7-ELEVEN

BYLINE: CHRISTOPHER SCHNAARS Daily Press

DATELINE: HAMPTON

BODY:

Outside the 7-Eleven on the corner of Todds Lane and Big Bethel Road Thursday afternoon, kids congregate on bicycles to have a group brain-freeze, downing large Slurpees that cost \$1.19.

Customers file in and out of the store to pay \$1.26.9 a gallon for unleaded gas.

Oh, and lottery tickets worth \$27.3 million go for a buck.

"We have just been excited all day," said Karen Petroski, the store's manager. "It's been like a party day for us." Wednesday at 3:10 p.m., someone bought the lone winning Lotto ticket at the Hampton 7-Eleven, Petroski said. The winning numbers are: 16-19-24-30-32-41.

That ticket will pay an estimated \$27.3 million jackpot, said John Hagerty, a Virginia Lottery spokesman. That jackpot is the second largest Virginia Lotto jackpot ever, Hagerty said, and the largest jackpot ever paid to a single winner.

The record jackpot — \$28.4 million — was split among five winners in November 1992, Hagerty said. Lottery officials have declined to release the winner's name or where he lives, but Hagerty said the person who contacted lottery officials Thursday about the ticket is a man. Lottery officials expect to present the winner at an 11 a.m. press conference today at the Hampton lottery office. Hagerty said lottery officials have verified the winning ticket.

Thursday afternoon was business as usual at the 7-Eleven, except for the ongoing speculation about who's holding the winning ticket.

Petroski said she has no idea who won, adding this is the second time the store has sold a Lotto jackpot ticket. It sold one of three winning tickets for a \$16.8 million jackpot in August 1990, Hagerty said.

"We've been asking everybody who played yesterday if we can check their tickets because we're real excited to find out who it is," said Petroski, who was on duty when the ticket was sold.

Thomas Hicks, 61, of Hampton was in the store Thursday afternoon. He said he plays Lotto twice a day, six days a week, but he insisted he isn't the winner.

He said that if he were the winner, he'd be quitting his job rather than filling in the little red squares on more lottery tickets.

William Landers, 51, of Hampton also plays Lotto and plunked down \$20 at the store Thursday to play some of the scratch-off games.

He used the \$11 he won to buy more tickets.

Landers said he's won as much as \$1,000 from one ticket and figures the amount he's spent and what he's won are about the same. He also insisted he isn't the jackpot winner. He said that if he were, he'd be in Richmond to collect his money rather than in a Hampton convenience store.

"I'd probably hire a helicopter to land in this parking lot to fly me up there," he said.



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\$27.3 MILLION LOTTERY TICKET SOLD AT HAMPTON 7- ELEVEN Daily Press (Newp

Christopher Schnaars can be reached at 247-4768 or by e-mail at cschnaars@dailypress.com

GRAPHIC: Staff photo (color) by DAVE BOWMAN; A sign proclaims the store's jackpot-winning ticket in the window at; the 7-Eleven at Big Bethel Road and Todds Lane in Hampton on Thursday.

LOAD-DATE: August 4, 2001

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Copyright 2001 Times Publishing Company
St. Petersburg Times (Florida)August 02, 2001, Thursday, 0 South Pinellas Edition

SECTION: BUSINESS; Pg. 1E

LENGTH: 724 words

HEADLINE: Slurpees, cells and sustenance

BYLINE: MARK ALBRIGHT

DATELINE: ORLANDO

BODY:

Welcome to the University of 7-Eleven, where managers from 540 convenience stores sip peanut butter and jelly Slurpees and talk Dashboard Dining, their tips on feeding hungry consumers on the run.

But the franchisees also got a primer on tech offerings. Prepaid long-distance cards generate almost twice as much revenues as Slurpees. Managers buzzed about a new deal with AT&T to offer 1.9 cents per minute long-distance cards.

At another booth, they played with a cell phone equipped with speech recognition software, which 7-Eleven hopes to sell for about \$30 next year.

And they tried out a new kiosk that will soon replace ATMs, offering self-service check cashing, money orders and wire transfers.

"Fresh food and technology are the future of this company," said Phil Toye, Tampa market manager for 7-Eleven.

The Dallas chain has tried a variety of formulas, with varying degrees of success. Like most convenience stores, 7-Eleven has survived by selling cigarettes and beer. But those primary businesses now offer minimal growth. Besides, there's new price competition as warehouse clubs, discount stores and supermarkets sell gasoline as a way to attract customers.

The latest attempt to reinvent 7-Eleven hinges on two strategies: attract more women customers and become a stop for financial services.

Sprucing up the deli case is key. While competitors let their sandwiches sit for days, 7-Eleven is the only major convenience store chain with daily delivery to its stores. In Florida, they're made by the Orlando company that prepares in-flight meals for US Airways. Fresh sandwiches and salads not sold at the end of the day are supposed to be shipped to food banks.

"It's working," said James Keyes, 7-Eleven president and chief executive. Since the chain brought in more fresh food offerings, women customers increased to 45 percent, up from 40 percent in 1999.

At the same time, fresh food jumped to 15 percent of general merchandise sales, up from 5 percent.

While many retailers are singing the blues this summer, 7-Eleven stock soared 44 percent since March 27 to close Wednesday at \$12.30. In the quarter that ended June 30, revenues were up 7.2 percent to \$2.6-billion. Sales in stores open more than a year were up 4.8 percent. Earnings declined to \$32.8-million, or 28 cents a share, down from \$38.4-million, or 32 cents a share, largely because profit pressures on gas prices and the expense of developing the new financial services kiosk. Meanwhile, the chain is increasing its traditional Slurpee offerings. Next up: sour apple Slurpees. The folks in research are working on a buttered popcorn flavor.

And 7-Eleven still makes a lot of money with traditional goods. Cigarettes and beer accounted for 37 percent of 7-



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Eleven's merchandise sales in 2000. But those are mature categories, so the chain is looking at new services to increase traffic.

The company's new kiosks target people who lack a bank account. Keyes thinks Florida is well suited because the state has a large transient population with no local banking relationship.

"With the new kiosks, we'll be able to deliver a much broader array of financial services to a segment of the population that already considers us a destination," Keyes said.

The company sold \$4-billion worth of Western Union money orders and handled 108-million ATM transactions in 2000. The company figures the service will increase check-cashing, especially with frequent customers. In the 140 stores in the Tampa Bay area, the average 7-Eleven customer shops there 16 times a month. The company hopes to install kiosks across all of Florida by late 2002.

Check cashing fees are similar to those charged by check cashing stores. A customer must disclose a Social Security number and other personal information to register. So far, 70,000 customers signed up and money order sales are up 25 percent.

But the company envisions offering far more services. Keyes sees customers paying bills, buying event tickets or other merchandise from Internet marketers and picking them up at 7-Eleven.

"Today we are about where the ATM was 30 years ago," said Mike Pearson, director of planning for the kiosk project. "We are not going to be a dot-com. We're virtual commerce."

- Mark Albright can be reached at albright@sptimes.com or (727) 893-8252.

GRAPHIC: PHOTO, Photos by PHELAN M. EBENHACK, (2); **PHOTO**; Jonathan Raymond, a 7-Eleven cashier in Orlando, serves up a Mountain Dew Code Red Slurpee.; Workers at LSG Sky Chefs in Orlando prepare sub sandwiches in a refrigerated room.; CEO James Keyes says sprucing up the deli case has worked in attracting more women customers.

LOAD-DATE: August 2, 2001

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Copyright 2001 Times Publishing Company
St. Petersburg Times (Florida)August 01, 2001, Wednesday**SECTION:** NEIGHBORHOOD TIMES; Pg. 13**LENGTH:** 530 words**HEADLINE:** A trip to Largo store turns into a daring deed**BYLINE:** BRIAN MOORE**DATELINE:** LARGO**BODY:**

(ran South, Seminole editions)

Brett Myers strolled up to the front door of the 7-Eleven near his home early Saturday looking forward to grabbing his daily Slurpee. But this trip to the convenience store would turn out to be like none other.

He pulled the door open and was stunned to find two clerks on the floor wrestling a man.

Myers didn't know it, but the flailing man had just seized a bag of money from the cash register. Myers heard one of the clerks yell for help, so he immediately dived at the man who was kicking and trying to break free.

Myers, 17, didn't panic. He realized that the man didn't have a weapon, and at 6 feet 1 and 250 pounds, Myers had the size advantage. He grabbed the man's legs to keep him from standing.

"He was laying on his back and trying to swing his arms," Myers said. "One of the workers had one arm. One of the guys had his other arm. I was just telling him to calm down and that the police were on their way. I was bigger than him."

While Myers and the two clerks pinned the robber, another shopper, Michael Scherber, came in and called police. Within three minutes, an officer arrived at the store at 403 Clearwater-Largo Road and placed 22-year-old Dustin Craig Nicoll in handcuffs. Nicoll had been staying at the Largo Motel on First Street SW, an arrest report shows.

Nicoll was charged with two counts of robbery. He was immediately identified by police as the suspect in a July 13 robbery at an Amoco gas station, 751 Clearwater-Largo Road, just a few blocks from the 7-Eleven, according to Largo police spokesman Mac McMullen.

As of Monday, Nicoll wasn't suspected in any other robberies, McMullen said.

If Nicoll was looking for an easy place to grab some fast cash, he walked into the wrong convenience store. Police said he entered the store just after 2 a.m. and demanded that the clerk behind the counter, A.J. Walton, fill a bag with money from the cash register. An assistant manager, Henry Nunziata, was nearby stocking shelves.

After Walton filled the bag with money, Nunziata determined that the robber didn't have a weapon. He charged the man, wrapped his arms around him and took him to the floor. Then Walton jumped the counter and grabbed a hold, McMullen said. Seconds later, Myers arrived to help.

A surveillance camera photo taken of Nicoll during the Amoco robbery July 13 had been distributed to nearby businesses by police. The photo was posted near the cash register in the 7-Eleven, and the two workers recognized Nicoll as soon as he walked in, McMullen said. After police handcuffed Nicoll, Myers grabbed the photo and showed police.



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A trip to Large store turns into a daring deed St. Petersburg Times (Flo

Detective Steve McMullen, a brother of Mac McMullen, said Nicoll told police in an interview that someone had hypnotized him and instructed him to rob both stores. When police asked about the Amoco robbery, Nicoll spoke as though he didn't remember it in detail, reported Steve McMullen.

"I showed him the video still photos from the Amoco robbery and he said yes, that that was him," Steve McMullen said. "But he was hypnotized, he said."

Nicoll was being held Monday afternoon in the Pinellas County Jail in lieu of \$40,000 bail.

LOAD-DATE: August 1, 2001



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Copyright 2001 Sun Media Corporation
The Toronto Sun

August 1, 2001 Wednesday, Final Edition

SECTION: Entertainment; Pg. 59

LENGTH: 156 words

HEADLINE: TV MUST-KNOW INFO

BODY:

TOP 10 LIST

From Late Show With David Letterman on July 6, 1999. Top 10 Martha Stewart tips for beating the heat:

10. Replace shoulder pads with frozen hamburger patties.
9. Enjoy chill emanating from your kitchen staff as you fire them.
8. Go into 7-11, soak feet in Slurpee machine.
7. Two parts hydrogen + one part oxygen = delicious homemade water.
6. Go down to morgue and ask if you can sleep in one of the drawers.
5. Try completing one of my projects; when you're done, it will be a cool day in October.
4. Drain your air conditioner and make refreshing frozen smoothie.
3. Constantly whisper to yourself, "Not succumbing to heat stroke—it's a good thing."
2. Take a piece of cardboard and wave it in front of your face, dumbass.
1. Have a "Ben & Jerry Sandwich."

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ON THIS DAY

Aug. 1, 1992

Saturday Today debuts on NBC.

LOAD-DATE: August 1, 2001



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Copyright 2001 Times Publishing Company
St. Petersburg Times (Florida)July 31, 2001, Tuesday

SECTION: LARGO TIMES; Pg. 1

LENGTH: 525 words

HEADLINE: Trip to store turns into a daring deed

BYLINE: BRIAN MOORE

DATELINE: LARGO

BODY:

Brett Myers strolled up to the front door of the 7-Eleven near his home early Saturday looking forward to grabbing his daily Slurpee. But for Myers, this trip to the convenience store would turn out to be like none other.

He pulled the door open and was stunned to find two clerks on the floor wrestling a man.

Myers didn't know it, but the flailing man had just seized a bag of money from the cash register. Myers heard one of the clerks yell for help, so he immediately dived at the man who was kicking and trying to break free.

Myers, 17, didn't panic. He realized that the man didn't have a weapon, and at 6 feet 1 and 250 pounds, Myers had the size advantage. He grabbed the man's legs to keep him from standing.

"He was laying on his back and trying to swing his arms," Myers said. "One of the workers had one arm. One of the guys had his other arm. I was just telling him to calm down and that the police were on their way. I was bigger than him."

While Myers and the two clerks pinned the robber, another shopper, Michael Scherber, came in and called police. Within three minutes, an officer arrived at the store at 403 Clearwater-Largo Road and placed 22-year-old Dustin Craig Nicoll in handcuffs. Nicoll had been staying at the Largo Motel on First Street SW, an arrest report shows.

Nicoll was charged with two counts of robbery. He was immediately identified by police as the suspect in a July 13 robbery at an Amoco gas station, 751 Clearwater-Largo Road, just a few blocks from the 7-Eleven, according to Largo police spokesman Mac McMullen.

As of Monday, Nicoll wasn't suspected in any other robberies, McMullen said.

If Nicoll was looking for an easy place to grab some fast cash, he walked into the wrong convenience store. Police said he entered the store just after 2 a.m. and demanded that the clerk behind the counter, A.J. Walton, fill a bag with money from the cash register. An assistant manager, Henry Nunziata, was nearby stocking shelves.

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LOAD-DATE: August 1, 2001



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Copyright 2001 Sun-Sentinel Company
Sun-Sentinel (Fort Lauderdale, FL)July 29, 2001 Sunday Broward Metro Edition

SECTION: HEALTH & FAMILY; Pg. 1E

LENGTH: 940 words

HEADLINE: THE BIG CHILL;
A HOT DAY AND A COLD DRINK CAN SOMETIMES CAUSE THAT MYSTERIOUS HEAD-POUNDER
KNOWN AS BRAINFREEZE.**BYLINE:** Darryl E. Owens The Orlando Sentinel**BODY:**

Tony Barone knew it might come. Intense, paralyzing pain that hits as unexpectedly as a flash flood and briefly sloshes about inside his head.

Still, it was 95 degrees in the shade. The air conditioning in his '89 Cavalier was on the fritz. So, Barone decided to risk it.

Moseying up to the Slurpee machine inside a 7-Eleven, he drew 22 ounces of Coke-flavored slush, sucked it dry and braced for impact.

The pain stood him up.

"Sometimes you feel it coming on and you go, 'Is it?' and you think you can stop it, but you can't," says Barone, 19, of Orlando. "It just creeps up, then it's too late — 'Ohhh! Brainfreeze!'"

We've all endured them: those lightning-flash headaches that feel as if someone plunged an ice pick into your eye. The culprit, in most cases, is an icy drink or ice cream that spawns the cold assault commonly known as "brainfreeze."

With summer's heat now in full force, we are ripe for an epidemic. Though brainfreeze is a global threat, and attacks across racial and gender lines, it doesn't rank on the World Health Organization's hit list or even merit a mention in medical journals. Curiously, the skull-splitting headache that is brainfreeze has escaped the scrutiny of hard scholarship, if not popular culture. So even doctors are at a loss to explain the phenomenon with incontrovertible authority.

"I don't think there's a definite answer," says Dr. William Lu, a neurosurgeon at Florida Hospital Neuroscience Institute in Orlando.

Theories abound, including one by Dr. Laligam Sekhar, clinical professor of neurosurgery at George Washington University Medical Center in Washington, D.C. He suggests brainfreeze might be a neurological reaction.

When consuming something extremely cold, his theory goes, the sensation of temperature registered in the mouth and throat is conveyed by pain sensors that travel along two nerves, the trigeminal and the glossopharyngeal, part of a group of brain nerves called cranial nerves.

The trigeminal, or the fifth cranial nerve, provides sensation to the face and services the muscles involved in chewing. The glossopharyngeal, or the ninth cranial nerve, among other things, services the pharynx and the tongue. These nerves are normally sensitive over a certain range of temperatures. Frigid foods and drinks may confuse them; the sensation registers as pain.

Translation: You gulp an Icee and soon a tiny troupe of Riverdancers commences to stomp on your nerves. That action, Lu says, "might be translated by the brain into the dull, hard ache that we feel as brainfreeze."



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THE BIG CHILL; A HOT DAY AND A COLD DRINK CAN SOMETIMES CAUSE THAT MYSTER

Brainfreeze is triggered when the mouth detects a drop in temperature of 10 to 20 degrees, Lu says. Usually a beverage or frozen treat chilled to at least 32 degrees does the trick.

Slurpees, for the record, spew from the machine at a teeth-chattering 28 degrees.

Edgy Web sites now bear the brainfreeze tag. Bands have adopted the name. Writers use the term. But it may have been the marketing whizzes at J. Walter Thompson, the Chicago ad agency that created 7-Eleven's "BrainFreeze — So Good It Hurts" campaign in 1993, who helped propel the phrase into the pop culture vernacular.

The award-winning campaign featured TV spots featuring "BrainFreeze Boy," who thrilled at the somewhat painful joy that drinking a Slurpee brings, and offered gimmicks such as the Brainfreeze straw, fitted with a gooney-eyed brain encased in a block of ice.

The edgy campaign appealed to Generation X, which identified with BrainFreeze Boy, and thought cool the notion of pounding a Slurpee to summon a brainfreeze — a term 7-Eleven trademarked in 1994.

"Those are people with an attitude — it's cool to have a brainfreeze," says John Ryckevic, category manager for Slurpee. "It's a little painful, but it's something that's part of the experience."

Now the phrase has gone mainstream. Never was that more apparent than when the term landed on a David Letterman Top Ten List of "New York Mets excuses" in 1993 — "drank Slurpee too fast; got a brainfreeze."

As the Letterman mention implies, brainfreeze isn't always so cool. Although a typical case peaks 30 to 60 seconds after exposure to the cold food or drink, sometimes the effects go beyond the short-lived ache.

Sometimes the reaction to the cold is so extreme it provokes a response in the vagus, or 10th cranial nerve, which passes through the neck. "It's like a shock — the person throws their head back," says Sekhar. Sometimes the victim faints. But such reactions are uncommon, he says. More likely, though still rare, brainfreeze can trigger a headache if you are prone to migraines.

Doctors say the best way — if strictly hit-and-miss — to beat brainfreeze is to sip rather than slurp.

Homegrown remedies abound. For Alicia Roth, 17, brainfreezes come as a job hazard of sampling new flavors at her parents' TCBY shop in Winter Springs, Fla. She believes she has gained invaluable knowledge on actually stopping a brainfreeze.

"Pushing one's tongue to the roof of their mouth will stop the excruciating pain that is caused by Slurpees, ice cream, and [frozen yogurt]," she affirms. "I cannot explain the medical genius that is behind this revelation. I can only attest to its continued success."

Whether that approach works is a mystery best left to scientists to solve. In any case, Sekhar hopes that, for the time being, outlining the remote hazards of brainfreeze will have a chilling effect on extremists determined to test their limits, gulp after frosty gulp. But he knows, as with advisories on cigarettes, the facts on brainfreeze likely will leave some slushy drink enthusiasts cold.

GRAPHIC: PHOTO; Staff photo illustration, Laura Kelly (color) **HEADBANGER:** With summer's heat now in full force, we are ripe for a brainfreeze epidemic.

LOAD-DATE: July 31, 2001



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Copyright 2001 Business Wire, Inc.
Business WireJuly 26, 2001, Thursday**DISTRIBUTION:** Business Editors**LENGTH:** 3034 words**HEADLINE:** 7-Eleven, Inc. Reports Second Quarter 2001 Results; U.S. Same-Store Merchandise Sales Increase 4.8 Percent**DATELINE:** DALLAS, July 26, 2001**BODY:**

7-Eleven, Inc. (NYSE:SE), the world's largest convenience retailer with nearly 22,000 stores worldwide, today announced second quarter net earnings of \$32.8 million, or \$0.28 per diluted share. This compares to net earnings of \$38.4 million, or \$0.32 per diluted share, in the second quarter of 2000. The benefits of higher merchandise sales and gross profit were more than offset by expenses associated with the company's continued new store growth and investment in technology. The continuing challenge of a tight economy also caused lower merchandise margins, a trend that is expected to continue through the second half of the year. By contrast, gasoline margin rebounded during the quarter and is expected to continue to be favorable during the third quarter.

Second Quarter Highlights:

- Quarterly revenue increased 7.2 percent to \$2.6 billion
- Merchandise sales grew 5.8 percent to \$1.8 billion
- 7-Eleven recorded three months of positive, and successively higher, increases in U.S. same-store merchandise sales
- U.S. same-stores merchandise sales increased 4.8 percent, on top of 7.6 percent for the second quarter of 2000
- Self-service check cashing will become available at 7-Eleven's Vcom(TM) kiosks as a result of a new strategic alliance with Equifax
- Total stores in the United States and Canada increased by 55, to 5,763, compared to the second quarter of 2000
- Two new combined distribution centers were added to 7-Eleven's distribution system, bringing the total number of 7-Eleven(R) stores with daily delivery of fresh food and other perishable items to almost 4,000

Merchandise and Gasoline Sales

Despite a continued challenging economy, total merchandise sales rose by 5.8 percent to \$1.8 billion. The company reported successively higher increases in U.S. same-store merchandise sales in the months of April, May and June, and a 4.8 percent increase for the quarter. The primary sales drivers were beer, non-carbonated beverages, pre-paid phone cards and fresh foods.

"New products such as Mountain Dew Slurpee(R) contributed to our sales increase," said Jim Keyes, president and chief executive officer. "In addition, 7-Eleven's Retail Information System enabled individual stores to respond to changing customer behavior."

Merchandise gross profit for the second quarter increased \$17.5 million or 1.8 percent per store month. Gross profit margin, however, declined from 35.34 percent to 34.35 percent, primarily because of three factors.

First, there was a change in product mix during the quarter. Significant sales increases in lower-margin items, such



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as pre-paid phone cards, contributed to a higher overall gross profit but reduced margin. In addition, sales of certain high-margin items such as frozen non-carbonated beverages were adversely affected by an unseasonably cool spring in a number of our major markets.

Second, wholesale costs increased for several core items, including cigarettes, milk and hot dogs. The company has, in many cases, absorbed these cost increases to maintain competitive, everyday fair prices. In the case of cigarettes, the company raised retail prices to the extent necessary to cover the increased wholesale costs. The higher retail price, combined with a flat cents-per-pack gross profit, reduced margin.

Third, aggressive retail pricing tactics by competitors on such high-velocity products as bread, milk and soft drinks have reduced gross margin as 7-Eleven attempts to maintain its everyday fair prices.

"In today's economy, providing our customers the right products at competitive prices is a top priority," said Keyes. "We expect continued pressure on gross profit margin for the remainder of the year, but we are taking steps to reduce the impact. For example, we are negotiating aggressively to reduce product and distribution costs." For the remainder of 2001, the company expects margin comparisons to be somewhat more favorable than the second-quarter comparison.

Wholesale gasoline costs remained high at the outset of the quarter but declined during June, contributing to an improvement in gross profit. Gasoline sales rose 10.4 percent due to a higher average retail price, more stores selling gasoline and increased same-store volume. The average retail price was \$1.65 per gallon compared to \$1.55 in the prior-year quarter. Total gasoline gallons rose 4.1 percent to 474.8 million. Gasoline gross profit margin increased from 14.7 cents per gallon to 14.8 cents. The company expects that a surplus of industry inventories of gasoline will continue to contribute to favorable margins early in the third quarter.

Proprietary Products Continue to Differentiate

The cornerstone of 7-Eleven's merchandising strategy is the aggressive introduction of new products that are available first or only at 7-Eleven(R). Partnering with key suppliers, the company introduced products like the Super Sour Watermelon Slurpee(R), 7-Eleven Frozen Lemonade Frut Cooler(R) made with Country Time Lemonade, 7-Eleven Pizza Snack Stix(TM), and Apple Pie Cinnamon Snack Stix(TM). In addition, 7-Eleven introduced Candy Gulp(TM) and Snack Gulp(TM), fresh candy and snacks packaged to fit car cupholders. 7-Eleven also introduced two value-priced Big Bite(R) Combo Meals through a national television and radio advertising campaign, "Bigger Better Summer." The company plans to expand its meal deal offerings later this year.

Operating Results

Operating, selling, general and administrative (OSG&A) expenses for the second quarter increased by \$25.9 million to \$472.6 million. 7-Eleven is continuing its strategy of new store growth. During the second quarter, the increased operational costs for new stores contributed to the increase in OSG&A, as did the company's continued investment in technology and higher expenses for store labor and credit card processing. In addition, maintenance costs were higher as the company continued to upgrade its existing store base to enhance store image. The company's investments in new stores, technology and store image are expected to continue. To mitigate this impact, the company has accelerated its expense reduction efforts, focusing on procurement, distribution and telecommunication expenses.

Expressed as a percent of sales, OSG&A decreased to 18.15 percent from 18.39 percent in the second quarter of 2000. After adjusting for the higher price of gasoline during the quarter, OSG&A as a percent of sales was flat.

7-Eleven reports all sales and gross profits from franchised stores in its consolidated results and records the franchisees' portion of gross profit as an expense. For the quarter, franchisee gross profit expense increased \$8.5 million or 4.8 percent.

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry with nearly 22,000 stores located in the United States, Canada and 17 other countries and territories throughout the world. During 2000, 7-Eleven(R) stores worldwide generated total sales of more than \$29 billion. Approximately 5,800 of these 7-Eleven(R) stores are operated or franchised in the United States and Canada by 7-Eleven, Inc. IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd., and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven, Inc. since 1991. Seven-Eleven Japan operates more than 8,500 7-Eleven(R) stores under an area license



agreement. Find out more about 7-Eleven, Inc. on the World Wide Web at www.7-eleven.com.

Internet Broadcast of Earnings Conference Call Replay

The second quarter earnings conference call begins at 2:00 p.m. Eastern Time on Thursday, July 26, 2001. The call is available by Webcast at www.7-Eleven.com or by telephone at 800/711-5301. The replay of the call will be available from 4:00 p.m. Eastern Time on July 26, 2001, until the same time on Thursday, August 2, 2001, either through the Investor Relations section of www.7-Eleven.com or by calling 402/351-0813 or 888/566-0192.

This release, and the accompanying discussion on the earnings conference call scheduled for July 26, 2001, includes certain statements that are considered "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Any statement that is not a statement of historical fact should be deemed to be a forward-looking statement. Because these forward-looking statements involve risks and uncertainties, actual results may differ materially from those expressed or implied by these forward-looking statements. There can be no assurance that (i) we have correctly measured or identified all of the factors affecting our business or the extent of their likely impact; (ii) the publicly available information with respect to those factors on which our business analysis is based is complete or accurate; (iii) our analysis is correct; or (iv) our strategy, which is based in part on this analysis, will be successful.

7-ELEVEN, INC. AND SUBSIDIARIES
CONDENSED CONSOLIDATED STATEMENTS OF EARNINGS
 (Shares and dollars in thousands, except per-share data)

(UNAUDITED)

	Three Months Ended June 30		Six Months Ended June 30	
	2000	2001	2000	2001
Merchandise Sales	\$1,721,920	\$1,822,498	\$3,231,209	\$3,381,165
Gasoline Sales	707,436	781,010	1,310,718	1,450,164
Net sales	2,429,356	2,603,508	4,541,927	4,831,329
Other Income	27,272	29,532	52,045	56,876
Total Revenues	2,456,628	2,633,040	4,593,972	4,888,205
Costs and expenses:				
Merchandise cost of goods sold	1,113,447	1,196,520	2,107,945	2,230,089
Gasoline cost of goods sold	640,197	710,736	1,191,831	1,328,017
Total cost of goods sold	1,753,644	1,907,256	3,299,776	3,558,106
Franchisee gross profit expense	175,068	183,558	321,820	337,960
Operating, selling, g&a expenses	446,760	472,639	860,451	901,572
Interest expense, net	18,537	15,815	45,429	32,964
Total costs and expenses	2,394,009	2,579,268	4,527,476	4,830,602



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Earnings before income tax expense and cumulative effect of accounting change for adoption of derivative accounting standard	62,619	53,772	66,496	57,603
Income tax expense	24,235	20,971	13,276	22,465

Earnings before cumulative effect of accounting change for adoption of derivative accounting standard	38,384	32,801	53,220	35,138
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Cumulative effect of accounting change (net of tax benefit of \$6,295) for adoption of derivative accounting standard	—	—	—	(9,847)
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Net earnings	\$ 38,384	\$ 32,801	\$ 53,220	\$ 25,291
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Net earnings per common share:

Basic

Earnings before cumulative effect of accounting change for adoption of derivative accounting standard	\$.37	\$.31	\$.56	\$.34
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Cumulative effect of accounting change for adoption of derivative accounting standard	—	—	—	(.09)
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Net earnings	\$.37	\$.31	\$.56	\$.25
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Diluted

Earnings before cumulative effect of accounting change for adoption of derivative accounting standard	\$.32	\$.28	\$.50	\$.32
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Cumulative effect of accounting change for adoption of derivative accounting standard	—	—	—	(.08)
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Net earnings	\$.32	\$.28	\$.50	\$.24
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Weighted average shares:

Basic	104,761,650	104,799,943	95,259,883	104,794,023
Diluted	126,513,938	125,896,534	116,888,858	125,846,368

Operating stores at end of period

5,708 5,763

FINANCIAL HIGHLIGHTS

Three Months Ended

(\$ millions - except per share data)	% or Unit		Change
	06/30/00	06/30/01	

Earnings

Earnings before income taxes	\$62.6	\$53.8
Earnings before cumulative effect of accounting change (1)(2)	38.4	32.8
Net Earnings (1)(2)	38.4	32.8

Net earnings per diluted share

Net earnings as reported (1)(2)	.32	.28
Core earnings excluding accounting change and unusual items	.32	.28
FAS 133 Effect Included in Core Earnings	.00	(.01)

Weighted Average Shares Outstanding

(basic in 000's)	104,762	104,800
Weighted Average Shares Outstanding (diluted in 000's)	126,514	125,897

EBITDA \$140.5 \$135.2 (\$5.3)

Key Quarterly Data

Total Revenue	\$2,456.6	\$2,633.0	7.2 %
Merchandise Sales	1,721.9	1,822.5	5.8 %
U.S. Same-store sales Increase	7.6 %	4.8 %	
Merchandise Gross Profit	\$608.5	\$626.0	\$17.5
Merchandise GP Margin	35.34 %	34.35 %	(99) bp

Gasoline Sales

	707.4	781.0	10.4 %
Gasoline Gallons	456.1	474.8	4.1 %
Gasoline CPG	14.7	14.8	0.1
Gasoline GP Margin	9.50 %	9.00 %	(50) bp

Average Per Store Month Data

(percent increase)

Merchandise GP Growth per store	8.8 %	1.8 %	(7.0)
Gasoline Gallons Sold	3.9 %	0.9 %	(3.0)
Gasoline GP Dollars	7.1 %	1.3 %	(5.8)

Total GP Dollars 9.0 % 2.0 % (7.0)

Six Months Ended

 % or Unit
 06/30/00 06/30/01 Change

Earnings

Earnings before income taxes	\$66.5	\$57.6	
Earnings before cumulative effect of accounting change (1)(2)	53.2	35.1	
Net Earnings (1)(2)	53.2	25.3	

Net earnings per diluted share

Net earnings as reported (1)(2)	.50	.24	
Core earnings excluding accounting change and unusual items	.39	.32	
FAS 133 Effect Included in Core Earnings	.00	.06	

Weighted Average Shares Outstanding

(basic in 000's)	95,260	104,794	
Weighted Average Shares Outstanding (diluted in 000's)	116,889	125,846	

EBITDA \$227.7 \$220.6 (\$7.1)

Key Quarterly Data

Total Revenue	\$4,594.0	\$4,888.2	6.4 %
Merchandise Sales	3,231.2	3,381.2	4.6 %
U.S. Same-store sales Increase	8.3 %	3.6 %	
Merchandise Gross Profit	\$1,123.3	\$1,151.1	\$27.8
Merchandise GP Margin	34.76 %	34.04 %	(72) bp
Gasoline Sales	1,310.7	1,450.2	10.6 %
Gasoline Gallons	875.2	925.6	5.8 %
Gasoline CPG	13.6	13.2	(0.4)
Gasoline GP Margin	9.07 %	8.42 %	(65) bp

Excluding additional day in
February 2000

Total Revenue	4,568.7	4,888.2	7.0 %
Merchandise Sales:	3,213.5	3,381.2	5.2 %
U.S. Same-store sales Increase	7.7 %	4.2 %	
Merchandise Gross Profit	1,117.1	1,151.1	3.0 %
Gasoline Sales	1,303.5	1,450.2	11.3 %
Gasoline Gallons	870.4	925.6	6.3 %



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Average Per Store Month Data

(percent increase)

Merchandise GP Growth per store	10.5 %	1.4 %	(9.1)
Gasoline Gallons Sold	1.7 %	2.3 %	0.6
Gasoline GP Dollars	(0.2)%	(0.7)%	(0.5)
Total GP Dollars	9.7 %	1.4 %	(8.3)

Excluding additional day in
February 2000

Merchandise GP Growth per store	9.9 %	1.9 %	(8.0)
Gasoline Gallons Sold	1.2 %	2.8 %	1.6
Gasoline GP Dollars	(0.8)%	(0.1)%	0.7
Total GP Dollars	9.1 %	2.0 %	(7.1)

Total Stores (end of period)

U.S. and Canada	5,708	5,763	55
Gasoline Stores	2,302	2,389	87
Worldwide	20,143	21,851	1,708

Balance Sheet Items (end of period)

Debt	\$1,443.7	\$1,357.4
Convertible Quarterly Income		
Debt Securities	380.0	380.0
Stockholders' Equity	26.9	103.1

(1) Year-to-date 2000 reported net earnings includes a 1st quarter federal income tax benefit of \$12.5 million or \$0.11 per diluted share.

(2) Year-to-date 2001 reported net earnings includes a 1st quarter one-time cumulative effect charge in connection with SFAS No. 133 adoption of \$9.8 million or \$.08 per diluted share.

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URL: <http://www.businesswire.com>

LOAD-DATE: August 3, 2001



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The Record (Bergen County, NJ)

July 26, 2001, THURSDAY; ALL EDITIONS

SECTION: NEWS; Pg. L1

LENGTH: 647 words

HEADLINE: HAVING A HEAT WAVE ;
GARDEN STATE WILTS AMIDPOWER FAILURES, HIGH TEMPERATURES

BYLINE: YUNG KIM, Staff Writer

BODY:

Weather watcher Bob Ziff is confounded.

So far this summer, snow has fallen in Saudi Arabia, meteors have created a spectacle in the skies of the northeastern United States, and with July nearly gone, New Jersey this week had only its second heat wave.

"With May starting out so hot, I thought we would have a heck of a hot summer," Ziff said, "but we haven't had a string of seven or eight hot days."

Temperatures at Newark International Airport hit 93 degrees on Monday, 96 on Tuesday, and 97 on Wednesday. No new records were set, however.

The short-lived heat wave, or, perhaps more accurately, heat wavelet, should be gone by today with the arrival of a cold front.

But on Wednesday, the Public Service Electric and Gas Co. faced one of its heaviest loads of the summer. John Griffith, a PSE&G spokesman, said statistics were not immediately available, but the power demand was easily the year's largest, and "one of the highest peak days in a long time."

The stifling heat contributed to a pair of power outages, one in Passaic County, the other in Bergen, plus some uncomfortable conditions at Bergen County's new administration building.

About 4 p.m., a wire separated from a circuit on a power pole between substations in Clifton and Wayne, Griffith said.

The roughly three-hour blackout left Khan Kwon, manager of a 7 Eleven on Browertown Road in Paterson, without the use of his Slurpee machine or cash register. He had to ask customers not to open the freezer doors and ordered a power generator from headquarters. Before the backup arrived, however, the power was restored.

"It's been annoying," Kwon 1 said.

In Bergen, about 1,700 homes in Fort Lee and Leonia were without power for about 75 minutes.



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HAVING A HEAT WAVE ; GARDEN STATE WILTS AMID POWER FAILURES, HIGH TEMPERA

The midday power failure knocked out several traffic lights, causing tie-ups, police said.

The outage began at 11:15 a.m. while utility workers were doing maintenance on a circuit at a substation in Leonia, said Leslie Cifelli, a PSE&G spokeswoman.

The workers shifted the power load from one circuit to another, but the load proved unusually high because so many air conditioners were on because of the heat. The power surge blew out the second circuit, causing the first to fail as well, Cifelli said.

Wednesday's high temperatures were particularly unwelcome at Bergen County's spanking new administration building, where a power surge caused air conditioning in some departments to conk out.

About half of the building went without air conditioning until workers were able to restart it at 4 p.m., said public works director Anthony Scolpino.

Because half of the building did have air, employees propped open doors and turned on fans to tap into the cooler air in neighboring departments.

The year's first heat wave, in early May, saw three consecutive days with 90-degree temperatures. But with summer's arrival came air patterns that resemble those usually seen in the fall, Ziff said.

"If you don't like the weather, just wait a few days," he said. "It will change."

This summer has already had 10 days over 90 degrees, compared with eight at the same date last year. However, there has not been sustained sweltering heat, said Ziff, of Ramsey.

Odd, but perhaps to be expected in a summer in which hundreds of people on the East Coast flooded 911 centers with reports of an orange or red fireball and sonic booms. The sightings are being attributed to a possible meteor, astronomers say. And abroad, a French newspaper reported this week that a snowstorm blitzed a Saudi hill resort in the southern Asir Province.

"What else can happen?" Ziff asked.

Staff Writers Peter Pochna, Shannon D. Harrington, and Eman Varoqua contributed to this article. Staff Writer Yung Kim's e-mail address is kimy(at)northjersey.com

GRAPHIC: COLOR PHOTO - CHRIS PEDOTA / STAFF PHOTOGRAPHER - Laborer Rich Catanzariti wiping his brow at Fair Lawn's Memorial Park as the mercury rose.

2 - COLOR PHOTO - PETER MONSEES / STAFF PHOTOGRAPHER - Luz Morel, 11, and her friends found relief from the sweltering heat Wednesday by frolicking in the cooling spray of a fire hydrant at Eastside Park in Paterson. Temperatures at Newark Airport hit 97 degrees Wednesday.

3 - PHOTO - CHRIS PEDOTA / STAFF PHOTOGRAPHER - Chill time: Joe Scarry of Fair Lawn taking a swim Wednesday at Memorial Park with 3-year-old grandsons Joe Scarry III, left, and Ryan Massone.

LOAD-DATE: July 26, 2001

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Copyright 2001 Bulletin Broadfacing Network, Inc.
The Bulletin's FrontrunnerJuly 25, 2001**LENGTH:** 1103 words**HEADLINE:** Late Night Political Humor.**BODY:**

Jay Leno: "We had 'N Sync on the show last night. It was unbelievable. 400 screaming girls. It was like we were baitin' a trap for Gary Condit."

Jay Leno: "It turns out Gary Condit is a conservative Democrat — interesting, this man. He's very conservative. Like, they asked him today, 'When does life begin?' And he said, 'Uh, when your wife's out of town.'"

Jay Leno: "Well, today, another woman has come forward, admitting to having an affair with Gary Condit. She is a T-shirt artist. . She told the papers that Condit did not like to wear condoms, was very cheap, did not engage in foreplay and had no concern for her pleasure. So at least he's a typical guy."

Jay Leno: "The reason a lot of congressmen won't speak out against Gary Condit is that as many as 87 congressmen are currently cheating on their wives. And, of course, they're all driven to adultery by all the sex that they see and hear on television. It's Hollywood's fault."

Jay Leno: "Newsweek is also reporting that Gary Condit was meeting with Vice President Dick Cheney the day the missing intern, Chandra Levy, disappeared. Boy, talk about bad luck, huh? Condit's only alibi — a guy with laryngitis who's got a bad heart. Ah, what are the breaks?"

Jay Leno: "Police say they want to interview Condit for a fourth time, but they insist he is not a suspect! Oh, apparently, he's just a really great storyteller. They enjoy his company."

Jay Leno: "Condit has not been very cooperative. Like today, DC police finally got their hands on Condit's fingerprints, and they had to take 'em off the rear end of a Hooters waitress."

Jay Leno: "President Bush, currently in Europe. Yesterday, he was in Italy. And reporters asked President Bush how his meeting with the Pontiff went, and Bush said, 'Well, the Pontiff wasn't there, just the Pope.' He hopes to meet the Pontiff at some point."

Jay Leno: "Here's an interesting poll on the Bush tax rebate. 30% of Americans say they're gonna spend the money immediately, and 70% of Americans say they're cautious. They're gonna save the money for the day that the Democrats get back in power and take it all away again."

Conan O'Brien: "In an interview yesterday — this is a little controversial. Former President Jimmy Carter was extremely critical of President Bush. Very critical of President Bush. That's right, Carter's exact quote was, 'This guy is the worst President since me.'"

Conan O'Brien: "According to the latest poll in northern California, 60% of voters — 60% -- say they will not vote for Congressman Gary Condit in the next election. 60%. That's right. Apparently the other 40% are dating Gary Condit."

David Letterman: "It's so hot, down in Washington, DC, today, the only breeze was from the Washington DC cops blowing the Condit investigation."

David Letterman: "It was so hot today, Gary Condit was carrying his jacket and his pants."

David Letterman: "Have you folks been following the Condit saga...the Gary Condit saga? Well, you know that in addition to being a womanizer, he has an outlaw brother. This guy could be president."



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David Letterman: "Here's exciting news. President Clinton's moving into his new office in Harlem. . Clinton is very excited. He has not had office sex in about seven months, so he's ready to go."

David Letterman: "Even Clinton is feeling the heat today. It was so hot, he had a slurpee, and then he went to the 7-Eleven."

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The HotlineJuly 25, 2001

SECTION: MEDIA MONITOR

LENGTH: 1764 words

HEADLINE: THIS MORNING

BODY:

THIS MORNING

"GMA" hosted atty Dorothea Kraeger, million dollar hole-in-one winner Rex Morsey, Fortune's Andy Serwer, singer Stevie Wonder, and Sam Nicholson, who filed suit against junk faxes. "Early Show" hosted Sky Television News' Jeremy Thompson, atty Randa Maher, Catholic Univ.'s Father John Beal, Australian Environment Minister Iain Evans, registered dietitian Ruth Carey, psychotherapist Sam Cohen and hero Boy Scout Christopher Haney. "Today" hosted Darrell Condit's atty Jon Sale and actors Mark Wahlberg and Jackie Chan. Click Earlybird for a complete listing of guests on last night's political shows.

ABC'S WEDGE INTO CABLE?

Disney has just purchased cable's Fox Family Channel in a "multibillion dollar" deal that expands the "conglomerate's already vast media empire." Disney paid \$3 billion and assumed FFC's \$2.3 billion in debt to "secure another venue for reruns of ABC programming." But former FFC owner Pat Robertson's "soapbox," Christian chat show the "700 Club," will remain, grandfathered in as it was when Fox purchased the Family Channel from Robertson 4 years ago. Disney COO Robert Iger joked: "We have the right to turn it into the '650 Club," but went on to say that the "obligation that was made to Pat Robertson passes on to us."

ABC Family will probably be launched in 3 to 4 months, "pending finalization of Disney's purchase." FFC is currently received in 81 million homes, making it "beachfront property," in the words of Disney CEO Michael Eisner (Bark, Dallas Morning News, 7/25).

Iger says that ABC Family will "likely carry reruns" of ABC's "World News Tonight" with Peter Jennings, and of "Nightline." There is also talk "to extend the existing ABC News franchises with exclusive programming for ABC Family." At present, however, "a 1999 deal that ABC struck with its affiliates limits the amount of programming it can run on cable" (Andreeva/Littleton, Hollywood Reporter, 7/24).

BACK AT CNN



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New York Post's Lieberman reports that ex-CNNfn executive David Bohrman "is proof old wounds do heal." Bohrman, "booted and then escorted out of the building after a nasty contract dispute, has" come back to CNN. The network said 7/24 that Bohrman "will re-join CNN as senior executive producer of the network's new flagship evening newscast anchored by Aaron Brown." Both Brown and Bohrman worked with one another "at ABC News, where 10 years ago, they created 'World News Now.'" Brown himself "asked for Bohrman to work on his as-yet-unnamed prime-time news show." Brown: "David was my first, second and third choice to produce this program" (7/25). More Brown: "Ten years ago, we created 'World News Now' and I am thrilled that he is joining me in this new adventure: creating a newscast where we tell stories that viewers understand and that matter to them and have fun while doing it" (Johnson, USA Today, 7/25).

HEYWARD HAULT

CBS News Pres. Andrew Heyward stated that "he is 'gauredly pessimistic'" over the "possibility" of a CNN/CBS partnership. More Heyward: "There are obvious areas where we and CNN complement each other. ... At the same time, there are tremendous obstacles (to working together) in both companies. It's difficult to say what is going to come of it" (Hollywood Reporter, 7/25).

YOU'VE GOT A MONOPOLY

AT&T is reportedly involved in "preliminary discussions" with AOL Time Warner about a "friendly deal" to "merge the two companies' cable systems operations." The talks between the two companies come two weeks after Comcast Corp. made an "unsolicited \$40 billion stock swap bid" for AT&T's cable business. AT&T rejected the offer last week, saying it "did not reflect the full value" of the cable assets. But, in so doing, AT&T "effectively put the cable business up for sale." Shortly after Comcast disclosed its bid, AOL and AT&T began talks (UPI, 7/25).

LAUGH TRACK

David Letterman: "It is so hot in New York City, the strippers were getting under Patrick Ewing just for the shade. It was so hot today, down in DC the only breeze was from the DC cops blowing the Condit investigation. It was so hot Gary Condit was carrying his jacket AND his pants. ... Have you folks been following the Gary Condit saga? In addition to being a womanizer, he also has an outlaw brother. This guy could be president. His outlaw brother Darrell Wayne Condit was arrested over the weekend. Apparently Darrell Wayne Condit is not as good at hiding evidence as his brother. ... President Clinton is moving into his new apartment in Harlem. Clinton is very excited, he has not had office sex in about seven months. ... Even Clinton is feeling the heat. Today he had a Slurpee and then he went to the 7-11" ("Late Show," CBS, 7/24).

Jay Leno: "Gary Condit is a conservative Democrat. This guy



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is very conservative. They asked him, 'When does life begin?' He said, 'When your wife is out of town.' ... Today another woman came out that had had an affair with Condit. She is a T-shirt artist. She told the papers Condit didn't like to use condoms, he was cheap, didn't not engage in foreplay, and had no concern for her pleasure. At least he is a typical guy. ... Newsweek reported that at least 87 Congressmen are having affairs. And of course they are driven to affairs by all the sex and adultery they see on television. It's Hollywood's fault! ... Newsweek also reported that Gary Condit was meeting with Dick Cheney on the day of Chandra Levy's disappearance. Talk about bad luck. This guy's only alibi is a guy with laryngitis and a bad heart."

More Leno: "Police are interviewing Gary Condit but he is not suspect. Not a suspect! Apparently he is just a really great story teller. They just enjoy his company. ... Today police finally got their hands on Gary Condit's fingerprints. Yeah, they had to take them off the rear end of a Hooters waitress. ... As you know President Bush is currently in Europe. Yesterday he was in Italy. When he was asked how his meeting with the Pontiff went he said, 'I don't know. The Pontiff wasn't there, only the Pope.' He hopes to meet the Pontiff someday ... Here's an interesting poll about the Bush tax rebate. Thirty percent of Americans say they are going to spend it right away. Seventy percent say they are cautious. They are going to save the money until the day Democrats are back in power and take it all away again" ("Tonight Show," NBC, 7/24).

Conan O'Brien: "In an interview yesterday former President Jimmy Carter was extremely critical of President Bush. His exact quote was 'He is the worst president since me.' ... According to the latest poll in Northern California, 60 percent of voters say they will not vote for Gary Condit in the next election. Apparently the other 40 percent are dating Gary Condit" ("Late Night," NBC, 7/24).

Craig Kilborn: "President Bush told U.S. peacekeepers in Kosovo today that he wanted to hasten their return home. Bush assured the troops he would not rest until Operation Desert Storm was resolved. Bush said America needs to step up its military spending or before long we will live on a planet ruled by apes" ("Late, Late Show," CBS, 7/24).

LOAD-DATE: July 25, 2001



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 The Leader-Post (Regina, Saskatchewan)

July 25, 2001 Wednesday Final Edition

SECTION: Food; Pg. B1 / FRONT

LENGTH: 624 words

HEADLINE: It's a Slurpee summer: Canadians love this sugary treat a lot

SOURCE: Southam News

BYLINE: Murray McMillan

DATELINE: VANCOUVER

BODY:

VANCOUVER — On a hot summer afternoon, the parade out of 7-Eleven's doors is constant: youngsters in shorts and T-shirts, young adults in jeans and construction gear, other adults in conservative business attire.

Many have one thing in common: clutched in their hand is a Slurpee.

The flavours can be the standards: Coke and Pepsi, Sprite and 7-Up, Mountain Dew and Barq's Root Beer. Or they can be a little less ... well, less traditional, with names such as Miami Ice (pink grapefruit flavour), Gobs of Grape, Sour Cherry or Green Slime.

Last year, Canadians bought 30 million Slurpees, says Trish Lee, 7-Eleven's national communications manager, who's based in Burnaby, B.C. Just recently, when the temperature nudged into the mid-20s, one store sold more than 800 of the drinks one day and inched close to a thousand the next day. ("It clouded over in the afternoon," Lee recalled, a hint of disappointment in her voice.)

The Coca-Cola and Pepsi-Cola companies make the syrup for the "frozen carbonated beverage" market, as they call it, and 7-Eleven was a pioneer, introducing it into Canada in 1969.

Slurpee is a trademark that the company vigorously protects — Lee says it's become akin to "Kleenex" which is used to describe both the original and its imitators. Go to a Mac's convenience store and you'll find Froster drinks; at Chevron's Town Pantry stores, it's Slush; Esso's Tiger Express sells Glacial Freeze, while on another corner, Shell's Select store offers Thirst Busters.

What they all have is volume, big volume, and thirsty customers with a recurring craving for the sweet, icy mixtures that have a staying power all their own.

"It's not like a regular drink, because when you have just ice and soda, it melts so fast," explained 15-year-old Leeanne Page, a Vancouver student, between slurps of her Slurpee.

"The worst part about it is the 'brain freeze.' It's like someone's hitting you on the head with a hammer. But after the brain freeze is over, you're cool all over."

And that's the big attraction.

Page goes back for a brain freeze "maybe four times a week, especially in summer." Her friend Jolene Crowley, 16, of Burnaby, says she goes for a Slurpee or something similar "basically every day, but more in spring and summer." On a lunch break from school, she and four or five friends regularly go for a cool pick-me-up.



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Lee, who knows a lot about this subject, debunks a few impressions about the drinks: First, that they're relatively new and, second, that this is a product that's suddenly gained huge popularity. That climb to 30 million annual sales in Canada was a steady growth, she says.

Finally, there's that age thing.

"The average age of a Slurpee drinker is 29, which surprises many people," says Lee. "The age range is six to 96 — I've even seen a dad put a Slurpee in a baby bottle, giving it to a child around three, in Saskatchewan."

When downtown temperatures approached sizzling recently, I spotted a man in a dark, well-tailored suit carrying two Slurpee cups. One was filled with lime flavour, the other grape. Meet Mr. Average Customer.

"I probably have them once a day in spring and summer," said Brett Kawaguchi, 29. "It brings the temperature down when you have to wear a suit all the time, and it's easier to carry than a Popsicle."

He was on his way back to work as bar manager. He sipped on the lime drink and was taking the grape back "for the boss." That's Megan Buckley (age? "Timeless") who says she likes these drinks because "They're refreshing. They take you back to high school."

Are they good for you?

"They're just simple ice, sugar and water," laughed Kawaguchi. "The cup would cost more than the ingredients — maybe four cents."

GRAPHIC: Colour Photo: Southam Photo; Last year, Canadians bought 30 million Slurpees from 7-Eleven stores.

LOAD-DATE: March 28, 2002

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Edmonton Journal (Alberta)

July 24, 2001 Tuesday Final Edition

SECTION: Living; Pg. E1 / FRONT

LENGTH: 591 words

HEADLINE: Big, bold and very, very cold: From Green Slime to Gobs of Grape, Canadians buy 30 million Slurpees every year

SOURCE: Southam Newspapers; Vancouver Sun

BYLINE: Murray McMillan

DATELINE: Vancouver

BODY:

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