



*Employee of the Month - Alfredo Gonzalez*



Jeff Robinson, COO of Affiliated Foods presents the "Employee of the Month" plaque to Alfredo Gonzalez

Please take a moment to congratulate Alfredo Gonzalez for being selected as our Employee of the Month. Alfredo will complete 5 years of service in December of this year and serves as an Order Selector in the Freezer. Alfredo's supervisor, Jamallh Clark, tells us that Alfredo's commitment to his department is astonishing. Alfredo brings a positive attitude and his determination to succeed is a trait that makes him stand out among his co-workers.

See **EMPLOYEE** on Page 8

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# In the News

The Champs Keep on Going!!! Three Years in a Row! Affiliated Foods Y Cup Winner 2014



First Place 3 on 3 Basketball: Jacquiese Holcombe, Jessie Washington and Charles Bird.



TEAM  
AFI



Run: Bob Hewett, Walk: JoAnn Haddock, Diana Ray.

5K Run: 3rd Place, Bret Baer and 2nd Place, Wol Maluo.



Walk: Kyle Keller



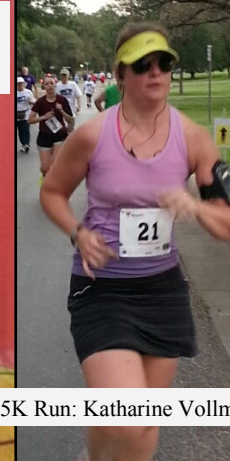
Fitness Challenge: 2nd Place, Connie Elmore, 1st Place, Linda Thompson.

The 5th annual Suddenlink Y Cup challenge was held from July 1st thru August 16th 2014. Affiliated Foods once again took the Y Cup challenge by storm to become the over all winner for the 3rd year in a row!

This year there were over 1400 employees from 21 companies vying for the coveted trophy, plus bragging rights.

Thanks to all our employees that participated and worked so hard, *you* are the ones that made it happen! Go "Team AFI"!!!

Volley Ball 3rd Place: Cali Erwin, Nikki Leutkahans, Cassie Conklin, Courtney Erwin, Nellie Criqui and Clay Erwin.



5K Run: Katharine Vollmer



Walk: Cynthia and Lee Ochoa



Run: Bret Baer, Walk: Dale Thompson, Manual Tovar, Rodney and Helen Rich.



Walk: Norma Linda Martinez and Damien Soliz

# In the News



## Plains Dairy Celebrates 80th Anniversary Cookout!

# 80th

On September 1st, 2014, Plains Dairy celebrated their 80th Anniversary with an Employee / Family Labor Day Cookout.

Employees invited their families to come up and have lunch with them at the Dairy. After enjoying a great meal the employees went back to work. Their families were able to take tours of the plant and see how milk is processed and bottled.

Pokey the Clown was there and gave the kids rides on his cow train and they also had a bouncy house for the kiddos to enjoy.

Plains Dairy served hamburgers and hotdogs with chips. For dessert they had ice cream and cupcakes, of course with MILK!

Everyone had an "Utterly" great time!!



Courtesy of Mary Reed / Plains Dairy

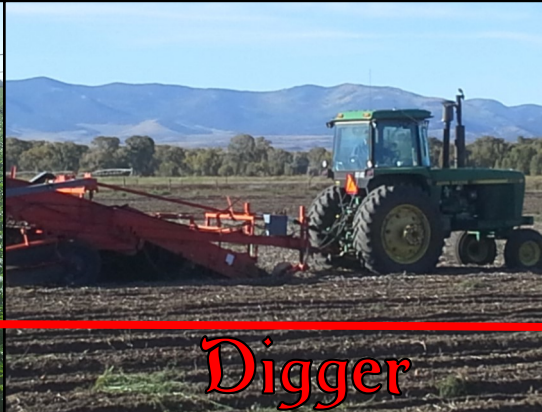


# In the News

*From Hart Farms to Affiliated Foods - The Potatoes Are Coming!*



**Start**



**Digger**



**Harvester**



**Quality Check**



**Sizing**



**From the Field**



**Fresh loaded out of the field  
for storage and immediate use!**

Photos courtesy of Dennis Toole / Produce Quality Control  
and James Hart / Hart Farms

Before you purchase potatoes from your local Affiliated Retailer, stop and think where they came from.....Hmmmmmm???

It all started in June at Hart Farms in Monte Vista, CO., planting the tubers was the first step in the process. From then the potatoes will go thru several growing stages to be harvested in late September.

The Digger begins the process of getting the potatoes ready by digging them up 4 rows at a time. Then the Harvester picks them up! The potatoes travel from the field to be sorted and inspected. Affiliated Foods' Produce Quality Control team is there to check the size and quality of the potatoes.

From there the potatoes continue on their journey. They are loaded on awaiting specialized trailers that will bring them to our Pre-Pak Department at the warehouse. There they will be placed in our silos to begin distribution in March of 2015.

So...as you sit down to eat your next loaded baked potato... you will now know...  
"The Rest of the Story" as Paul Harvey would say!

Courtesy of Miguel Herrera / Director of Produce and Dennis Toole / Produce Quality Control

# Wellness in the Workplace

October 2014 - Breast Cancer Awareness Month

This October, Affiliated Foods, Inc. is proud to participate in National Breast Cancer Awareness Month. Breast cancer is the second most common kind of cancer in women. About 1 in 8 women born today in the United States will get breast cancer at some point.

The good news is that many women can survive breast cancer if it's found and treated early. A mammogram – the screening test for breast cancer – can help find breast cancer early when it's easier to treat.

As of October 1st, 2014, mammograms are included as a preventive benefit on our medical plan. This means that mammogram screenings for women are at absolutely no cost to you\*. You are free to choose an in-network provider and go at your convenience when it comes to mammogram screenings. This includes any woman covered on the medical plan, so husbands, please tell your wives!

\*One mammogram screening per calendar year covered at 100%.

We at Affiliated want to see our employees being committed to their health and taking advantage of the preventive benefits our medical plan has to offer, so we have decided that for any woman that completes their mammogram screening in the month of October, they will be put into a drawing in which we will award three participants with fabulous prizes! Please turn in proof of your mammogram no later than Friday, November 14th, 2014 to the benefits department of Human Resources. The drawing will be held Monday, November 17th.

I have listed a few of the UMR contracted providers below. For a more complete listing,



TAFN Editor, Cathy Gallivan's family members participated in 5K Walk for the Susan G. Komen "Race for the Cure", on September 27th, 2014 in Amarillo, TX. L to R: Gracie Casida, Rosemary Walden, Lexie Mathews, Erminia Wiggs, Leslie Sibley, Cathy Gallivan, Joan Sibley and Diana Mathews.

please go to [www.umar.com](http://www.umar.com) and click on "Find a Provider." Affiliated is a member of the United Healthcare Options PPO Network.

**Woman's Imaging Center –**  
*part of Northwest Texas Hospital*  
**(806) 351-6266**

**Baptist St. Anthony's Hospital**  
**(806) 356-1905**

Not on the AFI medical plan? Many other medical plans cover mammograms as a preventive service as well. Please talk to your specific medical plan carrier to see what the cost associated with a mammogram would be for you.

Thank you for being an active participant in your own wellbeing and in National Breast Cancer Awareness Month!



Source: US Department of Health and Human Services Breast Cancer Awareness Month Toolkit



Courtesy of Rebekah Blythe / HR



# Sweet & Savory



## AFI Bakery / Deli News

It's a change of the season and a lot of great things happen in October. Football is now in full swing and everyone is cheering for their favorite teams, there is high school football, college football, and the NFL. So what does this spell it is tail gate party time. We also have World Teachers Day on October 5<sup>th</sup>, make a sandwich display those of you that have room in your cases for this day as parents and students are encouraged to offer recognition on this day. We also have Boss's Day which is celebrated on October 16<sup>th</sup>. Let's make signs and announcements so that your customers know you are ready for them on these days. These are great opportunities for a variety of party trays and other items that we carry in our Delis every day. And last but not least October thirty first Halloween. Halloween falls on a Friday this year so get ready for Halloween Parties on Friday and Saturday.

Don't forget to decorate your departments and deli cases to the colors of this beautiful season, yellow, orange and brown. Get excited and have fun use your imagination and give your deli departments the season transformation. Open the eyes of your customers make them look and invite them to your department tell them the story of what is going on in October in your great Deli Departments.

Friday night lights are burning, tail gate parties, college football on Saturdays, Sunday, and Monday night NFL games. Pizzas, Chicken wings, Fried Chicken, Sandwiches, Subs, Salsas, deli meats and cheeses are great push items. Also let your customers know that you have Deli trays and suggest other items and offer samples to increase and complete every

sale.

These are just a few ideas but I am sure that you have many more. Get everyone involved and include your Store Managers and increase your sales in October.



Thanks! Bobby

October is here and it is getting close to the busiest time of the year for the bakery which is the last 3 months. First, at the end of the month we have Halloween. Be prepared for all those Halloween parties by decorating your bakery and making displays with cookies, cupcakes, cakes, big cookies, etc.

We also need to be preparing for Thanksgiving and Christmas. You should start planning for Thanksgiving which is November 27<sup>th</sup> this year. Make sure that you order your pies with plenty of time and also take time to look at your sales from last year and if you ran out last year, order more for this year so you don't miss out on those sales you would have made. Take time and check your prices and make sure they are scanning correctly and that items sold are being credited to your department. Decorate your department for Thanksgiving and make sure to have plenty of cookie platters, cake platters, and cupcakes on your displays.

Football season has started and starting this month be ready for all those Thursday night, Friday night, Saturday afternoon and Sunday afternoon football games. Make sure you have displays with cookie platters, cupcakes, decorated cakes for the local high school teams and/or



Cookie Display from #981 Lowes 57 / Las Cruces, NM

college teams in your areas, in addition to the NFL teams. Ask your store director if you can merchandise some of your platters in or around more popular items such as chips and dips, etc. Remember to order some football shaped big cookies and decorate them with local school colors as well as college or NFL teams. Again, you can look at your sales from last year and see what sold most in your stores. This is why having everything scanning correctly is very important. Check your prices and adjust for any changes in cost so that you don't lose your profitability. Remember to check the competition too. Are your prices higher or lower than theirs? If their prices are lower, their quality may not be the same, so compare and check to see if you can lower your price, being careful not to lose sales or profits in the process.

The weather is getting cooler, make sure to

give out samples of some freshly baked cookies and have a display ready to sell them. Your bakery clerks are your sales team, so have them sell!

These are just a few ways you can increase your sales. Most of you have been in the bakery business for a while now and know how to take advantage of the holidays and uses these techniques to help increase sales; if you are new and just learning or getting started, put this newsletter to use and let it guide you to more sales during this year's holidays. Jaime



Jaime Ortega / Sales Manager / B/D  
jortega@afiama.com

Bobby Pena / Deli Specialist  
rpena@afiama.com

## Halloween Jack-O-Lanterns



# In the News

## Plains Dairy Announces Awards



(R) James Wood, Controller (M) Mary Reed, Executive Assistant Plains Dairy (20 Years of Service) and (L) Greg Meador, President



(R) Greg Meador, President and (L) Daniel Maxwell, Route Driver (10 Years of Service)

## Spotlight on the Warehouse

## AFI's Warehouse Incentive Program



Please meet Sunshine Perez she is an Inventory Control Clerk in the Inventory Control Department. She works under the supervision of Manuel Calderon.

Sunshine has proven to be great asset for our company. She has a high standard of work ethics and is one of the most dependable individuals around. She is self motivated in all the tasks she is asked to do. Keep up the great work, Sunshine! Congratulations!

Courtesy of Cynthia Mauricio / WHSE Admin Asst

## ABOVE & BEYOND

At Affiliated Foods, when we hire a new order selector there is a working standard that must be met in the first 60 days of employment. The Warehouse Management System calculates time for each store order based on Engineered Labor Standard. This time standard must be met at 100% by the first 60 days. Once the selector achieves 100% of standard and keeps that standard or above, they become qualified order selectors. This process helps orders to be pulled in a timely manner. October...Above and Beyond...

### Perishable Top Pay:

Asafh Granados  
Freddie Guajardo  
Jacquiese Holcombe  
Robert Johnson  
Todd Padilla  
Orlando Olivas  
Oscar Arellanez

### Perishable Qualified:

Tyler Miller  
Dillion Minich  
Nick Reeves  
Stevie Bryan  
Jonathan Rivas



Courtesy of Jimmy Ross / Director of Warehouse Operations, David Trimble / Assistant Director of Warehouse Operations, Enrique Barreras / Dry Grocery Supervisor, Ralph Telles / Perishable Supervisor and Israel Guajardo / HBC Supervisor



# From the Kitchen Counter



## Halloween Treats and Eats



### Smiling Apples

1 bag apples sliced  
1 bag miniature marshmallows  
Smooth peanut butter

Assemble!

### String Cheese Brooms

1 bag String Cheese  
Pretzel Sticks  
1 bunch green onions...Use the green tops to tie.

Assemble!



For more Halloween ideas go to [www.pinterest.com](http://www.pinterest.com)



### Spaghetti Bell Pepper Jack-O-Lanterns

Bell Peppers...Cut out Jack-O-Lantern faces  
Your favorite spaghetti dish prepared

Pour spaghetti into bell peppers...Serve!

**Employee from Page 1.** Alfredo is married to Celia and they are very busy preparing for the arrival of their first child in November. In his spare time, Alfredo likes to work on cars – especially race cars. Alfredo and Celia like to spend time with their extended family and going to church together and eating out. They have two dogs, both Chows. Alfredo's favorite food is steak and his favorite movie is Fast and Furious, starring Paul Walker and Vin Diesel.

The most influential people in Alfredo's life have been his wife and family. Alfredo says "they are with him in good times or bad." He believes they are the reason for his success. Alfredo is grateful to Affiliated for the opportunity to work and prove himself. Alfredo plans to continue working and hopes to move up within the company.

Alfredo is pictured above receiving the Employee of the Month plaque from Jeff Robinson, Vice-President of AFI. He will receive an additional 250 safety bonus points and a designated parking space for the month of October. Alfredo selected gift certificates from The Plaza. Congratulations and many thanks for doing your BEST, Alfredo!

The following employees were also nominated this month. Congratulations to all!  
Gracie Garcia, Maria Martinez, Lisa Sanchez and Tony Sexton

Courtesy of Rita Koontz / HR



"Employee of the Month" Alfredo Gonzalez

"THANK YOU" to all who have contributed to the success of the Newsletter"! A special thanks to Dale Thompson and Kevin Fortenberry for their continued support and help!  
The Affiliated Family News / Cathy Gallivan / [afinews@afiama.com](mailto:afinews@afiama.com)

*If you have any thing to contribute please e-mail the "AFI Family News" @ [www.afinews@afiama.com](mailto:www.afinews@afiama.com)*



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