

# AMDEQ

2010, October Year 9, Number 3



association des  
marchands  
dépanneurs  
et épiciers  
du québec

## Trait d'union

### A Message from our General Director, Yves Servais

#### OUR 2010 CONGRESS: Mixing Business and Pleasure

As an opportunity for making quality professional contacts and building retailer-wholesaler relationships, and a chance to attend presentations, AMDEQ'S 2010 Congress was serious business. But this year, more than ever before, we also set aside time for pleasure and fun, with events such as Friday's Casino Night and Saturday's banquet with entertainment.

If the enthusiastic feedback we received is any indication, it seems fair to say that we have once again succeeded in creating the welcoming environment adding a festive component to our event. We are glad we achieved our goal and wish to continue to make the AMDEQ Congress a pleasant "time out" from our busy schedules, a getaway for clearing our heads and having some fun.

And we can't forget that, while this event is not really a trade fair, many participating suppliers were able to carry out promotional and sales activities with our members in attendance—a "good deal" for all concerned, and a side of our Congress we will work on developing in the coming years.

The success of the 2010 Congress raises the stakes: we want to create an even bigger event for next year.

*We have chosen the dates and the location for the 2011 Congress. Take note that the event will take place on September 23 and 24. In response to some members' requests for a change, it will be held at the Four Points by Sheraton Hotel in the Lévis Convention and Exhibition Facility, a brand new complex that opened in 2008. After visiting the facilities, we are confident that we will be able to offer you the enjoyable, high-quality event you have come to expect.*



While we are excited about this new location, we will miss the singular charms of the Hôtel Val-des-Neiges that has welcomed us for the past several years. We consistently enjoyed the hotel's impeccable service and its spectacular location near Mont-Sainte-Anne.

Finally, we would like to offer our most sincere thanks to all our members who came, often from very far away, to take part in our Congress. Such a heartwarming display makes all our work worthwhile. We are proud of the excellent attendance, which speaks to the healthy sense of belonging you feel toward your organization.

We look forward to seeing you in equally large numbers next year for the 10th Annual AMDEQ Congress.

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## 2009-2010-2011 “LOYALTY” PROGRAM

When we launched the “Loyalty” program in 2009, we promised to hold a draw, open to all registered members, for two valuable prizes: a **\$3,500 travel credit** offered in partnership with Frito Lay, and a **\$2,000 Dumoulin gift card** donated by Yum Yum/Krispy Kernels.

The draw took place at the Congress on September 18. We are pleased to announce the winners:

Dépanneur Marie-Pier, Lévis  
**\$3,500 Travel Credit**

Dépanneur Pétro, St-Henri-de-Lévis  
**\$2,000 Dumoulin Gift Card**

Please note that for the “Loyalty 2010” program we will also conduct a draw for registered members, with the following prizes: **A \$3,500 travel credit** for the destination of your choice and **two \$1,000 Dumoulin Gift Cards**—all generously donated by Yum Yum.

*I am also pleased to announce that, thanks to our 2009/2010 budget surplus, the “Loyalty” program will be carried forward for 2011 (effective immediately). This is our way, as a cooperative association, of redistributing a part of our operating surplus. To find out more about our “Loyalty” program, learn about participation bonuses, and sign up, please contact your AMDEQ representative.*

Another aim of the “Loyalty” program is to use *participation bonuses* to encourage AMDEQ members to more closely follow AMDEQ agreements. This **0.5%** or **1%** bonus is applicable toward all orders made from selected AMDEQ suppliers. Please note that this Bonus program is offered in addition to your ongoing discount program.

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## HYGIENE AND FOOD SAFETY TRAINING

For members who have not yet completed the *mandatory training session on hygiene and food safety (management or handling section)* required by the Ministère de l’agriculture, des pêcheries et de l’alimentation (MAPAQ) to obtain and maintain a permit, the AMDEQ has renewed its agreement with the Institut du Tourisme et de l’Hôtellerie (ITHQ) for 2010/2011.

This agreement entitles AMDEQ members, who wish to complete the training session, to a special rate, i.e., a **25% discount** off the regular price. This training program is offered online, enabling you to complete the session on your own time and allowing you three months to complete it. Please contact us for further information.



## “STORE LAYOUT PLAN” CONTEST

Since launching this contest earlier this year, we have been pleasantly surprised by the level of interest displayed by our membership. We have already received nearly 20 entries from members describing the project they would like to carry out in their store.

This interest demonstrates two things: first, that many of you are taking the time to read “Le Trait d’union,” our trade journal, and second, that many retailers would value the opportunity to improve or develop their business through renovations or a reorganization of their commercial floor space.

We recently conducted the draw and are pleased to announce winning retailers who will enjoy the following prize:

- an evaluation of current store layout
- a presentation of layout options, in the form of detailed scale drawings, to assist in optimizing the use of every square foot of floor space, improving traffic flow and generating increases in both pre-planned and impulse purchases.

1. **Dépanneur Bilodeau**, Anse-au-Griffon (the Gaspé)
2. **Dépanneur des Chenaux**, Trois-Rivières West
3. **Marché Royal**, Trois-Rivières
4. **Dépanneur East-Angus**, East-Angus (Estrie)
5. **Dépanneur C.R.**, Ste-Julienne (Lanaudière)

Winners will be contacted shortly by our “Retail Communication” consultant. It is also our hope that winners will be pleased and put into practice the expert advice and suggestions on store layout by executing, in part or in full, the proposed layout plan.

Since there appears to be both the budget and the interest, we may repeat this contest in 2011.

Dozens of retailers have been able to take advantage of this service over the last 2 years. Retailers who have gone forward with the rearrangement of their floor space can vouch for the positive impact such a move has on sales.

We are pleased to have been able to make a contribution in this area.



# Desjardins

## Assurances générales

*Un régime d'assurance entreprise à un prix compétitif,  
avec rabais additionnel pour les membres AMDEQ*

**Rabais de 10% pour nouveaux clients et renouvellement**

**Sans engagement, demandez votre soumission**

## 2010 SUMMER PROMOTION



As promised, as part of the summer sales promotion organized in cooperation with Old Dutch/Humpty Dumpty, here are the prize winners (decided by a draw open to members who participated in the promotion).



Mrs Danielle Bourque  
*Dépanneur Victoria, Scotstown*  
Winner of a laptop computer (500 \$)



Mrs Marlène Bélanger  
*Dépanneur de l'Axe St-David, Beauport*  
Winner of a Sony PSP GO (300 \$)



Mr Claude Darveau  
*Dépanneur Shell, Senneterre*  
Winner of a 32" Plasma TV (500 \$)

Mr Claude Cormier  
*Dépanneur Alim. CMBC inc., Trois-Rivières*  
Winner of a IPOD Touch Apple 8 GO (200 \$)

**CONGRATULATIONS  
TO ALL WINNERS !**

## INCREASE IN THE PRICE OF MILK

On December 18, 2008, the Régie des Marchés agricoles et alimentaires du Québec (RMAAQ)'s Decision No. 9115 altered regulations on pricing of milk for consumers, adding article 3.1 which reads as follows:

**“The price of milk sold to retailers or to suppliers-wholesalers who resell directly to consumers cannot exceed the minimum prices set by the regulation for each of the three regions of Quebec.”**

In December 2009, the RMAAQ asked milk producers to ensure transparency in billing to retailers and allow audits for regulatory compliance, without recourse to an inquiry into the commercial practices of milk producers and distributors.

*Normally and without prejudice*, milk producers **are required to** review, in the coming weeks or months, billing practices with all clients and offer a minimum discount (¢/L) to all clients without regard to volumes of milk sold to ensure that net prices billed for milk under jurisdiction do not exceed the minimum price set by the *Règlement sur les prix du lait de consommation*.



For clients receiving discounts, as there will be a reduction in the prices you are billed, there will be a consequent and equivalent reduction in your discounts.

Although this change will not have a negative impact on your profits from the sale of milk, questions remain as to its medium- and long-term effects.

In fact, this new procedure will partially dispense with the concept of discounts, replacing it with increased profit margins. On the other hand, we would do well to ask questions and remain watchful to ensure that during the next round of price increases, producers do not raise their cost price to a rate exceeding the stated allowed annual increase, cutting into our profit margins. We will be vigilant.

The AMDEQ will continue to follow up on this matter during the *Régie des marchés agricoles*' upcoming hearings on milk pricing.

## Employee Theft: A Matter for Civil or Criminal Courts?

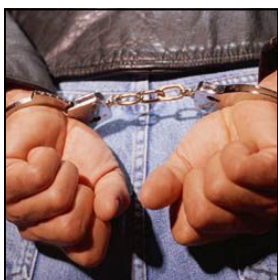
All too often we see retailers become victims—first of employee theft, then of Quebec’s justice system. Retailers often come out of their experience with the justice system, embittered. We hear it time and again: **the system protects thieves!** The fact is that when you go through the appropriate channels, you should be able to see justice done without undue frustration.



**The first step is to understand the difference between the two justice systems:**

### Civil (Mr. X versus the accused)

- The civil system is used to recoup losses and to attempt to recover sums incurred relative to the theft (inquiries, overtime, etc.) and also to recover seized property, still with a view to recovering lost money.
- The civil system does not require proof beyond a reasonable doubt: preponderant proof is enough. (For example: the accused is caught on a surveillance camera stealing the deposit on three occasions. However, there have been 10 deposits stolen in the same fashion, all while this same individual was responsible for the key to the safe. In such a case preponderant proof may be sufficient to convict the accused of all ten thefts.)



### Criminal: (The Queen versus the Accused)

- The criminal justice system is used by people wishing to do their citizen’s duty and report a theft. On the other hand, if the accused is found guilty and sentenced to pay a fine, this money will be paid to **The Queen**— i.e. to the government—not to the victim.
- Moreover, criminal court requires proof beyond a reasonable doubt. If we take the same scenario—10 stolen deposits—the criminal court would only consider the three cases where we can identify the subject by means of the security cameras. The seven other thefts would probably not be considered due to a lack of evidence.

**It is important for a business owner who is victim of a theft to clearly identify his primary objective in legal proceedings:**

- Do I want to recover lost money?
- Do I want to do my duty as a good citizen by reporting the theft?
- Do I have sufficient proof beyond a reasonable doubt?

You can always declare the theft in both civil and criminal courts, at the same time.

You should also take the time to verify the **Employee Dishonesty** clause in your insurance policy and make sure of two things: (1) that you are covered, and (2) that your coverage is adequate. Too often, business owners accept reduced coverage in this area to reduce their premium—a mistake.

As the ad says: To be a victim of theft is frustrating; to be a victim of the system is infuriating!

**For further information, do not hesitate to contact us at 1 800 842-1911.**

An advertisement for a 'Loss Prevention Online Course for Convenience Store Operators'. The background is dark blue. On the left is a cartoon illustration of a man with blonde hair, a goatee, and a blue shirt. The text is white and yellow. The main title is 'Loss Prevention' in a large, white, serif font. Below it is 'Online Course for Convenience Store Operators' in a smaller, white, sans-serif font. At the bottom right, it says 'Save time and money!' in a yellow, italicized, sans-serif font. Below the main text is a yellow box with blue text: 'For a limited time... FREE for AMDEQ members. (Maximum 5 classes / member) Regular Price: \$34.95 per course CONTACT YOUR ASSOCIATION TO OBTAIN ACCESS CODES'. To the right of this box is a dark blue box with white text: 'COURSES AVAILABLE: - Loss Awareness - Shoplifting - Fraud and Theft at the Register'.

# PRÉVENTION DE LA FRAUDE

## PLUS DE PRÉVENTION. MOINS DE FRAUDE.

### DEUX FAÇONS DE SÉCURISER VOS ÉQUIPEMENTS AUX POINTS DE VENTE

Il est recommandé d'utiliser le support de sécurité ou le câble en filin d'acier de manière indépendante ou de combiner les deux pour encore plus de sécurité. De plus, il est suggéré de sélectionner au moins un modèle de support adapté pour les personnes à mobilité réduite par site.

#### 1 SUPPORT DE SÉCURITÉ

Le support de sécurité vous offre une solution préventive contre le vol de clavier NIP ou de terminal et empêche certaines tactiques de fraude aux points de vente. En adoptant ce support, vous offrez un environnement sûr à vos clients et leur permettez de compléter leurs transactions en toute confiance.

##### Avantages en bref !

- Le « panneau cache NIP » dont est muni le support procure à l'utilisateur la sécurité souhaitée pour qu'il puisse saisir son NIP en toute confiance. Le système rotatif de la base ou de la tête du support permet à vos clients de tourner l'appareil dans le sens désiré.
- Le support est composé de matériaux robustes, durables et ininflammables, ce qui procure une sécurité accrue. Le système de retenue permet de fixer solidement l'équipement et de le protéger contre les risques de vol.
- Grâce au dispositif de sécurité, vous pouvez libérer l'équipement de son support avant et après toutes les interventions techniques du fournisseur de service. N'oubliez pas de bien identifier le technicien avant de le laisser manipuler l'équipement.

#### 2 CÂBLE DE SÉCURITÉ EN FILIN D'ACIER

Ce système de verrouillage offre également une protection sûre, qui peut être fabriquée sur mesure. Le câble offre une flexibilité de manipulation pour les clients, tout en conservant une force de dissuasion des plus efficaces auprès des fraudeurs.

##### Avantages en bref !

- Le câble (type aviation) est hautement résistant et d'une grande solidité.
- Le câble est retenu sous le comptoir à l'aide d'un verrou fixe et solide qui s'adapte à tous les types de surface.

➤ Pour connaître la liste des fournisseurs d'accessoires de sécurité, contactez le Service à la clientèle Entreprises au **514 397-4450** ou au **1 888 285-0015**.

Solutions de paiement et de financement

Services de cartes Desjardins