



Perspective

APRIL 2013

Unity | Profit | Communication

A Publication of the 7-Eleven Franchise Owners Association of Southern California



UPCOMING FOASC EVENTS:



Trade Show Extravaganza

Wednesday, May 22, 2013 - 12 Noon to 5 PM
Pasadena Convention Center-300 E. Green Street, Pasadena, California

The 27th Annual Joe Saraceno Invitational Golf Tournament

Wednesday, August 14, 2013
Industry Hills, California



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12 oz. | Case/12



IR CHOCOLATE



SLIN - 150205 | UIN - 386946
12 oz. | Case/12

FOASC will receive \$20.00 for each member store that carries all 14 of these Ice Cream Items listed below by June 31 !!!

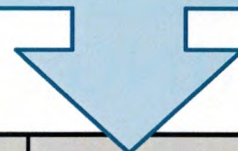


Image	SLIN	Item UPC Code	Description	Ounces/ Piece	Case Pack	SRP
NOVELTIES						
MAGNUM						
	0190557	00077567132826	Magnum Ice Cream Bar - Double Caramel	3.4	12	\$2.99
	0190058	00077567269881	Magnum Ice Cream Bar - GOLD?!	3.4	12	\$2.99
KLONDIKE						
	0190472	00070547014983	Klondike Choco Taco	4.0	24	\$2.29
GOOD HUMOR						
	0190019	00041000214899	Good Humor Reese's Peanut Butter Cup	3.3	24	\$1.89
	0190496	00077567028747	Good Humor Oreo Ice Cream Bar	4.0	24	\$1.89
	0190081	00041000054143	Good Humor Straw Shortcake Bar	4.0	24	\$1.59
TAKE HOME						
BREYER'S						
	0190239	00077567275059	Breyers Ice Cream Pint - Oreo	16.0	8	\$3.49
	0190647	00077567275066	Breyers Ice Cream Pint - Reese's	16.0	8	\$3.49
BEN & JERRY'S						
	0190001	00076840100156	B&J Pint - Cherry Garcia	16.0	8	\$5.49
	0190002	00076840100583	B&J Pint - Choc Chip Cookie Dough	16.0	8	\$5.49
	0190003	00076840100477	B&J Pint - Choc Fudge Brownie	16.0	8	\$5.49
	0190395	00076840101320	B&J Pint - Half Baked	16.0	8	\$5.49
	0190505	00076840302819	B&J Pint - Nutty Caramel Swirl	16.0	8	\$5.49
	0190155	00076840400218	B&J Pint - Straw Cheesecake	16.0	8	\$5.49

New

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THE FIRST EVER GOLDEN ICE CREAM BAR!

NEW!

Silky vanilla bean ice cream with a sea salt caramel swirl covered in a golden chocolatey coating.

First Case Free Fill Available 3/4 - 6/2! Value = \$21.84

UPC: 0-77567-26988-1
SLIN: 190058
FOD: 3/4/13

SRP: \$2.99
Cost: \$1.82
GP\$: \$1.17 / 39.1%

NEW! Exclusively at 7-Eleven

Top ten item!

BEN & JERRY'S
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Nutty Caramel Swirl

SRP: \$5.49
Cost: \$3.40
GP\$: \$2.09 / 38.0%

Order today!

76840 30281
SLIN 190505

Publication Staff

Nick Bhullar.....Editor-in-Chief
Raman Chadha.....Assistant Editor
Sani Panhwar.....Assistant Editor

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Advertising will be accepted for Perspective subject to conditions noted on the advertising rate sheet.

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Current circulation is 500. For a advertising rate sheet or any questions contact the FOA office at (818) 357-5985.

Material for publication should be sent to:

7-Eleven FOASC
1217 Buena Vista, Suite 201, Duarte, CA 91010
(818) 357-5985
foasc711@yahoo.com
www.foasc.com

PERSPECTIVE is the official magazine of the
7-Eleven Franchise Owners Association
of Southern California © 7-Eleven FOASC 1986

PERSPECTIVE

"The capacity to view things in their true relations or relative importance and to view your own risk in a larger framework"

We chose to name our publication PERSPECTIVE simply because of its traditional meaning. It seemed to encompass in one word the overall philosophy of the small group which formed our Association way back in the early seventies.

Today it stands the "test of time" maybe more so.

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7-Eleven Franchise Owners Association of Southern California

Joe Saraceno - Honored Founding President

2013 Association Officers



Nachhatar "Nick" Bhullar

President

(626) 255-8555

bhullar711@yahoo.com



Jawad Ursani

Secretary

(310) 503-0749

jsursani@yahoo.com



Paul Lobana

Vice President

(818) 203-2527

paullobana@aol.com



Rani Singh

Treasurer

(626) 202-6909

rani8566@gmail.com



John Shin

Sargeant at Arms

(626) 233-3330

Shinn711@yahoo.com

7-Eleven FOA Southern California Office

1217 Buena Vista, Suite 201

Duarte, California 91010

(818) 357-5985 - www.foasc.com

7-Eleven Franchise Owners Association - 2013 Board of Directors



Byron Bennett

(951) 662-0613

bigdad711@aol.com



Sani Panhwar

(310) 350-7816

panhwar@yahoo.com



Rajeev Walia

(818) 299-7756

rajwalia1@netzero.com



Bakhshish Bhalrhu

(818) 825-0307

bhalrhu@yahoo.com



Jasbir Randhawa

(714) 458-7512

Jasbirrandhawa@sbcglobal.net

Pictures were not available for
the following Directors:



Raman Chadha

(818) 458-5595

ramanruhi@gmail.com



Jagtar Samra

(818) 219-3080

Billu711@yahoo.com



Narinder Dhillon

(626) 664-9814

Nari.Dhillon@yahoo.com



Bill Singh

(909) 706-0360

bill_singh@yahoo.com



Bobby Kumar

(818) 921-0544

VIJK8@yahoo.com



J.B. Sethi

(818) 521-0808

jangsethi@yahoo.com

John Garcha

(818) 357-156-

JohnGarcha@yahoo.com

Barry Gauthier

(714) 637-0307

barrygauthier@sbcglobal.net

Gursharan Nat

(818) 472-1014

gsnat@hotmail.com

Inderbir Nat

(818) 429-5313

Ib2nat@yahoo.com

Gunu Singh

(818) 481-2300

gunubinepal@yahoo.com

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President's Message

By Nick Bhullar

FOASC is committed to its members to address issues with SEI and represent 7-Eleven Franchisees in the area. Issues that need to be addressed are brought up in FOA meetings, therefore making it essential for all members to attend meetings to stay informed about the things that can influence their operations. We find our strength in numbers to make changes within the system. Your continued member support can help to attain data to stay ahead of the game and to help us reach our objective to grow Franchisee sales and profits.

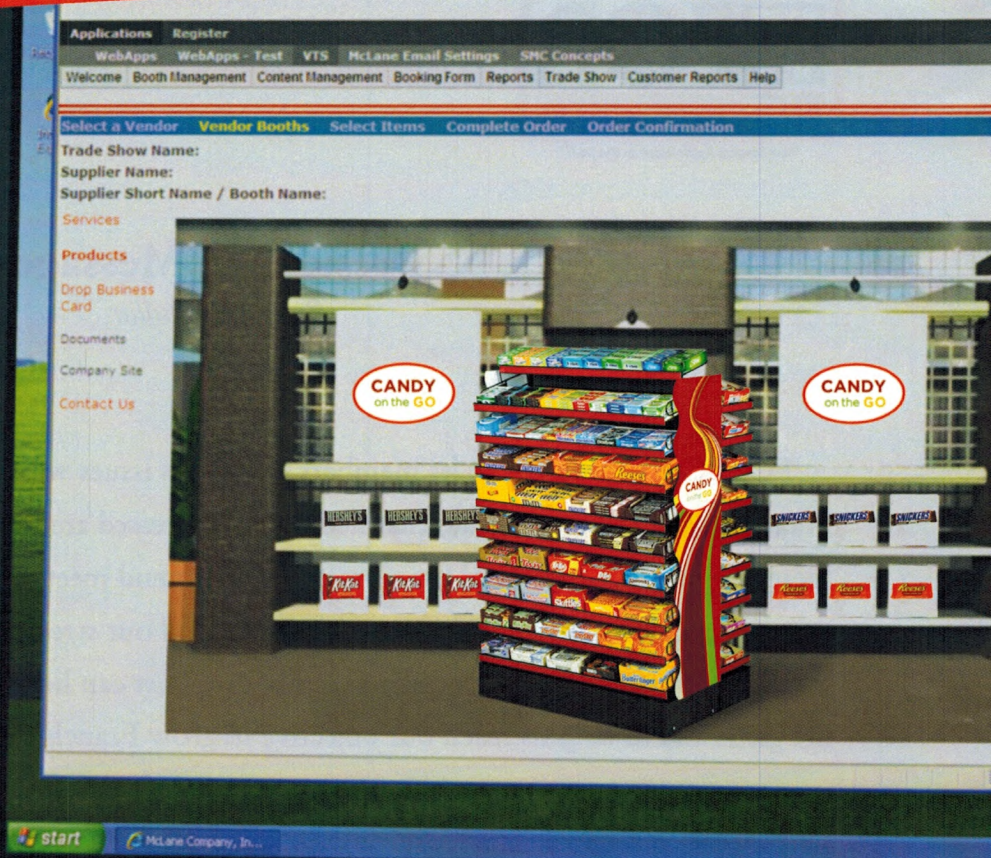
We place a high value on relationships with our vendor community. Not only do they provide the products that we sell in our stores but also show support by being a part of our meetings, Trade Show (May 22, 2013), and Golf Tournament (August 14, 2013). Vendor promotions and consumer advertising play a huge part in our guests' awareness of our stores. Franchisees are the best source of knowledge for what 7-Eleven guests are looking for and what sells in our stores. Strengthening relationships with vendors is very important in getting new innovative and hot selling items in our stores.

As the FOASC president, I have a strong relationship with local SEI managers to address problem areas to overall meet the needs of franchisees. With all the rapid changes happening within the company, it has become critical to work together to ensure the long-term success of the franchise system and thus, our businesses. I wish everyone huge success this year and would like to thank you for your continued support. I hope to see all members at our monthly meetings.

Nick Bhullar

President

bhullar711@yahoo.com



BEST PRODUCTS. BEST DEALS. ANY RETAILER. ANY SIZE.



Single store owners and franchisees can get the same great buying power as the big chains, all by using the McLane Virtual Trade Show. Better yet, you can visit “booths” from dozens of leading manufacturers without the expense, time loss or hassles of traveling to live trade shows. Using any standard browser, you can see and learn about hundreds of new products and promotions in seconds—and even take advantage of special pricing, bundle deals or volume discounts—all without leaving your desk.

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Accounting...

By Jawad Ursani

Being a Franchisee for nearly 20 years now I have seen many accounting processes change. Lots of manual processes have been changed to electronic processing and the term CHD used more and more.

Technology is a wonderful thing but we still on occasions need a live professional accountant to address our needs. The CHD process works well for simple requests but when it comes to more complicated issues a professional accounting person is preferred. I believe it is imperative to get franchisee input before any changes are made to the accounting services. I want to touch on some of the accounting issues that frustrate franchisees. As it states in our franchisee agreement, SEI is solely responsible for our accounting services. I expect to get professional accounting services that satisfy my stores operation. Back in the day when the accounting department was processed locally many issues got resolved quicker and faster. Franchisees could call our accounting representative and explain the problem over the phone. The accounting representative would walk us through our questions or concerns. This process would take no more then a few minutes to complete. As technology advanced and as we moved into the 21st century, our old accounting processes were advanced to the CHD process. Simple processing of daily invoices, cash reports corrections, and expense reversals can be easily dealt with using the CHD process. Switching to this process was the right thing to do. Now when it comes to much larger and complicated issues I believe a professional accounting representative is very important for the franchisee to access. Audit variances, lottery variances, tax issues, licensing, and payroll are just some examples that I believe need a live professional accountant. I have talked to many franchisees who are struggling with accounting questions and don't know who to turn to. Field consultants have limited information and are usually accessing the same CHD process as franchisees do. I am happy to report that in the Greater LA Zone starting April 15, 2013 payroll issues will be handled with a live professional person. Franchisees have requested this several times in the past and finally the request is being honored. Franchisees will still need to create a CHD case but now it can be followed up with a live payroll specialist for quicker results. This is the step in the right direction. I would request all franchisees to use this new service and give feedback to SEI. Another issue that is bubbling up is Lottery audit. I know of several franchisees with large lottery variances during the audit process. Using the CHD process, it is very difficult to get the proper documentation and answers to solve this issue. If you are experiencing issues with lottery variances please contact the FOASC office so that we can request SEI for help. Franchisees, store managers and field consultants work hard in stores to grow sales and profits only to find out that bad merchandise and lottery audits take all the hard earned money. I believe this process can be fixed and the dollars recovered if the process was a little more user friendly. As part of the ZLC and NBLC I will do my best to address these issues and any other issues that franchisees face to make 7-Eleven profitable for both franchisees and 7-Eleven Inc. I welcome your feedback.

Jawad Ursani
Secretary, 7-11 FOASC



Timely Questions for Every Small Business

To create and sustain a successful small business, it's helpful to ask yourself some key questions. As you continue operating your business, those questions never stop. Here are some timely questions we've posed to get the ball rolling.

Tax Questions

Are you getting all the deductions you can? You need to maximize your deductions. Are you sure you've considered all the possible deductions available to you.

Do you have a business retirement plan? If not consider implementing one. It is never too early to start planning for your future.

Is your state's tax policy good for you? No state tax policy is best for all entrepreneurs. Still if you are starting up a new venture look into the tax structure of the state you are considering before you start up a new business.

Marketing Questions

How are your marketing efforts? Marketing drives sales and essentially everything else in your small business.

Are you taking advantage of all the marketing resources available to you?

Growth Questions

How is your small business on job creation and innovation?

Are you showcasing new products that would bring in new customers or increase sales to existing customers?

Operating Questions

Are you operating at your most efficient level?

Is your business duplicating effort? Do you have more than one person doing the same job so you paying more than once to get the same result.

Tool Questions

What innovative solutions are you employing?

Do you have new solutions that need to be put in place that will better your bottom line?

Is there new equipment that you need that will make your operation more efficient?

Are your computer programs updated so you are compatible with modern technology?

Employee/Customer Safety

Are your employee's aware of what to do in the case of an accident?

Do your employee's know how to document an accident that involves a customer/employee?

Are the necessary posters placed in the employee lounge area ?

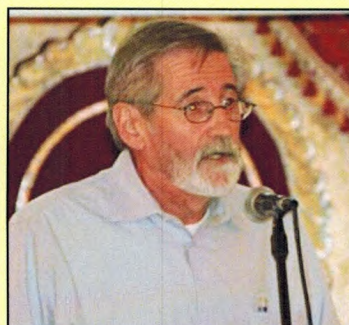
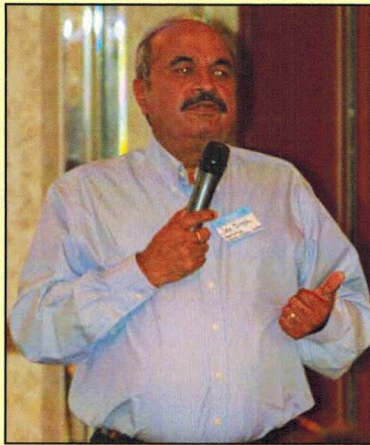
7-Eleven FOASC Meeting February 20th



7-Eleven FOASC Meeting March 20th



7-Eleven FOASC Meeting April 17th





FOASC February, March and April Meetings

FOASC held the first three stated meeting and board of director meetings at different locations. There were about 130-150 franchisees present at the various meetings.

Shamrock Farms, Loaded Energy Drinks and NE E-Cig were the sponsored vendors for February meeting. Norm Hower, Greater LA zone leader, was the main guest speaker. He was joined by five market managers and Stephen Kellison, asset protect personnel. Retail adjustment and audit concerns with WIS Company were the main topics of discussions.

The scholarship committee along with other winners awarded the main recipient of the \$8000 award. The door raffle prizes were free five nights at the Venetian Hotel during the 2013 National meeting, and tickets for a LA Clippers basketball game.

Monster Energy, Kellogg, Body Armor and Frito Lay were the sponsored vendors for March meeting. Alex Szeto, Zone Logistic Manager, was the main guest speaker. He outlined the CDC challenges the franchisee is facing during daily work. Thi Ha with Human Resources Company were also present in the meeting.

Three \$100 gift card were the door raffle prizes.

Pepsi, Ramona, Organic Go Bean and Unilever Ice Cream were the sponsored vendors for April meeting. Mike Austin, Director of new store development, Chris Ferraris, Senior Area Facility Manager and John Barbot with Barbot Insurance, were the main guest speakers. The maintenance and workman compensation concerns were discussed.

Three \$100 gift card were the door raffle prizes.

Summer Incentive Program

Incentive Prize Levels:

Ipad 3: Store with highest scan data during incentive period

Ipad Mini: Store with 2nd highest scan data during incentive period

Ipod touch: Store with 3rd highest scan data during incentive period

Qualifying Products:

Resource 1LTR and 700ml.

Performance Period:

May 1-July 31 2013



	resource	
	700ml	1-Liter
Total List	\$ 14.00	\$ 10.00
McLane CEV (Terms) added 2%	\$ 14.28	\$ 10.20
Invoice to McLane	\$ 14.28	\$ 10.20
McLane Mark-Up	\$ 1.43	\$ 1.02
Invoice to 7-Eleven	\$ 15.71	\$ 11.22
Bill-Back (EDLP Promo)	\$ -	\$ (0.40)
Promo Bill-back	\$ -	\$ -
	\$ 15.71	\$ 10.82
Net Per Bottle	\$ 0.65	\$ 0.90
Retail	\$ 1.69	\$ 1.99
Penny Profit	\$ 1.04	\$ 1.09
	61%	55%



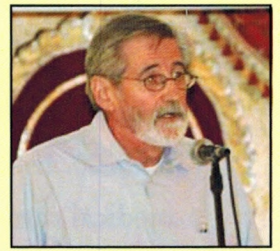
McLANE

700ml
SLIN: 0245767
UIN: 429791

1-Liter
SLIN: 0246220
UIN: 547638

Description of California Workers' Compensation Law

By John Barbot



The way it was

In the early 20th century, a worker injured on the job had to sue his employer to recover medical expenses and lost wages. Lawsuits took months and sometime years. Juries had to decide who was at fault and how much. If anything, would be paid. In most cases the worker got nothing. The courts became overcrowded and nothing was moving.

The way it is

California workers' compensation is a no-fault system for injuries connected with employment. The law provides a faster, fairer way to take care of injured workers...where fault doesn't have to be proved to recover medical expenses and lost wages. The job-injury insurance is paid by the employer and supervised by the state. In return for the benefits, the injured worker agrees not to sue the employer.

Who's covered?

Almost every employee in California is protected by workers' compensation, but there are a few exceptions. People in business for themselves and unpaid volunteers may not be covered.

What's covered?

Any injury or illness is covered if it's due to the job. It can be caused by one event like a fall, or repeated exposures, such as repetitive motion over time. Everything from first-aid type injuries to serious accidents is covered. Workers' compensation also covers injuries- including physical or psychiatric injuries- resulting from workplace crime.

What benefits are available?

1. Medical benefits- Medical benefits include all medical and hospital benefits without deductible reasonably necessary to cure or relieve from the effects of the injury. This includes reimbursements for travel to and from the doctor's office. If the employer has set up a Medical Provider Network, then injured worker is required to get all medical care from the network, although the worker is entitled to change doctors within the network. Any time there is a work-related injury which requires medical treatment the injured worker is eligible for these

benefits. If the employer delays your treatment, he/she is responsible for medical care up to \$10,000. If the employer denies the injury is work-related, they will not be responsible for medical care unless it is later determined by the court that the injury was caused by work.

2. Temporary Disability- If the injured worker is unable to work for more than three days, including weekends, the injured worker is entitled to temporary disability (TD) payments to help replace lost wages. The check is mandated to be in the injured workers hands within two weeks of reporting the injury. The benefits will continue until the doctor determines the injured worker can return to work, or the medical condition is "permanent and stationary." (Payments won't be made for the first three days, however, unless the worker is hospitalized as an inpatient or unable to work more than 14 days.) The amount of payment is two-thirds of the average wage, subject to minimums and maximums set by the state legislature. The payments are tax-free. In 2010, the minimum payment was \$148 and the maximum was \$986.69. Under state law, TO payments for a single injury may not extend for more than 104 compensable weeks within five years from the date of injury, or for more than 240 weeks within five years from the date of injury for a few long term injuries such as severe burns or chronic lung disease.

3. Permanent Disability- If the doctor determines an injury or illness will always leave the worker somewhat limited in their ability to work, the injured worker will receive permanent disability payments. The amount is determined by a complex formula which reduces the disability as described by the doctor to a percentage and then raises or lowers that percentage depending on the body part, age, and occupation. If the employer has 50 or more employees, the benefit payment will also be affected by whether or not the employer has a return-to-work offer. The minimum and maximum are set by state law, and vary by injury date. The claim adjuster will send a benefits letter explaining the terms. 100% disabled. The worker will get the temporary disability rate for life. Also, if the permanent disability is greater than 70%, the worker will get a "life pension."

4. Death Benefits- If the injury or illness causes death, payments may be made to individuals who were financially dependent on the worker. The current death benefit is \$250,000 and \$10,000 burial costs. Any adult dependents will receive the temporary rate applicable to the worker; minors under 18 years old each will receive this same TD rate until they turn 18. Since 1988 the 7-Eleven FOA plan has provided the mandated benefits without any interruptions.



10 Small Business Tax Deductions You Shouldn't Ignore

1. Health Care Tax Credit

If you provide insurance to your employees, under The Affordable Care Act eligible small businesses can claim a tax credit of up to 35%, if you follow the following criteria:

You have fewer than 25 full time employees.

Your average annual wages paid out are below \$50,000.

You contribute 50% or more towards employee health insurance premiums

2. Business Use of a Personal Vehicle

If you use your personal car, truck or van for business travel, you can write off the business portion of vehicle usage by either:

Deducting your actual costs.

Deducting business mileage, based on an IRS-set rate. For the 2012 tax year, the rate was \$.055 per mile for the first half year. (The IRS recently released its standard mileage rates for 2013, which shows slight increases from the 2012 rates.)

You can also deduct parking and tolls. Remember to keep good records of all transactions. Make note of your mileage using your odometer or a GPS device, as well as the date of the trip, destination and purpose.

3. Business Travel and Entertainment Expenses

Small business owners may be able to claim most of the costs of doing business on the road. These include the cost of air, train or bus tickets, lodging, taxis, 50 percent of meal and entertainment costs, dry cleaning and laundry costs, business related calls and tips.

There are some limits to what you can deduct. For example, if you travel with a spouse or person other than an employee then you can't deduct their expenses. There are some restrictions on overseas travel deductions, cruise ship travel and attending conventions.

4. Home Office Deduction

Over half of all U.S. businesses operate out of the home, and many (not all) may be eligible to claim the home office deduction. The caveat here is that you can only claim the deduction (which may include phone bills, Internet fees, insurance, rent and more.) if an area of your home is used exclusively and regularly for business use.

Working from your dining room table one day and from the den the next does not constitute exclusive and regular business use of an area.

5. Start-Up Costs

Start a business in 2012? You can claim up to \$5,000 of the business start-up and \$5,000 of organizational costs incurred before you opened your doors. The \$5,000 deduction is reduced by the amount your total start-up or organizational costs exceed \$50,000. Any remaining costs must be amortized.

6. Professional Fees and Training Costs

Any fees associated with the following are fully deductible as a cost of doing business:

- Training (classes, seminars, certificates, books, etc.)

- Professional organization membership fees

- Fees for lawyers, tax professionals or consultants (although any work related to future years must be deducted over the life of that service/use)

7. Equipment and Software Purchases

The Section 179 deduction allows you to fully deduct the cost (up to \$500,000) of assets purchased in 2012, including computers, furniture, certain business software, vehicles and manufacturing equipment. A new “Bonus Depreciation” provision also allows you to depreciate an additional 50% of the cost of certain property after you’ve taken the Section 179 deduction and in addition to the standard depreciation deduction, IRS.gov offers more information about Section 179.

8. Moving Costs

Did you move in 2012 as a result of your business? If your new workplace is 50 miles further from your home than the previous workplace, you may be able to deduct certain moving costs on your individual 1040 tax returns.

9. Hiring Veterans

Did you hire a veteran in 2012? You may be eligible to claim a tax credit. Under the Vow to Hire Heroes act of 2011, if you hired a veteran who had been unemployed for at least four weeks, you can claim a credit for 40% of the first \$6,000 in wages (up to \$2,400).

If you hire a veteran who’s been unemployed for at least six months, the credit goes up to 40% of the first \$14,000 of wages (up to \$5,000).

10. Charitable Donation

Charitable contributions can qualify as tax deductions against your business’ annual tax liability. Cash or other monetary contributions may be tax deductible as long as they are not set aside for use by a specific person. Contributions must also be made during the tax year to be eligible for a deduction, regardless of the accounting method you use.

When you file your claim you’ll need to use Form 1040, Schedule A and itemize each deduction. You can also deduct the fair market value donations of property, including inventory and any costs associated with volunteer work such as the costs for hosting a fundraising event. Go to IRS.com to get the guide for charitable deductions.

THE VENETIAN
LAS VEGAS, NEVADA

You're Invited!

The 38th Annual National Coalition
Convention & Trade Show

July 14-18, 2013

Trade Show:

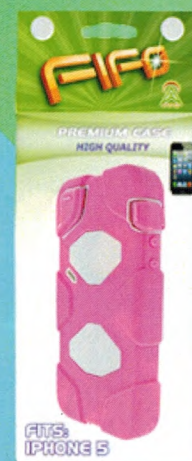
July 17 & 18



Franchisees, Exhibitors
and Major Sponsors—
Get More Information
and Register NOW!

Register





FIFO MOBILE CENTER

FLAMINGO

Ref:70133
DIMENSIONS: 13 x 59 in.

ELITE

Ref:70134
DIMENSIONS: 11 x 59 in.

POWER PANEL

Ref:70136
DIMENSIONS: 13 x 55 in.

3D MINI FLAMINGO

Ref: 70138
DIMENSIONS: 13 x 21 in.



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