



Perspective

JULY 2012

Unity | Profit | Communication

A publication of the 7-Eleven Franchise Owners Association of Southern California • "The Largest FOA in the USA"

Featured in this Issue

**"The President's
Message"**



**"Photo Candids
from the
2012
Trade Show"**



**"Photo Candids
from the
2012
Joe Saraceno
Memorial Golf
Tournament"**



**"Fresh Food
Product
Guidelines"**



**"Inventory
Shortage
Control"**



**"The Myth of the
7-Eleven
Indemnification
Exhibit C"**



**Much, much
More...**



"Easing The DVR Security System Transition"

Stock all the flavors from
the **FASTEST GROWING**
Snack Bar brand in C-Store*

Rice Krispies Treats®
Big Bar Chocolatey Chip
SLIN 303864

Rice Krispies Treats®
Big Bar Buttery Toffee
SLIN 303820

Rice Krispies Treats®
Big Bar Double
Chocolatey Chunk
SLIN 303821

Rice Krispies Treats®
Big Bar Original
SLIN 303863



\$1.00 Special Promomaster
ORDER TODAY!

July - August

**7-Eleven Franchise Owners
Association of Southern California
2012
ASSOCIATION OFFICERS**

Joe Saraceno*
Honored Founding President

Karam Dhaliwal
President
(818) 625-4036
kmd1948@yahoo.com

Rani Singh
Treasurer
(626) 202-6909
rani8564@gmail.com

Nachbatar Bhullar
Vice President
(626) 255-8555
bbullar711@yahoo.com

Byron Bennett
Sargeant at Arms
(951) 662-0613
bigdadb711@aol.com

Jawad Ursani
Secretary
(310) 503-0749
jsursani@yahoo.com

AREA DIRECTORS

Balwinder Bal
(909) 706-0360
bill_singb711@yahoo.com

Bakhsbish Bhalrbu
(818) 825-0307
bbalrbu@yahoo.com

Narinder Dhillon
(626) 664-9814
Nari.Dhillon@yahoo.com

John Garcha
(818) 357-1560
JohnGarcha@yahoo.com

Barry Gautbier
(714) 637-0307
barrygautbier@sbcglobal.net

Bobby Kumar
(818) 921-0544
VIJK8@yahoo.com

Paul Lobana
(818) 203-2527
paullobana@aol.com

Gursharan Nat
(818) 472-1014
gsnat@hotmail.com

Inderbir Nat
(818) 429-5313
Ib2nat@yahoo.com

Sani Panhwar
(310) 350-7816
panhwar@yahoo.com

Jasbir Randhawa
(714) 458-7512
Jasbirrandhawa@sbcglobal.net

Jagtar Samra
(818) 521-0808
Billu711@yahoo.com

J.B. Sethi
(818) 521-0808
jangsethi@yahoo.com

John Shin
(626) 233-3330
Shin711@sbcglobal.net

Balbir Singh
(661) 947-2220
birasidbu@yahoo.com

Gunu Singh
(818) 481-2300
gunubinepal@yahoo.com

Rajeev Walia
(818) 299-7756
rajwalia1@netzero.com

HONORARY DIRECTORS

Herb Domeno - J.D. Greene

Perspective is the official magazine of the

*7-Eleven Franchise Owners Association of Southern California
7-Eleven F.O.A.S.C.-1986*

*Deceased



"The Largest Association in the USA"

PUBLICATION STAFF

Karam Dhaliwal, Editor-in-Chief

Sani Panhwar, Assistant Editor

Perspective is published quarterly. The publication staff welcomes comments, story ideas and viewpoint articles from Perspective readers. The editor reserves the right to edit all material submitted for publication.

Material for publication should be sent to:

7-Eleven F.O.A.S.C.

11145 Tampa Avenue, Suite 12B

Northridge, CA 91326

foasc711@yahoo.com

The 7-Eleven Franchise Owners Association of Southern California does not endorse the advertisers appearing in its newsletter; all advertisements appear for information only and any arrangements made between the parties involved are solely their responsibility.

ADVERTISING INFORMATION

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

Current circulation is 500.

For advertising rate sheet and/or any questions, contact the F.O.A. office at (818) 357-5985

PERSPECTIVE

'The capacity to view things in their true relations or relative importance and to view your own task 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.

Insurance Plans For Franchisees

Business Insurance

**Worker's Compensation • Crime Coverage
Wrongful Termination / Discrimination**

John

Danielle

Barbot

Tarr

(888) 505-7110

Our Experience Insures Your Success!

**Barbot
Insurance Services**

P.O. Box 1330 • La Mesa, CA 91944-1330

Perspective Magazine
7-Eleven Franchise Owners
Association of Southern California
TABLE OF CONTENTS



Southern California

"The Largest Association in the USA"

President's Message

7

2012 Trade Show Vendors

8

Candid Photos

2012 Trade Show

9 - 14

**Inventory Shortage
Control**

15 & 16

**Danger Zone
Fresh Food Product
Guidelines**

17, 18, 19 & 20

**The Myth of the
7-Eleven Indemnification
Exhibit C**

21

**2012 Golf Tournament
Sponsors**

22 - 25

**Candid Photos
2012 Golf Tournament**

26 - 32

**Advertiser
Index**

Kellogg's	Inside Front Cover
Barbot Insurance	4
Heineken	6
Mike's Harder	Inside Back Cover
Rockin Refuel	Inside Back Cover
Nestle Water's	Outside Back Cover

2012 Calendar of Events

July 19th-	Board of Directors Meeting
August 16th-	Board of Directors Meeting
September 20th-	Members Stated Meeting
October 18th-	Board of Directors Meeting

**CHECK OUT OUR NEW
AND IMPROVED WEBSITE**

www.foasc.com

All inquires regarding website to

SANI PANHWAR
panhwar@yahoo.com

**Advertising
Information**

Advertising will be accepted for Perspective subject to the conditions noted on the advertising rate sheet. Current circulation is 500. For advertising rate sheet and/or any questions, contact the F.O.A.S.C. office at (818) 357-5985 or foasc711@yahoo.com.

*Perspective is the
official magazine of the 7-Eleven
Franchise Owners Association of
Southern California*

© 7-Eleven F.O.A.S.C. - 1986

HEINEKEN INNOVATION DELIVERS MORE EXCITEMENT TO YOUR CUSTOMERS.

BEST of MEXICO ★ TX ONLY



★ CA, TX, Chicago ONLY



★ CA, TX, Chicago ONLY



★ FL, NC, VA, WV ONLY



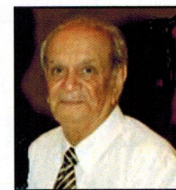
★
HEINEKEN

Enjoy our Brands Responsibly

©2012 Dos Equis XX® Special Lager Beer, Dos Equis XX® Amber Beer, Indio® Beer, Sol® Beer.



Easing The DVR System Transition And Making The Most Out Of BT



By Karam Dhaliwal

SEI is presently rolling out the new DVR surveillance system to all 7-Eleven stores, and it appears that the transition is not going smoothly for franchisees who have installed their own security systems over the last several years rather than wait for SEI to upgrade the old VCR-based system. The problem these franchisees are facing is that once SEI installs the new DVR system, they disconnect the storeowner's security system, which means the franchisees lose the remote access their systems provided them. SEI said franchisees will have remote access to the new DVR system by mid-summer. Meanwhile, franchisees with the new DVR system only have in-store access.

When I contacted the company on the matter, they said they are unable to connect a franchisee's system to the new DVR system because they need a splitter, which will be available in about a month or so. I spoke to Loss Prevention about this and made it clear that it's not fair to the storeowner who paid \$10,000 of his own money for a security system in his store. I asked them how could they put in a new security system and cut off the franchisee's access to monitor his own store when SEI isn't even monitoring it yet from their side?

Again, rather than wait, one franchisee bought a splitter at an electronics store for \$4.99 and showed other franchisees how to install it themselves. I mentioned this to my Zone manager and he agreed that they should not disconnect a franchisee's system before the splitters are available. He said he would put the word out not to disconnect a franchisee's system until the splitters are installed. We are waiting to see what happens next.

According to SEI, the new DVR surveillance system will continuously monitor POS activity in our stores, and is programmed to raise red flags when certain parameters are triggered. This is in addition to having two surveillance cameras in the store that offer 360-degree views. I have asked Loss Prevention to attend one of my FOA meetings and provide to all Southern California franchisees a printout of the red flag trigger parameters so they can monitor such activity on their own. This way, I believe, franchisees could perhaps call Loss Prevention themselves if they discover suspicious activity and more quickly resolve the issue rather than wait up to 90 days to be notified by Loss Prevention that there was a problem.

Business Transformation is being expanded into the other three markets in Southern California. SEI has held meetings about it, and has selected three franchisees to kick off the program in those areas. I've heard that the company is saying the BT stores are making more money. The increase is 0.48 percent, which is not what was promised.

Additionally, there is a problem with some items from McLane arriving to the stores damaged. Franchisees then have to go through a long process to get it cleared up. In the past, it was taken care of immediately. Another issue raised by BT stores is that some items from Pepsi and Coke have a lower cost for the non-BT stores. SEI said they are going to look into it. BT is coming to my town in September. I hope by then the company has all the bugs worked out.

June sales have been good, and it looks like we will have a good summer if the weather holds up. We have been told to get ready for BT. Franchisees say they are going to try to make the most out of the program, but ask to keep the freedom to order the products their customers want.

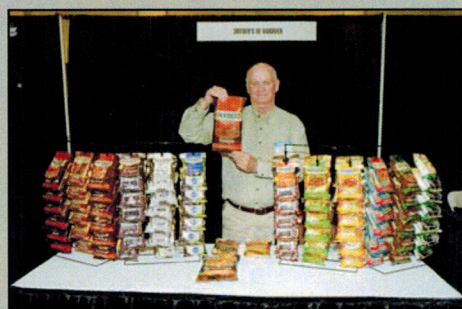
Karam Dhaliwal
kmd1948@yahoo.com

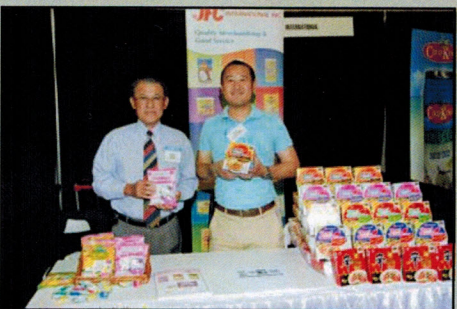
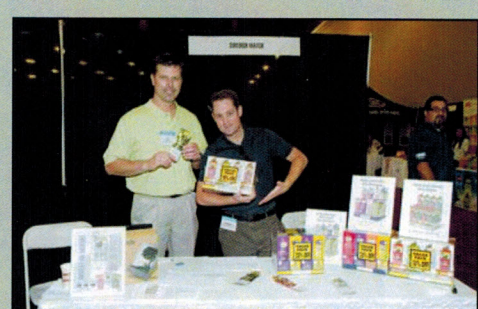
2012 TRADE SHOW VENDORS

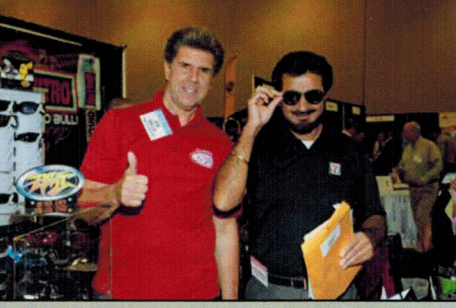
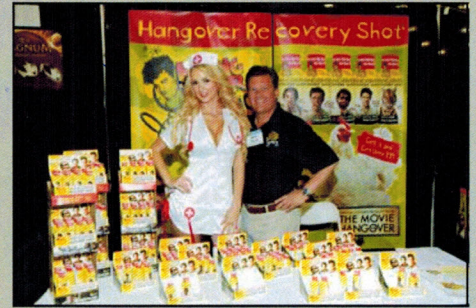
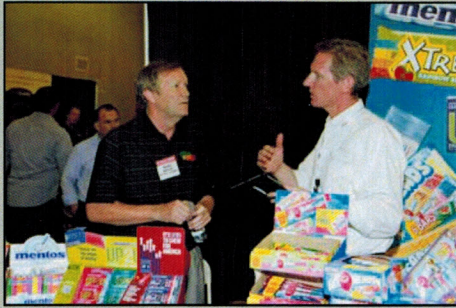
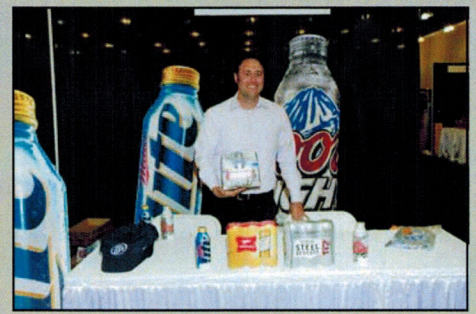
- ◆ 5 Hour Energy
- ◆ Activate Drinks
- ◆ Advantage Sales & Marketing
- ◆ Alliance Beverage Partners, LLC
- ◆ Anheuser-Busch InBev
- ◆ Avanzar Sales & Distribution
- ◆ Barbot Insurance
- ◆ bDirect
- ◆ BMI Eyewear
- ◆ Bolthouse Farms
- ◆ Borden Dairy Company
(LALA)
- ◆ CBI International
- ◆ Coca-Cola Refreshments
- ◆ Con Agra Foods
- ◆ Convenience Sales Network/
Don Miguel
- ◆ Crown Imports
- ◆ Diageo-Guinness
- ◆ Don David Snacks
- ◆ Dr. Pepper Snapple Group
- ◆ Eastland Food Corp.
- ◆ Ezaki Glico USA
- ◆ FM Facility Maintenance
- ◆ Frito-Lay
- ◆ General Mills
- ◆ Hansen Beverage Company
- ◆ Heineken USA
- ◆ Innovative Health Solutions
(H2O Overdrive)
- ◆ JFC International
- ◆ Johnson & Johnson
- ◆ Kellogg's
- ◆ Kraft Foods
- ◆ Kretek International
- ◆ Lava Propane
- ◆ Liquid Nitro Beverages
- ◆ Loaded Energy Drink
- ◆ McLane
- ◆ Met-Rx
- ◆ Mike's Hard Lemonade
- ◆ MillerCoors
- ◆ Monster Energy
- ◆ Morinaga America
- ◆ Muscle Milk
- ◆ Nat Sherman Inc.
- ◆ Nestle
- ◆ New Image Global
- ◆ Pepsi
- ◆ Perfetti Van Melle USA
- ◆ Perky Jerky
- ◆ Phusion Products (Four
Loko)
- ◆ Red Bull
- ◆ Shamrock Farms
- ◆ Snyder's of Hanover
- ◆ Swedish Match
- ◆ Swisher International
- ◆ That's it Nutrition
- ◆ The Hershey Company
- ◆ Unilever Ice Cream
- ◆ Zico Beverages

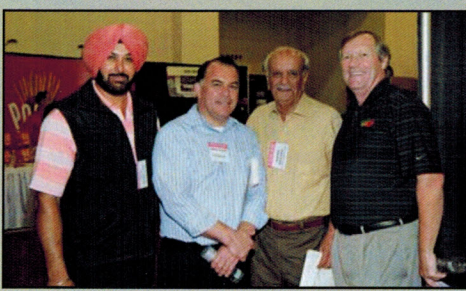
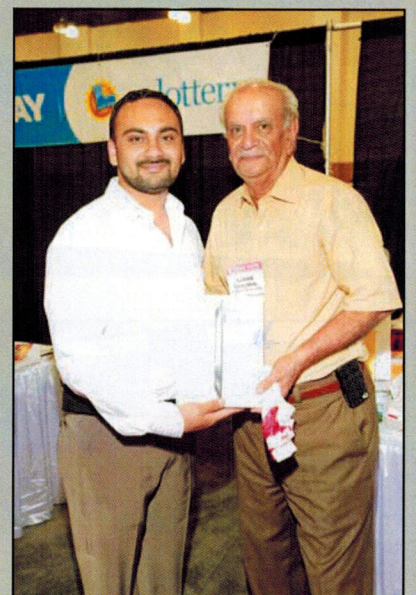
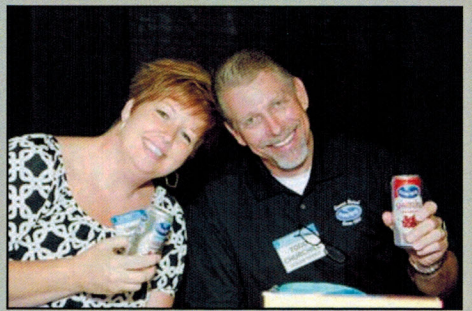
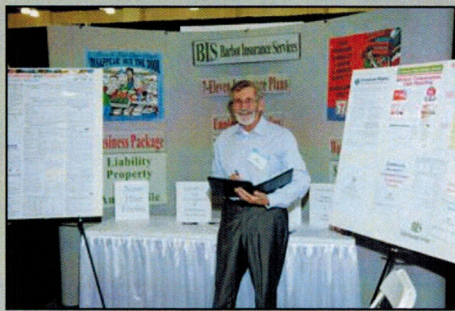
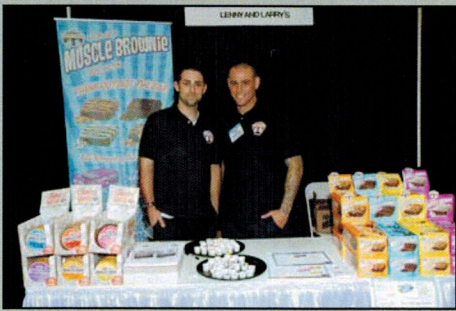
Thank you for your support!!!

TRADE SHOW 2012











**7-Eleven
Franchise
Owners
Association
Southern
California**



**TRADE
SHOW
CANDIDS**





INVENTORY SHORTAGE CONTROL

REVIEW VOIDS (Identifies transactions in which items were line voided, error corrected, aborted transactions, memory transactions with voids or corrections, price overrides, and refund/return transactions.)

- 1) Click Point of Sale
- 2) Click View Voids or Print Voids
- 3) Select a Day
- 4) Review For Increased Activity, Trends, and Unusual Transactions
- 5) Note Any Questionable Voids, ABORTS, Memory Transactions, \$0.00 Sales, etc.
- 6) Use the DVR/Camera System to Verify Questionable Items

REVIEW ELECTRONIC JOURNAL FOR NON-SCANNED SALES (Helps identify non-scanned sales that could be set up in the system or have a button made on the register. Also identifies penny sales or unusual non-scanned activity.)

- 1) Click Point Of Sale
- 2) Click View Electronic Journal
- 3) Select A Day
- 4) Click "NO" For Search Criteria
- 5) Click On The Find Icon*
- 6) Enter Merch In Find What Area
- 1) Click On The Find Icon*
- 8) Click Find Next
- 9) Continue Process Until All Are Reviewed For The Day
- 10) Scroll Highlighted Bar Back To The Very Top Line
- 11) Click On The Find Icon*
- 12) Enter groc In Find What Area
- 13) Click On The Find Icon*
- 14) Click Find Next
- 15) Continue Process Until All Are Reviewed For The Day
- 16) Note Any Questionable Items Such As Pennys Sales (.01, .02, .03, .04, .05), Odd Price Points, Returns, Or Even Dollar Amounts.
- 17) Use the DVR/Camera System to Verify Questionable Items.

Other searchable terms that can be helpful and utilized in the find line are:

- Memory
- Price Override
- Drawer (For Drawer Violation)
- Return
- Abort
- No Sale
- Safe (For Safe Drop)
- Void
- Promo

***The Find Icon is the Magnifying Glass with a Question Mark**

SHIFT ANALYSIS CRITERIA (Analyzes days against each other during the same shifts to monitor fluctuations in sales, void \$, no sales, customer count, etc.)

- 1) Click Back Office
- 2) Click Cash Management
- 3) Click On Shift Analysis Criteria
- 4) Select All Employees
- 5) Select Beginning Date Two Months Prior
- 6) Select Day Of Week
- 7) Select Shift 1 And Print
- 8) Change Shifts And Print Until You've Completed All Shifts For The Day
- 9) Review And Analyze For Discrepancies
- 10) Discuss Discrepancies With S.A.'s For Causes and Resolutions As Needed
- 11) Use the DVR/Camera System to Verify Questionable Items

NO SALES *(Allows You To Identify Each Time The Register is Opened Without A Sale, Which Could Lead To Activity Such As Under Ringing Sales And Taking The Cash, Not Ringing Sales At All And Taking The Cash, And Taking The Cash From Voided Sales.)*

- 1) Click Point Of Sale
 - 2) Click View Electronic Journal
 - 3) Select A Day
 - 4) Click "Yes" For Search Criteria
 - 5) Select NO SALE From "Type Of Sale" On The Bottom Right Of Screen
 - 6) Review And Analyze For Excessive Activity
 - 7) Use The DVR/Camera System To Verify Questionable Items
- *****Each Store Is Different. But 2-3 Pages Is The Average For Normal Activity

RETURN TRANSACTIONS *(Enables you to review all items returned at the POS and verify the legitimacy of these returns through review of the DVR camera system to the electronic journal)*

- 1) Click Point Of Sale
- 2) Click View Electronic Journal
- 3) Select A Day
- 4) Click "NO" For Search Criteria
- 5) Click On The Find Icon*
- 6) Enter Return In Find What Area
- 7) Click On The Find Item*
- 8) Click Find Next
- 9) Continue Process Until All Are Reviewed For The Day
- 10) Note Any Returns Completed For The Day
- 11) Use The DVR/Camera System To Verify Returned Items Are Legitimate

****The Find Icon Is The Magnifying Glass With A Question Mark***

PLU INQUIRY *(Pulls each time the PLU Inquiry button was used to check the price of an item and places this data with the next transaction that was rung on that register. The SKU# and the time the inquiry took place is also noted.)*

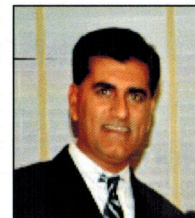
- 1) Click Point Of Sale
- 2) Click View Electronic Journal
- 3) Select A Day
- 4) Click "YES" For Search Criteria
- 5) Select PLU INQUIRY From "Type Of Sale" On The Bottom Right Of Screen
- 6) Review And Analyze For Suspicious Activity
- 7) Use The DVR/Camera System To Verify Questionable Items
- 8) This Can Help In Determining If An Item Was Actually Rung Up, Or If An Employee Was Pretending And Just Checking The Price

CANCEL AGE VERIFICATION *(Pulls each time an Age Verification is cancelled out on the register and places his data with the next transaction that was run on that register. The SKU# and time the cancellation took place is also noted.)*

- 1) Click Point Of Sale
- 2) Click View Electronic Journal
- 3) Select A Day
- 4) Click "YES" For Search Criteria
- 5) Select CANCEL AGE VERIFICATION from "Type Of Sale" On The Bottom Right Of Screen
- 6) Review And Analyze For Suspicious Activity
- 7) Use DVR/Camera System to Verify Questionable Items
- 8) This Can Help In Determining If An Item Was Actually Cancelled, Or If An Employee Was Pretending And Just Collecting The Cash For Their Personal Gain (Theft).



STAY OUT OF THE DANGER ZONE!



By Jawad Ursani, Secretary

When I franchised my store over 15 years ago fresh food was a small part of my business. As margin from Cigarettes and Beer continue to lower our gross profit we need to look to other products in our stores to keep us profitable. As we enter 2012, 7-Eleven is becoming a fresh food destination and the dream of selling \$1000.00/day of fresh food is becoming a reality. Offering cold sandwiches, grill items and hot food is now an important part of our business. As we transition to becoming a destination for fresh food, we as franchisees need to understand the importance of temperature and product coding. SEI is very serious in ensuring that our business stays healthy and our guest receives the highest quality of products. We as franchisee need to take this seriously and if we are not following the correct procedures we can ultimately lose our store. I request SEI to make it easy for store operators to code products and take temperatures. I believe if things are kept simple, participation is always guaranteed.

Think about this:

When you eat out, you eat foods that are made by someone else. You trust them to make it safe for you to eat. Now you will be preparing food for other people, and they trust you to do all that you can to keep them from getting sick.

Why is temperature control so important when handling food?

Because 90% of all food poisoning happens when correct temperatures are not kept. Keep hot foods at 140°F or hotter and cold foods below 41°F.

DANGER ZONE

(Temperatures between 41° and 140°F)

By following some simple guidelines we can ensure that our guests stay healthy.

Listed on the following three pages you will find all the proper temperatures for our food products along with their product coding. I urge you all to review and train your store staff so we can all provide the highest quality products to our guests.

EDITOR'S NOTE: I suggest you carefully remove this center page spread from the magazine. The center page contains your fresh food product guideline. Keep it in a safe place for future referral.

PRODUCT SHELF LIFE LISTING*

Date: 03-18-10 Supersedes: All Previous Issued by: Quality Services

ROLLER GRILL

PRODUCT	FROZEN	REFRIGERATED	HEATED DISPLAY	ROOM TEMPERATURE
Roller Grill Burritos	See code on box	7 days from date of pull	Up to 4 hours above 140°F	N/A
Taquitos/Egg Rolls	See code on box	7 days from date of pull	Up to 4 hours above 140°F	N/A
Burritos	See code on box	7 days from date of pull	Up to 4 hours above 140°F	N/A
Corn Dogs	See code on box	7 days from date of pull	Up to 4 hours above 140°F	N/A
Hot Pockets	See code on box	7 days from date of pull	Up to 3 hours above 140°F	N/A
Hot Dogs/Sausages Burger Bites	See Code on Box	7 days from date of pull	Up to 4 hours above 140°F	N/A
Hot Dog Buns	N/A	N/A	Up to 4 hours above 110°F	Refer to vendor coding system
Cheese Sauce Pouch Dispensing Unit	N/A	Unopened Bag refer to expiration date	48 hours above 140°F	N/A
Chili Sauce (Hot Dog Sauce) Pouch Dispensing Unit	One year from date of manufacture manufacture code date on pouch bag	7 days once thawed	48 hours above 140°F	N/A

PASTRY

Frozen Individually Wrapped Pastries and Cookies	6 months to 1 year (varies with supplier)	N/A	N/A	See NPI
Frozen Pastries, Brownies, and Cookies (bulk displayed In case)	6 months to 1 year (varies with supplier)	N/A	1-3 hours at 80-110°F (varies with warming device)	1 Day
Delivered Fresh Pastries Such as Big Eats Bakery Items	N/A	N/A	0-3 hours at 80-110°F (varies with warming device-some products can not be held warm)	1 day 2 days bagged (approved items only)
Locally Produced Pastries	N/A	N/A	1-3 hours at 80-110°F (varies with warming device)	1 Day
Bake-Off Cookies	9 Months	N/A	1-3 hours at 80-110°F (varies With warming device)	1 Day

TURBO CHEF HOT FOODS

Wing Zings	6 Months	N/A	2 hours above 140°F/ 60°C	N/A
BBQ Wings	N/A	7 days from date of pull 6 days received from CDC	2 hours above 140°F/60°C	N/A
Dragon Wings	6 months	N/A	2 hours above 140°F/60°C	N/A
Chicken Tenders	N/A	7 days from date of pull 6 days received from CDC	2 hours above 140°F/60°C	N/A
Jamaican Patties	N/A	7 days from date of pull 6 days received from CDC	2 hours above 140°F/60°C	N/A
Pork Egg Roll	N/A	7 days from date of pull 6 days received from CDC	2 hours above 140°F/60°C	N/A
Churros	6 months	N/A	2 hours above 140°F/60°C	N/A
Pizza	180 days	3 days	1 hour above 140°F/60°C- Optimum 2 hours above 140°F/60°C Maximum	N/A
Chili Sauce (Hot Dog Sauce) Pouch: Dispensing Unit	One year from date of manufacture Code date on bag	7 days once thawed -put code on bag	48 hours above 140°F	N/A

PRODUCT SHELF LIFE LISTING*

Date: 03-18-10 Supersedes: All Previous Issued by: Quality Services

FAST FOODS / OTHER HOT FOODS

PRODUCT	FROZEN	REFRIGERATED	HEATED DISPLAY	ROOM TEMPERATURE
Commissary Produced Burritos/Mexican Products	N/A	Refer to label date/code	See NPI (maximum 2 hours above 140°F)	N/A
Soft Pretzels	3-6 months	1-7 days varies	1-2 hours (varies with warmer Unit and product)	1 day
Fast Food Items	3-12 months (varies) refer to NPI Sheet	varies; refer to NPI sheet	0-2 hours (varies with warming unit and product)	N/A

COLD SANDWICHES / COMPONENTS

Commissary Produced Sandwiches	N/A	Refer to label date/code	N/A	N/A
DSD Sandwiches	Varies	Refer to label date code Up to 7 days approved by 7-Eleven QA	N/A	N/A
McLane's Frozen Cold Sandwiches	Varies	7 days from date of pull	N/A	N/A

PIZZA PRODUCTS

Pre-made Frozen Pizza	3-12 months (varies)	3 Days	1 hour above 140°F/60°C	N/A
Commissary Prepared Pizza	N/A	Refer to label date/code	1 hour above 140°F/60°C	N/A

CONDIMENTS

Break Bacterial cycle at least weekly on bulk condiments

Ketchup	N/A	7 days once on display Including time on display	N/A	N/A
Hot Sauce	N/A	7 days once on display Including time on display	N/A	N/A
Salsa, Canned	N/A	7 days once on display Including time on display	N/A	
Salsa, Fresh	N/A	Unopened see code 1 day on display	N/A	N/A
Mayonnaise	N/A	7 days once on display Including time on display	N/A	N/A
Mustard I	N/A	7 days once on display Including time on display	N/A	N/A
Relish	N/A	7 days once on display Including time on display	N/A	N/A
Pepperoncini Peppers	N/A	7 days once on display Including time on display	N/A	N/A
Pickles	N/A	7 days once on display Including time on display	N/A	N/A
Jalapeno Peppers	N/A	7 days once on display Including time on display	N/A	N/A
Pre-shredded Lettuce	N/A	Up to 14 days* unopened 24 hours on display or once opened	N/A	N/A

CONDIMENTS continued - Break Bacterial cycle at least weekly on bulk condiments

PRODUCT	FROZEN	REFRIGERATED	HEATED DISPLAY	ROOM TEMPERATURE
Lettuce, Whole Head	N/A	5 days-whole head Including time on display	N/A	N/A
Hot Sauce	N/A	7 days once on display 24 hours prepped	N/A	N/A
Onions, Fresh Pre-bagged	N/A	Unopened- see code 24 hours on display Or once opened	N/A	N/A
Onions, Fresh	N/A	Whole- N/A; Sliced 24 hours	N/A	Up to 7 days (whole); sliced- 2 hours
Onions, Frozen	N/A	2 days thawed Including 24 hours on display	N/A	2 hours
Salsa, Canned I	N/A	7 days once on display Including time on display	N/A	
Tomatoes	N/A	Whole up to 7 days Sliced 24 hours	N/A	Up to 7 days (whole); Sliced-N/A
Tomatoes, diced Pre-bagged	N/A	Unopened-see code 24 hours on display once opened	N/A	N/A
Salad Dressings	N/A	3 months unopened (see expiration code); 7 days opened; 7 days On display	N/A	3 days in a squeeze bottle
Shredded Cheese	N/A	Generally 3 months unopened (see expiration code); 7 days opened; 7 days on display	N/A	N/A
Sauerkraut	N/A	2 weeks opened 7 days on display	N/A	1 year unopened

SALADS - Break Bacterial cycle at least weekly on bulk condiments

In-Store Prepared Salads; Chef, Garden, Chicken and Taco	N/A	1 Day	N/A	N/A
Prepared Salads (i.e. Tuna, Coleslaw, etc.)	N/A	Date of expiration unopened 7 days on display or opened or date of expiration, whichever comes first	N/A	N/A
Commissary Prepared Green or Fruit Salad	N/A	7 days once on display including time on display	N/A	N/A

COFFEE

Iced Coffee	N/A	Unopened 6 months shelf life from date of production once opened 14 days refrigerated (All cases marked "Best If Used By Date")	N/A	N/A
Bulk Creamer	N/A	Unopened 6 months shelf life from date of production once opened 14 days refrigerated (all cases marked "Best If Used By") 40° or below is ideal holding temperature	N/A	N/A

The Myth of the 7-Eleven Indemnification Exhibit C



By John Barbot

During training classes, new franchisee students are told they are in a partnership with 7-Eleven. Work within the system and 7-Eleven will help you out. This type of thinking is transferred to the subject of insurance and the 7-Eleven Indemnification. Although, the instructor points out the document warnings, they imply 7-Eleven will take care of you as long as you have a good relationship.

This explains franchisee's attitude towards the purchase of outside insurance. "I don't need it; I have protection for free". "If I have a problem, my market manager will help me out". This blind faith is wrong and it is costly!

The purpose of insurance is to minimize risk and thus the franchisee's dollar exposure. The indemnity exposes the franchisee to ruinous dollar exposure. The indemnity is provided to the franchisee to protect 7-Eleven's assets. When a loss occurs, who calls? The answer is the Asset Protection Department. Whose assets are they instructed to cover? The answer is 7-Eleven, Inc. When it comes to the franchisee's exposures, the indemnity passes the risk to the franchisee.

The following property scenarios are not covered by the indemnity. How much risk is the franchisee taking? First, after a fire occurs at the store, it takes about 4-8 months for a store to re-open and another 90 days to revive business to the level prior to the loss. The average out of pocket exposure is \$130-150,000. Second, cigarette losses are capped at \$50. Depending on the store's volume, a cigarette shipment could run \$12-\$20,000. Third, if interruption of power lines off site occurs and the store is shut down, the store could be closed 3-5 days. Loss of net income can be around \$800- 1500 per day. Fourth, food spoilage losses due to freezer breakdown average \$3,500-\$5,000. Fifth, hand held devices damage cost \$1,500.

Total approximate risk taken: \$170,000!

Crime scenarios are no different. Employee dishonesty claims average \$15,000. If multiple deposits are taken it could amount to \$35,000 because deposits were not made daily.

Total approximate risk taken: \$50,000

Liability scenarios are mainly covered. The only exception is "intentional acts". The main incident is a customer & clerk getting into a fight. Depending on the extent of the "guest's" injury, it could amount to \$100,000 or higher.

Total approximate risk taken: \$100,000

The manager's errands to the bank driving his/ her automobile are not covered. Depending on the extent of the accident, a conservative cost is \$100,000.

Total approximate risk taken: \$100,000

The total approximate risk taken is \$420,000. This could go up because 7-Eleven Inc. will be installing a state of the art DVR security surveillance system that will be monitored by Asset Protection. One of the biggest claims generators are slip & fall claims brought by guests against 7-Eleven. With the security system, 7-Eleven will be able to determine if water spills were wiped, whether warning signs were set up, if floor mats were laid flat, if the aisles were cleared from any obstructions. If the franchisee did not address these problems, they could recommend the claim denial on the basis the franchisee did not use his/her best effort to mitigate the loss. This could add another \$100-\$150,000 to the risk taken.

What to do? Please realize the indemnity is not an insurance contract. It is a contract between you and 7-Eleven Corporation. They define the terms and the conditions. You are not protected by any state insurance laws. If you want to minimize your risk, you need to buy outside insurance that does not depend on the indemnity's existence. Otherwise, you are risking everyday \$500,000 or greater!

Joe Saraceno 26th Annual Golf Tournament

*Presenting Sponsor
Anheuser-Busch*



Thank You!!!

Joe Saraceno 26th Annual Golf Tournament

Diamond Sponsors

McLane

MillerCoors

Thank You!!!

Joe Saraceno 26th Annual Golf Tournament

Diamond Sponsor

**Heineken
USA**

Thank You!!!

*The Board of Directors of the
FOASC of Southern California*

*Wish to thank all of our
Sponsors of the
2012 Joe Saraceno Memorial
Golf Tournament!*

Joe Saraceno 26th Annual Golf Tournament

Gold Sponsors

*Mike's
Hard
Lemonade*

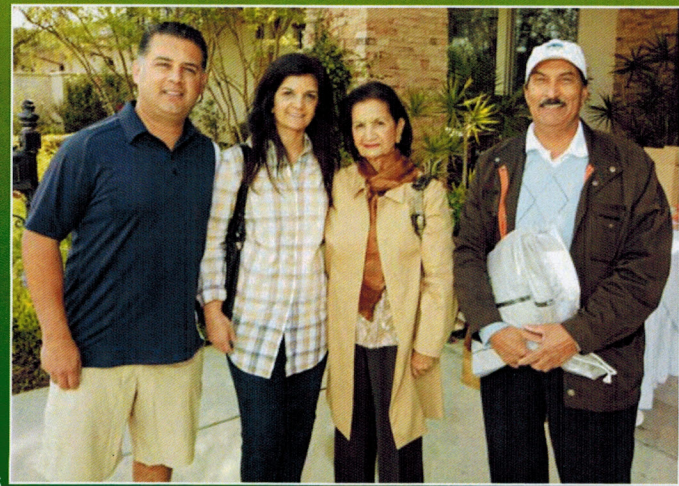
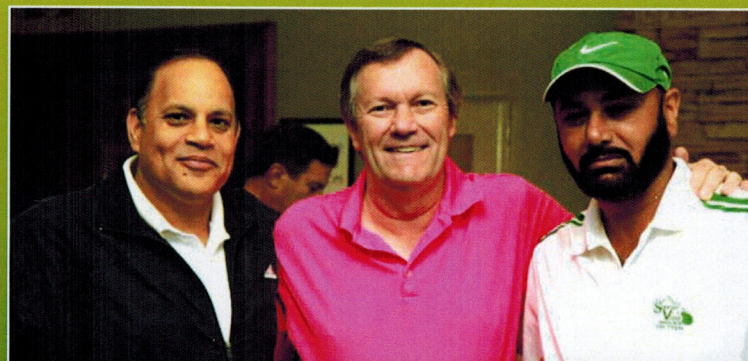
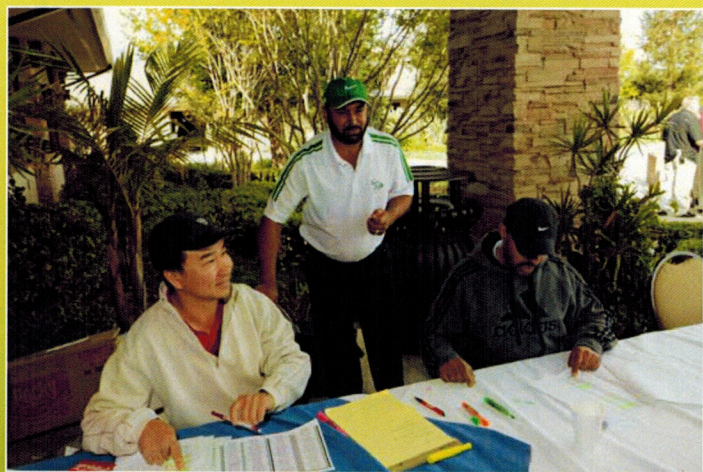
*Crown
Imports*

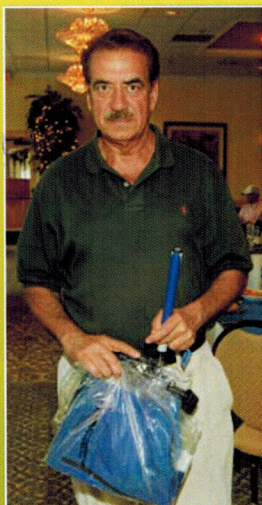
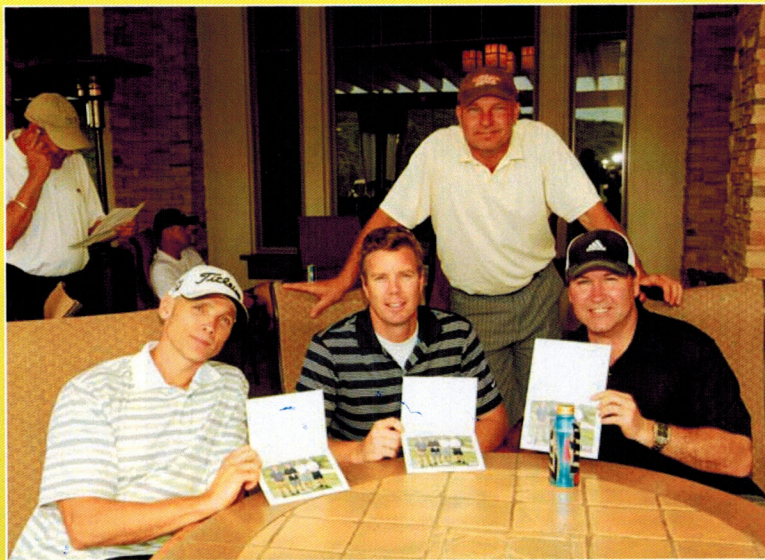
*Coca-
Cola*

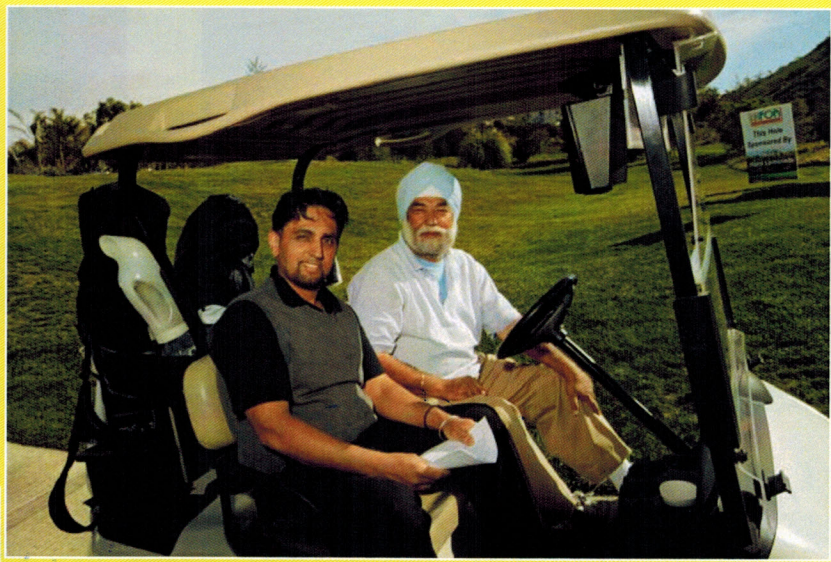
*Zico
Beverages*

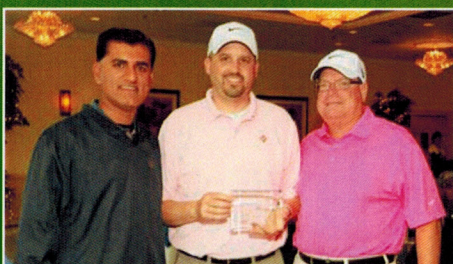
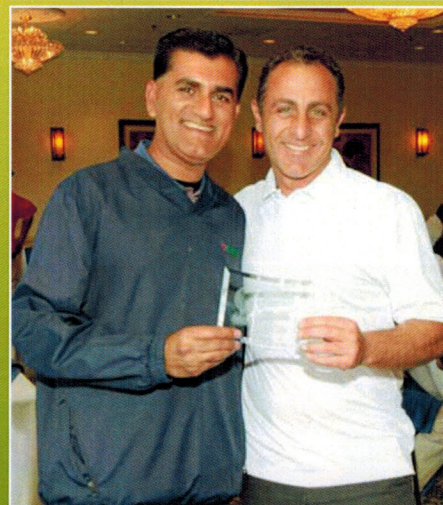
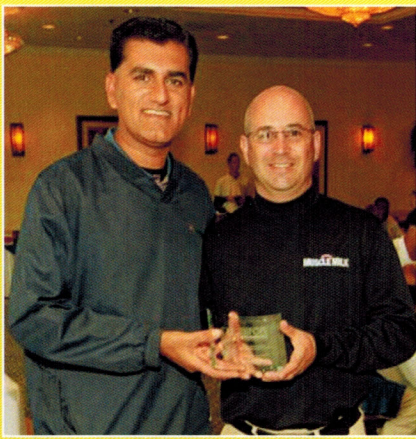
Thank You!!!

Joe Saraceno 26th Annual Golf Tournament

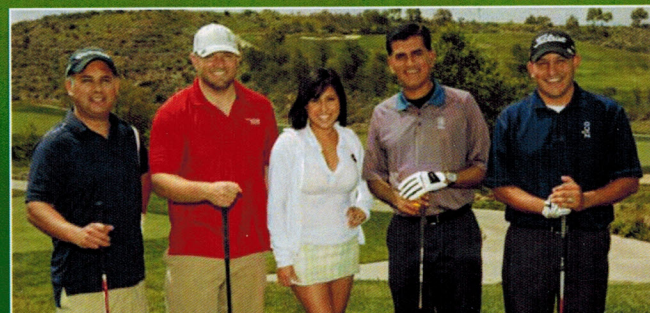
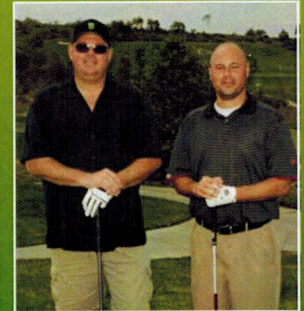
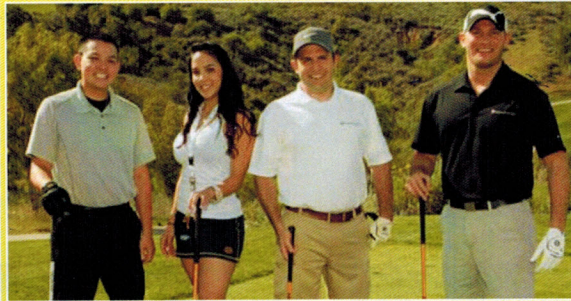
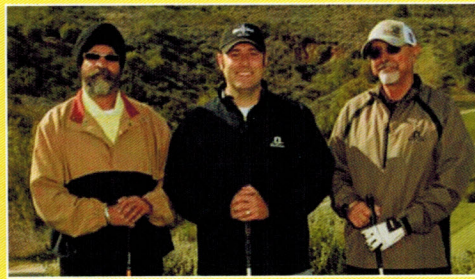


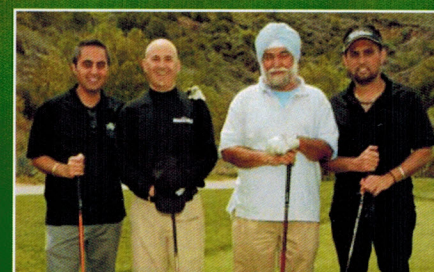
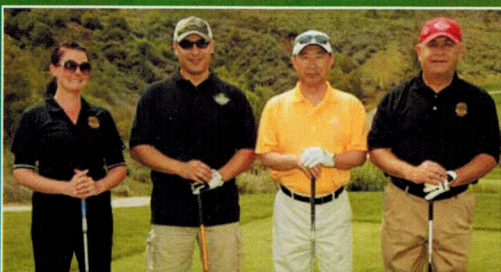
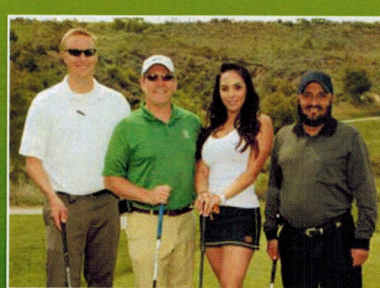
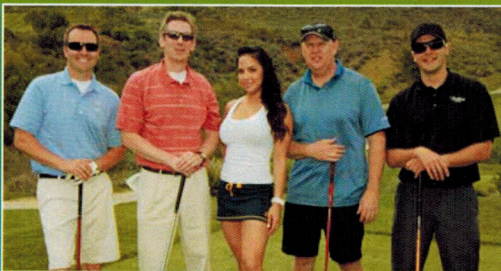
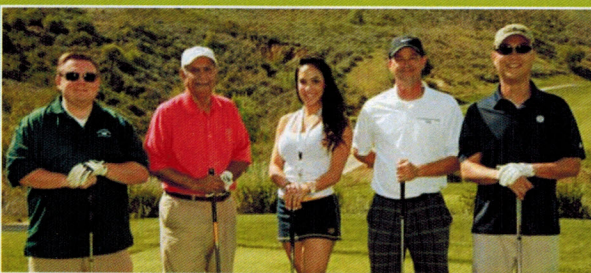
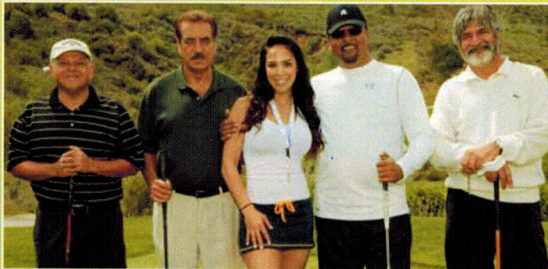














7-ELEVEN FOASC MEMBERSHIP BENEFITS

National Coalition: Free Membership

Activities:

Quarterly Members Stated Meetings

Monthly Board of Directors Meetings (*e-mail the office at foasc711@yahoo.com or Mr. Dhaliwal at kmd1948@yahoo.com if you would like to participate as an observer*).

Trade Show

Annual Golf Tournament (*Supports our Scholarship program*)

Holiday Party

Scholarship Program: Open to Franchisees dependent children and grandchildren. One \$8000.00 four year scholarship per year, Multiple \$2000.00 Grants, and Multiple \$500 Awards. Contact Scholarship Chairperson, Barry Gauthier at 714-637-0307 or call or e-mail the office.

Workers Compensation: The most competitive group rates in the state through John Barbot Services. Call 1-888-505-7110.

Accounting: Free Consulting Services by Ser.Vis.Etc. Contact Norm Winslow at 559-251-0717 or Richard Schwarz at 562-438-6832.

Credit Union: Free Membership to South Western Credit Union. Membership can save you thousands of dollars in auto financing fees as well as offering many additional benefits. Call 562-694-8296 and mention that you are a member of 7-Eleven Franchise Owners Association of Southern California.

Wage Hour Consultant: Human Resources program specializing in wage/ hour and labor issues through C.P.E. HR Corp. Call 800-850-7133 and ask for Thi Ha or Michael Holmes.

Communications: We will continue to be involved at all levels of communications with 7-Eleven Inc. We will continue to analyze and monitor programs, policies and important developments within our franchise system.

7-Eleven Ombuds Program: A confidential, neutral, informal resource established to help the franchisees and SEI raise and resolve issues without fear of retaliation and with the confidence that the issue will remain "off the record". Call 1-866-711-2221 from 8 a.m.- 6 p.m. Central Standard Time.

The Greatest Benefit: In the final analysis, the only justification for creating an association is to be of service to our members, consequently the greatest benefit may very well be to 'be there, when you need us'. Feel free to contact the association at foasc711@yahoo.com anytime, or contact any Director listed in *Perspective*.



7-Eleven F.O.A.S.C.- MEMBERSHIP APPLICATION

The undersigned hereby applies for membership in the 7-Eleven Franchise Owners Association of Southern California, with the understanding that I/we are entitled to receive a copy of the By-laws upon receipt of the initiation fee, and upon acceptance into the Association as a full member. I/we further understand that I/we have a seventy-two (72) hour recession period (from the date below) in which to change my mind about joining this Association and will receive my initiation fee in full, if I/we exercise this right. The initiation fee to join the association is \$100.00, with \$15.00 monthly dues.

My check/money order for \$100 payable to the Association as an initiation fee accompanies this application.

HOME INFORMATION

Name: _____

Spouse's Name: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Home Phone #: (____) _____ Cell Phone #: (____) _____

E-mail Address: _____

STORE INFORMATION

Market Area: _____ Store Number: _____

Store Address: _____

City: _____ State: _____ Zip: _____

Store Phone #: (____) _____ Fax #: (____) _____

Date franchisee acquired store: _____

Date: ____/____/____.

Franchisee(s) signature(s): _____

First Store - Accounting Authorization

Date: ____/____/____.

Market Area: _____

Store Number: _____

I/We _____ franchisee(s) of the 7-Eleven Store located
at _____

have joined the 7-Eleven Franchise Owners Association of Southern California and do hereby authorize 7-Eleven, Inc., DBA 7-Eleven Stores, to charge \$15.00 initiation fee and \$15.00 monthly dues to my open account #97. This authorization is to be effective until written notification by me/us to terminate this deduction. The check is to be made payable to:

7-Eleven Franchise Owners Association of Southern California
11145 Tampa Avenue, Suite 12B
Northridge, CA 91326

Franchisee(s) signature: _____

Store Stamp

THANKS FOR MAKING **mike's.** **THE #1 PAB BRAND**
IN THE CALIFORNIA CONVENIENCE CHANNEL!



mike's® Hard Brand Family
is +31% in the California
Convenience Channel*

mike's HARDER Lemonade®
16oz cans are the #1 single PAB
and up 72% in the California
Convenience Channel*

All of mike's® HARDER 16oz can
flavors are growing in the
California Convenience Channel*

Source: *IRI CA Convenience 13 weeks ending 05/13/12

\$1.20
 per case TPR till 8/31



PEYTON HILLIS
 PRO RUNNING BACK

20G PROTEIN
100% REAL MILK
 OPTIMIZED FOR MUSCLE RECOVERY

STRAWBERRY

CHOCOLATE

VANILLA



UIN: 697466 | 12 oz.
 Case/12



UIN: 386946 | 12 oz.
 Case/12



UIN: 697458 | 12 oz.
 Case/12

Protein to Refuel Muscles After Intense Exercise

ROCKINREFUEL.COM

MICHAEL STREMLAU
 520-887-0300 EXT # 73412

GIVE YOUR SHOPPERS WHAT THEY CRAVE!



Lemon 16.9 oz.
SLIN #246192
Lime 16.9 oz.
SLIN #246193
Original 16.9 oz.
SLIN #246194

Lemon 16.9 oz.
SLIN #246221
Lime 16.9 oz.
SLIN #246222
Original 16.9 oz.
SLIN #246223

Lemon 16.9 oz.
SLIN #243510
Lime 16.9 oz.
SLIN #243511
Original 16.9 oz.
SLIN #246278

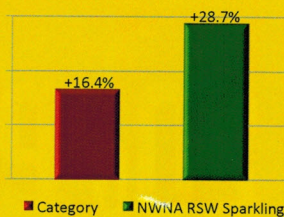
Lemon 16.9 oz.
SLIN #241048
Lime 16.9 oz.
SLIN #246230
Original 16.9 oz.
SLIN #246224

Lemon 16.9 oz.
SLIN #246195
Lime 16.9 oz.
SLIN #246196
Original 16.9 oz.
SLIN #246197

Lemon 16.9 oz.
SLIN #242696
Lime 16.9 oz.
SLIN #240249
Original 16.9 oz.
SLIN #246331

HEALTHY OPPORTUNITY

RSW Sparkling
Growth is outpacing
the Sparkling
Category at 7-Eleven



Source: IRI 7-Exchange FY 2011 vs. YA

VALUABLE SHOPPERS

- Younger, male and ethnically diverse.
- Accounts for 48% of bottled water consumption.
- Twice as likely to purchase sparkling water than the average shopper.**

Maximize your sales by selling the **NATURAL** solution
(100% Natural Spring Water + Natural Fruit Essence + Bubbles)
in the healthy beverage category.

Contact your local Nestlé Representative for more details.



NATURE'S FIX™

©2012 Nestlé Waters North America Inc.

*100% Natural Ingredients

**Proprietary Nestlé Waters North America Inc./GfK Shopper A&U Study 2011



NORTH AMERICA