



# Perspective

DECEMBER 2013

Unity | Profit | Communication

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



FOF  
ASC

## Trade Show Extravaganza

Wednesday, May 21<sup>st</sup>, 2014- 12 Noon to 5 Pm

Pasadena Convention center-

300 E. Green Street, Pasadena, California

## The 28<sup>th</sup> Annual Joe Saraceno Invitational Golf Tournament

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# PERSPECTIVE

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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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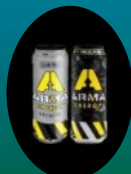
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SOURCES:

\*7-Exchange May – June 2013/2012

\*\*7-Exchange 2013 YTD Ending 7/7/2013, Nielsen 2013 YTD Ending 6/15/2013

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# President's Message

What a great year! I would like to begin by thanking and congratulating all of our members and vendors for all the hard work that everyone has put in for the success that we have reaped. The Association would not be where it is today without your support and dedication.

Our Executive Officers and Board of Directors have worked day and night to make this Association successful, and I believe that our hard work has paid off as we have had such an amazing year. We held twice as many stated meetings than before and we have seen attendance at these meetings go up from about 60-80 people per meeting last year to 120-150 people in 2013. This increase in attendance has largely been driven by the terrific support of our vendors and SEI management. When our Association, the vendors, and SEI management come together, you can surely expect great things to happen. True progress can only be achieved through unity, so we all team up and work as hard as we can to make sure that we can help our members' to achieve maximum profits and so that none of their problems go unanswered. We will continue to help our members in any way possible as long as we have their unconditional support. This Association was built by our members, for our members and the only way that our members can obtain the maximum benefit from the Association is by showing up to all of the events and staying up to date with the steps that we as an Association are taking to help them. We are always open to any feedback our members provide us and we are willing to do anything it takes to make sure that our members are satisfied and their problems are solved.

We are constantly at work trying to better our Association and help out in the community. We at FOASC believe that the best way to help ourselves is by helping others.



When we help those in need to better the community, we are ultimately helping ourselves.

At the 2013 Charity Golf Tournament at Pacific Palms, we raised \$20,711 for the Los Angeles Children's Hospital. Just as we help out and support the community, the community will support us.

Like we have in the past, we plan to continue our hard work and dedication to ensure that 2014 is an even more successful year for us. We have many plans in place to better our Association and ultimately provide our members with any services they need to maximize the success of their businesses and to help out and increase our involvement in the community. We

would like to support the community and increase our involvement with local groups and charities. We plan to have even more guest speakers involved in our meetings so that we can discuss in detail and solve any problems our members might be having. We also hope to increase our relationship with our vendors and extensively support them so that they can continue to provide us with any assistance that we need. Of course, all this can only be possible with the help of our members. The more our members step forward to attend our events, help our vendors and be a part of our Association, the more our vendors will be willing to support us to better our Association.

In the end, I would like to urge all of our readers to step forward and support our Association as much as you can. The only way for us to improve and better ourselves is through your support and feedback. As long as we all work together to better ourselves, I don't think any goal is out of our reach.

Thank You.

Happy Holidays and a Happy New Year!

**Nick Bhullar**  
**President**



*IT'S ONLY WEIRD  
IF IT DOESN'T WORK*







# RISE & SHINE

Retail Information System Evolution Newsletter

December, 2013 Issue 2



## 7 - ELEVEN Experience Las Vegas

January 29<sup>th</sup> & 30<sup>th</sup>, 2014

*Visit the RISE booth in the  
Expo*

In case you missed the first edition of RISE & Shine, repeated below is a message from the project sponsor Steve Holland, Chief Technology & Digital Officer, regarding RISE.

This is an exciting time at 7-Eleven as we near 2014 and the rollout of RISE, the next generation of our Retail Information System. We have collaborated extensively with individual Franchisees, the (NBLC) National Business Leadership Council, (ZLCs) Zone Leadership Councils, Store Operators and Store Operations Management to build a superior in-store system that will help you better manage your business, stay in stock and grow sales.

RISE will streamline ordering, improve product assortment management and simplify daily cash and lottery activities so Franchisees and Store Managers can spend more time on the sales floor taking care of guests and determining the right product assortment.

In-store ISP processes were simplified resulting in a 30%+ reduction of screens and reports without sacrificing functionality. The new software platform will speed up development efforts so that we may be faster to market and provide a more reliable, flexible system to meet future business requests.

When RISE reaches your stores in late 2014 you will see the following improvements:

- Cash Summary and Lottery Management – easily accessible data and an easy to follow process resulting in up to a 25% reduction in time spent researching issues or working with the help desk
- Ordering – more items on a screen and improved GOT architecture will drive up to a 20% reduction in time to complete orders
- Hot Food/Grill Management – an enhanced tool, with the addition of Hot Foods, will help drive sales and include a recommended forecast
- Product Assortment – consistent information on screens and reports will highlight sales opportunities
- Guided Replenishment – when activated, recommended orders for center of store items will ensure core products are available and will help reduce out-of-stocks (**must be a BT store**)

In addition to easier, faster processes and simplified procedures, RISE will deliver:

- Reduced ISP, gas and credit down time during software installs
- Clearly labeled POS buttons with text labels versus icons
- Improved search functionality
- Automatic saving of data when screens time out
- An additional place for employees to clock in and out on the POS

## What's New?

### Cash Management

- Streamlined navigation and improved efficiencies
- POS/Shift Worksheet automatically displays names of each employee with activity by POS for each shift
- Non Merchandise Sales screen combines Register Sales, Physical Sales & Money Order Sales on one screen
- Media screen displays all media types in a single view
- New Sales Trend & Financial Performance Reports

### Ordering

- Same “look & feel” for Daily, Multi Day and Non Daily screens on both ISP and GOT
- More items per page
- New Promotional Item indicator to improve forecasting
- View/Print Order Detail screen displays name of Order Writer & device used to place order

### Product Assortment

- Direct path to ABC Analysis by combining PSA and Category selection
- New Quality of Inventory screen displays Balance on Hand & Days of Inventory data in BT stores
- Schematic Sales Report is easier to read with Billback & Allowance indicator
- Non-Recommended Item Sales screen displays PSA & Category
- Same screen for Item Information on ISP & GOT (picture displayed on both)

### Hot Food/Grill Management

- Hot Food/Grill Management forecast quantity feeds into ordering forecast
- Store can identify high potential dayparts to increase sales
- Daypart time periods match hold times of each item

### POS

- Streamlined POS keyboard setup process
- POS screens are more vibrant
- Clock in/out on the POS, as well as the ISP

### Payroll

- Franchise Employee Maintenance screen redesigned with a more logical flow
- T-Count Report is easier to locate on the Payroll menu

# 7 Hub Instructions-Jawad Ursani

First of all, I would like to wish everyone a Happy New Year! As we begin 2014, reflecting on what we accomplished as an association this year, we should be extremely proud. As a part of the executive board, it gives me immense pleasure to serve the franchise community. I will continue to serve to the best of my ability and with your support and feedback we can make 2014 even better.

As 7-Eleven Inc. continues to move towards a paper-less system, we as franchises are required to get most of our information from the ISP.

Knowing where to find all the reports and information can be a challenge. Finding out when the next store audit is, results of the lottery audit or what is the NBLC working on can be difficult at times. I have been approached by franchisees asking these types of questions and my answer is always, it is on 7-Hub. Many Franchisees use 7-Hub to create a case, check emails or look at store reports. I can assure you that 7-Hub can provide a lot more information than that. We all agree that navigating though 7-Hub is not user friendly.

Where should I look to find the most current cigarette price change, is an example of the difficulty of 7-Hub. I have voiced my feedback to SEI and hopefully one day 7-Hub will be much easier to use.

In the mean time I have listed simple instructions on how to find some of the information that can be useful to you.

Log on to 7-hub, using the secure site:

When is my next Audit?

Click **<STORE TOOLS>**

Click **<INSTALLS>**

**<SCHEDULE>**

Future audits and installs will be displayed.

Where do I find my Lottery Audit results?

Click **<STORE TOOLS>**

Click **<IMAGE LOTTERY AUDITS>**  
**ENTER DATES TO SEARCH**

Click on the results.

What is the NBLC working on?

Click **<FRANCHISE SYSTEMS>**

Click **<NBLC TAB>** (Left Side)

Click **<WHAT'S NBLC WORKING ON . . .>**

Click on the month to view

Printing Coloring Pages to distribute to school in the neighborhood.

Click **<MARKETING>** (Left side of main page)

Click **<COMMUNITY RELATIONS PRO-**

**GRAM>**

Click **<PROGAM – COLORING PAGES>**

Select the program you would like to print.  
i.e.

Christmas, Easter.

Printing Tobacco Legal invoices.

Every store needs at least one year of hard copy invoice in the store.

Click **<STORE TOOLS>**

Click **<REPORTS>**

Click **<STORE 7 REPORTS>**

Select Store Number (applies only to multiple FZ)

Enter Dates (Enter one month at a time)

DO NOT PRESS SEARCH

Click **<LEGAL INVOICE – TOBACCO>**

Print one invoice at a time.

**MUST KEEP HARD COPY FOR ONE YEAR AT THE STORE!!!**

I hope this information is helpful and I request each and every one of you to spend some time navigating though 7-Hub. I will continue to give feedback to SEI about 7-Hub and I also encourage you to give your feedback by using the <FeedBack> button on 7-Hub. Also, you can email the FOASC office at FOASC711@ yahoo.com or ask me personally at the next members meeting Once again, I want to wish you all a Happy New Year and let's all make 2014 another fabulous year!





# Trade Show 2013

The FOASC Trade Show held on May 22<sup>nd</sup> 2013 at Pasadena Convention Center was one of the most successful trade show. Franchisee members from other 7-eleven associations participated in great numbers. Vendors participation was really commendable. They set up eye catching booths, each booth had its unique charm. Best deals were given to the 7-Eleven franchisees. Their special offers were scooped by the franchisees who placed many orders with the vendors at the show. Everyone had great interactions with each other.

FOASC honored and recognized the Franchisee from Los Angeles Zone (regardless of FOA affiliation) with more than 25 years in 7-Eleven system with special gifts. There were many raffle prizes given out to the attendees, which gave them another reason to be happy at the show.

Delicious food, snacks and drinks gave energy to the attendees which kept them going on throughout the event.

The vendors that we have talked with were really impressed by our Trade Show. In fact, a few of them stated that this was the best FOA Trade Show that they have participated in up to this point in 2013. Some of them even booked in advance for our 2014 trade show.

FOASC 2014 trade show will be held on May 21<sup>st</sup> at Pasadena Convention Center. With great support from vendors, SEI Management and Members from all the Associations, we will be able to have a Spectacular Trade Show in 2014.









# 2013 – A Successful Year for FOASC- John Shin

FOASC's Executive Board knew that it would have to work hard to achieve a successful year. Through the guidance of FOASC's President, Nick Bhullar, the Executive Board concentrated on a few events: Stated Meetings, the Annual Trade Show, Charity Golf Tournament and the Holiday Party.

Before 2013, FOASC held a maximum of four Stated Meetings per year for its members. Attendance at these meetings averaged 60-80 people. In 2013, FOASC had nine Stated Meetings averaging over 120 people each. A few of these meetings had about 150 people in attendance. How did FOASC attract its members to attend these meetings? There was terrific vendor support at these meetings, averaging three to five vendors at each meeting. Raffle prizes (averaging \$500+) were given out at every Stated Meeting. There was plenty of food available for everyone at the meetings. There were guest speakers at every meeting who discussed topics that pertained to Franchisees. SEI Management gave presentations on Promotions, Sales Plans, New Store Real Estate, Franchising System, and the Multiple Criteria for Franchisees. There were multiple presentations given on Human Resources and Labor Law issues. This included presentations given by John Barbot (Workers Compensation Insurance) and Bobby Rupal (FOASC's Human Resources Lawyer). Nick Bhullar, Paul Lobana (Vice President), and Jawad Ursani (Secretary) discussed Franchisee issues and kept us up to date on National FOA issues. And finally, Rani Singh (Treasurer), went over the monthly Financials at (almost) every meeting.



The 2013 Trade Show had 104 booths, the most FOASC ever had at a Trade Show. The vendors provided many deals for the Franchisees. There was plenty of food for everyone. The food was very good too. Plenty of raffle prizes were given out. Gifts were given to every Los Angeles Zone Franchisee (regardless of FOA affiliation) that have been in the 7-Eleven System for at least 30 years. The vendors that I have talked with were impressed by our Trade Show. In fact, a few of them stated that this was the best FOA Trade Show that they have participated in up to this point in 2013.

The 2013 Charity Golf Tournament at Pacific Palms (Industry Hills) raised over \$20,711 for the Los Angeles Children's Hospital. This was the first Golf Tournament (in 27 years) that FOASC held to raise money for a local charity. Vendor support was very strong. There was plenty of food (notice the reoccurring theme) for the golfers, vendors, and volunteers. Yes, there were great appetizers, lunch and Dinner (more common themes for FOASC events). The raffle prizes (ditto, common theme again) were nice too.

There is no denying that FOASC had a terrific 2013. The Events discussed in this article definitely contributed to its success. But I feel that the main reason for 2013's success is because FOASC has made itself relevant again to its members. They believe that FOASC can assist in the operations of their 7-Eleven Stores. We can discuss our member(s) issues with SEI Management. FOASC has made its financials transparent to its members at every meeting. Attendance at our Stated Meetings not only have increased as the year progressed, new (and old) members who have never attended our meetings are showing up. For 2014, with the strong support from our vendors, along with the good relationship with SEI Management, FOASC will continue to support its members in the operations of their 7-Eleven Stores.

John Shin,  
Sergeant At Arms



# WHICH ENTITY? – BOBBY RUPAL

Clients often ask me which entity chose when forming a new business venture. The answer is quite simple: “It depends.” Like many business situations, your best course of action can’t be summed up in a blanket statement. Even beyond the scope of this article, there are other factors such as taxes, amount of personal assets, and your desire to follow strict regulations, may affect your situation, so always be sure to run your plans by your accountant and lawyer.

Here are a few issues to consider with each form of business:

**Sole Proprietorship:** A sole proprietorship is the simplest and most common structure used by small businesses. There are several advantages. You don’t have to take any formal action to form a sole proprietorship. You are the business and you are entitled to all profits. Because you and your business are one and the same, filing taxes is much easier.

However, a sole proprietorship leaves the business owner’s personal assets at risk. Should your business incur a liability beyond its own assets, you would be held personally liable. For instance, if someone obtains a judgment against your business, that judgment could be attached to your house, cars, bank accounts, stocks, bonds, and any other assets you might have. That’s a big risk. For this reason, a sole proprietorship is often not the most advisable choice for a new business.

**Limited Liability Company (LLC):** A limited liability company acts like a sole proprietorship because it is not considered a separate entity from its owners. It is easy to set and can be formed by simply filing paperwork with the state of California. There is a fee, but the additional upkeep required is minimal. Unlike a sole proprietorship (or a general partnership), an LLC limits your personal liability in the unlikely event that your business incurs significant liabilities.



**C Corporation:** This is the most common type of corporation in the U.S. A C corporations have a specific structure that includes shareholders, directors, and officers. I generally don’t recommend my clients to form a C corporation because it does not offer any advantages to small business owners. Forming a C corporation is advantageous only if you are planning to form an entity with a large number of shareholders. Additionally, a C corporation is taxed twice. You have to pay taxes at the corporate level and once the profits are distributed to the shareholders, they have to pay taxes at personal level. To avoid these concerns, I recommend my clients to form an **S Corporation** instead. **S-Corporation:** Like an LLC, S-corporations also protect your personal liability. Even better, they can have significant tax advantages to a profitable business. One of the major advantages of the S corporation is the pass-through taxation. This means that the income from an S corporation is simply passed onto the shareholders of the company instead of being taxed at the corporate level. Shareholders then pay taxes on this money at their own marginal tax rate. Owners can also minimize self-employment taxes. Salaries are subject to self-employment taxes, but distributions are no. S corporation are subject to certain rigidities regarding their structure. Only individuals may be shareholders and there can only be one class of stock, meaning that if you own 10% of the company, you get 10% of the profits, no exceptions. Furthermore, and potentially likely to affect even more business owners, corporations are subject to much more record keeping than other forms of business. While it may be a pain, that the nature of taxation and law. Jump through the right hoops, and you will be rewarded.

In conclusion, you should always be looking for ways to protect your assets. Therefore, creating a formal entity is a wise choice. Most of my clients chose LLC structure because it is the most flexible structure under the law. However, if you are planning to sell stocks and raise money, I would recommend forming an S corporation. I would strongly advise against doing business as a sole proprietorship and forming a C corporation.

## 7-Eleven FOASC September 18<sup>th</sup> Meeting



### FOASC SEPTEMBER MEETING

FOASC Stated members meeting was held on September 18<sup>th</sup> at Embassy Suites Arcadia. Our main sponsors for the event were Monster energy, Snyders lance, Boston Beer, Haralambos and partner suppliers. The guest speaker Norman Hower (GLA Zone Leader) spoke on various topics. Rod Schauer (Merchandising Manager GLA Zone) also interacted with members and took up many issues.

## 7-ELEVEN FOASC October 16<sup>th</sup> Meeting



### FOASC OCTOBER MEETING

Foasc stated meeting for October 16<sup>th</sup> was held at Diamond palace. The main sponsors for the event were Heineken, Coke, Perfetti Van Melle and Pepsi. The guest speaker Daniel Garcelon (Senior Director, Business Transformation at 7-Eleven) spoke at length on the hybrid system. From the first week of November many stores are going back to Hybrid system. In this system products will be directly distributed by the local companies such as Coke, Pepsi. This will improve the services to the various Franchisees. John Barbott spoke on the various insurance and liabilities topics.



# FOASC November 2013 Stated Meeting



FOASC Stated Members meeting for this month was held on November 13<sup>th</sup> at Haralambos Facility. This event was like a mini Trade Show. The Haralambos and Partner Suppliers displayed their products in great fashion. Good deals were given to the franchisees. Hats off to Haralambos team for doing such a commendable job.

This was an Election day special. The Executive Team Members were re-elected unanimously.

The guest Speaker Norman Hower (GLA Zone Leader) spoke on various subjects at length. He answered the queries of the franchisees and took many ideas and suggestions from the members to SEI for further discussion.

Shawntel Yow (Western Region Franchisee Sales Manager) also gave a presentation and discussed various topics with the members.

Bobby Rupal (Attorney At Law) gave an excellent presentation on labor laws. Many questions were asked, which he successfully answered. There was very healthy discussion.

Hersheys, another one of our sponsors, was represented by Lakeasha. She gave the presentation, offering great deals to the franchisees.





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# FOASC GOLF TOURNAMENT



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**This was the press release for the FOASC Joe Saraceno Charity Golf Tournament.**

**7-Eleven Franchise Owner's Association Southern California Donates \$20,711**

**To Los Angeles Children's Hospital**

August 15, 2013 (City of Industry, CA) – The 7-Eleven Franchise Owner's Association Southern California (FOASC) donated \$20,711 to the Los Angeles Children's Hospital yesterday. The donation comes from proceeds from the 27th Annual FOASC Charity Golf Tournament sponsored and organized by the FOASC and held at the Industry Hills Golf Club at Pacific Palm Resorts on August 14. 7-Eleven vendors, members of the FOASC, corporate donors and individuals all participated in the golf outing by paying a fee to participate, proceeds of which went toward the donation. The formal presentation of the check was made to Sara Hackett, Senior Associate Director, Cause Partnerships and Cause Marketing at the Los Angeles Children's Hospital.

"The 7-Eleven family of Franchise Owners Associations has a long history of giving back to the communities in which we live and work," stated Nick Bhullar, FOA Southern California President. "So many families, like mine, are grateful for the work of the dedicated doctors, specialists, nurses and others who make Children's Hospital Los Angeles an exceptionally important place in our community. Giving back to the hospital and the dedicated men and women who perform miracles there every day is a privilege and honor," Bhullar concluded. "We are thrilled to accept this donation from the FOASC," stated Sara Hackett, Senior Associate Director, Cause Partnerships and Cause Marketing at the Los Angeles Children's Hospital. "This donation will be used to provide for the life-saving and life-serving needs of the hospital and allows us to continue providing excellent care to those we serve," she concluded.



# 2013 FOASC Holiday Party

FOASC Holiday Party held on December 7<sup>th</sup> at Ararat hall left good memories in the minds of all the attendees. Vendors, SEI Team and Franchise members attended the party with their families and friends to have a good time after a long year of hard work. They had their pictures taken with a beautifully decorated Christmas Tree as they entered the hall. Children were given gifts and candies. Everyone started with their choice of starters and drinks, from appetizers, fruit salad bar, chocolate fountain and open bar.

A Magician performed mind blowing tricks. It left kids and adults baffled and thinking how he did them. Many raffle prizes were given away. Belly dancers and Bollywood dancers opened the dance floor. They gave an excellent performance. We all wanted to be to able to dance like them. A Great selection of songs by the DJ kept everyone dancing. One could see a smile on everyone's face. All the worries, tensions and the fatigue of daily life was forgotten. Very delicious food provided the much needed energy to move on.

What a way to say good bye to 2013. With the strong support and excellent relationship between vendors, SEI Management and FOASC, we are absolutely certain that 2014 will be more spectacular in every way.





















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# Description Of California Workers' Compensation Law

## By John Barbot

### The way it was

In the early 20<sup>th</sup> 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.

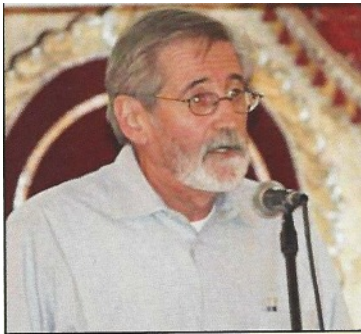
### The way it is

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 relief 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 the 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.

**1. 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 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.



## Description Of California Workers' Compensation Law(continued)

Under state law, TD 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.

**2. 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."

**3. 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.

Workers' compensation is an important benefit employers offer employees. The 7-Eleven FOA plan has been in existence since 1988 helping injured 7-Eleven workers.



# FOASC

is proud to announce the

**2014**

***JOE SARACENO SCHOLARSHIP AWARD.***



Once again, we will award a 4-Year outstanding student scholarship up to \$8000.00 and one or two grants valued at \$1000.00 each.

Application will be available on our website  
**FOASC.COM**

Starting February 1<sup>st</sup> 2014

All information and deadlines will be posted on the website.

For additional information or assistance please email us at  
[foasc711@yahoo.com](mailto:foasc711@yahoo.com)





## 7-Eleven Franchise Owners Association of Southern California

# MEMBER BENEFITS

- ☒ **National Coalition:**  
*Free Membership*
- **Activities:**  
*Monthly Member Meetings  
Monthly Board of Directors Meetings  
Trade Show  
Annual Golf Tournament  
Holiday Party*
- **Scholarship Program:**  
*Open to Franchisees dependent children and grandchildren  
One \$8000.00 four year scholarship per year.  
Two \$2000.00 grants per year.*
- **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  
Richard Schwarz*
- **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 you are a member of the 7-Eleven Franchise Owners Association of Southern California.*
- **Labor Law:**  
*Attorney at Law Bobby Rupal*
- **Communications:**  
*We will continue to be involve 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 til 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.





## Join the 7-Eleven Franchise Owners Association of Southern California

*Monthly Membership for only \$15 for the first store.  
Plus \$10 for each additional location.*

### MEMBERSHIP APPLICATION

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Home Phone: ( \_\_\_\_ ) \_\_\_\_\_ Cell Phone: ( \_\_\_\_ ) \_\_\_\_\_

Store Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Email: \_\_\_\_\_ @ \_\_\_\_\_ (for F.O.A.S.C. purposes only)

#1-Store Number: \_\_\_\_\_ Market: \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_

**All additional stores \$10 monthly per location.**

Store Number: \_\_\_\_\_ Market: \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_

Store Number: \_\_\_\_\_ Market: \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_

Store Number: \_\_\_\_\_ Market: \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_

Store Number: \_\_\_\_\_ Market: \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_

Are you incorporated? Yes: ☐ No: ☐

*I, the undersigned, hereby apply for membership(sp) in the 7-Eleven FOA Southern California and the National Coalition of Associations of 7-Eleven Franchisees. Membership is to begin upon receipt of the membership fee (\$15 for the first location and \$10 per additional location) and upon acceptance into these Associations as a full member. I further understand that I have a seventy-two (72) hour recession period in which to change my mind about joining these Associations and will receive my initiation fee back in full, if this right is exercised. I further agree to abide by the by-laws of FOASC and have received and reviewed a copy of the by-laws.*

*Termination of this agreement must be done in writing to the FOA, and will take place at the end of the calendar month received.*

*I authorize the 7-Eleven Corporation to charge my open account for charges below:*

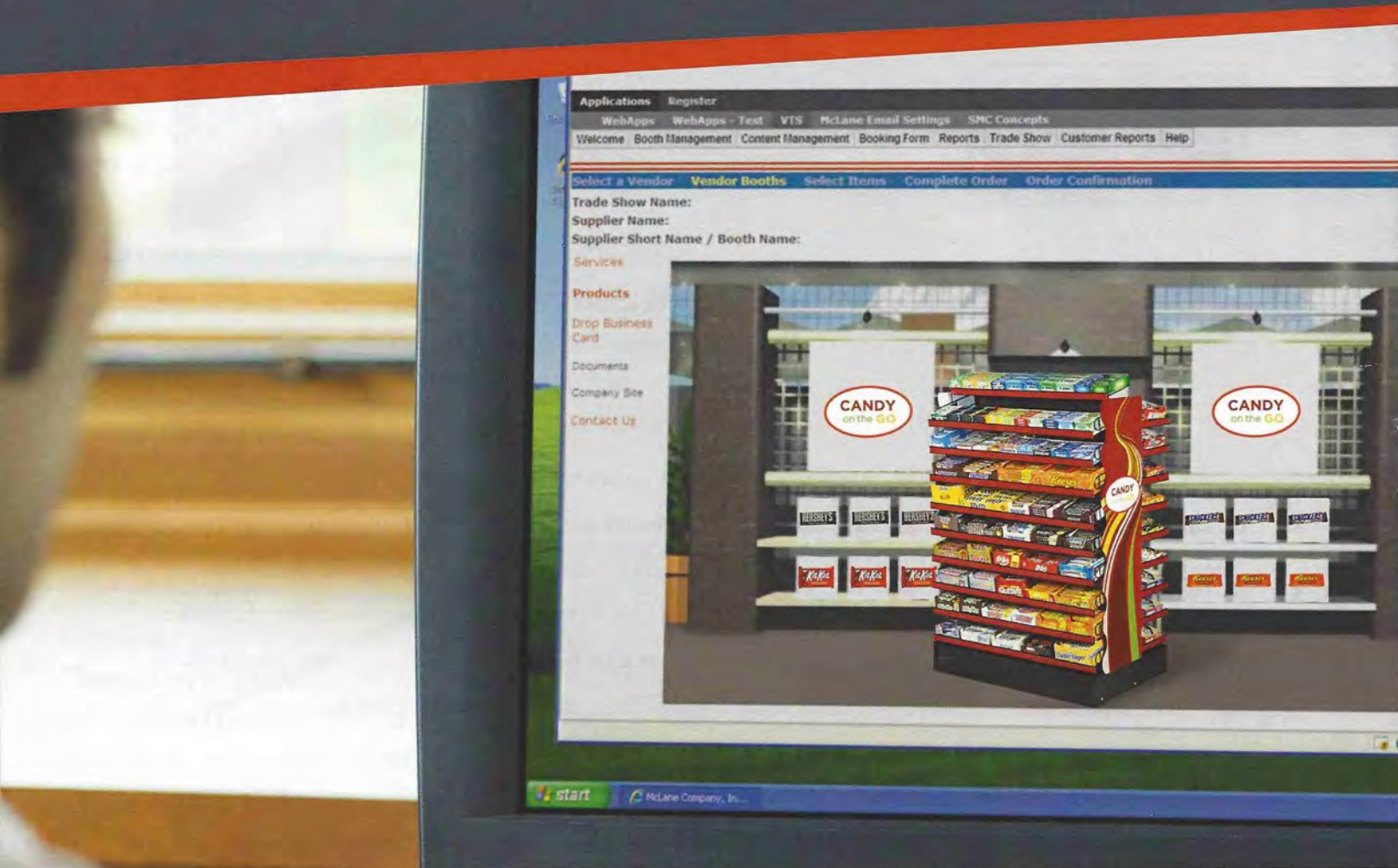
\_\_\_\_\_ I authorize my open account #970 to be charged a membership fee of \$15.00 per month.

\_\_\_\_\_ I also authorize that an additional \$10.00 to be charged per month for each additional location.

X \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Franchisee Signature Date Store Stamp

**Please return completed applications to: 7-Eleven FOASC Ofc, 1217 Buena Vista, Suite 201, Duarte, California 91010  
Phone: (818) 357-5985 - Fax: (818) 435-2978 - Email: fosc711@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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**Be one of 50  
Franchisees to Win  
up to \$2,500!**



## **2013 7-Eleven NCASEF Incentive Expand & Grow Coca-Cola Refreshment Juices and WIN!**

### **GOAL**

Increase distribution of Coca-Cola Refreshments Juice SKU's by 10% between November 1st, 2013 and January 31st, 2014.

### **ELIGIBILITY**

Each store that stocks a minimum number of Coca-Cola Refreshment Juices SKU's will gain entries into a drawing for cash prizes (eligible SKU's by Brand in priority ranking on opposite page).

- Stores carrying 14 SKU's (one SKU must be Simply 59oz Orig. OJ) will receive 20 entries into drawing
- Stores carrying 12 SKU's (one SKU must be Simply 59oz Orig. OJ) will receive 10 entries into drawing
- Stores carrying 10 SKU's will receive 5 entries into drawing

### **MEASURE**

Number of store entries into the drawing will be determined by using the Latest 12-Week ending 1/26/14 store level data for eligible SKU's.

### **DRAWING**

Coca-Cola Refreshments will complete the drawing among eligible franchisees in February 2014, winning stores announced in March 2014, and payout by April 30th, 2014.

### **INCENTIVE KICKER**

NCASEF will receive a payment of \$15,000 to be used at the boards discretion if total store SKU growth meets certain criteria.

**Payout Potential: \$75,000**

**20 \$500 prizes available (\$10K)**

**10 \$1,500 prizes available (\$15K)**

**10 \$1,500 prizes available (\$15K)**

**10 \$2,500 prizes available (\$25K)**

**\$15,000 to NCASEF for achieving 10% growth targets**

**Note: Store level prize pool will be determined by overall growth % achieved by NCASEF.**

**Questions: Contact Tim Zeigler at 972-377-3785**

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# 2 / \$3.00

## Mix & Match

Promomaster 100% Vendor Funded

Offer Date: January 3<sup>rd</sup> - February 25<sup>th</sup>, 2014



**Boost Your Health & Wellness Sales**  
..... **with Delicious On-The-Go Nutrition!** .....

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|--------|-------------------------|------------------|------------|
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| UIN #  | 208959                  | 208983           | 457044     |