



PINE VALLEY FOODS NEWSLETTER

FEBRUARY 2010

FROM THE DESK OF HERBIE WILCOX

It was good to see you at the show in Orlando. The balmy weather was great. I always enjoy going but always come back to the same thing. It is the time of year that really seems like limbo. I am in and out of sales and product meetings, planning strategies, working on new programs, but there is just not much going on. I find my mind wandering and my attention span short. I need to find something to do.....

I have it. I will try out Facebook. Social networking; that's the ticket. I will write about myself, all of my many interests, what I am doing, where I am going. I will invite everyone to be my friend and before long I can spend hours hearing from friends, catch up with people I haven't heard from for awhile, just basically reconnect with the world. What a great way to spend some time.

This is going to be great! My son has 1197 friends on facebook. Coca Cola has 4,000,000 fans. I feel certain I will fall somewhere in between.

This is fun! I have set up my page, I have searched for people to see what they are saying. One person says that they are hungry. Another person said they were going to the movies. Another said his dog is not feeling well. One more said that they broke their big toe. I went to our Crazy about Cookies page expecting to read something very complimentary about me (nothing there about me, but a great page to visit to become a fan).

I am waiting for all of my friends to invite me over but so far- no friends. I must have it set up wrong! I will wait another day to see what happens.....

After waiting a day (still no friends) I have come to believe a couple of things.

1. Every action has a consequence.
2. Do not go on a social network expecting social networking if you are not social.
3. Do not think about all the friends you have unless you are sure that you have them.

Actually, I do see that facebook is a great networking tool. Check out our page, Crazy About Cookies, and become a fan of our great products, programs, and company. Who knows, we may start a movement!

Wait a minute.... My son hasn't even friended me!!!!

See you at the Top,
Herbie

PRODUCT OF THE MONTH

New Flavors of Cookie Dough

We are rolling out two brand new varieties of cookie dough that are sure to get people's attention this fall. Our new flavors are Lemon Drop and Monster. The Lemon Drop cookies taste fresh and light with the lemon flavored drops and light lemon cookie flavor. The Monster is full of everything we have, including nuts, chocolate, and candy pieces. Their presence in your fall offering should cause a stir.



TIPS FOR SUCCESS

Fall Brochures

Go out and book some Spring and Fall business. We have limited quantities of our new Fall programs so order a few to start booking with. Sell Spring business with the brochures you used last Fall. Good luck selling!

PROGRAM OF THE MONTH

A La Carte Programs

We rolled out our new student pack a la carte programs at the show. Basically, you can now build a custom student pack program that we will student pack for you. This will work great for offering different combinations in your offerings. Call your Customer Service Representative for all of the details and ask them to send you 25 of the a la carte brochures for free.

