



# PINE VALLEY FOODS NEWSLETTER

MARCH 2010

## FROM THE DESK OF HERBIE WILCOX

Hey everyone, this is Joe. As you know, Herbie passed away February 4. He so loved writing these newsletters and sharing them with you. Shortly before he left us, he penned this month's "from the desk of" segments. I hope you enjoy reading them as much as we do.

I am just now coming out of no football rehab. It has been about a month and I am pleased to announce that the fine folks at the Happy Thoughts No Football Clinic once again have brought me back into reality. I even sat down last night to watch a pro basketball game, got about two minutes in and in my head I hear a screech and a crash. I stood up and said out loud, "what are you thinking???" This is pro basketball, you can't go there!"

The folks at the clinic suggested that I keep my mind busy so I decided to watch the news. I got about two minutes into that and became so depressed that I feared a relapse was coming, so I turned that off.

I then turned my focus to my hobby of cooking. I thought to myself, I will make a fresh pizza, crust and all. That sounded so good I really got excited and the blues were gone. I went to the cupboard to discover that I was out of flour. That just made me mad, so I stormed into my office to do the one thing that I can focus on—work.

March is a month of focus in our industry. Spring sales are running and we are out booking all of that very important Fall business. I am excited that we have some fantastic programs that you are successfully booking the business with, like our Home Delivery and Student Pack programs. I know these programs are putting you out in front of the pack out there.

This March my focus is on things that will support you as our partners. Product, service, and delivery quality is what you need to succeed. Add ground breaking programs to that and I think you will agree that we are the best choice out there for you.

We have launched an aggressive advertising campaign to help you compete in a stingy market. We are telling the story of why you should be the one that the school chooses to run their campaign.

We want to hear from you. Tell us what you need to succeed. After all, your success is our success.

I just remembered the NFL Network. There is a 1993 Packers-Bears game on. Aaahhh.....

See you at the Top,  
*Herbie*

We miss you Herbie.

## PRODUCT OF THE MONTH

### Discontinued Products

As you know, every year we weed through our product line and decide what to keep and what to chuck out. Our decisions are always based on overall national sell through and it is that time once again. Be looking for the mailer detailing the products that will no longer be available after June 30th.



## TIPS FOR SUCCESS

### Student Pack Services

The way to sell more is to spend more time selling. Utilizing our pack per student services can free you from the warehouse forever. Take a few minutes to truly calculate your overall costs of packing yourself. Calculate your overhead from a place to do it, labor, equipment, boxes, trucks, fuel, valuable time out of the field, and the list goes on. Give us a try. We will pack it, ship it, and deliver it accurately and on time so you can do what you do best—sell! Ask for details today.

## PROGRAM OF THE MONTH

### Home Delivery Program

Our home delivery program has taken a firm hold on the industry. Schools love the ease of it, parents love the fact that they deliver cards, not tubs, and the consumer likes it because no matter where they live, it is delivered to their door. Call your Customer Service Representative today to hear more about it and ask them for 25 of our Home Delivery brochures for free.

