

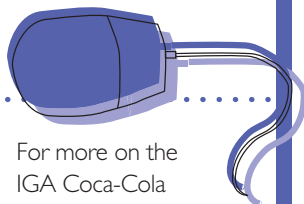


# Leadership Development

BY PAULO GOELZER, PH.D.

Retailers who need to accelerate the development of high-potential associates, broaden managers' knowledge and experience and increase leadership capabilities will find their answer at the International Supermarket Management Class—just like the store owners and managers who attended the class last fall. During the five-day class, held in October at The Coca-Cola Company's headquarters in Atlanta, Ga., 49 store owners and managers from 10 countries gathered to network, share experiences and learn new methods and ideas. According to the testimony of many students, learning from peers about their stores and the challenges in their marketplaces was an invaluable experience they won't soon forget.

Students were instructed by more than 15 industry-related field experts, who spoke about merchandising, category management, store management, retailing trends, loss prevention, advertising, as well as supermarket departments including the bakery, deli, cheese, meat, produce and pet care. In addition to the classroom training, students toured key retail facilities in the Atlanta area.



For more on the IGA Coca-Cola Institute, visit [www.igainstitute.com](http://www.igainstitute.com)

## Certificate of Completion or Diploma

Students who attended the International Supermarket Management Class earned a Certificate of Completion. To gain a diploma, students also had to receive certification in eight online courses within 30 days of attending the class.

Congratulations to the following 10 participants who earned their diplomas following the Supermarket Management Class last fall: Chad Bratcher, Jason Hoxie, Mark Lapin, Allen Milam, Jr., Danny Mink, Nelson Moss, Jeff Prindle, Gerald Reynolds, Raymond Rolle, Alex Stodola, and Jeremy Stowers.



## Save the Date!

The next Supermarket Management Class will be held in Atlanta on October 5-9, 2009, at The Coca-Cola Company headquarters (Note: certification and diploma requirements are the same as last year).

Be sure to register before Sept. 4 to take advantage of our early-bird registration reduced rates.

## New Course

The Food Safety and Sanitation Basics course was designed to, in under an hour, introduce entry-level associates to the best practices of food safety and sanitation operations as outlined in the 2005 FDA Food Code. These operations include storing at the right temperature, avoiding cross-contamination and accepting food from safe sources.

The course idea came from an IGA Retailer who became increasingly concerned with food safety and sanitation issues in the wake of recent news reports. He felt all his entry-level associates should receive training to improve their understanding of the core food safety and sanitation principles to ensure a safe food supply for consumers.

Food Safety and Sanitation Basics topics:

- Avoiding the Temperature Danger Zone
- Preventing Contamination of Food and Equipment
- Maintaining Good Hygiene Practices
- Dealing with Food from Unsafe Sources

The full eight-hour Food Safety and Sanitation course—designed for retailers who need to comply with state regulations—continues to be available.

The IGA Coca-Cola Institute offers more than 50 courses. Please view the course catalog at [www.igainstitute.com](http://www.igainstitute.com).



## New Leadership Programs

In an effort to stimulate and recognize leadership abilities in managers and high-potential employees, the IGA Coca-Cola Institute is now offering new leadership-focused programs and curricula. These programs aim to broaden managers' capabilities and recognize lifelong learning and commitment to team development. The new leadership curriculum will bring quality content from one of the most recognized names in business education, Harvard Business Publishing. Retailers can earn the following:

### Leadership Diploma

- 1) Complete all courses (Level 1 and 2)
- 2) Complete the leadership curriculum (Partnership with Harvard Business Publishing)
- 3) Have 60 percent of your store associates complete six or more courses

### Supermarket Management Masters

- 1) Achieve a leadership diploma
- 2) Attend (or have previously attended) the International Supermarket Management Class

## Top Students – Third Quarter 2008

	Courses	Name	Store	Location	LDC
1	US 52	Beth Olsen	Glenrock Super Foods	Glenrock, WY	Affiliated Foods
2	US 51	Karen Blair	Glenrock Super Foods	Glenrock, WY	Affiliated Foods
3	US 46	Leslee Elliott	Glenrock Super Foods	Glenrock, WY	Affiliated Foods
3	Int'l 46	Gemma Remy	Super J Sunny Acres	St. Lucia	
5	US 45	Chaundelle Lutton	Glenrock Super Foods	Glenrock, WY	Affiliated Foods
6	US 44	Jamie Powell	Glenrock Super Foods	Glenrock, WY	Affiliated Foods
7	US 36	Donna Rodencal	StoneRidge Meat & Country Market	Wautoma, WI	SUPERVALU
8	Int'l 32	Samantha Glenise St. Catherine	Super J Boulevard	St. Lucia	
9	US 31	Laurice Nielsen	Mt. Plymouth IGA Express	Sorento, FL	Ira Higdon
10	US 29	James Zita	Latta IGA	Latta, SC	W. Lee Flowers
11	US 26	Danny Minks	IGA Crossroads #776	Bowling Green, KY	Houchens
12	US 24	Kevin Andrews	Camano Plaza Market IGA Plus	Camano Island, WA	SUPERVALU
12	Int'l 24	Ruth St. Romain	Super J Waterfront	St. Lucia	
14	Int'l 23	Charmaine Joseph	Super J Waterfront	St. Lucia	
15	Int'l 21	Rosario Williams	Hi-Lo Food Store - HQ	Trinidad & Tobago	SUPERVALU
16	US 20	Hilea Alexander	Consolidated Foods - HQ	St. Lucia	
17	US 19	Sara Hofmann	Quality Foods IGA - Schofield	Schofield, WI	SUPERVALU
17	US 19	Jeff Zollpriester	Quality Foods IGA - Schofield	Schofield, WI	SUPERVALU
17	Int'l 19	Gloria Joseph-Darius	Super J Rodney Bay	St. Lucia	
20	US 18	Kenny Whelan	Hickman's IGA - HQ	Mexico, MO	SUPERVALU
20	Int'l 18	Shala Cools	Super J Waterfront	St. Lucia	
22	US 17	Jerry King	Paxton IGA	Paxton, IL	SUPERVALU
22	US 17	Chris Kozlak	Adams Hometown Market - Watertown	Watertown, CT	Bozzuto's
22	US 17	Janice Lemons	Village Market IGA - Townsend	Townsend, TN	Laurel Grocery
25	US 16	Jeffrey Beaulieu	Hillside IGA	Fort Fairfield, MA	C & S Wholesale
25	US 16	Don Heathman	Augusta IGA	Augusta, GA	W. Lee Flowers
25	US 16	Lisa Rucinski	Quality Foods - West Grand IGA	Wisconsin Rapids, WI	SUPERVALU
25	US 16	Ed Stivers Jr.	Rodhe's Market	Augusta, IL	Affiliated Foods
25	US 16	Julian Waldo	Johnston IGA	Johnstone, SC	W. Lee Flowers

In the third quarter of 2008, five of the top six students were from Glenrock Super Foods in Glenrock, Wyo. Together, Beth Olsen, Karen Blair, Leslee Elliot, Chaundelle Lutton and Jamie Powell completed 231 courses, which is more than any other U.S. store in 2007.

According to Department Manager Beth Olsen, the number of completions was not a contest for the store, but rather an opportunity to improve the level of service that store associates provide customers.

"With the knowledge I've gained," Olsen says, "my sales are up from last year and I have educated my customers. My customers now seek me out to see if I have learned anything new and they almost always leave with something."



From top left Jamie Powell, Leslee Elliot, Bill Blackburn (Store Manager), Beth Olsen (bottom left) and Chaundelle Lutton. Karen Blair not pictured.

## Top Students – Fourth Quarter 2008

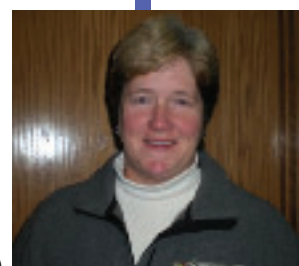
	Courses	Name	Store	Location	LDC
1	US 55	Charlie Bettis	Rockville IGA	Rockville, IN	SUPERVALU
2	US 52	Joanie Helms	Glenrock Super Foods	Glenrock, WY	Affiliated Foods
3	Int'l 38	Christine James	Hi-Lo Food Store - Westmoorings	Trinidad	
3	Int'l 38	Christine James	Super J Sunny Acres	St. Lucia	
5	US 37	Fanny Bristol	Central City Mall IGA	Central City, NE	Affiliated Foods
5	Int'l 37	Desma James	Super J Sunny Acres	St. Lucia	
7	US 36	Judy Scheinost	Central City Mall IGA	Central City, NE	Affiliated Foods
8	US 35	Sandra Clark	Casey's IGA	Hindman, KY	Nash Finch
9	Int'l 33	Johnious Alfred	Super J Waterfront	St. Lucia	
10	Int'l 30	Cathy Ann Phillip	Real Value Supermarket	Grenada	
11	US 25	Laura Fothergill	Central City Mall IGA	Central City, NE	Affiliated Foods
12	US 24	Kyle Weaver	Quality Foods IGA - Schofield	Schofield, WI	SUPERVALU
12	Int'l 24	Raymond Rolle	Bahamas Supermarkets	Bahamas	
14	Int'l 23	Patrina Drakes	Super Centre - Sunset Crest	Barbados	
15	US 21	Nick Bradley	Pageland IGA Foodliner	Pageland, SC	W. Lee Flowers
15	US 21	Gary Bennet	Houchens 34	Bowling Green, KY	Houchens
15	US 21	Kathy Louive	Kishman's IGA	Minerva, OH	Laurel Grocery
18	US 19	Mark Pavlik	Central City Mall IGA	Central City, NE	Affiliated Foods
19	Int'l 18	Alicia Joseph	Super J Sunny Acres	St. Lucia	
19	US 18	Tony Robertazza	Van's IGA - Great Falls - 10th Ave	South Great Falls, MT	SUPERVALU
19	US 18	Heath Johnson	Casey's IGA	Hindman, KY	Nash Finch
22	Int'l 17	Steven Solomon	Super J Boulevard	St. Lucia	
22	Int'l 17	Magdalene Poleon	Super J Boulevard	St. Lucia	
22	US 17	Fred Fothergill	Central City Mall IGA	Central City, NE	Affiliated Foods
22	US 17	Jeff Gibson	Casey's IGA	Hindman, KY	Nash Finch
22	US 17	Kim Scheinost	Central City Mall IGA	Central City, NE	Affiliated Foods
22	US 17	Debra Leasure	Kishman's IGA	Minerva, OH	Laurel Grocery

## “My Tips” Winners

The “My Tips” program was established to provide an opportunity to learn from thousands of independent grocers and to create a community of knowledge. The program is simple, every quarter the IGA Coca-Cola Institute randomly recognizes two people who point out a possible need for improvement in the Institute’s online classes. The winners are awarded \$100 IGA VISA gift cards for their contributions.

Congratulations to Candy Callahan of Martin’s IGA in Casey, Ill., and Carol Weltner of Schemmels Family Foods in Sumner, Iowa, for their winning contributions to “My Tips.”

Thank you to Candy, Carol and all the other contributors who shared their tips. Keep them coming!



Candy Callahan (top) and Carol Weltner (bottom)

IGA  
Coca-Cola  
Institute

# Learning Alliance



by  
**Paulo Goelzer,  
Ph.D.**

Much has been written on the effect that Web technologies are having on business in general. But there has been little


coverage about the impact it is having on education. Social interaction is at the center of effective learning and a key to producing better procedures, increasing consistency and better customer service. The Institute is a “tool” linking a retailer to a system and a service delivering learning that impacts operations at the store level. Retailers in this Alliance now have a learning system that not only captures the

best practices from individual stores, but also helps to deliver and manage content, developing associates in many positions and worldwide locations. This interorganizational learning network is enabled by new technologies that did not exist 10 years ago. For example: The first commercial text message was sent in December 1992. Today, the number of text messages sent and received every day exceeds the total population of the

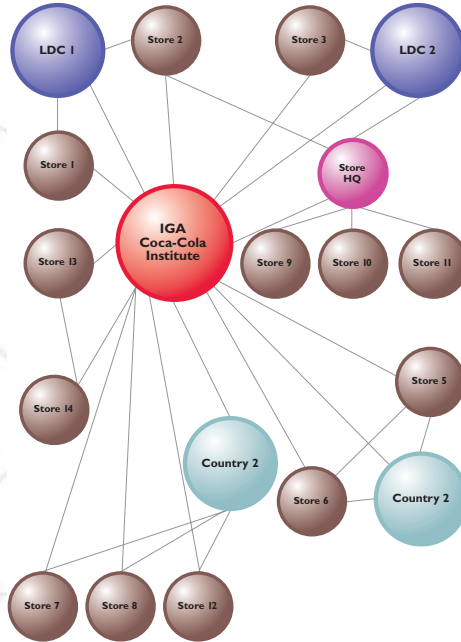
planet. There are teenagers that could not relate to their peers without text messaging. A whole new language is

being created for speedy thumb writing. Our learning management system also allows individual contributions to become part of the training and establish the interconnected web of retailers.

This strategic tool, which is still in development and still evolving daily, is designed to further impact store performance and growth. Because no individual learns in isolation, this system

can help to create a culture of learning inside the store by facilitating access to education and to a learning management tool. It’s also my belief that this is the kind of program that will drive alliances like IGA in the 21st century. 

*Dr. Paulo Goelzer, CEO of the IGA Coca-Cola Institute, is a regular contributor to the magazine and also a member of the IGA Grocergram Quarterly editorial board.*



## Chief Contributor

There is an assumption that we at the IGA Coca-Cola Institute have a stockpile of knowledge that we dispense to our retailers. This is not exactly the way it works. The reality is that we collect shared knowledge and best practices and then organize and package it from the learner’s viewpoint. Our philosophy is that knowledge resides in the retailers, their staff, experts and all types of publications. Consequently, retailers’ insights help their peers and allow the continual building of a knowledge base for the growth and improvement of the Institute.



We are all in this together and need to hear suggestions from all parts of the system. Our content is open to the IGA world and is collaboratively created with the help of retailers like 2009 IGA USA Retailer of the Year Allen Milam. Allen has proven his dedication to the Institute’s mission by providing meticulous and thoughtful contributions that have made a difference in many of our courses and have allowed other retailers/students to improve their skills. Our thanks go out to Allen and all the retailers who have contributed to the development of the Institute.