

**GOALS AND OBJECTIVES FOR 1997**  
**Unified Youth Program**  
**The Tobacco Institute**

**Overview**

Eighteen months ago, the *We Card* Coalition was developed to provide retailers with the tools, training and support necessary to prevent the sale of tobacco products to minors. Since its inception, the program has met with remarkable success. During the first year of operation, the program focused on two phases of activity:

Phase I: Providing multiple solicitations to retailers to encourage participation; building state coalitions; fulfilling retailers requests for program materials, and initiating outreach efforts to build support for the program.

Phase II: Expanded Coalition efforts to increase the participation of state retail and wholesale associations through targeted outreach and publicity efforts such as billboard unveilings and state coalition press conferences to promote training. The Coalition also continued to generate and fulfill orders for program materials.

During the first five months of 1997, several important milestones for *We Card* were achieved. These watershed events include:

- **Program Saturation.** More than 400,000 kits were distributed nationwide as *We Card* took on the role as the primary source of information for retailers regarding the FDA's February 28th minimum age/age verification regulations, and state minimum age laws. Additionally, *We Card* fulfilled orders for over 350,000 FDA-related materials during the 30 days before and after the February 28th implementation of the FDA regulations.
- **FDA recognition of *We Card's* success.** The FDA cited the positive aspects of the *We Card* program in informational sessions in Denver, Baltimore, Boston, Detroit, and Atlanta. In Denver, several FDA regional agents received a *We Card* training to better understand the retail community and environment. Even anti-smoking activists recognized *We Card's* value in educating the retail community. A recent study commissioned by the National Cancer Institute concluded that the *We Card* program is "excellent in showing the array of methods, techniques, and store policies that merchants and their employees can use to prevent inadvertent underage tobacco sales..."

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- **Support from Attorney's General.** *We Card* education and training was cited as extremely effective by Nevada Attorney General Frankie Sue Del Papa, and New York Attorney General Dennis Vacco. In addition, The University of Idaho recently completed a study to test state compliance with minimum age sales laws. The report, due out in late May, shows a statewide carding compliance rate of nearly 88 percent. Stores using *We Card* showed a near perfect compliance rate of 94 percent, while stores without retail education showed a compliance rate of only 78 percent.
- **Congressional Hearing.** *We Card* played a significant role in a March hearing on SAMHSA reauthorization in the House Commerce Committee's subcommittee on Health. Nevada Attorney General Del Papa testified that the *We Card* program played an integral role in reducing youth access to tobacco products in Nevada. *We Card* also received numerous letters of support from state associations which were submitted for the hearing record.
- **States.** The *We Card* effort has brought closer ties among the industry, retailers, law enforcement, leading community groups like the Jaycees, and state legislators. Many of these groups have participated actively in efforts to adopt reasonable state bills reducing youth access. To date, such support has occurred in seventeen states including Nevada, Mississippi, Indiana, and New York. At this point, the program will also be helpful in diffusing legislative problems next year in at least twelve states including, Florida, Massachusetts, Oregon, and Illinois. We are also encouraging Coalition partners to continue to speak out in Congress and in state capitals as appropriate.
- **Support from Governmental Agencies.** *We Card* continues to receive support from governmental agencies across the country. The Wyoming Department of Health recently hosted a press conference to lend its support to the program. The Michigan Department of Community Health wrote a letter in support of the program to key decision makers and participated in a press conference to kick off the establishment of the *We Card* program in that state.
- **Retail Chain Support.** The program has also been embraced by small retail stores and major retail chains. K-Mart Corporation just distributed custom *We Card* kits to its 2,500 stores, and Sunoco will distribute custom kits to 1,900 of its stores shortly.

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- **Coalition Growth.** The Coalition For Responsible Tobacco Retailing is now made up of 15 national trade associations, with the inclusion of the Petroleum Marketers of America in April. Additionally, 170 retail and wholesale state associations have endorsed the program and are participating in the Coalition's outreach efforts.
- **The next six months.** We will continue to work with Coalition partners for responsible state and federal legislative solutions for the remainder of 1997 and into 1998. The Coalition will also focus its resources on training and coalition building, which together form the cornerstone of the *We Card* program. Efforts to quantify *We Card's* success will begin by working with an independent researcher. We also propose a new initiative to extend the coverage of the program to Hispanic and Korean communities -- groups the industry is often unfairly accused of trying to "target". The *We Card* program has become the *de facto* training standard among retailers. The unified youth effort has brought together an unprecedented coalition of 15 national trade associations united behind one goal, to prevent tobacco sales to minors.

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## SUMMARY SHEET

Unified Youth

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### Budget Summary -- 1997 June-December

Project	Amount
<b>Retailer Communication</b> 1 newsletter mailing, advertising in trade publications.	\$ 194,900
<b>Materials Production</b> Production of materials for <i>We Card</i> kits and materials for 50,000 renewal kits, and 50,000 standard C-Store and Grocery kits.	\$871,213
<b>Program Fulfillment</b> Fulfillment of <i>We Card</i> orders processing, packing , and shipping.	\$ 748,325
<b>Training Program</b> 130 training seminars, utilizing 10-12 trainers.	\$ 651,000
<b>Coalition Outreach</b> Coordinating media and coalition activities, meetings, printed materials, inquiries, outreach efforts to state associations, Managing state coalition activities, supporting media programs, drafting materials for use in state efforts, responding to governmental inquiries about <i>We Card</i> . Assisting coalition board members in outreach activities.	\$ 584,000
<b>Contingency Fund</b> Program adjustment to unknown variables FDA regulation, state law changes, etc.	\$ 50,000
<b>Total Budget June through December</b>	<b>\$3,099,438</b>

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**Retailer Communication**

Budget reduces communication efforts from two newsletters to one. Newsletter will be distributed to 350,000 retailers, providing the estimated 225,000 retailers on board with renewal materials while offering an ordering opportunity for the 125,000 non-responding retailers, giving them another chance to participate in the program. Targeted work in the states will continue. *We Card* will continue to advertise in trade publications, relying on donated ad space, as previously arranged by the Executive Committee.

Description	Amount
Print Advertising in trade publications -- Artwork only	\$15,000
One Newsletter Mailing (350,00 per mailing @ .30 cents each)	\$105,000
Postage (1 newsletter -- 350,000 per mailing @ 21.4 unit)	\$74,900
<b>TOTAL: Retail Communication</b>	<b>\$194,900</b>

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### Materials Production

Produce *We Card* materials for 50,000 "Renewal Kits", and materials for other retailer requests including the production of additional quantities for Pik-Pak requests. The renewal kits consist of 1 calendar; 1 counter sign; and 1 reorder form.

In the first six months of 1997, nearly 50,000 retailers ordered 100,000 renewal kits to update their 1996 materials to the current calendar year. In addition, over 112,000 orders were received for other *We Card* materials -- including requests for 75,000 standard kits. Based on 1997 activities as well as order history by category, convenience store kits remain the most commonly ordered kit -- making up 75 percent of all orders, the remaining 25 percent of all orders comes from grocery stores.

#### Renewal Kit \$265,000

	<u>Qty</u>	<u>Unit</u>	<u>Subtotal</u>
Calendars	50,000	\$3.50	\$175,000
Counter sign	50,000	\$0.75	\$ 37,500
Re-order form	50,000	\$0.05	\$ 2,500
Box	50,000	\$1.00	\$ 50,000

#### Convenience Kits (standard kit) \$436,778

37,500 kits of 2 window/door decals, 2 counter signs,  
1 calendar, 4 age of purchase stickers, 1 breakroom poster,  
2 workbooks, 1 magnet, and 1 reorder form.

	<u>Qty</u>	<u>Unit</u>	<u>Subtotal</u>
Window/door decal	96,750	\$0.82	\$ 79,335
Counter Sign	96,750	\$0.75	\$ 72,563
Calendar	48,375	\$3.50	\$169,313
Age stickers	193,500	\$0.14	\$ 27,090
Breakroom Poster	48,375	\$0.13	\$ 6,289
Workbooks	96,750	\$0.25	\$ 24,188
Kit Boxes	37,500	\$1.25	\$ 46,875
Re-order form	48,375	\$0.05	\$ 2,419
Magnets	48,375	\$0.18	\$ 8,708

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**Unified Youth 1997****page 4 -- Materials Production, continued****Grocery Kits (standard kit) \$66,435**

12,500 kits of 2 window/door decals, 4 age of purchase stickers,  
1 breakroom poster, 2 workbooks, 1 magnet, and 1 reorder form.

	<u>Qty</u>	<u>Unit</u>	<u>Subtotal</u>
Window/door decal	32,250	\$0.82	\$ 26,445
Age stickers	64,500	\$0.14	\$ 9,030
Breakroom poster	16,125	\$0.13	\$ 2,096
Workbook	32,250	\$0.16	\$ 4,999
Kit boxes	16,125	\$1.25	\$ 20,156
Re-order form	16,125	\$0.05	\$ 806
Magnets	16,125	\$0.18	\$ 2,903

**Miscellaneous Items \$103,000**

Needed for Pik-Pak and other orders such  
as large chain store requests.  
(i.e. pins and multiple copies of other items)

**TOTAL: Materials Production \$871,213**

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**Program Fulfillment**

Fulfill orders for materials including supplies, 800-telephone number and operators, postage, shipping, warehousing, processing, and key punching.

<b>Supplies</b>	<b>\$65,000</b>
Shipping and addressing labels, six different Pik-Pak boxes, shipping tape, packaging paper, packing slips, stretch wrap, and other miscellaneous shipping supplies.	
<b>800 Number -- Operator</b>	<b>\$187,750</b>
On-line operator order information capture for phone orders 3.5-5 minutes in duration. Phone orders make up 70 percent of order volume.	
<b>Reply Postage</b>	<b>\$18,700</b>
For mail orders (30% of all orders), reorders, and P.O. Box forwarding.	
<b>Shipping</b>	<b>\$279,000</b>
For 50,00 renewal kits and 50,00 standard kits @ \$2.79 each.	
<b>Fulfillment Services</b>	<b>\$197,875</b>
Key punching of mail returns Processing and handling Packing	
<b>TOTAL:    Program Fulfillment</b>	<b>\$748,325</b>

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### Training Programs

Training is a critical component of the *We Card* program. During the first five months of 1997, 50 training sessions have been held in 13 states with 3,370 retailers trained. Average attendance is up more than 50 percent over 1996 attendance. This increase is attributed to FDA activity, better recruitment efforts through state associations, manufacturers sales force participation, media attention, and targeted database mailings.

Budget allows *We Card* to coordinate and execute 130 retail training seminars during the next six months, utilizing 10-12 trainers. It also supports state coalitions with outreach activities to turn out retailers to the seminars.

Training guide production	15,000	\$27,000
Employee Activity books		
Trainer guide		
Training Seminars	130 @ \$1,700	\$221,000
Training Seminar Support	130 @ \$3,100	\$403,000
Seminar Support includes meeting room reservations, beverage service, admn. support (sign in and logistics), recruitment mailings, and phone calls as needed to boost attendance. Also includes training completion certificates.		
<b>TOTAL: Training Programs</b>		<b>\$651,000</b>

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### Coalition Outreach

Coordinating media and Coalition activities, meetings, printed materials, inquiries, outreach efforts to state associations, managing state coalition activities, supporting media programs, drafting materials for use in state efforts, and responding to inquiries about *We Card*.

Formal state coalitions have been developed in 11 states, representing 50 associations. These efforts must continue with emphasis on the efforts outlined below.

<b>Updating outreach materials (press kits, etc.)</b>	<b>\$40,000</b>
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<b>Expand Internet Web Page</b>	<b>\$20,000</b>
Post state compliance studies, sting news government action, retailer feedback, state coalition reports, etc.	

<b>Coalition management and travel</b>	<b>\$210,000</b>
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<b>Foreign language translation</b>	<b>\$30,000</b>
Translate <i>We Card</i> training programs into Spanish and Korean for retailer training efforts. Locate and educate <i>We Card</i> foreign language trainer.	

**Priority Areas**  
Continued focuses on 1996 and 1997 priority states, organize and support training, outreach, and media related events as well as supporting state coalition efforts to promote *We Card*.

<b>1997 Target states</b>	<b>8 states @ \$20,000</b>	<b>\$160,000</b>
<b>other states</b>	<b>23 states @ \$2,000</b>	<b>\$46,000</b>

<b>PSA Development &amp; Promotion, 6 Locations @ \$13,000</b>	<b>\$78,000</b>
Continuation of 1996 effort which includes news conferences in 6 new cities announcing <i>We Card</i> billboards, training programs, and retailers participation (includes VNR's Audio, press release distribution)	

<b>TOTAL: Coalition Outreach</b>	<b>\$584,000</b>
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# WE CARD ACTIVITIES

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## State Coalitions

State Coalitions have been formed in 11 states. These states include:

### Alaska

Carr Gottsteins Foods  
Jan's Distributing  
Mapco Express  
Northern Sales  
Tesoro 7-11

### California

ARCO  
California Association of Neighborhood Stores  
California Beverage Merchants  
California Distributors Association  
California Grocers Association  
California Independent Oil Marketers Association  
California Retailers Association  
Independent Grocers Association of Northern California  
Korean-American Grocers Association  
Northern California Grocers Association  
San Diego Merchants Association  
Thrifty Stores

### Indiana

Indiana Candy and Tobacco Distributors  
Indiana Grocers and Convenience Store Association  
Indiana Oil Marketers Association  
Indiana Restaurant Association  
Indiana Retail Council

### Kansas

ASAP Stores  
Dillon Stores  
Kansas Food Dealers Association  
Kansas Oil Marketers Association

### Kentucky

Kentucky Association of Convenience Stores  
Kentucky Grocers Association  
Kentucky Petroleum Marketers Association

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Kentucky Retail Federation  
Kentucky Tobacco and Candy Association

**Michigan**

Associated Food Dealers of Michigan  
Convenience Store Association of Michigan  
Michigan Distributors and Vendors Association  
Michigan Food and Beverage Association  
Michigan Grocers Association  
Michigan License Beverage Association  
Michigan Petroleum Association  
Michigan Restaurant Association  
Michigan Retailers Association  
Michigan Truck Stop Operators Association  
Service Station Dealers Association  
Spartan Stores

**Nevada**

Nevada Association of Candy and Tobacco Wholesalers  
Nevada Petroleum Marketers Association

**New York**

Empire State Tobacco and Candy Company  
Food Industry Alliance of New York State  
New York Association of Convenience Stores  
New York Petroleum Association

**Ohio**

Ohio Association of Convenience Stores  
Ohio Association of Tobacco and Candy Distributors  
Ohio Council of Retail Merchants  
Ohio Grocers Association  
Ohio Petroleum Marketers Association  
Ohio Petroleum Retailers and Repair Association

**Pennsylvania**

Pennsylvania Association of Chain Drug Stores  
Pennsylvania Distributors Association  
Pennsylvania Food Merchants Association  
Pennsylvania Petroleum Association  
Pennsylvania Retailers Association

**Wyoming**

Colorado-Wyoming Petroleum Marketers Association/Convenience Store Association  
Rocky Mountain Food Dealers Association

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## **Retailer Education and Training**

*WE CARD* retailer education and training efforts have been validated in 5 states. These states include:

Idaho  
Kentucky  
Nevada  
New York  
North Carolina

## **Training Sessions**

23 training sessions are scheduled to take place from May to July in 6 states. These states include:

5-May	Mississippi Association of Convenience Stores	Gulfport, MS
6-May	Mississippi Association of Convenience Stores	Hattiesburg, MS
6-May	Alaska	Anchorage, AK
7-May	California Coalition	San Luis Obispo Co., CA
7-May	Mississippi Association of Convenience Stores	Jackson, MS
8-May	Mississippi Association of Convenience Stores	Jackson, MS
8-May	Alaska	Fairbanks, AK
13-May	California Coalition	San Mateo Co., CA
13-May	Mississippi Association of Convenience Stores	Greenville, MS
14-May	California Coalition	Santa Clara Co., CA
14-May	Mississippi Association of Convenience Stores	Grenada, MS
15-May	Mississippi Association of Convenience Stores	Tupelo, MS
15-May	New York	Queens, NY
21-May	New York	Nanuet, NY
4-June	California Coalition	Contra Costa Co., CA
5-June	Washington Coalition	Seattle, WA
5-June	California Coalition	Alameda Co., CA
11-June	California Coalition	San Bernadino Co., CA
12-June	Washington Coalition	Vancouver/Portland, WA
25-June	California Coalition	Santa Barbara Co., CA
26-June	Washington Coalition	Spokane, WA
26-June	California Coalition	Ventura Co., CA
28-July	Alabama Grocers Association	Mobile, AL

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## **Billboards**

Outdoor advertising companies in 9 states have donated 561 billboards. These states include:

### **California**

Los Angeles	30 rotations
Sacramento	30 rotations
San Diego	30 rotations
San Francisco	50 rotations

### **Indiana**

Indianapolis	70 rotations
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### **Kansas**

Topeka	15 rotations
Wichita	1 rotation

### **Kentucky**

Louisville	50 rotations
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### **Michigan**

Detroit	15 rotations
Flint	3 rotations
Grand Rapids	5 rotations
Lansing	10 rotations
Traverse City	3 rotations

### **New Hampshire**

Manchester	30 rotations
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### **New York**

Rochester	50 rotations
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### **Pennsylvania**

Allentown	50 rotations
Harrisburg	20 rotations
Pittsburgh	40 rotations

### **Ohio**

Columbus	30 rotations
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### **Future *WE CARD* Activity**

*WE CARD* activity, which includes training, coalition building, and public relations activity, is planned from June to December in the following 13 states:

Alaska  
Arizona  
California  
Colorado  
Florida  
Indiana  
Kentucky  
Massachusetts  
New Jersey  
North Carolina  
Oregon  
Washington  
Wyoming

May 1997

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## ***WE CARD -- Making a Difference***

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### ***WE CARD Kit Distribution (By Region):***

**Total Kit Orders: 408,846**

#### **Region I**

Connecticut	Kits ordered: 3,787
Maine	Kits ordered: 3,176
Massachusetts	Kits ordered: 11,267
New Hampshire	Kits ordered: 2,777
New York	Kits ordered: 25,409
Rhode Island	Kits ordered: 2,049
Vermont	Kits ordered: 2,502

#### **Region II**

Illinois	Kits ordered: 15,583
Indiana	Kits ordered: 9,934
Michigan	Kits ordered: 17,817
Ohio	Kits ordered: 16,285

#### **Region III**

Iowa	Kits ordered: 6,853
Minnesota	Kits ordered: 14,480
Nebraska	Kits ordered: 3,547
North Dakota	Kits ordered: 2,177
South Dakota	Kits ordered: 1,416
Wisconsin	Kits ordered: 6,891

#### **Region IV**

Arizona	Kits ordered: 4,489
Colorado	Kits ordered: 4,386
Nevada	Kits ordered: 5,068
Utah	Kits ordered: 1,805
Wyoming	Kits ordered: 918
New Mexico	Kits ordered: 2,131
Idaho	Kits ordered: 3,696
Montana	Kits ordered: 2,352

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**Region V**

California	Kits ordered: 35,586
Hawaii	Kits ordered: 1,447
Washington	Kits ordered: 5,540
Oregon	Kits ordered: 4,416
Alaska	Kits ordered: 691

**Region VI**

Maryland	Kits ordered: 7,456
New Jersey	Kits ordered: 1,654
Delaware	Kits ordered: 1,284
North Carolina	Kits ordered: 16,593
Pennsylvania	Kits ordered: 21,781
South Carolina	Kits ordered: 5,680
Virginia	Kits ordered: 8,336
District of Columbia	Kits ordered: 377

**Region VII**

Alabama	Kits ordered: 9,004
Florida	Kits ordered: 20,178
Georgia	Kits ordered: 10,463
Kentucky	Kits ordered: 8,495
Mississippi	Kits ordered: 4,261
Tennessee	Kits ordered: 8,542
West Virginia	Kits ordered: 3,870

**Region VIII**

Arkansas	Kits ordered 4,291
Kansas	Kits ordered 4,898
Louisiana	Kits ordered 6,129
Missouri	Kits ordered 8,537
Oklahoma	Kits ordered 5,893
Texas	Kits ordered 21,378

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## **Corporation and Chain Participation**

<b>Corporation</b>	<b>Trade Name</b>
Amoco Corporation	(Amoco Food Store)
Ashland Oil Co.	(SuperAmerica)
Atlantic Richfield Co.	(AM-PM)
BP America	(BP Shop/Express)
Casey's General Stores	
Cenex, Inc.	(Cenex Convenience Stores)
Circle K Corporation	(Circle K Food Store)
Chevron Corporation	(Chevron Food Mart)
Clark Refining	(On-the-Go)
Coastal Corporation	(Coastal Mart, Maverick Market)
Crown Central Petroleum	(Crown, Fast Fare, Zippy Mart)
Cumberland Farms, Inc.	
Dillion Companies	(Kwik Shop, Loaf 'n Jug, Mini Mart, Quick Stop, Tom Thumb Food Stores)
Emro Marketing	(Bonded, Checker, Gastown , Kwik Sak, Martin Speedway, Starvin' Marvin, United, Wake Up)
E-Z Mart Stores, Inc.	
E-Z Serve Corp.	(Direct Oil, E-Z Serve , Red Diamond, Time Saver, Trust)
Farm Stores	
Holiday Companies, Inc.	(Holiday Station Stores)
JFM, Inc.	(Jr. Food Mart)
Lil' Champ Food Stores	
Maverick Country Stores	(Maverick)
Mobil Corporation	(Mobil Mart, On the Run)
Phillips Petroleum	(Phillips 66)
RaceTrac Petroleum	(RaceTrac, Raceway)
Southland Corporation	(7-Eleven, High's Dairy Store, Quick Mart, and Super-7)
Sun Company	(A-plus Mini Mart, Sunoco Food Market)
Texaco, Inc.	(Star Mart, Texaco Food Mart)
The Pantry, Inc.	
Thrifty Oil Company	(Thrifty Oil)
Total Petroleum, Inc.	(Total Mart)
Ultramar, Inc.	(Ultramart)
United Dairy Farmers	(United Dairy Farmer)
Uni-Marts, Inc.	(Uni-Mart)
Warren Equities, Inc.	(Xtra Mart)
Wawa, Inc.	(Wawa Food Market)

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## **State Level Activity**

177 state associations in 47 states are participating in the *WE CARD* program with materials and training seminars.

### **Alabama**

Alabama Association of Convenience Stores  
Alabama Candy and Tobacco Distributors Association  
Alabama Grocers Association  
Associated Grocers of the South  
Alabama Retail Association

### **Arizona**

Arizona Candy And Tobacco Distribution Association  
Arizona Food Marketing Alliance

### **Arkansas**

Arkansas Wholesale Grocers and Tobacco Distributors

### **California**

African-American Beverage and Grocery Association  
California Association of Neighborhood Stores  
California Beverage Merchants Association  
California Distributors Association  
California Grocers Association  
California Independent Oil Marketers Association  
California Retailers Association  
Korean-American Grocery Association of Southern California  
Northern California Grocers Association

### **Colorado**

Colorado Association of Distributors  
Colorado Retail Council  
Colorado/Wyoming Petroleum Marketers  
Rocky Mountain Association of Convenience Stores  
Rocky Mountain Food Dealer Association

### **Connecticut**

Connecticut Food Association

### **Florida**

Florida Candy and Tobacco Association  
Florida Food Industries Association  
Florida Petroleum Council

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Florida Petroleum Marketers Association  
Florida Retail Federation

**Georgia**

Georgia Association of Convenience Stores  
Georgia Farm Bureau  
Georgia Food Industry Association  
Georgia Oilmen's Association/Convenience Store Council  
Georgia Retail Association  
Southern Association of Wholesale Distributors

**Idaho**

Idaho Retailers Association  
Idaho Wholesale Marketers Association

**Iowa**

Iowa Association of Candy and Tobacco Distributors  
Iowa Grocery Industry Association

**Illinois**

Illinois Candy and Tobacco Distributors  
Illinois Food Retailers Association  
Illinois Petroleum Marketers Association  
Illinois Retail Liquor Association  
Illinois Retail Merchants Association

**Indiana**

Indiana Association of Beverage Retailers  
Indiana Candy and Tobacco Distributors and Vendors  
Indiana Oil Marketers Association, Inc.  
Indiana Retail Grocers Association  
Indiana Retail Council  
Restaurant and Hospitality Association of Indiana

**Kansas**

Kansas Food Dealers Association  
Kansas Oil Marketers Association  
Retail Grocers Association of Greater Kansas

**Kentucky**

Kentucky Association of Convenience Stores  
Kentucky Candy and Tobacco Association  
Kentucky Grocers Association  
Kentucky Petroleum Marketers Association  
Kentucky Retail Federation

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**Louisiana**

Louisiana Food and Tobacco Distributors  
Louisiana Oil Marketers Association/Convenience Store Council

**Massachusetts**

New England Convenience Store Association  
New England Wholesale Marketers Association

**Maine**

Maine Grocers Association  
Maine Merchants Association, Inc.

**Maryland**

Maryland Association of Candy and Tobacco Distributors  
Maryland License Beverage Association  
Mid-Atlantic Food Dealers Association

**Michigan**

Associated Food Dealers of Michigan  
Convenience Store Association of Michigan  
Michigan Distributors and Vendors Association  
Michigan Food and Beverage Association  
Michigan Grocers Association  
Michigan License Beverage Association  
Michigan Petroleum Association/ Convenience Stores of Michigan  
Michigan Retailer Association/Michigan Merchants Council  
Michigan Truckstop Operators Association  
Service Station Dealers Association

**Minnesota**

Minnesota Grocers Association  
Minnesota Petroleum Marketers Association  
Minnesota Retail Merchants Association  
Minnesota Service Station Association  
Minnesota Wholesale Marketers Association

**Mississippi**

Mississippi Association of Convenience Stores and Petroleum Marketers  
Mississippi Wholesale Distributors Association  
Mississippi Wholesale Grocery  
Retail Association of Mississippi

**Missouri**

Mid-America Grocers Association

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Missouri Association of Candy and Tobacco Distributors  
Missouri Association of Convenience Stores  
Missouri Grocers Association  
Missouri Petroleum Marketers Association  
Missouri Retailers Association  
Ozark Empire Grocers Association

**Montana**

Montana Food Distributors Association  
Montana Petroleum Marketers  
Montana Wholesale Distributors Association

**Nebraska**

Nebraska Association of Tobacco and Candy Distributors

**Nevada**

Association of Management Services  
Nevada Association of Candy and Tobacco Manufacturers  
Nevada Petroleum Marketers  
Retail Association of Nevada  
Western Petroleum Marketers Association

**New Hampshire**

New Hampshire Retail Grocers Association  
Retail Merchants Association of New Hampshire

**New Jersey**

New Jersey Association of Candy and Tobacco Distributors  
New Jersey Food Council  
New Jersey Retail Merchants Association

**New Mexico**

New Mexico Association of Candy and Tobacco Distributors  
New Mexico Retail Association

**New York**

Convenience Store Council  
Empire State Petroleum Association, Inc.  
Food Industry Alliance of New York State  
Long Island Gasoline Retailers  
New York Association of Convenience Stores  
New York State Association of Candy and Tobacco Distributors  
New York State Association of Convenience Stores  
New York State Food Merchants Association

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**North Carolina**

North Carolina Petroleum Marketers Association  
North Carolina Food Dealers Association  
North Carolina Wholesale Distributors Association

**North Dakota**

North Dakota Candy and Tobacco Wholesalers  
North Dakota Petroleum Marketers/Convenience Store Council  
North Dakota Retail Association

**Ohio**

East Central Ohio Food Dealers  
Ohio Association of Candy and Tobacco Distributors  
Ohio Association of Convenience Stores  
Ohio Coin Machine Association  
Ohio Council of Retail Merchants  
Ohio Grocers Association/Convenience Store Association  
Ohio Petroleum Marketers Association  
Ohio Petroleum Retailers & Repair Association  
Youngstown Area Grocers Association

**Oklahoma**

Oklahoma Association of Candy and Tobacco Distributors  
Oklahoma Retail Merchants Association

**Oregon**

Association of Oregon Food Industries  
Oregon Petroleum Marketing Association/Convenience Store Council

**Pennsylvania**

Northwestern Pennsylvania Council  
Pennsylvania Association of Chain Drug Stores  
Pennsylvania Convenience Store Association  
Pennsylvania Distributors Association  
Pennsylvania Food Merchants Association  
Pennsylvania Petroleum Marketers Association  
Pennsylvania Retailers Association

**Rhode Island**

Rhode Island Food Dealers Association  
Rhode Island Retail Association

**South Carolina**

South Carolina Association of Convenience Stores

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South Carolina Petroleum Marketers Association

**South Dakota**

South Dakota Petroleum Marketers Association  
South Dakota Retailers Association

**Tennessee**

Tennessee Grocers Association  
Tennessee Oil Marketers Association

**Texas**

Corpus Christi Retail Grocers  
Gulf Coast Grocers Association of Texas  
Texas Association of Wholesale Distributors  
Texas Federation of Drug Stores  
Texas Food Industry Association  
Texas Petroleum Marketers & Convenience Store Association  
Texas Retailers Association

**Utah**

Utah Food Industry Association/ Retail Merchants Association

**Vermont**

Vermont Grocers Association

**Virginia**

Virginia Food Dealers Association/ Convenience Store Council  
Virginia Gasoline Marketers Council/ Convenience Store Council  
Virginia Petroleum Jobbers Association  
Virginia Retail Merchants Association  
Virginia Wholesalers & Distributors Association

**Washington**

Washington State Food Dealers Association/ Convenience Store Council  
Washington Retail Association

**West Virginia**

West Virginia Retailers Association  
West Virginia Wholesalers Association

**Wisconsin**

Wisconsin Association of Candy and Tobacco Distributors  
Wisconsin Association of Convenience Stores  
Wisconsin Merchants Federation

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**Wyoming**

Wyoming Liquor Association

Wyoming Merchants Association

Wyoming Wholesalers and Coin Operators Association

**Regional**

National Advisory Group

Certified Grocers Midwest

**National**

United Retail Merchants

**Endorsements**

***WE CARD*** has been endorsed by three Attorneys General.

Frankie Sue Del Papa, Nevada

Dennis Vacco, New York

Richard Blumenthal, Connecticut

**Other Important Endorsements:**

Jaycees

National Association of Police Organizations

May 1997

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