

State Grocers Association plans Hershey convention

HERSHEY — More than 3,000 people are expected to attend the 86th Annual Convention of the Pennsylvania Grocers Association June 2-4 in Hershey.

The exposition will feature over 150 exhibits of new food and

household products, new services for retailers and consumers, and the latest in computer hardware and software for the grocery industry.

In addition to the exhibition, the convention offers an outstanding

business and social program. Sunday evening's President's Dinner will feature the presentation by keynote speaker Philip D. Steffen, principal in Philip D. Steffen Assoc. Inc.

Two half-day business seminars

will highlight the educational events.

On Monday the association will examine "STORE DESIGN: A BLUEPRINT FOR SUCCESS" with presentations by Philip Morris Co. and by Arnold Ward and Gary Lind, partners in the design firm of Arnold Ward Studios, Ltd. There will be an explanation of techniques for increasing sales and profits through improved store layout, image and design.

John H. Hollingshead, Director of Retail Development and Store Planning for Affiliated of Florida, Inc., Tampa, will discuss store engineering, demographic considerations and merchandising.

On Tuesday, Harker Collins will discuss "PERSONAL FINANCIAL PLANNING," elaborating on "cycle investing" an approach which is designed to enable the busy person to maximize the return on personal investments with a minimum of time and effort. Harker Collins is founder and CEO

of Harker Collins & Co., Inc., a New York Stock Exchange listed financial management company.

Dr. Carole F. Bitter has been selected to receive the "OUTSTANDING WOMAN IN THE PENNSYLVANIA FOOD INDUSTRY AWARD" during the brunch on Monday. Dr. Bitter is President and Chief Executive Officer of Harold Friedman's, Inc., a corporation operating seven supermarkets and one warehouse store.

Touring golf pro Al Geiberger, will participate in the association's Annual Golf Tournament to be held on Tuesday.

The convention program has been coordinated by Affiliated Food Distributors, Inc. of Scranton, PA. The Pennsylvania Grocers Association is a trade association representing over 2,000 independent family owned and cooperative food retailers, wholesalers and suppliers operating in Pennsylvania.

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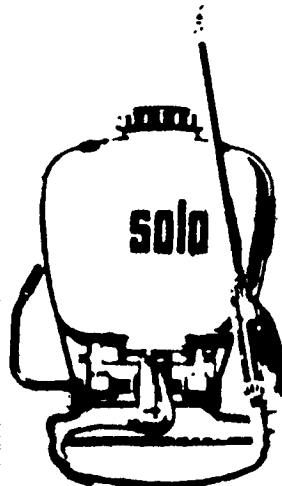
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Rep. Bentley forms ag advisory committee in second district

Congresswoman Helen Delich Bentley's newly-formed Agriculture Committee met recently at the Agriculture Building in Cockeysville, Md. Members pictured are: 1st from left - G. Richard Curran, Extension Agent; Congresswoman Bentley; and Weida Stoecker. Back row: Raymond Armacost, Jr.; George A. Price; James Richardson and Charles Stoecker.

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