

FORKLIFT

newsbite

SEPTEMBER 27, 2002

SFC at the Big E

Heat and humidity in September? Who cares - last Saturday's attendance at the Big E was a record-breaking 155,000 people! And they were all eating. Whether it was baked potatoes, candy apples, soft-serve ice cream or smoked turkey legs, the SFC team was making it possible.

For 17 days of the Big E, from dawn to dusk, our **Operations, Purchasing and Sales Teams** are thinking Big...**Selection Shift** steps up to a 7 night/week schedule, drivers work weekends, and even before the fair starts, the **Category Managers** are bringing in those special items we need only this one time a year. It's an incredible team effort across the company, an intense, exhausting commitment. But there's something about it that's fun and exhilarating, too. The complaints come with smiles, that old underdog mentality kicks in. The problems may be big, but so are the sales. This year's total is expected to be \$800,000 - that's for 17 days, trending ahead of last year, and at a stronger margin. Nice.

To understand what it's like to be "SFC at the Big E," picture this: the SFC trucks roll into the fair as early as 5 AM and begin delivering to over 100 vendors, many of whom run multiple booths throughout the fair. After 9:30 AM, no motor vehicles are allowed on the grounds. At that point, any product going out to a vendor is walked in with a handtruck. Imagine it: throngs of people, mid-day sun, lights flashing, more people, more people, and **Andy Paquette** is weaving through the midway with paper plates for the hot dog guy. That's the Big E.

"Back at the office" means a trailer at the fairgrounds set up with phones, computers, a copier, some snacks. For the 17 days of the fair, it's home to the famous "two Sues": **Sue Lefebvre**, in her fourth year working the Big E for SFC, and **Sue Sormanti**, doing it for the 7th year. These two could work together blindfolded. Sue Lefebvre knows every customer's number by heart. They love Foodstar and the ease it has provided them this year. And they love their partners on the **Scibelli Team** who sweat it out with them on a daily basis: **Sue Cameron** (another Sue!), **Mark Jamross**, **Jim Joyce**, **Jennifer McCarthy**, **Dave Nichols**, and **Tommy Romano** (our veteran with 10 years of Big E history).

This year, for the first time, **Ed Kryzwick**, SFC driver, is serving as the Operations Supervisor at the fairground, the front-line guy with the customers. As he puts it, "I get the bullets, you guys (the two Sues) patch me up." Ed knows every nook and cranny of that fair, has been there every day except two Sundays. He likes to help out, he says, do some filing, some copying, whatever is needed. That's the spirit.

Back at the real office, **John Sheehan** coordinates the team of 10 drivers and all the other details. **Agata Salafia's** phone rings off the hook with calls from the trailer about product issues as the **Day Warehouse Team** scrambles to fill emergency orders. **Molly Kirejczyk**, Inside Marketing Rep for the Scibelli Team, tries to keep them in line while they are here, there and everywhere, during this busy back-to-school season.

But what's a fair without the food? Someone's got to do it. **Jennifer McCarthy**, the newest member of the Scibelli Sales Team, says working the Big E is like riding the Fireball. If you haven't seen it, head out to the fair this weekend before it closes. Oh, and the **AR Team**, they'll be there, cashing out those 100+ vendors and putting money in the bank! No one better than SFC for the tight spots and the big sales.

Good work **EVERYONE** - it's the last two days! Make 'em great.



Ed Kryzwick delivering potatoes.