



Liquor Store News

November 2011

Transformers

To be clear the transformers referred to here are the kind who, according to Webster's, "alter markedly the appearance or condition of," not the kind who appear as Autobots on the big screen. Webster's definition is remarkably accurate when applied to Randy and Allison Bechtol of Maupin (Store 1149).

Located on the Deschutes River and Highway 197 about 40 miles south of The Dalles, Maupin (pop. 420) boasts 300 days of sunshine per year. The short drive from major metro areas and the opportunity for outdoor activities make this small town a summertime beehive. Rafting and fishing are the biggest draws, evidenced by the numerous guide shops in town. But the newest, most modern commercial attraction is no less than the Maupin Market!

Already homeowners in Maupin, the Bechtols set out to plant themselves permanently there with the goal of opening their own business: a new grocery. When the existing store became available to purchase they moved forward with their dream and their term as transformers. To say that the old store needed improvements

would be more than a mild understatement but the Bechtols undertook the task with unfettered enthusiasm, a determinably positive attitude and a financial commitment that probably typifies how they do most things.

Transformation of the market was almost wholesale throughout the building, involving all new mechanical, electrical and plumbing. Following that came new floors and floor covering, new ceilings, new lighting, new windows, new restrooms and new interior partition walls for an office and for the liquor department. After the completion of the build-out, new coolers

were installed and shelving was set. (Note: The writer observed the evolution of this

store at various stages and was awed by what was vs what is. The repeated use of the word new is intentional).

Next came the task of staffing and stocking the store, once again elements that were carefully thought out by Randy and Allison. Consideration was given to the needs and wants of both residents and visitors in selecting the



Agent Randy Bechtol
with wife, Allison
Store 1149 Maupin

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inventory. Hiring a staff (now 8 employees) seems to be based as much on experience as it is on customer service. The cornerstones of this friendly, welcoming crew are store manager Doni Van Dolah and deli manager Elizabeth Dumbroski.

Working closely with contractors, vendors and staff and keeping with a carefully crafted timeline, the Bechtols achieved this phenomenal process in a mere 12 weeks! One only need know where this jewel called Maupin Market came from to truly appreciate what it is now. A great deal of sweat (perhaps some



Store 1149 Maupin



blood and tears) and a nearly \$1 million total investment have created a masterpiece.

Maupin Market opened July 2, 2010 to an overwhelmingly positive reception and continues to show steady growth.

Congratulations, Randy and Allison, and welcome to the OLCC family. What you have done for your customers proves you are indeed **transformers!**

Distribution Center updates



In a continuing effort to increase efficiencies, the Distribution Center has developed a new designated phone line agents can use to report freight

issues. Please call the inventory analyst clerk at 503-872-5323 to report product that is:

- ◇ Missing in a repack case
- ◇ Received but not stated on the packing slip
- ◇ Not received but stated on the packing slip

The clerk will take the necessary information to process an adjustment to correct the error.

Agents may also use the new phone line as a resource for other freight delivery questions that may require additional paperwork to process a claim such as:

- ◇ Case(s) missing from a freight delivery
- ◇ Broken or damaged product that were caused by the truck line

If additional paperwork is required for the above freight issues, follow these steps:

Missing Cases/Damaged Product

When a case(s) is missing or product is damaged during a freight delivery:

1) Write the following information on the Freight Company's freight bill and then have the driver sign the document:

- ◇ "Short from Load" for missing cases or "Damaged Product" for broken or damaged product

- ◇ Product code number(s)
- ◇ Quantity missing or damaged

If the freight company does not have a freight bill or other paperwork for the load, use OLCC's Bill of Lading to document the issue. Be sure to KEEP A SIGNED COPY of the freight bill or Bill of Lading.

2) Complete an OS & D form showing the missing or damaged product and have the driver SIGN the form.

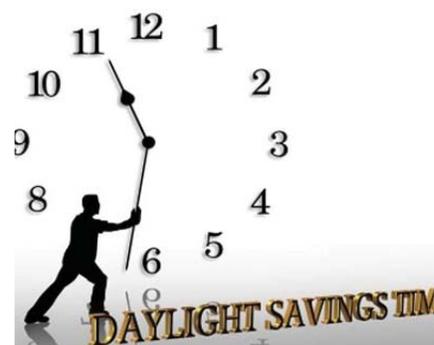
3) Complete a Stores Claim Report and check the transportation claim box at the top of the form.

Submit a copy of the freight bill (or Bill of Lading) SIGNED by the driver, the completed OS & D form SIGNED by the driver and the pink and blue copy of the Stores Claim Report), to Wholesale Operations.

It is very important for the agent to submit proper paperwork for credit. Otherwise, the freight company may deny payment and the agent will be responsible for the loss.

For questions regarding freight issues, contact Jerod Huth, inventory analyst clerk, directly at 503-872-5323.

Daylight savings time



Remember daylight savings time will come to an end on November 6 at 2 a.m. clocks will be turned back and we will gain an hour. Reset your clocks and timers.

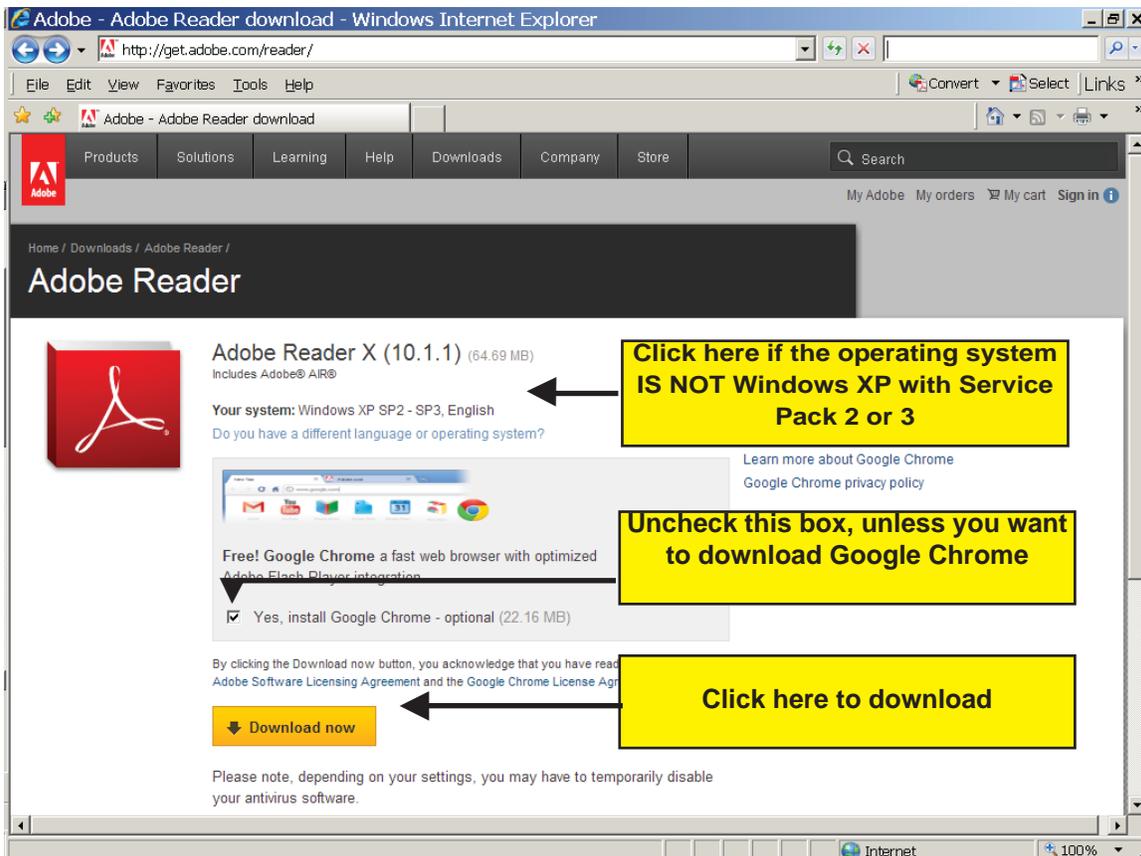
Retail Services going paperless

Retail Services is continually reviewing the way it corresponds with agents in a paperless format. One recent change that expedites information with less paper is the notification when licensees go on the Cash Only list. In the past, agents would be notified by letter about a licensee going on or off of the list. Now, when an agent accepts a NSF check they receive a hard copy and an email notice. Surrounding stores only receive emails about the licensee, increasing timeliness of information to agents.

To continue the process of going paperless, many hard copy forms have been converted

to a “fill-in” PDF form. The Shoplifting Incident Report, Notice of Absence, Hours of Operation and the Incident Report are now available on OLAS in the Reports tab. Retail Services is now accepting these forms in an electronic format for easy submission and in many instances a quicker response time.

If a form on OLAS does not allow information to be entered or saved, Adobe Reader may need to be updated if the current version being used is 8.0 or lower. Enter <http://get.adobe.com/reader/> into the internet browser and follow the prompts to download the free reader. Agents with a POS computer register system may need to contact their provider if there are downloading issues.



Once the form is working correctly, follow these steps to submit a completed document to Retail Services:

- Click the “Report” tab in OLAS
- Click the “+” in front of the Liquor Store Reports folder
- Click on the word “Forms” and click on the desired form name
- Complete the form and save the document to the desktop computer (File/Save As or the Save icon on the Adobe toolbar)
- A “Save a Copy ...” window will appear
- Determine where the completed document should be saved on the computer. In the “Save in:” box, choose “My Documents” (if this is not stated in the box, click the dropdown to show other choices and then select My Documents).
- Create a new folder called “OLCC Documents” by right clicking in the white portion of the box. Place the cursor over the word “New” and then left click on the word “Folder”. Immediately start typing the words “OLCC Documents”
- Open the new folder by clicking on the left button of the mouse.
- In the box labeled “File Name:”, click once to highlight the current name and immediately start typing a new name for the completed form. For example, if a store completed a Shoplifting incident report that occurred on October 10, 2011, type in, Shoplifting Incident Report 10-10-11 and click the Save button.
- Open the store email account to create a new email. Each email provider is slightly different but the most popular buttons to create a new email could be labeled “Create” or “New”. Once the email window opens, type in: OLCC.RetailServices@state.or.us in the box directly across from the word “To:”, then in the “Subject:” box type in the document name. In the example above this would be “Shoplifting Incident Report 10-10-11”

- Attach the completed document to the email by looking for the word “Attach” or “Attachment” or possibly a picture of a paper clip. Locate the document in “My Documents” and click on the PDF labeled “Shoplifting Incident Report 10-10-11” and acknowledge that you have the correct document. Since there are so many possible words acknowledging the correct document, the user will need to make the final acknowledgement.

Once received, Retail Services will forward the document to the appropriate OLCC staff. District managers will be happy to assist agents with these new steps. If agents have problems with submitting an electronic document, they still have the option of printing the completed form and sending it by regular mail.

 Audit Stars Quarterly Chart 			
July 2011 - September 2011			
Agent	Store	Store Location	Audit Discrepancy Rate
Joyce Weakley	1075	Riddle	0.000047%
Debra Thorpe	1062	Philomath	0.000342%
Saleem Noorani	1143	Springfield, Gateway	0.001260%

Are you checking email?



Retail Services continues to send information via email or posting it on OLAS. Agents are highly encouraged to continually check their email and OLAS for product information, changes in distribution center operation

days and order schedule changes, etc. Many of these topics are also reported in **Store News** which is conveniently available electronically via OLAS.

A helpful hint worth reminding is to periodically check your "spam folder" as regular e-mails can sometimes be accidentally put there by your e-mail provider. If assistance is needed in accessing the information, contact Retail Services at (503)872-5020/5022 or your district manager.

Retail Partners Council



On October 26th the Retail Partners Council met at the Milport Facility in Portland. This group has been working together for the last two years on areas of mutual interest. At this bi-annual

meeting a few of the items discussed were: the monthly price lists, shelf labels, products with limited supply and conversion from exclusive to non-exclusive. Meeting minutes are posted on OLAS under the Reports tab – Retail Partners Council – Meeting Minutes. For many of the members their two year term on RPC has ended. Recruitment for new members to serve on the council will begin in the next couple of months; watch for notification by email for election information.

Introducing: Andrea Mooney, Special Orders Coordinator

There is a new face at the special order desk. Andrea Mooney was appointed on September 26th as the new Special Orders Coordinator. Andrea has been with the Commission since December 2007 and most recently held the position of Alcohol Education Program Administrative Specialist. Andrea is a terrific addition to our distilled spirits team. She is very excited about her new position and working with everyone on special orders and transportation claims. Andrea can be reached at (503) 872-5040. Congratulations Andrea!

Fun Facts Regarding Special Orders:

- ▶ First special order submitted electronically, August 2005
- ▶ There have been 44,343 special orders placed at the time this article was written. That is over 7,000 per year!
- ▶ Approximately 50 new items are requested each month. Because these items are new to the state, they take more time to research, locate, find a supplier and obtain quotes. Be aware this process may require more than the standard 4-6 week wait.



Andrea Mooney
Special Orders Coordinator

Come on downtown!

Corvallis, Oregon, is in the heart of the Willamette Valley, home to Beaver Nation, also known as Oregon State University. It is the quintessential college town with wide streets sheltered by ancient trees and lined with red brick and white masonry buildings. It's location along the Willamette River makes Corvallis a very attractive city. Agent Debbie Jenkins spends the day in this idyllic location operating her beautifully remodeled liquor store.



**Agent Debbie Jenkins and husband, Pete
Store 1228 Corvallis, Downtown**

white checkerboard flooring was installed that visually opens the floor providing the customer with a warm, friendly shopping environment.

On September 7th the customers of Store 1228 Corvallis, Downtown got their first look at Debbie's newly remodeled store. If you happen to be in the Corvallis area, please stop by and visit the new and improved Downtown liquor store.

Congratulations Debbie on a successful remodel!

Debbie was fortunate in that the owner of her building was interested in selling the building and she would not have to relocate to accommodate her growing liquor business. Debbie was able to capitalize on this investment by increasing both retail space and storage area. There were many obstacles to overcome during the renovation and getting the project done was not an easy task but perseverance prevailed. When Debbie and her husband, Pete, completed the remodel of the store, the expansion totaled 3,000 sq. ft. of retail space giving her the flexibility to create a variety of floor displays. The additional shelving allowed the increase of product selection in all categories. Glass display cases now showcase expensive distilled spirits and a beautiful new counter closes the sale. A classic black-and-

