

DAYMON  
INTERACTIONS

MARCH 2012

# Retail News

*Insider*

**QUEST FOR SUCCESS**

**Let Your**  
*Journey*  
**Begin!**

**Spring Into Action:**  
*The Decisions*  
Affecting Your Position

**What's New**  
*for* **2012**

**Sales Tips:**  
More than  
*just* **LUCK**

# We Are *Springing* Into Action!

With the excitement of the new year, we are looking to spring into action together as a team to prepare ourselves for the rest of 2012. This year, we have a focus on educating shoppers in new ways and enhancing the training for you, our valued employees.

Meijer's theme for spring is "Refresh and Think Anew". As we refresh ourselves and think of the new programs, opportunities and endless possibilities; we encourage you to remain enthusiastic, dedicated and to support these important initiatives.

The new Seafood 1-2-3 program launched in February and this program is designed to educate shoppers about the ease and simplicity of cooking seafood at home. A newly produced training video instructs our employees to engage with customers and demonstrate the ease of preparing delicious seafood at home.

## Seafood 1-2-3



In addition to the initial training our teams go through when they begin working with Elite Marketing Interactions, we are overjoyed to be able to provide select associates with the opportunity to receive additional culinary certification training. As a leader in our industry, being the first to offer culinary certification to employees

not only enhances our associates, but provides greater value to our retail partners.

With these two programs being introduced this year, and all of the continued efforts from our field teams, we would like to thank everyone for their efforts in making Elite Marketing Interactions successful in setting standards and executing events.

We look forward to working and collaborating with everyone from the office to the field by refreshing and thinking anew to make 2012 another successful year!

All the best,

*David Prostko*

David Prostko  
Vice President

*Deborah Michaels*

Deborah Michaels  
Senior Director

## 5 things you need to know this month

- 1. We're measuring shoppers' perceptions and habits** in new and exciting ways. Learn more at [daymoninteractions.wordpress.com](http://daymoninteractions.wordpress.com).
- 2. Lucky tricks** or just the **right tips?** Read first-hand advice in this month's Sales Tips.
- 3. St. Patrick's Day** is just around the corner. Do you know the best way to make **corned beef and cabbage?** Look to our recipe section for ideas!
- 4. QUEST FOR SUCCESS** launches and your input is needed! Read more in this month's issue!
- 5. Say cheese!** Our online photo album featuring **YOU** takes off this month. Check it out online!



## Spring Snapshots!

Interested in seeing what other associates are up to? Visit us online at [daymoninteractions.wordpress.com](http://daymoninteractions.wordpress.com) to view a gallery of photos highlighting events happening all across the country.





## Lucky Tricks when Hosting an Event

Sometimes it takes more than that lucky four-leaf clover, rabbit foot or horseshoe to make a sale. This issue, Sales Advisor Phil Girio of Pennsylvania shares with us a few tips on creating your own luck when hosting events.

“The very first thing you need to do to be successful is to clean your table. Then build a beautiful display with your merchandise and be ready to invite guests over,” Phil tells us. He shares that being friendly and inviting customers over rather than having them make the approach has worked favorably for him.



Sales Advisor  
Phil Girio

A few more lucky tips? Have plenty of product ready to go, be prepared and know the product. Keep a friendly and welcoming demeanor by smiling and inviting guests over to sample your product. If a guest isn't interested in sampling, think outside of the box and offer a coupon or recipe if you have any available.



With a new season comes new ways to serve our valued retail partners and strengthen those relationships.

For the past several months we've been testing the success of themed sales sheets as a tool for vendors to plan events around. It's been a huge hit and has allowed us to execute an additional 150 events in each tested retailer.

Because of its success, we are now executing weekly themed sales sheets for vendors across all of our retailers. This sales sheet will serve as an aid for Sales Managers to assist vendors in planning events for their products during particular theme weeks. This will allow us to better serve our vendors when it comes to strategic marketing and sales.

As part of the roll-out of this project, a marketing display will be positioned in our various retailers that will be used to promote Daymon Interactions' services and engage vendors. This is another example of how we can brand our programs and drive sales for our partners.

The initiative aims to show that in-store product sampling with Daymon Interactions is one of the most effective ways to reach shoppers.

Over the next few months you may see photographers out and about photographing many different events in various retailers across all category lines. Be sure that you're on point, looking your best and knowledgeable about the various products you are hosting events for.



## Daymon Interactions introduces the 2012 company-wide initiative QUEST FOR SUCCESS

The 2012 Daymon Interactions QUEST FOR SUCCESS contest is a new mission for all associates in 2012. In

2011, The DRIVE to 75 program brought forward a wealth of creativity and innovation from the brilliant minds of all of our associates that make up this amazing company. Ideas from associates were successfully implemented, and the company is stronger today as a result.

To continue that progress, QUEST FOR SUCCESS asks associates to bring forward new ideas and programs for generating events and creating efficiencies for costs. There will be weekly and monthly cash prizes to recognize those who help contribute to the company's continued success. In addition, five grand prizes totaling \$30,000 will be awarded at the end of the year. Start thinking of ideas and speak to your manager to get the process started!

# Food for Thought

## We want your ideas!

Send us your favorite memory of Easter! It can be a family recipe or a tradition that has gone on for years. We want to hear about why this holiday is special to you!

Share your thoughts with us and you could be featured in the next newsletter!

Email us at [newsletters@daymon.com](mailto:newsletters@daymon.com).

## By the Numbers

The most leaves ever found on a clover

# 56

## 34.7 MILLION

Number of U.S. residents who claimed Irish ancestry in 2010. This number was more than seven times the population of Ireland itself!

# 32%

of workers say they have either initiated or been on the receiving end of an April Fools' Day prank at work

Number of hours that Earth will see of both day and night equally during the March equinox

# 12

## Recipe of the Month: Corned Beef & Cabbage

Recipe courtesy of [allrecipes.com](http://allrecipes.com)

### INGREDIENTS:

- 4 1/2 Pounds corned beef brisket
- 5 Black peppercorns
- 1/2 Teaspoon garlic powder
- 1 Onion, peeled and left whole
- 2 Bay leaves
- 1 Pinch salt
- 1 Small head of cabbage, cored and cut into wedges
- 6 Large potatoes, quartered
- 4 Large carrots, peeled and sliced
- 1/4 Cup chopped fresh parsley
- 2 Tablespoons butter



### DIRECTIONS:

In a 6 quart Dutch oven, place the beef brisket, peppercorns, garlic powder, onion, bay leaves and salt. Fill pan with water to cover everything plus one inch. Bring to a boil and cook for 20 minutes. Skim off any residue that floats to the top. Reduce heat to a simmer and cook for 2 to 3 hours, until meat can be pulled apart with a fork.

Once the meat is done, add the cabbage, potatoes and carrots, pressing them down into the liquid. Simmer for an additional 15 minutes or until the potatoes are tender. Skim off any oil that comes to the surface. Stir in the butter and parsley. Remove the pot from the heat.

Remove meat from the pot and place onto a serving dish and let rest for 15 minutes. Also, remove vegetables to a bowl and keep warm. Slice meat on the diagonal against the grain. Serve meat on a platter and spoon juices over meat and vegetables.

Daymon Interactions U.S. Retail Division



Meijer



Giant Eagle



{in good taste}

Save Mart

Winn-Dixie