

# THE VENDING MACHINE

Dispensing news and views of the vending industry

June 20, 2009

 "adopt a pet today" 

by Tony L. Buckholz

## IT'S POST CARD TIME !!!

Keep those postcards coming. We have only received a handful so far, so your chances of winning the gumball machine just went up!!!!

Please think of us while you're on vacation and we will give you a six-pack of TastyKakes. Also, whoever sends in a card from the farthest away place wins a gumball machine and gumballs. Postcard must be postmarked by August 31, 2009. Don't forget to include your name and where you work. The only rules are that you must work where we have our vending machines, and only one six-pack per person. Send your postcard to us at 1000 Commons Boulevard, Reading, PA 19605.

## HOW ARE WE DOIN'?

Don't forget that we are always available to meet with you to discuss any concerns, issues, or suggestions you might have regarding our services. Communication with our clients is vital to our continuous improvement. Any feedback you might have greatly helps in our efforts to provide you with superior service.

## FLASHBACK

Every once in awhile we like to look back in our old newsletter files and tell you what we were talking about way back when. We decided to go back 32 years this time, and tell you what our newsletter was saying back in 1977.....here are some of the highlights:

- ☞ We were reporting that we expected very little price increases and that hopefully we could keep candy bars at 20 cents !!!!
- ☞ We announced we were installing two new accounts...The U.S. Post Office and Linettes Candy.....Guess which two accounts we still service in 2007.
- ☞ We announced a new product that we would try one time to see if it sold well, Wixon's Shoo Fly Pies.....we still sell tons of 'em today.
- ☞ We were bragging about our new "beeping pagers" we just got for our maintenance staff, so that we would be super fast on service calls..
- ☞ We were complaining about gas prices going to 52 cents a gallon !!!!!!!!!!!!!!!

## WHO IS MORE CONVENIENT??

Ever really think about how convenient a convenience store is? Sure, they are on every corner, and if you need something, you can certainly find one quickly. But, think about this. What is more convenient than your vending machines where you work? Vendors

bring the products right to you. You don't even have to leave work or jump in your car. Also, when it comes to price, vending companies offer better pricing than the C-stores and we bring the products right to you. Sure, the C-store will occasionally run a special or two to get you in the door, but the majority of their pricing is far above what you will find in your favorite vending machines. We know, because just the other day we purchased a 20 oz. Bottle of soda at a C-store. The cost? How does a \$1.49 plus tax sound? Not only that, how do TastyKakes at \$1.39 plus tax sound? When you really think about it, vending machines are your convenience store at work.

## PINCH HITTERS

About this time of year you might be saying "who's that guy servicing our machines?". The answer is that he is probably a temporary service person cause your regular guy is on vacation.

Most of the time your "new" guy will be an experienced person who is either a "route jumper" or a supervisor. He has been given instructions on how and what to service from our regular service specialist. Even though service and cleaning instructions are all spelled out for him, you can bet that something tragic may happen. You may get to many Cheetos instead of your favorite Doritos, or chocolate cupcakes instead of your beloved krimpets. Please just grin and bear it, the "old guy" will be back soon.

Incidentally, you may not realize it but while most people enjoy themselves soaking up the sun and the sights at the shore, our service specialists say they have a tough time on vacations. They just lay on the beach and worry, wondering if their customers are being served correctly and if their machines are clean, full and working!

## HUMOR BREAK

The following excerpts are taken from actual resumes of job applicants:

- Reason for leaving: maturity leave. (*An innovative approach to professional growth.*)
- "Excelent at people orented positi9ns and organizational problem soving. (*But not so good at proofreading.*)
- "Overlooked all areas to ensure an overwhelming success.". (*Good thing you weren't paying attention.*)
- "Wholly responsible for two (2) failed financial institu tions." (*How proud you must be.*)