ICBV Office Update

January 3, 2017

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**\*\*1** **Calendar of Events**

SAVE THE DATE

**April 18-21. 2016**

**NAMA and NFBEI/RSA Training in Vegas**

From Terry Smith, NFBEI - Mark your calendars now! The NFBEI and the RSA Management Group will be conducting a half-day training for Randolph-Sheppard stakeholders in conjunction with the NAMA One Show in Las Vegas April 18-21. The One Show is an amazing 3-day event that includes educational seminars, high profile keynote speakers, and the largest exhibit hall in the industry with literally hundreds of companies showing cutting edge equipment and new vend products. The RSA training will be from noon to 5:00 PM on Tuesday, April 18th.

We realize that travel funds are limited and approval to go to Las Vegas can be challenging. However, it will be well worth it if you can attend. If I can help with any additional justification when you submit your request, I'm happy to do so.

SAVE THE DATE:

**September 12-15, 2017**

**NABM BLAST 2017**

Nashville Airport Marriott Hotel

Tradeshow September 13th

Mark Your Calendars Now!!!!

Visit [www.blindmerchants.org](http://www.blindmerchants.org) for more information as it becomes available. For more information, contact Nicky Gacos at [nickycolorado@netscape.net](mailto:nickycolorado@netscape.net) or call him at (908) 464-5359 or contact Terry Smith at [terrysmith@epbfi.com](mailto:terrysmith@epbfi.com) or 865-599-7148.

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**\*\*2** Shared by Smart Breif on Leadership from Scientific American

**Why We Think We Can Keep Those New Year's Resolutions**

When we think about taking action sometime in the future, we tend to neglect the constraints we’ll face when the future actually arrives

By Benjamin A. Converse, Marie Hennecke on December 29, 2016

Here we go again. Year after year, with great confidence each time, we choose all the goals we are going to start pursuing next year. Next year, we’ll start eating healthier. Next year, we’ll start going to the gym more. Next year, we won’t check email right before bed. Why do we expect so much from ourselves next year?

To understand why next year holds so much promise, it’s useful to consider why last year’s resolutions went unfulfilled. Sure, on any given day, we would all love to kick off the day with a nutritious and delicious breakfast smoothie. But who has time to peel a mango or wash a blender? And, yes, it would feel fantastic to squeeze in a gym visit on the way home from work. But who wants to lug a gym bag to work? And, oh, the relaxation that would come from a totally unplugged evening! But is everything really all set for tomorrow’s presentation? The problem for this year’s goals is that they always seem to be constrained by the pesky realities of the moment.

For better or worse those pesky realities are less likely to come to mind when planners are considering the future. Our new research, soon to be published in the journal Social Psychological and Personality Science, shows that the mere prospect of turning a calendar page can be enough to make planners forget about the obstacles that constrain their aspirations. Goals look greener on the other side of the calendar.

In one of our studies, conducted on July 31st, we asked a group of prospective dieters to think about eating healthier the next day. They wrote down what came to mind and then we categorized their responses. We focused on whether each thought was about achieving their desired outcomes or the constraints that threaten those outcomes. Thoughts like “I’ll have more energy,” and “I want to lose weight” went in the outcomes category. Thoughts like “mangoes are hard to peel” and “I hate washing the blender” went in the constraints category.

For half of the participants, our survey only mentioned days of the week, not months, implying that tomorrow was part of this week. In this condition, thoughts about desirable outcomes were offset by awareness of the constraints. For every two thoughts about outcomes, participants wrote down nearly three thoughts about constraints. For the other half of participants, our survey highlighted that tomorrow is August 1st, implying that it was part of next month. In this condition, participants generated far fewer constraints. For every two thoughts about outcomes, participants wrote down only 1.2 thoughts about constraints. It was as if, by seeing the next day as part of a separate period, the dieters’ concerns disappeared. They weren’t denying the concerns. The concerns just weren’t coming to mind in the first place. Why would that be?

Psychologists have known for some time, thanks to work led by Nira Liberman from Tel Aviv University and Yaacov Trope from New York University, that goals look different in the distant versus near future. Three months ago, when you booked your holiday travel, you probably had some abstract notions of “family togetherness,” “relaxation,” or “adventure.” The night before you left, however, you probably had some more immediate concerns in mind. Concerns like, “How is all this stuff going to fit in the suitcase?” and “Will I be able to get an Uber driver at 4:45 AM?” People think about goals that are off in the distance more abstractly. It is only when goals get closer that people start to think about them more concretely. Our study showed that just being on the next page of the calendar can make goals seem more like they are off in the distance.

To determine whether this affected people’s plans, we ran another experiment on a Tuesday toward the end of February. We asked prospective dieters to report their expectations about starting to eat healthier each upcoming day from Wednesday, February 27th, to Tuesday, March 4th. Some participants saw a calendar that focused them on calendar dates and others saw one that focused them on days of the week. Participants who focused on dates had low expectations for February 27th and 28th, but their expectations jumped substantially for March 1st and thereafter. In contrast, participants who focused on weekdays had low expectations for the first four days, Thursday through Sunday, but their expectations jumped substantially for Monday and thereafter. What counts as the next new period, the next opportunity, is all a matter of perspective.

So what is the upshot of these shifting perspectives? Is it good that there is always a new opportunity to get started? Or is it bad that there is always a new opportunity to put something off? There is probably not a simple answer. It depends on the conditions under which planners are looking into the future. We documented one of the potential dangers of these shifting perspectives in a final study that looked at how people use health memberships.

We ran the study in Switzerland, where Dr. Hennecke works. In exchange for completing a short health survey, participants gained entry into a raffle for one of ten memberships to a popular Swiss health program called eBalance. Bearing some resemblance to Weight Watchers in the U.S., eBalance is a paid service that tries to help people lose weight by providing calorie tracking, coaching, dietary advice, and other forms of support. The memberships were worth about $78 each.

After the survey, which we administered in mid-August, we asked participants to choose which starting date they would use if they won one of the memberships. Regardless of their choice, the membership ended on November 30th. For half of the participants, the choice was whether to start the program in one week or two weeks. In this scenario, about 60 percent chose to start on the first day. For the other half of participants, the timing was the same, but we pointed out the specific dates of the two starting options: August 25th or September 1st. In this scenario, only about 40 percent wanted to start on the first day. The prospect of starting in a new month was so attractive that many people sacrificed an extra week of valuable support.

Still, we can only say at this point that wasting a week of the dieting program was a “potential” danger. We do not know how the dieters fared in the long run. It is possible that those who waited for the 1st found it easier to initiate. That could be good in the long run, as long as they weren’t sidetracked by the constraints that they presumably failed to see foresee.

The big research question going forward, then, is how to leverage this phenomenon to both encourage initiation while also supporting persistence. It can be hard to overcome the inertia of inaction or bad habits, but the positive expectations about “next week,” “next month,” or “next year” might help people to get going. Indeed, researchers have found that people do at least take the first step on these new beginnings. For example, Google searches for health information spike on Mondays and gym visits spike at the beginning of months, weeks, years, and other salient temporal landmarks. If you miss the bus this week, no problem, another one will be pulling up shortly.

The challenge, however, is helping people to persist after these initial steps. By definition, if health searches and gym visits peak after temporal landmarks, that means they are falling at other times. This is where our results may reflect some bad news. Expectations are high for new periods because people are not thinking as much about the upcoming constraints. In the long run, this could lead to trouble because people are unlikely to be successful in long-term goal pursuits if they have not adequately planned for the obstacles they will face.

As you’re thinking ahead to 2017, remember that “next year” inevitably becomes “this year,” and the same constraints will apply. Go ahead and take advantage of the fact that next year feels like a more auspicious time to start, but make hard-to-break commitments that accommodate your constraints. Don’t just decide to eat healthier, sign up for a cooking co-op. Don’t just promise to go to the gym more, sign up for a series of pre-paid classes that fit your schedule. Don’t just vow not to check email in bed, get a router that blocks your Wi-Fi after a certain time.

And, if you fall off course, don’t get preoccupied with 2018 quite yet. Aim for next Monday instead.

References / Hyperlinks

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**\*\*3** Shared by Chuck Fesmire, The Entrepreneur's Source

**6 Traits You Need to Be Self-Employed** - Being Self-Employed Is Very Different Than Being an Employee

Have you thought about being self-employed?

More people are getting downsized, terminated or just plain fired all the time. And because of the state of the economy finding another job can be difficult. Creating a job of your own by starting a business looks attractive when you can't find a job - or just can't stand the job you have.

But "How do I start a business?" is not the first question you should be asking if you're in this situation; the first question you should be asking is "Should I start a business?" Before you start thinking about the different types of businesses you might start, you have to do some thinking about you.

Starting a business is not for everyone. Being self-employed is very different than being an employee. And some people find it impossible to adjust to the differences. Let's see if you have the necessary entrepreneurial mindset to become self-employed. These are the six traits that I think encapsulate the ways you have to think and behave if you want to make a successful transition from being employed in someone else's business to starting a business of your own.

1. You have to be flexible to be self-employed.

If you start a business, you no longer have "one" job with clearly defined duties and responsibilities. You'll suddenly have multiple jobs, which will be often interrupted by unforeseen crises (particularly in the startup phase). Many employees are used to having days filled with predictable activities; many self-employed people don't.

And once you start a business, there's nowhere to pass the buck.

As an employee, you may be used to passing problems up along the food chain or not be very involved in decision making. As a self-employed business owner, you're the one who will have to deal with whatever the crisis is and solve the problem. You're the one who will have to make the decisions.

2. You have to be a self-motivated initiator.

When you're an employee, other people tell you what to do, either directly or indirectly.

You get used to having your actions directed by others.

But you have to direct your own actions as a small business owner. You can't just sit there and hope that maybe some clients stroll in or that someone will drop by out of the blue with inventory for your retail store. No one's going to drop work on your desk or point out what needs to be done. For many people who try to become self-employed and start businesses after having a long-term full-time job, this is the hardest adjustment to make.

3. You have to be able to recognize opportunities and go after them.

Most employees do what they're assigned to do. There's someone else who's "assigned" to look out for opportunities, either a boss in a small business, or perhaps a sales department or a managerial team in a large corporation.

If you start a business, you need to be the one constantly watching for opportunities - and be able to recognize them when you see them. It might be a small opportunity, such as the chance to pick up a new client, or a large one, such as getting your product on the shelves in a large retail chain, but as a small business owner, you have to keep scanning the horizon yourself and positioning yourself to benefit from the opportunities that you find.

As an employee, you may be used to operating in a "head-down" position; if you're going to start a business and become successfully self-employed, you need to start operating in the "head-up" position.

4. When you're self-employed, you have to be able to plan ahead.

Your last job may have involved no planning at all, as that was someone else's job. Or perhaps your job involved planning on a localized level, such as planning a particular project. If you want to start a business, you need to develop expertise in both short-term and long-range planning; it's about to become a big part of your life.

When you start a business, one of your first tasks will be to work through a business plan. As your business becomes operational, you'll find that this plan (however detailed) needs to be revised and that other plans need to be created, as you work towards the long-range goals that you've set for your business. From following someone else's plan as an employee, you have to learn how to create the plans yourself - and adapt the plans to changing circumstances.

5. You need to be prepared to put in a constant and consistent effort.

We've all seen employees who are just going through the motions, or who were just "putting in the time" until retirement. You don't need to be a co-worker to know who these people are. As a customer or client you can tell, too.

Bluntly, starting a business takes energy, and you need to be able to give it 100 percent. You can't afford to just coast along or go through the motions if you're running a business. Your customer and/or clients need to know that you are devoting 100 percent of your talent or skill or attention to them - and will go elsewhere if they don't feel this is the case.

Worse, you need to deliver this constant and consistent effort without the employee safety net. Many employees are used to being able to "call in sick" and have someone else cover their job, for instance. As a self-employed business owner, you'll have to go in and give it your best effort no matter how you feel or close up shop if you don't have employees who can fill in.

You can also say goodbye to the holidays that many employees enjoy, both the annual x number of weeks and the statutory holidays, at least until your business is established to the point that you can manage your own time.

6. You have to be able to deal with uncertainty.

As a self-employed entrepreneur, there's no guarantee that the products or services you offer will be in demand six months from now. There's no guarantee that your customers will pay their bills on time or even pay them at all. There's no guarantee that your current big client, who seems to be perfectly happy with your work, won't drop you next week.

There's actually no guarantee that you will make any income this month or the month after. For many ex-employees who are used to having a pay check arrive regularly every two weeks, the uncertainty of being self-employed is very difficult to deal with.

Ready, Set, Go?

Are you still asking, "How do I start a business?" Good! Because the point of this article is not to scare you off, but to make you aware of how you have to readjust your thinking to make the transition from employee to self-employed business owner.

Written by Susan Ward for Balance.com

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**\*\*4** From the AppleVis Editorial Team

**Apple Releases iOS 10.2; Bringing Fixes, But Also Some New Bugs for VoiceOver and Focus Braille Display Users**

By AppleVis | December 12, 2016

Apple has today released iOS 10.2 to the public.

For blind and low vision users, our limited testing suggests that Apple has made continued progress towards addressing the accessibility bugs present in iOS 10. However, despite this progress, our testing also suggests that a number of accessibility bugs have been introduced in this release—one of which we believe to be potentially critical for those who use the Focus line of braille displays. Thus, if you have not already updated your device to iOS 10.2, we strongly recommend that you read this post and any comments below before doing so.

Read More: <http://www.applevis.com/blog/apple-assistive-technology-braille-ios-news/apple-releases-ios-102-bringing-fixes-also-some-new>

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**\*\*5** Shared by Flying Blind, LLC

Users of the NLS BARD service will thoroughly enjoy **BARD Express**. This is a new PC program that makes downloading BARD books easier and at the same time adds multiple actions for the experienced user. No more needing to use the web to get books!

<https://nlsbardpractice.loc.gov/LOC_02/BARDExpress.html>

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**\*\*6** Shared by Flying Blind, LLC

**Learn about "Setting Up and Using the Twitter App**," in the latest blind Abilities podcast:

<http://blindabilities.com/quickhit/twitter-101-setting-up-and-using-the-twitter-app/>

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**\*\*7** **This Week on Eyes on Success**

This starts the seventh year for the Eyes On Success radio show and podcast. There are now over 300 episodes in our searchable archive of shows covering many topics of interest. If you are looking for something special, just enter a show number, topic, or keyword into the search field on our web site to find summaries of shows matching the search along with links to the audio and show notes for each episode. Also, remember that the show notes associated with each episode make it easy and convenient to find links, contact info, and other resources associated with each episode.

In addition, we want to thank our listeners for the many kind words,

suggestions, and comments that we've received over the years. Thanks also goes out to individuals who have shown their appreciation with financial contributions as well as organizations who have sponsored promotional items.

We hope everyone continues to enjoy Eyes On Success and wish everyone the best for the coming year!

Anyway, this week's episode is the first of a two-part series:

**1701 Guide Dogs - An Overview** (Dec. 28, 2016)

What is involved in getting and working with a guide dog? Is a guide dog

right for you? Hosts Nancy and Peter Torpey address these and other

questions with Carolyn Giambalvo, a Consumer Services Associate at Guide Dog Foundation and America's Vet Dogs, her guide dog Alice, and Andrew Rubenstein, the Director of Marketing.

As usual, the audio and show notes can be found at:

[www.EyesOnSuccess.net](http://www.EyesOnSuccess.net)

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**\*\*8** From Vending Market Watch

**Altruistic Values And State-Of-The-Art Technology Spur Success In Colorado** BY EMILY REFERMAT ON DEC 12, 2016

For Gary Nelson, vending was a calling. He loved the business from childhood, being raised in it by his parents in the 1970s. More importantly he loved how it gave him an opportunity to aid others. From serving the snack and coin-op needs of Colorado residents to working to improve the opportunities and success of visually impaired operators under the Randolph-Sheppard Act, Nelson has strived to help his local community and the industry through his Aurora, CO-based operation Liberty Enterprises Inc.

The Randolph-Sheppard Act

“We are vending operators who happen to be blind and work to achieve the same goals and operational standards as commercial vendors,” explained Nelson. This idea drives him to operate the best vending company he can under the Randolph-Sheppard Act. First enacted in 1936, the Randolph-Sheppard Act provides blind persons with remunerative employment, enlarging their economic opportunities, and encouraging their self-support through the operation of vending facilities in federal buildings. Under the Randolph-Sheppard Program, state rehabilitation agencies recruit, train, license and place individuals who are blind as operators of vending facilities located on federal and other properties. The business is also usually run differently than commercial vending operations and varies by state. In Colorado, the vending operator has an operating agreement with the state licensing agency (SLA) detailing his or her commitment to servicing locations, financial matters, management, etc. The SLA then buys equipment and places it at a location under permit. The operator services the equipment, placing product, and managing the business independently. A portion of the operator’s profits are paid as a fee to the SLA to fund further equipment acquisitions. While this might sound like an easy business model, it requires constant attention to federal rules and regulations as well as relationships with government agencies that enforce the Randolph-Sheppard Act in addition to attention to the vending location and end users. Operators within the state compete against each other and rely on their own business acumen to optimize operations. Still, the Randolph-Sheppard Act offers a viable opportunity to those who are visually impaired or blind, and Nelson considers it a privilege to be among the operators it assists.

“As an operator under Randolph-Sheppard, I believe my locations are not an appropriated right. Rather, it’s a privilege to serve those facilities. It’s about serving the customers in our venue,” said Nelson. Over the years Nelson has done that by adding technology whenever it improved his customer service and operation management, acquiring new business, proactively transitioning vending to healthier products and giving back by volunteering and sharing his knowledge. His motto has always been: “You have to be competitive, relevant and profitable.” Adapting to the times as well as sharing what he knows helps him ensure he does just that.

To read the complete article click here: <http://www.vendingmarketwatch.com/article/12276473/altruistic-values-and-state-of-the-art-technology-spur-success-in-colorado?utm_source=VMW+Today&utm_medium=email&utm_campaign=AUTM161221002&rdx.ident%5Bpull%5D=omeda%7C0441H3984723J8E>

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**\*\*9 Broker News – Burdette Beckman, Ray Salvador**

**Snyders – Lance First Quarter 2017 Off Invoice Promotions**

JANUARY

#107602, 120 ct, 1.72 oz. Lemon Nekot - $1.20/case

#802007, 126 ct, 2.2 oz. Peanut Bar - $2.52/case

FEBRUARY

#107602, 120 ct, 1.72 oz. Lemon Nekot - $1.20/case

#802007, 126 ct, 2.2 oz. Peanut Bar - $2.52/case

#110473, 60 ct, 2.25 oz. Sweet Chili Garlic Pretzel Pieces - $1.20/case

MARCH

#107602, 120 ct, 1.72 oz. Lemon Nekot - $1.20/case

#802007, 126 ct, 2.2 oz. Peanut Bar - $2.52/case

#110473, 60 ct, 2.25 oz. Sweet Chili Garlic Pretzel Pieces - $1.20/case

#107431, 112 ct, 1.29oz. PB&J Toasty – $1.12/case

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**\*\*10** **Broker News – Hoffman Vogler, Lee Chota**

**Superior Cup** is starting the New Year off on the right note Now 15% lower in price! 8.25 &12oz Poker & non-Poker 12 & 16oz vendible manual Contact your distributor for pricing.

Start off your day on a delicious note- Egg Sausage & Cheese sandwich $.64/case off through January. Don’t forget, **White Castle** has Point of Sale materials available. Contact us at [lchota@hvco.com](mailto:lchota@hvco.com) for a list of items available.

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**\*\*11** RSA Buying Group Information

Happy 2017! There are no new deals yet this year, but the deals below are ongoing.

RSA Management Purchase Power Deals

Earn Extra Rebates on the following:

Indefinite End Date

BEANITO’S

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.00 per case Bean Chips and Puffs - ALL FLAVORS

BOLTHOUSE FARMS

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.30 per case Bolthouse drinks - ALL FLAVORS

COLD STONE CREAMERY

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.50 per case All Flavors of Milk Shakers

COOL HAUS

Deal Date: THROUGH INDEFINITE

Rebates Products

20% per case Choco. Chip, Van Bean, Snickerdoodle, Salted Caramel Ice Cream

DAISY’S BAKERY, INC

Deal Date: THROUGH INDEFINITE

Rebates Products

8% per case Individually Wrapped Muffin, Cake, Brownie, Pie, Cookie – ALL FLAVORS

GOETZ CANDY COMPANY

Deal Date: THROUGH DECEMBER 31, 2016

Rebates Products

$3.00 per case -1.9oz. Caramel Creams

JJ’s PIES

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.80 per case JJ’s Bakery Boxed Pies – ALL FLAVORS

J&J FOODS

Deal Date: THROUGH INDEFINITE

Rebates Products

5% per case Kim & Scott’s IW Flavored Soft Pretzels and IW Pretzel Melts

5% per case Mary B’s IW Biscuit Breakfast Melts

5% per case Corazona’s HeartBar Oatmeal Squares

HINT WATER

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.00 per case Hint 100% Natural Goodness Water – ALL FLAVORS

J&J FOODS

Deal Date: THROUGH INDEFINITE

Rebates Products

5% per case Kim & Scott’s IW Flavored Soft Pretzels and IW Pretzel Melts

5% per case Mary B’s IW Biscuit Breakfast Melts

5% per case Corazona’s HeartBar Oatmeal Squares

LUCY’S COOKIES

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.15 per case Choco Chip, Cinnamon Thin, Ginger Snap and Brownie Crisp Cookie

SEAPOINT FARMS

Deal Date: THROUGH INDEFINITE

Rebates Products

10% off per case Dry Roasted Edamame

$1.00 per case Beanitos and Beanitos Puffs

STEAZ TEA

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.50 per case ALL FLAVORS

STOK COLD-BREW COFFEE

Deal Date: THROUGH INDEFINITE

Rebates Products

$3.00 per case 13.7 oz Stok Cold Brew Coffee – ALL FLAVORS

TITAN TEA

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.50 per case Titan Teas - ALL FLAVORS

UMPQUA OATS

Deal Date: THROUGH INDEFINITE

Rebates Products

$2.00 per case Umpqua Oatmeals - ALL FLAVORS

VITA COCO – ORDER THROUGH AUTHORIZED DPSG ONLY

Deal Date: THROUGH INDEFINITE

Rebates Products

$1.00 per case 11.1 oz. Vita Coco– ALL FLAVORS

$1.50 per case 17 oz. Vita Coco – ALL FLAVORS

WELCH’S FRUIT SNACKS

Deal Date: THROUGH INDEFINITE

Rebates Products

$2.88 per case Buddy Bears, Sour Jacks, Nuclear SQWorms, Sun Maid Chocolate covered Raisins and Fisher Chocolate covered Peanuts.

$1.44 per case Welch’s School Items – ALL FLAVORS

$0.96 per case Welch’s Fruit Snacks – ALL FLAVORS except school items

$0.96 per case Gummi Factory – ALL FLAVORS

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