ASSOCIATION HANDLING OF INTERNAL TRAINING PROGRAMS
NOW AND IN THE FUTURE

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Internal Training Programs for the members of State Grocery Associations is very important and has been one of the goals of progressive State and Local Grocery Associations for the past twenty years, but unfortunately the fact that most State Grocery Associations are compromised largely of independent grocers mostly with low volume and few employees means they have limited time, interest, or money to invest in educational programs to improve themselves or their employees.

The larger members usually belong to the State Association for a number of reasons such as Legislation, Insurance, Coupon Center, and Education at conferences and conventions. They may in addition belong to The Supermarket Institute or The National Association of Convenience Stores, both of whom have excellent internal training programs.

I believe that more and more State Grocery Associations will be strengthening their educational programs in the coming years because the members are being forced to change so rapidly the methods of operation by changes in technology such as National Cash Register discontinuing all mechanical cash registers and moving into only electronic registers; one step away from U.P.C. The ordering of weekly groceries by phone tied to the wholesalers computers is all so complex and foreign to the smaller grocer that they need exposure to the equipment and its advantages from the association. I feel most associations in the future will follow the course that TRGA is taking concerning conventions, conferences, and seminars of working out professional education leadership by using the services of people like Dr. William Vastine of Texas A&M University, and Mr. Robert Snoddy who has his own consulting firm for planning and actually conducting programs.

Internal Training Programs will include greater use of cassette tapes whereby the owner and employees can request from the association cassette library tapes from conferences, conventions, and workshops and use them at store meetings. For example, TRGA is currently offering five (5) tapes from last year's NARGUS Convention.

TRGA has five cassette tapes from the NARGUS-TRGA Convention that we will gladly loan to members. Please return within ten days so that the maximum number of members can hear the tapes.

Tape RG6-1 - NARGUS Opening Session
Tape RG6-13 - NARGUS Wage Panel
Tape RG6-4 - Merchandising Program
Tape RG6-14 - Convenience Stores - Problem Solving
Tape RG6-11 - Store Security

Most associations in addition to the tape cassette library, offer a large library of films that are useful for
training programs such as Proper Bagging, Handling of Money and Checks, Merchandising of Meat, and Security. Most grocers who use the tape or film training programs have a number of stores or a large number of employees and conducted the programs at their own store meetings. A growing number of associations are starting to offer this type of program to individual members by scheduling a meeting at a Chamber of Commerce building or bank building which offers a community service room where the owners and employees can come to in the evening with an Association employee presenting the program.

One of the most effective methods will be for the Association to use the monthly publication to present information and materials that can be used by the grocers in improving the work of their employees. The Washington Food Dealers Magazine is a good example of how an association can help the grocer by stressing the merchandising of a single product or group of products in one issue. Another method is to have a series of articles on a given subject such as check problems or security by persons like R. J. Colasanti of Safeway or Bob Curtis, Consultant for NARGUS.

The grocer can and will after reading the information pass it along to the proper employees for their reading and study.

The formal type of Internal Training whereby the employee spends X number of hours each week with an instructor has not been successful with the majority of the Associations and in place of this has been the development of programs where the Association meets only twice with the employees; first to explain a specific study program with suggested study time periods, and then three or four weeks later a second meeting for a short test and discussion on the materials to have been learned. The East Bay Food Dealers and TRGA offers this type of program for their members.

I have included information and examples of how State Grocery Associations are currently using some of these internal training aids.

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