

End of an Era for Direct Delivery

Fresh and Local Continues



GLENN AND CLINT HAD THE HARDEST ANNOUNCEMENT TO MAKE, STOPPING DIRECT DELIVERY TO RESTAURANTS AND INDEPENDENT RETAILERS.

The entire transportation scheme was disrupted with the discontinuance of production in Glendale. Moving the vantage points to Arlington and Maricopa raised transportation costs so high, that for over a year it has been detrimental. The first driving position that Matt, Glenn, Billy, Clint Hickman, and George

Bango took was that of the Sun City route. They would be moved to other routes as soon as they had mastered the previous one. The biggest route was the semi-truck delivery to Shamrock Foods - the Frosty Acres' side off Encanto in the early 1980's. It was not easy for Maria and George to inform customers like Pat's Family Restaurant, The New Yorker, Harlow's, Mays Best of the West, Bitzee Mama's, TC Eggington's, Joe's Coffee Shop, TK's Café, Kiss the Cook, and 200 more, that we would be curtailing direct deliveries.

There is a Sunny Side Up to this event. Glenn gained valuable advice from Bill Stern, Sr., the Pantano and Itule families, about the distribution of highly perishable products. Our current distributor network is available thru Maria or George.

The Hickman family and staff like Monica, Lydia, and Cheryl have developed friendships with many of our customers over the years. We feel very confident that our direct customers will be properly taken care of by this

prestigious list. Keep in mind, that we stand behind our product.

We will still continue to provide information, answer questions, and help in emergency situations to the best of our ability. We are literally under 40 minutes away at any one location, from our customers.



FEED FOCUS

by George Bango

WE APPRECIATE ALL OF OUR CUSTOMERS' SUPPORT IN OUR EFFORTS TO TRY TO GUARD OUR RANCHES FROM EXOTIC NEWCASTLE. This fatal avian influenza is ravaging the flocks in California and neighboring states. We wish to thank Channels 4-Tucson, ABC 15, and 5 for helping spread the message about keeping our chickens safe from Exotic Newcastle. Their stories profiled the current precautions taken by the United Egg Producers and the public as a whole.

Kids Coop-Chicks and Roosters

Ages: 5-11

WE ARE LOOKING FOR MEMBERS OF SAFETY TEAMS. Tia Barnum (Fireman's Team), Sharman Hickman (Ag-Team), Marsha Reed (Shamrock/Food Safety Team) will be this year's Egg Drop Safety Captains. The event will be held May 10th, at Wildlife World Zoo, Kangaroo Area, 8:30 a.m.

Chef Howard Helmer, the World's Fastest Omelet Maker, is going to make omelets for donations during the drop. Channels 15, 5, and Channel 12 have been invited to the event. Mark Stratford will be doing Hickman coverage for our own media library.

The Object:

to design an apparatus, based on your team membership that holds the egg so it won't break when it lands in the water, from a platform.

The Message:

Adult supervision and Youth Participation is a winning combination in Arizona Water Safety. The money from the omelets will be donated to the Wildlife Zoo's education programs. Our 1st Annual Drop was covered Nationally, by the Nickelodeon Network.

*Please email
sharmansilva@aol.com or
call 623.322.1215 to register
your kids.*

Editor Fowl Ups!

Craig, Dane, and Chase are from Iowa. Craig is the Iowa Farm Bureau President, our previous newsletter stated he was from Ohio. Lo Siento Amigos! The Cookbooks will be printed by February 1st-we had a 3 month delay of print.



Eggceptional Customer and Eggcellant Mention

*By Maria Garcia, Clint Hickman, Mark Stratford, George Giarrusso,
and Freda Stratford*

OUR SHAMROCK SHOW was one of the biggest and best in several years. The American Egg Board, provided excellent resource materials for quick reference information. Food Safety and Handling issues are vital to our product. The American Egg Board (www.aeb.org) is an excellent source for compliance recommendations. Our grant allows specialty crops promotion. This photo was taken in Albertson's, Kingman. All retailers, please participate in the Best Set Contest, Maria has photos of the winners, we know that Arizona and New Mexico can do better than those winners. National exposure in Supermarket News,

American Egg Board communications, and cold cash should be motivational!!! Order your Easter precolored eggs should as soon as possible. Once they are in, that is the only order we receive. We also want to "Eggknowledge" Bashas on three new AJ/Bashas' openings to end 2002-Peoria, Tucson, and Scottsdale. Maria is also part of the Hickman Chick Gang, they set a record in our 2nd Annual Great Strides Walk-5 miles in 1 hour and 15 minutes! No wonder she can hit all the stores, take photos, participate in the Sharman's fun stuff, and still make the Food Shows #1-she's fast!!!



Floor Decals for maximum product "Eggposure"

EGG-KNOWLEDGEMENTS+



“When was the last time you were this Eggsited about Eggs?”

Congratulations to **Jason and Kerri Felix!** This winning team sold the most shirts at the Arizona State Fair to help us reach our donation goal to the Arizona Association of Food Banks for their Holiday Season Food needs. Kerri and Jason also joined the Great Strides Chick Gang. Kerri and her niece Taylor were part of the talent crew for our second commercial. If you are good at tossing eggs, look for the Hickman booth at some of the events at the Civic Plaza!

The youngest “legal eagles”: **Jack, Max, Hunter, and Trevor Howard** were the stars of our second commercial. Thanks to SUPERMOM Meisha for getting them to their shoots on time. They also appeared on our spot on Sonoran Living, during the Duncan Farms Promotion. This talented bunch is easy to satisfy. They were amazed at the fire hose urine depository on the cow at Duncan Farms! They were also happy to eat the set food at Kiss the Cook!!! Will and Meisha live in the City-yet on screen their boys depict “farm living is the place for them” They give the Green Acres cast a run for the money.

We were lucky enough to get that mystery driver to appear in the shot. Amy made him do the shoot a couple different times, just for eggspert editing reasons. His famous Mommy, Nancy came back from a Senior Rodeo in Reno to appear in the shoot too. How did we get so lucky? **Lisa Cooper and Dan Callahan, Hickman’s Merrill Lynch Rep.,** were awesome sports to be the stuffy couple that ordered Cereal & Bagel? Yikes!!! **Esther Rodriguez,** the Ellman Companies’ no comment person, and **Dick Jacobs**-our styro-egg connection, were cast as eggs-cellent onlookers. **Cyndi (Click) Brown,** took the Kiss the Cook literally for the commercial sake, only that was some hug, those eggs were supposed to be over easy!!!

Other Talent: Dina & Ryan, Debbie & Krystl, Kerri & Taylor, Grandma Gertie and Clint’s fiancée-Jennifer.

We wish to thank **Roger, Carol, and Nancy, Hagadorn** of Kiss the Cook, and their wonderful staff. Jackie, Corey, and the Kitchen crew were awesome. Mention this and receive a discount on your next meal at Kiss the Cook.

Its Jennifer-Jennifer-Jennifer-Jennifer-Jennifer-not Marsha, Marsha, Marsha! We wish to thank **Jennifer LaVoie,** of

Channel 15 for taking our campaign and running with it. Jennifer is a great name for Hickman’s. We have two family members, and the Office Manager of Maricopa is Jennifer Harris! Sorry Brady Bunch Fans.

New Chick Gang Members: We only have one “**Marsha**” Reed (our Lucy Liu look-alike), **Jim and Peggy Klinker, Jason & Kerri Felix, Ted and Jackie Disbrow, Jim and Kathy Tolar,** and four of **Jim’s office staff.** Marsha’s day job is Customer Relations at Shamrock Foods, Jim is the President of the Farm Bureau, and Jason & Kerri have been supporting Hickman’s promotions since the inception of the softball teams in 1995! Of course the Stratford Clan was in full force and Mark is responsible for the photo display.

Thanks to **Holly Norris & the Casa Grande Cotton Women Association,** November 2002, Educational Exposition. Kids got to participate in the Chick’s Quiz, many of the adults couldn’t answer questions that the 2nd graders were answering correctly. The quiz is on the kids’ corner button on our website. All the kids received Hickman gift bags. Those that tossed the egg into our basket, received an Arizona



Grant Hickman, Jason, Taylor, & Kerri Felix, Floyd & Maria, Roxanna & Jordan Bango

Grown, Goodness Grows T-shirt. The trick question: How many eggs can a hen lay in 24 hours? A. 0, B. 1, C.10, D. 2? Send this answer to sharmansilva@aol.com and receive a Hickman gift packet! Subject line: trick question

Ag-Day, March 12th-Heritage Square: Barbeque beef/pork lunch, good music, youth activities, talking to the folks that feed us-farmers & ranchers, fun and friends for \$1. If you are interested in getting a lunch ticket, please contact **Sharman Hickman** - 623.522.1215 or email your request. We invite everyone to attend there is plenty of parking, and this new setting will be awesome. **David Villa**-Chairmen of Ag Day, does an “eggsellent” job informing the public on how important Agriculture Sciences are to our economy and to our families. If nothing else, where can you get lunch for a buck?

We wish **Chef Jon Paul Hutchins** good luck on his new television show on AZTV. Chef Jon Paul ran into the Chick Gang in Scottsdale and told Jennifer (Chick Gang member) how he supports Hickman’s Eggs. So, when you are watching his Prime Time Show that begins airing in January 2003, if you see eggs, you know they will be Hickman’s. Chef Jon Paul is also on a syndicated radio program and appears on ABC’s Sonoran Living Show. (We have a gig on that show too-he must be good people)

What’s Cookin’: This Issue’s Recipe

Fiesta Puffs: New Mexico Style Egg Puffs

Ingredients: 10 Jumbo Egg Yolks, 2 cups Jiffy Mix, 10 Jumbo egg whites, whipped just to white/stiff/foam consistency; Canola oil. Sauces; Cream Cheese/nacho jalapenos, Sour cream, green chiles, red enchilada sauce.

PUTTING IT TOGETHER: Whip the yolks slightly before adding the stiff whites. Fold mixture together, add one cup at a time of Jiffy mix. Put dollops into hot canola oil for frying, pull out dollops, when they are lightly browned and puffy, about 2.5-3minutes. Sauces, heat cream cheese

and fold in nacho jalapenos, until saucy. Or try the sour cream and green chiles. Use your favorite red chile sauce or enchilada sauce. Place puff on large serving tray with warmed sauces and serve.

This recipe to air in February on Sonoran Living, Channel 15, 9-10 a.m., Monday-Friday.

Billy's MVP

By Billy Hickman



Billy's Most Valuable Player is: "Don't buy any other EGG!", not Die Another Day **GEORGE BANGO**, outside of me, is the James Bond of the Ranch! He can make 24 tons of feed, process eggs, load and deliver both, talk to the customers, and help on Ag Day. He perfected our Scratch and Wild Bird Seed products, based on customer recommendations in 1996. Outside of my brothers and sister, he is the only one of

our employee's that has worked on every egg machine, starting with the 50-case per hour machines that we had in the 1970's. He is only 40. We were buddies in high-school. He needed to buy a camaro so he moon-lighted at the ranch, between working at Nino's Pizza, exercising race horses at 5 a.m., and attending Peoria High School-he didn't want to miss his weight training and wrestling matches. Not only can he operate all the equipment and drive everything, but he can ride a horse that definitely would like to have the rider bail! We all got our hair cut at Alton's Family Hair Styling-if you saw the cover of our last newsletter-big hair was in. Yet, George started getting his cut a lot cheaper and married the Stylist-Roxanna-his Bond Girl. His son Justin works at

the "Chicken Restaurant", El Pollo Asado, Sharman's in-laws. (No joke) His other son, Nicholas helped give 4,000 little kids egg toss tips and prizes at the blowout Pumpkin party at Duncan Farms. They both helped sell shirts for the Food Bank too. Roxanna and Jordan, his wife and daughter, also help in Hickman promotions. George definitely sets the speed at maximum when doing anything. He's jumping feet first into the Culinary Association and Chef's Hat, so look out if you are not buying Hickman's products! His favorite movie: anything Quentin Tarentino, his favorite dessert: Grandma Hickman's Christmas Pie, his favorite team: Cowboys!, What he eats for Breakfast: His famous scrambled eggs or Hickman's Eggniter Protein Shake.

Hatch Dates

Birthdays: those listed together share the same day-No yolk on Glenn & Audrey!

JANUARY: Maria Garcia & Sharman Hickman, Clint Hickman, Monica Torres, Tanner & Taylor Gunkel, Katrina Bossack, Veronica Bossack, Jessica Neal, Heather Dunaway

FEBRUARY: Logan Gunkel, Jennifer Bossack, Chris Riska

MARCH: Glenn & Audrey Hickman, Todd Silva, Shane Tatum

INCUBATOR: Baby Renteria, and Baby Clark

For questions, comments, or more information, contact Sharman Silva, 623.322.1215, 623.872.2311, or email at Sharmansilva@aol.com. Learn more about Hickman's please go to: www.hickmanseggs.com

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