

From "Dino Eggs to Space Age Uniforms"

THIS ISSUE IS FULL OF "BREAKING NEWS" IN EGGS. WE ARE PROUD TO ANNOUNCE THAT WE HAVE JUST CONCLUDED OUR 2ND ANNUAL EGG SAFETY DROP FOR MAY'S NATIONAL EGG MONTH. THE NICKELODEON NETWORK AIRED THE EVENT FOOTAGE FROM THEIR NEW YORK STUDIOS. THE GENERATION X FANS KNOW THIS STUDIO AIRS MTV'S POPULAR TRL. OUR PROMOTIONAL EFFORTS HAVE GONE GLOBAL THANKS TO NICKELODEON!

Special thanks to Marsha Reed from Shamrock Foods for making sure that everyone at the event received freshly made omelets to order.

Fernando Hoenig, our resident welding wizard and Wes Field built an awesome platform for "Eggstra" difficulty. Mickey Ollson, Angela, and Blinkie from Wildlife Zoo were Eggsellent hosts. Also, Owen and James, photography and reporting, from the West Valley View were kind enough to cover the event. The Adult Team Captain's were Kerri Felix, Roxanna Bango, Jessica Neal, and Danielle and Jim from Wittmann Fire Department. The mission is to have kids participate in Arizona Water Safety, under adult supervision.

American Egg Board Chef Howard Helmer, cleared his schedule to help promote this event on ABC's Sonoran Living. However, it wasn't just about the event. Tracy Kornet

faired very well against a former professional Perkin's fry cook, now an on-air personality on the omelet race. Also, we honored Mom's by showing the how to on the sweet "Momlet." The recipe is featured in this month's issue.

Space Age Eggplanation:

The photo below reveals some of our bio-security common

practices at Hickman's Egg Ranch, Inc. Bubble suits and surgical scrubs are standard uniforms at both Arizona ranches. Also, spraying equipment for vehicles, dressing trailers, and closed access to the poultry houses.



Howard Helmer and Sharman Hickman, photo courtesy of ABC Channel 15



BioSecurity: every precaution has been instituted. Even our IT Wizard, Mark Stratford must suit up before entering, and out when leaving! From the head to the toes, note the cap and the booties on shoes.

FEED FOCUS

by George Bango, Ron Abbott and Charlie Edmond

WE LOOK FORWARD TO A CHALLENGING SUMMER AGAIN. REMEMBER THAT ANIMALS NEED SHADE AND PLENTY OF FRESH, CLEAN WATER.

Congratulations to Gary Wakimoto of Wakimoto Farms, his feed operations in Mohave and Lucky Las Vegas turn 10 years old in 2003. Happy Birthday Wakimoto Farm Store!!! Thanks for shopping Hickman's Mr. Wakimoto

Kid's Coop: Summer Cool Coloring Contest

PLEASE CONTACT SHARMANSILVA@AOL.COM FOR A COLORING SHEET OR REGISTER AT OUR KIDS COOP ON OUR WEBSITE HICKMANSEGG.COM.

All participants will receive a Hickman gift packet. There are no age limits. We also have some math games to suggest for keeping your math skills sharp while on school vacation. You will need an empty egg carton, pencil, and some small pieces of paper.

The directions for the math games are under the Kids' Coop also. Register on our Kid's Coop for a Hickman kid fun packet. You will like the contents. To date, we have sent out over 45 packets. Many of the kids have been registered by Grandparents, or Aunts and Uncles.

This spokesmodel has a proud agent and Aunt Heather. It is Heather Dunaway's nephew and favorite person under 2 feet.



Our youngest spokesmodel, Baby Kaeden is wearing What's Hot with Tot's our Chicken summerwear for babies on the go! Thanks Heather, Sysco Foods Houston by Day, nephews' agent 24-7



Eggceptional Customer: Eggs laid for lays

By Maria Garcia, Clint Hickman and Mark Stratford

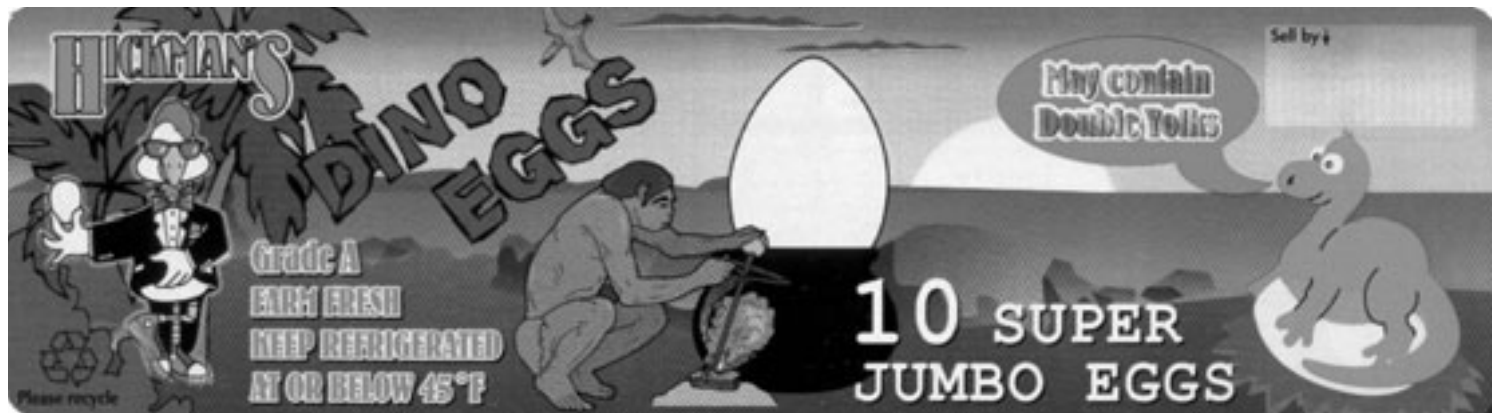
MARCH 4TH WAS THE FIRST SHIPMENT OF EGGS DESTINED FOR HAWAII, WE ARE EGGSPANDING OUR COVERAGE TO THIS BEAUTIFUL LOCALE.

Somehow, there were suddenly many merchandisers volunteering to check shelf stock! We wish to thank

Sprouts for the private invitation to their opening at their 2nd location in the Valley. The new store is located at Shea and 91st Street. I know it seems far for some of us "West" siders, however; with the Loop 101, it is smooth sailing.

Bashas was the retailer to purchase the most Pre-colored Eggs for Easter. Our eggs are laid and have lays: We are excited to announce the distribution of eggs to lovely Hawaii. Of course, we have plenty of sales representatives that don't mind traveling to do merchandising duties.

"Science Eggspedition", there is evidence that Dinosaur Eggs do "Eggxist." They can even be purchased at your Bashas', Frys, Sprouts, and Albertsons'. They have been discovered in their dairy cases!!! Do your archeological findings by using the labels shown.



EGG-KNOWLEDGEMENTS+



Thanks go to Eva Bowen for allowing Chef **Howard Helmer** a spot on ABC's Sonoran Living, May 9th. Chef Helmer is no stranger to the camera. He is often on the Food Channel eggsposing the uniqueness of eggs to some of the most popular TV chefs.

Cajun Shrimp and Eggs!

Channel 15's **Eva Bowen** wasn't afraid to air this recipe. It is from our good friend, **Sharon Pacholke**. Since Arizona also grows shrimp, we decided to promote this on the air. The recipe is one our website. Un"Eggspected" guests **Scooby Doo** and **Shaggy** love Hickman eggs too. We also were able to promote the Ag Day on air that was held March 12, at Heritage Square. Eggcellent Eggs-posure!!!



Hickman eggs are Scooby Snacks! From left: Scooby Do, Shaggy, Tracy Kornet, Sharman Hickman, Sharon Pacholke, Kim Dillon, courtesy of ABC.

Don't "bawk" at lunch for a buck: \$1

Hickman's gave the opportunity to "toss" eggs at the 2003-Arizona Agriculture Day, hosted by Heritage Square, for a prize. This game is fun for all ages. It first debuted at the Duncan Farms October Pumpkin Festival in October of 2002. If the egg lands three times in the cage condo, you get to select a prize from the hen's nest. **David Villa** and the members of the Ag Day committee work all year to bring this event to Arizona residents.

Did we mention, lunch was a \$1? Congratulations go to **Larry Rovey** and **Neil Schneider**. These two were nominated and won awards for their efforts in Ag Day. The

3 Hermanos: **Glenn, Billy, and Clint** were last year's recipients. Hickman's also presented another \$9000+ check to the Association of Arizona Food Banks. The

money is from the sales of Hickman Large and Grandma's Golden Yolks at AJ's, Bashas, Albertson's, Sprouts, Wild Oats, and the IGA stores.

Bank on It!:

Thanks to **Arlene Kulzer** for selecting Hickman's for an "Egg-pos-ay" in the Arrowhead Bank Newsletter. This article was one of the most accurate-her numbers were right on. Perhaps that is why she is one of the most successful bankers.

Carrie Schnepf featured Hickman's Eggs in the Arizona Republic in her column in early March of 2003. We urge everyone to read her column, as it is very informative and supportive of the "Agricultural Artists of Arizona" also known as farmers and ranchers! Carrie is an "Eggs"ellant Spokesmodel; we thank her for her informative depiction of Hickman's Egg Ranch, Inc. Her newsletters are available at www.schnepffarms.com.

Debbie Christofferson and the ladies of E Womens Network selected Sharman Hickman to be the speaker at their February meeting. The

members in attendance now know that you can't buy your Hickman eggs at Safeway. However, she did plug Bashas, Albertsons, Frys, Sprouts, and Costco. **Jennifer Bossack** from Hickman's, **Staci Seagel** from OfficeTeam, and some of Audrey's associates with the Arrowhead Business Women's Group were in attendance.

Monica Pastor cleverly incorporated Hickman's Egg Ranch, Inc., into the highly interactive Project Forward Earthfest 2003. Over 1,000 students, parents, and chaperones, participated in building an Earth-friendly community keeping in mind such things as air quality, transportation, planning and open space, agriculture, energy conservation, and waste disposal. Thanks go to Monica for her use of Hickman egg cases and flats.

Egg Hunts: Wickenburg, City of Tolleson, The Legacy @ Gilbert Commons, Scottsdale Jaycees, American Legion, to name a few. Thank you to the organizers such as **Patty Carpenter** and **Pam Jackson**, that donated everything to help the less fortunate enjoy the Easter Holiday.

What's Cookin': This Issue's Recipe

FRUIT "Momlet" FLAMBE

A special omelet for Special Moms from Hickman's Egg Ranch, Inc.

For the omelet - 2 eggs
2 tablespoons water
1 tablespoon butter or margarine

For the filling - (these ingredients should be at the serving table)

1 cup fresh strawberries, halved, stems removed

2 kiwis, peeled and sliced
1 banana, sliced
_ cup pecan pieces
_ cup marischino cherries (optional)
2 tablespoons confectioners sugar
1/3-cup 70-proof apricot or other fruit flavored brandy
_ cup sour cream

Make the omelet

Beat together eggs and water until blended. In a 10-in omelet pan, heat butter or margarine until it sizzles.

Pour in egg mixture. With an inverted spatula pull cooked portions of egg from the perimeter of the pan to the center so uncooked egg can reach the hot pan surface, tilting the pan and moving it as necessary. Continue until the egg is set and will not flow.

Tableside filling and flambe

Quickly take the hot pan with the omelet to the serving table. Fill the left side of the omelet with the first 5

ingredients (left-handed people fill the right side). Fold the unfilled side of the omelet over the filling. Dust with sugar. Pour the brandy over the omelet and ignite it. Baste the omelet with the burning brandy until the fire goes out.

Serve right from the pan. Makes 4 servings.



Billy's MVP

By Billy Hickman



**A "LOADED"
QUESTION: WHO IS THE
LONGEST WORKING
LOADER/RECEIVER
AT HICKMAN'S?
SANTIAGO JUAREZ**

Santiago started working for us in his early teens, as a processing plant loader, packer, and carton dispenser person. He could have done all three jobs at once, he is still that fast. He has seen the addition of several store chains. He was moved to a senior loader after the closure of our Glendale processing facility. Santiago worked in Arlington and then was promoted to our Maricopa lead loader. Santiago's work speaks for itself. He is a pivotal part of the quality in service by knowing that it has to arrive at the store or warehouse correct, fresh, no breakage, and on time. Mispicks and late trucks are not in his vocabulary!

Hatch Dates (Birthdays)

APRIL: Fernando Hoenig, Harry Archibeque, Petra Bernal, Gilbert Garcia, Dora Espinoza, Sarah Tefft, Tiffany Baiza, Eugenia Garcia, Magdalena Antunez, MA, Lupe Garcia

MAY: Glenn Reed, Martha Neveraz, Karl Bolin, Robert Rabago, Maria Beaza & Dago Ortiz, Clariza Melendez, Maria Del Carmen Perez, Zenaida Baron

JUNE: Maria Aceves, Cynthia Garcia, Ruben Garcia, Cheryl Gardner, Felix Gonzalez, Michael Hall, Lydia Jones, Santiago Juarez, MVP, Irma Hernandez, Jeff Leake, Gilberto Lopez, Monica Pina, Adalberto Trujillo, Isabel Trujillo, Matilde Villa, Silvia Zubia

New Nest
Congratulations Clint & Jennifer, October 25, 2003
hitch date!

Nest Eggspansion

ROOSTER: Angel Renteria, congratulations Elizabeth Renteria, Customer Service

INCUBATOR: (BABIES IN THE MAKIN') Baby Hudak, Baby Clark Baby Silva

Eggselling in Education

Branden and Grant Hickman graduated 8th grade. Lookout High School! Congratulations Katrina Bossack – she will become a Scottsdale Community College Artichoke! She just graduated high school as a Douglas Bulldog. Stacia Edmond says adios to Phoenix College, she is going to University of Reno on an Athletic Scholarship. She runs so fast, she gets speeding tickets!

For questions or comments, contact the Editor, Sharman Hickman at 623.872.2311 or 623.322.1215, to be added to the mailing list email Monica at Mtorres@hickmanseggs.com.

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