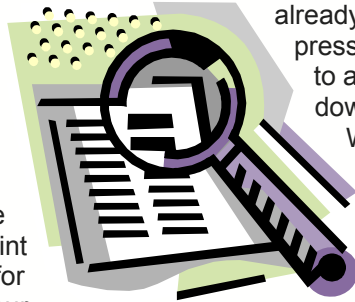




Reports for the Advanced & Multi-Unit User

A customer report is an invaluable resource in itself, but there is even more you can do with the reports section of an eFoodUSA-powered website.

Sometimes a produced report can be very lengthy. When displayed, it may cover multiple pages on your web browser. If you want to print an individual page of your report, you may print the single page by clicking the print button on your web browser for that specific page. To print your entire report, you can either select to view 1000 records at a time, which will most likely display your entire report on one web page, and then click the print button on your web browser, or you may copy the report and then paste it into an open Excel© spreadsheet. To simplify things even more, with the newest eFoodUSA upgrade (discussed in the article below), a link is now available, that when clicked, it provides an option to download a copy of



the report as a Microsoft Excel© file. The downloaded file will be compressed using a "zipped" format so that the download time is kept to a minimum. If you don't already have a program to decompress the file, there is also a link to a website where you can download a free version of WinZip® software.

The Administrator Account of a Multi-Unit organization using an eFoodUSA-powered website has several extra capabilities, in addition to those of a standard operator, in the Reports section. This account has either the option to create a report for an individual Unit Account, or the option to create a report that includes all of its Unit Accounts in one combined report. An Administrator Account also has a variety of additional report formats to choose from, including Consolidated reports in both Summary and Detail formats.

In the News:

- eFoodUSA, Inc. has been officially chosen for National Reporting by the following organizations:
 - Knowledge Learning Corporation
 - La Petite Academy, Inc.
- eFoodUSA was at the Haag Food Service Food Show on March 11, 2003 in Breese, IL.
- eFoodUSA was also at the Indianhead Food Service Food Show on April 8, 2003 in Eau Claire, WI.
- Four additional distributors have signed contracts with eFoodUSA during the past quarter.

Free Upgrade for the Reports Section

Our newest free upgrade is found in the Reports section of your eFoodUSA-powered website. Now, at the bottom of each page of a displayed report, there are new options!

These options include the number of the page you are currently on, the total number of pages in your report, and a text field in which you may enter the number of a page to go to directly. The following navigational links are also found among these options: "First", "Previous", "Next", "Last" or "Another Report." These links will move you throughout your report and return you to the beginning of the Reports

section to create another report. Links are also displayed for the page numbers of your report, including up to ten page numbers before and ten page numbers after the current page you are on. Lastly, there is a new link, "Download Printable Version of Report," that when clicked, a new window will open giving you the option to download a copy of your full report as an Excel© file in a compressed or a non-compressed format.

Make sure to call your eFoodUSA representative at 847-888-3202 if you haven't already gotten this free upgrade added to your website!

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Feature Focus

The What's New section is a convenient way to keep all of your customers up-to-date on current events, whether it be an advancement on your website, or an accomplishment at your company!

"... keep all of your customers up-to-date on current events ..."

An operator can easily access the What's New page by clicking the rotating "New" button or other customized button of the same sort found towards the top right-hand side of the home page. The announcements are then listed by title and date for the operator to browse and scroll through.

Information found in the What's New section can vary, depending on the Distributor's preference. Listings may include announcements of current events, awards either received or distributed, company accomplishments or other company-related issues. Also, advancements with the website such as a new feature added or an upgrade may be listed. Basically, anything the operator might want to know can be displayed in an orderly fashion on the What's New page.

Distributors can update their "What's New" page through

the Maintenance Section of their website. First, select the "Update What's New" link found in the Maintenance Section Index. To determine the order in which the announcements will appear, assign a sequence number to each entry in the field provided. We recommend to use multiples of ten when you begin to assign sequence numbers. Then, if necessary, other entries can easily be placed among existing entries by using the available numbers in-between the sequence numbers that are already assigned. New entries will be entered at the bottom of the maintenance page, however, entries will be displayed in descending order on the What's New Page. For example, a record with 100 for its sequence number will be shown above a record with 50 for its sequence number. For the next step, enter a title and/or date for your entry in the Heading field. This heading will be displayed at the top of your announcement. Then, enter a paragraph or more for the content of your entry in the Description field. When you are finished, click the Send button to submit your entries!

Watch for our next issue's Feature Focus - The E-Mail Section! If you would like to see a particular feature discussed in a future Feature Focus article, please send an email with your request to: heatherk@efoodusa.com.

NOW AVAILABLE: Fully Customized Website Demo CDs!

Attention distributors! You may now order copies of "Your Complete Internet Solution" website demo CD fully customized!

This interactive website demonstration is not only an informative introduction to potential operators, but also a helpful tutorial for existing operators who use your eFoodUSA-powered website. Pass them out to your sales team so that they may become more familiar with your website. This CD is also a great tool to assist your salespeople when presenting the website to a customer.

All the features of your website are covered with step-by-step instructions to place an order, create a report, or even how to use the suggestions page! Even optional features such as the Food Show Pre-Registration System and/or the Non-Web Distributor Inventory feature can be included in your demo if you have these features on your website. Optional interac-



Your Logo Here!

Your demo CDs will have a customized, fashionable label, complete with your own company logo!

tion as a corporate account is also available to assist your multi-unit accounts with additional features available to them.

Your customized CD includes the following:

- Your website colors, logos and company information will be used throughout the complete demo.
- The About Us and E-Mail pages will be reproduced to include your company information and employee contacts.
- The fashionable label on your CDs will include your company logo.

The one time fee for this is only \$250.00 and includes 10 free CD's with a customized label! Additional CDs may be purchased for \$5.00 each, or you may reproduce the CD on your own.

Call 847-888-3202 today to place an order or to receive more information!



Food Show Pre-Registration Software for Your Website

Tired of long lines at the registration table of your food show and irritated customers as a result, or the paperwork and coordination headaches involved with pre-registration? Well, now you have the opportunity to add a feature to your website that will do all the work for you! eFoodUSA has created a Food Show Pre-Registration system that is now available to you! This interface is fully customizable including the text used for links, the banner on your home page and the additional pages that can be enabled to show information such as bus schedules, seminars or general information applicable to your food show, to name just a few. This entire feature can be enabled or disabled throughout the year so that it is only available for use when pre-registration is available. With this new system, not only existing customers, including both web and non-web operators, but also potential customers can pre-register. The system is simple to use for even non-web-savvy operators! Your pre-registration list can then be exported and used to create name badges for your attendees. We'll even provide you with a compatible label maker for an additional fee. The cost for this entire system is a one time implementation charge, and you will be able to use it for years to come! Call us now at 847-888-3202 for more information!



TECH Corner

VIRUS Types:

A **Backdoor** is a program that opens secret access to systems, and is often used to bypass system security and make registry modifications.

Boot sector viruses infect the boot sector or partition table of a disk. When you boot the system with an infected disk from the floppy, it will also attempt to infect every disk that is accessed by that computer.

A **Trojan** causes damage, unexpected system behavior, and compromises the security of systems, but does not replicate. It has hidden malicious intent within its code.

A **Worm** is a self-contained program (or set of programs) that is able to spread functional copies of itself or its segments to other computer systems usually via network connections or email attachments.

File infecting viruses infect executable programs (.com or .exe files) and try to replicate and spread by infecting other host programs. Some destroy the program they infect by overwriting some of the original code.

Macro viruses aren't specific to an operating system and spread with ease via email attachments, floppy disks, Web downloads, file transfers, and cooperative applications. Relatively easy to create, they can infect at different points during a file's use, for example, when it is opened, saved, closed, or deleted.

USDA Gives Tips on Sending Food Gifts to U.S. Military

As more U.S. military service personnel are deployed to the Persian Gulf area, their family and friends may be planning to send parcels of food for their enjoyment. The U.S. Department of Agriculture today is providing guidance for mailing food gifts to those serving in the Air Force, Army, Navy, Marine Corps and Coast Guard.

The most important thing to remember when mailing food gifts is to choose foods that are not perishable, can tolerate a range of temperatures and won't break with rough handling. Also, because of security risks, the U.S. Postal Service will no longer deliver mail addressed to "Any Serviceman," so be sure there is a name and address on the package.

WHAT TO CONSIDER

"Perishable foods, such as meat, poultry, fish and soft cheeses, must be kept at 40°F or below to remain safe," said Susan Conley, director of Food Safety Education for USDA's Food Safety and Inspection Service. "These foods cannot be safely left at room temperature for more

"... choose foods that are not perishable, can tolerate a range of temperatures and won't break ..."

than 2 hours, so tolerating a week or more in the mail is unsafe. Food-borne bacteria that may be present on these foods grow fastest at temperatures above 40°F

and can double every 20 minutes. When this happens, someone eating the food can get sick."

For service members stationed in Persian Gulf countries, pork and pork products should be excluded, as should alcohol, since they are forbidden for religious reasons. The USDA also advises against sending high-moisture baked goods, such as pumpkin bread, because they are susceptible to molds. Fragile foods such as delicate cookies probably won't make the trip intact and products containing chocolate, like chocolate chip cookies, could melt in high temperatures.

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USDA Gives Tips on Sending Food Gifts to U.S. Military

...continued from page 3

RECOMMENDED FOOD GIFTS

Food safety specialists at USDA's Meat and Poultry Hotline are offering the following advice for sending food gifts to U.S. armed service members that are overseas.

- Dried beef or poultry such as beef jerky, turkey jerky or beef slims are safe to mail. Bacteria can't grow in foods preserved by removing moisture.
- Dehydrated soups and drink mixes are lightweight and safe to mail. Condiments such as hot sauce and Cajun seasonings in packets or unbreakable jars are useful for spice lovers.
- Canned specialties such as corned beef, anchovies, shrimp, dips and cracker spreads make nice treats. Recipients should be cautioned not to use any cans that are damaged or swollen. Foods in glass containers should not be mailed because they can break.
- Dense and dry baked goods such as fruit cakes and biscotti are good choices for mailing because they will not mold. Other suitable baked goods include commercially packaged cakes and cookies in airtight tins, dry cookies such as ginger snaps and specialty crackers.
- When mailing sturdy cookies and homemade candies, wrap each piece individually and pack items in commercially popped corn, Styrofoam packing pea-

nuts or foam to help cushion the trip. Place the food gifts in a sturdy box and seal it securely with packing tape.

- Dried fruits such as raisins and apricots, canned nuts and fruit and commercially packaged trail mix need no refrigeration.
- Hard candies and sturdy homemade sweets such as pralines and toffee are safe to mail because their high sugar content prevents bacterial growth.

As an alternative to homemade gifts, some families may wish to send a military member's favorite mail order foods. Shelf stable beef "summer sausage," cheeses, cakes and snacks can be ordered on the Internet or through mail order catalogues. Because of the delivery time and distances between the U.S. and duty stations overseas, do not order any food gifts that must be kept refrigerated for safety.

For more information in English and Spanish, call the USDA Meat and Poultry Hotline at 1-888-MPHotline (1-888-674-6854); TTY: 1-800-256-7072. The Hotline's hours are Monday through Friday, from 10 a.m. to 4 p.m., Eastern Time, year-round. An extensive selection of timely food safety messages is also available at the same number 24 hours a day. Information can also be accessed on the FSIS Web site at www.fsis.usda.gov. E-mail inquiries may be directed to MPHotline.fsis@usda.gov.