

Breaking news...

Candy fund raising is still a wonderful option for schools. The new wellness initiative applies only to foods provided for students in schools.

Read below.

Wolfgang's Gift Toward Your Happy Easter...

Enjoy two dollars of savings.

See page 2.

Wolfgang in Japan...

Samples shared at Food Exhibition in Tokyo.

See page 6.

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Wolfgang

The Chocolate Tymes

Wolfgang is even more committed to SUCCESSFUL School Fund Raising

As parents of school-aged children, the partners at Wolfgang candy support the intent of the new Wellness policy for **Public Law 108-265, the Child Nutrition and WIC Reauthorization Act of 2004**. Partner Mike Schmid who has a first grader in school is pleased that

healthier foods will be provided to students during their school days, and hopes that balance and moderation will be part of the new healthy eating initiatives. He shares, however, that many parents are seriously concerned that fundraising dollars that their schools have enjoyed as a result of Wolfgang Candy and other food fund raisers are no longer going to be raised.

who are committed to promoting wellness in their growing children can still raise school funds through candy and other food fundraising programs.

The new guidelines:

- DO NOT APPLY TO PTO/PTA, home & school associations and Booster Clubs who are conducting fund raisers
- PTO/PTA, home & school associations and Booster Clubs are free and independent to make their own fundraising decisions

For more information, please call Mike Schmid at 800.428.4273.

Mike says that is simply not the case. The law applies to foods provided in school for student consumption. He continues to explain that parents and organizations



TM

Make Our American Family Tradition Yours



Wolfgang Family Photo



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news from **steveSchmid**, managing partner

Nothing makes your day better than hearing a first grader yell, "I want to be a Wolfgang Man when I grow up!" Steve Schmid

As we blossom into the rebirth spring, I am pleased to observe that more than daffodils and tulips are growing. So are spring fundraising sales at Wolfgang Candy; to date, it is one of our best seasons. So what is the secret to this growth? Of course, it could be due in part to our delicious **Min-A-Kins**, white chocolate surrounded by milk chocolate then molded into delightful springtime characters. Or it could be our fun **Bunny Choc-O-Pops**, creamy, solid milk chocolate bunnies on a stick—a favorite for both the young and young at heart. Or, very likely, our growth stems from our **Chocolate Egg Hunt**, solid milk chocolate basket and bunnies, a large peanut butter egg, one large coconut cream egg, and festive foil covered.

Well, there are lots of secrets to growing our fundraising sales each season, in addition to creating sumptuous, quality candy. There are the dedicated Wolfgang employees like our sales representative Ron Seufert (featured on page 3 as *One of Our Gang*) who is driving this outstanding season. There are customers like the Brandt family (See so Kenny's story on page 7.) who truly believe in the quality and value of our products, have lots of fun selling them and enjoy the prizes and financial rewards.

While the Wolfgang Candy Company as a whole is constantly focusing on increasing the quality of our products and service, our Direct Outside Sales Team is continuing our focus on creating quality presentations. *"How can we make our presentations better?"* We pride ourselves on our PTO/PTA presentations that set us apart from our competition. We present our fundraising products and services on a professional level far above our competition. While our competitors speak to PTO/PTA Board in jeans and tennis shoes with a duffle bag of foreign-made products, we are presenting our entire scale of "Made in the USA" products and services in professional attire. Each of our Sales Reps' presentation skills and personal confidence levels has improved 200 percent since we have focused on our professionalism. I am very proud of each of them!

In addition, our Sales Reps have been "wowing" our prospective customers with the advent of our "Year-round Website Fund Raising." Now, more than ever, the use of the Internet has increased fundraising purchases around the world. Anyone in the world can log onto www.wolfgangcandy.com, and place an order using their organization's very own Wolfgang Account Number.

The organizations can earn up to 50 percent of their Retail Purchase, and we will ship the products straight to purchaser's door. What could be simpler?

The best part about our Sales Team is that each of them is passionate about the welfare of every Wolfgang fundraising customer and their organization. That is our distinction! Organizations do not close the door on Wolfgang Reps because they realize our Reps are not an average "for profit" Sales Representative, simply soliciting business. Our customers recognize that we are here to help them raise funds in an effort to increase their organization's quality of life. Nothing makes your day better than hearing a first grader yell, *"I want to be a Wolfgang Man when I grow up!"*

I would like to extend a personal thank you to everyone who has worked so hard to help Wolfgang Candy become a market leader in the fundraising sector of local communities around the nation, helping thousands of schools and other community organizations achieve their financial goals this year. It is a great feeling to be part of such positive people, products, services and health returns for all.

Happy spring!

\$2.00 off

Enjoy our gift toward *any* Easter Candy special.

Shop for your favorite Wolfgang Candy at your local grocer or visit our store online at www.wolfgangcandy.com.

Offer is available thru April 30, 2006

Enter online code 21685 for your online savings.



Try our 8-oz. Min-A-Kins for only \$5.⁵⁰ with coupon or online code.



Wolfgang's Community Partner Gives Back

Wolfgang Candy is proud to announce that we have adopted **Bell Socialization Services** as our community partner and focus of our corporate philanthropy," said Mike Schmid, Wolfgang Candy Partner. He continued, "Honoring the love and commitment that Wolfgang Candy matriarch **Ruby R. Schmid**, (wife of **William H. Schmid**, mother of **William L. Schmid** and grandmother of **Michael** and **Stephen Schmid**) had for her fellow community members, Wolfgang Candy will continue the tradition of giving back to the community that gives so much to it."

Bell Socialization Services is a private, non-profit organization based in York Pennsylvania providing quality mental health, mental retardation and shelter services in York and Adams counties. It is their mission to provide an environment of support and empowerment where people can improve their quality of living.

Arlette Figdore, Director, Community Relations & Development, at Bell Socialization Services (717.848.5767)

shared the importance of community and corporate partners such as the Wolfgang-Schmid families "Because we are funded only in part by federal, state, and local governments, charitable donations remain crucial. They allow us to provide enriched and individualized services to the 2000+ persons we serve annually. **Mrs. Ruby Schmid** adopted Bell in our infancy, volunteering her time to wrap holiday gifts in the first area malls to raise donations on our behalf. At Christmas and Easter, she always made sure the children at the shelter had chocolate and sweets. The fact that her legacy continues to this day through the company and family she so loved is most gratifying."

Bell Socialization Services, Inc. began in 1966 as the "Bell Club." Formed by the Jewish War Veterans Auxiliary, Soroptimist Club, Catholic Women's Club, Jaycee Wives, and the York Jaycees, BELL began as a social club for people being discharged from psychiatric hospitals. Through the years, BELL expanded its mental health services and in 1977, began providing services for



individuals with mental retardation. In 1986, Bell Family Shelter and Bell Bridge Housing were opened to serve York County's increasing number of homeless families. All of BELL's services follow the psychosocial rehabilitation model, which focuses on assessing individual strengths and needs, setting personal goals, and providing an environment that encourages growth and development. BELL's ultimate goal is to help its consumers live as independently as possible in the community.

Bell Socialization Services is celebrating its 40th anniversary with a goal of raising \$40,000 through charitable gifts, concerts, auctions, contests and special fund raisers toward its endowment. You can visit their website at <http://www.bellsocialization.com> to learn ways that you can support their important work through gifts of your time, talent and treasure.

(Wolfgang Candy Founder & dedicated Bell volunteer Mrs. Ruby Schmid pictured top right.)

Mother's Day is May 14!

Do you know any mom who doesn't LOVE chocolate?

Every mom secretly loves to be recognized, even in the smallest way like spending the day with her or sending her a box of chocolates. This Mother's Day, create a **"Truly Yours"** custom box of 24 chocolates for all of the special women in your life. Choose from 30 of delicious Wolfgang chocolates, including the new fresh chocolate covered Raspberries and Blueberries, *the perfect gift that shows your love for only \$10!*

Visit www.wolfgangcandy.com to create a "Truly Yours" custom box of Wolfgang Chocolates!



4 You can learn a lot in 60 seconds...

(with MICHAEL W. SCHMID during his March *Central Penn Business Journal* article).

Title: Managing partner of marketing for Wolfgang Candy Company Inc. in North York

Personal: Wife's name is Lori; daughter's, Laurel, age 6

What are the pros and cons of doing business in Central PA? "One of the big pros with regard to being located in Central PA is that we are able to source most of our raw materials from Central Pennsylvania or from companies very close to our region. It's a great place for food manufacturers. Also, we're centrally located from a product distribution standpoint. As for cons, ... not being in a major metropolitan area probably hinders us at times in trying to source labor in short order."

What's the worst thing that ever happened to you in business? How did you respond? "We launched a product nationally, and it really took off. Then we had to pull the product back. We fixed the manufacturing issue, and we're relaunching the product."

What trends in your profession do you see in Central PA? "We're seeing a trend toward dark chocolate. It seems to be all the rage nationally. This trend was driven from a health perspective, but I think when folks try good dark chocolate they find that they really enjoy the taste. A disturbing trend that we're seeing is specific to the fundraising industry. We're seeing a willingness among schools and other nonprofit organizations to look offshore for products to peddle in the name of raising money."



Define a leader: "A leader is someone who has a vision and can not only communicate his/her vision to stakeholders in an organization but can implement the strategies and tactics to move the organization toward achieving its goals."

Remembering a magnificent man

William L. Schmid (Bill) remembers his magnificent cousin, **Robert Everhart**.

Bob was the eldest of my generation, the first grandchild of Delphi and Mima Mae Wolfgang. He attended high school at North York where he played baseball and the great swing tunes of the day in a band. He also sang in a group called "the Norsemen."

His baseball ability certainly could have, compared to other players of his time, made it to the majors until his foot problems became worse after his tour in the Army Air Corps during the closing days of

WWII. He played first base for the North York team in the Central Baseball league. After separation from the Army Air Corps, Bob and his cousin Martin Everhart matriculated at Gettysburg College. They traveled back and forth on week ends in an old Model A Ford coup. Bob graduated high in his class in Chemistry. And he quickly advanced through the offices of the cement industry for Medusa Cement Co. with whom he stayed until he retired.

Bob was a faithful and active churchman wherever they lived, either in Western PA, York, or around the

Cleveland, Ohio area. He also continued the benevolent nature of his parents in many ways, financially as well as a humanitarian.

In many ways Bob set a standard for "my generation." Bob, his sister Joyce, Bob's sister Gloria, and I were the only members of our generation to aspire to and complete professional degrees and careers. His lifestyle, his commitment to his faith as a Lutheran Christian, his devotion to family, were all standards to be emulated not only by the rest of us, but well beyond our Wolfgang/Everhart family.



Our thoughts and prayers are with Bill Schmid (Mike and Steve Schmid's father) for a healthy and speedy recovery from his knee replacement surgery.

"He treats his colleagues as though they are his immediate family and is a team player, always willing to lend a helping hand to a teammate."
- Steve Schmid about Ron Seufert, Sales Representative



The Seufert Clan Joins Ron (Third from left, back)

meet one of our gang

Steve Schmid muses that he once heard his Direct Outside Sales representative, **Ron Seufert**, say, "You either like me or you don't know what you're missin'!" There is a great deal of truth to Ron's saying. Ron is a fun, friendly, and down-right hilarious individual. Along with Ron's long history with Wolfgang Candy Company comes a great deal of pride and passion for Wolfgang's employees, products and services. He treats his colleagues as though they are his immediate family and is a team player, always willing to lend a helping hand to a teammate. "I tend to call him "Special Agent Ron" because he has managed to sign 195 Spring 2006 accounts — 49 more accounts, a full 37 percent, than the territory produced year to date last year," said Steve.

Ron takes his successes nonchalantly, saying he's been doing this for ten years, and reflects, "What's the old salesman adage? Successful sales is about hard

work and luck. 'The harder you work, the luckier you get!' If you visit enough people at the right time, you'll make the sales. It really is a numbers game..." Ron's humble account doesn't mention that our fundraising customers throughout Maryland, Virginia, West Virginia, Delaware and Pennsylvania love their visits with him, and how he establishes a warm rapport because he honestly cares about their success.

Ron returned to Wolfgang Candy last May after leaving Wolfgang for a few years to sell for another fundraising company and then working briefly selling cars. He was delighted when the new sales position opened at Wolfgang and he was called to interview, saying, "It felt like coming home."

Ron is a natural salesman, although he jokes that the two jobs he swore he'd never do in high school—anything in sales or insurance—have both been a significant part of his career. Living in New Freedom with his wife of 37 years, Diana, (who works for Black and Decker) the Seuferts spend most of their free time with their two sons and

their families, complete with four grandchildren, ages seven, twins four, and two. Ron considers himself lucky to spend his weekends golfing, doing home renovation projects with his boys and wife. He declares that he comes from a lucky family as he reflects on how his father once won \$100,000 and a new 1960 Chevy convertible on another occasion, both times that his mom needed a new refrigerator!

When asked, "What might your coworkers not know about you?" Ron shared that he has a baseball card collection of over 100,000 cards, and many people don't know his sports enthusiasm stems in part from serving as a Clubhouse/Bat Boy for the teams who played the Orioles in 1962...

Ron lives by the motto that he "treats others the way he wants to be treated," and enjoys supporting the American Diabetes Association who has been a true support for a family member with Diabetes. Ron loves the flexibility and trust that the Wolfgang partners have given him, and, in return, hopes to share his "luck" with all he meets.

COMING SOON! Wolfgang's End of Season Celebration
For more information, please see Bob Wolfgang or Leslie Morley.



Japanese consumers enjoyed Wolfgang Candy's new Blueberry and Raspberry products which were displayed by Japanese food broker "Daiwa Bussan" at Foodex in Tokyo.

“A great product at a great price!”

My daughter is a student at **Carlisle Early Education Center** and we just completed our spring fundraiser, selling Wolfgang Candy. This was my first experience with Wolfgang, and I just wanted to tell you how pleased I am. First of all, when my nieces and nephew have sold candy from other companies, I always end up paying \$8-10 for a small box of candy, maybe eight pieces, if I'm lucky. Naturally that's what I expected to get from Wolfgang. And the free box of candy for every four boxes ordered? *Huh?* I told my friend, when she was debating whether or not the free box was worth ordering a fourth box, that it was probably a small box of four pieces, all plain chocolate. I'm SO GLAD to say I was wrong! I was really surprised (pleasantly so) at the large boxes of candy, and then I was shocked at the free boxes - so big, and not only that, they weren't plain chocolate (which is still good!)-they were teddy bear-shaped with peanut butter insides! *Yum, yum!* I feel I definitely got my money's worth with the candy I ordered, and I hope the school sells your candy next year, too. I will not be embarrassed to ask people to buy it because I know they'll be getting a good value. (I should tell my nieces' and nephew's schools, too, huh?) And what's more amazing? The school makes up to 50 percent profit on each box sold, which makes it an even better deal! Secondly, I wanted to tell you the chocolate-covered raspberries and blueberries are to die for! (*I'm keeping those to myself...*) I understand they're new this year? I hope you'll make them a part of your regular "menu" because I'm already planning on buying them next year. Thanks for making **such a quality, tasty product**, and for proving to me that there ARE fund-raising **companies willing to offer a great product at a great price** without taking advantage of the consumer.

Most sincerely, Carol Smith, Carlisle, PA

A little piece of heaven in Iowa

I enjoy your candy bar a lot. My favorite so far has been crisped rice. It's like a piece of heaven in every bite. The best one when it's frozen is the Peanut Butter bar. I also like the idea of it being in cubes instead of a bar, in case you want a little bit of chocolate and not a whole candy bar. My parents ordered some cases for a fundraiser they did at their child care.

As the parents sold the candy bars to help raise money for a new playground they received quite a bit of good comments about the candy. They ordered 100 boxes and sold them all! The child care center earned \$1,800 toward the playground. Even after the last box was sold, people were still hankering for more Wolfgang chocolate.

Sincerely, Sean in Clinton, IA

Want to earn extra cash?

Then take part in Wolfgang's Employee Referral Program. Refer a fundraising lead to our sales staff and, should that organization participate in a Wolfgang fund raiser, you'll receive \$100 for an elementary school or \$50 for a day care!



SELLING. *Like nothing else...*

"Like nothing else... That's the tagline used by Hummer, the off-road automotive dynamo that every little (and big) boy alike would love to drive. "And like nothing else" is an apt description of new Hummer owner, fifth grader Kenny Brandt—a Hummer replica clock that is. So, you are wondering, what does a rugged all-terrain vehicle and a unique twelve-year-old student from Lebanon, PA, have to do with delicious candy? Lots! Kenny sold over \$1,000, the top seller of Wolfgang Candy for his school, Harding Elementary School.

Kenny was motivated to win the Top Prize of a Hummer replica and took full advantage of his favorite subject Math as he calculated sale after sale from friends, family, neighbors, parents' coworkers, and, of course, more family. (Kenny acknowledges his Pap Pap and Gammy as his best customers, with mom, Holly, and dad, Sam, running a close second.) Holly and Sam Brandt are extremely proud of Kenny's efforts, in academics, activities and as a valuable

fund raising model for his school, saying, "We knew Kenny sold a lot, but we had no idea it was that much. We are very proud of the job he has done."

Kenny, who aspires to become a judge, is eager to continue his six-year tradition of selling Wolfgang Candy and flowers. How he fits it in with his extracurricular activities of band, choir, nutcracker collecting, bowling, video games and travel is a mystery, but Kenny says that "selling Wolfgang Candy is fun and that I'll be able to help my school sell more as I get into higher grades" to fund future field trips and other important scholastic goals.

So how do you top a prize of a Hummer replica? We'll likely find out next year when Kenny sells more Wolfgang Candy...*like nothing else!*



Fundraising phenomena

There are those people who catch a simple cold, and go to bed all week. Others rise above their illness and keep plugging along. And then there are those who get the top fundraising sales award from Wolfgang Candy...

Single supermom Rebecca Minnick had been sick with pneumonia and running her three-year-old son, Jordan, back and forth to the doctor's for an ear infection. Then her two-month old daughter, Jocelyn, had to be hospitalized with Bronchiolitis, all just days after Rebecca returned to work as an ER nurse at Lancaster Regional Hospital following her brief maternity leave. But, Rebecca had a personal goal. She wanted to get Jordan a four wheeler. And the \$100 gift certificate for fundraising sales from Wolfgang Candy would be a great help.

So, in between doctor appointments and antibiotics, Rebecca took her son to some friends and neighbors homes "to sell them some candy." Jordan thought they were trick-or-treating - without costumes! Rebecca explained that it was actually the reverse, that they were going to give their friends candy...but she laughs, saying Jordan didn't quite get it! Worried that her efforts were falling short, Rebecca enlisted her mom and dad, Nancy and Larry, as well as her sister in law, Sherry, and cousin, Keith, to be on her sales force. Rebecca was shocked when their combined sales exceeded 180 items worth \$1,400, all thanks to coworkers, friends and neighbors all who love Wolfgang Candy.

Thankfully, everyone in the Minnick family is recovering back to health, and Rebecca is excited to give her son his new four wheeler this year. And, Jordan's preschool in Willow Street, Kid's Express Preschool, will enjoy the benefits of this supermom's effort. Everyone at Wolfgang Candy is proud to have such a dedicated fundraiser mom selling our products. Thanks, Rebecca!

Supermom's sales soar!



Three-year-old Jordan and new sister
Jocelyn Minnick

www.wolfgangcandy.com

To contribute news and views to the Wolfgang Candy newsletter,
please call Leslie Morley at 717.843.5536 ext. 108
or email lmorley@wolfgangcandy.com

*A family-owned and operated business,
Welcome to Wolfgang!*



Wolfgang Candy focuses on producing and selling the highest quality chocolate and confections. We are devoted to maintaining and projecting a fun and friendly work environment for our employees and customers, and to preserving the family heritage for future generations.

Wolfgang Candy:

- A manufacturer of premium chocolate products and other confections
- A family-owned and operated business
 - All about quality
 - A good corporate citizen
 - A fun and friendly place to work



From
Our Family
to Yours

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