

frank nordby

From: "frank nordby" <franknordby@raleysExposed.com>
To: <Mickbethfiona@cs.com>
Sent: Saturday, September 03, 2005 9:34 PM
Subject: Re: Former employee

----- Original Message -----

From: Mickbethfiona@cs.com
To: franknordby@raleysExposed.com
Sent: Tuesday, August 30, 2005 11:00 PM
Subject: Former employee

Frank,

I just found your site and found it to be very interesting. Raley's was a huge part of my life. I worked as a retail clerk at Raley's # 18 in Rancho Cordova for eight years beginning in 1973 as a teenager. But more importantly my father worked for Raley's beginning in the early 60's at the Chico store then on to Sacramento as part of the Miracle Mart advertising team, then after the sale of those stores to the main office as the Drug Center advertising manager. Over the years while occupying several positions in advertising with Raley's my Dad, John DeMario carried the likes of Carl Bray and to a certain extent Frank McMinn on his back for 20 years with his talent. Not being much of a self promoter my Dad never received the recognition he really deserved. Instead others took credit for his ideas and innovations. After leaving Raley's in 1980 he moved his career in advertising to SuperValu stores in Minneapolis. I left retail to begin a career in procurement and planning in Minnesota's medical device manufacturing industry at the same time. My Dad retired four years ago and returned back home to Michigan's Upper Peninsula where he still uses his talents and spends many hours in front of a canvas with brushes in his hand. Evidently like yourself he was a giant contributor to Raley's success who was never fully recognized. I will study your site, I find it to be a wealth of information.

Side note: Your successor (Chapman?) once accused me of forging checks from a stolen checkbook and cashing them at Raley's. I denied any knowledge of this and didn't hear anything about it again until I myself pursued the matter several weeks later. As it turned out the checkbook wasn't lost at the store I worked at and the checks weren't cashed there either, the actual culprit had been terminated. Evidently I was selected as a suspect because I was involved in a divorce and had some financial hardship at the time. I never received so much as an apology. I never felt the same about the company again after that.

Best regards,
 Michael DeMario
 Waconia Minnesota

Thank you Michael for your response. I am sure your dad was everything to Raley's as you indicate. My site is just setting the story straight as far as my dad is concerned. Raley's published a history book pertaining to their company's success which in actuality turned out to be fraudulent. Maybe your dad and my dad knew each other. I am sorry that you and your dad experienced what you did at Raley's. You mention the name "Chapman." in your email. Chapman is the man (I believe) whom Charles Collings immediately replaced my dad with, when my dad quit his Director of Security position. Mr. Chapman didn't know the grocery business and was hired to his position basically to send a message to my dad that his position had been filled. Raley's was and still is operated by dishonest frauds. We will never know the extent of how dishonest Mr. Collings and Jim Teel were back in the 1960's and 1970's. And concerning Mr. McMinn, he is just as dishonest as the rest of them. If your dad wasn't mentioned in Raley's history book it's because they didn't want to give him credit for anything either-he probably wasn't considered one of the "good old boys." Thanks for visiting my web site and thanks again for your email.

Frank

Thanks for the reply and for your attempts to get the word out. I attached a photo of my father John DeMario (on the right) receiving one of many awards he received for ground breaking advertising in the 70's. No mention of

any this in the book.

All the best,
Mike