

Somebody Gets It!

I am not a Facebook user, partly because I'm too stupid to be able to understand how to use it, and partly because Facebook kicked me off a few years ago for violating their standards. What?? I haven't even used Facebook for years, but somehow



I'm bad in their eyes! I have such a low opinion of Facebook and their leftist views, their "fact checking" and suppression of conservatives, and such things as their 2020 election interference that I take my outcast status as a compliment. I wish I knew what I did to get kicked off, because then I could do more of it!!! Bad, bad Linda.

(Yes, I know, I know, Mark Zuckerberg has apologized for the election interference and reformed. He's grown his hair out a little so he looks less like a creature from another planet. He supports President Trump, at least on the surface, along with Jeff Bezos of Amazon, Sundar Pichal of Google, and other tech titans. At least for now. Haha.)

Once in a while, there is something on Facebook that is important, so others who do use it will tell me about it. Today there was a post on "Lucerne Valley Happenings" that our store manager Anne saw, so she shared it with me.

This post complains about our AppCard program that gives you one point for every dollar you spend, and when you have accumulated \$5, you can use it against your purchases in the store. It's kinda like Amazon's system for Prime members. As you buy stuff, your little "bank"

of points is growing, and at some point, you decide to spend it. The AppCard program also offers all kinds of manufacturer coupons by email if you create an account, or you can activate coupons at the checkout. These are coupons that we have not had access to at all.

This customer doesn't like it and thinks it's not worth the effort. I can understand her frustration but hope to provide some insight.

"OK I'm not posting to cause a drama infested feud amongst the town folk but I'm fufused about something n really need the town folk to enlighten me on its benefits.

The market has this rewards program going where you put in yr phone number prior to making your purchase n then each dollar you spend equals to 1 point n after 500 points are accredited to ur account ur given \$5 off ur next purchase or save it til you get more points n use it for more savings....

Now what's our reward? Spend \$500 n get \$5 off, \$1000 spent gets \$10 ? In my opinion that's not a reward to us but a depressing account of how much money I spend on food n supplies that is much higher then any other store in the high desert, \$5 doesn't buy you anything these days n to

spend \$500 getting the \$5 only depresses me. Most stores have a rewards program that truly rewards the consumer but this isn't a reward. 1dollar = 1pt....how about 1 dollar = 2pts n then it's a little more of a benefit. How do you feel about this "Rewards Program"????? Update well I've learned a valuable lesson on posting random topics on this site, "it is what it isn't n will never be what it is " thanks for ur insight."

The complaint got a response from one person who really seems to understand how things work in a supermarket, and how much more of a challenge it is when you're a single-store independent competing against mega-chain stores, having to depend on a wholesaler for supply of products and for their cost. Here is that post.

I've shopped there many times and I've always been so impressed that such a low volume, independent store is run so well. That they have managed to stay in business since 1975 in spite of so many massive obstacles (a struggling economy, competition from Amazon and COVID) is beyond me. They improvise, adapt and overcome, even stocking rocket supplies for the monthly gatherings of ROC on the dry lake.

They cannot compete with the multi-state big boys such as Vons, Albertsons, Safeway and Pavilions which by the way is a monopoly owned by one company. That monopoly owns their own warehouses, trucks and buyers. And their buyers get steep discounts on based upon volume purchases. That's something Lucerne can't get.

With Vons for example, If I spend over \$100, I get \$0.10 off per gallon for a max of 25 gallons, but only at Vons with their already discounted gas stations. So in theory I could save \$25 off if gas after spending \$1,000. But their prices are so much higher than Stater's.

One of my best friends manages a Safeway in Butte Montana. Even though he managed a store within a massive company, he is repeatedly shorted on his orders because his store doesn't have the volume in stores like Los Angeles and Mammoth Lakes. And most Vons only profit between 1-3% of each sale.

We really appreciate this person's understanding of how things work. I would add a couple of things. Our competition includes Stater, Food4Less, Walmart, Winco, and Costco, which are all low price stores and as such, get much better pricing than we do from our wholesaler. Vons, Albertsons, Safeway, and Pavilions are more "conventional" stores that operate on a different model than the low price stores. This person is absolutely right that the bottom line at the end of the day is 1-3%, and hopefully in the black, not the red.

We work our tails off to keep the lowest prices we can and still pay the bills and stay here for our customers. Also, we have a huge variety of merchandise to provide for our customers' needs, not only in groceries, but also in an extensive hardware department that includes wood-burning stoves, swamp coolers, all of the needed parts, and a great staff to help customers get the right stuff.



Lucerne Valley Residents: HOUSEHOLD HAZARDOUS WASTE COLLECTION

Sat., March 8, 2025
9 a.m. to 12 p.m.



Behind Lucerne Valley Fire Station
33269 Old Womans Spring Rd
(Enter through gate on Ladera Rd)

Before transporting, be sure that ...

- Waste is properly labeled or in its original container.
- The container is no larger than 5 gallons. Transport no more than 15 gallons or 125 lbs.
- Containers are sound and not leaking.

We **DO** Accept...

- Antifreeze
- Auto & Household Batteries
- Computer Monitors, TVs
- CPUs, Printers
- Fluorescent Tubes
- Home-Generated Sharps/Needles in approved container
- Household Cleaners
- Medications – separate liquids from solids (excluding controlled substances)
- Microwave Ovens
- Motor Oil/Used Filters
- Musical Cards, Clothes Irons
- Paint Products
- Pesticides & Fertilizers
- Space Heaters, Stereos, Radios
- Telephones
- VCRs/DVD Players

We **DO NOT** Accept...

- Asbestos
- Business/Commercial Wastes
- Explosives
- Medical Wastes other than sharps
- Radioactive Wastes
- Reactives
- Tires
- Appliances, Furniture, Air Conditioner, etc.
- Wastes from fore-closed properties & non-profit organizations

For questions or more information, contact:
San Bernardino County Fire Protection District, Household Hazardous Waste Program
1.800.OILY.CAT
(1.800.645.9228)
Visit Sbctfire.org/hhw!

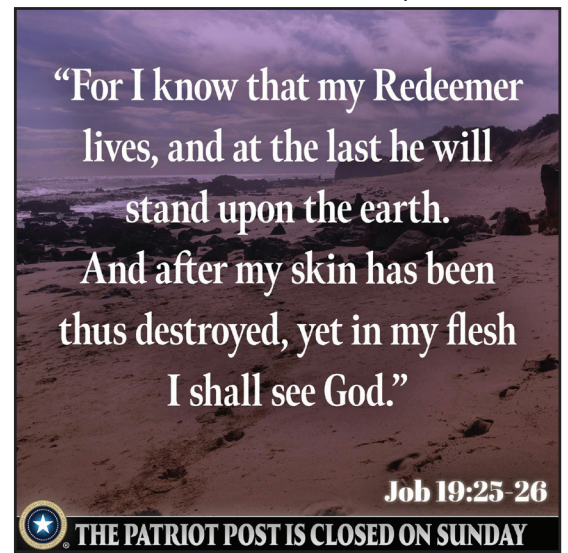


Cosponsored by San Bernardino County Board of Supervisors, Lucerne Valley, and San Bernardino County Fire Protection District

There is lots of fun stuff in what we call "Holiday Lane" and at the Service Counter. The Deli Café makes good food second to none, including the Breakfast Burrito that is so big that I can't eat it without getting too stuffed!

Best of all, we are blessed by God with a great group of staffers who have good attitudes and who work hard to make this place go. As many of you know already, God placed us here to serve this little desert town, and with all of its challenges, we hope that we accomplish that in His honor.

Linda Gommel

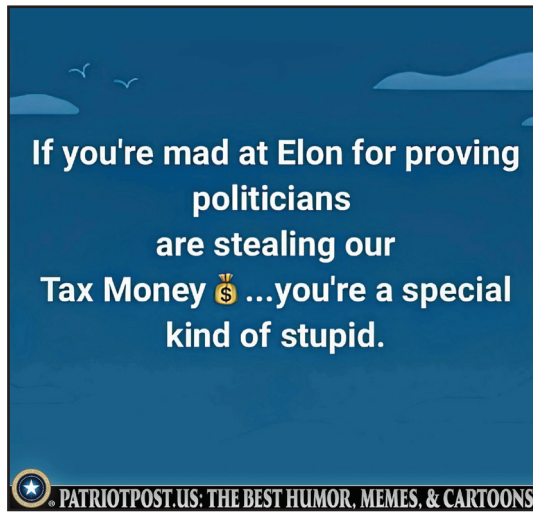


THE PATRIOT POST IS CLOSED ON SUNDAY

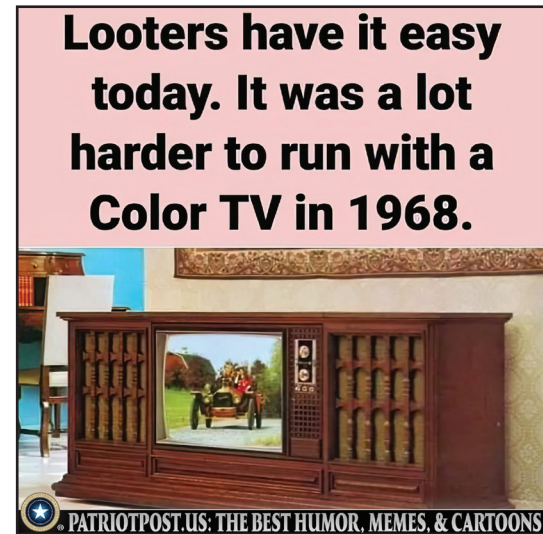
On The Lighter Side of Serious Stuff . . . from the Web



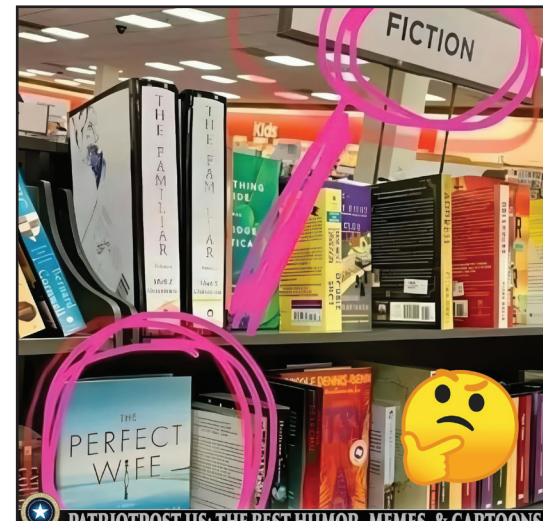
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