

## Family Friendly Lanes at HEB

### *1953 Petition Signatures so far*

Over the past 2 months, we received mailed petitions and collected signatures at Christ the King Catholic Bookstore, St Matthew Catholic Church and School, Holy Rosary Catholic Church, Colonial Hills Methodist Church, and The Catholic Women's Conference.

We have received a total of 1953 petitions so far for Family Friendly Lanes (FFL) at HEB. Signatures came from 88 different zip codes and 35 cities in Texas. **321 signatures came from children.**

On Friday, September 26<sup>th</sup>, I went to HEB corporate offices. I was accompanied by my husband, and my niece, Kathleen Ramirez, who first asked for the Kids Petition. I gave our petitions to Ms Dya Campos, Director of Public Affairs.

Ms. Campos said the "non-traditional checkout lane" (Checkout #13 at Wurzbach/I-10) is in a 90-day pilot trial, which started around the beginning of September. HEB will track frequency of use, sales, and customer feedback for the pilot. HEB has to know customers saw it, like it, and want it to stay. Based on this trial period, they will decide whether or not to keep the pilot lane or expand on this idea.

So we appear to be in a waiting period/trial period with HEB. Their top priority regarding the FFL is seeing whether customers at Wurzbach/I-10 like checkout #13. Since this is their priority, we need to prioritize it too. **Please use this lane, give positive feedback to store management, and send in a customer Comment Card.** Please practice patience if the line is long. Sometimes I wait 5-8 minutes behind a person with a big basket when I only have a few items.

Our hope is that the Wurzbach/I-10 trial will be successful and then we can ask HEB to expand it to other stores near the association, i.e., the De Zavala/I-10 store and the new Military/Wurzbach one.

Another very important point that Ms. Campos gave us is each HEB store is customized. HEB does not have a 'cookie cutter approach' to their stores, where they all look the same. We interpret this to mean that, contrary to our hopes and expectations, HEB will not approach the issue on a city or corporate wide basis. So it appears that, if you shop at HEBs outside of the VJ Neighborhood Association area and want FFLs, you will need to conduct your own petition drives.

I encourage all concerned to download a starter kit from our web site ([www.vjni.org/issues/HEB](http://www.vjni.org/issues/HEB)) and download pictures of the FFL, enlarge them, and show people exactly what they look like.

People need to step up to the plate and get signatures in their areas. I am happy to help with my experience, strength, and hope. I am willing to take signatures to Corporate and represent people in this way. I but cannot be all over the city.

Finally, I would like to thank Deacon Tom and Mary Jane Fox for inviting me to appear on the October 1<sup>st</sup> showing of “Catholicism Live” to talk about the presence and impact of indecent magazines, and the petition drive for FFL. My thanks to those who called into the show. And thank you all who share this concern and have signed and obtained signatures.

Let's not stop. Spread the word.

Melly Trakas

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