

HEB Family Friendly Lanes – Our Last Update?

Wurzbach Store

On January 23, 2009, I spoke with Ms Dya Campos, Director of Public Affairs at HEB Corporate. She told me there are no plans to remove the Family Friendly Lane (FFL) at the Wurzbach/I-10 HEB – it is there to stay!

This fulfills the original goal of our campaign, which has been hosted through the Vance Jackson Neighborhood, Inc. (VJNI) association. Thank you to all who signed petitions! Please continue to send in positive feedback via HEB Customer Comment Cards, and thank our Unit Director, Sixto Elizondo, and Store Directors as well. They listened and worked with us!

Other Stores outside the VJNI Area?

What about having FFLs about other HEBs?

I wrote Mr. Charles Butt to extend the program system-wide, but have received no response, and Ms Campos has stated that other HEBs will need to have their own sets of signatures. It appears that HEB policies mean signature drives have to be focused, one store at a time. So, how important is it to you to have a FFL at another HEB?

If you are willing to ‘Adopt A HEB’, contact me thru VJNI email address, officers@vjni.org, for technical support in organizing your drive. I have found that, with church support, large numbers of signatures are quickly obtained from persons desiring a cleaner, morally non-polluting experience at checkout lanes.

**Melly Trakas, Member
VJNI**

[VJ Webmaster - If you target stores close to our area, e.g., the ones at De Zavala & I-10 and NW Military, VJNI can help with web support, if you like.]