

April - 3rd - 2011



Between the Bars

Dear Bloggers,

HELLO! YOU LIKE COFFEE??

Me Too! Coffee is my life (in prison) - it's where I'm assigned to work. I make 40¢ an hour which equals to approx \$40⁰⁰ pay & after 55% restitution; I pocket \$18⁰⁰ for my personal expense at 'Canteen'.

① IF you had \$18⁰⁰, how would you spend it at the Canteen? (see MARCH 2011 list)

ALSO

② Pick a flier (which one you like Best?)
① 'STRONG ARM' OR ② 'Tweaked OUT'

* Enclosed are some pages ie: PROPOSALS, IDEAS & A SURVEY; ALSO - QUALITIES OF THOSE WITH SOLID BUSINESS CHARACTER.

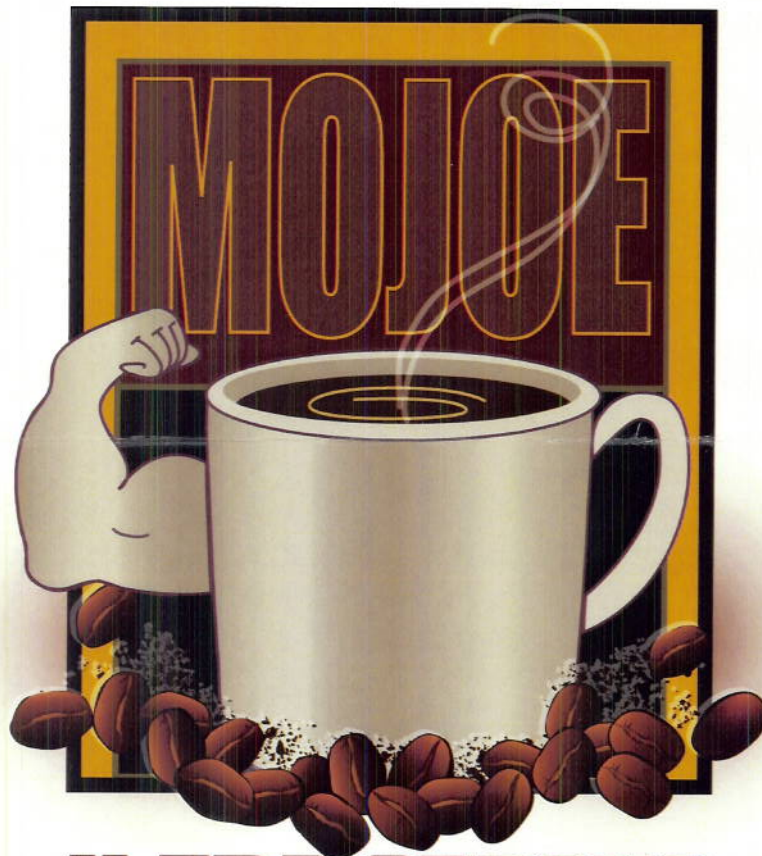
→ DROP ME A LINE OR TYPE IN A THOUGHT

Michael Singh
T-22165/A4-213
PO Box 409020
Ione, Ca 95640

I WILL REPLY TO ALL!!

①

NOW AT THE CANTEEN!



X-TRA STRONG
FREEZE DRIED 100% COFFEE

Why Buy MOJOE?

- **MOJOE is stronger!**
More caffeine than Folgers or Tasters Choice.
- **MOJOE is a better value!**
Lower price per ounce than Folgers or Tasters Choice.
- **MOJOE tastes better!**
Great tasting full bodied cup of instant coffee.

MOJOE FOR YOU!

NOW AT THE CANTEEN
GREAT QUALITY AND PRICE
TRY SOME TODAY!

COMING SOON!



POTENT FREEZE DRIED 100% COFFEE



An employer expects employees to work together toward achieving the objectives of the company. The wise employee who is interested in having a good relationship with an employer will try to help the employer achieve success. An employer, in return expects employees to develop certain desirable traits that will help them to perform their jobs well so that the company can succeed.

Loyalty

An owner of a company might say, "If you don't like something about our company, tell *me*. If there is something you really like about us, please tell *others*."

Honesty

Establishing a reputation for honesty is important in developing a good relationship with employers and co-workers. An honest employee is extremely valuable to businesses because one of their biggest problems is dishonest employees. If you can prove to be an honest employee, you will be well on your way to acceptability and good human relations in any business.

Trustworthiness

Many cases exist when an employer or supervisor needs to be able to place an employee in a position of trust. When the employer trusts an employee, it often means that the employer can ask the employee to do something beyond the call of duty and expect the employee to accomplish it.

Dependability and Reliability

Dependability and reliability are related to trustworthiness. A responsible, dependable employee is one who agrees to carry out a task under agreed-upon procedures.

Initiative

When employees have initiative, they are willing to take the first step in seeing that work gets done. People with initiative are motivated to do well and are enthusiastic about their jobs. They are industrious, which means they are hard workers. In other words, they are diligent about completing their work responsibilities.

Self-Discipline and Self-Responsibility

Being self-disciplined is a part of accepting responsibility for your own actions. Self-discipline requires that you structure your time so that you can cultivate and use your talents and abilities for the betterment of your company and you. Self-discipline also requires that you learn to handle your emotions. Emotional, childish outbursts and unreasonable displays of anger cause others to question your maturity. Avoid the irrational assumption that you have to express *all* your feelings. You are in control of your feelings; they are not in control of you. Your anger and irritation can be changed without compromising your personal integrity.

Hearing Test Notification

Company: **2204 - PRISON INDUSTRY AUTHORITY**

Plant: **IONE - IONE**

Employee Information

Name: **MICHAEL SINGH**
 Area: -
 Dept.: **CDCR - CDCR**

SSN/ID #: **4580**
 Birth Date: **02/11/1975**
 Job: **COFFEE - COFFEE ROASTING**

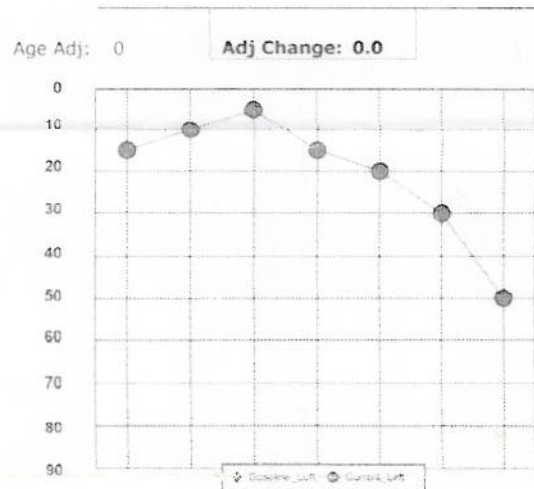
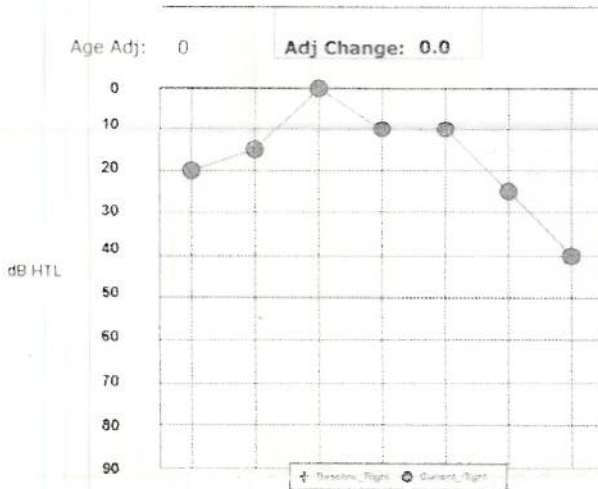
Empl No.: **T22165**
 Hire Date: **05/13/2010**
 Shift:
 Sex: **M**
 TWA: **85 dBA**

Audio Testing Results

Test Date: **08/13/2010** Time: **08:28**

Type: **Baseline**

Right Ear								Left Ear							
Ref. Baseline:	.5k	1k	2k	3k	4k	6k	8k	Ref. Baseline:	.5k	1k	2k	3k	4k	6k	8k
08/13/10	20	15	0	10	10	25	40	08/13/10	15	10	5	15	20	30	50



Audiometer: **MONITOR - MI5000** Serial No.: **01477** Exhaustive Calibration: **06/01/2010** Tester: **MICHAEL SMITH**

Current History / Comments

- | | |
|--|--|
| 1. Hearing protection used? Y | 3. Recent cold or sinus? N |
| 2. Exposed to noise in the last 14 hours? N | 4. Seen a physician recently for ears or hearing? N |

Comments:

Audiological Summary

	Right Ear	Left Ear
Standard Threshold Shift for CA 10 dB avg change at 2k, 3k, 4k Hz plus aging	No	No
Possible Recordable Shift	No	No
Early Warning Shift (STS without aging)	No	No
Speech Range Hearing Loss - (500, 1k, 2k, 3k Hz) : voices	Normal	Normal
High Pitch Hearing Loss - (3k, 4k, 6k Hz): birds, violins	Normal	Normal

Employee Verification

- ANNUAL TRAINING: I have received training in 1) The effects of noise on hearing, 2) Purpose of hearing testing procedures, and 3) purpose of hearing protectors, types available, attenuation, and hearing protection use, fit and care.
Initial _____
- I have been trained and fitted with hearing protectors. Type and size: _____
Initial _____
- I have received a copy of this notification report.
Initial _____

Industrial hearing tests are designed solely for screening and not intended to diagnose specific disease processes. If you are or have experienced the presence of ear pain, drainage, dizziness, head noises as ringing, roaring or heart beat, sudden or fluctuating hearing loss and/or ear fullness or discomfort within the past 12 months you will need to see a physician for diagnosis and/or treatment.

8/13/2010
Date

Michael Singh
Employee Signature

MICHAEL SMITH
Tester or Witness

⑤

EMPLOYEE SUGGESTION

STD. 645 (REV. 7/2007) PAGE 2

PLEASE READ INSTRUCTIONS
AND THE PROGRAM RULES ON THE ATTACHED PAGE.

Please type or print with pen in black or dark blue ink only, do not use pencil

DO NOT WRITE IN THIS SPACE
SUGGESTION NUMBER

CHECK ONE: (REFER TO ROUTING INSTRUCTIONS ON OPPOSITE PAGE)

My idea will affect: One department only Multiple departments Enter name(s) of department(s) below.

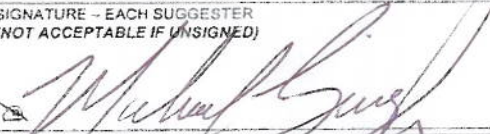
Marketing Mojoe, the Instant Coffee (freeze Dried,) (PIA: Coffee Roasting)
SUBJECT TITLE-DESCRIPTION IN A FEW WORDS

IF MORE SPACE IS NEEDED, ATTACH ADDITIONAL SHEETS

THE WAY IT IS NOW	We, the inmates of PIA Coffee Roasting, at MCSP, bag the coffee in 6 oz/170 g bags; then 20 at a time are placed in a box, then sealed and shipped
THE WAY I SUGGEST IT SHOULD BE	1-make a flier advertising Mojoe and with bullet points (or in the form of a letter) ie; 'Dear Customer' (Mojoe is made by inmates, for inmates; and purchasing this coffee instead of other brands puts money back into the system of pia (helping support)other/more pia jobs in the future. 2-do a demo-open a folgers jar-then empty contents and fil with Mojoe bag of coffee (fills to top of jar) 3- Possibly use media center to make a a video (akin to shrink rap) to broadcast the demo to i/m pop. in the form of a 2 min 'clip' shown before the inmate weekly ch 2 movies.
WHAT MADE ME THINK OF THIS SUGGESTION	Having discussions with my Highly Esteemed colleugue, H. Burton while were we packaging the Mojoe coffee and became curious as to the amount that would actually fill up an 8 oz jar of Folgers. Further we really wanted to compare and prove that our product is superior in quality, taste to that of Folgers (which is the main competitor, in addition to Taster's Choice, Keefe Coffee)
ADVANTAGES OF MY IDEA	It would greatly interest i/m population in the purchase (increasing PIA Coffee sales) and provide an insight to how PIA Coffee Roasting conducts business; further it would provide and unique insight to how we, the inmate workers collaborate to produce this finished product. - it creates a format for future marketing (directly) to our consumers and base target: the i/m pop. -knowledge and sales of products expands interest in i) production and ii) purchase

EMPLOYEE(S) NAME(S) (Last, first, middle initial)	DEPARTMENT (Include work location address)	CIVIL SERVICE TITLE (Please spell out)
Singh, Michael (T-22165)	PIA: Coffee Roasting Plant	
	EMPLOYEE(S) E-MAIL ADDRESS (Work or Home)	
	n/a	

RESIDENCE ADDRESS (Number, street)	OFFICE PHONE	PUBLIC NUMBER CALNET NUMBER
PO Box 409020, IONE, CA 95640		
(City) (State) (ZIP)	POSITION NUMBER	

IN CONSIDERING MY SUGGESTION (Check one)	SIGNATURE - EACH SUGGESTER (NOT ACCEPTABLE IF UNSIGNED)	DATE
<input checked="" type="checkbox"/> YOU MAY DISCLOSE MY NAME		12/21/10
<input type="checkbox"/> DO NOT DISCLOSE MY NAME UNLESS SUGGESTION IS ADOPTED		

6

Date: January 30, 2011
To: Mr. John Gouveia, Product Manager, CALPIA
From: Michael Singh, Employee, MCSP CoffeeRoasting (T-22165)
Re: Marketing of Instant Coffee (Mojoe)

A unique opportunity to market CALPIA (Mojoe) instant Coffee is readily available to use here at Mule Creek State Prison. The built in venue is the inmate movie channel; is specifically serves the inmate population in the showing of the weekly films shown to the General Inmate Population. The great thing is that this inmate movie channel is available at each of the California Prisons. Therefore, as the product expands to many other facilities, so to the the marketing of Mojoe Coffee.

Here at MCSP, Channel two (2) serves as the movie station for the inmate population to view the films. This channel presents many benefits both audio and visual. Starting at 9:30 am all the way til 3:30 am a movie is shown every three (3) hours. From the end of one showing to the start of the next show, the channel serves as a rotating bulletin board. It serves as a liaison of information in the form of memos, announcements etc. from staff (medical & custody) to inmates.

In addition, other various updates include: menus, religious service(s) ie: denomination/times, Inmate Leisure Time Activity Groups (ILTAGs) ie: NA,AA (rosters/times/days).

The station also provides an audio benefit: a radio station is played (rotated weekly stations) for enjoyment—for anyone, especially those who may not have/own a radio.

Proposal: simply put, this vehicle is too good of an opportunity to pass up; it's free as there's NO COST. It is a built in mechanism that may great boost sales of Mojo Instant Coffee.

**The ad: before each showing, show the Mojoe flier in a still picture format. Please see attached Mojoe Marketing Packet. It can easily be put together in a Power Point Presentation (PPT) ie: "Drink Mojoe and Enjoy the Show!"

I thank you in advance for your time in considering my Marketing Proposal.

Respectfully,



Michael Singh (T-22165)

MOJOE FLAVOR EVALUATION (MCSP)

The following is a survey done on flavor evaluations, conducted by tasters at Mule Creek State Prison PIA where some workers gave multiple answers to the same questions. Other tasters left certain questions unanswered. This report is the results of the questions that were answered by tasters.

WHAT BRAND DO YOU USE?	FOLGERS	MAXWELL HOUSE	AMERICAS CHOICE
	100	11	TWO
*WHERE DO YOU BUY FROM?	CATALOG	FRIEND	CANTEEN
	60	10	63
*WOULD YOU BY MOJOE?	YES	NO	
	82	12	
*PRICE TASTERS WOULD PAY FOR MOJO COFFEE 6/OZ BAG	TWO TASTERS	4 TASTERS	ONE TASTER
	\$1.00	\$2.00	\$2.50
	5 TASTERS	29 TASTERS	21 TASTERS
	\$2.75	\$3.00	\$3.50
	6 TASTERS	18 TASTERS	5 TASTERS
	\$3.75	\$4.00	\$5.00
*WHAT COFFEE PRODUCT DOES MOJO COMPARE TO?	KEEFE	MAXWELL HOUSE	TASTER'S CHOICE
	16	43	17
	FOLGERS	AMERICAS CHOICE	
	9	8	

Many comments were made about the new MOJOE Coffee stating that it compares to Maxwell House and Keefe brands. One stuck out stating the following:

"MOJOE Coffee should come in an 8oz bag in order to engage in better competition with the 8oz Folgers jar. MOJOE should be sold at \$5.60 in an 8oz bag, this would be .70 cents per ounce. Many inmates use coffee products as money, and inmates prefer to buy 8oz jars of Folgers coffee at \$5.00 from the packaging companies compared to \$7.20 for an 8oz jar from the Canteen. MOJOE Coffee should show that it has a high caffeine rate on the label or a sticker. This would push sales of MOJOE Coffee, inmates love coffee with high caffeine."-HEREDIA, A. #41-59562

*This survey shows that inmates buy Folgers coffee more than any other brand, and that inmates split their purchases between canteen and quarterly packages. This survey also shows that inmates would buy MOJOE Coffee and would like to pay \$3.00 per 6/oz bag. Inmates compare the MOJOE look and taste to Maxwell house and Keefe coffee brands more than any other.

MARCH

2011

CANTEEN ORDER FORM



Name _____

Housing Unit _____

CDCR# _____

Cell Number _____

- ☑ All Sales Final - **NO EXCEPTIONS**
- ☑ Prices, sizes, brands, subject to change without notice
- ☑ Only current canteen lists accepted
- ☑ Only use **black** or **blue** ink pen
- ☑ Canteen closed each month for inventory
- ☑ Canteen closed on all state-approved holidays
- ☑ Disruptive individuals will be refused service

If an item you requested is out of stock, do you authorize substitution of a similar item? Yes No

N = New Item **A = Only Sold in A-Canteen** *** = Price Decrease** **☉ = Contract Item** **D = Discontinued After Stock is Sold**
S = Special Item **TO = Temporarily Out of Stock** **** = Price Increase** **E = Not Sold to EOP Inmates** **I = Not Sold to Infirmity Inmates**


SOUPS

Chicken Noodles	☉	.25 I
Hot Chili Noodles	☉	.25 I
Picante Beef Noodles	☉	.25 I

CHIPS - CRACKERS - POPCORN

Barbecue Chips	☉	1.90 I*
Cheese Crunchy	☉	1.65 I
Sour Cream & Onion	☉	1.90 I*
Chili Cheese Corn Chips	☉	1.65 I
Jalapeño Chips	☉	1.90 I*
Nacho Chips	☉	2.15 I*
Pork Rinds	☉	1.85 I**
Flour Tortillas 8"		1.30 I
Corn Tortillas		0.65 I*
Saltine Crackers	☉	2.00 I
Cheese Crackers 	☉	2.15 I
Snack Crackers	☉	2.50 I
Cheese Popcorn	☉	1.30 I
Peanuts, Dry Roasted 7oz		1.40 I


CANDY

Go Lightly Asst SF 2.75oz	☉	1.80 IN
M & M Peanut	☉	.90 I
M & M Plain	☉	.90 I
Milky Way 	☉	.90 I
Nutrageous Candy Bar	☉	.90 I
Reese's Peanut Butter Cups	☉	.90 I
Snickers	☉	.90 I
Snickers With Almonds	☉	.90 I
Twix	☉	.90 I
Tootsie Roll Midgets	☉	.06 I
Tootsie Roll Pops	☉	.15 I

COOKIES & PASTRIES


Peanut Butter Cookies	☉	1.35 I
Raspberry Cookies	☉	1.40 I
Chocolate Chip Cookies	☉	1.25 I
Chocolate Cream Cookies	☉	1.35 I
Oatmeal Cookies	☉	1.25 I
Duplex Cream Cookies	☉	1.35 I
Chocolate Drizzle Danish		.90 N I
Honey Buns		.90 I
Muffin, Banana Nut		1.05 I
Muffin, Blueberry		1.05 I
Chocolate Cup Cakes 		1.05 I

ICE CREAM


Carnation Ice Cream Sandwich		.70 I
Ice Tickle		.40 I
Butter Pecan Ice Cream Dryers		\$2.40 I
Chocolate Ice Cream Dryers		\$2.40 I
Vanilla Ice Cream 		\$2.40 -I
Strawberry Ice Cream		\$2.40 NI
Maxx Chocolate Peanut Butter		\$2.40 I
Maxx Butterfinger Dreyers		\$2.40 I
Maxx Java Mash Dreyers		\$2.40 I
Maxx Drum Stick Dreyers		\$2.40 I

NO SPOONS PROVIDED WITH PURCHASE

SODAS

Pepsi Cola 12oz	☉	.55 I
Diet Dr. Pepper 12oz 	☉	.55 I
Mountain Dew 12oz	☉	.55 I
Mug Root Beer 12oz	☉	.55 I


MISCELLANEOUS BEVERAGES

Coffee Creamer	☉	1.80
Folgers 8oz	☉	7.25
Freeze Dried Coffee 3oz	☉	2.70 I
Mojo Instant Coffee 6oz 		4.90 N
Hot Cocoa 8-pack S/F		2.20 I
Powdered Milk		4.20 I
Strums Kiwi Strawberry		4.05 I
Strums Lemonade		4.05 I
Sweet Thing Aspartame	☉	1.50 I
Tea Bags		1.80 I
Tang, Sugar Free Sports Drink		2.95 I


SPICES

Adobo Seasoning	☉	.90 I
Bacon Bits Imitation	☉	.75 I
Cinnamon	☉	.75 I
Crushed Peppers	☉	.75 I
Garlic Powder	☉	.90 I
Lemon Juice	☉	.75 I
Minced Onions	☉	1.00 I
Salt & Pepper		1.60 I
Seasoned Salt	☉	.75 I
Vegetable Flakes 		1.35 I

FOOD ITEMS - CONDIMENTS

Beans, Instant Refried 8oz	☉	1.20 I
Beef Stew / Pouch	☉	1.65 AI
Cereal Scooters		3.10 AI
Cheese Cheddar 14 oz.	☉	2.00 I
Cheese Habanera 14oz.	☉	2.00 I
Chili No Beans / Pouch	☉	1.50 AI
Chili With Beans / Pouch	☉	1.50 AI
Extra Virgin Olive Oil		3.25 I
Hot and Spicy Sausage		1.75 I
Hot Beef Stick		1.20 I
Hot Beef & Jalapeno Cheese Stick		1.20 I
Hot Sauce	☉	.75 I
Garlic Hot Sauce	☉	2.70 I
Jack Mack / Pouch		2.00 I
Macaroni and Cheese	☉	.85 I
Mackerel Fillet / Pouch	☉	1.10 **AI
Mayonnaise 11oz	☉	2.20 I
Meatballs	☉	2.55 **AI
Mixed Vegetables		1.15 I
Oatmeal Instant (Flavored)	☉	2.50 I
Olives, Green / Pouch		1.60 AI
Oyster Smoked / Pouch	☉	1.70 **AI
Peanut Butter	☉	2.25 I
Peppers, Jalapeno 	☉	1.80 I
Peppers, Yellow	☉	1.80 I
Picante Sauce	☉	1.00 I
Pickle, Hot / Pouch	☉	.80 I
Pickle, Kosher / Pouch	☉	.80 I
Rice, Pre-Cooked	☉	.85 I
Roast Beef / Pouch	☉	3.50 ato
Salmon / Pouch	☉	1.40 I
Sardines / Pouch	☉	0.95 **AI
Shredded Beef	☉	3.55 **AI
Soy Sauce 6oz	☉	1.15 I
Spam / Pouch	☉	1.40 AI
Tuna / Pouch	☉	1.25 **AI
Vienna Sausage / Pouch	☉	1.85 AI

CANNED FOOD PRODUCTS

Beef Stew	☉	2.30 I
Chili No Beans	☉	2.15 I
Chili With Beans	☉	1.50 I
Meatballs	☉	2.75 I
Menudo Hot	☉	2.10 I
Olives	☉	1.90 I
Roast Beef	☉	3.60 I
Tuna 	☉	1.20 I
Spam	☉	2.25 I
Chicken Vienna Sausage	☉	.70 I

PIA
COF / COFFEE ROASTING
*** Statement of Earning ***
 February, 2011

T-22165	SINGH						Available Hours: 162		
	=== Monthly ===		== Over-Time ==		== Benefit ==		Adjust	Total	%
Rate	Hours	Amount	Hours	Amount	Hours	Amount	Amount	Amount	
\$0.40	115.50	\$46.20	0.00	\$0.00	0.00	\$0.00	\$0.00	\$ 46.20	71.30 %

*** Not Negotiable ***