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New England Convenience Store
A s s o c i a t i o n

NECSA News

"The Voice of the C-Store Industry"

September 2009

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Dear Christina,

NECSA would like to invite you to join the association for a premiere fall event, NECSA's Executive's Networking Luncheon from 9:00 AM - 1:15 PM on Thursday, October 15th at Lombardo's in Randolph, Massachusetts.



Petrowski & Armour

This one-day conference will feature an exciting program with a presentation by **Joe Petrowski, President and CEO of Gulf Oil** and the latest C-store industry update by **Hank Armour, President and CEO of the National Association of Convenience Stores**.

Joe Petrowski will share his expertise and his presentation will cover topics such as: the economy as it relates to the oil industry; pending issues before Congress; whether or not operators should look at gas/diesel as a profit center; and, what a brand is worth on the street in a consumer's mind.

Hank Armour will provide attendees with the most up-to-date 2009 NACS Industry Update which includes the latest data on growth categories. This detailed presentation is a must-see for retailers who are not able to attend the upcoming NACS Trade Show in Las Vegas in late October.

"What sets the New England Convenience Store Association apart is its outstanding business network. NECSA events bring together passionate and dedicated retail

professionals and vendors who support the c-store industry. Attending this fall program is a great opportunity for executives and store operators to network as well as learn about the latest industry trends from two expert speakers."

~ Paul Samar

Executive Vice President

Drake Petroleum Co. / Xtra Mart & President of NECSA

This networking program, which takes place from 9:00 AM - 1:00 PM, will provide retailers, suppliers and wholesale distributors with valuable industry insights to enhance your business. Plus the event is an opportunity to network with fellow C-store industry executives and vendors to find out what others are doing to meet today's challenges and profits. Retailers, vendors and distributors are welcome to attend. For NECSA members, the program is \$65 and the nonmember price is \$95 per person. The registration fee includes a continental breakfast, lunch, access to the morning and afternoon seminars and a networking break.

Additionally, NECSA's Committee members are encouraged to attend the Annual Meeting Breakfast which will be held from 8:00 - 9:00 AM. During the continental breakfast, NECSA's Board of Directors and Associate Board election's will take place.

To register, go to NECSA's website at www.necsa.net. Sponsorship opportunities for the program and vendor display tables are available, but are limited. Call NECSA today if you're interested in being a sponsor. **For more information or to register, please contact NECSA's Programs & Events Director Christina Apostal at (781) 297-9600, ext 4 or at Christina@necsa.net.**



2009 Education Offerings Survey Results

In order to best serve your business as a valuable educational resource for the c-store industry, previously NECSA asked its members to participate in the **2009 Education Offerings Survey**, and

here's what you told us!

In terms of topics of interest for a seminar or training program, the most popular answers were **marketing** in the operations category and **motivating employees** in the soft skills category.

An overwhelming number of members listed **Worcester, MA** as being their ideal location for an educational program, with **March, April and October** being the preferred months for a seminar. Members also preferred trainings to take place on **Wednesdays, for the programs to be a half-day and for the targeted audience to be store managers.**

Also, nearly all of the members surveyed stated that **store operations training** is the primary focus for their company's training department curriculum.

Thank you to NECSA members who participated in the 2009 Education Offerings Survey. NECSA will now tailor our future educational programs in response to the survey results.

November 5th Share Groups - Stoughton, MA

NECSA members are invited to participate in two NECSA Share Groups on Thursday, November 5, 2009 at NECSA's office in Stoughton, MA. The Share Groups give members the chance to network with colleagues within the industry and learn from one another. They are for retailers only and are informative, informal and free!

Join us from 10 am - 11:30 am for our Human Resources Share Group moderated by **Ken Hawes, Director of Training and Development for Honey Farms, Inc.** where the topics to be discussed will include Management and Leadership, Performance Evaluation, Wage/Benefit Compensation, and Training Programs for your staff.

After a short break and complimentary light lunch, from 12 pm - 1:30 pm **Tim Brunelle, Director of Loss Prevention at Drake Petroleum Co./Xtra Mart** will moderate a Loss Prevention Share Group including discussions on Operations and Loss Prevention, Technology and Safety and Security.

The goals of the Share Groups are to provide NECSA members with an opportunity to network with colleagues and take advantage of the expertise within our industry. Come to one or come to both!!

To register contact NECSA's Programs & Events Director Christina Apostol to register at (781) 297-9600, ext. 4 or at Christina@necsa.net. Seating is limited so sign up today! When you register you will receive a confirmation as well as directions to NECSA's Stoughton office.

We hope to see you in November!

NECSA Now Accepting 2009 Store Operator of the Year Nominees!

Store Operator of the Year nominations are now being accepted! The deadline for nominations is November 2, 2009. NECSA's Store Operator of the Year Program is designed to honor those outstanding individuals who set the standard of excellence for the C-store industry in New England. If you know a convenience store manager, franchise owner or owner who runs an exceptionally good store then he/she may be eligible to win NECSA's 20th Annual Store Operator of the Year Award! To nominate an individual, go to NECSA's website at www.necsa.net and download the nomination form and fax, email or mail to NECSA. If you have them, please include back-up materials which can help the judges make decisions based on evidence of excellence.

Such materials can include photos of special promotions and store appearance, testimonial letters from employees, customers or community organizations, news clippings, and any other items that support the nominee's outstanding qualifications. Please help us give them the credit they deserve!

First, second, and third place winners will receive CASH PRIZES. Awards will also be presented for excellence in Store Operations, Customer Service, Community Service, Leadership and Merchandising. NECSA's 2009 Store Operator Award Winners will be honored on Tuesday, April 27, 2010 in Worcester, MA.

Questions? Contact NECSA's Programs & Events Director Christina Apostol at (781) 297-9600, ext. 4 or at Christina@necsa.net.

The New England Convenience Store Association represents and protects the interests of retailers and suppliers in the convenience store industry in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Our online newsletter is a way to provide you with up-to-date information and news related to your C-Store business!

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