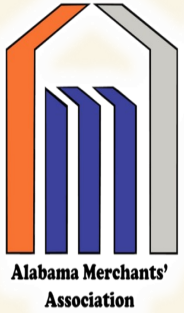


SUMMER 2018



THE AMA TIMES

BACK OFFICE



UNITY TRUST ETHICS

AMA PREFERRED VENDORS

Company Name	Contact Person	Phone Number
Aardwolf Pest Control	Mark Durden	205-753-3694
Alabama Crown	James Price	205-605-1421
ATM Link	Minhas Vellani	281-568-4443
BTC Wholesale Distributors	Frank D'Amico III	205-324-2581
BTC Wholesale Distributors	Chris D'Amico	205-999-2044
Buffalo Rock Birmingham	Booker Ware	205-288-1754
Card Service International	Mohammed Moinuddin	404-354-5490
Cary Oil	Mike Dowling	225-751-3998
Chilly's Ice Cream	Ricky McDuffie	251-721-0601
Clothes Bin	Elizabeth Hall	833-252-5684
Coco cola bottling company united	Jeff Graham	205-849-4785
Coco cola bottling company united	Brandon Higgins	205-453-5187
Frito Lay	Joe Shelley	205-432-8233
Golden Flake	John Rainey	205-242-0546
Gordon Food Services	Laura Alexander	205-586-2214
Gulf Distributing Company (7UP)	Lane Harbin	205-251-8010
Gulf Distributing Company (Nesquick)	Paul Gwarjanski	205-306-9628
Gulf Distributing Company (Redbull)	Joey Irelan	850-554-6261
McKinney and Co. Insurance	Ruhi	770-723-9901
Modisoft	Sohail	346-901-1101
Petrey Wholesale	Greg Cooks	205-410-3027
Red Diamond Food Service	Ryan Greipenstroh	205-382-3740
Sanico	Cara Hunter	205-422-5836
The Icee Company	Paul Chappell	770-277-7901
Twin City	Johanna Bottoms	334-745-4564
United-Johnson Brothers	Michael Gruber	205-281-3402
World Pay	Che C. Powell	678-587-1450

Members who do not receive a response within 72 hours from approved vendors, those listed

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P R E S I D E N T ' S L E T T E R

Dear members,

First and foremost, I would like to thank the membership for putting their faith in me and giving me the opportunity to serve AMA as its President once again. I hope to fulfill my duty as the President of AMA to the best of my ability. In this newsletter we will introduce the membership to their new Executive Committee and Board of Directors.

I wish them all the best for the upcoming cycle and hope they are able to fulfill AMA's mandate to the best of their abilities. I would also like to thank the retiring BOD and management committee for their unwavering commitment and service. Please join me in wishing the board a very warm welcome and wish them all the best in all their upcoming endeavors.

As we all are well aware, the convenience store industry has gone from being a technology laggard to a technology leader in using new technologies to deliver convenience.

As society is more connected now than ever before, technology has changed the way consumers interact with software and with each other. Companies such as Google and Amazon have also changed consumer expectations of technology. Millennials and younger consumers continue to drive interconnectivity. As they continue to make up a growing part of the purchasing and workforce population, low tolerance for poor user experiences means all businesses will need to step up their game. On the back-end, c-stores can leverage the power of technology to track inventory in real-time using up-to-date barcode scanning and data-driven software platforms. These platforms can also help drive up business by tracking sales.

AMA's focus this year is to promote technology and education to improve retail intelligence and to capitalize on the connected experience to help our members win.

Back Office is one such tool that AMA will be concentrating on and helping members to reap benefits of this technology. The most powerful thing retailers possess is their data—Consumer preferences and other data to conduct trend analyses, note the success—or failure—of promotions and make future predictions.

Back office software should connect to every smart object at the location, from tank gauges to POS systems, providing the data necessary need to run a business better. And it's not enough to merely connect and collect data—software must also be capable of synthesizing that data into actionable insights that empower retailers to transform their business.

With multiple educational sessions through out the year, AMA seeks to empower its membership to run their businesses with at the edge of new and innovative technology so that the members are working harder and smarter!

Other interesting topics that will be tackled in the education and training sessions will be ADEM underground storage tanks and ABC Alcohol and Beverage.

I hope to see the membership at all the sessions to benefit from knowledge offered and be empowered to run a top notch, tech savvy retail business.

In conclusion, the new Board and I, hope to serve with renewed energy and work towards the above mentioned goals and are looking forward to a progressive and fruitful year.

Thank you

Yours truly,

Parvez Mulji

President, AMA



President

Parvez Mulji

Vice President

Shezad Keshwani

Honorary Secretary

Malik Bhaidani

Treasurer

Murad Ali Budhwani

Marketing & Promotions

Nizar Batada

Compliance

Karim Panjwani

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DARK HORSE™ 375mL Cans Launch



Why Believe in the Can Format?

The can format continues to experience significant growth

Between 2013 and 2017 the use of the Can format in alcohol beverages grew 92%

Cans are popular with Millennial Consumers

Millennials make up 52% of the RTD alcohol-beverage category

51% of Millennial men drink RTD beverages from cans

Wine consumers are open to alternative formats

39% of wine buyers purchase wine in single-serve formats



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10 Simple Ways to Keep Your Gas Station Customers Happy!

By [cpadmin](#)

Through the Eyes of the Customer!

You may not realize how important it is to maintain your station — inside and out. Remember, customers talk to their family and friends and news of your clean, safe, well stocked site will get around. Here are ten simple tasks that will have a positive impact on your sales!

1. Excellent Customer Service — Focus on your customer service by making sure your employees are always attentive, courteous, and presentable. The reputation of your station's staff is key to your success.

2. Stock Up — Selling at least the basics in your convenience store and always being fully stocked with all merchandise shows your customers you're on top of things! All merchandise should be front facing and have labeled pricing. None of your customers want to see expired food! Make sure all products are current on their expiration dates. And don't forget about your hot and cold beverage equipment which should always be clean and in good working order.



3. Inside Store Cleanliness — Your C-Store should be well-maintained at all times. Keeping your c-store up to par with always having clean windows, floors, and restrooms is a must! We all know that clean bathrooms are important to the customer. Make a strong effort to maintain and modernize your restrooms and, of course, your overall store appearance will help increase your sales. Make sure you have a daily plan to keep your c-store spotless.

4. Outside Store Appearance — Just as the inside appearance of your c-store is important, so is the outside! Dispensers, driveway, canopy, trashcans, and landscaping are the first things your customers, and all other passing traffic, will see. Make everything sparkle!



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5. Dispensers And Gas Pumps — Be sure that your dispenser nozzles, covers, and handles are clean and free of dents and damage. Check to see if dispensers are working and pump at a normal rate. It's also important to have your credit card paper always stocked for the consumer in case they want, or need, a receipt. Always have required regulatory and operational decals present and in good condition. Always have windshield washer supplies available at each pump island. Garbage cans by the pumps can overflow quickly, so make a daily effort to empty all trashcans. Not doing this will turn a customer away in an instant!



6. Gas Station Lighting — It's crucial to keep your site well lit and safe — especially during dawn and evening hours! This will prevent your customers from getting injured or harmed in any way. This also will encourage your customers to visit because they will feel secure, especially outside at your pumps during evening hours.

7. Gas Station Walkways — Always keep walkways cleared to provide a safe path for the customer. If repairs are needed on your grounds, make sure to contact the appropriate channels to get the job done right. During inclement weather always make sure your lot and your sidewalks are plowed and salted so there is no potential chances of injuries.

8. Promotional POP Materials — What's better than representing your gasoline brand appropriately? Always staying current on your gasoline brand POP materials is crucial. These promotional items should be posted in accordance with program requirements and hung correctly. Your customers look at your promotional signage on a daily basis, so do it right the first time!



9. Store Marketing Materials — Will your customer see that small starburst with the price on it in your storefront window? Probably not. Marketing materials that you create represent not only the items you are promoting, but the imagery of who you are as a convenience store. Make sure your marketing materials are tasteful AND fun! Promoting products and current promotions is a great additional way to add brand awareness. The customer will most likely buy your special if it's advertised correctly.

10. Competitive Gas Pricing — Keep your gasoline pricing comparable, or below, other neighboring sites. It's a great way to maintain loyalty and get repeat customers. Everyone wants the best prices in town!

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AGA KHAN FOUNDATION





The Aga Khan Foundation Walk is held every year in selected cities around the United States. It is organized by the Aga Khan Foundation and Birmingham proudly supports this excellent cause. This organization aims to break the cycle of globally poverty. AKF has reached over 5 million people globally and raises billions in funding to alleviate poverty. Furthermore, it has raised funds for projects that have helped 16 countries socially, culturally, and economically.



This year, once again, Birmingham will be honored to have the AKF walk on September 23, 2018 at Veterans park Birmingham Alabama. We would like to invite the entire community along with their extended family and with their extended family friends to contribute towards this great cause.

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The Cromwell Group, Inc.
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The New Doctrine of Negligent Hiring: Here's Help for Hiring Managers
by Herbert J. Bowsher, Sr.

What's "new" about Negligent Hiring? In a word, this legal concept represents an *expansion* of a hiring manager's responsibility for those hired.

Traditionally, responsibility was based on the old legal concept of *respondent superior* (Latin for "Let the master answer"). The theory is that an employee is acting as an agent of his employer. An employee's promise is the company's promise. Further, if a driver of a company vehicle negligently injures a pedestrian, the company is liable. Nothing difficult or unreasonable here.

The concept of Negligent Hiring takes this a step further by arguing that an employer owes a *duty* to three categories of people: co-workers, customers and *the public at large*. It really is, as *Employment Law News* put it (August, 1999), "The Employer's New Frontier".

In short, an employer is guilty of Negligent Hiring when an employee with a criminal record poses a threat to any of the three categories mentioned above.

As one case defines it, "Negligent hiring occurs when, prior to the time the employee is actually hired, the employer knew or should have known of the employee's unfitness, and the issue of liability focuses upon the adequacy of the employer's pre-employment investigation into the employee's background." (*Garcia vs Duffy*, 492 So.2d 435(1986)).

The example that best illustrates this is the Illinois case, *Maloney vs. B & L Motor Freight*. A long distance truck driver for B & L picked up a female hitchhiker and raped her in the cab's sleeping compartment. The victim sued the freight company for negligent hiring. The driver's prior conviction for sexual assault was unknown because the company had not ordered a criminal background check as a part of the hiring process.

B & L's attorneys argued that the company had conducted a check of his driver records which were clean. They also pointed out that this was beyond the scope of the company's responsibility because it has a strict, written policy which forbids the picking up of hitchhikers.

The court (and all subsequent appellate courts) found against the company whose drivers were in "close proximity to the general public". Therefore, the company's failure to order a criminal background check in addition to his driver records showed a lack of due diligence in hiring. A presumptive responsibility to the public at large was present.



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The key for hiring managers is the exercise of due diligence in formulating and following company policy. Fortunately, “due diligence” allows for human error and oversight as long as a reasonable attempt at discovery can be demonstrated.

For example, Derek Hinton in *The Criminal Records Book: the Complete Guide to the Legal Use of Criminal Records* (page 80) cites the case of an employer in Dallas County, Texas who ordered a criminal records check on a prospective employee in his home county. The search failed to uncover a violent crime committed while the subject was on vacation in Tupelo, Mississippi. The courts absolved the company of responsibility because a reasonable and good faith effort had been made.

Does this mean that no one with a criminal record should be hired? Here again companies do have some latitude. Courts recognize that to say an employer can never hire a person with a criminal record "...flies in the face of the premise that society must make a reasonable effort to rehabilitate those who have gone astray." (*Williams vs. Feather Sound, Inc* 386 So.2d 1238 at 1241).

In conclusion, how can a company best address these issues? At minimum, these questions should be asked:

- Are there written policy guidelines in place to adequately evaluate the background of each prospective employee?
- Are there processes in place to ensure the guidelines are followed for each prospective hire?
- Is adequate documentation included in these processes?
- If an exception has been made to the above guidelines, can it be demonstrated that it was made for good, fair, and non-discriminatory reasons?

Herbert Bowsher
President
(205) 999-8009 cell

This author is not an attorney and the article is not intended as legal advice. Readers are encouraged to seek appropriate legal help when needed.

💡 Vendor Spotlight 💡

Frito Lay began its partnership with AMA in 2004. We were the first Salty Snack preferred vendor to join AMA. The relationship has been strong over the last 14 years. AMA's growth with Frito Lay has consistently outperformed the category. We rely on our strong core brands like Doritos, Lays, Ruffles and Cheetos to drive profit. We ask that members take advantage of the balance of year 2018 promotions on our \$1.69 size items. They can also leverage our new innovation items (highlighted below) called **TAKE OF AMERICA**. We appreciate your business and look forward to a continued partnership.



*Shelley, Jonathan N
Key Account Manager,
Frito Lays*



Benefits for Back Office (Modisoft Inc has POS system and Back Office software)

- **Sales: Live Sales**

- a) *The client can view full transaction receipts from your register (s) directly on your phone, iPad or Desktop/laptop.*
- b) *Modisoft Backoffice is a cloud base so you can view live from anywhere in the world.*
- c) *The client can monitor non-scanned or manual ring up sales.*
- d) *The client can review, verify and correct prices of new items*

- **Fuel**

- a) *The client can update fuel prices from anywhere in the world thru mobile or computer.*
- b) *The client can manage fuel deliveries and payments*
- c) *The client can reconcile fuel reports. SIR/Tank report log can be automatically generated and stores.*

- **Payroll**

- a) *The client you can seamlessly print payroll checks, track and manage timesheets.*
- b) *The client can have a clock in /out using fingerprint technology or thru ID numbers.*
- c) *Once Time records are collected they are transferred automatically from the time clocks to the software in real time as it happens. And no one can change the timings.*

- **Inventory**

- a) *The client can get inventory count real-time via app or PC*
- b) *You can obtain detailed shrinkage reports for each item*
- c) *You can get accurate margins and inventory reports*
- d) *You can track purchases and deliveries*
- e) *The client can receive EDI invoices (electronic detailed invoices) or scan thru Modisoft App*
- f) *Add /update items from your phone*
- g) *Update inventory count from Modisoft App*
- h) *Add items or change prices at multiple locations with One-Click*
- i) *Get notifications regarding price changes, Manual transactions, and New Item Scan*
- j) *You can adjust pricing to all your items at once using Price group or categories.*
- k) *You can create promotions using auto-expire, mix or match and combination promotions all from one screen*

- **Lottery**

- a) You can manage lottery inventory.*
- b) You can manage tickets sold*
- c) You can manage tickets return*
- d) You can manage sales and settlement*

- **Scan data**

- a) Schedule Cig Scan report*
- b) You can assign promotions and manufacturer items*
- c) You can get incentive from cigarette companies.*

- **Daily reports**

- a) You can do your daily reports and see any previous report*





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