



JUNE 2019

ARA NEWSLINE

UNITY IS OUR STRENGTH



AGBM 2019

SPECIAL EDITION

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ARA PREFERRED VENDORS

Members who do not receive a response within 72 hours from an approved vendor listed below are encouraged to call the ARA office for assistance.

BEVERAGES

Buffalo Rock

Contact Person: Tommy Godfrey
Phone: 770-301-6259

Coca-Cola

Contact Person: Carlos Hagood
Phone: 678-294-2260

Community Coffee Co.

Contact Person: Chris Jones
Phone: 813-505-9044

Jarritos

Contact Person: Ismael Martinez
Phone: 915-892-6045

Matador Distributors

Contact Person: Stilian Todorov
Phone: 770-714-5868

Metro Coffee

Contact Person: Tom Drescher
Phone: 770-870-8852

Monster Energy

Contact Person: Antonio Bivins
Phone: 901.288.0278

Pepsi

Contact Person: Robert Smyth
Phone: 770-527-4685

Royal Cup Coffee

Contact Person: Nelson Wilbanks
Phone: 404-391-7635

BACK OFFICE SOFTWARE

Modisoft

Contact Person: Sohail Modi
Phone: 1-877-602-6634

FINANCIAL SERVICES

ATM Link (ATM Services)

Contact Person: Minhas Vellani
Phone: 281-568-4443
Tech Service Line: 877-937-9286

TransNet Enterprises Inc.

Contact Person: Laila Adtani
Phone: 404-771-6577

SmartbizPay

Contact: Mohammed Moinuddin
Phone: 404-806-5871

World Pay

Contact Person: Jemel Bryant
Phone: 678-587-1892

GROCERY

Core Mark

Contact Person: Treasure Lemons
Phone: 404-313-3560

GROCERY

Eby-Brown

Contact Person: Barry Bentley
Phone: 678-787-8510

H.T Hackney

Contact Person: Mike Simmons
Phone: 678-907-3367

ICE/SOFT ICE/ICE CREAM

Home City Ice

Contact Person: Travis Johnston
Phone: 731-441-2169
Customer Service Line: 888.582.3124

Premium Distributors

Contact Person: Steve Miller
Phone: 770-424-8851

PROPANE GAS

Amerigas

Contact Person: Charlie Sims
Phone: 770-458-8568 or 770-861-8499

Blue Rhino

Contact Person: Darius Lowe
Phone: 336-659-6926

SNACKS

Frito-Lay

Contact Person: Rob Riddell
Phone: 859-221-0811

Golden Flake

Contact Person: Keith Shirah
Phone: 404.983.2426

Honest Kitchens Atlanta

Contact Person: Sam Strickland
Phone: 770-743-7993

TANK MAINTENANCE

Center For Testing

Contact Person: Asad Altabchi
Phone: 678-637-6333

WASTE/RECYCLING SERVICES

Waste Industries

Contact Person: Tammy Bryant Pope
Phone: 252-293-4474
Customer Service Line: 877-649-2783

ARA PHONE: 770-455-4455

DISCLAIMER: ARA Newline is a monthly publication which brings helpful business information to ARA members. The articles in this newsletter represent the view of the authors and not necessarily those of the public. While every precaution is taken to ensure that information represented is accurate, the publisher does not assume responsibility for the origin or correctness of the information supplied to us or the quality and performance of products advertised herein. FOR COMMENTS & CONCERNS CALL ARA AT 770-455-4455.



ARA BOARD



Chairman
Karim Thobhani

Vice Chairman
Firoz Narsidani

Honorary Secretary
Malik Jivraj

Treasurer
Alnoor Kassam

*Vendor Relations
Committee*
Akbar Sharif

Director
Murad Jiwani

Director
Jamal Tajuddin

Director
Yousuf Dosani

Director
Irfan Lakhani

Office
2055 North Brown Rd. #200
Lawrenceville, GA 30043

Office Hours
Monday - Thursday
9:00 am - 5:30 pm
Friday
8:30 am - 5:00 pm

Phone
770-455-4455

Fax
404-478-8525

Website
www.araonline.us

Email
admin@araonline.us

Chairman's Note

Dear ARA Members,

On behalf of the Board of Directors and Staff of the Atlanta Retailers Association, I would like to sincerely thank each and every member that joined us on Saturday, May 11th for the 24th Annual General Body Meeting and Gala (AGBM). We had a great turnout as nearly 1,300 members, and guests took part in making the evening a successful and memorable event. I would also like to thank our vendor partners who came together for the evening to celebrate ARA's success over the last 24 years and the promise of what's yet to come. Additionally, I would like to convey my sincere gratitude to the evening's Keynote Speaker, Mr. Scott Hilton, whose address on streamlining Government regulation for small businesses is a topic of utmost importance for our industry. I would remiss to not acknowledge and thank our guest speakers, National EPB Chairman, Mr. Akbar Poonawala, SE EPB Chairman, Mr. Nazim Ali and ARF Trustee Mrs. Shyna Salim. Lastly, many thanks to the AGBM Team led by Mr. Akbar Sharif for the countless hours spent in planning, organizing and coordinating all the details associated with an event of this size and scope.

I would also like to thank Members that submitted Directors Nomination Forms to serve on the ARA Board of Directors. This year's Director elections were unprecedented in that there were seven candidates running for office. Ultimately two candidates prevailed, therefore, join me in congratulating and welcoming Mr. Yousuf Dosani and Mr. Irfan Lakhani to the ARA Board. I'm certain they will make positive contributions for Members and the Association.

As I referenced in my address during AGBM, the Board of Directors has been hard at work laying the foundation to take the steps necessary to advance ARA to the next level. Our competition is getting stronger and increasingly focusing on technology, food services, branding and loyalty programs. We must work together to meet these challenges with eyes wide open and head-on. Key to reach those steps was to revamp ARA's Management and Leadership structure. As you read this note, we are in the final stages of appointing ARA's Chief Executive Officer (CEO). Several high caliber candidates were interviewed until a final selection was made. You will receive communication very soon as to the CEO's appointment, qualification and credentials. Another key step that we are undertaking is the formation of internal committees that will be staffed with individuals armed with a wealth of knowledge both internal and external to the convenience retailing industry. The committees being formed include: Governance, Volunteer Development, Strategic Planning, Management and Performance, History Preservation, Grievance & Ethics, Vendor Relations and Financial Audit. Once the committees are formed and members are appointed, they will serve to guide and update ARA's Board and Management team to efficiently respond to competitive activity and shifting consumer trends.

As you've heard before, I refer to working together to meet competitive challenges head on. But, what does "working together" mean for our Members? It means supporting the programs and initiatives launched by ARA for the benefit of its Members, it means being compliant to agreements laid forth by the Vendor Relations Team, it means buying products only from preferred vendors, it means not outsourcing to save pennies in the short term and lose dollars in the long run. Always consider this, we are 1,000+ stores strong, that's 18% of the Georgia Convenience Market!!! When we rally, come together and act as one, there isn't a problem or issue we can't overcome. If we can't find a way, we make our own way. I firmly believe that if we truly come together, there is no limit to what can be achieved for you, our Member, and for ARA as an institution. The future is in our hands so stay strong and united by working together.

Karim Thobhani
Chairman
Atlanta Retailer's Association

MEET YOUR NEW ARA BOARD 2019 - 2020

THE ATLANTA RETAILERS ASSOCIATION (ARA) EXECUTIVE COMMITTEE ELECTIONS FOR THE 2019 – 2020 TERM WERE HELD AT THE BOARD MEETING ON MAY 14TH 2019, IN PRESENCE OF CHAIRMAN, ADVISORY BOARD MEMBERS AND ELECTIONS COMMISSION.

THE RESULTS OF THE ELECTIONS WERE:



Karim Thobhani
Chairman



Firoz Narsidani
Vice Chairman



Malik Jivraj
Honorary Secretary



Alnoor Kassam
Treasurer



Akbar Sharif
Vendor Relation Committee Lead

THE NEWLY FORMED EXECUTIVE COMMITTEE WILL BE SUPPORTED BY



Murad Jiwani
Director



Jamal Tajuddin
Director



Yousuf Dosani
Director



Irfan Lakhani
Director



THE BOARD OF DIRECTORS WILL WORK TIRELESSLY FOR THE BENEFIT OF ARA MEMBERS

ARA CHAIRMAN ELECTED FOR NATA LEADERSHIP



The Atlanta Retailers Association (ARA) Board of Directors and Staff are delighted to announce that ARA Chairman Mr. Karim Thobhani has been elected to be the Vice Chairman of the National Alliance of Trade Association (NATA USA) for the current term. Please join us in congratulating our Chairman on his election to this very important position. We wish Chairman Thobhani the best of luck in this endeavor, and are confident that his leadership, in conjunction with the board will take NATA to greater heights.

NATA EXECUTIVE COMMITTEE

Mehdi Ali	Chairman
Karim Thobhani	Vice Chairman
Ahmed Mandani	Hon Secretary
Rahim Umlani	Treasurer
Firdous Ali	Member at Large

ADVISORY COMMITTEE

Pyarali Umatiya	President
Amjad Kadwani	Vice President
David Jaffer	Hon Secretary
Amin Maredia	Coordinator



THE TERRIFIC THIRTEEN

NATA's Thirteen Trade Association

- ALABAMA MERCHANTS ASSOCIATION (AMA)
Serving Alabama
- ARKANSAS BUSINESS ALLIANCE (ABA)
Serving Arkansas

- ATLANTA RETAILERS ASSOCIATION (ARA)
Serving Georgia
- BUSINESS ASSOCIATIONS FOR TRI STATE (BATS)
Serving New York, New Jersey & Connecticut
- FLORIDA RETAILERS' ASSOCIATION (FRA)
Serving Florida
- GREATER AUSTIN MERCHANTS ASSOCIATION (GAMA)
Serving Greater Austin
- GREATER HOUSTON RETAILERS COOPERATIVE ASSOCIATION (GHRA)
Serving Houston
- MIDWEST BUSINESS ALLIANCE (MBA)
Serving Illinois & Wisconsin
- MOKAN RETAILERS ASSOCIATION (MRA)
Serving Missouri & Kansas
- NORTH TEXAS BUSINESS ALLIANCE CO-OP (NTBA)
Serving Dallas & Oklahoma
- SOUTH TEXAS MERCHANTS ASSOCIATION (STMA)
Serving Dallas & Oklahoma
- TRI-STATE TRADE ASSOCIATION (TTA)
Serving Tennessee
- VIRGINIA TRADE ASSOCIATION (VTA)
Serving Virginia



AGBM 2019



The much-awaited Annual General Body Meeting and Gala (AGBM) was conducted on Saturday, May 11th, 2019 at The Hyatt Regency, Atlanta. With the continuous support and motivation of members, the Association stepped into its 24th year and is growing strong with the participation from members. This was the second grand event for 2019 after the successful ARA EXPO. Over 1300 guests, including ARA members, vendor partners, local government officials and dignitaries from the community graced the occasion.

At around 7.30 pm guests started walking in with joy and excitement to attend the GALA and were greeted by the Board of Directors and Staff Members. Before the commencement of the AGBM, an intimate reception was organized and hosted by the Board of Directors for vendor partners and leaders of the community to connect. Members were seen capturing pictures at the photo booth with family and friends to take home memories for a lifetime and enjoying the Indian classical music in the background.

The doors to the Ballroom were opened at 8.45 pm and as members and guests proceeded to be seated, a spread of delicacies were laid out for dinner. Everyone was requested to rise for the National Anthem performed by Anisha Merchant, which led to the commencement of the 24th Annual General Body Meeting for Atlanta Retailers Association. ARA Honorary Secretary, Malik Jivraj presented the amended by-laws and audit report followed by the approval of 2018 AGBM minutes. This year's guest speaker National EPB- Chairman, Akbar Poonawala highlighted the advantages of getting like-minded people together, to achieve common goals collectively. Being a part of the association helps in better purchasing power and leads to direct savings. He also added that the training and educational sessions conducted by the association have helped members grow their businesses. An insight on the various activities carried out by ARF was shared by Trustee, Shyna Salim Punjani and the impact it has made to the community at large.

ARA Chairman, Karim Thobhani took center stage and welcomed everyone to the 24th AGBM. He gave an overview of all the achievements in the past year and the planned roadmap for the association. With pride he informed the membership that this term has been the most successful and fruitful with continuing partnership with vendors and unity among the members.

AGBM 2019



The Keynote Speaker for the evening Mr. Scott Hilton, Executive Director of the Georgians First Commission came forward and emphasized the changing trends in the c-store industry and advised ways to overcome challenges. He primarily spoke on streamlining government regulations for small businesses and taking advantage of being a part of the association to access first-hand information on changing trends in the industry. Mr. Hilton concluded by praising how the association works tirelessly to safeguard the interest of the members and the cooperation received from the members has helped to achieve new heights. Chairman Thobhani and ARA PAC Chairman, Afroz Painter

congratulated Mr. Scott Hilton with a token of appreciation.

The new ARA Board for the term 2019-2021 was announced by SE EPB Chairman, Nazim Ali and welcomed them on stage. The newly elected Board Members, Yousuf Dosani and Irfan Lakhnai were introduced on stage. Retiring board members Suhel Kazani (ARA Chairman), Shamsuddin Nassar (ARA Treasurer), Siraj Roy (ARA Director), Siraj Lalani (Advisory Board Member) and Karim Aly (Advisory Board Member) were congratulated for their service and diligence during their tenure by Chairman Thobhani and NATA Honorary Secretary , Ahmed Mandani.



Starting this year, the Board of Directors announced the Employee of the year award which will be given to an employee with outstanding performance and contributions to the Association. For the year 2018, Mr. Luis Garcia, General Manager was recognized by Chairman Thobhani and Vice Chairman, Firoz Narsidani.

The AGBM meeting was concluded with the Vote of Thanks presented by Vice Chairman Narsidani by thanking all the guests for attending the 24th AGBM and paving the way for a shining year to celebrate the 25th Anniversary of the association in 2020.

1st Indian Idol, Abhijeet Sawant mesmerized the audience with his voice and had everyone dancing to the tunes of his famous songs. It was a memorable evening for all the guests who attended the 24th AGBM, we hope to receive the same support and motivation as we step into our silver jubilee year. Working together we have grown, and we look forward to reaching the next milestone with unity.







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FUN FRUITY FLAVOR**



20 oz Bottles
2/\$2.22

Buy one at regular retail



Coca-Cola 20oz
2 for \$3.00
Single at Regular cost
Single SRP \$1.89



Fanta 20oz
2 for \$2.22
Single at Regular cost
Single SRP \$1.39



Minute Maid Juice 12oz
2 for \$3.00
Single at Regular cost
Single SRP \$1.89



Dasani 20oz
\$1.19
IN-STORE PROMO



Smart Water 1L
2 for \$3.75
Single at Regular cost
Single SRP \$1.99



Body Armor 1L
2 for \$5.00
Single at Regular cost
Single SRP \$2.59



Vitamin Water 20oz
2 for \$3.00
Single at Regular cost
Single SRP \$1.79



Dunkin Donut Coffee 13.7oz
2 for \$5.50
Single at Regular cost
Single SRP \$2.99



Powerade 32oz
2 for \$2.50
Single at Regular cost
Single SRP \$1.79

ARA FLASH

SPANNER BOARD
PROMOTIONS MAY 1 -JUNE 30

FANTA



20 oz Bottles
2/\$2.22

POWERADE



2/\$2.50

MONSTER



2 For \$4.25

AQUAFINA



99¢



UPDATE INTERIOR SIGNAGE TO REFLECT THESE PROMOTIONS

SAFETY SECURITY

UPCOMING SEMINAR



OPERATION 21



Safety & Security Training seminar

- Robbery Prevention
- Theft Prevention
- Internal & External Environment
- Slider Crimes

Tuesday June 18th 2019
6 pm to 9 pm
Space is limited

CALL ARA TO REGISTER (770) 455-4455

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Required by Georgia Environmental Protection Department (EPD)

After Completing this training course UST Owners will be trained on

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Financial Responsibilities, and Recordkeeping.

NOTE :
Members who completed their certification course in 2012, must recertify as their certification will be expiring in 2019.

\$90 FEE WILL APPLY

THIS IS A CERTIFICATION CLASS

Tuesday

June 25th, 2019

4pm to 9pm

SPACE IS LIMITED



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- Cold Docks To Maintain Product Integrity
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ARA MEMBER
SPECIAL OFFER**

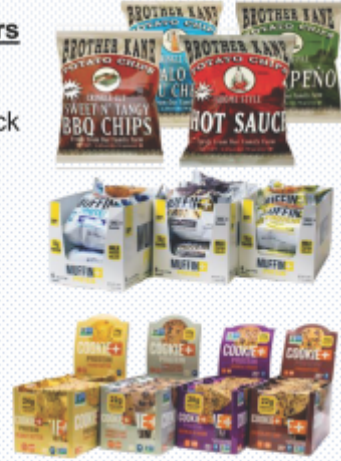
\$25.00 coupon for any new display purchased by ARA members

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- Loaf Cakes
- Brownie + Protein
- Double Muffins
- Malibu Kettle Chips
- Senor Papas
- Brother Kane Chips



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DAYS OF SUMMER

**\$1.50
EACH**



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6/1/19 – 8/3/19**



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pure water, perfect taste

20 oz bottles

99¢

Valid May 1 – June 30, 2019



Pepsi 20oz
2 for \$3.00
Single at Regular cost
Single SRP \$1.89



Kickstart 16oz
2 for \$2.50
Single at Regular cost
Single SRP \$1.49



Gatorade 28oz
2 for \$3.33
Single at Regular cost
Single SRP \$2.49



Aquafina 20oz
\$0.99
IN-STORE PROMO



Brisk Tea 1L
\$0.99
IN-STORE PROMO



Aquafina 1L
2 for \$2.50
Single at Regular cost
Single SRP \$1.69



GAME FUEL 16oz
2 for \$4.25
Single at Regular cost
Single SRP \$2.89



Rockstar 16oz
2 for \$3.33
In-store Promotion
Single SRP \$2.29

"A successful business
is built on customer
satisfaction."



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- Trusted Products
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Iced Latte

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Introducing a new iced coffee from Community Coffee—a line of creamy, delicious lattes with a hint of delightful flavor and a touch of sweetness. Packaged in just the right size, these lattes are the perfect treat any time of day.





Frito Lay Single Serve Off Shelf Promotion May 1, 2019 – June 30, 2019



- Featured Deal: 2/\$3.00 (single at \$1.89)
- ALL Lays \$1.89 Brand Chips
- Regular cost per unit: \$1.32
- Promotional Allowance: \$0.12
- Net Cost: \$1.20
- Est. Blended Margin: 29.9%

Display Requirements:

- At minimum 1 incremental (off-shelf) promotional fixture per store. This can be a weekender, TMD, All-in-One Rack, etc.
- High traffic perimeter location near Front Door, Register, Cold Vault, etc.
- Must have visible POS for promotion.



2/\$3.00
Single at \$1.89

UPC List/ Product Description for Promotion:

Product	UPC	Check Digit	SRP
Lays Sour Cream & Onion XXVL	42061	0.284004.2061.7	1.89
Lays Classic XXVL	42054	0.284004.2054.9	1.89
Lays BBQ XXVL	42053	0.284004.2053.2	1.89
Lays Dill Pickle XXVL	42066	0.284004.2066.2	1.89
Lays Salt & Vinegar XXVL	42055	0.284004.2055.6	1.89
Lays Honey BBQ XXVL	42052	0.284004.2052.5	1.89
Lays Sweet Heat XXVL	42065	0.284004.2065.5	1.89
Lays Flamin' Hot XXVL	42062	0.284004.2062.4	1.89
Lays Limon XXVL	42063	0.284004.2063.1	1.89
Lays Fiery Habanero XXVL	10557	0.284001.0557.6	1.89



Retail Profit:

- Units to fill weekender: **84**
- Initial Fill Cost: **\$100.80**
- Est. Retail Price: **\$145.50**
- Estimated Turns: **6**
- Est. Blend. Margin: **29.9%**
- Est. Profit Dollars: **\$269.14**



JUNE DISPLAY DRIVE 12OZ 2/ \$5

ALL VIP ACCOUNTS, YEAR ROUND
PACKAGES: 8OZ AND 12 OZ
REQUIREMENT: 2/ \$4.22 AND 2/ \$5.33



12 OZ 2/ \$5 HOT PRICE POINT!!

- JUNE 17 - 28
- DISPLAY PRICE POINT
- ACCEPT DISPLAY ON 12OZ
- CASE COST \$42.90
- 15 CASE BUY



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Your favorite coffee and tea since 1896.

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- Position you to better compete with QT, Race Trac and BP.
- Provide an upscale improved coffee.
- Supply POS materials to enhance the coffee area.
- Develop the ARA group as a Brand in the Atlanta market.

To sign up please call 800-366-5836

Be sure to tell our Customer Service Representative:

- ✓ That you are a member of ARA
- ✓ Your name and complete address of store
- ✓ The best phone number where you can be reached
- ✓ Complete address



Your information will immediately be forwarded to the ARA Rep at Royal Cup and we will contact you within 24 hours to schedule an appointment.

Special Offer!

MAY – JUNE
SPECIAL



ASSORTED
FLAVORS
\$1.69 Bags

2 / \$3.00

Single at Retail Price



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** 3 year term required – retailer must qualify and comply with Core-Mark requirements to receive.

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Laila Adtani - (404) 771-6577 | Laila@transnetenterprises.com

Email: info@transnetenterprises.com | Ph: (844) 329-1136 | Web: www.transnetenterprises.com



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Restrictions apply. Subject to credit review and our underwriting standards. *PFCU will contribute \$500 towards the cost of closing upon closing a loan of \$100,000 or more.

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- tank tightness test
- EVR test and installation
- Cathodic protection test and installation
- Water removal and more.
- Tank cleaning
- Dispenser installing
- Verifone register, Pinnacle and Clover
- Tank monitor, Veeder Root



ARA Member Exclusive Offer:

\$ 400.00 only
Compliance and EVR tests required annually Georgia:
• EVR test
• Line tightness test
• Leak detector test

\$ 250.00 only
Compliance tests required annually in Georgia:
• Line tightness test
• Leak detector test



Center for Testing & Engineering
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**Commercial Trash
and
Recycling Services**



With all the stress and constant thought that accompanies running and maintaining a business, putting thought into what you're going to do with your waste should never be an issue. Waste Industries is one of the nation's leading specialists in recycling and trash removal.



Our business-focused services include:

- Dumpster Rentals for Businesses
- Commingle and Cardboard Recycling
- Roll Off Services
- Compactor Services

Regardless of what your waste and recycling needs are, Waste Industries has a solution. For further information, please view our services in more detail above, and [contact us](#) with any questions you may have.

Waste Industries Representative- Tammy Pope : 252.293.4474
Customer Service Line : 877.649.2783

worldpay

Worldpay is NATA's preferred payments processor


Processing from Worldpay (Credit/Debit/EBT)

NATA members who purchase a Verifone Vx520 from Worldpay qualify for \$0.031 per transaction + payment network fees:

- Verifone Vx520 \$299.00 plus shipping/tax
- Verifone Vx805 Pin Pad (EMV/Chip) \$154.00 plus shipping/tax (optional external Pin Pad)

NATA members who do not purchase a Verifone Vx520 from Worldpay qualify for \$0.036 + payment network fees

- Member obtains a Verifone Vx520 from Worldpay without paying the \$299 fee*
- Member uses a terminal acquired from another source



Worldpay benefits for NATA members:

- Online Statement: \$0
- Real time Online Access: \$0
- Unlimited Batch Closing: \$0
- Unlimited Settlement: \$0
- 24hr Help Desk Support: \$0
- Chargeback: \$5/chargeback
- Voice Authorization: \$0.95/call
- Minimum processing fee: \$20/month

Vx520 and Vx805: A combination of convenience

Combining the standalone EMV ready Verifone Vx520 with the Vx805 PIN pad brings the latest technology to your business with features to help reduce fraud and add versatility for customer convenience.

Enhanced security

Tamper resistant and EMV chip card enabled, this terminal and PIN pad combo helps protect your business against fraud. And an optional point-to-point encryption (P2PE) service surrounds data with added security from swipe to payment processing.

Convenient and easy to use

This combination creates a more secure self-service experience for cardholders. No need to maneuver the terminal for payment. The cardholder easily swipes or inserts their card with ease.

Variety of payment types

Accept magnetic stripe and chip cards as well as contactless payments** from mobile wallets like Apple Pay, Android, and Samsung Wallet.***

For new sales services, please contact **Jemel Bryant** at [678.5871892](tel:678.5871892) or Jemel.Bryant2@worldpay.com

Offer ends October 31, 2019

*Requires execution of a three processing agreement and if member terminates early, in addition to any other early termination fee specified in the processing agreement, member will be required to pay \$299 fee for the terminal. Verifone Vx805 Pin Pad sold separately.


**Excludes contactless and Discover Online PIN transactions.

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WLC295 03/19

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