



Nov-Dec
2019

ARA NEWSLINE

UNITY IS OUR STRENGTH

*Wishing You a
Safe & Happy
Holiday Season*



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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

ABOVEO / Mercury One

Contact Person: Rafi Shaik
Phone: 678-883-2928

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: Careyann Robleski
Phone: 630-917-5700

GROCERY

Core Mark

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

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

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

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Chairman's Note

Dear ARA Members,

By the time you read this issue of the ARA Newslite, Thanksgiving will be upon us followed by the Holiday Season and Year-End festivities. This time of the year is very meaningful because it reminds us to express our gratitude for all the blessings we receive from our family and friends. In that spirit, on behalf of the ARA Board of Directors, CEO and Staff, it gives me great pleasure to wish you and your families a safe Holiday Season, an auspicious beginning to the New Year, and a prosperous 2020.

While on the subject of safety during the Holidays, please make sure to review the Safety & Security article in this issue. Although this time of year is full of happiness and celebration, Holidays are also a time of increased crime due to large crowds of Holiday Shoppers and even larger amounts of cash being handled. Some of the recommendations provided involve rechecking security systems - both at home and in your place of business. The biggest take-away is that we should all be more aware of our surroundings and very alert during this busy time of year.

As I mentioned earlier, this is the season of giving thanks and with that in mind, I'd like to convey my sincere thanks to all Members who took their time to join us for the 2019 AKF Walk Run in Atlanta. We hope you had a great time stopping by the ARA booth, spinning to win a prize and helping to make a difference by supporting the great work done by the Aga Khan Foundation. I would also like to recognize and thank all those who took the time to donate blood during the ARA Blood Drive. There is no greater good than serving others.

I'm sure you've noticed that the topic of compliance has been brought up many times by myself in previous notes, in communications from the ARA office, and in the CEO's remarks. Today, I'd like to introduce another element that will be prevalent in 2020: **CHANGE**. As you will discover in the upcoming weeks and months, significant changes are coming to ARA Member stores in terms of increasing profitability, different program elements and a new outlook in marketing. As you know, the cold vault is the most profitable area of the store, and thus the area that will see the most change in 2020. Our Vendor Relations Committee has been hard at work negotiating programs with current and new vendors. These contracts promise to deliver significantly increased sales and profitability. While some will be reluctant to embrace change, I urge all Members to be receptive to the information that will be presented whilst keeping in mind that every decision that was made was data driven with market research and analytics.

In order to ensure members are properly informed of all new programs and benefits, we will be hosting a kickoff 2020 Meeting on **Sunday, November 17th** at the Ashiana Banquet Hall. Make sure to register for this very important event. **You can't afford to miss this meeting as it ushers in "A New Day at ARA"**. Additional details will be communicated shortly.

With this great change that's upon us, I'm reminded of a quote by President John F. Kennedy: **"Change is the law of life. And those who look only to the past or present are certain to miss the future."**

Karim Thobhani

Chairman
Atlanta Retailer's Association

SPANNER BOARD INSERT PLACEMENT

November 1 – December 31



FANTA

KICKSTART

MONSTER

FRITO LAY



UPDATE INTERIOR SIGNAGE TO REFLECT THESE PROMOTIONS



Upfront Fees Apply for Attende and Exam
Fees will be Reimbursed if you pass the Exam **\$ 149**

**SATURDAY NOVEMBER 9TH, 2019
FROM 9AM – 5PM**

After Completing the Course and Passing the ServeSafe Exam, You Will

- Recognize Hazards to Food Safety and How to Prevent and Control.
- Receive, Store, Prepare, Cook, Serve, Hold and Reheat Food Safety.
- Prevent Contamination of Foods.
- Ensure the Proper Cleaning And Sanitizing of Equipments.
- Train Employees on Personal Hygiene Requirements and Proper Food Handling.
- Explain the Importance of Food Safety.
- How it Affects all Guests and Employess.

**: Register Today :
770-455-4455**

Space is Limited



UPCOMING SEMINAR



OPERATION 21



Safety & Security Training seminar

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

**Saturday November 23rd 2019
9:00am to 12:00pm & 1:00pm - 4:00pm
Space is limited**

CALL ARA TO REGISTER (770) 455-4455

QUICK THOUGHTS FROM THE CEO



Change is constant. Simply put, we must embrace change in order to fully succeed in life and business. To avoid it, or to refuse to change puts a person or a business at risk. Sam Walton, who built the world's largest retailer with Walmart, said it in a matter of fact way: "To succeed in this world, you have to change all the time."

Steve Jobs, the Apple leader who revolutionized many industries, stated it this way: "Innovation is the ability to see change as an opportunity – not a threat."

Why does this matter? The reason is because ARA is in the process of change... and it is absolutely for the better. Our goal is to make the necessary innovative adjustments to enhance membership financially and to strengthen the unified body of our group.

Will it feel different? Yes. Will you benefit from the changes? Yes. Do we need your buy-in? Yes.

My "ask" is that you attend our next Town Hall meeting with an open mind and a willingness to see how we are working to be a better ARA. The desired end result: more money for members, strengthened credibility with our supplier partners, executional enhancements in-store, and an ability to plan effectively. Our goal is to strengthen our brand image, so that we can benefit accordingly.

To compete in the aggressive Georgia Convenience Retail market, we must be strategic, creative, nimble and possess the ability to differentiate. We must appeal to consumers with our curb appeal, our friendliness and service, with our in-store variety, and with our willingness to execute daily. In addition, we must be trustworthy with our supplier partners by honoring all elements of our agreements. Demonstrating this honesty with these critical business partners should be the basic foundation of the ARA community.

Incredible things can and will happen if we conduct our business in this manner. Building and maintaining this trust is the single most important thing that ARA can accomplish.

Together, we can move our businesses forward with numerous benefits for all. But it will start with some simple changes in the way that we go to business. We will provide all of the exciting details at our upcoming 2020 kickoff meeting on Sunday, November 17th at the Ashiana Banquet Hall.

I'll close with one final quote from Michael Michalko: "Change the way you look at things, and the things you look at change." So very true.

Thanks for all that you do. Keep up the great work!

Steve

NOV-DEC 2019

PROMOTIONS



Coca-Cola UNITED



Coca-Cola 20oz
2 for \$3.00

Single at Regular price

Single SRP \$1.89



Fanta 20oz
2 for \$2.00

Single at Regular price

SPANNER BOARD



Coca-Cola 24oz
2 for \$3.50

Single at Regular price

Single SRP \$1.99



12 Pack Cans Core
\$5.29

Suggested Retail Price

In-Store Promo



Vitamin Water 20oz
2 for \$3.00

Single at Regular price

Single SRP \$1.79



Body Armor 16oz
\$2.19

Suggested Retail Price

In-Store Promo



Body Armor 28oz
2 for \$5.00

Single at Regular Price

Single SRP \$2.69



Body Armor 1L
2 for \$5.00

Single at Regular Price

Single SRP \$2.59



Smart Water 1L
2 for \$3.75

Single at Regular Price

Single SRP \$1.99



Dasani 20oz
\$1.19

In-Store Promotion



Powerade 32oz
2 for \$2.50

Single at Regular Price

Single SRP \$1.79



Powerade 20oz
2 for \$2.00

Single at Regular Price

Single SRP \$1.39



MAKING A DIFFERENCE AT THE AKF WALK RUN ATLANTA

September 29, 2019 – Stone Mountain Park





Robbery Prevention & Awareness During the Holidays And Beyond

By Luis Garcia de la Cadena – Atlanta Retailers Association

The Holiday Season is fast approaching bringing with it the joy of family gatherings, holiday parties, scrumptious meals, increased travel and gift shopping. Unfortunately, the Holidays also mean an increased risk of a robbery or other crime occurring as convenience stores are increasingly targeted due to larger amounts of cash and the potential ease of escape.

According to Law Enforcement statistics, most robberies share these characteristics:

- Robberies increase exponentially during the holiday season
- 2 key elements present in most robberies: **SURPRISE** and **CONFRONTATION**
- Robberies occur very quickly – under one minute in some cases!
- **Robberies are planned crimes**
- 50% of Robberies involve more than one perpetrator
- **Socio-economic status of the neighborhood is not a factor**
- Attractiveness of business to robbers can be measured
- The more attractive the target, the more frequent robberies will occur
- The dollars lost from a robbery do not impact the business as significantly as an injured employee or customer or a tarnished reputation as an unsafe establishment
- **The larger the amount of cash on hand, the larger the risk of being targeted for a robbery**
- The victim (store employee) was alone at the time of the robbery
- The store presented good potential for escape
- Lighting was poor or obscured during evening hours
- Visibility from the street is obscured or limited by excessive signs
- Perpetrators are usually male under the age of 25
- The perpetrator is familiar with store operations gleaned from observing the employee on duty and cash management habits
- At the time of the robbery, the employee on duty was on the phone, reading, distracted or simply not paying attention

Continued on next page

While the characteristics listed are common, by no means are they outside of our control. Here are some activities or behaviors that may indicate your store is being targeted for a robbery.

Be on Alert for

- Loitering in the store, parking lot or pump area
- Never allow anyone in the store before it opens or after it closes
- Individuals acting nervous or “just not right”
- Same car keeps driving by or is parked outside for a long period
- Customers taking a long time “browsing” in the store
- Customers asking questions about store procedures or times
- Customers wearing clothing not appropriate for the season or time of day (overcoat on a warm day, sunglasses at dusk, etc.)
- Do not allow customers wearing masks in your store (post a sign during Halloween to alert customers)
- Customers come in a pair, one is distracting the sales associate with multiple small purchases while the 2nd customer loiters in another part of the store (near the ATM, COAM machine or vending machine)
- Customers that avoid making eye contact
- Customers paying attention to the cash in the drawer



If your store has a communication log, make note of any suspicious activity or behavior and make sure other staff members are aware of these individuals.

Here are some Robbery Prevention techniques you can immediately implement in your store:

Visibility & Lights

- Never block the view in to your store with signage or displays
- The cashier area should be easily visible from the outside
- Allow your employees a clear line of sight to the entire store by using low displays, clear partitions and convex mirrors
- Always leave some interior and exterior lights on after closing
- Encourage law enforcement to visit your store by offering free hot/cold beverages
- Train employees to greet every customer that walks in the store as not only is it good customer service, it also lets the customer know they've been noticed entering the premises

Continued on next page

Security Systems

- Install and train all employees on the use of a drop safe
- Set a cash management policy (drawer limits) and enforce it by performing random cash audits
- Make sure all cameras are operational
- Review cameras and communicate the fact to employees
 - Use security footage as an opportunity to give feedback to the evening shift employees.
- Use convex mirrors as needed to eliminate blind spots
- If your store has a bullet resistant enclosure, CLOSE THE DOOR
- Use a robbery deterrence kit and train all employees
 - “Cashier cannot open safe” decal
 - Height strips
 - Suspect Identification Form
 - Notice to customers of video surveillance
 - Post Emergency Numbers

Opening the Store

- Use two people to open the store
- Before approaching the door, check the store surroundings for suspicious people or signs of a break in
- Check the parking lot for any suspicious vehicles
- Use a visible door to access the premises, do not use a back door
- When checking the premises, IF ANY OF THE ABOVE APPLY, CALL THE POLICE AND DO NOT ENTER THE STORE
- All employees should lock themselves in until the store opens
- NEVER OPEN EARLY FOR ANYONE

Closing the Store

- Use two people to close the store
- Lock all doors at closing time
- NEVER OPEN THE DOOR AFTER HOURS
- Escort the last customers to the door and lock it behind them
- Follow opening safety rules in reverse

While there is much that can be done in the way robbery prevention, sometimes, despite our best efforts, a robbery will occur.

Here are some steps to take if a robbery occurs in your store:

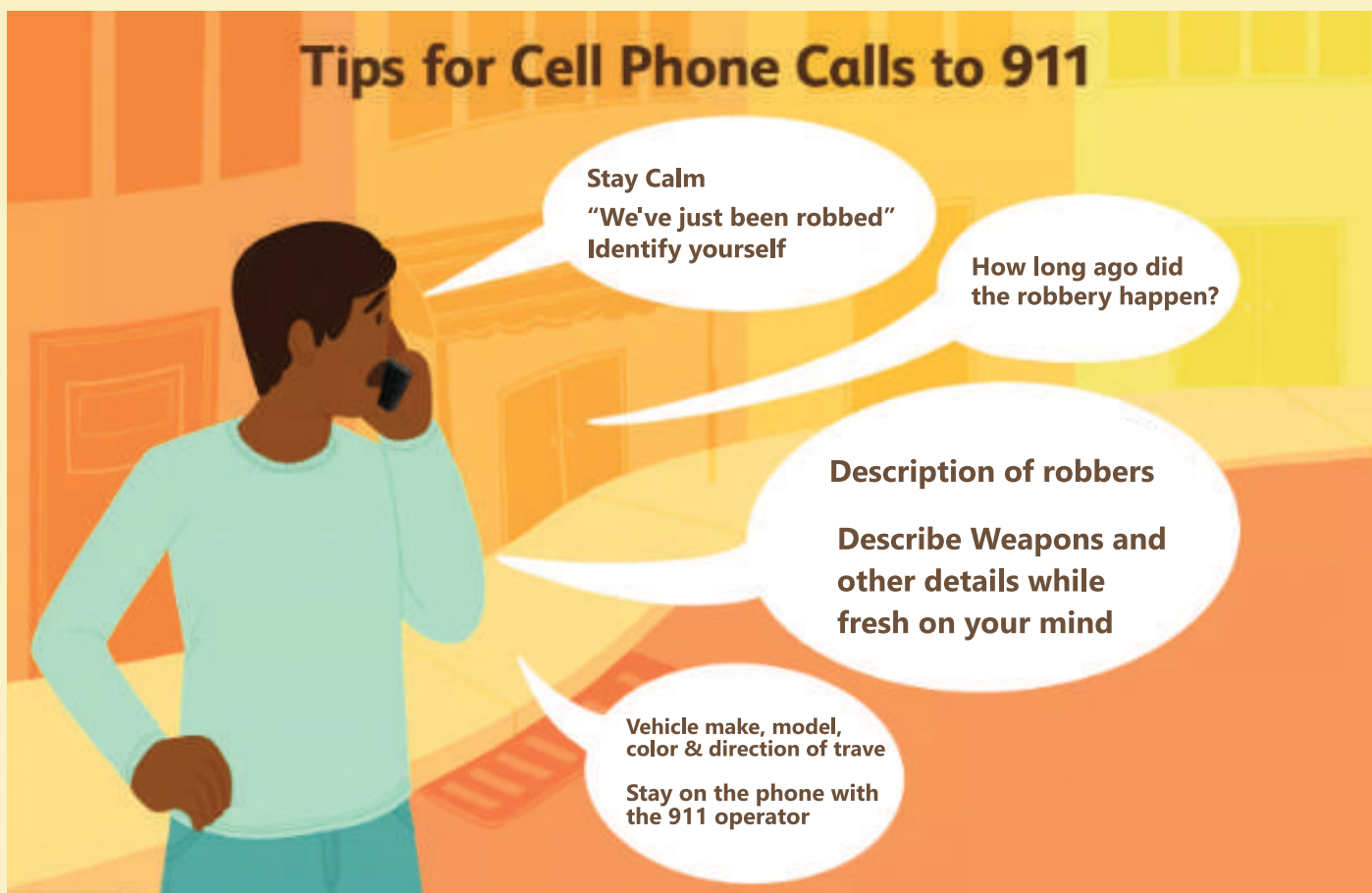
Remember, the #1 Goal is to get the perpetrator or robber out of your store as soon as possible to avoid the risk of harm or injury

- Cooperate with the robber (nothing in the store is worth your life)
- Do not try to talk the robber out of committing the crime
- Weapons or implied weapons should be treated as REAL and LOADED
- Do not make loud noises or sudden moves
- Let robber know if there are other employees or customers in the store
- Carefully observe the robber and try to make mental notes on appearance (tattoos, piercings, clothing, height, shoes, etc.)
- Carefully observe the type of weapon used
- After the robber has left, observe and identify the escape vehicle and direction of travel
- DO NOT FOLLOW the robber outside the store

Continued on next page

After a Robbery has occurred:

- Immediately call the POLICE – Dial 911
 - o What to do and say to the 911 Operator:
- Call your manager, store owner or store security as per your company policy
- Protect the crime scene – do not touch anything
- Lock the doors
- Calmly tell customers a robbery has just occurred
- Stop all business transactions
- Ask any witnesses to stay until the police have arrived
- Fill out the suspect identification form with as much detail as you can remember



As you can see, there are a plethora of tools, techniques and strategies to prevent robberies. Remember, the best defense is a good offense. Robbery prevention yields benefits in several areas:

- Creates a safer place to work and shop
- Enhances public and internal safety image
- Helps reduce employee turnover
- Helps enhance sales and profits

For more information on robbery deterrence or to download the Safety & Security Handbook go to the ARA website:

http://www.araonline.us/wpcontent/uploads/2018/08/ARA_NL_Feb_2017.pdf

To request any of the safety forms or decals referenced in this article, call the ARA office or sign up for the Safety & Security educational seminar on Saturday, November 23. It's in everyone's hands to take steps to ensure a Safe and Happy Holiday Season!



NOV-DEC 2019

PROMOTIONS



Pepsi 20/24oz Bottle
2 for \$3.00
Single at Regular Price
Single SRP \$1.79



Gatorade 20oz
2 for \$2.50
Single at Regular Price
Single SRP \$1.59



Starbucks 14oz PET, 13.7oz Glass, 15oz Can
2 for \$5.00
Single SRP \$3.09



Kickstart 16oz
\$1.25
In-Store Promotion
SPANNER BOARD



16oz SLAM Cans
\$1.25
In-Store Promotion
SPANNER BOARD



Flavors 20oz Bottle
2 for \$2.00
Single at Regular Price
Single SRP \$1.29



Propel Water 20oz
2 for \$2.50
Single at Regular Price
Single SRP \$1.59



Brisk Tea 1L
\$0.99
IN-STORE PROMO



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

WORKING TOGETHER

The Georgia Lottery and The Atlanta Retailers Association



**ARA Board of Directors & CEO Meeting with GA Lottery CEO Gretchen Corbin and Senior Leadership
September 25, 2019 – ARA Main Office**

The Georgia Lottery Corp. (GLC) was created to enhance educational funding. Since its inception, the GLC has transferred more than \$21 billion to the State Treasury's Lottery for Education Account. GLC proceeds make it possible for more than 1.8 million students to attend colleges through Georgia's HOPE scholarship program and more than 1.6 million four-year-olds to attend Georgia's Prekindergarten Program.

Similarly, the Atlanta Retailers Association, (ARA) was conceived to connect like-minded independent convenience store owners in an effort to increase purchasing power on all goods and services sold through convenience stores. Through its nearly 1,000 members, ARA spans across 70 counties in Georgia and represents nearly 15% of the convenience retail sector.

Collectively, ARA Members contribute towards educational scholarships, community improvement projects, law enforcement initiatives and technological advancements in local schools.

On September 25, 2019 the ARA Board of Directors and GLC Senior Leadership met at the ARA Main office in Lawrenceville to share industry updates and explore opportunities that will lead to a more integrated and active relationship in 2020 and beyond.

NOV
DEC
2019



16oz Can
2 for \$4.25
SRP \$2.89

SPANNER BOARD



12oz Can
2 for \$4.25
SRP \$2.89

IN-STORE PROMO



6-4PK 16oz – 15.5oz
\$7.99

IN-STORE PROMO



16oz Can
2 for \$4.25
SRP \$2.89

IN-STORE PROMO



16oz Can
2 for \$5.50
SRP \$3.19

IN-STORE PROMO



25.4oz Bottle
2 for \$5.50
SRP \$2.99

IN-STORE PROMO

WHAT MILLENNIALS WANT FROM THEIR C-STORE SHOPPING EXPERIENCES

By Chelsea Regan



Millennials have overtaken baby boomers as the largest generation, making it more important than ever for convenience store retailers to understand who they are as shoppers.

According to Convenience Store News Realities of the Aisle study, which polled 492 millennials — 49 percent of them male and 51 percent female — from across the country, 16 percent said they visit a convenience store daily, which is five percentage points higher than any other generational group, and just one percentage point less than the number of millennials who opt to shop ecommerce retailers such as Amazon every day.

Like other generations, when millennials head to c-stores, they are looking to fill up their gas tank and grab a bite to eat. Seventy-three percent purchase gasoline at a c-store once a week, compared to 71 percent of other generations, contradicting the conventional wisdom that millennials as a group are driving less. Many of these trips for gas also include in-store purchases.

This year's study shows that 61 percent of millennial respondents have purchased prepared food at a c-store in the last month, with sandwiches, pizza and hot dogs proving to be the most popular. However, millennials are more or less split when it comes to whether or not they prefer made-to-order food (45 percent) or prepacked/grab-and-go items (43 percent).

What might surprise c-store retailers is that among the services millennials use at c-stores — from mobile ordering (2 percent) to home delivery (2 percent) to pickup lockers for Amazon and UPS (4 percent) — the most popular service used is an onsite ATM. Forty-one percent of millennials said they use ATMs at c-stores, compared to 25 percent in other generations.

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Independent Sales Manager
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BLOOD DRIVE 2019

Blood Donors – Life Savers - Thank you!



"Whoever saves a life is as though he had saved all mankind" Quran 5:32

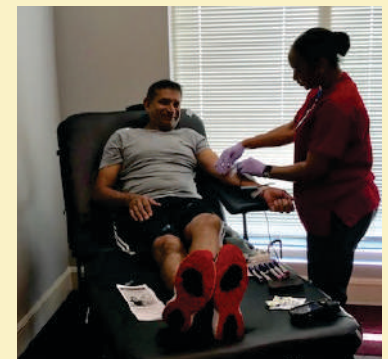
Blood donors report feeling a sense of great satisfaction after making their donation! Why? Because helping others in need just feels good!

Did you know that you could save 3 lives by donating just once?

Facts to remember:

- In the U.S. every 2 seconds someone is in need of blood!
- More than 44,000 blood donors are needed every day!
- A single car accident can require as many as 100 pints of blood!
- More than one million people are diagnosed with cancer each year and many need daily blood transfusions during chemo

Email the admin@araonline.us if you would like to be notified regarding our next blood drive.





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Community Coffee

READY TO TAKE YOUR SALES BEYOND? CALL CHRIS JONES @ (813) 505-9044

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America's Retailer of Coffee



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We believe in quality, convenience, freshness...and taste!

Eby-Brown Foodservice is 100% focused on providing a kind of taste experiences that convenience customers want. We understand there are multiple presentation foodservice in stores based on space, cooking equipment and labor. We have foodservice programs to meet the needs of each level. We're always looking to develop new and exciting food and beverage options that help generate profitable sales and keep your customers coming back for more.

ENTRY LEVEL 1

- Hot & Cold Beverages
- Heat & Eat
- Roller Grill
- Grab N' Go Sandwiches & Pastries

INTERMEDIATE LEVEL 2

- Fresh-to-Go
- Baked Snacks
- Pizza
- Soup
- Bakery

ADVANCED LEVEL 3

- Expanded (Sandwich, Yogurt)
- Component Programs for Pizza, Sandwiches, Chicken and More

ARA
America's Retailer of Coffee

For more information, call Barry Bentley at 678-787-8510 or email at Barry.Bentley@eby-brown.com



Golden Flake

3-Foot Front-End Merchandiser

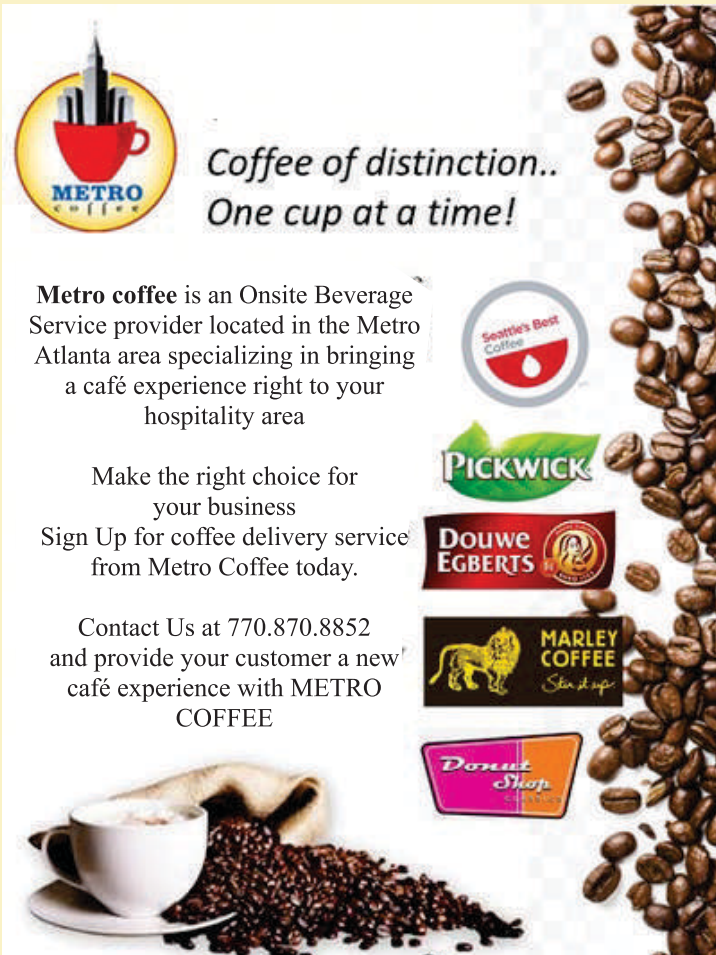
Call To Make An Appointment To Get This Rack Set In Your Store 1-800-239-2444

For More Information, Contact Your Golden Flake Representative 1-800-239-2444

Check us out online! [Twitter](#) [Facebook](#) [YouTube](#)

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WWW.GOLDENFLAKE.COM



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Sign Up for coffee delivery service from Metro Coffee today.

Contact Us at 770.870.8852 and provide your customer a new café experience with METRO COFFEE

Seattle's Best Coffee

PICKWICK

Douwe EGBERTS

MARLEY COFFEE
Stash

Donut Shop

EMV CONVERSION IS COSTLY, BUT POST-EMV FRAUD COULD COST MORE

By Rafael Lourenco – CS News

Gas station and convenience store owners have until October 2020 to make their pay-at-the-pump card readers EMV compliant, and they've had several years to plan and prepare. Still, some experts say many fuel retailers may miss the EMV deadline.

That's risky because card skimming fraud is rampant at gas stations across the U.S. exposing consumer payment data to thieves, hurting fuel retailers' reputations, and costing card issuers an estimated \$400 million per year.

After the EMV liability shift in 2020, gas stations and convenience stores that haven't made the switch will bear the cost of card fraud at their pumps. The situation is challenging for many reasons, but alternative solutions may help mitigate the situation.



WHY EMV READERS AREN'T ALREADY AT THE PUMP

Fuel pumps were supposed to be EMV compliant by 2017, but card companies pushed the deadline back by three years because the industry faces more complex challenges than standard retailers.

Fuel pumps dispense a heavily regulated product in addition to accepting card payments, and the layout of a gas station is very different from the typical retail store, with payment-data cables often buried under concrete. That's why industry experts say it will cost as much as \$6 billion to convert card readers at the roughly 150,000 fuel stations in the U.S.



Although stations often carry a fuel company's brand, most gas stations and convenience stores are independently owned small businesses without the resources of a major petroleum producer. The cost for a single gas station to upgrade its fuel pump card readers to EMV can be \$25,000 or more — assuming the station owner can find one of the comparatively few trained installers available to do the work.

EMV upgrades can be far more disruptive for gas stations than for the average retailer. In its EMV at the Pump notice, Visa noted that “in some cases, older pumps may need to be replaced before adding chip readers, requiring specialized vendors and breaking into concrete.”

Data cables, wireless routers and servers may also need replacement or upgrades. And because a fuel pump is an investment that can last more than a decade, owners want to get the most value from their equipment, so the timing of new purchases is a consideration, too.

For small fuel retailers looking at the steep cost of upgrades, it might be tempting to forego EMV or ask customers to

Continued on next page

pay inside, where most stores have EMV-compliant point-of-sale (POS) terminals. In the long run, though, those approaches will almost certainly backfire.

More than 70 percent of U.S. customers pay at the pump, and they're unlikely to change that behavior. An even bigger issue is that the cost of fraud liability after the EMV shift may be far higher than the cost of EMV conversion, because card skimming is so common.

WHY CARD SKIMMING IS SUCH A BIG PROBLEM AT THE PUMP



Card skimming — fraud enabled by small scanning devices that thieves insert into or over the card reader or inside the body of the fuel pump to steal magnetic stripe data — is such a problem that the U.S. Secret Service is involved in the fight to thwart skimmers. As of November 2018, the federal agency was seizing as many as 30 skimmers a week, each holding stolen data from an average of 80 cards.

Why is the problem so severe? It's mostly because other types of skimming fraud are harder to commit. Retail POS terminals have largely converted to chip-card readers, and those that still swipe magnetic-stripe cards are in areas with cameras, employees and customers nearby, so adding skimming hardware undetected is harder to do. ATM anti-skimming technology is also improving rapidly.

As with other types of fraud, skimmers are increasingly sophisticated. Some thieves now use Bluetooth and wireless network signals to retrieve skimmer data without having to return to the scene. They're also creating ever-smaller skimming devices that can be nearly impossible to detect.

There's no reason to believe these organized criminals will simply stop skimming in October 2020, especially because many fuel pumps will miss the deadline and remain vulnerable.

Instead, the financial burden of their crimes will shift to gas station owners who are still using non-EMV compliant POS terminals at their pumps. Failing to convert may create a vicious cycle: As thieves focus their skimming activities on pumps that remain vulnerable, targeted merchants will get more bad publicity and lose customers.

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SOLUTIONS FOR GAS STATION OWNERS

Industry analysts have been exploring alternatives that may help small fuel retailers limit their fraud liability exposure even if they can't afford to upgrade all their pumps at once.

There's still time for convenience store and gas station owners to explore their options for complying with EMV and reducing their fraud liability. However, the window is starting to close. For fuel retailers who want to stay competitive and protect their revenue, it's time to build and implement an EMV plan.

The Atlanta Retailers Association is diligently working to identify options for Members that have not yet upgraded their fuel dispensing equipment. In the coming weeks, ARA Member Support Representatives (MSR's) will be visiting Member stores to survey and identify equipment availability and needs. We ask for your cooperation in allowing them access as needed.

For more information, go to: <https://csnews.com/emv-conversion-costly-post-emv-fraud-could-cost-more>



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8 WAYS TO WINTERIZE YOUR C-STORE TO MANAGE ENERGY COSTS

by Gabrielle Pickard-Whitehead – Small Business Trends

Winter might be synonymous with cold weather and sky-high energy bills, but it's not all doom and gloom. If you are determined to lower your bills this winter, take a look at the following 8 ways to winterize your business to help manage energy costs.

HAVE YOUR HEATING SYSTEM CHECKED AND MAINTAINED

Looking after your business's furnace and heating system will ensure it works efficiently and effectively all year round. Before the cold weather arrives and the heating system is forced to go into overdrive, have it checked and serviced as needed.

Problems, such as airlocks, thermostat issues, leakage, and dripping, may mean your business's heating system is not running efficiently. An inefficient heating system could mean increased energy bills.

Having the system checked and regularly maintained will ensure it runs as efficiently as it should, all year round.



GET SMART ABOUT LIGHTING

As the Department of Energy highlights, lighting is responsible for almost 25 percent of commercial energy costs. In order to crack down on business energy costs, the winterization of your business should include replacing conventional, energy-zapping light bulbs with energy-efficient ones.

LED bulbs use around 75 percent less energy than traditional incandescent bulbs. These energy-saving bulbs also typically last 10-25 times longer than conventional bulbs.

AUTOMATE YOUR THERMOSTAT

Having a programmable thermostat installed in a building can reduce heating costs by as much as 30 percent. During low-occupancy hours, set the thermostat several degrees lower compared to peak times to make significant energy savings.

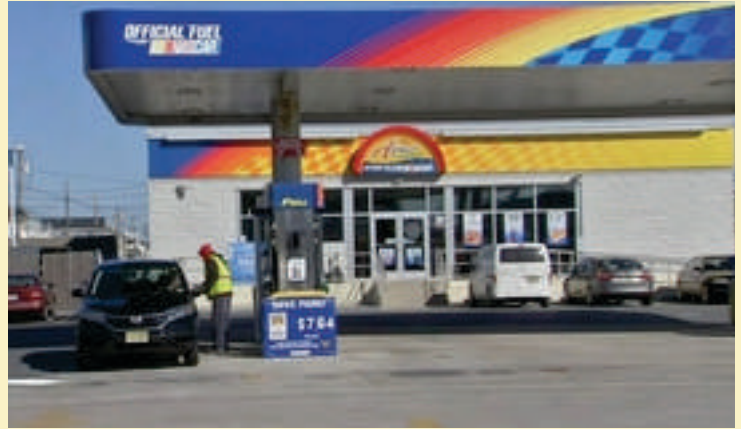


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PREPARE THE PIPES

Freezing temperatures can wreak havoc on piping since, when water freezes, the pressure builds up in the pipes and can cause them to burst.

When winterizing your business to control energy costs, don't neglect the pipes. Ensure all exterior pipes and interior ones in unheated areas are sufficiently insulated. Flexible elastomeric insulation works well on exterior pipes to give them the insulation they will require in the winter to prevent the water inside from freezing, causing the pipes to burst.

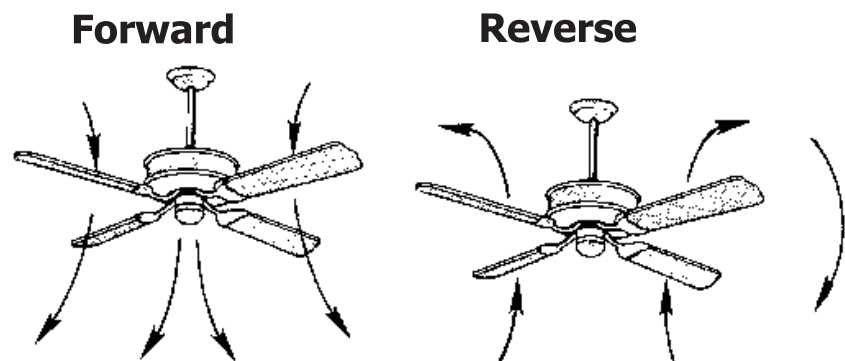


DON'T FORGET THE CAR WASH

If the temperature drops below 32 degrees and your car wash is not equipped with automatic heaters, make sure to secure your equipment by closing the car wash door. Closing the car wash door prevents fluid lines from freezing, bursting and resulting in costly repairs.

ALTER THE DIRECTION OF CEILING FANS

Use of ceiling fans in your business might be more common in the summer months. But did you know by simply changing the direction of the fan so it rotates in a clockwise direction can circulate warm air instead of cool. According to the ENERGY STAR webpage, altering the direction of ceiling fans can reduce heating costs by forcing warm air near the ceiling down into occupied spaces.



Continued on next page

CHANGE FURNACE FILTERS

Prior to the winter months setting in, it's recommended that you clean or replace furnace filters. Clogged up, dirty filters can restrict airflow, resulting in increased energy demand.



CHECK HEATING DUCTS

If your business has heating ducts, check them to see if the insulation needs to be replaced. Inadequately insulated heating ducts will mean the heating system has to work harder to keep the building warm, resulting in higher energy bills.



Frito Lay Single Serve Off Shelf Promotion November 1, 2019 – December 31, 2019



SPANNER BOARD

ALL Lays \$1.89 Brand Chips

- Regular cost per unit: \$1.32
- Promotional Allowance: \$0.17
- Net Cost: \$1.15
- Promo Margin: 23.33%
- Single Margin: 39.15%
- Blended Margin: 33.70%

UPC List/ Product Description for Promotion:

2/\$3.00

Single at regular price

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
Lays Poppables Creamy Jalapeno XXVL	19155	0-284001-9155-5	1.89



Display Requirements:

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



Retail Profit:

- Units to fill weekender: 84
- Initial Fill Cost: \$96.60
- Initial Retail Price: \$126.00
- Estimated Turns: 6
- Margin: 23%
- Profit Dollars: \$176.40

HOW C-STORES CAN NAVIGATE TODAY'S TRENDS AND WIN THE LABOR BATTLE

Convenience stores have evolved quite a bit since their predecessors—the lone c-store, ice house and dairy store—dotted street corners and highways across America. With loyalty programs, foodservice offerings and carwash centers, the modern c-store chain is a significantly more sophisticated and complex operation. And at the heart of that operation's success is a well-managed, empowered workforce.

Workforce management today has to balance employee engagement, performance management, recruiting and costs. There are also macro-economic considerations such as politics and the regulatory climate. To put it simply, it's complicated.

To develop a winning workforce strategy, c-store retailers should ensure their plans address the changing market trends and include automated, data-driven labor management technology.



TACKLING THE TRENDS



Perhaps the most notable trend affecting c-store labor strategy today is the low level of unemployment—the lowest it's been in decades. According to the Bureau of Labor Statistics, the unemployment rate reached 3.5% in September,

Continued on next page

a number not seen since 1969. The result is a tighter labor market. Low unemployment also leads to increased competition for qualified talent. This makes it even more difficult for c-stores to recruit and retain the resources they need—a fact well-demonstrated by the industry's 118% employee turnover rate.

The challenge, however, doesn't end there. In addition to low unemployment rates, nationwide wage raises mean labor costs are up, too. In fact, NACS' latest industry data shows that wages increased by 4.4% from 2017 to 2018, and the average wage for a store associate increased to \$10.74.

Also, healthcare costs continue to take up a significant portion of workforce and operational expenses.

According to data from the National Business Group on Health's 2020 Large Employers' Health Care Strategy and Plan Design Survey, large U.S. employers, which include many convenience-store chains, could see healthcare costs increase by 6% next year.



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- 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:

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- 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.

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**Excludes contactless and Discover Online PIN transactions.

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TIPS FOR WINNING THE WORKFORCE WAR

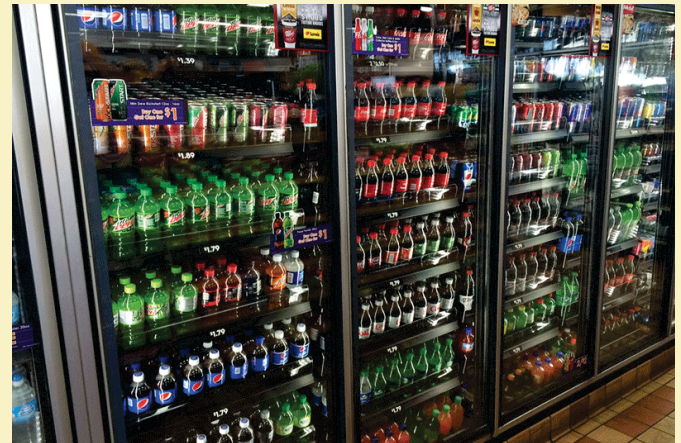
- Invest in an automated workforce management solution: Although many of these trends are unavoidable, c-store retailers should focus on what they can control. Investing in data-driven labor management software can inform the company's hiring strategy, reduce overtime, optimize staffing levels based on transaction data, identify time-of-year turnover spikes and more.
- Attract and retain the right talent: In a strong labor market, businesses have to do more to attract top-level applicants, such as offering flexible scheduling, paternity leave, longer maternity leave and other perks.
- Boost employee engagement: Keeping employees engaged is just as important as getting them to walk through the door in the first place, and recognition is a proven tool. Younger generations tend to value being heard and appreciated at work. C-stores should use that to their advantage. A recognition program can be as simple as an employee of the month award, or a quirky quarterly awards event. Test a few ideas and see which one fits best.
- Champion health and wellness: Aside from increasing employee out-of-pocket costs, c-stores can reduce healthcare expenses through wellness programs. Proactive employees taking positive steps in their own lives, such as quitting cigarettes, exercising more and losing weight, can produce better outcomes for employers. C-stores can encourage participation by offering discounts on premiums for actions such as smoking cessation or providing partial reimbursement for gym memberships.

When owners have the right strategy and an automated, data-driven solution, they're more equipped to tackle challenges and generate the best workforce results for their businesses.

For more information go to: <https://www.cspdailynews.com/>

BEVERAGE TRENDS FOR 2020 AND BEYOND

Despite continued growth in the packaged beverage category for the fifth consecutive year, growth slowed during the first half of 2019 according to research done by the Beverage Marketing Corporation. The uncovered trends spanned a broad spectrum of categories and packages. Below are the key findings:



SLOW GROWTH

The beverage market is on track to grow in 2019 but at a moderate pace, this according to data from New York-based Beverage Marketing Corp., which looks at all channels, not only c-stores, and measures growth by volume. This slow in growth is partially due to CSDs declining. Niche categories continue to outperform traditional mass-market categories, except for bottled water.

The U.S. beverage market grew volume by 1.1% in 2018, but so far has only shown 0.4% growth for the first half of 2019. If the industry is treading water, it should grow by at least 1% to match the U.S. population growth of about 1% annually. Key trends affecting consumer beverage choices are environmental concerns, health and wellness, premunization, consumer convenience and increasing beverage variety.

C-STORE THREATS

C-store retail sales growth is underperforming other retail channels. The annual average sale growth for total retail sales was 4.4% from 2011 to 2018, while c-store inside sales growth was 3.1%. Declining C-Store trips, rapid unit growth across the dollar-store channel, small-format hybrids (including versions from Wal-Mart and Kroger Express), labor shortage, high employee turnover, and more fuel-efficient vehicles all could be behind the underperformance according to Bonnie Herzog of Wells Fargo Securities.

WHAT C-STORES CAN DO

There are several steps c-stores can take to evolve from a commodity-driven business to one that is nimbler and service driven:

- ▲ **Strive for a better in-store retailer experience:** C-stores should have a strong assortment of on-trend brands and products and tailor those products to local tastes and preferences.
- ▲ **Be first to market with innovation:** C-store managers should look at new categories and brands as opportunities to gain a competitive advantage over other channels
- ▲ **Use digital tools to drive customers into the store:** Make sure customers can find you online and develop better mobile applications.

Continued on next page

BOTTLED WATER WIDENS GAP OVER CSDS

In 2018, bottled water widened its gap over carbonated soft drinks (CSDs) as the largest category in the U.S. This was primarily driven by the single-serve PET segment, which continues to grow. **Bottled water is the biggest volume share gainer in the U.S. beverage market**, while CSDs have been the largest share losers over the past five years when looking at volume share by category in the U.S. beverage market.

In 2018 bottled water had a 22% share, while CSDs share was 19.4%. During the first half of 2019, bottled water had a 23% share vs. CSDs at 18.7%. However, revenue for CSDs is somewhat higher, because revenues have increased modestly over the past five years due to higher prices and changing packaging mix. Sparkling water is the fastest-growing segment in bottled water



ALCOHOL TRENDING UP

Alcohol sales in C-Store are trending up as fifty-five percent of customers 21 years and older purchase alcohol at convenience stores. Prices, brand and samplings are the top three factors that c-store customer said affect their decision of which c-store to visit for adult beverage purchase. While beer purchases still lead the category, 74% of customers said they are purchasing hard seltzers more often now than a year ago, this is driven by millennials and generation X.

When it comes to beer sales, single cans are the way to go. **According to IRI data, single cans accounted for five of the top 10 fastest-growing beer package sizes.** C-stores can capitalize on this packaging trend by allocating more cooler space to single cans.



ENERGY DRINK GROWTH

Energy drinks have experienced a surge in growth the last two years led by new brands and category innovation. The new sub segment of performance energy drinks, such as Bang and Reign, has exploded in the past year. When surveyed, C-store operators are excited about Coke Energy, which launches in early 2020. **Retailers are allocating 32% of cooler shelf space to energy today, which is up from 17% three years ago.**



Continued on next page

CBD BEVERAGES

As of August 2019, 48% of c-store retailers are selling CBD, 43% do not sell it and 9% are evaluating whether to sell it. Retailers are seeing the most CBD innovation in the food and beverage category. While the current market for CBD beverages in the U.S. is \$86 million, the estimated market for CBD beverages for 2023 is \$1.4 billion.

CBD beverages are expected to grow for several reasons: They are easy to administer, they could be sold in a variety of channels, there's some evidence to suggest CBD can curtail the effect of caffeine and infused beverages have a set dosage per serving. CBD could also be put in variety of beverages, from beer and wine, to coffee, tea and kombucha.

For more information go to: <https://www.cspdailynews.com/>



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