



## **GACS Announces New Membership Benefit in Partnership With Convenience Store Coaches, Inc!**

Dear GACS Members,

With 2010 upon us, our industry continues to face many challenging issues both in the marketplace and in Washington, D.C. Employing the right kind of resources to help us successfully navigate through these challenging times is important to all of us.

To that end, I'm pleased to announce that GACS has entered into an **Endorsed Vendor** partnership with **Convenience Store Coaches, Inc. (CSC)**. In announcing the new member benefit, GACS Membership Chairman Neal Anderson (Clyde's Markets), noted that "We are excited to offer this new benefit for our members. This is a great opportunity for members to upgrade their hiring practices while enjoying GACS member savings".

**Convenience Store Coaches, Inc. (CSC)** is the leading authority in helping c-store organizations achieve greater financial results by improving employee job performance. Unlike other service providers, CSC is unique in two ways: 1) they deliver measurable results, and 2) no other firm has the depth and breadth of experience in understanding c-store operators and their employees like CSC, due to their extensive history and exclusive focus on the petroleum/c-store industry.

CSC is owned and operated by a brother-sister team, Terry McKenna and Linda McKenna-Welch. Many of you may recognize these names as they have conducted educational seminars at past GACS events. They have also been featured speakers at the NACS annual convention for the past fourteen years. Terry and Linda just released their first book; **Hire the Best C-Store Employees – Interviewing Strategies For Hiring Employees Who Can Actually Make You Money**. This book was the #1 seller at the 2009 NACS annual Convention. One of our own members, Chris Tiller, Director of Operations with Flash Foods is quoted in the book as saying, **"What makes this book so valuable is that the McKenna's have walked in our shoes and understand this business. This book will finally prevent us from hiring the first warm body."** Quite an endorsement!

**CSC's expertise is in the following areas:**

- \* Leadership & Coaching
- \* Customer Service & Loyalty
- \* Suggestive Selling

- \* Employee recruiting, interviewing, selection, retention & motivation
- \* Turning your employees into a profit center
- \* Climate surveys

**GACS Member Benefits Include:**

CSC will provide GACS members high quality services at VIP prices. For example:

1. **20% discount** off training, consulting, speaking services, teleseminars and webinars
2. **20% product discount** off books, implementation tools, and CD's
3. **50% discount** off the annual subscription to CSC's *Coaching Forum Members Site*. The coaching forum is an online service that serves as a coach to retailers where they can submit questions on a wide range of topics to seek advice and guidance to solve everyday business challenges. This online service also enables retailers to reach out to other retailers across the country for their ideas and solutions.
4. **FREE** 60-minute teleseminar on their book, *Hire the Best C-Store Employees*
5. **FREE** 30-minute telephone coaching session on a topic selected by the GACS member -annually
6. **FREE** CSC Newsletter

In addition, GACS members will have a direct line to Terry and Linda. You can contact them at:

**Terry McKenna**

910.458.5227

terrym@cstorecoaches.com

**Linda McKenna**

703.299.0355

lindam@cstorecoaches.com

To better understand CSC's services and capabilities, visit their web site at [www.cstorecoaches.com](http://www.cstorecoaches.com). While on the web site be sure to download your **FREE** copy of their *How to Motivate Employees* report.

We're excited to have Terry and Linda's company as an **Endorsed Vendor**. Having worked with Terry and Linda over the past ten years I know firsthand the value they can bring to your business and our Association.

Let's all make 2010 our best year ever! GACS Membership Matters! (And now is more valuable than ever!)

Jim Tudor

President

**PS: Don't wait – start using CSC's services TODAY to help you profitably grow your business and \$ave money in the process!**

