

THE 2019 GACS ANNUAL MEETING AND CONVENTION

# Rising Tides



JUNE 23-25, 2019 | THE OMNI AMELIA ISLAND | AMELIA ISLAND, FL

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**con·ven·tion** (kən-ven'shən) *noun*. A large gathering of people who share a common interest.

**I**t is in this spirit that the GACS 2019 Annual Convention will bring together C-Store retailers and suppliers who share a common mission—advancing the success of our industry—for two and a half days of engaging activities and fun.

*This year's convention supports the three irreplaceable pillars of GACS membership:*

**Advocacy:** Political engagement is at the core of GACS' mission. We are once again inviting legislators and regulators to join us. We will hear from a panel of legislators, who will discuss the current issues affecting the C-store industry. The *Silent Auction* on Sunday supports the PAC.

**Learning:** Education is a key part of what GACS does to support its members. Monday morning will be all about the trends that impact our industry, as we hear from four experts on topics ranging from demographic and consumer purchasing trends, to tobacco and marijuana market changes. We're also again supporting the GACS Education Foundation with a fund raiser.

**Networking:** Creating opportunities to spend time together, learn from one another and share our stories, is one of the things GACS does best. *Focus in Five*, the new member event launched last year, is on the Sunday convention schedule. Monday, there's golf and fishing. Convention is a time for us to assemble, break bread together, and build lasting relationships.

*We encourage you to join us!*

## Registration Fees

GACS Member	\$295	Child (5-11)	\$175
Spouse	\$235	Golf	\$189
Non-Member	\$365	Fishing	\$185
Young Adult	\$205	Beach Party	\$0
Teen (12-15)	\$165	Education Foundation Raffle Ticket	\$100

## Extracurricular Activities

### Kids/Teens Program

Register your children now and allow them to begin building industry relationships. Programs are customized per age group and are sure to entertain, while hours are scheduled so parents can enjoy all aspects of the convention.

### Golf

Enjoy the view while spending the afternoon with your peers at the beautiful Oak Marsh Golf Course.

### Fishing

Choose between the open waters of the Atlantic Ocean or the backwaters of Amelia. Either way, you can depend on a great experience under the direction of Captain Terry Lacoss and his team of fish-finding boats!

### Beach Party

Toast back a few brews and have some fun in the sun! Join us for a couple of hours on the beach, to enjoy the scenery and a cold beverage!



# Convention Details

## Opening Dinner with Tim Decker

Prepare to be amazed as speed painter **Tim Decker** whips up a masterpiece in minutes, to open our convention. Tim travels the globe performing his high energy show. But, this is more than a show, it is an experience as he blends music, humor, and audience interaction all while creating giant portraits of legendary icons within minutes.

## Monday Breakfast & Education Session

This morning's session is all about trends: learn about how demographic, consumer purchasing, and tobacco use trends will impact your business:

**Greg Wilson**, Public Service Assistant with the UGA Carl Vinson Institute of Government, assists organizations with workforce development and economic development projects; he helps communities and organizations use labor market, census and education data to make business decisions. He will share current Georgia demographic and economic analyses and survey research, conducted by the Institute, and discuss how this can be expected

impact Georgia businesses.

**Bonnie Herzog**, Managing Director and Senior Consumer Equity Analyst at Wells Fargo covering the Beverage, Household & Personal Care, Tobacco and Convenience Store sectors, has been recognized by Institutional Investor for the All-America Research Team, ranking No. 5 in the beverage/hpc sector and No. 2 in the tobacco sector; she is best known for her in-depth research and successful contrarian stock calls, and has been a guest speaker at numerous tobacco, beverage and convenience store industry conferences. Her analysis of beverage and tobacco

trends will provide useful insights into specific business trends that affect Georgia's C-stores.

**Dr. Brad Rodu** holds an endowed chair in tobacco harm reduction research at the University of Louisville School of Medicine; for two decades he has been in the forefront of research and policy development regarding tobacco harm reduction, which informs smokers about safer tobacco products such

as smokeless tobacco and e-cigarettes. His insights into this new and sometimes controversial industry promises to be highly informative.

**Keelan Gallagher**, Director of Trade Marketing and Brands with Smoker Friendly International, manages the private label portfolio of Smoker Friendly branded products and trade marketing. He joined the family business in 2014 after more than a decade with Santa Fe Natural Tobacco Company and Swedish Match, the same year that recreational marijuana became legal in Colorado. Keelan will discuss strategies for entering the industry and the importance of taking a proactive approach to change.

## Tuesday Legislative Breakfast & Keynote

**Greg Means**, Principal & CFO of Alpine Group, brings over two decades of experience on Capitol Hill and as a lobbyist in Washington, DC. As a founder of the Alpine Group, he has assisted a variety of clients in numerous areas, including energy and environment, internet gaming, transportation, tax and trade, tobacco, and other issues. He will provide GACS attendees with perspective on anticipated legislative and regulatory trends at the Federal level.

**Legislative Panel.** Always of interest to attendees, the legislative panel will take place Tuesday morning. Updates on panelists will be announced as available; join us to learn more about the issues affecting the industry in Georgia.

## Closing Dinner

The convention will close with us recognizing the new Board of Directors and Supplier Committee; we will also draw for the \$5000 Education Foundation Raffle.

## Tabletop Exhibits

Explore the tabletop exhibits where associate members will showcase their products and services. Exhibitors, be sure to decorate your tabletops with decoration that reflects "Rising Tides," this year's convention theme.

## GACS Educational Foundation

The GACS Educational Foundation provides scholarship funds for GACS employee members and their families. Attendees will have an opportunity to raise money for students, along with a chance to win cash. Raffle tickets are sold online and onsite. Purchase yours now to help fund scholarships to fellow members. Tickets are only \$100 and only 550 tickets will be sold...BIG chances to WIN \$5000!



Keelan Gallagher



Greg Means



Greg Wilson



Bonnie Herzog



Dr. Brad Rodu

# Schedule of Events

## Sunday, June 23, 2019

Time	Event
Noon	GACS Board/ Supplier Committee Lunch
1:00 PM	GACS Board of Directors Meeting
1:00 PM	GACS Supplier Committee Meeting
3:00 – 7:00 PM	GACS Registration Open
5:00 PM	Focus In Five (By invitation only)
6:00 PM	Welcome Reception & Silent Auction
6:30 PM – Midnight	Children & Teens Program
7:00 PM	Opening Dinner & Entertainment featuring Tim Decker
9:30 PM	Hospitality Suite (Open until 12:30 AM)

## Monday, June 24, 2019

Time	Event
7:00 AM	GACS Registration Open
7:30 AM	Breakfast and Education Sessions
7:45 AM	Greg Wilson, UGA
8:30 AM	Bonnie Herzog, Wells Fargo
9:00 AM – 4:30 PM	Children's Program
9:15 AM	Brad Rodu, Univ. of Louisville
10:00 AM	Keelan Gallagher, Smoker Friendly
10:45 AM	Association General Program
11:00 – 11:20 AM	Fishing Bus departs
NOON	Golf Tee Off – Oak Marsh Course
NOON – 4:00 PM	Beach Party
4:00 PM – 9:00 PM	Tabletop Exhibit Set Up
Evening Open	Dinner on your own
9:00 PM	Hospitality Suite (Open until 12:30 AM)

## Tuesday, June 25, 2019

Time	Event
7:00 AM	GACS Registration Open
7:30 AM	Legislative Breakfast and Awards
7:45 AM	Awards
8:00 AM	Keynote Greg Means
8:45 AM	Legislative Panel
8:45 AM – 1:00 PM	Children's Program
10:00 AM – 1:00 PM	Tabletop Exhibits
5:00 PM	General Supplier Meeting (open to all GACS Supplier Members)
5:45 PM – Midnight	Children & Teens Program
6:00 PM	Closing Reception
7:00 PM	Closing Banquet & Celebration
9:00 PM	Hospitality Suite Open Until 12:30 AM