

THE SEVENTEENTH ANNUAL

# SHOW

ALL ROADS LEAD TO ATHENS

September 12, 2019

The Classic Center | Athens, Georgia



Register Online @ [www.GACS.com](http://www.GACS.com)



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# SHOW

ALL ROADS LEAD TO ATHENS

# ★ ONE FANTASTIC DAY!

**R**etailers, join us in The Classic City of Athens in September for *The Show—the Southern Convenience Store and Petroleum Show*!

### Who's Involved?

Retailers, petroleum marketers and convenience store owners, operators, supervisors, managers and employees are invited to attend. *The Show* is sponsored by the Georgia Association of Convenience Stores (GACS), who has been representing Georgia's convenience store industry and supplier partners since 1973. No need to be a member of GACS, the show is open to ALL retailers.

### Why Should Retailers Attend?

Education, advancement, and industry networking. On Thursday morning,

we will hold a seminar on creating a customer buying experience. Afterwards, the show floor will be open from 9-4. With more than 200 booths, there's bound to be new items and services you would like to try in your stores.

### What Else is Offered?

On Wednesday night, we will kick off the event with a reception from 4-6PM at local brewery Creature Comforts where you will have the chance to chat with your peers while enjoying a few drinks and hors d'oeuvres.

### Where is the SHOW?

This gathering of c-store professionals is taking place at The Classic Center in Athens! The directions and address are shown on the inside right-hand page of this brochure. GACS has negotiated a special room rate at the Hyatt Place, which is adjacent to the Classic Center. Hotel reservations can be made at [www.gacs.com](http://www.gacs.com).

### What is the Schedule?

**Wednesday, September 11, 2019**

8:00 – 5:00 PM Exhibitor Set Up  
4:00 – 6:00 PM Cocktail Reception

**Thursday, September 12, 2019**

8:00 – 9:00 AM *Creating a Customer Buying Experience That Pays off*

9:00 – 4:00 PM Tradeshow Floor Open

### How Much Will This Cost?

That's the good news—there is NO cost to attend. Simply register online at [www.gacs.com](http://www.gacs.com).



the Southern  
**Convenience Store  
& Petroleum Show**

# THE SEMINAR

## CREATING A CUSTOMER BUYING EXPERIENCE THAT PAYS OFF

Thursday, September 12, 2019 | 8:00 AM — 9:00 AM

**W**ith over 153,000 convenience stores, and more competition arriving by the day, why should a consumer come to your store?

Is there something special about your store? If there's nothing special about your store—no distinct point of differentiation in the consumer's mind—then your store, sadly, will simply drift into the crowd and noise of 153,000 competitors.

Of the 153,000+ convenience stores, not one brand stands for a memorable customer buying experience in the customers' minds. Certain brands stand for low fuel prices, food service, and new large, modern store designs. But no brand stands above the crowd in customer service and the buying experience. Why? Because consistently delivering great service is hard. If it were easy, every brand would stand for great service. And therein lies your opportunity! This presentation will serve as your blueprint for providing the best customer buying experience in the industry.

Attendees will receive a complimentary copy of the book: *Customer Service—The Ultimate Differentiator*.

*"Terry is an amazing communicator who offers a great perspective on what retailers need to do to win customers. You will be entranced in what he has to say and take away simple action items to start implementing at your stores."*

—Ed Hong  
Clipper Petroleum



### What Attendees Will Learn

- The difference in Customer Needs, Expectation, and Perceptions
- Price of Entry vs. Points of Differentiation
- Three Customer Insight Strategies
- 26 Customer Touchpoints
- Service Recovery Strategies
- Words to Say and Words to Avoid

### Who Should Attend

- Owners
- Marketing employees
- Operations employees
- And ALL store employees (district managers, store managers, cashiers)

### About the Presenter

Terry McKenna is an internationally acclaimed speaker, author, coach, and consultant on the topics of human capital optimization and organizational design: people and systems. Terry has been featured in *The Wall Street Journal*, and the Harvard Business School corporate training video, *Benchmarking Outside the Box*.



Terry McKenna

Terry is owner and founder of Employee Performance Strategies, Inc. (EPS). EPS is the leading authority in helping organizations maximize their financial results by maximizing their workforces. Terry facilitates ten Study Groups (Board of Advisors concept) consisting of 123 small to large companies. Terry is the author of four books: *What Great Leaders Do*, *How to Become a High-Performance Organization*, *Customer Service—The Ultimate Differentiator*, and *Hire the Best C-Store Employees*.

Terry is also the author of *Terry's Blog* ([www.terrymckenna.typepad.com](http://www.terrymckenna.typepad.com)), with over 1,600 posts.

Before co-founding EPS, Terry worked with ExxonMobil for seventeen years, where he led the development and implementation of a national customer service strategy.

In addition, Terry led the achievement of ISO-9002 certification for customer service for convenience stores for ExxonMobil's Singapore marketing affiliate.



# DIRECTIONS



## The Classic Center

300 N Thomas Street, Athens, GA 30601

The Classic Center is located on the east side of downtown Athens, between North Thomas Street and Foundry Street.

The Classic Center parking deck is accessible from either street.

## Facility and Hotel Information

*The Show* will be held at **The Classic Center**, located in the heart of downtown Athens.

This year we are pleased to offer special rates with the **Hyatt Place Athens**, the hotel connected to the Classic Center.

**Hyatt Place Athens**  
412 N. Thomas Street  
Athens, GA 30601  
706.425.1800

**GACS Special Pricing**  
\$139 per night  
Tues., Sept. 10 — Thurs. Sept. 12  
Cut off August 14, 2019

For reservations go to: **GACS.com**



# SHOW

## DETAILS

- Pre-registration is strongly encouraged at [www.gacs.com](http://www.gacs.com)
- Due to insurance regulations, **NO ONE** under age 16 will be admitted. This includes children in strollers. We do not offer any on-site child care.
- Admission is by badge **ONLY**. Attendees must be registered and pick up badges by 2:00 PM on Thursday. **There will be no admittance after Thursday at 2:00 PM.**
- Attendees pre-registering or registering on-site that are not GACS members may be asked to show proof of retailers status. Retailers will simply need to bring a copy of your company's business license to register on-site. If we determine you do not qualify as a retailer, we reserve the right to cancel your registration and refuse admittance to **THE SHOW**.
- Must pick up badge by 2:00 PM on Thursday to attend.



# RETAILER ADVANCE REGISTRATION

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Admission is limited to those 16 years old and over**

*Avoid long lines, register early! Make additional copies if necessary.  
Must pick up badge by 2:00 PM on Thursday to attend. Those pre-registering as a  
Retailer whose company is not currently a GACS retail member may be asked to provide  
a copy of your company's business license to show proof of retailer status.  
No admittance after 2:00 PM on Thursday.*

## Who Should Attend?

- Petroleum Marketers
- C-Store Owners
- C-Store Operators
- Supervisors
- Buyers
- Managers
- Employees

It is very important that you type or print  
clearly all information on this registration form.

Be sure to check "Buyer" **OR** "Attendee"

## THE SEMINAR

*Creating a  
Customer  
Buying  
Experience  
That Pays Off*

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LIST THOSE ATTENDING FOR  
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Return to **GACS**

168 N. Johnston St., Suite 209, Dallas, GA 30132-4744, or fax to 770.736.9725

Register Online @ [www.GACS.com](http://www.GACS.com)