

T H E

# SHOW

TWENTY YEARS STRONG



the Southern  
**Convenience Store  
& Petroleum** Show

NOVEMBER 9-10, 2022

THE CENTREPLEX | MACON, GA



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

THE TWENTIETH ANNUAL

# SHOW



TWENTY YEARS STRONG

**R**etailers, Join us in Macon on November 10 for *The SHOW – The Southern Convenience Store & Petroleum Show*. We are celebrating the 20th anniversary of *The SHOW*, you won't want to miss it. *The SHOW* will be one fantastic day, with an insightful and timely seminar to kick it off.

### 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 managing human resources issues, with retailer HR representatives from across the US. Afterwards, *The SHOW* floor will be open from 9 am – 4 pm. With more than 200 booths, there are bound to be new items and services you would like to try in your stores.

### What Else is Offered?

On Wednesday night, GACS will kick off the event by hosting the second GACS PAC Bowling Blast at Pin Strikes Entertainment Center in Macon. This three game tournament brings more fun and networking time to *The*

*SHOW*'s schedule. GACS anticipates the event will sell out quickly, because space is limited.. The cost is reasonable and supports the GACS PAC fund. Bowler registration includes practice time, three game tournament, shoes and bowling balls, dinner, and unlimited Laser Tag, Bumper Cars, Balladium, Rock Wall, and Time Freak, and a guaranteed good time!

### Where is The SHOW?

This gathering of C-store professionals is taking place in a central location with easy interstate access in the heart of Georgia—in Macon! Directions can be found in this brochure.

### What is the Schedule?

#### Wednesday, November 9, 2022

8:00 – 5:00 PM Exhibitor Set Up

6:00 – 9:00 PM Bowling Blast

#### Thursday, November 10, 2022

8:00 – 9:00 AM **Human Resources:  
Human Needs**

9:00 – 4:00 PM Tradeshow  
Floor Open

### How Much Will This Cost?

Good news! There's no cost for retailers to attend *The SHOW*; simply register online at [www.gacs.com](http://www.gacs.com).

*The SHOW* registration, parking, and the seminar are all free of charge. Bowling registration starts at \$200 for an individual bowler.



# THE SEMINAR

## Human Resources: Human Needs

Thursday, November 10, 2022

**T**he tide may be turning. Instead of settling for a body, forward thinking retailers are once again aspiring to hire – and keep – the best talent available. How are they doing it?

That is the subject of this year's seminar, which takes the form of a panel discussion featuring three top retail human resources professionals. Each has some fascinating stories to share about how their organizations creatively and successfully are overcoming some of the biggest hiring challenges the industry has ever faced.

**Attendees will learn strategies for:** recruiting great employees; keeping great employees; motivating your employees; and encouraging excellence.

**Who should attend:** Owners, marketing employees, operations managers, district managers, store managers, human resources managers, and anyone who is involved in C-Store hiring will benefit from this panel discussion.

### Your panelists:

#### Karen Malloy

Manager, Grow People Business Partners, Kum & Go, Iowa

Karen joined Kum & Go (parent company is Krause Group) in the fall of 2016 and worked her first 3 years as a Senior Business Partner supporting field operations for 125 convenience store locations alongside a Division Vice President. In that time, she had the opportunity to co-lead the development and implemen-

tation of a store structure project that revolutionized their approach to staffing their stores. In early 2020, she transitioned to the corporate side and has been a strategic partner for the Kum & Go Senior Leadership team and their direct reports since. Also in 2020 she was named one of the top women in convenience.

Over her 20-year career in Human Resources, she has held roles in talent acquisition, learning and development, HR operations, with most of her career being spent as a Business Partner, working directly with leaders and executives on top company initiatives.

#### Kelsey Ryan

Manager of Field Human Resources, Love's Travel Stops

Kelsey Ryan leads the operations-facing Human Resources function for Love's Travel Stops & Country Stores. Kelsey's team supports nearly 600 retail locations, over 950 restaurants, over 450

total truck solutions, 19 hotels and now RV parks!

Kelsey has been with team Love's for 7 years and has watched the company grow more than

double in store and employee growth. Kelsey and the HR team remain committed to ensuring the Love's culture is one that puts people first.

Kelsey's HR career has been focused around supporting frontline employees and ensuring they are successful both in and out of the workplace.



Kelsey Ryan



Karen Malloy

### Third panelist to be announced

### About the Panel Moderator

#### Terry McKenna

Employee Performance Strategies, LLC

Terry McKenna is an internationally acclaimed speaker, author, executive coach, and consultant, on the topics of leadership development, 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 co-founder of *Employee Performance Strategies, LLC (EPS)*. EPS helps organizations design their business model and people processes to achieve greater organizational performance, alignment, and efficiencies.

Terry facilitates thirteen Study Groups (Board of Advisors concept) consisting of 157 small to large convenience-petroleum companies. Terry is the author of four books: *What Great*

*"Challenges finding, keeping and developing quality talent remains one of the most important issues keeping retailers up at night. Terry McKenna will lead a panel of human resources professionals who have successfully hired and on boarded great talent. You'll find their stories inspiring, and walk away with ideas you can immediately implement in your organizations."*

—Glenn Snow  
Chair, Trade Show Committee



Leaders Do, How to Become a High-Performance Organization, Customer Service – The Ultimate Differentiator, and Hire the Best C-Store Employees. Terry is the author of Terry’s Blog with over 2,600 posts. (www.terrymckenna.typepad.com)

Before launching EPS, Terry worked for ExxonMobil for seventeen years, where he led the development and implementation of a national branding-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.



# 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 retailer 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.**



## DIRECTIONS

### The Macon Centreplex

200 Coliseum Drive | Macon, GA 31217

#### Driving Directions to the Macon Centreplex

*From Atlanta I-75; South to I-16 East, Exit 2*

*From the South I-75; North to I-16 East, Exit 2*

*From Savannah I-16 West, Exit 2*

**FREE PARKING—BOTH DAYS**

### Hotel Information

This year we are pleased to offer special rates with the **Macon Marriott City Center**, the hotel connected to the Centreplex.

#### Macon Marriott City Center

240 Coliseum Drive | Macon, GA 31217

800.228.9290 or 478.621.5300

GACS Special Pricing \$139 per night

Tuesday, Nov. 8 – Thurs., Nov. 10

**Cut off October 14, 2022**

For reservations go to: [GACS.com](http://GACS.com)

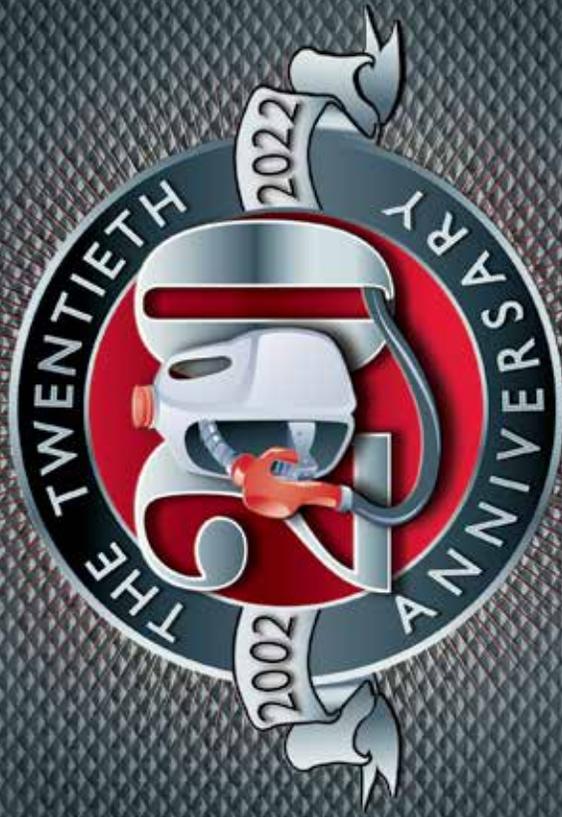




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**FREE!**  
 RETAILER REGISTRATION  
 FOR THE SHOW ENCLOSED



168 North Johnston Street  
 Suite 209  
 Dallas, GA 30132-4744