

# WE CAN DAILY NEWS

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NACSSHOW2019

PIAA PEI CONEXXUS

WEDNESDAY | OCTOBER 2, 2019



## High Times

Retailers can capitalize on cannabis sales while staying within the law

Despite being hailed as a major development for the cannabis industry, the passage of the 2018 Farm Bill did not offer a plethora of opportunities for retailers seeking to sell cannabis products. In fact, today, only a narrow set of hemp-derived cannabidiol (CBD) products can legally be sold by retailers.

Nonetheless, many retailers are taking the risk to sell other federally illegal hemp-derived CBD products, and even

see **CANNABIS**, page 4

The 2019 NACS Show kicks off against the vibrant backdrop of Atlanta to celebrate the convenience and fuel retailing industry's premier gathering. This morning, the doors open to four days of high-energy learning, buying and selling, networking and fun—all designed to help participants grow their bottom lines.

More than 23,500 industry stakeholders from around the globe will convene at the NACS Show to conduct business and learn from one another. The venue is rich with ideas, education and partnerships.

This year's NACS Show theme—We Can—embraces the convenience

industry's can-do spirit: We can make convenience the future. This can-do spirit is the driving force behind the annual gathering of the most influential people, ideas, trends, innovative technology and new products. The event is the only global platform that builds a stronger, more connected community. Through the strength of this community, "we can" evolve and grow the convenience industry and your store's bottom line.

Complete your NACS Show experience with:

- Four **General Sessions**, featuring engaging speakers, NACS leaders and the always-popular 2019 Ideas 2 Go debut.

- More than **50 Education Sessions** on topics most critical to the success of your store, including new action-oriented Super Sessions.
- A 40,000-square-foot **expo** featuring more than 1,200 exhibitors segmented into six categories of interest to retailers and the all-new CBD Expo.
- Exclusive areas for previewing and learning, such as the **New Exhibitor Area** (page 16) and **Cool New Products Preview Room** (page 14). Don't forget to tune in to **Convenience Matters Live** (page 14), and join the conversation on social media throughout the show using **#nacsshow**.

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# Off to the Races

Wednesday keynote Robyn Benincasa gives her personal take on shared success.

**T**he goal in business isn't just success. It's shared



Robyn Benincasa

success. And no one knows the importance of goal-setting better than Robyn Benincasa, the professional adventure racer, firefighter, author and motivational speaker. Benincasa is Wednesday's keynote speaker at the 2019 NACS Show General Session.

Benincasa's presentation will include a personal touch, as she gets to the heart of one of the most nagging problems shared by c-store owners around the country: How do you build and retain a team of dedicated workers? It's an issue that the industry has grappled with for decades. Today, however, the issue is even more pronounced as consumers have grown to expect instantaneous service, and millennials make up a significant segment of the workforce.

"What c-store owners and workers do every day is like an adventure race," Benincasa told *NACS Magazine*. "You have small teams facing endless challenges and setting impossible goals. You are competing in constantly changing conditions and always trying to be best in class."

"What c-store owners and workers do every day is like an adventure race. You have small teams facing endless challenges and setting impossible goals. You are competing in constantly changing conditions and always trying to be best in class."

Robyn Benincasa

Adventure racing is an unpredictable, multidisciplinary team sport. Drivers must navigate an unmarked wilderness course over a period of two hours to two weeks. Benincasa's own adventure racing experience has taken her to challenging conditions in Borneo, Tibet, Fiji, Ecuador and Southern California.

As Benincasa explained to *NACS Magazine*, adventure racing involves trekking, mountain biking, paddling, climbing and white water rafting to edge out the competition. More importantly, it involves a team approach. As a firefighter for the San Diego City Fire Department for the past 20 years, Benincasa knows that team building is

imperative. Achieving victory on the job requires a commitment to shared success.

As part of her presentation, Benincasa will share the details of eight team-building characteristics that any c-store employer can implement. Check your egos at the door, she

reminds c-store owners and managers. It doesn't always matter who gets credit for a good idea or the company's success. Shared success is the goal.

"That's what kills most people in business races," she said. "They bring their egos along with them to the starting line. When you're not leading, your job is actually to facilitate the success of everyone else." ●

**NACS Show 2019**  
General Session—  
Wednesday  
10:30 am - 11:45 am

## Year in Review

2018-2019 Chairman Frank Gleeson recalls a year of innovation and more.

Departing NACS Chairman Frank Gleeson will take the stage on Wednesday to welcome incoming NACS Chairman Julie Jackowski but not before recalling highlights from the last 12 months.

Gleeson, president of Aramark Northern Europe, was NACS first European-based chairman since the organization was founded 57 years ago. During his tenure at NACS, he provided strategic direction and financial oversight to the association.

Gleeson is expected to showcase NACS unique leadership training opportunities, innovation and the global life cycle during his general session remarks.

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NACS SHOW 2019

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## Tools that Can Max Your Show Experience

We've made it easier to organize your time at the NACS Show—the only global event for all things convenience—so you can focus on getting the most from your experience.

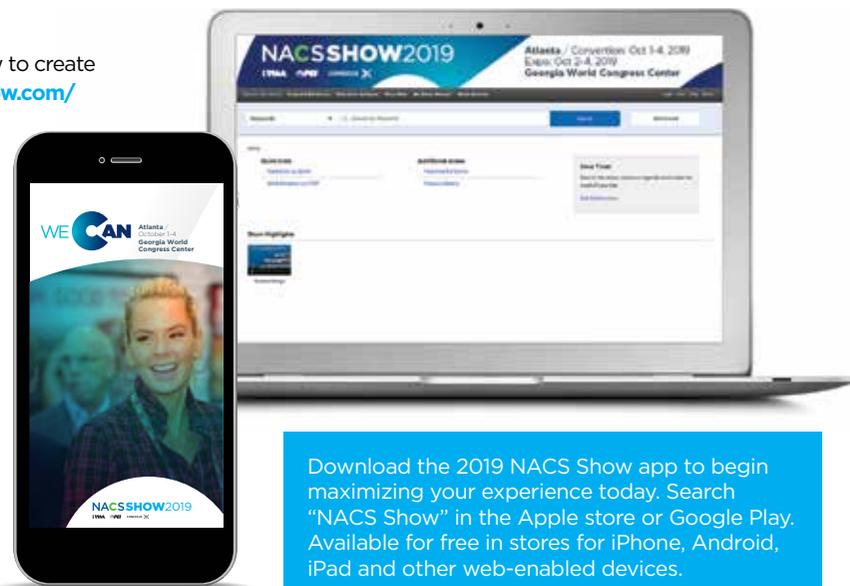
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# New CBD Expo Spotlights Cannabidiol Products

Convenience store retailers are closely monitoring the emerging product category of cannabidiol, or CBD, and carefully weighing their next move. New for the 2019 NACS Show, NACS has added the CBD Expo to its exhibit hall lineup. This dedicated, partitioned section of the Expo will showcase hemp-derived CBD products and industry suppliers.

CBD is a naturally occurring and nonintoxicating compound that does not contain any psychoactive properties. Although the nationwide production of hemp is legal, the U.S. Food and Drug Administration (FDA) hasn't approved hemp-derived CBD as an additive in food products or dietary supplements. But many retailers believe that day is coming, and they want to be prepared.

"This new area is meant to help

educate retailers about the different products that are in the market today and feel ready once these products are approved for sale," said Leigh Walls, NACS director of exhibit sales and services. But, she warns, retailers should check current laws in their states before stocking items containing CBD.

About 70 CBD exhibitors will fill the CBD Expo. (See page 43 of the On-Site Guide.) Retailers can speak with company representatives in the CBD pavilion but cannot sample products. Other featured products are displayed in the CBD showcase, and retailers who are interested in learning more about the products on display can obtain a list of manufacturers for contact following the show.

"We wanted to get ahead of the CBD trend so we could educate our members," Walls said. "If they're going to sell CBD products, we want to

make sure they're going about it the right way."

The CBD industry has significant potential for growth and expansion, Walls said. Some forecasts project that CBD sales will reach \$50 billion annually by 2026.

Numerous retailers now sell health and beauty products containing CBD. In June, Kroger introduced CBD topical creams, lotions, balms and oils in 945 of its stores, while Harvest Health and Recreation Inc. is distributing a few CBD product lines to more than 10,000 retail stores nationwide, including Circle C, Sunoco, BP and Shell.

Retailers who attempt to sell

## CBD PAVILION

5667 E-Alternative Solutions	5706 Ignite Distributions	5665 Lif Drug Store	5704 MarketHub	5663 Medterra CBD	5702 Kore Organic	5703 HempFusion	5664 Stanley Brothers Vape	5666 Freedom Wellness	5667 Crazy Eye Brand
5562 Froyth of Leadville	5662 Veritas Farms	5661 Max Distributing	5660 JRS Ventures	5661 Gill Distributors Inc.	5700 Zorbitz	5701 Hemp Nation CBD Products	5660 Docklight Brands	5660 Nature's Healer	5661 Nature's Healer
5558 OZOZE	5658 Hemp Pure Premium CBD	5656 AMP Cc, LLC	5656 CBDfx	5554 The Hempstead Group Inc.	5654 Heritage CBD	5657 FAX labs	5706 Weller, Inc.	5656 Kroyer CBD	5655 Kroyer CBD
5552 NVF, LLC	5652 KCI CBD	5655 The Hempstead Group Inc.	5654 Heritage CBD	5655 Social CBD	5754 Cannatopia CBD	5653 Pure Products, LLC	5702 Nu-X Ventures Inc.	5652 Diamond CBD	5653 Webb Brands

hemp-derived CBD products face legal jeopardy. The official position of NACS is that convenience retailers don't have substantial protection under the law—at least for the time being. ●

## CANNABIS

continued from page 1

marijuana-based products, in their stores and online. In Wednesday's session, "Cannabis, Marijuana and CBD: The Practical and Legal Outlook," a panel of experts will discuss the legal ramifications of dabbling in this product category; the FDA's future approach to foods, dietary supplements and body care products made from cannabis derivatives; and whether employers can maintain drug testing and substance abuse policies. The risk presents a host of retailer banking, insurance and tax challenges, said Scott Sinder, NACS general counsel, partner at Steptoe & Johnson LLP and panelist at Wednesday's education session.



Scott Sinder

Sinder reminds retailers that federal law classifies marijuana as a Schedule 1 drug, the same classification as heroin and LSD.

NACS has created model licensing legislation—based on state regulatory systems that govern the retail sale of alcohol—which would allow legal marijuana products to be sold at convenience retailers. If enacted, NACS legislation would open the door to stores in the convenience channel, allowing them to choose whether to introduce this emerging category to their stores.

Because federal prohibition on the use of marijuana is likely to end eventually, a number of bipartisan bills introduced in Congress are presenting another set of challenges for convenience store employers. The bills address everything from requiring the federal government to recognize state legalization measures to fully legalizing marijuana on the federal level. If and when cannabis products can be sold in retail outlets, how can

employers ensure their staff adheres to a substance abuse policy? And how can employers set fair policies regarding medical marijuana use?

"My clients come to me with questions all the time about whether they can test for marijuana or enforce a zero-tolerance substance abuse policy," said panelist Steve Bernstein, a partner at Fisher Phillips and co-chair of the firm's labor relations practice group. "Can they prohibit it when tests themselves don't necessarily reveal whether an employee is impaired by the drug? It's far from clear how employers should deal with this on a universal level because every state seems to be treating it differently."



Steve Bernstein

But what are the employer risks when it comes to CBD, which does not make people high? Although the Farm Bill legalized the cultivation and sale of industrial hemp, the FDA is still deliberating how to regulate CBD in food, beverages and other consumer products.

"Because the Federal Food, Drug and Cosmetic Act (FD&C Act) has not yet approved any ingestible products (foods and beverages) containing CBD or any topical products containing CBD for which a health claim is made," Sinder said, "technically, the sale of these products is not permissible."

This presents even more challenges for employers, especially those who decide to sell the products now.

"The concern about CBD from a workplace standpoint is that many of these CBD products, especially if they're ingested, may contain trace elements of THC contaminants," Bernstein said. "Which can show up on some drug tests."

Retailers can be proactive, he said, by monitoring developments and updating their policies based on their local jurisdictions. Employers also should ensure they are consistent in how they treat applicants and current employees under these circumstances and to document their conduct accordingly. Wednesday's session will provide retailers with a better understanding of how to update their policies for compliance with regulatory changes and how best to exploit these opportunities while managing a productive workplace.

"There are a few common principals that employers can apply," Bernstein said, "to inject the level of certainty into what's clearly an evolving universe." ●





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# C'mon Get Happy

NACS Show adds new happy hour event to the lineup.

**N**etworking has reached new heights at the 2019 NACS Show. This year, NACS has added a Happy Hour event designed to provide a fun and memorable networking experience for attendees and exhibitors outside of the expo.

This additional night of networking will immediately follow the close of the exhibit hall this evening. In true happy hour fashion, there will be food, fun, games and a chance to meet other professionals. The evening party will provide a meeting

place for attendees and exhibitors to gather before dinner or other supplier hosted events. The goal of the evening is to leave each attendee with a lasting impression of the unforgettable fun associated with the NACS Show in Atlanta.

The new happy hour event is open to all attendees. Guests will be treated to alcoholic beverages and light hors d'oeuvres. Hunter Club members have the added benefit of showcasing a display with a "wow" factor outside the exhibit hall.

The new happy hour is conveniently located directly outside

of the Hall C exhibits in the recently renovated lobby. This window-filled, expansive lobby is a natural flow for attendees after the exhibit hall closes. Shuttle buses and taxis will pick-up curbside for easy transportation to post-party activities or dinner. ●



**NACS Show Happy Hour**  
 Wednesday, October 2  
 5:30 pm - 6:45 pm  
 Lobby C at GWCC

## Bag It!

Don't forget to stop by **Booth 1300** in **Exhibit Hall B** to pick up your official NACS Show Product Bag. Available to the first 3,000 retailers, lucky recipients will find an array of product samples and materials from this year's show.



Exhibit Hall B is open from 11:30 am - 5:30 pm, October 2-3 and 9 am to 1:30 pm, October 4.

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# By the Numbers

NACS data resources offer valuable intel for growth.

**N**othing tells a story like cold, hard facts. That's exactly what members get with the vast array of NACS research products. From industry figures to benchmarking data, members can use the information to assess their place among their peers and competitors.

Leroy Kelsey, NACS director of research, says the suite of research reports is valuable to stores of all sizes, types and locales. It provides NACS members with "an incredible opportunity" to access such data as inside sales, gallons, operating costs and margins of the most profitable operations by store. Even stores can assess whether they are "performing well relative to their peers as well as the overall marketplace."

"If you spend a lifetime looking in the mirror, I guarantee that you are the best looking thing that you've ever seen! Informed benchmarking of peers and close competitors can help you 'get out of the mirror' and get perspective on opportunities and performance gaps within your organization," Kelsey said.

## What's available

The full inventory includes the NACS State of the Industry Report®, NACS State of the Industry Compensation Report, NACS Category Definitions Guide and the NACS/Coca-Cola Retailing Research Council report. Members also can access individual fact sheets on specific business topics, as well as a detailed definition of a convenience store.

The NACS State of the Industry Report® is the industry's most comprehensive annual collection of

firm-level, store-level and same-store level data and trends, including economic and industry overviews, financials, store operations, merchandising, motor fuels sales and top performer analysis.

The NACS State of the Industry Compensation Report provides a snapshot of the compensation picture in the convenience store industry, including wages and salaries, fringe benefits and turnover for a variety of positions typical of a convenience

store business. These metrics drive employee recruitment, training and retention.

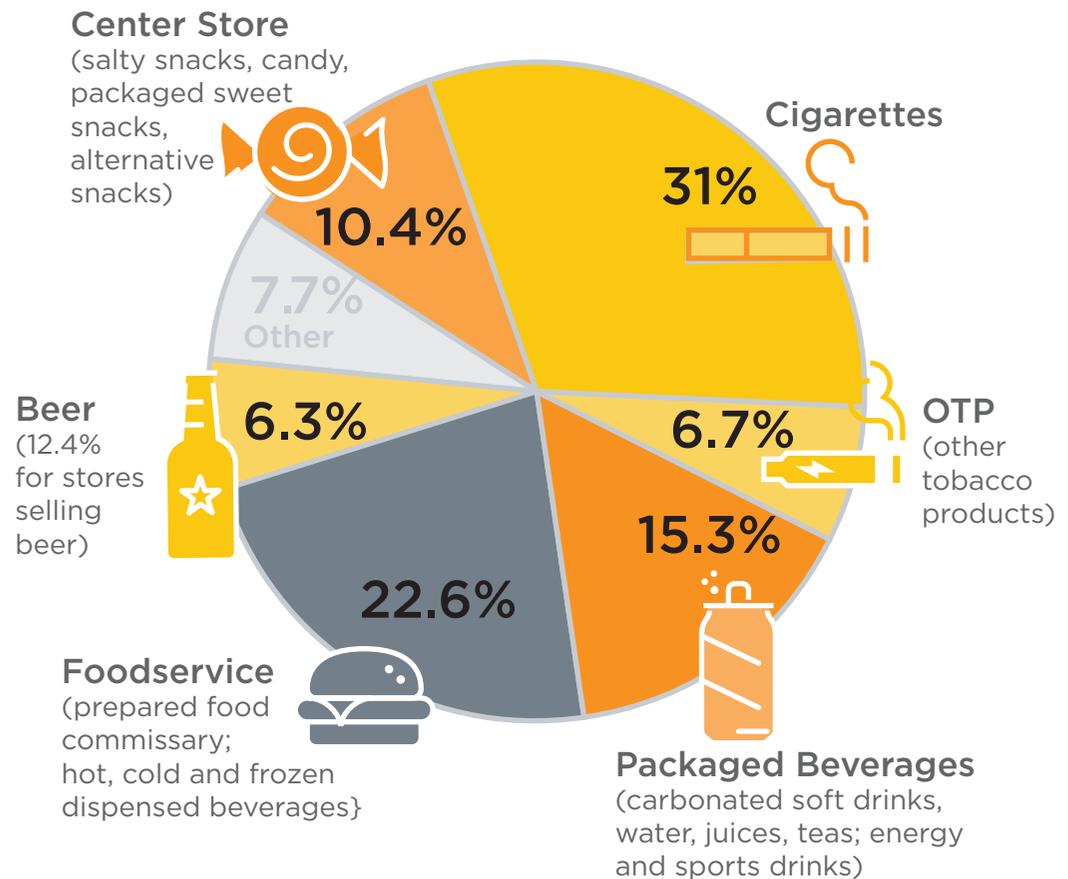
"Whether soliciting help from an outside consulting firm or engaging NACS Consulting, meaningful benchmarking can help identify what success looks like—what's working and whether your business is growing as fast as the industry," Kelsey said. "Market leaders are firms that exceed industry benchmarks consistently, while controlling costs."

## Insightful tools

Two other popular NACS research tools include the NACS Convenience Tracking Program (CTP) and C-Store Exchange (CSX). CTP is a syndicated approach to conduct live convenience shopper intercepts at selected retail outlets in order to understand shopper attitudes and motivations and how they affect purchase behavior in the store. The shopper intercept

see **NUMBERS**, page 26

## 2018 In-Store Categories



"Understanding consumers' [shopping habits] will help to influence their purchasing habits and improve the 'stickiness' of your brand."

- Leroy Kelsey  
NACS Director of Research





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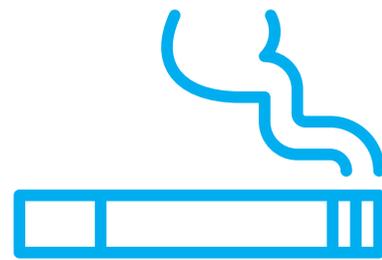
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# No Butts About It



Cigarettes reign, but tobacco diversification yields higher sales.

Rising taxes, stiffer regulations and a growing public awareness of the health impact of tobacco have eroded the sale of cigarettes in recent years. Yet, despite that erosion, cigarettes continue to be the reigning champion of in-store sales for convenience stores. In Tuesday's session, "Evolving Your Tobacco Category," presenter Don Burke reminded retailers that cigarettes are not down for the count just yet.

"Don't give up on cigarettes," said Burke, senior vice president of the data analysis firm Management Science Associates Inc. "They're still the majority of tobacco sales, even though they're declining slightly."

The key to maintaining and even growing your tobacco category,

he said, is SKU optimization. The premium cigarette subcategory still accounts for the majority of all cigarettes sold in convenience stores. Two other subcategories retailers should offer in their stores, Burke said, include super premium, such as American Natural Spirit, as well as deep discount cigarettes.

According to Burke, more dollar and drug stores are expanding their tobacco inventory with deep discount cigarettes as these retailers vie for a bigger piece of consumer spend. About 70% of U.S. tobacco sales go through the convenience and gas channel, but dollar stores, in particular, are encroaching on that territory. Still, retailers can compete, he said, by "making sure the store carries the same options as the local dollar stores, so your customers don't

make a second stop for tobacco."

While cigarettes remain a top seller, Burke said convenience stores must diversify their tobacco product offerings, such as chewing tobacco and nicotine gum.

"In general, the retailers who carry a larger selection of tobacco products tend to have better sales," he said.

The top three sellers in the other tobacco product (OTP) category continue to be cigars, electronic cigarettes and smokeless. Burke said large cigars are showing year-over-year increases, in addition to the moist powder smokeless tobacco snus and vaping products. Knowing what's trending is important, but when considering new inventory, Burke encourages retailers to do some detective work. Talk to your

distributors—they know what products are selling best in your market. Also, secret shop the closest dollar stores in addition to other convenience stores. Retailers should be selling similar if not the exact same products.

The reality is that tobacco users are becoming more fickle, fluctuating back and forth between an ever-expanding selection of products. Burke believes retailers have a tremendous opportunity to grow their businesses by offering both new products and the traditional cigarette. As such, Burke also discussed effective pricing and marketing strategies to drive sales and ensure a healthy margin.

"You must make sure to feature and emphasize these products," he said. "Without the right marketing, you'll never move inventory." ●

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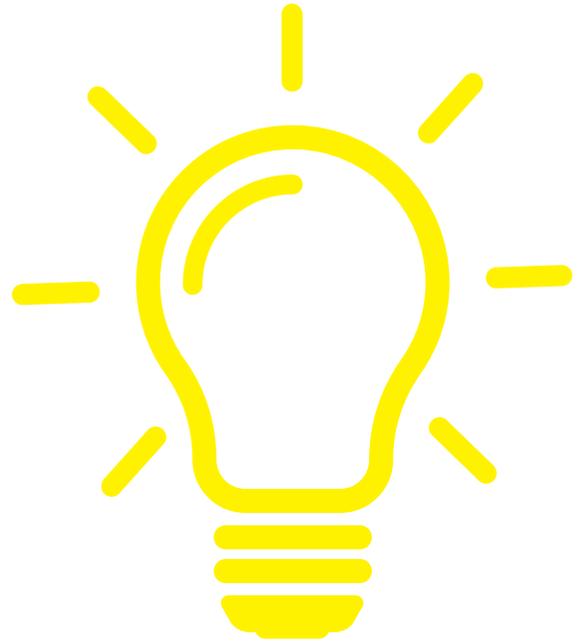
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# Super Sessions



## Create Operational Excellence

Empowering employees ups the value for your customers and your company.

**A**chieving customer satisfaction and loyalty, gaining an advantage over your competitors and the ability to successfully adapt to marketplace changes can all be traced to one thing: a motivated workforce poised to succeed.

In Thursday's Super Session, "The Good Jobs Strategy," Zeynep Ton will describe the key elements that drive a capable and motivated workforce, and how you can use the strategy

to create value for your employees, customers and company. Ton, a professor at the MIT Sloan School of Management, has been studying retail operations for nearly 20 years.

"In an industry with tight profit margins and a need to control cost, the tendency is to minimize labor costs. This puts companies into a vicious

cycle." This vicious cycle is expensive, she said. "Low labor spending leads to operational problems, such as long lines and dirty stores, which reduce sales and profits."

In her research, Ton identified a set of retailers that take a different approach. These retailers provide good jobs: high wages and benefits, predictable and adequate schedules, sufficient training and meaningful career paths. They complement this higher investment in people with operational choices that increase worker productivity and

contribution. She calls this approach The Good Jobs Strategy.

"It's about standardization and empowerment," Ton said.

This concept, one of the four operational choices she highlights in her strategy, describes how people investment and operations work together.

"Your company benefits from efficiencies due to standardization, but at the same time, you empower employees to make decisions," Ton said. "You train them to solve customer requests and contribute to operations. For example, ordering supplies. By doing this, you make them more efficient. When people are more efficient, you can pay them more."

In this system, service improves and customer satisfaction increases. More satisfied customers drive higher sales. Lower employee turnover and better operational execution bring costs down.

In addition to its financial benefits, the Good Jobs Strategy carries strategic advantages. Good jobs companies stand out from competitors, both for customers and employees. Their stable, motivated workforces also help them adapt quickly to new technologies, services or other changes.

"Right now, one of the main

challenges c-stores face is rising customer expectations. Customers want to order and pick up at the store or shop any time they want," Ton said. "There are also new technologies and regulations in this market. Companies that can adapt to these changes faster are the companies that stay around."

Ton describes the strategy as one that not only will make a positive impact for a single company, but that could potentially be much farther reaching than that.

"When you look at the U.S. labor force, retail is the largest employer and also a low-wage employer," Ton said. "The current minimum wage is too low for retail workers to be able to take care of their families. I think c-stores could make a big difference not just in their operations and ability to be productive and create great value for customers but also in our society. Raising wages would lift up so many people." ●

**"Super Session: The Good Jobs Strategy"**  
Thursday, October 3  
9:15 am - 10:15 am  
Sidney Marcus Auditorium

## Super Session Explores Next Great Inflection Point

Jacob Schram reimagines mobility for c-store owners.

**P**repare for a mind-expanding awakening when Jacob Schram takes the stage during Wednesday's Super Session, "Reimagining Mobility 2020-2030." Schram, a senior advisor for McKinsey & Company, will reveal the future of mobility to c-store retailers and the radical changes that are sweeping across multiple dimensions.

Schram predicts that by 2030, the convenience industry will see developments that are as profound as those of a hundred years before. Think the shift from horse and buggy to automobile. It's what Schram calls "Mobility's First Great Inflection Point."

Cutting-edge changes are coming

even faster this time, Schram said, and include electric and autonomous vehicles, more interconnected and intelligent roadworks, new customer interfaces and services and a dramatically different competitive landscape in which tech giants, start-ups and OEMS mix and mingle.

"With any luck it will be what people actually want—not 'faster horses'—but something qualitatively different and better," he said. "These coming changes are called mobility's Second Great Inflection Point."

Schram's prediction gives industry leaders new information to push the boundaries of their business, particularly those who are currently grappling with the big issues and are

eager to jump on new opportunities.

According to Schram, four disruptive technology-driven trends—autonomous

driving, connectivity, shared mobility and electrification—have the potential to radically change the mobility industry. And this will present c-store owners with new opportunities for growth and expansion, such as on-the-

go recharging hubs, urban mobility hubs and in-car services related to entertainment, education, relaxation, practical tasks and more.

"The characteristics of mobility at the second great inflection point will be significantly, not just marginally, better," he said.

Schram is the former group president and CEO of Circle K Europe/ Statoil Fuel & Retail. Before that, he spent three years as chief of marketing and public relations at McDonald's Norway and five years with McKinsey in Denmark. Schram serves on the board of Moller Mobility Group, a leading car group in the Nordic and Baltic countries. ●

**"Reimagining Mobility 2020-2030"**  
Wednesday, October 2  
9:15 am - 10:15 am  
Sidney Marcus Auditorium



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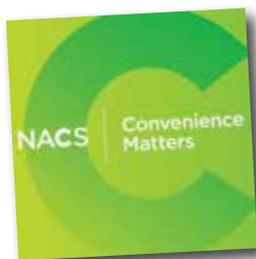


# Stay Tuned for Convenience Matters Podcast

**W**ith nearly 200 weekly podcast episodes under their belts, the NACS Convenience Matters hosts still get excited about telling your stories—the stories of convenience stores, the people and the issues affecting the industry. Anything related to convenience, food, fuel, drinks or snacks makes for good content on the popular podcast.

At the 2019 NACS Show, the Convenience Matters team is planning a special live recording event. Attendees are invited to get a peek behind the curtain to watch the production and storytelling.

“We will be talking to the ‘real rock stars’ of convenience,” said Carolyn Schnare, director of strategic initiatives at NACS. “We’ll have an industry leader to talk about what keeps them up at night, what’s down the road for them, their company and the industry.” Schnare said the hosts might have some tricks up their sleeves and promised attendees a good time.



The 20-minute podcasts have garnered a large following since debuting three years ago. Convenience Matters listenership has grown by 70% since its launch in February 2016 and has topped 100,000 downloads, Schnare said.

“While we focus most of our content toward retailer employees within the industry, our listenership is also comprised of industry supplier partners, media, nonprofit trade associations and partners,” Schnare said.

Above all, the goal of NACS is to make the podcasts lively and a part of their audience’s regular routines, whether driving to work (the average commute is a little more than 26 minutes, according to the U.S. Census Bureau’s 2017 American Community Survey), jogging or listening on their computers. The podcasts cover topics about getting people where they want to go—fuel, mobility and transportation; food—what, where and why they eat; and customers, employees and leadership, too.

Sometimes, episodes feature just-for-fun topics with celebrity guests such as William Shatner or Mike Rowe.

“Our mission isn’t to teach anyone a skill or mimic a learning seminar,” she said, “but to talk as deeply as possible about a subject in 20 minutes or less without letting the listener get bored.”

The cross-functional team behind Convenience Matters team includes Schnare and Jeff Lenard, NACS vice president of strategic industry initiatives; John Eichberger, executive director of the Fuels Institute; Stephanie Sikorski, NACS vice president of marketing; Donovan Woods, director of operations of the Fuels Institute; Britt Brewer, NACS marketing manager; and Jayme Gough, analyst for NACS research department.

New episodes post every Monday and are available through the app “Through the Noise” as well as on iTunes and at [www.conveniencematters.com](http://www.conveniencematters.com).

And, because the podcast is meant to help convenience professionals navigate their daily lives, Schnare invites listeners to submit show and guest ideas as well as feedback. ●



## Live Recording

NGWCC Lobby B

WEDNESDAY, OCTOBER 2

**12:00 pm – 1:00 pm**  
Food Safety featuring Jeremy Zenlea, Cumberland Farms Inc., and Barbara Vanrenterghem, *Food Safety Magazine*

**1:00 pm – 2:00 pm**  
Sustainability Strategies featuring Scot Case, Responsible Sourcing Solutions

**2:00 pm – 3 pm**  
CBD and Marijuana Products featuring Colleen Lanier, Hemp Industry Association

THURSDAY, OCTOBER 3

**12:00 pm – 1:00 pm**  
Brand Strategy featuring Mike Lawshe, Paragon Solutions

**1:00 pm – 2:00 pm**  
Fuel Quality featuring Jo Lynne Parsons, Center for Quality Assurance, and Rebecca Monroe, General Motors

**2:00 pm – 3:00 pm**  
Retail Fuel Real Estate Site Selection

## What’s New and Cool?

Cool New Products Preview Room has the latest and greatest.

**S**ee and scan the newest products hitting store shelves by visiting this year’s Cool New Products Preview Room. Located in B401, this recurring favorite will display 300 new products, services and opportunities from across the U.S. and abroad.

Nicole Walbe, NACS membership manager, supplier relations, says these products give attendees a look at industry novelties, trends and must-haves.

“There’s a heavy emphasis on merchandise and foodservice, more so this year than last year,” Walbe said.

“As far as trends, there seems to be a continuation of low carb, high protein snack items, such as meat and cheese combinations, nuts and seeds and yogurt. Attendees will also see ‘special diet’ items, such as gluten free and alternative milks. Exhibitors are also showcasing new cold brew products and specialty alcoholic beverages (hard seltzers, flavored beers).”

The Cool New Products Preview Room is based on the Show expo and organized into five categories—Facility Operations, Foodservice, Fuel Equipment & Services, Merchandise Candy & Snacks and Technology.

A trip to the Cool New Products Preview Room offers attendees a chance to get up close and actually capture product and exhibitor details by using a handheld scanner. This allows attendees to create a personal shopping list. Last year, attendees accrued about 37,000 scans across the Show, with an average of 122 leads per product. The accumulation of scans is automatically tallied to produce a “Top 10 Cool New Products” list that is published each day here in *NACS Show Daily News*. See how close your choices match the Show’s rankings. ●



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\*THIS RATING IS BASED OFF OF OUR CURRENT CUSTOMER RATING VIA OUR CORPORATE FACEBOOK PAGE.

# The Big Reveal

New Exhibitor Area features industry debuts.

**G**et a sneak peek at new products before they hit retail shelves. The NACS Show's New Exhibitor Area, returning for a fifth year, boasts the latest products, services and companies entering the convenience store market. Retailers have the opportunity to meet new suppliers and discover the innovative products that are about to hit the convenience channel and help to increase store profits.

"The designated New Exhibitor Area provides suppliers with increased exposure and selling opportunities and allows retailers to be the first to engage with the new offerings," said Leigh Walls, NACS director, exhibit sales and services.

Located in Exhibit Hall B, the

dedicated space hosts more than 200 exhibitors across 20,000 square feet. The area is conveniently organized into the same five categories as the Show Expo: Merchandise, Candy & Snacks; Technology; Foodservice; Facility Operations and Fuel Equipment & Services.

Attendees will be introduced to companies that may have existed in other channels but are new to the convenience and fuel retail industry. They also can experience new products and services from familiar faces at the NACS Show.

The New Exhibitor Area offers bonus viewings, with a preview hour from 10:30 am to 11:30 am on Wednesday and Thursday before the rest of the expo floor opens. ●

**NEW-FOODSERVICE**

**NEW-TECHNOLOGY**

**NEW-FACILITY OPS**

**NEW-FUEL EQUIP & SVCS**

**NEW EXHIBITOR AREA**

**NEW-MERCH CANDY SNACKS**

**New Exhibitor Area**

October 2: 10:30 am - 5:30 pm  
(open 1 hour earlier than main exhibits)  
October 3: 10:30 am - 5:30 pm  
(open 1 hour earlier than main exhibits)  
October 4: 9:00 am - 1:30 pm  
Exhibit Hall B

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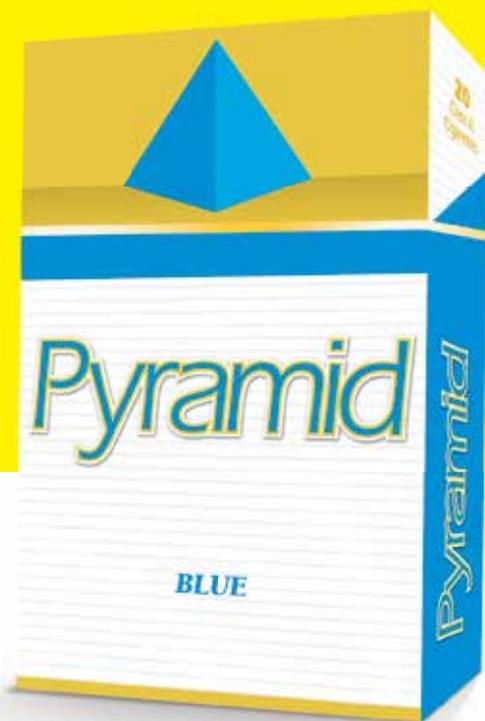
COOL NEW PRODUCTS PREVIEW ROOM

# 10 YEARS

# OF THANKS!

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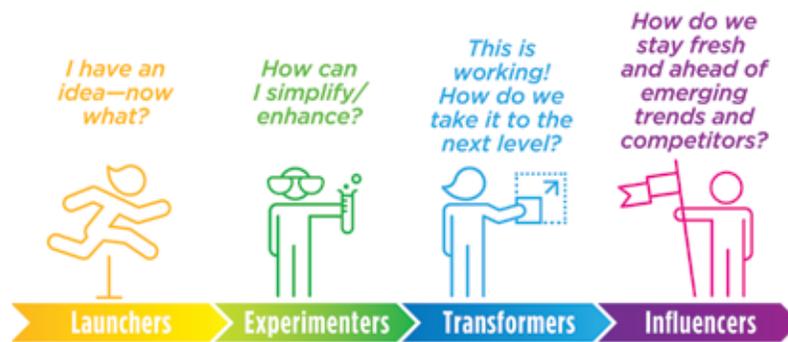
# Are You a Launcher or Influencer?

New education attendee segments make it easier to choose the right session.

So much to learn and so little time. It's a common dilemma for industry professionals who attend the NACS Show each year. This year, NACS is making it easier to choose which education sessions deliver the most value for you and your business during the 2019 NACS Show.

NACS has designed four segments based on where you are in the business lifecycle for a certain topic. The four segments—Launcher, Experimenters, Transformers and Influencers—will guide attendees to sessions that are right for them. For example, if you're looking for how-to's and best practices, you might select sessions marked "Launcher" or "Experimenter." If you're interested in what inspirational, forward-thinking thought leaders have to say, you might select those sessions marked "Transformers" and "Influencers."

"We developed this new education session segment navigation based on what we heard from NACS Show



attendees: That it could sometimes be difficult to find an education session that was right for their business needs at that time," said Erin Pressley, NACS vice president of education and media.

Store count or organization size is not a consideration when choosing an education session. Simply read each session description and look for the segment identifier to understand if the session is designed for your current needs. There is a solution for every

learning style and experience level, Pressley said.

Ask yourself where you or your business falls within the topic of interest. NACS describes Launchers as those who are "looking to dip their toes into new waters, desiring to master the basics," while Experimenters are still in "testing mode, but looking to set their companies apart within a given area."

Similarly, NACS describes Transformers as "focused on

developing and implementing more complex processes, standards and consistency for a given topic," while Influencers are those seeking to build "resources and bench strength for big moves." Influencers, according to NACSShow.com, are "innovators and risk-takers within a given topic."

To illustrate the new segment identifiers, Pressley offered these examples. Someone starting out in foodservice may find themselves drawn to how-to's and best practices in the Launchers or Experimenters foodservice sessions. In another instance, those with a more advanced and mature tech business model might find themselves drawn to the forward-thinking thought leadership for technology sessions labeled Influencers.

"These segments are designed to guide attendees to choose sessions that address an immediate business need, rather than lump all similar store size companies together, assuming they all have the same needs," Pressley said. ●

## The Road Ahead

The Fuels Institute will present four sessions at the NACS Show.

With so much information and noise on the internet, how do you determine what research is legit and trustworthy—especially when it pertains to how you operate your business? The Fuels Institute can help you do just that by delivering unbiased research about the direction the fuels market is heading. The organization will contribute to four education sessions during the 2019 NACS Show.

"We want people to think bigger and broader and not just believe a headline that focuses on one small segment," said John Eichberger, executive director of the Fuels Institute. A former lobbyist, Eichberger helped found and launch the Fuels Institute with NACS in 2013.

"Everything's changing," he said. "Retailers don't know who to believe

## Fuels Institute

The Fuels Institute brings together a variety of stakeholders—from industries such as biofuels, refiners, distributors, automakers, retailers and more—to evaluate the issues that affect the market.

or who to trust. So we publish objective research so that NACS members know what they can realistically expect as they plan for the future."

The Fuels Institute brings together a variety of stakeholders—from industries such as biofuels, refiners, distributors, automakers, retailers and more—to evaluate the issues that

affect the market. By providing a forum through which these individuals can share perspectives, the institute can facilitate a more effective market introduction of new fuels and vehicle technologies. By producing research that presents accurate evaluations of the market and potential development, see [FUELS INSTITUTE](#), page 30

### Managing Corrosion: Expand the Lifespan of Your Fuel Equipment

Tuesday, October 1  
Noon - 1 pm

### Successfully Retailing Biofuels

Tuesday, October 1  
1:15 pm - 2:15 pm

### Factors of Demand Destruction

Wednesday, October 2  
8 am - 9 am

### EVs: Shifting from Fuel Provider to Energy Provider

Thursday, October 3  
8 am - 9 am



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 **BUNN**

# CALENDAR OF EVENTS

# 2020

## FEBRUARY

**5-7**

### NACS Leadership Forum

Venue: Eden Roc  
Miami Beach, Florida

## MARCH

**3-5**

### NACS Convenience Summit Asia

Venue: Waldorf Astoria  
Bangkok  
Bangkok, Thailand

**10-12**

### NACS HR Forum

Venue: Westin Dallas  
Downtown  
Dallas, Texas

**10-12**

### NACS Day on the Hill

Venue: Four Seasons Hotel  
Washington, D.C.

## APRIL

**7-9**

### NACS State of the Industry Summit

Venue: Hyatt Regency  
O'Hare  
Chicago, Illinois

**19-24**

### NACS Leadership for Success

Venue: Virginia Crossings  
Hotel and Conference  
Center  
Richmond, Virginia

**26-30**

### Conexus Annual Conference

Venue: Loews Ventana  
Canyon Resort  
Tucson, Arizona

## JUNE

**2-4**

### Convenience Summit Europe

Venue: Berlin Marriott  
Hotel  
Berlin, Germany

## JULY

**12-17**

### NACS Financial Leadership Program at Wharton

Venue: The Wharton  
School at the University of  
Pennsylvania  
Philadelphia, Pennsylvania

**19-24**

### NACS Marketing Leadership Program at Kellogg

Venue: Kellogg School  
of Management at  
Northwestern University  
Evanston, Illinois

## AUGUST

**2-6**

### NACS Executive Leadership Program at Cornell

Venue: Dyson School at  
Cornell University  
Ithaca, New York

## OCTOBER

**11-14**

### NACS Show

Venue: Las Vegas  
Convention Center  
Las Vegas, Nevada

## NOVEMBER

**1-6**

### NACS Innovation Leadership Program at MIT

Venue: Sloan School  
of Management at the  
Massachusetts Institute of  
Technology  
Cambridge, Massachusetts

**To be announced**

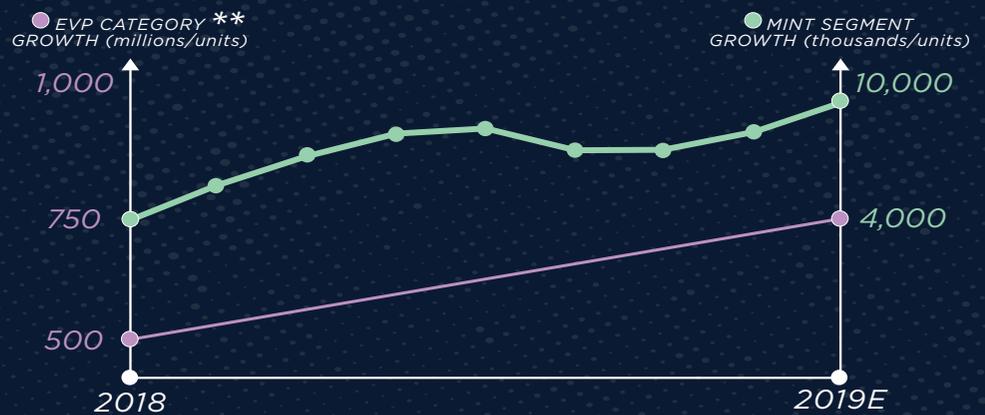
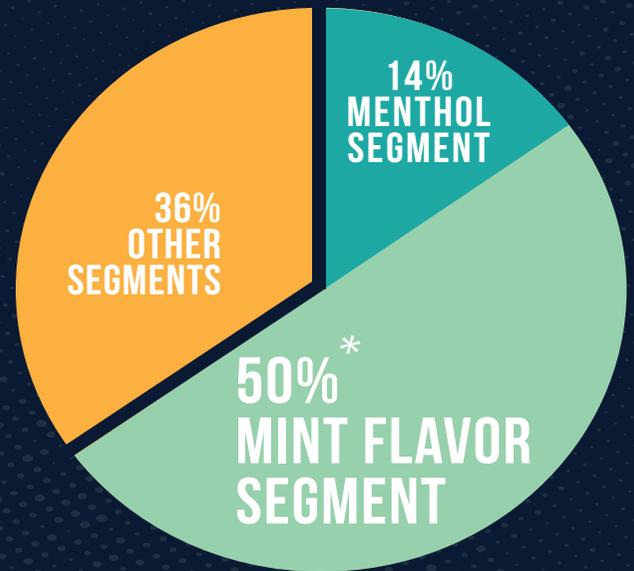
### NACS Women's Leadership Program at Yale

Venue: Yale School of  
Management at Yale  
University  
New Haven, Connecticut

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\*Source: IRI - Total Conv Latest 4 week periods Top 50 SKUs Unit Sales, Units Sold Per Selling Store, Unit Sales and Stores.  
\*\*Source: [Tobacco, Market]: Nielsen US Tobacco YoY rates for C-store channel (2013-2014) and all channel (2015-2017); UBS Global Tobacco Report 2017 YoY forecast (2018); Morgan Stanley Tobacco report (2018-2025 forecast); CDC 2017 unit tobacco sales; [EVP Market, 7-Eleven EVP]: MSAI Partnership Retail Database; [C-Stores sales]: Wells Fargo Convenience Stores Report. \*7-Eleven 2016-2018 CAGR excludes 7-Eleven Horizon  
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# Follow the Path to Leadership

Chart a course of action to become the leader you want to be.

**T**here's a leader inside you whether you know it or not. Every one of us naturally influences others.

Cultivating this natural influence and defining a vision of your ideal leader-self puts you on the path to business success.

NACS is helping emerging leaders do just that, while building skills for long-term success through its NACS Leadership for Success program. This six-day, on-site program takes place April 19-24, 2020, in

Glen Allen (Richmond), Virginia. It focuses on arming participants with skills they can immediately use on the job to improve their leadership and operational performance.

While the six days of on-site programming are comprehensive and intense, it's just the beginning of the process for participants. During the following six months, team members apply what they learned at NACS Leadership for Success in their work environment and then present their

experience at an education session at the annual NACS Show.

Wondering if this program is right for you? Joanne M. Loce, who designed the program and is managing partner



Joanne M. Loce

of Fortify Leadership Group, spoke with *NACS Show Daily News* about the program and its role in developing and establishing tomorrow's leaders.

look at their personal strengths, development areas and ways they can change how they lead to drive higher levels of performance and employee commitment. If leaders are taking on new challenges, are looking to take their leadership to the next level, or believe that their actions can impact how their employees perform in new and different ways, this is a great program for them.

**Q** Why should I attend this particular leadership conference?

During this program, leaders will explore their natural preferred working styles, emotional intelligence and values that drive their leadership brand. They also will discover how they, as individual leaders, can impact culture, employee engagement and business performance. In addition to learning about leadership and applying new skills to real-life situations, leaders who attend build their professional network with peers in the c-store industry. Attendees define a

project and use their leadership skills to impact their work environment, allowing them a practical way to reinforce what they have learned to drive results.

**Q** What kind of success have past participants had?

Each year at the NACS Show, program attendees present their project during an education session. Past participants have described business successes that ranged from reducing attrition and improving communications within teams to greater recognition and increased participation in loyalty programs. For many attendees, the leadership training spilled over into their personal lives, as well. Individuals who have attended this program reported personal successes such as sharing more time with family, improving personal fitness levels and building personal confidence.

To learn more about NACS Leadership for Success, visit [convenience.org/leadershipforsuccess](http://convenience.org/leadershipforsuccess).

**NACS Leadership for Success Project Report Out (Part 1)**  
Wednesday, October 2  
8 am - 9 am  
Room A314

**NACS Leadership for Success Project Report Out (Part 2)**  
Wednesday, October 2  
9:15 am - 10:15 am  
Room A314

**Q** Who is the ideal candidate for NACS Leadership for Success?

The program was developed for district managers, supervisors and other convenience retailers who want to improve their work performance.

Leaders who attend this program should be willing to take a reflective

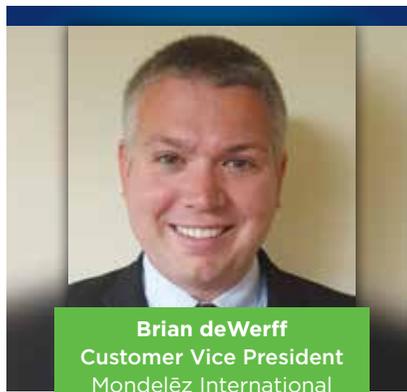
## question of the day

### What is the biggest challenge facing your business today?



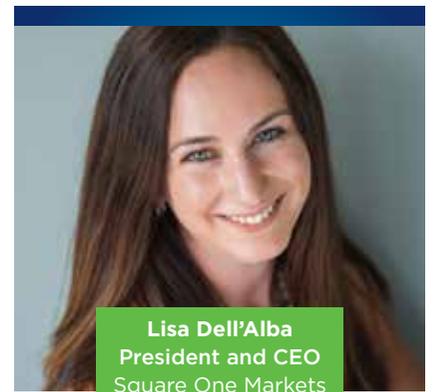
**Bhagdeep (Dee) Dhaliwal**  
President  
Dhaliwal & Associates Inc.

One of the biggest challenges facing my business is overbearing and unnecessary regulations. I have on more than one occasion gone above and beyond our legal requirements in an attempt to appease an overzealous regulator because it was easier than arguing my point, even though I know I was in the right."



**Brian deWerff**  
Customer Vice President  
Mondelēz International

My biggest challenge is evolving our product mix and customer vehicles to be laser focused on the changing consumer. Customer preferences and demands change rapidly, which is pushing us to think differently on how we go to market with them.



**Lisa Dell'Alba**  
President and CEO  
Square One Markets

As a small family business in its second generation, there are a great many challenges, including the need to satisfy multiple generations of customer and workplace needs. We are fortunate to be as involved with NACS to learn new ideas and leverage new concepts. The challenge becomes which idea to run with and how far you go."

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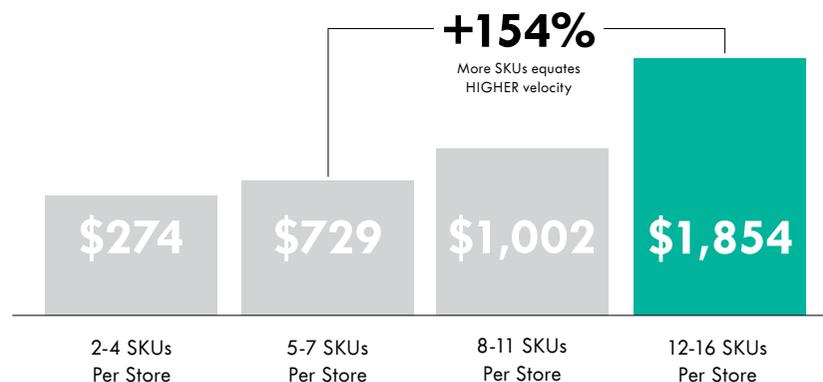


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Source: Nielsen AOD, \$/Store Weeks Selling thru 3/30/2019.

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# By the Numbers

Convenience stores have a special place in all communities.

**C**onvenience stores continue to be a key resource for communities of all sizes.

Offering speed of service, extended hours of operation, convenient locations, one-stop shopping, grab-and-go foodservice and a variety of merchandise, the numbers say it all:

- About 80% of convenience stores sell motor fuels. While this represents a slight decrease from 2016, the statistic reflects of retailers evolving their business models to focus more on the in-store, foodservice offer, as well as retailers embracing new store formats and establishing their brands in more urban, walk-up locations.
- The average time it takes a customer to walk in, purchase an item and depart is between 3 and 4 minutes. It takes 35 seconds to walk from the car to the store, 71 seconds to select item(s), 42 seconds to wait in line to pay, 21 seconds to pay and 44 seconds to leave the store.
- Foodservice sales are increasingly becoming convenience stores' most profitable category. Convenience store foodservice contributed 22.6% of in-store sales in 2018, with prepared food driving the category's growth.
- Convenience stores are everywhere. There are 154,958 convenience stores in the United States. That's one



store for about every 2,100 people. C-stores account for more than one-third of the brick-and-mortar retail universe tracked by Nielsen in the United States.

- An average convenience store selling fuel has around 1,100 customers per day, or more than 400,000 per year. Cumulatively, the U.S. convenience store industry alone serves nearly 165

million customers per day and 58 billion customers every year.

- Self-serve at the pump is a part of most convenience stores' fueling operations. The first self-serve gas station was opened by Hoosier Petroleum Co. in 1930 but was closed by the fire marshal as being a fire hazard. Frank Ulrich reintroduced the idea in 1947 at the corner of Jilson

and Atlantic in Los Angeles. Modern self-service began in 1964 with the introduction of remote fueling; an attendant was no longer required to reset the pumps after each transaction. Today, it is now available in 48 states. (New Jersey and Oregon still require full-service operations; New Jersey's law was enacted in 1949; Oregon's in 1951.) ●

## FOR MORE INFO



Grab a copy of the **NACS Show On-Site Guide** to find:

- Shuttle bus schedules, routes and boarding locations
- Sessions and speakers
- NACS Show expo map
- NACS Show exhibitors
- Product category listings
- CBD FAQs and exhibit floor information
- Information about NACS

## NUMBERS

continued from page 8  
questionnaires include separate entry, exit, gas-n-go and store characteristics surveys to get a complete understanding of shopper experience at "the moment of truth."

CSX data is the engine behind the NACS State of the Industry Report®, Kelsey said. This dynamic, self-reported subscription database provides members with financial and operational benchmarking. The data is available to both retailers and suppliers. Subscribers are issued an unlimited number of licenses to view CSX data and receive ongoing support from the CSX staff in preparing and

interpreting reports and building selling stories around CSX data.

### Who's your shopper?

The NACS Shopper Panel allows retailers and suppliers to customize specific product/category questions to generate even more insights. The panel consists of a subset of thousands of c-store shoppers who were interviewed as part of the Convenience Tracking Program. NACS will assist in developing the questionnaire and collecting insights into shopper attitudes and behaviors concerning topics of interest to the participant. Also, NACS will field the survey digitally and provide a results report, including

an executive summary and key takeaways.

Kelsey reminds NACS members that shopper insights can inform and shape a business' strategy.

"Shopper insights play a vital role in helping to identify what shoppers want, how their shopping habits are evolving and how convenience store retailers (in collaboration with their supplier partners) can capitalize on constantly changing shopper attitudes and behaviors," Kelsey said. "Understanding this will help to influence their purchasing habits and improve the 'stickiness' of your brand." ●

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Find us at **Booth #448**  
See our doors also at the  
**Anthony Hillphoenix Booth #8543**



### Reimagining the Retail Shopping Experience

At Cooler Screens, we're transforming retail cooler surfaces into IoT-enabled screens that deliver new marketing opportunities and smart merchandising.

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**FUELS INSTITUTE***continued from page 18*

the institute can help business leaders and policymakers make more informed decisions. Both can help eliminate costs from the system, ease the pressures on market participants and help deliver to consumers the fuels they want and need in the most affordable manner possible, Eichberger said.

In 2017, the Fuels Institute launched the Fuel Quality Council (FQC) in an effort to determine why diesel fuel injectors, filters and various other engine parts are breaking down more often than usual. The FQC is a nonbiased, cross-industry collaborative

initiative tasked with determining whether the relationship between the breakdowns and diesel fuel is causal or coincidental.

“We made a lot of progress pulling people together and have initiated some projects,” Eichberger said. “Right now, we’re relying on the industry to get us data. But the most important thing is that we’ve stopped pointing fingers. Instead, we’re working together to come up with some options that the market and the regulators can consider for better, more comprehensive solutions.”

Featured research, information about upcoming events, fuels-related articles and information about the FQC is posted at [www.fuelsinstitute.org](http://www.fuelsinstitute.org).

**Meet the Fuels Institute**

Although the Fuels Institute doesn’t have a booth at the NACS Show, Eichberger and his team will be on-site, meeting with contributors and members. The Fuels Institute also is presenting four education sessions this week.

**Today:**

- **Factors of Demand Destruction:**

In this session, Eichberger and a Fuels Institute board member will speak on the factors causing a reduction in gasoline demands and explore the major factors in the market that will influence demand for liquid fuels in the next 20 to 30 years.

**Thursday:**

- **EVs: Shifting from Fuel Provider**

**to Energy Provider:**

This session will identify the costs associated with installing and operating charging stations at your stores, how to apply for grants and other government programs to defray installation charges and how to capitalize on EV charger installation to further benefit your customers.

“Rather than discuss what the trends are predicting, we’re going to talk about the reality of having a charging station at your store,” Eichberger said. “The driver of an EV tomorrow is buying gasoline in your store today. What do you need to do to keep them coming to your store?” ●

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# GRAB 'N' GO

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## TODAY at the NACS SHOW

**7:30 am - 5:30 pm**  
Registration

**8:00 am - 10:15 am**  
Education Sessions

**8:00 am - 11:30 am**  
Cool New Products  
Preview Room  
(RETAILERS ONLY)

**9:15 am - 10:15 am**  
Super Session:  
Jacob Schram

**10:30 am - 11:45 am**  
General Session Featuring  
NACS Chairman Frank  
Gleeson and Keynote  
Robyn Benincasa

**10:30 am - 5:30 pm**  
New Exhibitor Area  
Hall B1

**11:30 am - 5:30 pm**  
Expo  
Halls B and C

**11:30 am - 5:30 pm**  
Cool New Products  
Preview Room  
(OPEN TO ALL)

**3:00 pm - 7:00 pm**  
International Club  
(Invitation only)

**5:30 pm - 6:45 pm**  
NACS Show Happy Hour  
Lobby C, GWCC

## Wednesday Education Sessions

### 8:00 am - 9:00 am Factors of Demand Destruction A302

As vehicles become more fuel efficient and electric vehicles make up a larger share of the U.S. fleet, consumers will buy less gasoline. This session leverages Fuels Institute research to provide insight into the future of transportation and how the market might evolve for fuel retailers over the next 20 years.

### EMV: Can You Afford Not to Upgrade? A305

Beginning in October 2020, fraud liability will shift to merchants when it occurs at gas pumps that are not EMV or chip card enabled. If you're still figuring out how to make the change, you're not alone. This session will arm you with vital information on EMV, so you can assess what your costs and risks will be if you ignore the EMV deadline. The session also features a case study.

### HR Professionals to HR Marketers A312

When turnover happens, you need to be prepared to fill the gap as soon as possible. With the average cost to hire an hourly employee at \$1,682 and an average 90-day hourly employee turnover rate of 34%, it is vital you look at the recruitment process differently to bring in new employees quickly. Hear from a retailer adopting the strategy of HR as Marketers and redefining their recruitment model.

### NACS Leadership for Success Project Report Out (Part 1) A314

The NACS Leadership for Success Program brings together the brightest supervisors in the industry to develop their leadership skills. For the past six months, participants have been working on reducing turnover, increasing employee engagement and developing store managers by creating plans, setting goals and tracking progress. Learn what worked (and what didn't!) as they developed and strengthened their teams.

### Retail Under Attack: The Importance of Tobacco Training A316

The FDA has targeted convenience stores for increased enforcement of tobacco and e-cigarette sales. Many states have proposed and passed legislation to raise the legal tobacco age from 18 to 21. This session covers the latest legislation and ways to train your employees and respond to consumers caught in the middle.

### Convenience Matters LIVE: The Real Rockstars of Convenience A404

Get a behind-the-microphone glimpse of the Convenience Matters podcast, hear a 25-minute segment live and ask questions of the co-hosts and guests at the end of the taping. Hear how the rockstars of the convenience store industry got their start and how they have fostered success.

### Cannabis, Marijuana, CBD: The Practical and Legal Outlook A411

The 2018 Farm Bill's passage didn't throw open the doors for cannabis sales. Today, retailers can only legally sell a few hemp-derived CBD products, but many retailers are taking the risk to sell non-approved hemp-derived CBD or marijuana-based products. Learn about developments at the federal level; the FDA's future approach to foods, dietary supplements and body care products; and future legal shifts at the local and state level. Employer drug testing, substance abuse policies and managing medical/fitness for duty also will be covered.

### IT as a Strategic Partner A412

Technology infuses every aspect of your convenience business. IT leaders will share ways that they have evolved their roles and shifted their companies toward an IT-integrated mindset. Leave with ideas on how to do the same within your organization.

### 8:00 am - 10:15 am Small Operator Workshop: Consistent Coaching, Mentoring and Training A407

RESERVATION REQUIRED. This session teaches coaching techniques that are easy and effective in everyday operations and addresses implementation of store policy and procedure manuals. Attendees will learn how to conduct an effective five-day employee training program.

### Small Operator Workshop: Just in Time vs. Just in Case Inventory Management A408

RESERVATION REQUIRED. Learn how to make the most out of the space in your store, and understand where you are actually making money. Exercises include inventory turns, shelf space analysis, velocity reports, product placement, product variety and shrink measurement. Leave with the "10 Things to Implement to Improve Sales Based on your Inventory."

### 8:30 am - 10 am C-Store Success: A Practical Guide to Sell Your Product, Service or Equipment to Convenience Stores A402

Suppliers will discover the right tools and strategies to help their businesses make headway in the convenience and fuel retailing industry. Panelists include insiders who will share insights on engaging the right people and building strategies to create long-lasting, productive partnerships with customers.

### 9:15 am - 10:15 am Combating Costs with Strong Facilities Maintenance/Management A305

Service technicians are the most important part of store

repair and maintenance, yet critical equipment-specific data is often in silos and inaccessible. Learn how Cumberland Farms leverages mobile repair support and compliance validation to help its field workforce improve equipment downtime, repair costs, first-time fix rates, repeat visits and warranty management.

### Marketing Basics for Operations Staff A312

Marketing and operations are in charge of knowing what the market wants and how the organization can deliver. Master marketing basics to achieve greater success for your organization. The most effective—and collaborative—strategies don't happen overnight. But by implementing marketing basics, WE CAN continue to grow our businesses.

### NACS Leadership for Success Project Report Out (Part 2) A314

The NACS Leadership for Success Program brings together the brightest supervisors in the industry to develop their leadership skills. For the past six months, participants have been working on reducing turnover, increasing employee engagement and developing store managers by creating plans, setting goals and tracking progress. Learn what worked (and what didn't!) as they developed and strengthened their teams.

### CBD, Hemp, Edibles: What Retailers Need to Know About This New Category A411

Convenience retailers have lots of questions about this exciting new space. What is the difference between CBD and hemp? Edibles, tinctures, topicals ... how do these products work? Who's actually buying them? And how can convenience retailers educate consumers in a channel centered around speedy transactions? Two hemp industry experts tackle these questions and more.

### Super Session: Reimagining Mobility 2020-2030 SIDNEY MARCUS AUDITORIUM

By 2030, there will be new developments that may be as profound as those of 100 years ago when automobiles replaced horses as a means of transport. Industry veteran Jacob Schram discusses the future of mobility and the fast-approaching transportation changes.

### Sprinting to Digital Transformation: Using Conexus' API Initiative to Compete in the Digital Economy A412

Application Programming Interfaces (APIs) are revolutionizing every aspect of business and banking. Conexus is developing a new class of standards that take the industry closer to "plug and play" innovation, while adding life to legacy systems. Learn the key benefits of API architecture and how it relates to profits, how Conexus is re-designing enterprise systems quickly and cost effectively and how you can reap the benefits.

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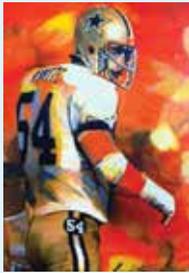
# CELEBRITY APPEARANCES, booth promotions and giveaways

**View It**  
**FSG**  
**BOOTH 5266**

Stop by Booth 5266 to see the latest in automation technology and enter for a chance to win a free TV!

**Hall of Famer**  
**SMOKEY MOUNTAIN**  
**HERBAL SNUFF**  
**BOOTH 1655**

NFL Hall of Famer and former Dallas Cowboy Randy White is Smokey Mountain Herbal Snuff's national spokesperson. He will



be on hand for autographs on Wednesday, October 2, 2019, from 12:00 pm to 4:00 pm in Booth 1655.

**Cool Sounds**  
**REFRIGERATION DESIGN**  
**TECHNOLOGIES**  
**BOOTH 8465**

Stop by Booth 8465 for a chance to win a set of Bose Bluetooth wireless headphones when you sign up for a free energy study from Refrigeration Design Technologies.



**Meet Brian Ortega**  
**CONSTELLATION BRANDS**  
**BOOTH 6419**

UFC featherweight fighter, Brian Ortega, will be at Booth 6419 taking photos and signing autographs Wednesday and Thursday, 12:00 pm – 2:00 pm. Come by and shake his hand, pose for a photo and have a Modelo Especial or one of the other various beer/wine drinks offered by Constellation Brands.



**Time for Coffee**  
**ALLIANT COFFEE SOLUTIONS**  
**BOOTH 233**

Stop by Booth 233 to see Alliant Coffee Solutions new products and enter to win a free Apple Watch.



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## NACSSHOW2019

**Super Session: The Good Jobs Strategy**  
Thursday, Oct 3 | 9:15am - 10:15am  
**Zeynep Ton**, Professor of Operations Management at MIT Sloan School of Management  
**Location:** Sidney Marcus Auditorium

**Super Session: Reimagining Mobility 2020-2030**  
Wednesday, Oct 2 | 9:15am - 10:15am  
**Jacob Schram**, Senior Advisor at McKinsey & Company  
**Location:** Sidney Marcus Auditorium

# MEET

# CHUCK NORRIS

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