

# ARA NEWSLINE

UNITY IS OUR STRENGTH

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# ARA APPROVED VENDORS

*Members who do not receive a response within 72 hours from an approved vendor listed below are encouraged to call the ARA office for assistance.*

## BEVERAGES

### Buffalo Rock

Contact Person: Wayne McKnight  
Phone: 770-254-2918

### Coca-Cola

Contact Person: Robert Laws  
Phone: 678-224-2547

### Community Coffee Co.

Contact Person: Dennis Zarneke  
Phone: 800-688-0990, ext. 2507

### Matador Distributors

Contact Person: Derek Neasham  
Phone: 770-855-8220

### Metro Coffee

Contact Person: Tom Drescher  
Phone: 770-870-8852

### Monster Energy

Contact Person: Tim Kornhaus  
Phone: 404-983-0198

### Pepsi

Contact Person: Glen Thomas  
Phone: 770-503-6443

### Royal Cup Coffee

Contact Person: Nelson Wilbanks  
Phone: 800-366-5836

## ACCOUNTING

### Krishnan Company, P.C., CPA

Contact Person: Patty Krishnan  
Phone: 770-368-1030

## AIR AND VACUUM

### Southcom

Contact Person: Patrick Golden  
Phone: 770-452-1110

## FINANCIAL SERVICES

### World Pay

Contact Person: Che C. Powell  
Phone: 678-587-1450

### SmartbizPay

Contact Person: Mohammed Moinuddin  
404-806-5871

### ATM Link (ATM Services)

Contact Person: Minhas Vellani  
Phone: 281-568-4443

## FUEL SERVICES

### Next Level Petroleum

Contact Person: Imran Ramji  
Phone: 770-392-1662

## SPATCO

Contact Person: Rob Otersen  
Phone: 770-277-8560

## GROCERY/ROSES

### Core Mark

Contact Person: Alan Yates  
Phone: 800-950-4323 x 122

## ICE/SOFT ICE/ICE CREAM

### Reddy Ice Co.

Contact Person: Marion McKie  
Phone: 404-762-9455

### Premium Distributors

Contact Person: Melody Woyar  
Phone: 770-424-8851

## PEST CONTROL

### Servitix Pest Control Inc.

Contact Person: Dr. Raj Patel  
Phone: 678-698-2589

## PROPANE GAS

### Amerigas

Contact Person: Charlie Sims  
Phone: 770-458-8568 or 770-861-8499

## SECURITY SERVICES

### F.M. Maintenance

Contact Person: Shahid Shafquat  
Phone: 404-219-6777

## SNACKS

### Frito-Lay

Contact Person: Eugene Hendrix  
Phone: 404-307-5922

### Golden Flakes

Contact Person: Keith Shirah  
Phone: 1-800-239-2444

## STATIONERY

### Specialty Roll Products

Contact Person: Gordon Parker  
Phone: 1-800-647-6267

## TANK MAINTENANCE

### Center For Testing

Contact Person: Asad Altabchi  
Phone: 678-637-6333

## WASTE/RECYCLING SERVICES

### Cardinal Waste Solutions

Contact Person: Dan Gables  
Phone: 770-306-6812

### American Textile Recycling Service

Contact Person: Kenna Toomey  
Phone: 404-977-9822



## ARA BOARD



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## *From the Chairman...*

2016 has gotten off to a busy start for ARA, as we continue to enroll our members in our two latest very important initiatives: The ARA retirement savings program and Back Office Software adoption program.

For years, even before I became a director for ARA, I've reflected on the role that ARA plays for its members. While there are many financial benefits being offered to ARA members, my opinion is that some members, due to their financial strength and/or business acumen, could experience similar financial benefits on their own. However, there are many other programs ARA offers that commonly benefit all members, among which are the two programs just mentioned, continuing education programs, keeping members on compliance issues, safety and security guidance, resources and tools like marketing assistance, and many more.

Countless hours of thought, research, planning and due diligence goes into creating each program and simplifying the process to make it easy for ALL our members to take advantage of them. Members only have to listen, understand and enroll. Most importantly, the creation of these programs is structured around expectations of member participation. I humbly request our members to come together as a community and avail these programs under the ARA umbrella, rather than individualistically. After enrolling yourselves, please help us by also encouraging your fellow members to enroll. This will ensure the success of our programs and give us the impetus to embark on many more that will benefit the membership.

Retirement savings program has been designed not only for our local membership but as a footprint for our sister associations to follow and spread nationwide. Members must understand that our efforts to get them into saving for their own retirement will best succeed if they take the time to educate themselves and make proper choices for their future. Our provider, Charles Schwab, offers various types of accounts from simple IRAs and ROTH IRAs, to brokerage accounts with investment choices and asset allocation models. Legal restrictions prevent ARA from suggesting where you should invest your money. Also, each member has their own unique financial circumstances, risk tolerance and retirement objectives. It is imperative that members understand both the risks and expected returns involved in investing in the stock market, as well as potential losses of capital. Please take the time to learn on your own or through our ARA education sessions so as to make informed decisions.

ARA's Back office program is a tool that will help members maximize their margins, get an in depth look at their business and help minimize theft. As with any program, high member participation is required to ensure success. We are providing the software service FREE of charge to members in return for their commitment to wearing uniforms, keeping their store bathrooms clean and permitting us to use product velocity data. This data will help us negotiate better vendor contracts and selling this information will keep the cost of the software down for members in the future. In today's information society, data commands everything. The more informed we are, the better we can direct our focus on negotiating pricing for products that sell.

This is an exciting time for the state of our membership and I am very proud to be part of such a prestigious organization. Always remember, United We Grow.

Best Regards,

*Mehboob "Ali" Husain*

Chairman – Atlanta Retailers Association

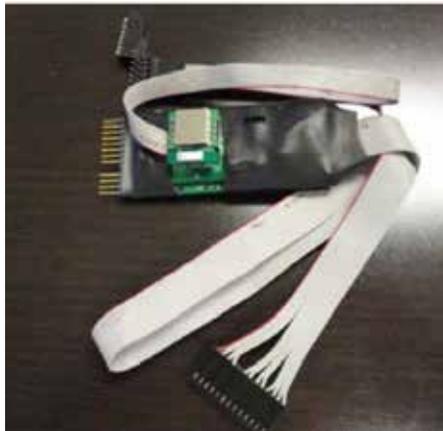
# “Skimming” Credit Card Data

by *Sruthy Kuruvilla, Chief Security Consultant*

“Skimming” is a method in which thieves steal your credit card information by installing skimmers which scan the magnetic strip of a credit card. These devices can be installed on any ATM machine, gas station pump, or vending machine, and can even be used by a corrupt employee to steal information as they are collecting payment. The skimmers store credit card information which can then be sold to individuals who make duplicate cards using your name and credit card number.

Most consumers believe shopping online makes them vulnerable to fraud, but the majority of identity theft cases investigated by law enforcement originate at brick-and-mortar stores.

Business owners have a responsibility to their customers to protect them against fraud. Convenience stores and gas stations are extremely susceptible to these crimes because they possess ATM machines, transitional



employees, and numerous pumps that house credit card terminals.

A typical skimmer is smaller than a deck of cards and fits over your existing card reader. There may also be a small camera placed nearby to capture personal identification numbers. Fake pin pads can also be overlaid



on an existing keypad to capture the pin codes directly without the use of a camera.

Check for obvious signs of tampering on all ATM machines, screens, credit card readers, key pads, and speakers. Most skimmers are glued on top of existing credit card readers so look for differences in color, size, or if the reader obscures signs or flashing indicators. ATM machines and gas pumps are well constructed and do not generally wiggle or have loose parts. Pull and shake protruding parts and see if the keyboard is securely attached. If management inspects these machines daily, abnormalities will be easy to identify.

Skimmers using Bluetooth technology can also be installed inside ATM machines or gas pumps. One device can be installed onto the credit card reader while a second device is installed onto the keypad inside the machine. Both components beacon out a Bluetooth signal, which thieves can retrieve using a smartphone by being in close proximity to the device. These devices can easily go unnoticed if management is not inspecting their equipment for signs of tampering.

Employees also have to be vigilant of individuals driving around from pump to pump or standing in front of the ATM machine for an extended period of time without making a withdrawal.

Most of these devices are installed during the weekend and removed before the banks reopen on Monday.

In January 2014, thieves stole \$2.1 million utilizing Bluetooth enabled skimmers like the one shown below, when they gained access to gas pumps at several major gasoline retailers throughout Georgia, South Carolina, and Texas.

## Here are some things store managers can do to protect customers from becoming skimmer victims:

- Conduct an initial inspection of all your dispensers and ATM machines-Record scratches, dents, and pry marks
- Take photographs of the exterior and interior of the dispensers and ATM Machine so you can refer back to it if you suspect new damage
- Place Security Label over opening of the dispenser's access panel (Security Label will show void if removed)
- Visually inspect every dispenser and ATM machine daily
- Inspect the Security Label (Good condition, Voided, or Missing) daily
- Inspect locks and panels for dents, scratches, or cuts daily
- Bag dispensers immediately if you suspect tampering
- Contact service provider to check interior of dispenser or ATM Machine for skimmers or other signs of tampering. Notify Law Enforcement if any tampering or Skimmer is found.

# PROFILE OF PROGRESS

*“If our animosities are born out of fear, then confident generosity is born out of hope... the replacement of fear by hope is probably the single most powerful trampoline of progress.”* —His Highness The Agakhan

## My Life ... My Journey

*A Profile of Courage and Perseverance:*

### **Mrs. Moti Bhimani**

*By Sharmeen Panjwani*

Mrs. Moti Bhimani, affectionately known in the community as Motibehn, is from Hasanabad, Mumbai, in India. Before moving to the USA, she lived in Hasanabad for 40 years. Mrs. Bhimani has 4 siblings. Her father was a farmer and her mother was a housewife.

Due to her parents' illness, Motibehn had to assume all of the household responsibilities from a very young age. Although these responsibilities kept her from being able to pursue an education, she made sure that her siblings received the best education possible.

At age 18, Mrs. Bhimani got married to Mr. Hasanali Bhimani. Her husband drove a truck for a living, but would squander all his earnings on his drinking habit. After the birth of her last child, Mrs. Bhimani, her husband, and their 6 children were forced to vacate their home in the middle of the night.

Although she was not respected by her family, due to her lack of formal education, she struggled hard to feed her kids, and to give them the life that she did not have.

Mrs. Bhimani worked 4 jobs simultaneously. These included housekeeping for 21 homes,

providing childcare, running a home based spice-making business, and working as a part time masseuse. Motibai toiled from 4 am till 12 midnight every day. After working so hard, there were still days when she and her children would go to bed on empty stomachs. Even with all the hard work and barely getting by, she did not give up her trust in God, believing every day that things would get better tomorrow.

She regretted that their family circumstances prevented her children from receiving formal religious education. However, even though her family was struggling to survive, she gave her kids the best education possible, and with the help of a member of the community, 5 of her children graduated from college!

Her children began to support her as they grew up but her struggle did not end there; she continued to work hard to enable her children to pursue all of the opportunities she was denied.

She never let up, even when her husband passed away in 1983, and after getting her last daughter married in USA, she decided to move to America and live with her daughter.



After living here for just a few months, her son became ill and Mrs. Bhimani went back to India to look after him. Again she worked even harder to help her son. Mrs. Bhimani once again returned to America to live with her daughters in 2000.

After this move, her daughters decided that their mother would not work anymore. It was time for her to retire and enjoy the life that she was never able to enjoy until then. In 2007, her son also moved to USA with his family and she moved to Atlanta with him, helping him to take care of the house and her grandchild.

Motibehn has maintained a strong work ethic from childhood to retirement, and despite all her struggles, she has never lost her self-confidence and faith in God.



# 9 Simple Ways to Winterize Your Home

*Invest in the work now to avoid costly repairs and save money all winter...*

## 1. Seal Draft(s) Under Doors

According to the U.S. Department of Energy, drafts can waste 5% to 30% of your energy use. Just place a rolled bath towel under a drafty door. You can use any scraps of fabric – even neckties – and fill with sand or kitty litter for heft. Make sure drafts aren't giving your thermostat a false reading too, and read on for more advanced solutions.

## 2. Replace Furnace Filters Regularly

Yes it's easy to forget, but it's important to replace or clean furnace filters once a month during the heating season. Dirty filters restrict airflow and increase energy demand. Here's a worry-saving tip: mark a monthly check on your calendar. Better, consider switching to a permanent filter, which will reduce waste and hassle. Did you know that disposable fiberglass filters trap a measly 10 to 40% of debris? Electrostatic filters trap around 88%, and are much better at controlling the bacteria, mold, viruses and pollen that cause illness and irritation. They cost \$50 to \$1,000 or more.

Another good choice is a genuine HEPA filter, which can remove at least 99.97% of airborne particles. If your entire furnace is in need of replacement, it will cost a lot more – but replacing an inefficient burner for a modern machine will save you every month through the heating season. Be sure to take advantage of federal tax credits for new furnaces.

## 3. Run Ceiling Fans in Reverse

Most people think of fans only when they want to be cool, but many ceiling units come with a handy switch that reverses the direction of the blades. Counterclockwise rotation produces cooling breezes while switching to clockwise makes it warmer: air pooled near the ceiling is circulated back into the living space – cutting your heating costs as much as 10%!

## 4. Winterize Your A/C and Water Lines

This tip is really easy, simply drain any hoses and air conditioner pipes, and make sure you don't have excess water pooled in equipment. If your a/c has a water shutoff valve, go ahead and turn that off. Similarly, make sure any hoses are drained and stowed away neatly. Turn off exterior water spigots. It's also a good idea to seal any water leaks around the perimeter of your home.

## 5. Monitor the Thermostat

It's easy to forget to turn down the heat when you leave the building, but doing so is one of the surest ways to save money. Most households shell out 50 to 70% of their energy budgets on heating and cooling, so why pay for what no one uses? For every degree you lower the thermostat during heating season, you'll save between 1 and 3% of your heating bill. Ask your local utility if it's making smart meters available in your area, as part of recent federal smart grid investments.

## 6. Boost Insulation

Insulation is one of the best ways to save energy and money at home. It can make a big difference to add more insulation between walls, and make sure your attic floor and basement ceiling are well covered.

## 7. Insulate Your Pipes

Pay less for hot water by insulating pipes. That can also help decrease the chance of pipes freezing, which can be disastrous. Check to see if your pipes are warm to the touch. If so, they are good candidates for insulation. (Use the same method to determine if your hot water heater would benefit from some insulation.) You can get pre-slit pipe foam at most hardware stores. Cut it to size and fasten in place with duct tape.

## 8. Seal Those Ducts

Moving even deeper into your home's infrastructure ... one encounters ductwork. Studies show 10% to 30% of heated (or cooled) air in an average system escapes from ducts.

Therefore, it could pay to hire a professional technician to come out and test your duct system, and fix any problems. Properly sealing ducts can save the average home up to \$140 annually, according to the American Solar Energy Society. Plus, you'll have better protection against mold and dust.

## 9. Upgrade to an Efficient Furnace

Thankfully it's not something you have to do every year (or even every decade), but if your furnace is old you could save a lot of money in the long run (and improve your home's value) by upgrading to a new unit. Make it an Energy Star-certified furnace and you'll save 15% to 20% versus standard new models. You could save 50% or more compared with many old furnaces still in operation. Be sure to take advantage of federal tax credits for new furnaces.

### *Additional home winterization tips:*

- Clean out all gutters
- Check all smoke detectors (as temps. get colder, fireplaces are lit frequently)
- Fit exposed outside faucets or spigots with an insulation sleeve
- When freezing temps. are forecast, turn interior faucets on to just a drip
- Check any tree limbs that are over your home and consider trimming
- Cover exterior AC unit with a protective cover to reduce corrosion

*For more information go to: <http://www.popularmechanics.com/home>*



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Source: Nielsen Homescan, 52 weeks ending 12/27/14, Among Premium Coffees reported in the South Census Region.

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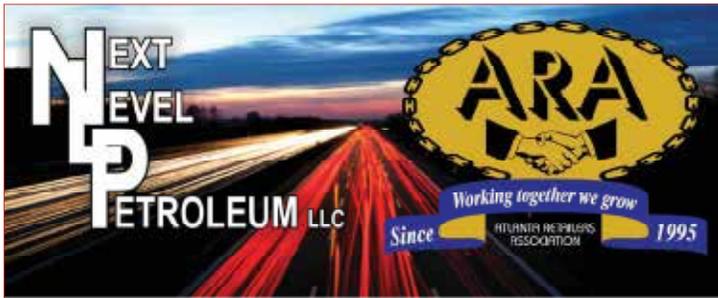
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# The Earlier You Retire, The Longer You Are Retired

## Creating Personal Wealth and a Well-Planned Financial Retirement

*By Shafiq Jadavji, Principal National and Principal Life Financial Advisor*

I enjoy talking about retirement planning. Retirement is the ultimate goal for most people. You can retire from your career, spend time with loved ones, travel, and maybe even throw away your alarm clock. But the conversation can quickly change from an enjoyable discussion about dreams and aspirations to the realization of being unprepared for difficult decisions, especially if an action plan has not been implemented to help achieve specific goals and objectives.

We have all heard stories of people living beyond the age of 100. A few decades ago, it was considered unique to celebrate your 100th birthday. Today, the situation has changed. Now, we all know of someone close to us who is either approaching 100 or living beyond the age of 100. Often I ask myself, will I live to be 100? Every time I ask this question, my level of confidence increases in saying “Yes” because I know I am living a much healthier lifestyle and the improvement in medical technology can only help me reach the age of 100.

As longevity of life increases, retirement planning becomes an important part of our financial planning. One of the fundamental retirement planning questions we all must ask is **“Will I have enough financial resources to have a good quality of life during my retirement years?”** For some of us the answer might be no, but that’s okay as long as we are willing to take some bold steps starting today to address

the issue. Saving for retirement is more important than ever before.

Fortunately, the Internal Revenue Service (IRS) has given us various effective tools to help us save for retirement that allow us to grow our money in a tax-efficient manner. For business owners, 401k Plans, Traditional IRA and Roth IRA are very important saving tools. If you do not have a 401k plan in place for your business, the Traditional IRA and Roth IRA could serve as your next best options. Each of them have their own tax advantages.

Even though there are several variables that will affect your ability to retire at a specific age, the only variable that can really be controlled is how much money is contributed to retirement savings. It is never too late or too early to take action toward retirement objectives, just start saving today and be aggressive with contribution rates. I never hear anyone complain about having too much in retirement savings, but many complain about not having enough. Making early progress toward retirement objectives can create more options as retirement age approaches, hopefully resulting in less stress and a more enjoyable transition to retirement.

Do not procrastinate about retirement savings. Retirement planning should be taken seriously. Everyone has limited time, and most people have limited money. The willingness to allocate time and money

toward retirement objectives can have a substantial impact on the ability to retire at a desirable age.

Seek expert advice to properly plan for your retirement. A financial advisor can help create, implement and monitor a customized plan that is based on specific goals and objectives. Talk with an advisor today to take action on your plan.

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# The War on “Synthetic” Drugs



The objective of this article is to educate and raise the awareness of synthetic drugs, their link to violence and health related issues, and to inform how the sale of these substances endanger the reputation of the business as well as the livelihood of the business owners. The long term risks greatly outweigh any short term benefits, and businesses are wise to stay away from the sale of synthetic drugs.

Synthetic marijuana, while being readily available, affects the human health, physical, mental health of people’s lives, and are adding to the growing list of alarming incidents.

Across the nation we are seeing more of an increase in incidents resulting from the use of synthetic drugs. There is a growing sense that those effects are worsening in the nation. Police, paramedics, and even users, say that synthetic drugs are becoming more prevalent, causing more overdoses and leading to more violence.

The worst part of the epidemic, officials say, is that the concoctions appear to keep changing. They have found synthetic drugs with combinations of heroin and PCP. First responders say they suspect some users are mixing the synthetics with prescription mental-health medications.

Synthetic drugs have been around for years. Also known as “synthetic cannabinoids,” the term encompasses a range of mind-altering chemicals that are constantly evolving and are marketed sometimes as marijuana substitutes on the streets and or sold as incense in convenience stores.

## Comparing the effects of Synthetic vs. Natural Marijuana

The danger lies in that “Synthetic drugs” don’t refer to a single substance but to shifting forms of a multitude of combinations.

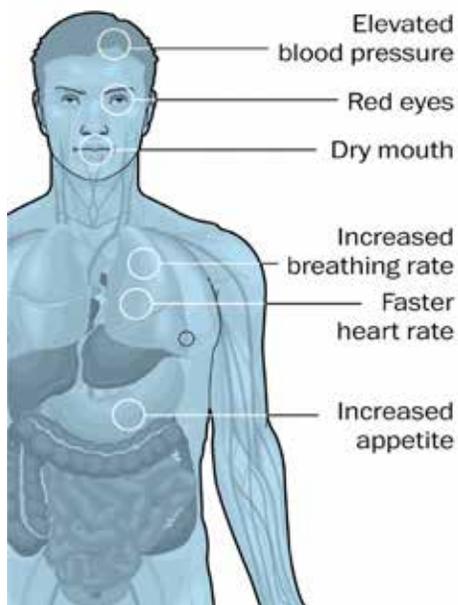
Synthetic marijuana caused a spike in suspected poisonings over the years. According to a new report from the U.S. Centers for Disease Control and Prevention, poison control hotlines across 48 states documented a 229% percent increase in calls related to synthetic marijuana use between January to May of 2015, compared to the same months in 2014. In April of that same year, the number of calls jumped 330% percent from January.

Dangerous, but is it “OKAY” to sell and profit from?

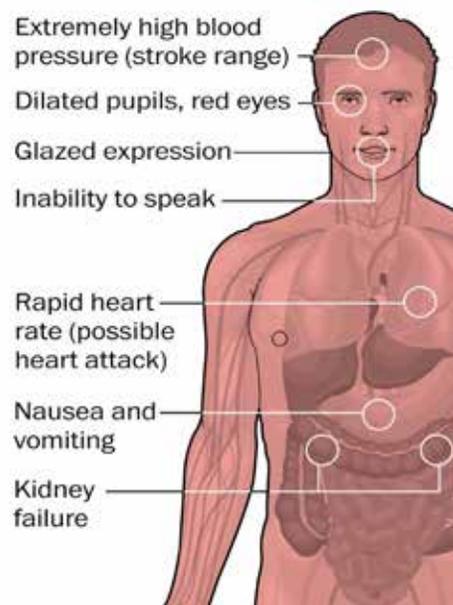
A business owner can be enticed by the 400 to 500 percent profit margin promised by distributors. The drugs are packaged and sold as incense, potpourri and, the newest trend, E-Cig liquid vaping. Many of these are sold in colorful packets featuring cartoon characters. Local gas stations and convenience stores often sell the drugs in smaller packets for \$5.

Gas station owners constantly look for new merchandise to sell because the profit margin on fuel is so low. Inside

### MARIJUANA PHYSICAL EFFECTS

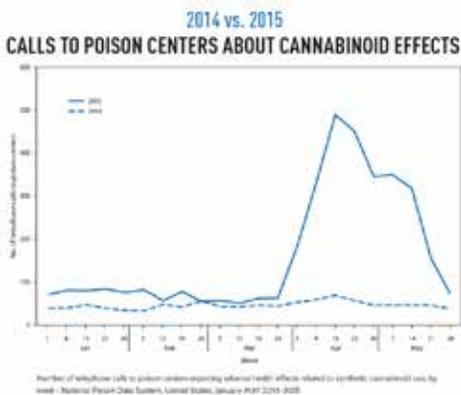


### SYNTHETIC CANNABINOIDS PHYSICAL EFFECTS



the convenience store is where the profits are, a place you can make a quick dollar by retailing such merchandise.

However, public pressure is mounting, and many customers are steering their business away from retailers that sell or have sold the products, while entire communities have banded together to protest stores known to have sold synthetic drugs. Customers entrust local businesses with the ethical responsibility to safeguard the community and their children; and not to knowingly engage in the sale or distribution of products that can have disastrous effects.



Then there's also the issue of potential liability. If someone uses this product, and is injured or dies, the owner of the store that sold it can quickly face criminal charges.

Large companies have warned their independent dealers that selling synthetic marijuana is a violation of their agreement since the products have been banned by the DEA. Now legislative representatives have raised penalties for stores caught selling and business owners will lose use of the brand if they sell it.

### What Are the Penalties for Selling Synthetic Products?

Data show that synthetic cannabinoids — commonly referred to on the street by such names as K2, Spice, Scooby Sax and Bizarro — have grown steadily since 2013.

Identify illegal substances- various forms, usages and what they look like in your store: Such products are brand names for synthetic marijuana, banned by the U.S. Drug Enforcement Agency. Gas stations and convenience stores sell synthetic marijuana products under street names such as “crazy town” or “Keisha Kole” which are considered borderline products, and have or will soon

## Drastic spike in cases in the District

Since August 2012, synthetic cannabinoid patient cases reported by the D.C. Fire and EMS department remained below 30 a month until May 2014, spiking at 439 cases last month.



Sources: D.C. Police, D.C. Fire and EMS Department

THE WASHINGTON POST

become illegal. Also, the synthetic products popularly referred to as “bath salts” or “plant food,” are marketed under names such as “Ivory Wave,” “Purple Wave,” “Vanilla Sky” or “Bliss.” These synthetic products are marketed on the internet with links to gas stations, convenience stores, party stores, and tobacco or smoke shops where they are being sold.

Law enforcement agencies have cut down on the supply by going after the businesses that sell it — most often gas stations and convenience stores.

In 2013, a bill was introduced to eliminate some of the existing loopholes by broadening the terms of the Controlled Substances Act. Also under the bill to ban the sale of synthetic cannabinoids, people who are found guilty of selling the substance could face up to a year in jail and a \$5,000 fine, with the fine increasing to \$25,000 for subsequent violations.

In the past year, the U.S. attorney's office has targeted businesses and their workers or owners for selling synthetic drugs by temporarily shutting down stores and imposing fines,

Retailers who sell synthetic marijuana and other substances that mimic illegal substances are opening themselves up to prosecution. It is illegal under the federal Controlled Substances Act to possess imitations of controlled substances like marijuana, cocaine,

etc. The federal government issued a ban on chemicals used to make synthetic marijuana and moves to permanently include those chemicals on its list of Schedule 1 controlled substances. The DEA also banned three synthetic stimulants or amphetamines that contain a class of chemicals that mimic cocaine, LSD, MDMA and/or methamphetamine.

### What Are the Penalties for Synthetic Drug Crimes?

Under federal law, both possession and sale/distribution of synthetic cannabis is illegal. State laws may also impose the following penalties for such crimes:

- Business license revoked
- Eviction from property and / or properties
- Administrative penalties and fines (up to \$100,000)
- Seizure of all personally owned assets (homes, vehicles, bank accounts, etc.)
- Civil and criminal charges
- Sentences can be several years of probation or prison terms up to 20 years.

See more at: <http://www.legalmatch.com/law-library/article/synthetic-cannabis-penalties.html#sthash.ITmESECK.dpuf>

In conclusion, through the lens of being a responsible business owners, the decision not to sell synthetic drugs can save their businesses and garner a credible reputation within the communities they serve.



# **2016 Trade Show**

**ONE DAY ONLY**

**Thursday, March 24, 2016**

**9:00 AM – 3:00 PM**

**Cobb Galleria Centre - Hall A**



***Fresh Adventures***



**Marketing Program Registration**

**(Program starts in July)**

**Hourly Giveaways + Grand Prize at 2:45pm**

**(Must be present to win prizes)**

**New items from over 300 Companies**

**Over 70 vendors participating**

**& MUCH MORE!**

**Discounts ONLY available for trade show attendees.**

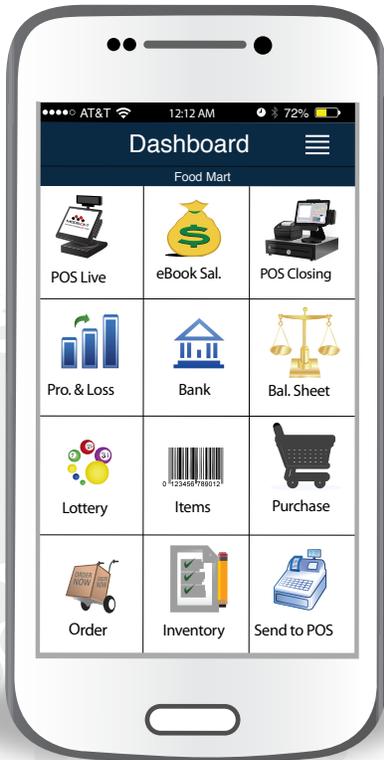
**No pre-books**



# Back office With ePos



## Free for 14 Months



- ◆ Monitor all of your store's daily over/short
- ◆ View monthly grocery, fuel, and lottery sales
- ◆ View profit and loss and balance sheet
- ◆ View your bank transaction and balance
- ◆ View live sales from POS
- ◆ Place an order for any vendors
- ◆ Scan item and change price
- ◆ View live cashier report from POS (void, no sale, refund)
- ◆ Scan all purchases delivery no more data entry
- ◆ Downloading sales from POS
- ◆ Create payroll, print checks and time sheets
- ◆ Centralize price book for all store
- ◆ View hourly sales and customer counts

## ◆ Add-Ons Services

### Fintech

- Alcohol EDI Invoice
- Electronic alcohol payments

**\$20**/Monthly

**SIGN UP**

### Data Entry

- Unlimited merchandise invoice processing

**\$49**/Monthly

**Call for Sign Up**

**Call: 877-602-6634**  
[www.modisoft.net](http://www.modisoft.net)



# FEBRUARY PROMOTIONS



## XL Lays 2/\$6

7.75OZ - 8OZ

DRIVE YOUR  
 SUPERBOWL WEEK  
 STORE SALES WITH  
 SPECIAL **2/\$5**  
 PRICING  
 ON ALL FLAVORS  
 OF **XL LAYS**  
**JAN 31 - FEB 6<sup>TH</sup>**

# AND

## \$.99 Reg \$1.49

HOT FRIES, MUNCHOS,  
RUFFLES ALL DRESSED AND  
DORITOS DINAMITAS



### FEB PPW XXVL RUFFLES PPW



### FEB - GRANDMA COOKIE SHIPPER





## ARA Q1 Sales Contest February 1 – March 31



**Program** – Grow your Store Single Serve Flex business by 8% over 2015 and Frito Will provide 40 Apple Watches to the top 40 performing stores.

**\*\*Single Serve Flex includes \$1.49 and 2/\$1 product\*\***

### Details

- Timing – February 1<sup>st</sup> – March 31<sup>st</sup> (P2W2 – P4W2)
- Support (1) weekender of Frito Lay XXVL \$1.49 product in front lobby of store or in best incremental perimeter location for 8 weeks
- Top 45 Stores Receive Apple Sports Watches



**Display items may vary**

# There's Room for You at the Table

In March of this year, the Atlanta Retailers Association (ARA) will be electing eight (8) new members to its Board of Directors (BOD). The director nomination package will be available for download from the member's area of the ARA Website on February 1st.



The ARA's core mission is as follows:

- Securing mutually beneficial deals with vendor partners
- Providing solutions for safety and security
- Providing education on best practices from industry experts

Other projects that the ARA has executed are:

- Insurance benefits for industry related tragedies
- Quality of life endeavors, eg heart health screenings
- Networking events

Compliance education as new laws are put in place

• To direct and implement innovative solutions to benefit our members, the ARA is seeking candidates who:

- Believe in our core mission
- Are able to set aside sufficient time to perform their assigned tasks
- Have the energy and drive to see tasks to completion

If you have the wherewithal and desire to make a positive contribution to the Association and its members, the ARA BOD invites you to complete the documents found online and submit the

application for consideration by the Election Commission. Candidates who are deemed to meet the eligibility criteria, and are voted onto BOD, will have an exceptional opportunity to contribute towards the benefit of our members, while learning, gaining leadership skills, forming lifelong friendships, and enjoying the benefits of dedicated service to the upliftment of others.

All submissions must be received at ARA office no later than February 26th 2016. For any questions, please call ARA office at 770-455-4455.

**NEW INNOVATION**

ARA

pepsi

lipton

KICKSTART 4 NEW FLAVORS

KICKSTART

PURE LEAF

NEW INNOVATION FOR DRIVING PROFITS

ROCKSTAR PURE ZERO

ROCKSTAR CUCUMBER LIME

MUSCLE MILK

**G**

NATA

ARA

New Innovation that will Drive Profits  
Ask your local Pepsi Sales Rep for the New Gatorade Products

FROST

propel

FUEL BAR

WHEY PROTEIN BAR



# Sales & Profit Driving Initiatives FEBRUARY 2016



Execute the Spanner Board Promotion below and drive your  
Immediate Consumption sales and profit  
Effective from 1/16/16 to 2/29/16

## 16oz / 15.5oz Promotion



## 2 for \$4

Flavors include the following: Monster, Lo Carb, Absolutely Zero, Rahab Peach, Rehab Lemonade, Rehab Pink Lemonade, Rehab Raspberry, Rehab Orangeade, Zero Ultra, Ultra Citron, Ultra Sunrise, Ultra Blue, Ultra Red, Ultra Black, Mad Dog, Baller's Blend, Pipeline Punch, Khaos, Assault, Ripper.



# ARA FLASH

Date	Day	Time	Description	Location
Feb 13th	Fri	9 am – 1 pm	Leadership/Time Management Skills	ARA office
Feb 13th	Fri	2 pm – 6 pm	Leadership/Time Management Skills	ARA office

## Leadership/Time Management Skills, One Day Class

How to recruit, train better, motivate employees & reduce turn-over.  
Plus how to effectively deal with problem employees.

- Learning to delegate
- Crisis management
- Managing your time
- Employee turnover and productivity
- 30 day training checklist
- Employee incentives
- Reward / recognition

**SAVE THE DATE**  
Annual General Body Meeting  
Saturday, March 26, 2016  
Details to follow

## ARA SPANNER BOARD

January 16, 2016-February 29, 2016



# WE'RE CHANGING THE GAME

CHARTER BUSINESS® IS NOW SPECTRUM BUSINESS™

Spectrum Business™ Internet  
up to 100Mbps for only

Spectrum Business™ Voice  
Advanced business Phone for only

**\$39<sup>99</sup>**  
/mo

**+** **\$29<sup>99</sup>**  
/mo, per line



No Contracts • No Taxes • No Hidden Fees

Best Service. Best Price. Period.

Contact ARA 770-455-4455

# Spectrum BUSINESS

## HOST A RECYCLER

### ABOUT ATRS

American Textile Recycling Service, Inc. is the nation's fastest growing textile recycling company.

ATRS provides free public recycling solutions for unwanted clothing, shoes, toys and household items. We make recycling easy and convenient.

ATRS has donated approximately \$4M to worthy charities and 501(c)3 organizations in local communities.

Since 2001, ATRS has kept over 150 million pounds of textile waste out of municipal waste streams and landfills in Texas, Arizona, Colorado, Michigan, Georgia, Oklahoma, Florida, Tennessee and California. We are your neighborhood recycler!



#### ATRS Atlanta

1540 Westfork Dr., Ste 101  
Lithia Springs, GA 30122  
24-Hour Hotline 866.900.9308  
Facebook.com/ATRS Corp

## EARN EXTRA REVENUE

### ALL IT TAKES IS FIVE SQUARE FEET



An ATRS textile recycler occupies 5 square feet of space. It is an easy, convenient drop and drive destination that provides positive repeat traffic to your property.

ATRS provides full liability insurance and adheres to Secondary Materials and Recycled Textiles SMART Industry Code of Conduct. Our recyclers are serviced daily. We are always available on our ATRS 24-hour Hotline to answer any questions that arise.

Become part of a growing industry that provides 100,000's of jobs worldwide. Help local charities in the community and actively protect the environment where we live, work and play.



## OUR PROMISE TO YOU

- Maintain distinctive **ATRS** recyclers with clear signage.
- Service recyclers daily.
- Keep area around recycler clean from all debris.
- Proprietary safety chute design is secure and theft deterrent.
- Carry full liability insurance of \$4,000,000 per recycler.
- Respond to questions through the **ATRS** 24-hour hotline posted on every recycler.
- Market and promote your destination.



Learn more:

<http://atrsCorp.com/services/host-a-recycler/>  
Email us: [host@atrsOnline.com](mailto:host@atrsOnline.com)

## PROTECT YOURSELF

**BY INSTALLING  
BULLET RESISTANT GLASS  
CONVENIENCE STORES • RETAIL STORES  
CHECK CASHING • RECEPTION AREA  
TRANSACTION AREA**



Shahid Shafiqat  
404.219.6777



### FM MAINTENANCE

<b>LEVEL 1</b> M.P.S.A	Medium Power (9mm) 	<b>LEVEL 2</b> H.P.S.A	High Power (.357 Magnum) 	<b>LEVEL 3</b> S.P.S.A	Super Power (.44 Magnum) 
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**WE BUILD NEW SALES COUNTERS,  
REMODEL ENTIRE STORES**

AGA KHAN FOUNDATION RUN/WALK - ATLANTA

## Run/Walk

SUNDAY, SEPT. 18, 2016,  
CENTENNIAL OLYMPIC PARK

#### FAMILY FRIENDLY ACTIVITIES

- ♦ Interactive Exhibits ♦ Music
- ♦ Live Entertainment

#### FUNDRAISER AWARDS

Grand Fundraisers: Leadership Lane  
and other prizes for Top Fundraising Team  
and Largest Fundraising Team

#### MORE INFORMATION

<http://AKFWalkRun-Atlanta.Crowdsterapp.com>



Stronger Together

**THE AGA KHAN FOUNDATION**  
partners with communities around the world to build better futures together. Our work is driven by a firm belief in our shared humanity. Prosperity for all comes from harnessing the best from people of all walks of life. Strong partnerships with local organizations, businesses, governments and community leaders based on a shared vision for the common good improves the quality of life for people in the poorest regions of Africa and Asia.



AGA KHAN FOUNDATION

[WWW.AKFUSA.ORG](http://WWW.AKFUSA.ORG)

Aga Khan Foundation is a non-denominational, non-profit, tax-exempt organization under section 501(c)(3) of the Internal Revenue Code.



# Sales & Profit Driving Initiatives FEBRUARY 2016



Execute the Spanner Board Promotion below and drive your  
Immediate Consumption sales and profit  
Effective from 1/16/16 to 2/29/16

## 20 oz. FLAVORS Promotion

**PICK YOUR FLAVOR**  
ELIGE TU SABOR FAVORITO

**99¢**  
plus tax, deposits and CRV where applicable

**SELECT 20 OZ COCA-COLA PRODUCTS\***  
\*See retailer for participating products

**REACH FOR REFRESHINGLY BOLD FLAVOR.**

**20 oz Bottle**  
**99¢**

**FLAVOR CHARGED ICED TEA**  
©2014 The Coca-Cola Company. "FUZE" is a registered trademark of The Coca-Cola Company.

Flavors include the following Brand Categories: FANTA, SEAGRAMS, BARQS, MM LEMONADE, FUZE REFRESH, MELLO YELLO, PIBB XTRA, MM FRUIT PUN, DIET BARQS, FANTA ZERO, DIET SEAGRAM, MY ZERO, PIBB ZERO, MM REFRESHMENT.



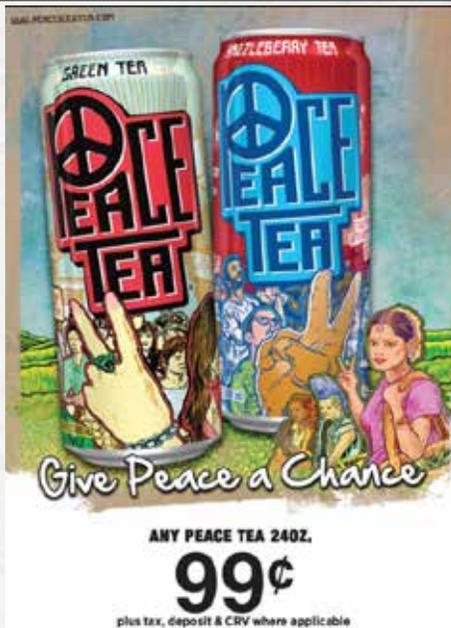
# Sales & Profit Driving Initiatives FEBRUARY 2016



**Get off to a fast start in 2016. Drive sales and profit with these great promotions.**



15.2oz Bottles



24oz Cans



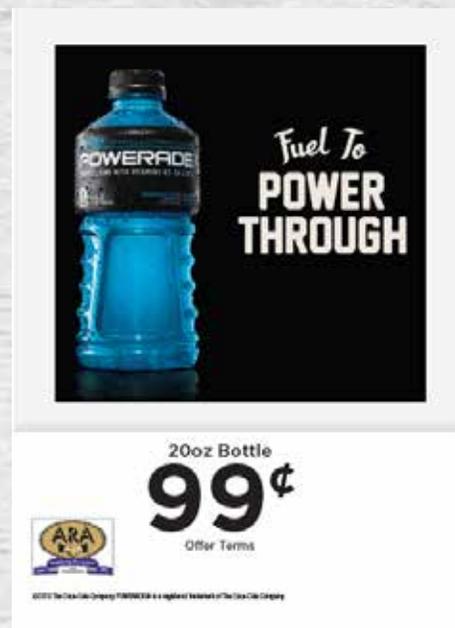
1L Bottles



700ml smartwater  
20oz vitaminwater  
16.9oz fruitwater



16oz Cans



20oz Bottles



## Take EBT with CREDIT for LESS

Ignite Payments SmartBizPay  
A proud ARA Preferred Vendor

### New EBT Account setup document list:

Circle one: EBT only    EBT & Credit Card processing

Email: [ARAEBT@SmartBizPay.com](mailto:ARAEBT@SmartBizPay.com) or FAX: 1- 866-902-8560

Please FAX or EMAIL the following information to begin the process:

- ARA Member Number
- Corporation Name and 9 digit Federal Tax ID (EIN) number
- DBA/Store Name, Physical address, phone number, email address
- Copy of Business Void Check
- Copy of Driver's license of the owner
- Name and home address of the owner
- Date of Birth, Driver's License #, Expiration Date
- Social Security Number and Cell Phone number for the owner
- Copy of USDA permit with FNS # assigned to the store

By sending these docs you are authorizing us to initiate account setup process. Once we receive all the documents, it takes 3 to 5 business days to complete the account setup. The terminal and pin pad with simple plug-n-play operation will be programmed and shipped to the store address on file. Cancel service any time by calling (404) 806-5871 for a shipping label to return the Equipment.

Please feel free to call our office at (404) 806-5871 or (877) 663-5033.



We are passionate about the business

We are committed to our Customers.  
*Come see for yourself.*

**Atlanta**  
Eric Meyer  
4820 North Church Ln.  
Smyrna GA 30080  
(404) 792-2000

Whether you are an independent retailer or a part of a national chain, Core-Mark offers each of its customers valuable customized solutions and services designed to help you grow your business.

We offer resources to help drive sales and profits:

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- Regional Demographics & Space Rationalization
- Data Analysis & Competitive Comparison

We are committed to providing superior customer service while delivering quality products and value-added resources to our customer.

Want fresh?  
Count on us.™

# CARDINAL



WASTE SOLUTIONS, LLC  
"Service With Integrity"

770-306-6812

SIZE DUMPSTER	NUMBER OF PICK-UPS PER WEEK					
	1	2	3	4	5	6
2 YARD	\$54.00	\$98.45	\$146.45	\$194.45	\$242.45	\$290.45
4 YARD	\$61.70	\$113.23	\$168.93	\$224.63	\$280.33	\$336.03
6 YARD	\$77.00	\$142.40	\$213.40	\$284.40	\$355.40	\$426.40
8 YARD	\$96.00	\$179.96	\$269.96	\$359.96	\$449.96	\$539.96
EXTRA PICK-UP	\$40.00					

Cardinal Waste Solutions is your one stop service provider.

You don't need the hassle and headache of trying to find a reputable Waste Service Provider. Your business can rest assured that your waste and recycling needs will be handled in a timely and professional manner.

Cardinal is proud to be an Atlanta Retail Association service provider.

[www.cardinalwastesolutions.com](http://www.cardinalwastesolutions.com)

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Maximize sales & profits by stocking your freezer with these top performers from Unilever Ice Cream



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# 3 Ft Rack

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To Get This Rack  
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out online!*



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2055 North Brown Road, Suite #200  
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**Liburn Branch**  
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Liburn, GA 30047

**Alabama Branch**  
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Suite 153 N  
Hoover, AL 35244

**Orlando Branch**  
7041 Grand National Dr.  
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