

ARA NEWSLINE

UNITY IS OUR STRENGTH

**2016 IS NOT JUST ANOTHER YEAR. IT IS A
NEW OPPORTUNITY, ANOTHER CHANCE,
A NEW BEGINNING. EMBRACE IT.**



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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 Woyer
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

E.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

DISCLAIMER: ARA Newsline is a monthly publication which brings helpful business information to ARA members. The articles in this newsletter represent the view of the authors and not necessarily those of the public. While every precaution is taken to ensure that information represented is accurate, the publisher does not assume responsibility for the origin or correctness of the information supplied to us or the quality and performance of products advertised herein. FOR COMMENTS & CONCERN CALL ARA AT 770-455-4455.



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Phone:

770-455-4455

Fax:

404-478-8525

Website:

www.araonline.us

Email:

admin@araonline.us

From the Chairman...

J

I'd like to begin by wishing everyone Happy New Year. May 2016 bring us prosperity and the knowledge to be even better operators of our businesses. Historically, election years have been good for the economy and all the indications we have about the economy in general, and Georgia in particular, point to a great year ahead. Exit opportunities are better during an uptick in the economy, while the time to position for expansion is better during a downturn.

I have been guiding our members for many months on how to strategize, keeping the past in mind while preparing for the future. For those who have been doing well in the past, I recommend considering some investments into their business model. This could mean adding better lighting and/or renovating bathrooms, exteriors and parking lots, so as to create a better shopping experience for their customers. Equally important investments are those in technology such as better surveillance and back office software, as well as education via training modules for employees and gaining new knowledge and tools to operate more efficiently.

On the other hand, members who were suffering during the down turn should take advantage of this opportunity to honestly and thoroughly evaluate their business. For example, were they in trouble due to a bad location or to bad operational practices? If location, what is/was the exit strategy? If none, then what is the strategy to improve operations? Please understand that positioning yourself in business ahead of the next turn could mean a difference between success and failure. Our educational sessions are a perfect place to meet other members and be inspired to strategize for your business success.

Keeping the momentum of always offering something fresh and new to our members, we are adding a new feature article to our monthly newsletters. This feature will profile a senior member of our community, inspiring our recently arrived members and their staff by discussing the challenges and hurdles they faced upon arriving in a new country, and how they overcame them to become successful in creating a strong foundation for a brighter future for their children and generations to come.

With the majority of our members being first generation immigrants, there are many life lessons to learn from the paths they followed, and sacrifices they made, so their children would have a safer, stable, and purposeful life. By sharing their experiences to inspire those of us who are following their path of struggle in a new country, the seniors that we profile will also come to feel valued and appreciated, while simultaneously gaining a platform to engage and actively interact with members of the community. I sincerely believe that honoring and learning from our elders in this manner will bring us contentment through their blessings, making us better human beings who will move our community forward with integrity and dignity.

Best Regards,

Mehboob "Ali" Husain

Chairman – Atlanta Retailers Association

Understanding Shrink

by Sruthy Kuruvilla, Chief Security Consultant

"It takes a significant amount of increased sales to make up for any shrink loss, so minimizing loss in the first place is key."

—Darren Schulte, NATSO's Vice President of Membership

Shrink is another term used to describe losses from theft. It is nearly impossible to eliminate shrink, but it can be minimized once we understand where our shrink occurs and how much time we need to dedicate to particular areas of loss.

Paperwork errors typically account for 1 to 2 percent of a location's variation, customers are 5 to 7 percent, vendors make up 7 to 10 percent and employees account for 80 to 90 percent. It is typical that most of our efforts focus on shoplifters when they only account for 5 to 7 percent of theft. Focus your energy tackling the areas where the majority of shrink occurs.

The key to minimizing loss is consistency. It's better to be proactive in reducing loss rather than reactive investigating where the loss occurred.



the cameras when you are not at the store, but the message is delivered in a positive manner.

4. Ask Questions

Ask questions even if you know the answers. Ask them about voided transactions, error corrections, etc. Let them know you pay attention to detail and account for every transaction.

Reduce Vendor Theft

1. Open up Each Box

A vendor sometimes removes one or two items from each box so they can create their own case. Look inside each box to make sure all items are accounted for.

2. Count

Never allow the vendor to count products themselves and never count items in multiples. Don't allow yourself to be rushed, you are their customer and they will wait.

3. Flatten Boxes

Merchandise can be taken out of the store in cardboard boxes, reduce the chances of items being concealed in cardboard boxes by having the vendor flatten each box before exiting the business.

4. Check the Invoice

Review every invoice and if handwritten corrections are made, ask for an updated invoice for your records.

Selecting a few of these items and doing them periodically will not make much of a difference. Performing these action items routinely will help you to quickly identify theft, and it will also convey your expectations to both employees and vendors.

This is YOUR business; do not hesitate to make changes fearing complaints from employees or vendors.



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:* **Fateema Hooda**

By Sharneen Panjwani

Mrs. Fateema Hooda comes from a traditional Indian family. Mrs. Hooda was born and raised in Bombay India. She is the eldest of three siblings. Mrs. Hooda was brought up in a very orthodox setting and was not allowed to further her education. She married Mr. Aziz Hooda at age 20. She was married into a joint family. She has 3 children, Farzana, Azym and Azym Jr. Her son Azym Jr. is named after his older brother Azym who passed away at the age of 2.

The loss of a child is the worst nightmare for any parent under any circumstance. Mrs. Hooda was devastated at the passing of her young son and grieved while feeling a great sense of emptiness and loss. After several years, her life slowly started to get back to normal. She started to do voluntary service supporting seniors emotionally and financially. She also decided to continue her education, by taking cooking classes and studying the culinary arts.

While pursuing a certification in the Culinary Arts, her husband was involved in an accident where his right arm was severely injured. Mr. Hooda was hospitalized for one and a half years while doctors tried to save his arm. Despite doctors' best efforts, gangrene set in and Mrs. Hooda was faced with having to tell her husband that his arm would have to be amputated. Further complications arose after the amputation as Mr. Hooda suffered a heart attack. In light of Mr.

Hooda's health limitations, Mrs. Hooda had to rise to become the emotional pillar of her family.

Despite the heartache of losing a child and Mr. Hooda's health issues, Mrs. Hooda refused to give in to despair. She continued to work hard to support her husband after the accident and even managed to complete her certification in the Culinary Arts. She then started facilitating cooking classes in Jamatkhana (prayer hall) to women of all ages. Her work and positive attitude towards life were appreciated and inspiring. Mrs. Hooda committed to teach all women in all Jamatkhanas from Bombay to Surat, Gujarat (State in India). She taught in over 20 Jamatkhana's over the course of the next two years. Her work was so appreciated by leaders of the Bombay Jamatkhana that they decided to publish her cooking recipes. Inspired by this, a few years later, she decided to write her own books: "Khoja Khana" and "Perfect Chinese".

As life was beginning to smile on Mrs. Hooda, she was again reminded of the fragile nature of our existence when she suffered a stroke. As is her nature, Mrs. Hooda dealt with her condition with a positive attitude and by practicing Yoga. Her new Yoga skills motivated Mrs. Hooda to become a certified Yoga Instructor. Mrs. Hooda's way of showing gratitude for her recovery led her to work with seniors in the community to recover from debilitating injuries.



As time went on, her daughter Farzana married and emigrated to America. Shortly after, Mrs. Hooda and family followed in 2005. Upon arriving in the U.S.A, Mr. and Mrs. Hooda and their son Azym started working in the fast food industry. After few years, they decided to start a catering business from home. Slowly, people started to recognize and appreciate her food, and demand steadily increased. So much so, that her husband and her son had to join the family business on a full time basis. Her food became so well known that she expanded her catering services all over Georgia and Alabama. Requests for her catering business came in from as far Texas, New York and some parts of Canada. In 2014 Mr. and Mrs. Hooda decided to open their own restaurant- "Currylicious" Home Style Indian Cuisine in Duluth, Georgia.

Today, after 38 years of marriage and enduring more than her fair share of heartache, she has not given up. She has moved on, and looked at life in a positive way. She continues to smile and continues to pursue her life goals. Despite all of the struggles, she firmly believes that education, faith and family are the most important inspirations in life.

We at Atlanta Retailers Association would like to congratulate and appreciate Mrs. Hooda's lifelong perseverance and positive outlook in her life, her journey...

CAN C-STORES CAPTURE THE “WAVE” OF SPECIALTY COFFEES? TIME TO REEVALUATE YOUR COFFEE PROGRAM

By ARA Staff Contributor

Over the past couple of years, we've all seen our respective business climates change. At the same time, coffee consumption patterns have been evolving. There is a growing population of specialty coffee drinkers in the U.S. And statistics show many are turning to specialty coffee and espresso shop retailers who are providing consumers with a great coffee experience. Some of the leading drivers for convenience stores and gas stations are cars and cigarettes. Well, cars are becoming more fuel efficient and people are smoking less, which ultimately means less people are coming into your stores.

As many of us are seeing, specialty coffee/espresso shops are springing up everywhere and there are lines of people waiting to enjoy their \$3-plus cups of coffee or espresso. These are the places I hear about from retailers talking about the best cup of coffee they've ever had. It's time to reevaluate your coffee, espresso and tea program. Quick-service restaurants (QSRs) are aggressively expanding in coffee, and the number of espresso shops is growing. As a result, many in the convenience store industry are struggling in this category.

Consumers are showing they are willing to pay more for a great product coupled with an experience, especially Millennials. Millennials are the future and their purchasing power is becoming more relevant every day. How do we capture this business and move forward into the future?

There are several things to analyze:

DRIP COFFEE

Do you know what kinds of coffee you are buying? Do you buy inexpensive coffees to try to save a buck or are you buying specialty-grade Arabica coffees? Are you carrying flavors that don't sell? Keep in mind that single-origin coffees (from one country) are trending more than the Irish Creme and English Toffee type coffees.

TRAINING

If you and your coffee roaster / provider don't have a good relationship where they can't educate you on proper brewing procedures and on the traceability of your coffees, it's time to find a new coffee roaster. Additionally part of this Millennial movement is the experience that the employees help deliver to

the consumers. If they can't speak passionately or intelligently on your coffee, what kind of message is really being put forth?

THE DO'S & DON'TS OF COFFEE BREWING!

DO:

- Make sure you're getting the good water you need.
- Check your water source for softened or hard water. If necessary, run your water through a water treatment filter.
- Keep all coffee stored in a clean, dry place away from heat registers and vents or extreme cold for maximum freshness.
- Know the correct operation of your coffee brewing equipment for maximum performance. Use only quality controlled paper filters designed to fit your brewing equipment.
- Make sure decanters and/or pots used at serving stations are kept clean every day.
- Dispose of filter and grounds immediately after brewing to prevent drip-through of unwanted flavors trapped in used coffee grounds.
- Clean your brewing equipment regularly (especially the spray head area)—at least once a week.

DON'T:

- Mix fresh brewed coffee with previously brewed coffee because this will dilute the taste and affect the flavor of the whole pot.
- Brew over previously used coffee grounds since all of the designed flavor has already been completely extracted.
- Re-heat any coffee for serving that has dropped to a temperature below 175°.
- Serve coffee using beans or ground coffee past the freshness date.
- Let coffee “bake” on a serving station or brewer.
- Serve coffee in pots or decanters that haven't been properly cleaned — acids and other organic materials can taint even the best brewed coffee.

HOLDING TIME

The amount of time your coffee will stay fresh after brewing is called the Holding Time. Holding the coffee between 175°–190° (80°–88° C) will maintain its fresh brewed flavor over a specified period of time. When a coffee decanter is placed on a warmer, the brew begins to break down with the application

of direct heat. After 20–30 minutes your coffee begins to lose its fresh brewed flavor and may no longer be considered acceptable. Beyond 30 minutes, the flavor can deteriorate to the point of being objectionable. If you keep fresh brewed coffee in an airport or other closed and insulated container without application of intense heat, the coffee will stay fresh longer.

DÉCOR & LAYOUT

The consumer experience encompasses many parts: the visuals, quality of product and even interaction with employees. You want consumers to feel good about themselves for just having paid you for a product from your store. If you can do that, they'll be happy to return.

When it comes to food and beverage, decor is extremely important. Do you want to eat something from a place that looks dirty and run down? Or have you eaten at a place solely because it looks trendy and new? When it comes to your coffee area, dispassionately analyze how it appears. You may need to update the counters, menu boards and other point-of-purchase correlating to the coffee area. You may even want to hire an architect to redesign the whole store in a uniform manner. People “eat with their eyes” — don't give them a run-down store to look at.

The type of equipment, water treatment, utilities, product, counter placement of machine in-store and training are all vital points to a successful program.

Taking your coffee program to the next level is no easy task. It can't be done overnight. Because once you've done everything inside the store, it's up to your marketing to entice the customers in the store and show them your great new coffee program.

With each day, you will begin to see your coffee sales grow, which will cross over into ancillary products purchased. Coffee is a category that many have invested in heavily, so don't sit back and let others take your coffee customers. Let's stand up and brew a better coffee program!

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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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- Provide an upscale /improved coffee.
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- Develop the ARA group as a Brand in the Atlanta market.

To sign up please call 800-366-5836



Be sure to tell our Customer Service Representative;

- That your a member of ARA
- Your name
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- Complete address

Your information will be immediately forwarded to the Royal Cup ARA Representative.
We will contact you within 24 hours to get an appointment.



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How Textile Recycling Generates Profit for You

Atlanta Retailers Association (ARA) has partnered with American Textile Recycling Service (ATRS) to help Atlanta based members generate valuable ancillary revenue and drive new business through onsite Clothing & Shoe Recycling. All it takes is a 5x5 foot space in your parking lot that is visible, accessible and well lit.

Professionally trained ATRS drivers empty the recyclers as often as is necessary, keep the area around the recycler neat and clean and ensure the recycler is maintained.

This small space provides significant benefits to your property:

1. Steady source of unrestricted income. Two leasing options offer maximum flexibility for your needs:

Flat Rate Lease – A set amount is paid monthly for the term of the lease. Lease amounts are only renegotiable at the end of the term of the lease (1, 2 or 3 years), regardless of the amount of textiles collected each month.

Variable Rate Lease – Business owners are paid for every pound of usable clothing and shoes collected each month. There is no revenue cap on our Variable Rate leases, which means the income potential for business owners is limitless.

2. Unrivaled serviceability. ATRS takes care of everything related to recycler maintenance, collections and reporting.

3. 24/7 availability and accountability. ATRS provides a toll-free hotline with live service to address any concerns or answer any questions you or your customers may have.

4. Cross marketing and advertising. ATRS promotes your business through web listings, social media posting and event marketing, so residents in your area know where they can find an ATRS Recycler to donate their gently used clothing and shoes.

5. Drop-in Sustainability Program. 80% of Americans say they consider the environment when making purchasing decisions. Your partnership with ATRS creates free onsite recycling for your customers and an immediate sustainability program for you!

To learn more about this program, please visit <http://www.atrscorp.com> or request an appointment at 866-900-9308. Follow ATRS on Facebook, Twitter, Instagram and Pinterest to stay updated on the company.

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

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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.

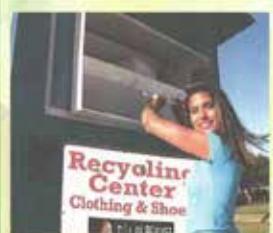
ATRS provides full liability insurance and adheres to Secondary Materials and Recycled Textiles SMART industry Code of Conduct. Our recyclers are serviced daily. We are always available on our ATRS 24-hour Hotline to answer any questions that arise.

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.

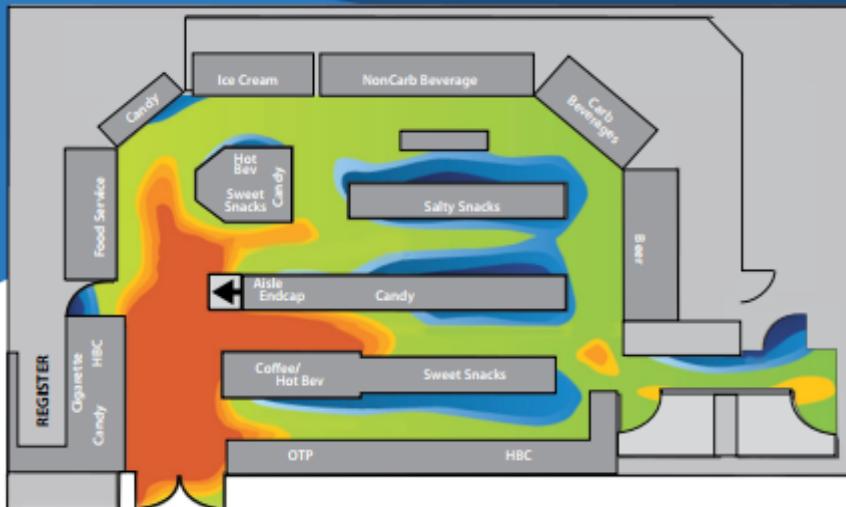


Learn more:
<http://atrscorp.com/services/host-a-recycler/>
Email us: host@atrscorp.com

Shopper's Impulsive

What "impulse" can offer you

Three steps that can help you increase candy sales



This floor plan heat map shows the most walked path in a typical store. Counter has the highest foot traffic and aisle end cap drive people down the aisle.

Impulse buying offers an opportunity to increase sales.

Take full advantage of shopper's impulsive characteristics. Research shows that 27% of total shoppers make a decision to buy on impulse. 53% of Candy and 39% of Gum/Mint are bought on impulse.* Having more than one display location is key in capturing the impulse sale. That's good for your business.

Core items in a secondary position increase sales as the top 50 items produce 83% of the sales. At minimum, candy should be in-line and on an end-cap to take advantage of the impulse purchase.

Three Key Steps.

Our approach is designed with three key objectives in mind to help you get the most out of your candy category:

- Leverage of the impulse purchases with multiple displays strategically placed to follow traffic patterns.
- Merchandise Mix for variety and true profit in a well-placed aisle.
- Apply a multiple-price point strategy to drive sales.

Contact your Core-Mark Representative for additional information



Core-Mark®



Planning 2016 for Financial Success

Helping you create personal wealth and a well-planned financial retirement

By Shafiq Jadavji

The New Year is a joyous occasion to celebrate with friends and family. It rejuvenates our spirit and creates a feeling of new beginnings. Every New Year I ask myself, what am I going to accomplish this year? It's a very simple question, but sometimes I confuse my answer with too many goals that are unrealistic to accomplish. What I have found to be very impactful is "simplicity". To be truly effective goal setters, we have to set some simple, yet meaningful goals that get us excited.

As we start this New Year, let's plan the year for financial success that is simple, yet effective. Each of us should ask the question, "What does financial success look like for me and my family?" Even though each of us have a different definition of financial success, there are a few common elements I would like to highlight during the year. Just think about the following three fundamental questions:

What happens to me and my family if I live too long?

What happens to me and my family if I die too young?

What happens to me and my family if I stop producing income?

Have we ever thought about the above questions, let alone have a plan to address them? The most likely answer is NO and that's okay. That's why the New Year is a good starting point to start thinking and planning for these questions.

Our goal this year is to tackle the above questions and put in place a plan to address our unique situation. Each quarter, we will address one question and go into details and make sure we have an opportunity to implement an action oriented strategy that works for us. As business owners, it becomes even more important to have a plan since our business success has a direct impact on our family's financial well-being.

To wrap up the year, we will use the 4th quarter of 2016 to take an inventory of our strategies and measure the actions we have taken during the year. Who knows, we may even have time left to start setting new goals for 2017.

So let's get ready to plan the year for financial success!

Happy New Year

While this communication may be used to promote or market a transaction or an idea that is discussed in the publication, it is intended to provide general information about the subject matter covered and is provided with the understanding that The Principal is not rendering legal, accounting, or tax advice. It is not a marketed opinion and may not be used to avoid penalties under the Internal Revenue Code. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax, or accounting obligations and requirements.

Shafiq Jadavji is a Financial Advisor of Principal National Life Insurance Company and Principal Life Insurance Company. Principal National (except in New York) and Principal Life are issuing insurance companies of the Principal Financial Group®, Des Moines, IA 50392.

What Is EVR?

Enhanced Vapor Recovery (EVR) is a gasoline vapor recovery system which recovers at least 98% of the emissions at gasoline dispensing facilities (GDF) during gas drops.

- Stage I Enhanced Vapor Recovery System

Who is required to have EVR?



All the 20 Georgia counties marked in red in the above map are required to have EVR.

Why Should We Care About Collecting Gasoline Vapors?

Air quality in the metro Atlanta region has been designated by the U.S. EPA as "non-attainment" for ozone and particle pollution. This means that the air does not meet federal air quality standards and can be unhealthy to breathe.

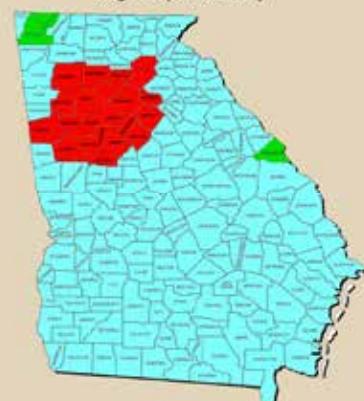


Fumes from gasoline contribute to ozone pollution. Some fumes are air toxics. EVR limits the amount of fumes and toxic compounds emitted into the air.

Some Gasoline Dispensing Facilities in Georgia are required to have Enhanced Vapor Recovery (EVR).

Is EVR required at your facility?

Stage I Vapor Recovery



- EVR Conversion Date: May 1, 2012
EVR Dates for New Facilities: Upon Construction
- EVR Conversion Date: March 1, 2023
EVR Dates for New Facilities: Upon Construction
- Stage 1 Vapor Recovery is Required by U.S. EPA:
> 100,000 GPM:
EVR Dates for New Facilities: Upon Startup

Stage I Vapor Recovery System



Components of a Stage I System

- A drop tube as recommended by the system manufacturer that is within 6 inches from the bottom of the tank
- Tank vents at least 12 feet high from the ground with an approved pressure/vacuum vent valve
- A drain valve for the spill bucket
- A vapor line capability for manifolded storage tanks

What Is Different About EVR?

- Identifiable Rotating Adaptors for Gasoline and Vapor
- Integrated Drain Bucket, Drop Tube and Drain Valve
- Specialized P/V Valve

- All components and installers must be certified by the manufacturer.
- You can not mix & match EVR parts.

*Stage I Approved Systems for Georgia:

- VR-101 Phil-Tite Phase I Vapor Recovery System
- VR-102 OPW Phase I Vapor Recovery System
- VR-103 EBW Phase I Vapor Recovery System
- VR-104 CNI Manufacturing Phase I Vapor Recovery System
- VR-105 EMCO Wheaton Retail Phase I Vapor Recovery System

*System descriptions can be found at www.arb.ca.gov/vapor/eo-evrphase1.htm

Who can install my EVR?

Only certified, trained technicians are allowed to install your EVR. Each system's website has a list of certified technicians from which you can choose.

Once my EVR system is installed, what am I required to do?

Your new system will need to be tested by a trained, certified tester. For a list of approved testers, call Bassey Udosen, GA EPD, at 404-363-7028.

Testing and Maintenance Schedule

- Certification testing is required within 30 days of system installation.
- Recertification of existing Stage I is required every 12 months thereafter.
- Recertification of EVR Stage I is required within 24 months following the initial certification and every 24 months thereafter.
- EVR Stage I installers and testers must be certified by the manufacturer of the system installed..

What about EPD inspections?

The Environmental Protection Division (EPD) will do unannounced inspections periodically to ensure that your EVR was properly installed and tested and is being maintained correctly.

Georgia Stage I Gasoline Vapor Recovery

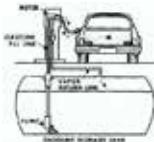
Understanding Georgia's Requirements

Rules for Air Quality Control 391-3-1.02(rr)



Don't Get Caught Out of Compliance.

Keep your fumes in your tank, and your money in your bank.



Stage II Vapor Recovery Removal Information

Decommissioning must be concluded by April 30, 2016. *Failure to comply by April 30, 2016 could result in enforcement actions including, but not limited to, a monetary settlement and/or prohibition of gasoline delivery.*

The tests below should ensure that the system is vapor tight, the vent lines are still functional and the gasoline vapor return lines are not manifold with non-gasoline/diesel tanks.

1. The Test Notification must be submitted within 5 working days BEFORE the Decommissioning.

- Required Tests Include:

- ⇒ Pressure Decay Test (must be conducted twice – once before and once after the Tie Tank Test)
- ⇒ Tie Tank Test

2. Submit the test results and Checklist to GA EPD within 30 days AFTER the Decommissioning.

3. Retain ALL records for TWO years.

Additional Stage II Decommissioning information is available on the website below:

<http://epd.georgia.gov/air/stage-ii-vapor-recovery>

Questions? Please contact Bassey Udosene at Bassey.Udosene@dnr.ga.gov or 404-363-7050 or Yasra Adowar at [Yasra.Adowar @dnr.ga.gov](mailto:Yasra.Adowar@dnr.ga.gov) or 404-362-2656.

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Spectrum BUSINESS

The Essential Keys to Success In Convenience Stores

By Sheridan Peterson

Convenience stores are the fastest growing industry in the world. In 1983 the count was around 81,000 stores, and at year end of 2015, the U.S. convenience store count has increased to approximately 153,000 stores, according to the 2015 NACS/Nielsen Convenience Industry Store Count. This fast growth of convenience stores in the digital age shows convenience stores are thriving.

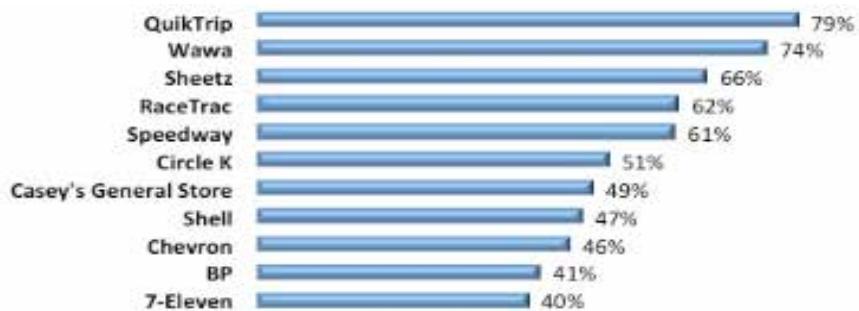
Boosting market share and customer loyalty

Here are some of the key strategies for owner operators to drive their business forward with convenience stores. Market Force, an independent market research company that gathers customer service experience data, polled more than 5,000 consumers for a study designed to uncover what consumers prefer in convenience stores and why.

For the rankings, Market Force asked participants to rate their satisfaction with their most recent convenience store experience and their likelihood to refer that store brand to others. Research has shown that customers who have an exceptional shopping experience (a rating of 5 on a scale of 1 to 5) are not only more loyal customers, but also 2.5 times more likely to recommend the place to friends and family. QT ranked highest with 79%, while Wawa was a close second with 74%. Other regional players such as Sheetz, RaceTrac and Speedway also earned high enough scores, while other brands such as Chevron, BP and 7-Eleven ranked lower on the list.

Poorly trained staff will lead to loss of customers

Imagine that you walk into a store selling hot beverage, wanting to purchase some hot to drink for your morning drive to work. Although several different sales people seem eager to assist you, none of them seem to know how to get the cappuccino machine to work! Imagine how frustrating that



would be – and how long it would take you to walk out and get your morning coffee elsewhere. Customers have an expectation that sales people at the store will be knowledgeable about that business's products and services. Unless you're part of a big-box chain, the expectant customers see lack of knowledge as a trade-off for lower prices. Your sales depend on you being able to meet or exceed the customer's expectation that they will be able to interact with knowledgeable staff.

Recognize that the basic needs of convenience store customers vary considerably

In the convenience store sector, many operators believe that price is the only factor driving traffic to a location. Market Force disproved that theory in this research, which found that price was selected by only 26 percent of consumers as an attribute that they like most about their favorite convenience store. Service and cleanliness factors ranked much higher on the list, with low prices coming in at No. 7. Successful store chains have developed standards for consistent customer service and store cleanliness.

Understand your customer base:

There was a time that the convenience store shopper could be characterized as either on-the-go or emergency/distress, but those times have changed. There is a widening array of options the consumers are looking

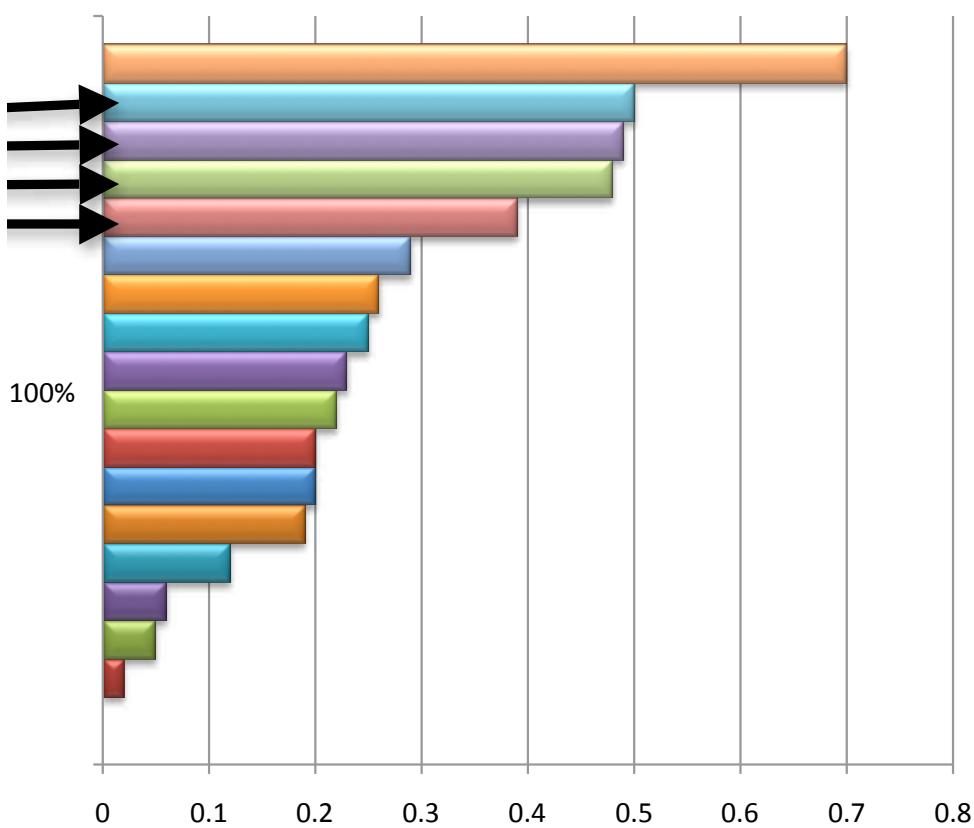
for, and convenience stores should target those markets, for example, on-premise breakfast replacement, dinner options, quick-service restaurants and grocers offering both gas and on-the-go food options. Which of these is your brand targeting; which shoppers, in what market share?

Consider that not all stores are equal. Stores often serve shoppers on different missions. Some stores are an on-the-go food and beverage outlet for commuters. Some are top-off grocery shops for the neighborhood. Some near schools focus on students. Understand which shopper you are targeting, which sub-set of convenience stores to focus on, then focus investments in areas where you are most likely to get a meaningful return.

Convenience store retailers such as 7-Eleven segment their outlets into 12 or more outlet types in some markets, and that is just one retailer. The research also showed that the majority of convenience stores are not meeting basic standards of service and cleanliness, so there is a significant need for convenience store operators to improve the customer experience by ensuring that they deliver on the basic mechanics of service and cleanliness.

Understanding the customers perspective on your service

Having substandard service is the fastest



- CONVENIENT LOCATION
- FRIENDLY SERVICE
- FAST SERVICE
- CLEAN INTERIOR AND EXTERIOR
- CLEAN RESTROOMS
- HIGH QUALITY BEVERAGE STATION
- LOW PRICES
- INVENTING ATMOSPHERE
- AVAILABLE AMENITIES SUCH AS ATM, LOTTERY, CAR WASH
- HIGH QUALITY COFFEE
- FOOD SELECTION
- GOOD MERCHANDISE SELECTION
- GOOD PROMOTIONS AND DISCOUNTS
- HIGH QUALITY FOOD
- GOOD BEER/ALCOHOL SELECTION
- GOOD TOBACCO PRODUCT SELECTION
- GOOD AUTOMOBILE MERCHANDISE SELECTION

way to lose customers. Whether you were having an off day or were too busy, repeated lack of service is something that a customer will never forgive. Also, customers who perceive unfair pricing

practices have unpleasant feelings about their transactions. Not all customers are seeking bargains; most just expect prices to be reasonable and consistent from person to person, day to day.

Investing in POS register scanning and/or Back Office technology will improve your staff's efficiency and will ensure preset pricing that's equally fair to all consumers.

Investing in POS register scanning and/or Back Office technology will improve your staff's efficiency and will ensure preset pricing that's equally fair to all consumers. Remember, the true secret of good customer service is that there is no secret. Offer quality goods and services at a consistent, fair price and treat customers the way you would like to be treated. This will ensure that those who do business with you will become consistent, repeat customers.

Plan for the future

Recognize that the number of convenience stores continues to grow. According to the U.S Census the U.S. population is estimated at 320 million, meaning a little less than 2100 potential customers per convenience store. This certainly is not the time to slack off on service. To measure our return on investment we need to cut out the business practices that don't work.

In today's landscape, there is a direct correlation between service and sales. As one research report notes, 70 percent of buying experiences are based on how the customer feels they're being treated. And the customers who feel that they have been taken advantage of are the ones you'll never see again.





January Promotions



16oz Cans

\$.99

All Flavors





January Gatorade Programs



NATA
-USA-
NATIONAL ALLIANCE OF
TRADE ASSOCIATIONS, LLC

**28oz
Gatorade
2 / \$4.00
Singles \$2.19**

Three bottles of Gatorade are displayed in the foreground: Orange, Frost Glacier Cherry, and Blue Cherry.

**Gatorade 20oz
2/\$2**

**Recover Protein Bar
2/\$3**

Two bottles of Gatorade (Orange and Frost Glacier Cherry) are shown on the left. A Recover Protein Bar is shown on the right. A group of athletes in red uniforms are in the background.

ARA FLASH

Date	Day	Time	Description	Location
16 Jan	Sat	9 - 1 pm	Retail Management – Phase V	ARA Office
16 Jan	Sat	2 - 6 pm	Retail Management – Phase V	ARA Office
21 Jan	Thur	6 - 9 pm	Social Security – What's new in 2016	ARA Office
28 Jan	Thur	6 - 9 pm	Safety & Security: Deterrence	ARA Office

Retail Management – Phase V: Business Plans & Financial Management

- Create a business plan based on personal profit needs
- Set goals for profit, sales, and gross profit percentages
- Understand and compute your Weighted Average Margin (WAM) and Pool Margin
- Understand how to use a Daily Breakeven Spreadsheet. (one will be provided via email)
- Understand how to use a Monthly Business Plan Spreadsheet. (one will be provided via email)
- Understand Industry Benchmarks for Sales (Gross Profit) and Expenses
- Better understand the process of selecting an accountant for your business
- Learn why monthly inventory is vital in the c-store business
- Learn how a Financial Statement (P&L) should be designed
- Why a Chart of Accounts is important to your record keeping

Social Security

Update on changes effective 2016 regarding Social Security spousal benefits.

This is a highly important topic for our members in addition to benefit level and eligibility.

Safety & Security: Deterrence

Presented by ARA'S Chief Security Consultant, Sruthy Kuruvilla, this seminar will highlight the importance of evaluating current security measures at members stores and implementation of new strategies which will aid in deterring armed robberies, burglaries, and theft

ARA SPANNER BOARD

December 1, 2015-January 15, 2016



January 16, 2016-February 29, 2016





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New Convection oven and warmer foodservice solution

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Program partnership is exclusive with Tyson, Bosco Sticks, Jimmy Dean, Big Az, and State Fair

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19"W x 18"D x 14 1/4" H



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Sales & Profit Driving Initiatives JANUARY 2016



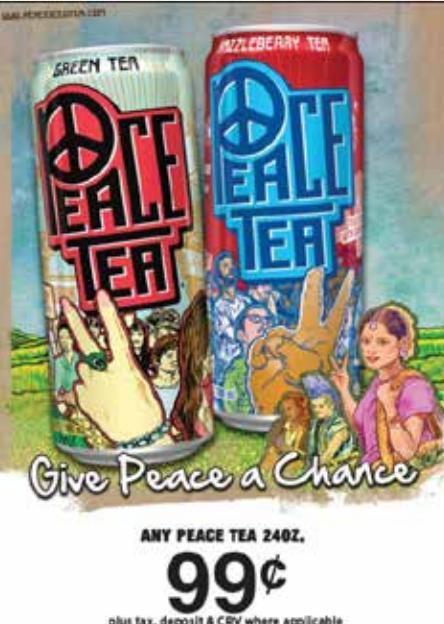
Get off to a fast start in 2016. Drive sales and profit with these great promotions.

GRAB SOME GOODNESS

15.2 oz. Bottles
2 for \$3.00



Put Good In. Get Good Out.



ANY PEACE TEA 24OZ.
99¢

plus tax, deposit & CRV where applicable.

REACH FOR REFRESHINGLY BOLD FLAVOR.

20 oz Bottle
99¢

FLAVOR CHARGED ICED TEA
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15.2oz Bottles

24oz Cans

20oz Bottles



700ml smartwater
20oz vitaminwater
16.9oz fruitwater



TASTE THE
ULTIMATE COMEBACK
99¢

#SURGECOMEBACK

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Fuel To
POWER THROUGH

20oz Bottle
99¢

Offer Terms



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16oz Cans

20oz Bottles



Sales & Profit Driving Initiatives JANUARY 2016



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

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

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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.

New EBT Account setup document list:

Circle one: EBT only EBT & Credit Card processing

Email: 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



WASTE SOLUTIONS, LLC

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					

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

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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:

- + Product Trends & Optimized Offering
 - + 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.™





January PROMOTIONS



XL Lays 2/\$6

DRIVE YOUR STORE
SALES WITH 2/\$6
PRICING ON ALL
FLAVORS OF
XL LAYS

\$.99 Reg \$1.49

SMARTFOOD JALEPANO, BBQ
LAYS, WHITE CHEDDAR
SMARTFOOD



JAN PPW
XXVL DORITOS,
FRITOS,
SALT & VINEGAR



AND
JAN – MUNCHIES &
PREMIUM NUTS



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*Annual Percentage Rate.



A woman with dark hair, wearing a bright red sleeveless dress, stands smiling. She is holding a blue and white striped credit card in her right hand and two shopping bags (one green, one gold) in her left hand. The background features abstract blue and green wavy lines on a yellow gradient.

Decatur Branch
1059 Mistletoe Road
Decatur, GA 30033

Sugarloaf Branch
2035 Sugarloaf Circle
Duluth, GA 30097

Lilburn Branch
4794 Lawrenceville Hwy NW
Lilburn, GA 30047

Alabama Branch
2801 John Hawkins Pkwy.
Suite 153 N
Hoover, AL 35244

Orlando Branch
7041 Grand National Dr.
Suite 201
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