

# ARA NEWSLINE

UNITY IS OUR STRENGTH

**ARA Town Hall Meeting  
Sunday Nov. 8th  
See page 18**



# Retirement

**Are You Prepared?**

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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

## ATTORNEY SERVICES

### Siupo Chan & Associates, P.C.

Contact Person: Siupo Chan  
Phone: 770-497-1323

## BACK OFFICE SOFTWARE

### AVD Systems & Back Office Software

Contact Person Udaya Devineni  
Phone: 678-883-2928

## CELL PHONE ACCESSORIES

### Xpress Gear

Contact Person: Anwar Qassam Ali  
Phone: 404-786-3283

## 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

### Tropical Roses

Phone: 678-437-2252

## 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



*Chairman*

Mehboob "Ali" Husain

*Vice Chairman*

Suhel Kazani

*Honorary Secretary*

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*Treasurer*

Karim Thobhani

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2055 North Brown Rd. #200

Lawrenceville, GA 30043

*Office Hours:*

Monday - Thursday

9:00 am - 5:30 pm

Friday

8:30 am - 5:00 pm

*Phone:*

770-455-4455

*Fax:*

404-478-8525

*Website:*

[www.araonline.us](http://www.araonline.us)

*Email:*

[admin@araonline.us](mailto:admin@araonline.us)

## *From the Chairman...*

# W

e didn't do anything wrong, but somehow, we lost." These were the words of Nokia CEO, when it was announced Nokia was being acquired by Microsoft. Upon saying that, he and his entire management team sadly teared up. While Nokia has been a respectable company, and they didn't do anything wrong in their daily operations, not keeping up with the world's rapid changes prevented their survival when faced by their powerful opponents.

They missed out on learning, they missed out on changing, and ultimately, they not only missed out on the opportunity to earn big money, they lost their chance of survival.

The lesson in this example is, if you don't progress by adapting to change, you will be eliminated from the competition. The trends of tomorrow can quickly impact the advantage you had yesterday. Without doing anything WRONG, you can lose out and fail when your competition responds to new trends and gets it RIGHT. WE DON'T WANT THAT TO HAPPEN TO ANY OF OUR MEMBERS.

My fellow members, our key to growth and ultimately our survival, is in continuous education to respond to new trends. In order for the members to keep up with these demands of their business and achieve sustainable growth, it is imperative that the business stands on a solid foundation. In the coming months we will initiate several education programs for our members and their staff to learn protocols for professional business management. We will cover topics from shift changes and daily cash/inventory audits, to engaging in item level inventory and promotions. Without employing new technologies, these tasks are often daunting and so they get overlooked. It is our desire and vision to enable ALL ARA member stores to embrace technology to better position themselves for success.

Also, in the future, we wish to initiate many new projects such as digital marketing, consumer Apps, beacons to attract millennials into the store, off-site surveillance, and electronic monitoring of all devices (pumps, ATG, ATM, price signs). The foundational requirement for the successful launch of all our new initiatives will be our ability to measure the success of such programs, and this can only be achieved by employing new technologies to analyze the data.

I hope that most of you will attend the ARA town hall meeting on November 8th(see details on page 18). This will be a historic meeting, where we will be launching two extremely significant initiatives for the benefit of our members. One of these programs is the use of back office software by all ARA members. We know that every ARA member wants to be electronically equipped, but many are afraid to invest in and try out new technologies. The ARA board has negotiated a wonderful deal on the software, making it good financial sense for our members to commence this new chapter in their own business operations. Also, our ARA field staff has been thoroughly trained to "hold members hands" as they transition into implementing the software, and are ready to help you with all training and troubleshooting. All we need from our members is strong commitment, patience and cooperation.

I am very excited about seeing our members at the town hall meeting and unveiling our wonderful programs. Please do not miss this historic event.

Best Regards,

*Mehboob "Ali" Husain*

Chairman – Atlanta Retailers Association

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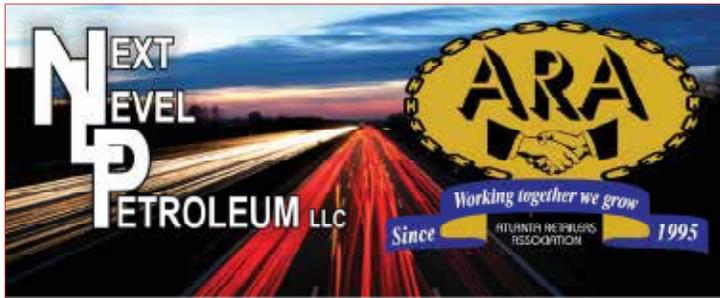
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Urban Entomologist\*

\*The scientific study of insects



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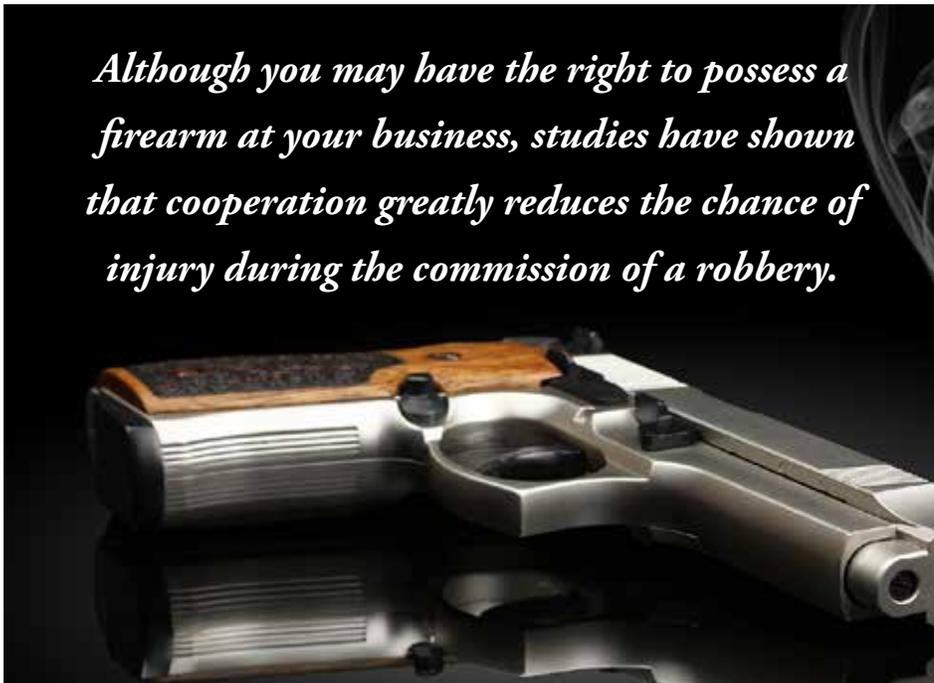
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# Handgun Laws

by Sruthy Kuruvilla, Chief Security Consultant

*Although you may have the right to possess a firearm at your business, studies have shown that cooperation greatly reduces the chance of injury during the commission of a robbery.*



While meeting with members, I frequently receive questions regarding the purchase and possession of handguns. My advice to members is to familiarize themselves with the laws before purchasing or furnishing a firearm. It is not only important to know how you can legally purchase and transport a handgun but also when you can and cannot use one.

### ***Who can purchase a handgun?***

Anyone 18 years of age and older, who has not been convicted of a felony, can purchase a handgun without a permit in the State of Georgia.

Georgia does not require registration of a handgun.

### ***Do I need a permit to carry a handgun?***

You must have a Georgia Weapons Carry License to open carry or conceal a handgun. A license is not required under these circumstances:

- Carrying openly or concealed at your home or place of business.

- Transporting a firearm in a vehicle as long as it is unloaded, enclosed in a case, and is separate from ammunition.
- Transporting a firearm in your private motor vehicle as long as it's carried in a fully exposed and open manner, or it is in the vehicle's glove compartment.
- Openly carrying a firearm while hunting, fishing, or sport shooting, provided that the person carrying has any required hunting or fishing licenses, and has written permission from the owner of the land on which the activity is being conducted. Important: The handgun must be carried in an open and fully exposed manner.

### ***Can I carry a handgun while traveling to other states?***

If you are traveling by ground, the following states recognize Georgia permits:

Alabama, Alaska, Arizona, Arkansas, Colorado, Florida, Idaho, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Mississippi, Missouri, Montana, New Hampshire, North Carolina, North Dakota,



Oklahoma, Pennsylvania, South Dakota, Tennessee, Texas, Utah, Vermont, West Virginia, Wisconsin, and Wyoming.

Although it may be legal to carry a handgun into other states, it is important to know the firearm laws of the state you are entering. For example: You may carry a firearm into Florida with a Georgia permit, but the weapon has to be concealed. Not all privileges of possessing a GA permit are extended in other states.

Laws and reciprocity agreements change frequently, therefore, it is important to research the latest laws before traveling.

As of July 1, 2013 Kansas has joined the reciprocity.

As of August 13, 2013 West Virginia has joined the reciprocity.

If flying to another state, TSA allows firearms to be declared during the check-in process. There are regulations regarding the type of container and how ammunition is stored. Check with your specific airline before traveling with a firearm.

### ***Where are guns prohibited?***

Guns are prohibited at churches (unless permission is granted by an individual church), state parks, K-12 schools or school buses, historical areas, and wildlife management areas. Although handguns are now permitted in restaurants and bars, owners have the right to ask you to leave. If you refuse to leave, you may be charged with criminal trespass.

Other unlawful acts:

- Point a firearm at another person
- Discharge a firearm within 50 yards of a public highway or street



# Atlanta Retailers Foundation Sponsors Inter-Faith Prayer Garden at Mercer Campus

Our vision for the Atlanta Retailers Foundation (ARF) is to establish the ARA as a valued civic organization within Georgia. To realize this vision, the ARA through its Foundation seeks opportunities to contribute positively to the quality of life of all Georgians through philanthropic contributions and community service projects.

In alignment with this vision, the Foundation recently contributed towards the creation of an Inter-faith Prayer Garden at the Mercer University Professional Campus. The following pictures depict our participation in the dedication ceremony on May 14, and highlights the park benches sponsored by, and dedicated to the ARF and ARA.

## Why Mercer?

Students come from every corner of the globe to attend one of the six schools and colleges on the Mercer Atlanta campus. They represent every ethnicity and every faith. As they prepare for their careers, students need a place outside classroom walls to reflect, to seek direction, and to find both solitude and community.

The prayer garden and labyrinth offer a sacred space for students, faculty, and all who visit there. They will offer a unique opportunity to build community as

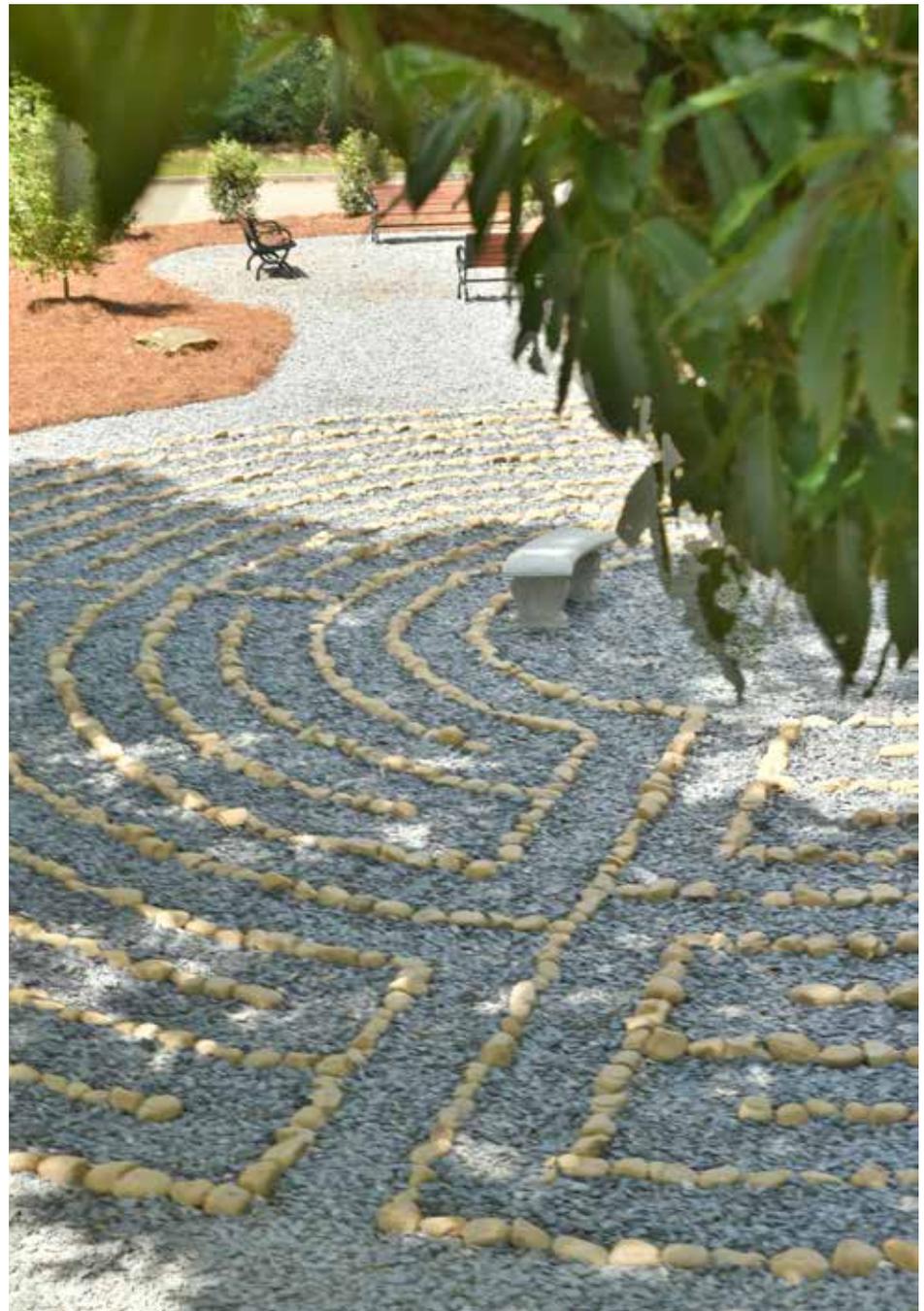
sojourners encounter others of different faiths, cultures, and social backgrounds. The site will be a place from which respect and relationship will grow.

“The garden in being used by summer school students and by faculty already. The AIB (Atlanta Interfaith Broadcasters) just filmed in the garden for their show entitled “Sacred Spaces.” We are about to begin planning an

event on pilgrimage in the garden, as it is called for in the Abrahamic faiths. The labyrinth represents pilgrimage and can be used by all as a journey / walk toward holiness and a place where God symbolically dwells. I thank you again for your support and your kindness and hope to see you in the near future” – Charlotte Conah, Cooperative Baptist Fellowship of Georgia’s Interfaith Taskforce



*Former Dean Alan Culpepper of Mercer’s McAfee School of Theology with the Trustees of our Foundation*





# THE KEY TO BETTER BUSINESS IS IN THE NUMBERS



## HOW DO YOURS STACK UP?

Data analysis in the convenience store industry is as accepted as loss prevention tools and customer loyalty programs. Like other operational strategies, it is how a c-store uses such technology which forecasts how much benefit is derived from it. Just remember that competing retail channels such as grocers are increasing their data analysis considerably.

The possibilities are endless when it comes to improving the consumer's experience with the latest technology trends. While Back Office Software (BOS) may be only a "wish list" item for most c-store retailers, they still rely on data analytics. For example, market basket analysis and mobile marketing, improve operations and sales by highlighting what sells together in one transaction, where theft is occurring, what sells from month to month, best store placement of items and success of promotions.

A super convenience store chain with locations in Georgia and northeast Florida captures data by transactions, items, discounts and tender type and produces market basket reports that show month-to-month category sales. For them, the data collected allows their corporate departments to view sales categories by the NACS' categories, which are broken down to sub-category level. Database dashboards reveal monthly and year-to-date comparisons. By using an item-level inventory system, the chain can gauge inventory at one store or chain-wide for any item in particular.

This business intelligence tool provides the management team with alerts and reports

based on targeted events happening at the point of sale (POS) or at the pumps. This for instance, as for activity inside the store, prompts alerts on drawer violations to include voids, returns, price overrides, no sales, error corrects, etc. This helps control internal theft. By capturing data for sales, transaction date and time, tender type and events that can happen daily both chain-wide and store specific. This information uploads hourly across the chain's network to the business intelligence database at single store to multi unit level.

The benefit of having POS scanned data stored in a database with an easy-to-use reporting tool is that stores can produce their own reports. The ability for them to drill down into categories and item sales information when needed has helped improve sales and ultimately, the gross margin inside the store. Being able to get alerts and reports on events that impact inventory can significantly decrease the stores over/short line on the P/L, thus driving more profit.

An added benefit of BOS is having a mobile application that provides the business owner with another opportunity to collect data from anywhere and to have access to the site to enable price changes, place orders, add new product items, send promotions, notify store staff of changes in item cost, alerts on cash variances and to view live sales data and current inventory in real time.

### GETTING CONNECTED

BOS technologies connect its customers' mobile phones to gas pumps, store POS

terminals, loyalty programs and more. At the same time integrating existing store infrastructure and software that tracks inventory and fuel. Members can use phones to leverage the cloud-based POS system for quick, reliable transactions and advanced analytics.

People count on stores for quick transactions. They want to save time by coming to a convenience store; reliability is core to the industry. A must have for any system is the ability to process rapid updates to stay current with new innovations.

### GETTING THE MOST OUT OF BACK OFFICE SOFTWARE

Today's fast-paced retail environment demands that convenience store owners invest in retail systems that not only speed up service, but do more to help chains reduce operating costs. Back office isn't backstage. What happens there directly affects customers, so retailers need to get it right.

Today's systems must be able to offer useful services, such as tracking inventory, managing payroll and labor hours, performing detailed accounting and even monitoring each transaction in real time for unusual register activity.

Have you ever experienced when you are in the middle of transitioning when you are in the middle of transitioning when you are in the middle of transitioning because it just doesn't do enough to help increase the speed of our customer service, having to ask customers

to wait until “shift change is completed”? ARA is in the process of assisting 50+ members with upgrading to a new system that offers point-of-sale (POS) capabilities that cover their business needs

The primary motive for adding scanning capabilities and a back office software is to be able to service the customer more efficiently using the POS and then track sales data efficiently. Why so zealous about back-office systems? We have moved from being in the convenience store business, to being in the customer service concierge business. We need to be taking care of our customers by treating each one as a guest at our business establishment, and to do that you’ve got to get out of the back offices doing busy work or paperwork and concentrated our focus onto the sales floor.

It doesn’t do us any good to have someone sitting in the backroom five hours a day seeing what happened yesterday. We need live, we need accurate and we need up-to-date information so that we’re not worrying about yesterday, we need to be worrying about the customer standing in front of us now and preparing for tomorrow.

**SALES TRACKING**

Until now, store personnel had been handling these tasks manually. With some of these older systems we still using manual spreadsheets and manual forms in order to track everything in the store? When you put the items in manually, you’ve will have to take them out manually and you have to inventory them manually. With

the new system we can scan everything in, scan everything out and scan inventory. It’s live and perpetual.

Look at this plus: A Backoffice system no longer has servers in-house to support the back-office system. We don’t have the overhead of having to keep our servers up and running, and keeping all those things functioning.

Another bonus is what we would call a “huge” labor-saving component. Having a new BOS system can do a perpetual inventory all the time. That means better tracking, better inventory control and less chance for error, because we can automate a lot of the systems that used to be manual. Stores are automating and members can view stores progress via remotely, and thus lightens up the load in the office.”

Inside the store, the system integrates store inventory, POS, pin-pad systems and fuel pumps, providing better management of everything from purchasing, inventory and pricing to payments and accounting. The module also works with existing infrastructure, such as fueling site controllers, electronic payment systems and car wash systems.

Benefits of the new system:

- Increases customer loyalty with improved convenience and personalized service with digital offers.
- Spawns operational efficiencies that transform business operations quickly and affordably, connecting stores within hours.
- Predicts and highlights transaction anomalies



with increasing precision by receiving alerts from the system, and feeding information back into the remote App to help identify root cause.

•Enables members to better control inventory, reduce costs and create more effective marketing. The BOS system module works with existing infrastructure, such as fueling site controllers, electronic payment systems.

This is a competitive environment, and you have to use data to stay in stock, to identify return on investment, to identify and isolate theft. . . “Those not using data will not be around 10 years from now... From the top tier retailers like Wawa and Sheetz to the mom and pops out there, everyone is analyzing and acting on data in some way to improve their business.”

Look for more information on scanning, back office software AND a live demo at the ARA Town Hall Meeting on November 8th. ARA is working with Modisoft to bring a back office software solution tailored to meet your needs.

**Modisoft iPhone app, Android app and Mobile site enables you to make the necessary changes right from your phone and handheld scanner**



- View live sales from POS
- Place orders with any vendor
- Scan items
- Change prices
- Keep an eye on your cashier's report from POS (Void, Refund, No Sales)
- Scan all purchases so that you do not need to manually enter data
- Send an item to pos directly from handheld scanner



## VENDOR ISSUE RESOLUTION PROCESS

**1 CONTACT YOUR SALES PERSON**

**2 CALL ARA OFFICE AT 770-455-4455**

**3 MSC NOTIFIES VENDOR ON DAY OF CALL OR NEXT BD IF CALL RECEIVED ON WEEKEND**

**4 MSC CALLS MEMBER TO FOLLOW UP ON COMPLAINT**

**5 MSC EMAIL VENDOR TO FOLLOW UP AGAIN AFTER 48 HOURS**

**6 MSC CONTACTS MEMBER OF RESOLUTION DETAILS**

**7 TICKET CLOSED**

In most cases you and your Sales Rep can resolve the issue. It's important to follow this first step so that we can trace where the system breaks down, if it does.

- Contact your Sales Rep first
- If you have not heard from him/her in approximately 72 hours, contact ARA
- Member Services Coordinator will ask you if you have contacted your sales Rep. if so, Member Service Coordinator will document your concern into our data base and advise on a possible solution.
- Member Services Coordinator will contact the vendor with your complaint, and will ask to resolve the problem ASAP; this process can take up to 24 to 48 hours to get resolved.
- Member Services Coordinator will contact you to follow up with the complaint and get details.
- If complaint has not been resolved, Member Service Coordinator will contact the vendor again, and will inform the ARA manager regarding the issue. (at this stage, the Manager and Member Services Coordinator make sure that issue is resolved)
- Member Services Coordinator will contact you to follow up and verify that your complaint has been resolved.
- Once we have verified that your complaint has been satisfactorily resolved, the ticket assigned is closed.

# Surefire Ways to Fail in the C-Store Industry

1. Don't keep accurate records.
2. Don't screen employees.
  - Hiring 'just anybody' to fill the schedule.
3. Don't maintain shrinkage controls.
4. Don't do shift reconciliations.
5. Don't maintain vendor controls.
6. Don't take at least monthly physical inventories.
7. Don't spend adequate time in the business.
8. Don't stay aware of competitive activity:
  - New store products.
  - Gasoline pricing.
  - Product pricing and promotions
9. Don't control in-house charge accounts.
10. Don't analyze & monitor store sales.
11. Don't maintain cash, credit card and inventory controls.
12. Don't engage an effective, quality accountant.
13. Don't maintain a good relationship with your supplier.
14. Don't maintain a good relationship with your bank.
15. Don't maintain a good attitude about the business.
16. Don't leave or have adequate working capital to start & run the business
17. Allow business decisions to be made by:
  - Ego
  - Emotion
  - Ignorance
  - Apathy

*Tom Terrono with T&S Management Services LLC is a nationally recognized expert in the convenience retailing field. Tom Terrono has successfully operated high volume service stations and convenience stores in Kansas and Missouri. He has extensive experience in software programs for both Convenience store and full facility operations. Tom's expertise includes developing customized training programs for petroleum jobbers, c-store operators and conducting training and facilitating for audiences consisting of business owners, executives, managers and hourly employees. His extensive personal experience and knowledge in the hands-on convenience store, service station, car wash operations, and management has allowed Tom to share his knowledge and experiences with marketers, retailers and employees from coast to coast. ARA has reached out to Tom to provide operational insight to our members through his seminar series. See the ARA Flash section for details on this month's seminar.*

# WE'RE CHANGING THE GAME

CHARTER BUSINESS® IS NOW **SPECTRUM BUSINESS™**

**Spectrum Business™ Internet**  
up to 100Mbps for only

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

**Spectrum Business™ Voice**  
Advanced business Phone for only

**\$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

# NOVEMBER Promotions



Look Who's Back.

## Georgia Loves DEW!

16oz Cans

**\$.99**

All Flavors



Ocean Spray

**PACT**

**\$1.89**



**AMP**  
**2/\$3**



Rockstar  
**2 for \$3**



16oz Cans  
**\$.99**  
All Flavors



1.25 Liter  
**2 for \$2**



# NOVEMBER Gatorade Programs



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

**Gatorade 20oz**

**2/\$2**

**Recover Protein Bar**

**2/\$3**



# MONSTER ENERGY & ARA – DRIVING GROWTH



## PURPOSE:

To GROW sales of the entire Monster portfolio of brands during Sept-Dec. 2015. Prizes awarded by month as shown.

## HOW IT WORKS:

Winning ARA Members will be selected from stores with the highest percentage increase versus the same period last year.

## PRIZES:

Prizes can be seen on the next pages. ARA will receive all prizes and will award them based on data supplied by Monster and Coca-Cola.

## HOW TO WIN:

Members will get one “electronic entry” towards randomly awarded prizes based on...



**SEPT** Top 10- highest % increase vs 2014 on all Monster products

**OCT** Top 10 - highest % increase on Monster Rehab products

**NOV** Top 10- highest % increase on Muscle Monster products

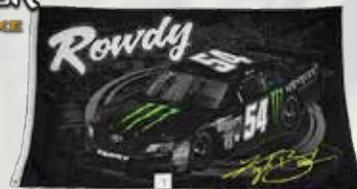
**DEC** Top 10- highest % increase on Java Monster products

One entry each month per member who has purchased at least one case of each of these products: Monster Ultra Citron; Ultra Sunrise, Rehab Peach; Rehab Raspberry; Pipeline Punch, Ultra Black, and Muscle Monster Banana



# NOVEMBER- MUSCLE MONSTER FOCUS

1- Java Monster  
Replay XD Video  
Camera System  
\$250 MSRP



2- Monster  
Limited Edition  
Kurt Busch  
NASCAR flags  
MSRP- \$40.00



**PLUS ONE OF  
25 MONSTER  
T-SHIRTS**

2- Monster  
Limited Edition  
Skateboard Decks  
MSRP- \$40.00

1- Monster Limited Edition  
Ken Bock remote  
Control car  
MSRP- \$400.00



Photos are representative and may not exactly match the prizes won

# Quick Eats Grille



Great new look for the menu board and now features Ruiz Foods

Quick Eats Grille continues to offer branded grill solutions with 2 sizes of equipment to choose from:

36" grill set up for \$500

45" grill set up for \$550

Branded conversion program includes signage plus free goods from Hillshire Brands

Program is exclusive to Ball Park, Hillshire Farm and Ruiz Foods products

Contact your Core Mark rep today for additional details



## PROTECT YOURSELF

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



Shahid Shafiqat  
404.219.6777



### FM MAINTENANCE

LEVEL 1	Medium Power (9mm)	LEVEL 2	High Power (.357 Magnum)	LEVEL 3	Super Power (.44 Magnum)
M.P.S.A		H.P.S.A		S.P.S.A	

**WE BUILD NEW SALES COUNTERS,  
REMODEL ENTIRE STORES**

## Where's the ARA excitement?

Xpress Gear...where better quality, packaging, service and pricing come together.

Complete line of mini and full size packaged phone accessories... with unsurpassed quality at very competitive pricing.



**XG** Xpress  
GEAR  
xpressgear.com

Call Andy @ 404.786.3283  
Local 404.826.4300



# ARA FLASH

Date	Day	Time	Description	Location
Nov 21	Sat	9am-1pm	Retail Management: Phase 4	ARA Office
Nov 21	Sat	2pm-6pm	Retail Management: Phase4	ARA Office

**ATTORNEY CONSULTATION:** Free attorney consultation on November 5, 2015 from 2 to 6pm at the ARA office.

**Retail Management – Phase 4 builds and expands on the foundation established in the first three phases to help you achieve success in the C-Store industry!**

## CATEGORY MANAGEMENT

Phase 4 reinforces topics addressed in the first 3 modules and introduces Category Management.

- o Identity of your core customer
- o Inventory Turnover & Inventory Creep
- o Store Layout & Traffic Patterns
- o Power Aisles and End Caps
- o Cross Merchandising
- o Common sense pricing
- o Industry Gross Profit & Expense Benchmarks
- o Working with suppliers & promotions

## RETAIL MANAGEMENT OPERATING FOR SUCCESS

Seminar covers the major skills you need to operate a c-store successfully. Any retailer will

benefit significantly from the information and tools provided in this class.

- o Image & Merchandising
- o Customer Service
- o Business & Financial Management
- o How to correctly compute retail price
- o Industry benchmarks – GP & Expenses
- o Cash control / shrink
- o Employee recruiting, hiring, & training

## FINANCIAL MANAGEMENT / IMPROVING PROFITABILITY

Improve your ability to better read & understand business reports (P&L, Balance Sheet & Cash Flow analysis) How to use these tools for business planning and manage your business profitability.

- o Income & Expense Statements
- o Balance Sheet
- o Cash Flow
- o The Business Profit Plan
- o Net Operating Cost-NOC
- o Advantages of retail accounting

## LEADERSHIP/MANAGEMENT SKILLS

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

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

## ARA SPANNER BOARD

October 16-November 30

**big savings!**  
2 Liter Bottles **2 for \$2.50**  
Or one at regular price  
Valid October 15th through November 30th

**IT'S TRUE...GEORGIA LOVES M&M'S**  
**16 oz CANS \$0.99**  
Promotion valid October 16th through November 30th

**2/\$4.00**  
Promotion valid October 16th through November 30th

# ARA Town Hall Meeting Sunday, November 8th

- Who?** ARA Primary Members
- What?** ARA Town Hall Meeting
- When?** Sunday November 8th – 12:15 pm
- Where?** The Westin Atlanta Perimeter North  
7 Concourse Parkway NW, Atlanta GA 30328
- Why?** TOP 5 REASONS TO ATTEND:
  1. Learn about ARA's new Retirement Savings Plan for members
  2. Early bird raffles for exciting prizes
  3. See a live demonstration and learn about Back Office Software
  4. Get Industry updates on Coin Operated Amusement Machines (COAM)
  5. Network with other members, consultants, and ARA board of directors

Providing cost-effective  
**dispensing equipment** and the  
**best trained technicians**  
 in the industry.



**We Provide:**

- Equipment Installation, Maintenance & Repair
- Meter Calibration Services
- Tank Cleaning Services
- Fuel Dispensing & POS Systems
- Fleet Fueling Dispensers & Fuel Management Systems
- Certified Service Technicians available 24/7
- Licensed Commercial Electricians
- EMV Readiness Experts



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**spatco.com**

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 LET THE PLATINUM FCU VISA® CARD TURN YOUR FROWN AROUND!

**0% AND 1.99% APR\***

Balance Transfer Fee for first 9 months upon sign-up!

Visit [www.platinumfcu.org](http://www.platinumfcu.org) or any of our branches between November 1, 2015 and February 29, 2016 to switch to the Platinum FCU VISA® card today.

\*Annual Percentage Rate.



Declarator Branch  
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 Decatur, GA 30032

Alabama Branch  
 2827 John Hawkins Pkwy  
 Jubilo 35019  
 Hoover, AL 36044

Superior Branch  
 2020 Superior Circle  
 Duluth, GA 30087

Orlando Branch  
 2141 Central Expressway  
 Suite 201  
 Orlando, FL 32819

Lithium Branch  
 4794 Lawrenceville Hwy SW  
 Lithium, GA 30047



**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](https://www.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@atrsanline.com](mailto:host@atrsanline.com)



# Sales & Profit Driving Initiatives NOVEMBER 2015



## 2 LITER PROMOTION

©2012 The Coca-Cola Company.

**GRAB NOW. ENJOY LATER.**

Llévala ahora  
Disfrútala más tarde

2 Liter Bottles  
**2 for \$2<sup>50</sup>**



**2 LITER**

Spanner Board Promotion from 10/16 to 11/30/15

## SURGE 16oz CAN



**WE'RE BAAACK**

16OZ CAN  
**99 CENTS**

#SPOTASURGE  
*a member of The Coca-Cola Company*

SURGE is the beloved citrus brand, brought back due to popular demand. It is the bolder citrus soda that fuels a familiar rush of taste from back in the day.



# Sales & Profit Driving Initiatives NOVEMBER 2015



Execute the promotions below and give your customers many reasons to make your store their beverage destination.

**INSTANT AHH**

Coca-Cola

16oz Bottle  
**2 for \$2.22**

ARA logo

16oz Bottles

PICK YOUR FLAVOR

**2/\$2**

Plus tax, deposits and CBY where applicable  
On select 20 oz Coca-Cola products\*  
\*See retailer for participating products

20oz Flavors

TASTE THE FLAVOR OF HOME

MADE IN MEXICO

12oz Bottles  
**\$1.49**

12oz Bottles

**MIX & MATCH**

ANY **2 for \$2.50**

vitaminwater 700ml smartwater 700ml fruitwater 16.9oz

700ml smartwater  
20oz vitaminwater  
16.9oz fruitwater

16oz

**2/\$3**

or one at single price  
plus tax and deposit where applicable

Full Throttle NOS

16oz NOS &  
Full Throttle

Coca-Cola open happiness™

**2 for \$2**

Save \$0.58 when you buy 2  
or  
\$1.29 for single 1.25 Liter  
of any Coca-Cola™ product

ARA logo

1.25L 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:

- 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.™

## ARA & Royal Cup Coffee

Royal Cup Coffee We can grow together!



### The Royal Cup Program will:

- Position you to better compete with QT, Race Trac and BP.
- Provide an upscale /improved coffee.
- Supply POS materials to enhance the coffee area.
- 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  
- Your Phone Number to be reached  
- 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.

8 0 0 • 3 6 6 • 5 8 3 6

## Share the

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



Unilever  
UNILEVER ICE CREAM  
OUT-OF-HOME

To order these important brands for your stores, please contact:  
Melody Woyar  
770-424-8851

[sales.hotline@premiumdistributors.com](mailto:sales.hotline@premiumdistributors.com)



# November PROMOTIONS



**XXL \$3.50**

**OR**

**XL Lays 2/\$6**

**CRACKER JACKS**

**OCT 28<sup>TH</sup>-NOV 14<sup>TH</sup>  
RETAIL \$1.49**

**PROMO PRICE  
\$2/2.50**



# AND

**\$.99Reg \$1.49**

**NOV 8- NOV 21**

**LAYS FLAMIN HOT,  
SWEET HEAT  
SALT AND VINEGAR,  
MAC AND CHEESE**



**NOV PPW  
XXVL DORITOS,  
FUNYUNS,  
CHEETOS**



**NOV – GRANDMA  
COOKIE SHIPPER**



**Atlanta Retailers Association  
2055 North Brown Road, Suite #200  
Lawrenceville, GA 30043**

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**0% AND 1.99%** APR\*

Balance Transfer Fee

for first 9 months upon signup!

Visit [www.platinumfcu.org](http://www.platinumfcu.org) or any of our branches between  
November 1, 2015 and February 29, 2016 to switch  
to the Platinum FCU VISA® card today.

*\*Annual Percentage Rate.*



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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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