

Summer 2019



# THE AMA TIMES



UNITY · TRUST · ETHICS

## AMA PREFERRED VENDORS

Company Name	Contact Person	Phone Number
Aardwolf Pest Control	Mark Durden	205-753-3694
Alabama Crown	Colin Moss	251-610-0376
ATM Link	Minhas Vellani	281-568-4443
Bimbo Bakeries	Trey Burdette	912-271-1883
Bimbo Bakeries	Marta Compos	205-864-7269
BTC Wholesale Distributors	Frank D'Amico III	205-324-2581
BTC Wholesale Distributors	Chris D'Amico	205-999-2044
Buffalo Rock (Pepsi)	Booker Ware	205-335-5141
Chilly's Ice Cream	Ricky McDuffie	251-721-0601
Clark Gas Company	Jim Brown	205-412-9909
Coco Cola United	Brandon Higgins	205-453-5187
Coco Cola United	Jeff Graham	205-849-4785
Cromwell - Background Check	Herbert Bowsher	205-823-4260
Frito Lay	Virgil King	205-529- 8455
Golden Flake/UTZ	Michael Coots	256-438-8492
Gordon Food Services	Jennifer DeStefao	205-478-0267
Gulf Distributing Company (7UP)	Lane Harbin	205-251-8010
Gulf Distributing Company (Nesquik)	Paul Gwarjanski	205-306-9628
Gulf Distributing Company (Redbull)	Kevin Thompson	251-583-0636
H.T. Hackney	Victor Moody	256-763-6480
McKinney and Co. Insurance	Shahnaz Sutar	770-723-9901
Modisoft	Sohail Modi	346-901-1101
Petrey Wholesale	Greg Cooks	205-410-3027
Red Diamond	Ryan Griepenstroh	205-382-3740
S.B.C (Redbull/7UP/Nesquik)	Shawn Franklin	256-591-9046
Sanico	Cara Hunter	205-422-5836
Smart Biz Pay	Mohammed Moinuddin	866-216-8707
United-Johnson Brothers	Michael Gruber	205-281-3402
World Pay	Careyann Robleski	630- 917-5700

AMA TIMES IS A PUBLICATION THAT BRINGS HELPFUL BUSINESS INFORMATION TO AMA MEMBERS. THE ARTICLES IN THIS NEWSLETTER REPRESENT THE VIEWS OF THE AUTHORS AND NOT NECESSARILY THOSE OF THE PUBLISHER. 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, THE QUALITY OR PERFORMANCE OF THE PRODUCTS ADVERTISED HEREIN—FOR COMMENTS OR CONCERNS PLEASE CALL AMA OFFICE AT 205.739.0565

Members who do not receive a response within 72 hours from approved vendors, those listed above, are encouraged to call the AMA office for assistance..

# President's Letter



## **President**

Parvez Mulji

## **Vice President**

Shezad Keshwani

## **Honorary Secretary**

Malik Bhaidani

## **Treasurer**

Murad Ali Budhwani

## **Marketing & Promotions**

Nizar Batada

## **Compliance**

Karim Panjwani

## **Education and Research**

Rohen Porbanderwala

## **Ethics**

Anish Noorani

## **Special Projects**

Zunaid Porbandarwala

Dear AMA Members,

I would like to begin by congratulating the newly elected board of directors for the year 2019 & thank the retiring board for their volunteer services to the Association.

As the President of AMA, I appreciate your confidence in the association and hope that you will keep supporting the board as always to fulfil the mandate and provide better services to its membership.

As competition within our industry has become fierce and bottom line profits have shrunk, it is imperative that we remain vigilant and in touch with current market trends.

Through the integration of point of sale and inventory management systems such as Back Office, as well as several other functionalities such as reward program management, owners can get up to the second reporting on the performance of the operation. Back Office system is scanning sold items, and inventory tasks are being managed automatically by the software, the quality of the data owners can pull from their reporting software is drastically improved. Gone are the days of manual cash registers and keeping sales records by hand. Not so long ago, retail and convenience store industries have begun to embrace technological solutions to the challenges that the

C-store industry faces. It behooves all the AMA members to take advantage of this technology, learn about Back Office and Customer Loyalty programs, and install it in all their stores.

With the improvements to the reporting process, retail transparency is improved across the operation and owners and managers can make more informed decisions as to the types of products to carry as well as the necessary volume of product to maintain for the expected sales on any given day. An effective back office solution simplifies cash management tasks, automates inventory procedures, improves security and prevents theft and loss, and overall removes much of the human error element from many of the management steps where human error can lead to bad data and lost time.

Many of you are aware the AMA has initiated various educational programs such as Back Office management, Category Management, How to Maximize Profits, Reduce Shrinkage & Theft, Accounting, Audits etc. Knowledge is the only tool which will help us overcome the rapid change in the C-Store industry. We will continue to provide more informative and educational programs for member benefit, and I urge each member to participate in these sessions. Besides the educational session, AMA will also continue to provide entertaining and family-oriented programs where members can enjoy and spend time with their family and friends.

In conclusion, I would like to thank the membership and the Board of Directors for their constant support and services.

Yours truly,

Parvez Mulji

# Cleaner the Restroom, the More Consumers Spend



March 22, 2019

MENOMONEE FALLS, Wis. – One in two Americans are willing to ante up more cash at businesses that have clean, well-maintained restrooms. The number of those who will “definitely” or “probably” spend more money was up seven points to 52% in 2018.

“When a customer encounters a messy restroom, their perception of that business and its products and services are tarnished. Even worse, 55% are unlikely to return to a business after a bad restroom experience, which can have a devastating effect on sales.”

In addition, 64% of consumers make a conscious decision to choose a business because it has clean, well-maintained restrooms. Women are even more likely to be drawn to pleasing restrooms compared to men. Clean restrooms are so desirable that one in three Americans say they’d pay to use a restroom if they were assured it was clean and well-stocked.

Despite visiting restrooms regularly, Americans report an increasingly high degree of aggravation with them. Their top aggravations include toilets that are clogged or not flushed (85%), empty or jammed toilet paper dispensers (83%), and partition doors that don’t latch (78%). In all, nearly 70% of Americans reported having an unpleasant restroom experience.

**Now that you’ve read the article, here comes my personal beef! What about stores that offer NO RESTROOMS for customers? If 64% of our customers make the decision to patronize a business because it offers clean, well-maintained restrooms, how many of them refuse to patronize a business because it has NONE? I don’t know the actual statistic, but I’ll bet it’s higher than 64%! I agree, providing restrooms for your customers may cost a few \$\$ to make them ADA compliant, useable, etc., but I think it will pay off in the long run. Remem-**

Other studies have proven that 80% of customers opinion of the forecourt (pump islands and surrounding area) as a major decision maker of whether customers go in the store or not! Wow! These people don't even get to your restroom before they decide they're not going in, for any reason! Here are a couple of ways you can spruce up the forecourt;

- ◇ Have a procedure to pick up trash, debris at least twice a day.
- ◇ Use a broom & dustpan to do the job correctly.
- ◇ Sweep curbs around pump islands and front entrance twice a week.
- ◇ Make sure your squeegee buckets are clean with paper towels.
- ◇ Vinegar works the best and it's inexpensive.
- ◇ Be sure the squeegee is useable, and towels are available.
- ◇ Fix pot holes and broken curbs.
- ◇ Clean fuel dispensers.

Remember my suggestion, clean one pump a day, all four sides. Remove/replace broken pump toppers and credit card app holders. Make sure necessary stickers/decals are clean, fresh, and neatly printed (*not handwritten*). If stickers, decals are old or unreadable, scrape them off (use Goo Gone if necessary) and replace.

Many customers think about credit card security when using pay-at-the pump. If your dispensers appear to need sprucing up, does that make them think twice about pump security?

Paint curbs and bumper poles. If poles are bent or damaged, replace them. Many outlets sell plastic covers you can place over your damaged poles.

I still hear the same comment during a consulting visit or during seminars, "My business is a little off due to competition." Maybe it's *not* competition, its other retail locations providing clean pump islands, forecourt, AND clean restrooms. Look at your operations and be honest with yourself!!

Don't be a victim of the 5 Dangerous Words –

***'Maybe I'll Do It Tomorrow'*** Do it today!

Because tomorrow could be too late!



**Thomas W. Terrono**

T&S Management Services, LLC

Instructor / Consultant for the Convenience Store Industry

# PREMIUM

The premiumization of c-store foodservice is appearing in both new products and concepts.



**Premium:** Broccoli Cheddar and Seasoned Cauliflower Pizza Crusts: Rich's Foodservice takes pizza to the next level with its 10-inch Broccoli Cheddar and Seasoned Cauliflower Pizza Crusts, which are more than 20% broccoli and cauliflower, respectively. These clean-label, plant-based options can also serve as a foundation for chips, sandwiches and more. The freezer-to-oven crusts have a shelf life of 270 days.

**Premium: *The Waffle Wave*:** Waffles have broken beyond breakfast gridlock, and their surging popularity proves that it's hip to serve squares at any daypart.

"Waffles are a beloved American comfort food," says Gordon Food Service Corporate Consulting Chef Gerry Ludwig, CEC. "Waffles are a prime opportunity because they're so popular."

In many ways, waffles are the little black dress of the menu. Dress them up or down. Go healthy with whole-grain batters and fresh fruit toppings. Or go healthier and serve sugar-free/gluten-free "skinny waffles."

However you roll out waffles, follow basic item-development principles.



"Make sure it fits with the theme and brand of your restaurant," Ludwig advises. "Build your recipe development around ingredients you have in-house. If one of your specialties is pulled pork, use that for a waffle special. Be consistent with your menu to avoid expanding inventory and increasing food costs."

# CLEAN



Products free of antibiotics, hormones and additives are finding new homes in convenience stores nationwide. As clean labels flood the mainstream market, about 40% of consumers say their definitions of health have changed in the past two years, according to Technomic's 2018 Healthy Eating Consumer Trend Report.

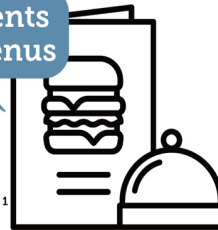
## Clear Choice™ by Gordon Food Service

Transparency to Cleaner Labels, Responsibly Sourced and Sustainable Products

- Cleaner Ingredients
- Specialty Agriculture
- Animal Care
- Sustainable Seafood
- Ethically Sourced
- Environmentally Friendly

Natural ingredients and clean menus

is a top dining trend<sup>1</sup>



40%

of U.S. consumers are willing to **pay more** for clean foods<sup>2</sup>





**Helping Companies Stay  
Fresh and Clean**

*Proud to be the  
Preferred Vendor  
of*



**Alabama Merchants' Association**

**CALL US TO TAKE ADVANTAGE  
OF SPECIAL MEMBER PRICING**

**(800) 347-4308**

**Contact person:**

**Clara Hunter - (205)-422-5836**



*"Service is more than just a word with us!"*

1-800-443-4128



\* CONTACT YOUR BTC REPRESENTATIVE FOR MORE DETAILS

**Want Your Ad In Our Newsletter?**

**Prices:**

**Half a Page: \$400**

**Full Page: \$800**

**Back Cover Page: \$1,000**

**Call us today to reserve your spot!**

**CONTACT AMA (205) 739-0565**



# AARDWOLF TERMITE & PEST CONTROL SERVICES, INC.

Office  
3442 Warrior River Road  
Hueytown, AL 35023  
(205) 744-4515

1-888-227-3965

Riverside Office  
P.O. Box 369  
Pell City, AL 35125  
(205) 338-6615

BBB  
Accredited Business

Approved by  
AMA Dealer

## Basic Services Offered

- 1) Sweep webs around building
- 2) Spray interior and exterior of structure
- 3) Install glue boards where needed
- 4) Service existing fly lights
- 5) Service existing exterior bait boxes
- 6) Putting granules around exterior of structure

The cost will be \$25.00 per month. This also includes home and/or apt unit for store owner and employees at same price.

## Our Company Offers Other Services

Termite Control  
Moisture Control  
Critter Control

Foundation Repairs  
Fly Lights  
Exterior Bait Boxes

Remodeling

*Thank you in advance for your business!!!!*

# *AGA KHAN FOUNDATION*

*Birmingham Walk- Run October 20, 2019*

*Railroad Park, Birmingham. Alabama*



The Aga Khan Foundation Walk is held every year in selected cities around the United States. It is organized by the Aga Khan Foundation and Birmingham proudly supports this excellent cause. This organization aims to break the cycle of globally poverty. AKF has reached over 5 million people globally and raises billions in funding to alleviate poverty. Furthermore, it has raised funds for projects that have helped 16 countries socially, culturally, and economically.

**This year, once again, Birmingham will be honored to have the AKF walk on October 20, 2019 at Railroad Park Birmingham Alabama.** We would like to invite the entire community along with their extended family and with their extended family friends to contribute towards this great cause.



 AGA KHAN FOUNDATION  
An agency of the Aga Khan Development Network

**Let us all come together and make this world a better place to live in by standing together as well are #strongertogether!**

# Cutting-Edge Technologies that Can Redefine Convenience

While high-tech tools like drones and robots are still dipping their toes in the pool of delivery, it's only a matter of time before they dive in headfirst, and each has the potential to make a splash in the c-store industry

Here are 4 cutting-edge technologies that could redefine the c-store industry.

1. **Drones:** A few companies like 7-Eleven and Amazon are exploring drone delivery in the United States, but Americans are still getting used to the idea of unmanned flying robots delivering their packages. A recent consumer survey from Report Linker claims that 72% of 18-24 year old respondents are open to the idea. Furthermore, the Federal Aviation Administration predicts that seven million drones will be in use by 2020, and at least a few of those are bound to be making deliveries.
2. **Robots:** A European company Starship Technologies have the potential to change the way groceries are delivered across short distances. Pilot programs are testing the rolling delivery devices in Washington, California and cities in Virginia could follow, according to the Associated Press. The R2-D2-like robots can hold up to 22 pounds and are designed to carry goods across a 2- to 3-mile radius, making them a clear competitor to the idea of a quick run to the c-store. If Star Wars has taught us anything, it's to never underestimate a droid.
3. **Virtual Assistants:** Interest in the Amazon Echo and Google Home smart speakers, is not waning anytime soon, according to findings from Voice Labs, an analytics software company. Voice Labs recently reported that 6.5 million of these "voice-first" devices were sold in 2016, and it predicts that 2017 will see 24.5 million of the devices shipped. As more homes grow used to having a virtual assistant, it begs the question: Why go out when you can order your favorite Domino's pizza without talking to another human being?
4. **Dash:** Amazon's one-click-to-purchase tool, the Dash button, has recently been made virtual on the e-retailer's mobile app and website. Now, customers can order groceries, cleaning products and other household goods in one click without having to order and install a physical button in their homes. Users can organize which buttons appear on their Amazon homepage, delete those they don't want to see and create a unique dashboard of buttons



# Innovation at the Pump

As people are spending 5 to 7 minutes at the pump, filling the car with gas. Digital media and marketing is key to attract the consumers attention. The nation's #1 drive market, Los Angeles consumers visit gas pumps more than most other drivers, providing the ideal audience for promoting products and services. AllOver Media® (AOM), the largest alternative out-of-home advertising platform in the United States, today unveiled the company's new digital gas pump network available in Los Angeles and Orange counties.

This service provides advertisements, weather reports and day-in-the-life vignettes on high-definition digital screens to help inform and entertain gas station customers. With new video screens measuring up to 22 inches—the largest screen in the market—these gas pump toppers offer bigger, brighter images that are completely glare free—even in bright sunlight.

The new network of gas pump toppers offers key brands and advertisers the opportunity to leverage the latest digital technology to connect with premium consumers in high-demand Southern California locations. Los Angeles is the nation's largest drive market, the second largest metro area and the most requested advertising market.

AllOver Media hand-picked 100 gas stations that are located along the area's most iconic streets and high-traffic locations, focused on reaching the market's highest value consumers. This network reaches the most affluent areas of LA and Orange counties during refueling stops for commuters, and residents and tourists visiting beaches, entertainment hot spots and shopping districts.

"The average person spends six minutes refueling," commented Griffing. "So we offer time-starved customers the opportunity to view great content and premium ads in high definition with great sound to enhance their gas pump experience."

This new state-of-the-art digital advertising network from AOM is expected expand to other markets in the coming months, based on customer interest and demand. AllOver Media works with national chains and local businesses to deliver high-value return on investment by pioneering innovative technologies that connect brands and consumers.





# Who We Serve

For more than 120 years, we've partnered with restaurants, big and small, as well as organizations like schools, universities, **convenient stores**, healthcare facilities, hotels, stadiums and pretty much anywhere else that serves food! Feeding a crowd can be a super-sized challenge. No matter your need, no matter your industry, and no matter your crowd, we work collaboratively with your operation to develop a customized catalog of products and services to help you focus on what really matters: your customers. Every product, every delivery, and every decision we make is inspired by helping your business thrive.

## What can Gordon Food Service offer your business?

### Our Products

Have confidence in what you serve. From fresh produce and custom proteins, to kitchen staples and supplies, our focus is on service, quality, price and assortment. We guarantee the quality of everything our trucks deliver and will work with you to get the right products for your operation.

### Our Solutions

We offer an array of tools and resources—from online ordering and recipe inspiration, to a team of chefs, dieticians and experts in your industry—meant to make running your operation easier. Which means you can spend less time managing your orders, and get back to what's important to you.

Gordon Food Service is proud to be the preferred Food Service Vendor for the Alabama Merchants Association.

Our goal is to support each operator with a wealth of foodservice knowledge, experience & resources to help you grow your business. Purchasing from Gordon Food Service qualifies you for a rebate incentive. If you are purchasing grocery items but *not* from Gordon Food Service

**LET'S CONNECT.**

**Thank you for your business!**



**PEEL**  
**THE WRISTBAND**



**SCAN**  
**YOUR COKE**



**UNLOCK\***  
**SUMMER SURPRISES**

*Enjoy Coca-Cola*

\*NO PURCH/SCAN NEC. 50 US/DC, 13+. Must have Coca-Cola account to enter. Device required for some prizes. VOID WHERE PROHIB. Starts at 1:00 p.m. ET on 4/29/19 and ends at 12:59 p.m. ET on 7/21/19. For Rules, alternate method of entry, prizes, odds, & all details, visit [www.coke.com](http://www.coke.com). Sponsor: The Coca-Cola Company. ©2019 The Coca-Cola Company.



**Gas Station  
Insurance starting at  
\$99  
a month**

Conditions applied\*



## Insuring Convenience Stores For 35 Years



Property &  
General Liability



Business Owner  
Policy



Worker  
Compensation



Alabama Liquor  
Liability

For Special AMA Services:  
**ASK FOR SHAHNAZ SUTAR**



Office : 770-723-9901  
Fax : 770-723-9890



shahnaz@mckinneyandco.com

www.mckinneyandco.com