

FALL 2020



THE AMA TIMES

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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
American Paper Roll	Ali Nanjee	913-940-3948
ATM Link	Minhas Vellani	281-568-4443
Bimbo Bakeries	Trey Burdette	912-271-1883
BTC Wholesale Distributors	Frank D'Amico III	205-324-2581
Buffalo Rock (Pepsi)	Booker Ware	205-335-5141
Nestle Ice Cream	Nathan Davis	251-586-1469
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 DeStefano	205-478-0267
Gulf Distributing Company (7UP)	Bruce Hamilton	205-503-0309
Gulf Distributing Company (Redbull)	Daniel Ddyess	205-368-3702
H.T. Hackney	Victor Moody	256-763-6480
McKinney and Co. Insurance	Shahnaz Sutar	770-723-9901
Modisoft	Zarifa Arifi	281-201-6838
Petrey Wholesale	Greg Cooks	205-410-3027
Red Diamond	Ryan Griepenstroh	205-382-3740
S.B.C (Redbull/7UP/Nesquik)	Brian Fike	256-947-1372
Sanico	Jeremy Helms	334-207-5004
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

President's Letter



President
Nizar Batada

Vice President
Malik Bhaidani

Honorary Secretary
Zunaid Porbandarwala

Treasurer
Murad Ali Budhwani

Marketing & Promotions
Karim Panjwani

Compliance
Anish Noorani

Education and Research
Rohen Porbanderwala

Ethics
Abdul Hafiz Rahim

Special Projects
Shafiq Samji

Chairperson Management
Committee
Shaheen Valliani

Chairman Advisory Comm
ittee
Sajid Jalali

Dear AMA Members,

First and foremost I would like to thank all our AMA members for their continuous support and working hard in this unprecedented time to keep their businesses open to serve our neighborhoods and communities.

I would also like to thank all our vendor partners for making sure our stores are delivered with inventories on time so we can serve our customers and would also like to share that our entire team of AMA Board of directors, team members and specially our staff members are working hard everyday to make sure our stores get best deals, to make sure our stores remain in full compliance and get any help to run our operations to the highest level possible.

Through this trying times of Covid-19 my humble request to all of our members is to please make sure that you all are preparing yourself to take full advantage of opportunities post Covid-19. Make sure to invest in yourself and reinvest in your business to make sure they look professional and provide safe shopping experience to our customers.

As we are passing through this unprecedented time and lot of fear and negativity around us let's challenge ourselves to spread positivity as I would like to quote my Dad and he says " It's important to start any project or task with planning and positivity but it's more important how you finish your project or any task " I will say let's finish this year on a high note with strong sales numbers and to spread positivity with our customers, our neighborhood and our communities.

Last but not the least, lets continue to take all the necessary precautions to make our businesses safe for our customers .

Yours truly,

Nizar Batada

MEET YOUR BOARD OF DIRECTORS



Mr. Nizar Batada is currently serving as the President for AMA. He comes in with vast experience and knowledge. He has been with AMA for many years and has served in various capacities from being a team member and a Director of Marketing for a few years. He has also served as a City lead for AKF, a Facilitator for VRM, and a team member for PFCU. His experience and expertise for 25 years in wholesale distribution, Convenience store, Gas stations, Fast Food Franchise, Restaurant & Construction.

His goal for the organization is to look ahead at today's competition and invest in technology, back office for a better understanding of C- stores.



Mr. Malik Bhaidani is currently serving as the Vice President for AMA. He has been a part of AMA as a team member, Chairman for Advisory, & Honorary Sec. He has served as Leads for AKF and Economic Planning Board. He holds a strong background in C- Stores, distribution and Dunkin Donuts.

His goal is to identify and serve the learning needs of the community and for all of us to embrace new technology, to pursue and manage change, to practice collaboration, and to think strategically as we look & move forward.



Mr. Zunaid Porbandarwala is currently serving as the Honorary Sec, completed his bachelor's degree in Electrical Engineering from the University of Texas at Dallas. Moving to Alabama in 2008 to take care of my family, I soon became a part of the C-store industry, and joined AMA as a team member.

"Since its formation, the AMA has been an integral part of the member community. We as Directors play a vital role as leaders and visionaries. It is our responsibility to make sure that the membership and their families, always, have a path moving forward; and flourish under the AMA banner. With new technologies and more competition, it is crucial, now more than ever to think outside the box, and pave a new way for our membership, just like our founders did."



Mr. Murad Budhwani is currently serving as the Treasurer for AMA for a few years. He has worked at Grass root level and Jamati Institutions.

His Motive is to serve the Community & Members with the best of his ability. Lead & Guide our members towards the changing technological & Industry-specific trends. Introduce new projects and to take our member's stores & organization to the next level to compete, survive, excel and lead the industry in highly competitive market environment.

MEET YOUR BOARD OF DIRECTORS



Mr. Karim Panjwani, serving as a AMA Director of Marketing and has served Director of Compliance and also as a team member.

His goal is in building brand awareness and attribute to marketing activities to generate revenue for members.



Mr. Anish Noorani, is currently serving as a AMA Director of Compliance and has also served Director of Ethics, as a team member few years ago. Mr. Noorani is the owner of multiple convenience stores and restaurants.

His goal for AMA is to take the organization to the next level, and to get ready for changes in the industry and growing competition, and how we as a community are well prepared. He would also like members to come forward with ideas and suggestions as these individuals will be the future of AMA.



Mr. Rohen Porbanderwala, is currently serving as an AMA Director of Education & Research. Owner of multiple convenience stores and restaurants. Served as a Team Member, AMA Project Manager, Partnership Walk Birmingham Project Manager, Camp Mosaic Lead, Economic Planning Board Lead, Social Welfare Board.

His goal is to Raise the Quality of Life of OUR AMA Members.



Mr. Hafiz Rahim is currently serving as AMA Director of Ethics and also as a team member, and the marketing committee for few years. He holds a strong background in C- Stores with owning and managing multiple business for 20 + years in Birmingham.

His goal is to serve our AMA members with sincerity, diligently and ethically as they can get the most benefit from our organization and continue long term partnerships with our vendors.

MEET YOUR BOARD OF DIRECTOR

MANAGEMENT & ADVISORY



Mr. Shafiq Samji is currently serving as the Director of Special projects. He has served as a Vice President and Hon. Secretary for AMA. He develops, owns and manages multiple business in Birmingham. Expertise in Underground storage tanks.

His goal is to see the Organization grow everyday, to invest in technology, efficient ways to increase customer traffic in our business and provide opportunity for members to present new ideas.



Mrs. Shaheen Valliani is currently serving as a Management Chairperson, for a couple of years. She has been a part of AMA Board of Directors from 2006-2009.

Her goal is to see AMA evolve into a brand that would be recognized in the State of Alabama for its store layout, excellent customer service, and its own line of products.



Mr. Sajid Jalali is currently serving as a Chairman for the Advisory committer for AMA. He has over 20 years of experience in the Convenience store business, and also a Property developer, Dunkin Donuts Franchises, and Jobbers for Chevron, Texaco & Citgo.

His goal is to see AMA leaning towards professionalism and have an organizational structure.



Register and vote safely
Election Day: November 3, 2020



2020
VOTE

Dear All,

In these unprecedented times, we hope you and your family are safe and in good health. We hope that you are successfully overcoming the challenges and charting a path with an outlook for a brighter future. We wish to thank you for your past generous support to the Aga Khan Foundation (AKF) USA.



The Covid-19 pandemic has significantly affected AKF's fundraising activities in 2020. In order to ensure the safety and wellbeing of our donors, sponsors, volunteers, staff and community at large, we have made the difficult decision to suspend all events such as Walks/Runs, Golf, Dinners and Galas across the USA.

With suspension of our events, we are considering virtual fundraising approaches. Part of this effort requires continued support from our valued sponsors, and it is towards this objective, that we are writing to you. We would be grateful for your support at a level with which you are comfortable at this time. Your generosity during this period of significant need is deeply appreciated.

We would be pleased to recognize your meaningful generosity, at this time of global challenge, on appropriate platforms.

Thank you for your continued support of AKF USA. Please stay safe.

Warm Regards,

Birmingham AKF Team

Tom's Business "TIPS" "To Improve Profits"

RE: Keeping Your Recently Hired Staff

Hello,

You might be interested to know I received several emails and phone calls after 'Starting Salary' last month. Our website had a record number of hits as well. Most retailers were downloading employment forms. If anybody has any questions about them, please reach out to me. I think the consensus is most retailers are tired □ of the revolving door – people coming and going so fast you hardly learn their name. It didn't take me long as a young entrepreneur to become frustrated by the ever-changing faces in my business. I learned the hard way, (doing things the wrong way for too long and getting frustrated by the results) so I decided to make a change in the way I hired CSR's. I finally realized if I hired slower, I was firing slower or they were quitting slower! I was also concerned about the costs associated with turnover. Too many times, retailers don't realize the total increased costs related to turnover. Here are a few items you may not have considered as turnover costs.

- Increased overtime when current staff must cover for absent/missing CSR's, or worse I had to cover the shortfall.
- Then added time it takes to train the new employee.
- The mistakes/errors, slower customer service (because they are new), and the time it takes to get them up-to-speed learning all the little tricks/nuances in our business. Some of those tricks may be making coffee before it runs out, changing receipt paper before the roll runs out, suggestive selling, and customers that must wait while our new staff members learn.
- Customers like to see friendly familiar faces behind the counter. That's a real plus in our business compared to corporate stores.
- The real \$\$ costs associated with turnover and higher work comp rates due to the increased \$\$ spent on payroll.
- Increased state and federal unemployment costs since many earn low \$\$, quit and have not meet the threshold. If my memory is correct, the Kansas threshold was \$7000 which means you are paying for all wages under \$7000. I fondly remember during the 3rd and 4th quarters when I had a stable workforce and my unemployment quarterly payment was relatively low, very low! (*Check your state for your threshold amount.*)
- I believe workmen's comp charges are higher using the same threshold scenario. New, untrained CSR's also make more mistakes and get hurt at a higher rate.
- Don't overlook advertising costs searching for new staff members.

Now that you have hired and trained your new staff (you did give them a training orientation, didn't you?), you must make the effort, work hard to keep good CSR's. Our website contains an easy to follow '5 Day Training Checklist' that all CSR's should undergo. Last month I mentioned how important it was to have regular employee evaluations and to review the potential for them to earn more \$\$\$. In past *Tom's Tips* I've discussed simple and productive commission & incentive programs for CSR's in an effort to pay them more \$ BUT and that is an important BUT..... A commission plans most important goal is to increase the stores sales and profits. I remember all the times I stood in front of a seminar audience or sat one-on-one with a retailer in his/her office and watched as some people would actually freeze up at the mere mention of the word 'commission'. I will never understand the fear some retailers have regarding commission programs. Here is an example of a simple, yet effective way to start an incentive program at your store:

If your inside store sales average \$80,000 per month (which should generate \$24,000 in gross profit), set your objective at \$85,000 (that should create \$25,500 in gross profit). I would use \$500 of that to share with my staff for their efforts, and that leaves me \$1000. Now, I'm simply not interested in handing them extra money, I'm going to stipulate a couple of requirements with the commission plan:

They must be at work, each day as scheduled, on time!

They must wear a uniform, with a name tag the entire shift.

They must also wear a mask during the current situation.

I will provide my staff weekly updates on the progress our store is making towards the objective/goals.

Be honest with your CSR's. Don't try to mislead or cheat them out of their bonus money, they will eventually realize you don't intend to pay them for their efforts.

My objective, besides my store sales increasing, I hoped my staff would earn their money by keeping restrooms a little cleaner, the coolers stocked and faced, and customer service just a little friendlier.

You are going to see a change in the attitude of your staff. They have a new reason to do a better job, they have an immediate interest in seeing the store sales/profits improve.

You can set your own criteria, the goals for your store. I will always remember a conversation I had at a seminar when I brought up the idea of paying a commission for car wash sales. An attendee said, he would be willing to pay a commission on car wash sales if he had a way of not paying when a customer asked to purchase a car wash. I was shocked by his statement and I blurted out, "Get over it, pay them. Maybe the customer was asked to purchase a wash on their previous visit but didn't have time. The next time they returned they asked for the wash." In my opinion, my CSR's deserved commissions for all inside car wash sales. I had that factored into my calculations regarding the car wash sale price and commission \$\$ paid.

asked for the wash.” In my opinion, my CSR’s deserved commissions for all inside car wash sales. I had that factored into my calculations regarding the car wash sale price and commission \$\$ paid.

In addition to financial rewards, most employees want to receive some recognition, a ‘pat on the back’ from time to time. I always tried to find something good to say to my staff at least once a day. I know you are probably saying to yourself, “What? You want me to thank them for coming to work and doing their job?” The answer is YES! Yes! Yes! We too often take our CSR’s for granted. Remember, it’s the little things we do to keep our staff doing their job, better than the competition! I made a point to thank my staff members for getting to work during nasty winter weather. Maybe that’s why I kept employees longer with less turnover than many of my competitors and friends in the business. A phrase many of you have heard me say before, “Would you want to work for YOU?” If you come off as grumpy, unappreciative, and hateful, would you want to work for someone like that? I wouldn’t!

I found this item on the internet recently, maybe this will work for you.



I believe ‘clean and sanitary’ will be on everyone’s mind and a part of doing business long after COVID-19 is gone. Be sure you, staff, and your stores give customers that comfortable safe feeling now and in the future. Be sure everyone is wiping down surfaces and are wearing a mask when working in the store, including yourself.

I hope you; your, store staff, and family stay safe and well during these trying times.

Don't be a victim of the 5 Dangerous Words –
‘Maybe I’ll Do It Tomorrow’

Do it today because tomorrow (~~could be~~) will be too late!

Tom
Thomas W. Terrono
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Instructor / Consultant for the Convenience Store Industry
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Precautions Convenience Stores Can Take to Stay Safe Amid COVID-19



Many food retailers, including convenience stores, are taking extra precautions to keep workers and customers safe. In addition to recommitting to food safety and personal hygiene, there are many steps you can take to prevent the spread of COVID-19.

Clean and Sanitize

Increase the frequency of disinfecting high-touch surfaces throughout the stores. If surfaces are visibly dirty, clean them prior to disinfecting. Surfaces and areas to routinely clean and sanitize include:

- Break rooms
- Carts and baskets
- Cash registers
- Countertops
- Displays
- Door handles
- Drink stations
- Food prep equipment
- Fuel pumps
- Payment terminals
- Phones and intercom systems
- Reach-in refrigerators
- Restrooms
- Shelving

Be sure to follow the directions on the cleaning product's label and wash hands afterwards. To disinfect, use [products that meet EPA's criteria for use against COVID-19](#).

Post Signage

Visible reminders for customers and employees can keep safety guidelines,

such as maintaining distances of six feet from others, top of mind. You can also provide checklists to help employees follow proper safety procedures and display posters that encourage staying home when sick and practicing good hand hygiene. Other visual cues to consider include:

- Digital messages, such as website updates or targeted emails, about your efforts
- Floor decals or signs to indicate where customers should stand during check out
- Arrow decals or signs that direct the flow of traffic.

In addition to physical signage, you can make announcements over your speaker system to remind employees and customers to maintain safe distances and follow arrows.

Maintain a Distance

Take measures to separate and increase distances between employees and customers, such as:

- Place see-through barriers or partitions in checkout lanes
- Use every other check-out lane
- Move the electronic card reader farther away from the cashier
- Shift primary stocking activities to less busy times or after hours
- Rearrange chairs and tables in break rooms to support social distancing
- Provide remote shopping alternatives like delivery or pick-up and set up designated pick-up areas
- Limit the number of customers allowed in the store at one time

Protective Equipment

Encourage workers to wear plastic or vinyl gloves while cashiering. These gloves should be changed often. Additionally, the CDC recommends wearing cloth face coverings over the mouth and nose as they may prevent people who don't know they have the virus from transmitting it to others.

Other Hygienic Precautions

You may want to consider encouraging customers to use touchless payment options when possible. And when handling money is unavoidable, ask customers to place it on the counter rather than directly in the cashier's hand. Similarly, cashiers can place change on the counter rather than directly in the customer's hand.

Many convenience stores are also temporarily discontinuing the use of reusable items such as refillable mugs/cups and tote bags.



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

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**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!!!!



VENDOR SPOTLIGHT

Aardwolf Termite & Pest Control Services, Inc. began its partnership with AMA in 2015. The relationship that we have had with AMA over the last five years has been a wonderful experience for our company and employees.

As a family owned and operated business, our family and our employees have enjoyed working with the members of AMA. We have found the AMA members to be warm and welcoming to us.

We appreciate your business and look forward to a continued partnership.

Thank you again for this wonderful opportunity.

Mark Durden, Owner

NEXUS ROLLS

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ITEM# 2050 - 2-1/4" x 50' Thermal Receipt Paper - 50 Rolls



ITEM# 2080 - 2-1/4" x 80' Thermal Receipt Paper - 50 Rolls



ITEM# 3119 - 3-1/8" x 119' Thermal Receipt Paper POS 50 Rolls/Box



ITEM# 2230 - 2-1/4" x 230' Thermal Receipt Paper POS Cash Register Rolls Veeder Root



ITEM# 3273 - 3-1/8" x 273' Thermal Receipt Paper POS Cash Register 50 Rolls

www.nexusrolls.com

AMA WATER PROGRAM

► Members can now order water through AMA approved VENDORS!

► BTC Wholesale-
code - **823674**

► H.T. Hackney-
code - **1397579**



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Together We Can Stay Healthy

5 Tips to Prevent
Respiratory Illness

Wash your hands

Wash often,
preferably
with soap
& water



Avoid
touching
eyes,
nose &
mouth



Cover your
sneeze/cough



Stay home
if you're
sick



Avoid contact
with sick
people





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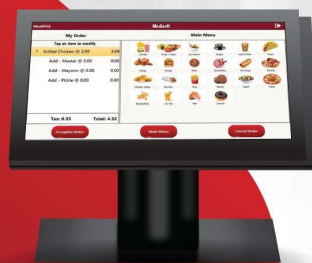
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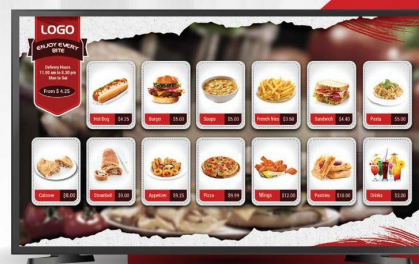
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