

Main Conference Sponsor



Forecourt Petroleum, Equipment, Technology conference & Exhibition 2010

Conference Schedule 23rd September

- 8:30am Registration & exhibition opens
- 9.00am Conference starts
- 9:00 – 9:15am Henry Armour, President & CEO, NACS, USA**

Chairman's opening remarks.

Henry Armour is president and CEO of NACS - The Association for Convenience and Petroleum Retailing. In the United States, the more than 144,000 convenience stores across the country posted \$624.5 billion in total sales in 2008, with \$408.9 billion in motor fuels sales.

Armour assumed his position as president and CEO of NACS in 2005, after spending his entire career in the convenience and petroleum retailing industry. He began his career at his family's retail automotive and wholesale transportation businesses, Armour Oil Company, where he managed retail service stations and transportation facilities, negotiated labor contracts, oversaw the company's petroleum supply system, and handled government affairs. He was named vice president and chief operating officer of the company in 1977.

In 1980, Armour joined The Standard Oil Company of Ohio where he served as manager of development strategies. Three years later, he founded West Star Corporation, which grew to include NOW! convenience stores, truck stops and quick service restaurants in the Pacific Northwest. He sold the company in 2004. Prior to becoming president and CEO, Armour was long active in the volunteer leadership of NACS, serving two one-year terms as NACS chairman of the board (2001-2003), as treasurer/chairman-elect and vice chairman of research & development, as well as chairman of the Technology and Education Sessions committees, and was a member of the association's Category Management and Future Study 2000 committees.

Armour earned a B.A. in economics from Stanford University in 1973. A year later he earned a M.Sc. in economics from the London School of Economics, and then returned to Stanford to earn an M.B.A. in 1976 and a Ph.D. in economics in 1977.



9.15am – 9.40am Joe Bona, President, CBX USA

Forecourt Design: Why wait to see what the future holds when you can design the future yourself?

Why wait to see what the future holds when you can design the future yourself? Join international-award winning design expert and consultant Joe Bona of CBX for this innovative ideation session. He'll analyze approaches used by best-in-class operators from other industries and countries, explore consumer and cultural trends in the U.S. and abroad, and see how those factors could shape the design of tomorrow's cutting-edge forecourt design.

9.40am – 10.20am The Stan Sheetz Interview

Insight Managing Director Dan Munford interviews Stan Sheetz, President & CEO of world famous Sheetz Inc.

Stan Sheetz is co-owner and Chief Executive Officer of Sheetz, Inc., which owns and operates a chain of almost 400 convenience stores and employs approximately 12,000 employees in the US mid-Atlantic states (over a six-state area). Sheetz, Inc. is listed in the top 100 Forbes list of privately held companies in America. As Chief Executive Officer of that company, Mr. Sheetz is responsible for product management and development, retail and commercial sales and services, vendor relationships, pricing, operational support and service enhancement.

10:20am – 10:45am Exhibition & networking break

10.45am – 11.10am John Austin-Davies, Group Product Marketing Director, Epta

Innovations in equipment and retail - Summary

The demands of the Convenience Store are in some ways the same as larger stores, but there are specific demands of stores where footprint is most limited, where space back-store is at a premium, and local by definition housing is close-by, hence keeping noise closely under control is critical.

The most obvious change, and one that affects customers and staff, is the introduction of glass-doors onto chilled food cabinets that have been traditionally open. The presentation will look at ...

- The drivers that are the catalyst for the change
- The benefits and negative issues that arise, from the shoppers viewpoint, from the store operations viewpoint, and the capital cost and "spin-off" benefits
- The options in the equipment, and the pros and cons of each solution

As this subject is linked to the environmental pressure that major operators must observe, then a basic understanding of how this subject is being solved will be given.



11.10am – 11.50am Scott E Hartman, President & CEO, Rutter's Farms Stores

The changing ways to touch customers with technology

Scott Hartman will present marketing concepts which his company has deployed that are designed to keep pace with the ever changing consumer, particularly the emerging or millennial shopper.

He will discuss marketing technologies which include web based media, rewards and loyalty, mobile media and in-store media. The technologies and concepts presented are real world applications that a 55 store chain has deployed in the US in the past 12 months.

11.50am – 12.15am Exhibition & networking break

12.15am – 12.40am Rodrigo Zavala, Retail Market Director, Petrobras

Petrobras is the world's fourth largest energy company and the largest company in Latin America by market capitalization and revenue. Rodrigo's presentation will share the challenges and opportunities Petrobras are facing due to the change of shareholder at the moment of purchase of assets in a new country and the associated expectations and business models modification.

His presentation will start with an introduction to his company worldwide and he will share details of existing retail sector operations. He will also detail aspects of the recent Petrobras rebranding process, cultural changes, re-energizing businesses, new businesses development, and C-Store "redefinition" will be the main part of his presentation:

- Customer segmentation
- Category management from Gross margin to ROCE
- Customer experience re-definition
- Highway strategy
- Alliances
- Technological innovation

12.40pm – 1.05pm Garth Fourie, National Convenience Manager, Woolworth's SA

Woolworths Food Stops at Engen Forecourts in South Africa: The Retailers Perspective

The presentation will offer a brief introduction to Woolworths South Africa and an overview of the business as a whole. It will then look more closely at the Foods business, its various selling formats, with particular emphasis on our garage forecourt convenience channel and our partnership with the oil company Engen South Africa.

As the first large retailer in South Africa to seriously penetrate the forecourt convenience market with a fresh food offer, the intention is to give delegates an understanding of how we went about this focusing on brand, image, range/catalogue, supply chain, training and disciplines.

Having opened our first forecourt store in 2000, the presentation aims to share some of the successes and lessons of our 10 years experience with this format. It will overview sales transfer in congested urban trading environments, nuances of store credit card performance in the convenience environment, environmental/recycling opportunities that the partnership has delivered, and some of the softer profit issues that make a forecourt convenience channel attractive to a food retailer.

Finally, we will view our experience during the FIFA World Cup and the impact on forecourt sales performance with an eye on lessons for the upcoming London Olympics.



1:05pm – 2:15pm Exhibition & lunch break

**2.15pm – 2.40pm Robert B Stein, President & CEO, KSS Inc and
Frank Gleeson, Retail Director, Topaz Ireland – Sponsored by KSS**

Retailing Excellence: Combining the Art and Science of Pricing at Topaz

Frank Gleeson, Retail Director Topaz Energy Group Limited, will discuss how historical data and consumer insights from KSS Fuels solutions and analytics can create a more effective understanding in how to price fuel products to maintain desired volume market share in the most profitable manner. Bob Stein, president and CEO KSS Fuels, will discuss how data and analytics bring Science to the Art of fuel pricing and provide greater confidence and reliability in executing strategies at the site level. The discussion will highlight best practices in the pricing of fuel products at the forecourt and how this relates to sales and footfall in the retail store.

The two presenters will provide real world takeaway value in using data, automation and business intelligence tools to:

- 1) Understand your business better, measure consumer and competitor behaviour for every location
- 2) Set strategies and location-specific tactics to maximise gross profits at desired volume targets
- 3) Analyse the impact of fuel volume on store footfall
- 4) Learn how to allocate fuel volume targets amongst sites in a network based on quantified price/volume elasticity

This is a must-see presentation for all fuel retailers.

2.40pm – 3.20pm Ryan Mossman, Vice President/General Manager FuelQuest, Inc.

Total Petrol Management: *Squeezing Out Every Last Drop of Petrol Savings*

From the terminal to the forecourt, there are many opportunities for petrol costs to rise unnecessarily. Whether from overpayments, theft, retains, runouts, tank leaks, non-optimal dispatching, or poor purchase decisions, costs have a way of inflating when manual processes, lack of transparency, and heuristic decision making predominate. Leading petrol retailers, such as 7-Eleven, Couche-Tard, and Wal-Mart, have taken control over petrol costs by adopting solutions that automate the end-to-end process of petrol management.

This presentation will explore petrol management automation case studies and best practices. Learn how others are capitalizing on proven strategies, processes, and technologies that focus on these key opportunity areas for cost savings:

- 1) Contracting, Procurement, and Financial Management
- 2) Inventory and Order Management
- 3) Environmental Compliance
- 4) Management Reporting

With 60 billion litres under management and over 750 customers, FuelQuest is the leader in petrol management automation. This is a don't-miss session for energy industry finance and operations executives, directors, and managers.

3.20 pm Chairman's closing remarks. Close of conference.

3.20pm – 4.00pm Exhibition & networking

