

SUNSHINE EXPO

EDUCATION DAY

FRIDAY, JULY 27TH

MARRIOTT WORLD CENTER

KEYNOTE GENERAL SESSION

“NOT YOUR MOTHER’S PRESENTATION ON MILLENNIALS”

Are your Millennials disconnected? Are you experiencing turnover and a frustrating lack of engagement? What if you could change the way your Millennials see work—and save yourself tens of thousands in the process? In this fast-paced session, Gabrielle blows up stereotypes associated with her generation and uses her 11 years of research to explain the "why" behind Millennials.

KEYNOTE SPEAKER

- ★ Gabrielle Bosche
 - President, Millennial Solution

TRACK #1

HURRICANE PANEL

This session will review and highlight what took place with Hurricane IRMA. The things that will be discussed are –What was unique about this horrific event? What went well? Where are opportunities for improvement? Reviewing the extensive communication process. Come hear the experts on this critical topic.

- ★ Wes Maul
 - Director, Florida Emergency Management
- ★ Neil Kutchera
 - Port Everglades
- ★ Patty Earley
 - Florida Power and Light
- ★ Ned Bowman
 - FPMA, Facilitator

EMERGENCY MANAGEMENT...MOVING FUEL & REENTRY

Moving fuel across the state of Florida during an event like Hurricane IRMA is both critical and difficult. The Florida Trucking Association will host a panel to discuss “best practices” in moving fuel in an emergency situation. An important topic for our industry!

- ★ Chas DeFelice
 - CWC Transport
- ★ Ned Bowman
 - FPMA
- ★ Dr. Ken Armstrong
 - President, Florida Trucking Association—moderator

ABOVE AND BEYOND LUNCHEON”

Governor Scott (invited) will be presenting awards to those individuals who demonstrated an “Above and Beyond” effort during 2017’s Hurricane IRMA.

EMERGENCY MANAGEMENT...REOPENING C-STORES

What is involved in getting C-Stores Reopened? This is a tedious process that is fraught with details, challenges, obstacles and problems. Hear industry leaders share their experiences and details of getting stores reopened and functional. This session will provide important insight for future emergency planning.

- ★ Ashley Hall
 - Southeast Petroleum
- ★ Jeff Berning
 - Automated Petroleum & Energy Co. (APEC) Stores
- ★ Matthew Durand
 - Cumberland Farms

OPEN FOR BUSINESS—DISASTER PREPARATION & RECOVERY

The cornerstone to every strong risk management plan is how to prepare and react to the unexpected events outside of business's control. Disaster planning will focus on steps a business should take prior to any catastrophe to help ensure expected recovery and the ability to resume servicing customers as quickly as possible. Operations, employees, key contacts, IT resources, finances, and other aspects will be examined to ensure proper planning is happening daily to prepare for the unexpected.

★ Scott Warren

○ Senior District Marketing Manager Federated Insurance

TRACK # 2

THE SCIENCE OF MILLENNIAL MOTIVATING

Millennials are not only the majority of the workforce. They are now the largest part of the consumer market as well. Translation: if you aren't marketing to Millennials, your sales and your legacy will suffer. In this interactive session, Millennial expert Gabrielle Bosché breaks down why Millennials choose certain brands and guides you through designing a brand outreach strategy that will thrive with the next generation. Walk away with confidence and specific strategies to attract and retain the next generation.

★ Gabrielle Bosché

○ President, Millennial Solutions

HOW TO DEVELOP A WINNING FOODSERVICE STRATEGY (REPEATS)

Revenues from gasoline and tobacco products continue to fall. But, foodservice is increasingly becoming convenience stores' most profitable category. Experts agree there is plenty of room for C-Stores operators to generate increased foodservice sales by translating existing traffic into purchases. Learn how to differentiate your stores—both operationally and marketing—from the rest of the crowd and best position them to compete with limited service restaurants.

★ John Matthews

○ Gray Cat Enterprises

★ David Marshall

○ Division of Food Safety, Florida Department of Agriculture

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IS A LOYALTY PROGRAM WORTH IT?

Becoming Customer-Centric is one of the highest priority goals for just about every business today. Developing a large portfolio of “Loyal” customers is the pinnacle achievement or outcome of this process. While this seems to be a clear-cut concept, enterprises large and small are defining the path to customer-centricity in their own unique ways. Some believe that a customer loyalty “program” is an essential part of the journey, while others think that customer engagement and customer experience should be the highest areas of focus. This session will clearly outline the essential elements of a successful customer loyalty and engagement strategy and give participants practical tips and tools to assess their current position, as well as evaluate the future return on investment in customer loyalty.

- ★ Bill Hanifin
 - Impact 21

TRACK # 3

ALCOHOL/TOBACCO REGULATORY UPDATE

An important –but difficult area for C–Store sales is Alcohol and Tobacco. These categories are highly regulated with many laws and restrictions associated with them. This session will provide the most updated regulations along with common areas of violations. Protect your ability to continue to sell alcohol and tobacco by being in compliance.

★ Thomas Philpot

○ DBPR, Director, Division of Alcoholic Beverages and Tobacco

ALCOHOL MERCHANDISING PANEL

★ Scott Dick

○ SKD Consulting Group, Inc.-- Moderator

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BELOW COST SELLING OF FUEL…IT’S THE LAW

Florida’s Motor Fuel Marketing Practices Act was enacted by the legislature in 1985 to promote healthy competition in the motor fuel marketplace and prohibit marketing practices which impair competition and are contrary to the public interest. Predatory and discriminatory practices are deemed unfair trade practices which negatively affect competition. The Act sets forth pricing guidelines designed at protecting retailers and consumers. The presentation will focus on definitions, exceptions, unlawful practices and enforcement.

★ Richard Kimsey

○ Florida Department of Agriculture

FLORIDA LOTTERY…UPDATES, FRAUD AND FUTURE

The Florida Lottery, Division of Security will present their mission and statutory charge. Additionally, a summary of the Florida Lottery’s Retailer Awareness and Integrity Program will be conducted. This review will include the goals of the integrity program, exploration of what it means to ensure integrity in Lottery operations and the Lottery’s Retailer Compliance Program and Inspection Program.

★ Ron Cave

○ Florida Lottery, Director/Division of Security

