



Go for the "GREEN"

Above-Par Learning, Relationship Building,
and Fun for New York Convenience Store
Retailers and Suppliers

*Join us as the convenience store industry
gathers for the 24th annual*

NYACS TRADE SHOW & CONVENTION

May 12-13, 2010

Oncenter, Syracuse NY

Welcome Party ▪ Golf Outing
Hottest Products & Services
Industry Data ▪ Fresh Ideas
Workshops for Retailers
Chairman's Banquet
Store Manager Training



PLUS **Free Tips From Golf Pro Joe Tesori!**
and a "PGA Tour Experience" Lost-Ball Treasure Hunt!

For schedule, details, and registration

www.nyacs.org / 877-384-8829



Presented by *your* New York Association of Convenience Stores

FREE Education Sessions for Retailers at the
NYACS Trade Show & Convention
Thursday, May 13, 2010, Oncenter, Syracuse NY

STORE MANAGERS TRAINING 9:00-11:00 am

“Building a C-Store ‘GREEN’ Team: Interviewing Secrets for Hiring Employees Who Can Actually Make You Money”



Unemployment is high, so you have more applications to pick from than in the past. But can you really tell the winners from the whiners? Linda McKenna, author of the new book “Hire the Best C-Store Employees,” shows you how to get the right people on your company bus.

Presenter: Linda McKenna, Convenience Store Coaches Inc.

Who Should Attend: Store Managers, Owners and Operators



CONCURRENT BREAKOUT WORKSHOPS 9:00-9:45 am (choose one of four)

FOOD SERVICE: “10 Keys to Making Your Good Food Service Program GREAT”

Presenter: John Schaninger, Quick Chek Corp.

LOSS PREVENTION: “How I Nailed an Employee Who Was Stealing Lottery Tickets”

Presenter: Alex Stier, Olive’s Country Store and Cafe

ENERGY: “How ‘GREEN’ Is Your C-store? 4 Strategies for Cutting Energy Costs”

Presenter: Allison Rutherford, Pyrus Energy Inc.

TECHNOLOGY: “Is Your POS System Earning Its Keep?”

Presenter: Jim McDonald, Cortland Pump & Equipment



ANNUAL MEETING/KEYNOTE ADDRESS 10:00-11:00 am

“Analyzing the NACS 2009 State of the Industry Data”

Back by popular demand, Fran Duskiwicz brings you charts, graphs, and insightful analysis from the National Association of Convenience Stores’ latest “State of the Industry” Report. Fresh national data on sales trends, profitability, operational expenses, and category performance you can use as benchmarks.

Presenter: Fran Duskiwicz, Senior Executive Vice President, Nice N Easy Grocery Shoppes, member NACS Board of Directors

Who Should Attend: All retail and exhibitor personnel

Plus over 100 of the Northeast’s leading C-store suppliers exhibiting the latest products, equipment and services that can help you build sales, lower costs, and achieve success. Exhibits open Thursday, May 13, 11 a.m. to 4 p.m. Free admission for retailers!

For complete schedule, registration, directions, lodging, and more, visit www.nyacs.org or call 877-384-8829

Retail Attendee Information

SCHEDULE

WEDNESDAY, May 12

11:00 am-5:00 pm

Golf Outing, Course to be Announced

5:30-9:30 pm

"19th Hole" Welcome Party, Sportside 31, Baldwinsville

THURSDAY, May 13

9:00-11:00 am

Store Managers Training with Linda McKenna
Oncenter Meeting Rooms

9:00-9:45 am

Breakout Workshops (choose 1 of 4, see Page 2)
Oncenter Meeting Rooms

10:00-11:00 a.m.

**NYACS Annual Meeting/
Opening General Session**

KEYNOTE PRESENTATION:

"Analyzing the 2009 NACS State
of the Industry Data," with Fran
Duskiewicz, Oncenter Ballroom

11:00 am-4:00 pm

Trade Show Exhibits Open,
Oncenter Exhibition Hall

3:00 pm

**Drawing for \$1,000 Grand
Prize**, Oncenter Exhibition Hall

6:00-9:30 pm

Chairman's Banquet,
Oncenter Ballroom

ATTENDEE FAQ

What is the Welcome Party?

The Welcome Party is a great place to relax, network and get to know other attendees in a casual atmosphere. We always have great food, beverages and fun. NYACS will provide shuttle service between the Genesee Grande and the Welcome Party.

What is the preferred attire?

Golf Outing: Collared shirts, no denim
Welcome Party: Casual (golf attire is fine)
Trade Show: Business casual
Chairman's Banquet: Business to semi-formal

Name Badges

Everyone who will visit the trade show floor, or attend a seminar or other activity, will need to register for a name badge.

PARKING

At the Oncenter, free parking is available in the indoor parking garage. Bring your ticket to the NYACS Registration Desk for validation.

If you are a guest at the Genesee Grande, a free shuttle is available to/from the Oncenter from 7:00 am to 5:00 pm on Thursday, May 13.

REGISTRATION AND PAYMENT INFORMATION

You can register online at www.nyacs.org. You can also mail or fax the Attendee Registration form on page 4. There will be on-site registration at the Oncenter on Thursday, May 13. All Seminars and the Keynote Presentation are **FREE**. Payments for Golf, Welcome Party and Chairman's Banquet may be made by credit card (MC, Visa, AMEX, Discover) or by check made out to NYACS.

HOTEL INFORMATION

All hotel reservations must go through the NYACS Registration Center. The 2010 host hotel is the Genesee Grande Hotel. The special NYACS rate is \$129 per night for single/double occupancy.

Please reserve before 4/9/2010 either online at www.nyacs.org or complete the form on page 4 and mail or fax it to the Registration Center. Requests received after this date will be accepted based on room and rate availability. Note: Special rooms requests are subject to availability.

Complimentary shuttle service to and from the Oncenter will be available from 6:30 am through 5:30 pm on Thursday, May 13.

DIRECTIONS

To the Oncenter:

800 South State St., Syracuse NY 13202,
315-435-8000

From NYS Thruway (I-90) & North: Exit 36, Rt. 81 South to Syracuse. Harrison/Adams St. Exit 18; Right onto Harrison, two blocks; Left onto State St.; Left into Oncenter parking garage.

From the South: Route 81 North to Harrison/ Adams St. Exit 18; Straight one block; Left onto Harrison; Go 2 blocks; Left onto State St.; Left into Oncenter parking garage.

To Genesee Grande Hotel:

1060 E Genesee St., Syracuse NY 13210, 315-701-4310

From NYS Thruway (I-90) and Points East: Exit 34A to 481 S toward Syracuse. Merge onto 690 W via exit 4 toward Syracuse. Take Exit 14, Teall Ave. Turn left onto Teall Ave. Stay straight to go onto Columbus Ave. Turn right onto E Genesee St. The hotel is on the left.

From Points South and Route 81: Exit onto Almond Street. Turn right onto E Genesee St. Hotel is approximately 4/10 mile on the right.

From NYS Thruway (I-90) and Points West: Exit 36 to I-81 S toward Syracuse. Exit onto Harrison St. Turn right onto S Townsend St. Take first right onto E Genesee St. Hotel is approximately ½ mile on the right.

From Points North and Route 81: Exit onto Harrison St. Turn right onto S Townsend St. Take first right onto E Genesee St. Hotel is approximately ½ mile on the right.

