

FREE Training Session for Store Managers at the
NYACS Trade Show & Convention
Thursday, May 13, 2010, Oncenter, Syracuse NY

**Building a C-Store
“GREEN” Team:
Interviewing Secrets for Hiring
Employees Who Can Actually
MAKE YOU MONEY!**

9:00 to 11:00 am, Oncenter



Sure, unemployment is high, and you have more applications to pick from than you did in the past. But can you really tell the difference between the winners and the whiners? Linda McKenna, author of the newly released book “Hire the Best C-Store Employees,” will show you how to get the right people on your company bus.



All your marketing strategies, product offerings, and customer service initiatives are executed and driven by people. Are you getting a return on your human capital investment, or are they just filling a position? Would you hire them all over again, knowing what you know now? Would you secretly be happy if they told you they were leaving?

This two-hour seminar is not about motivation strategies for getting the right behaviors out of the wrong people. It’s designed to help you get the right people in the first place.

Presenter: Linda McKenna, Convenience Store Coaches Inc., a division of Employee Performance Strategies Inc. Linda has drawn rave reviews from attendees at her previous NYACS Trade Show appearances!

Who Should Attend: Store Managers, Owners and Operators; Anyone With Responsibility for Hiring. Space is limited. Preference will be given to NYACS member attendees.

*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, workshop descriptions, directions, lodging, and more, visit www.nyacs.org or call 877-384-8829