

Fueling Revenue

The Newsletter for Building a C-Store **E**mpire

Vendor of the Month: GSTV



GSTV is a national video platform that entertains consumers while fueling up and drives them from the forecourt into your store. Did you know that on average your customer will only spend 30-90 seconds in your store? GSTV is the last screen they will see before they come inside, so grab their attention with your video promotions.

<https://www.gstv.com/fuel-retailers-overview>

89% of customers watch and listen to the show

62% of customers will go into the c-store during their visit

40% of fuel-only consumers say promos would entice them to shop

GSTV's free custom Retailer Promotional Ads (RPAs) play during a fuel transaction and promote store products, for a yearly media value of \$2,500. With a dedicated support team and in-house content studio available to you for free, you'll also gain yearly creative services at a value of \$12,500. Don't miss out on a free partnership to drive customers into your store.

Dealer Spotlight- Rimoun Naoum

As a proud Egyptian immigrant, I arrived in the United States in 2014 with a vision of a brighter future. My journey began with humble beginnings, working as a cashier for three years. Through hard work and determination, I honed my skills and learned the value of dedication. In 2017, my dream of entrepreneurship became a reality when I opened my own store. This milestone marked a significant turning point in my journey, as I transformed from an employee to a business owner. My experiences have taught me the importance of perseverance, adaptability, and community. I am proud of my accomplishments and excited to continue growing and contributing to my new home. My story is a testament to the American dream, and I am grateful for the opportunities that have shaped my journey thus far.

Special recognition to Ted Roccagli, Vendor programs for supporting my store remodel and adding Krispy Krunchy Chicken, with equipment and financing through Tim Miller at Ascentium Capital. Without Dan Kimmel, VP, Tyler Freeman, RSM and my TM, Lisa Rand none of this could be possible.



TM Lisa Rand, Ted Roccagli with Rimoun and Maryam Naoum

Dealer Recognition- Simon Dishow

Our Family store is FastTrack Market located in Taylor, Michigan. We've been owner/operator for over 20 years. We've recently undergone a major expansion to the property adding 2,600sq ft to our c-store making it nearly 6,000sq ft total. We also added 4 high flow diesel pumps to our site for semi-trucks and box truck diesel sales. GPM Empire, LLC was a big help in our imaging process, helping us achieve the new Marathon image. Throughout the nearly 2-year renovation process, some of the hardest obstacles were finding different vendors that would be a great addition to our site. GPM Empire was there to help again with their preferred vendor listings. As the Director of their preferred vendor partnerships, Ted Roccagli was a huge help. Ted was always there to lend a helping hand. He was able to help us get the new "bean to cup machines" that have been a huge success at our site. He's also been a big help in partnering us with other vendors from food service, uniforms, and electric charging stations. Ted Roccagli and the GPM Empire team were there to answer any questions I had regarding our new expanded site. We appreciate their help and look forward to a long sustainable partnership with GPM Empire, LLC.



Shout Outs



Shout out to our sponsoring vendor hosts, CITGO, Certus air/vac, A&W Restaurants and New Image! A great evening of conversation, recognition and networking during the Chattanooga Dealer Appreciation dinner on May 15, 2024.



Ashleigh Chaffin, TM presenting CITGO award (Top 500) to Peter Patel, Liberty CITGO of Toney, Alabama.



Liz Hughes, TM presenting Shell mystery shop award to Dilip Kumar Basnet PC # 4113 scoring an average of 104%!



MICHAEL NOWOTNY, 39

Vice President of Operations,
Wholesale Division

Company: GPM Investments LLC

C-Store Chain Name:

More than 25 banner names including: fas mart,
Scotchman, Admiral, Roadrunner Markets,
Pride and E-Z Mart

Headquarters: Richmond, Va.

Number of Stores:

3,660 – 1,550 company-operated stores,
approximately 290 proprietary cardlock locations
and approximately 1,820 dealer sites to which it
supplies fuel

Years With the Company: 9

Memphis, TN Dealer Appreciation Expo



RSM Tyler Freeman with Memphis team, Ops Coordinator Haley Headrick, TM's Kim McQueeney & Lisa Rand. Awesome job team!



Top performer award presented to Ali Khan by TM Lisa Rand!



TM Kim McQueeney with Vic Singh PC9817, Awarded Mystery Shop Winner of the Year!



TM's Lisa Rand and Kim McQueeney with Dealer of the year Rimoun Naoum with partners Mark Daniel and Mina Abdelmalek

Community involvement

GPM Empire sponsored a table at the Shelby Lions Club Charity even on June 12, 2024. This event raised \$400,000 for charity through the Shelby Lions Club. This event benefited Vietnam Veterans, the MS Society, Friends of Foster Kids, Dogs for the Blind, Families against Narcotics, and Neighbors United.

Tringali Brothers Bakery
Mannino's Bakery
Vito's Bakery
Clementine's Pastries
Allergy Free Bakery

Taste the BEST
Macomb Sweets that Can't be Beat

presented at

FIGHT NIGHT AT PALAZZO GRANDE
THRILLA GIVES

SHELBY LIONS CLUB
L

Annual Charity Event
Wednesday, June 12, 2024

Palazzo Grande
BANQUET & EVENT CENTER
54660 Van Dyke Avenue • Shelby Township, MI 48315

6pm Cocktails | 7:30pm Dinner
Open Bar | 8:30pm Main Event

VIP \$225 - General \$200
for tickets visit

Special kudos to Matt Asman, RSM and his team for supporting this charity event!

Ted Roccagli, Director Vendor Partnerships

Wishing everyone a Happy July 4th coming! This is a time of celebrations, family/friends and fun! This is also a time for picnics and cookouts. Please remember to stock propane, Ice, snacks drinks and goodies at your stores! NOW is the time to evaluate your inventory levels to include your propane. Our Preferred propane partners are here to support your needs! Remember, this is a great time for PLUS selling resulting in additional profits! **Is your store READY?**



Ted Roccagli

Upcoming Events

- **Texas Food & Fuel, San Antonio, June 25-27, 2024**
- **Charlotte, NC Dealer Appreciation Vendor Expo/Dinner, July 17th, 2024**