

# Fueling Revenue

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

## Vendor of the Month: INCOMM Gift Cards



NO COST for the POS, Scanner, gift card blanks and displays. Visa gift cards are available at many national retailers.

Increase your sales and bottom line by offering gift cards and prepaid services to your customers.

Nice addition with NO COST and will drive incremental sales as well to the location. Contact your Territory Manager for details.

## Dealer Spotlight- Haley Burton

Battleground BP, established in 2009 by Kevin Burton, sits along the interstate of 85 in Kings Mountain, NC. Providing general convenience and hot grab & go foods from the Mountie Shack Cafe.

Whether it is travelers passing through or locals stopping in, there's never a dull moment at Battleground BP. It is a place where anyone and everyone is greeted with a smile and treated like family. Prior to June 2021, anytime Kevin was around, you could most certainly expect a joke of friendly humor, a prank to lighten your day, or genuine conversation that would make you forget about your worries and stress of the day. A tradition of sorts that we try to continue to this day.

After Kevin's passing, Haley Burton, daughter of Kevin Burton, took over the business and continues the honest work and vision of her father. As Haley states, "GPM Empire, LLC and its outstanding vendor program (PVP), led by Ted Roccagli, makes it simple and straight forward in staying abreast in an ever-changing market that is rapidly becoming more intertwined with technology to not only make the consumer experience better, but faster without losing quality while on the go. Battleground BP takes advantage of all these value-add programs."



Haley Burton, Raffle winner, of the Charlotte Museum Tour. Compliments of Major Itule of Points Kash.

## Dealer Recognition- Gulzar Parabtani

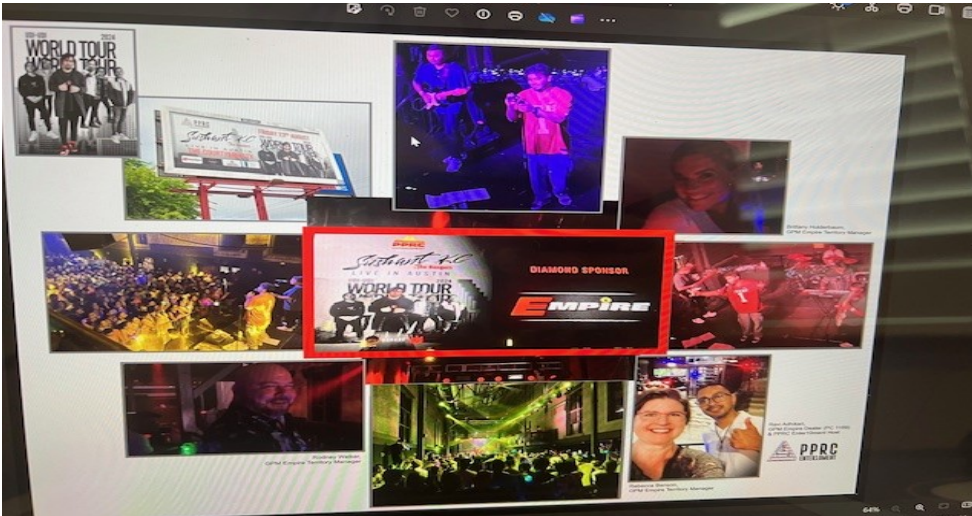
TM Brittany Holderbaum and Ted Roccagli visited with dealer Gulzar Parabtani at PC 25646, one of her two sites outside of San Antonio, TX when she signed a one-year fuel Extension agreement during their visit. Job well done to Brittany and her support of our PVP program. Gulzar wanted numerous value add programs from our PVP.



Gulzar Parabtani, Ted Roccagli and TM Brittany Holderbaum

## Shout Outs

On Friday August 23, 2024, Rebecca Benson, Rodney Walker and Brittany Holderbaum Traveled to Austin, TX to meet with dealer Ravi Adhikari, who was involved in bringing this world concert to life featuring Sushant KC from Nepal. GPM Empire, LLC was one of the sponsors for this event bringing many of our dealers together with the help of our Texas team.



On September 10, 2024, we recognized our dealers in Maryland and Delaware. The event was hosted by Doug Wagner, VP Certus and John Lee from Cooper Booth wholesale. Also, Dave LaCaille from SPATCO, Briscoe Aiello (Valero) and Michael Kern from Point Kash joined in on the Fun as Platinum sponsors.

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## Dealer Appreciation Events

On July 17, 2024, we celebrated our North Carolina Dealers at our 2024 dealer appreciation Dinner/Expo. With strong support from our Vendor Partners, we made this a great event!



Ray Hanshew from Source NA taking the group through the benefits of partnering with GPM Empire LLC and the PVP Program.



Nick Shah awarded best operator overall for 2024 with RSM Eugene Faulk with TM's Trey Watkins and Brandon Dickerson



RSM Eugene Faulk with TM's Trey Watkins and Brandon Dickerson Presenting Uday Patel with Mystery shop award for 2024



Jack Patel awarded for highest volume 2024 with RSM Eugene Faulk and TM's Trey Watkins and Brandon Dickerson

On August 20, 2024, we held our annual Dearborn, Michigan dealer appreciation event with award winners pictured below. Presentations were made by RSM Matt Asman as well as senior TM Ramy Wahby and TM Brian Hopper.



Eddie Osman of Wixom Marathon presented Dealer of the Year for the Great Lakes Region



Nick & Nahla Kastaw presented the award of Innovator of the Year





Doctor Fadi Naserdean presented the award of Fuel Mover of the Year



Moe AL-Dolemy and Ray Almarsoumi presented Fuel Mover of the Year



QuaDonna Greer's Dad, Darrel Fuller accepting award on her behalf for Community Involvement



Ali Karnib presented award for operational Excellence for the Great Lakes Region

On August 20<sup>th</sup> we celebrated our dealers in South Bend, Indiana with a dealer appreciation Dinner hosted by OWL Services and CITGO.



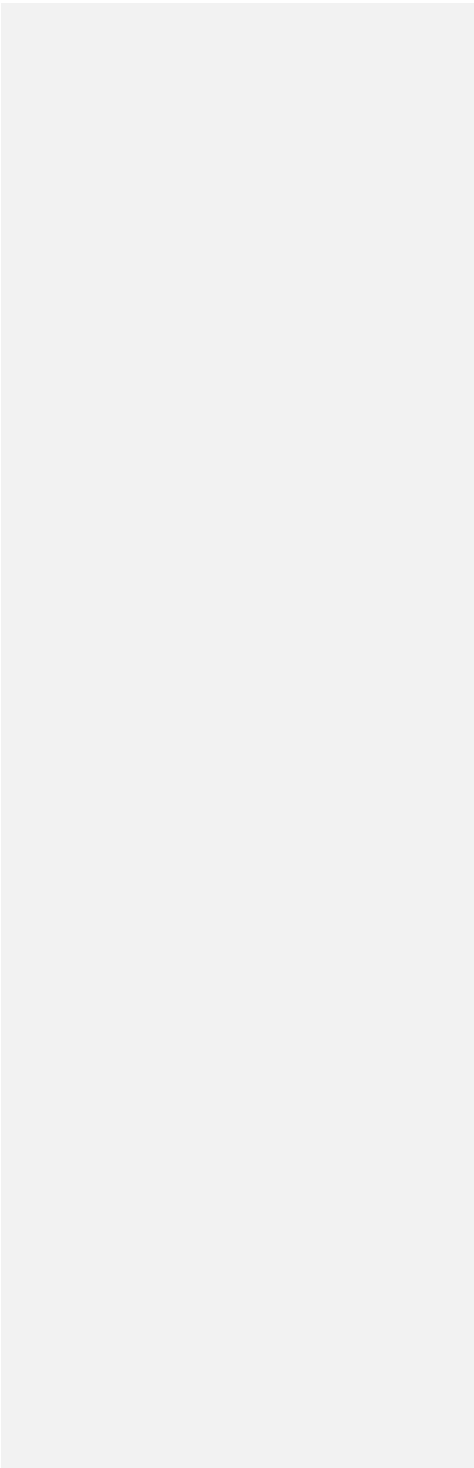
Joe Walker and Chris Akey, OWL Services





Lauren Becker, CITGO with Tom Goodman, upside and Tom Finelli, Gilbarco

Richmond annual dealer appreciation expo/dinner September 11, 2024





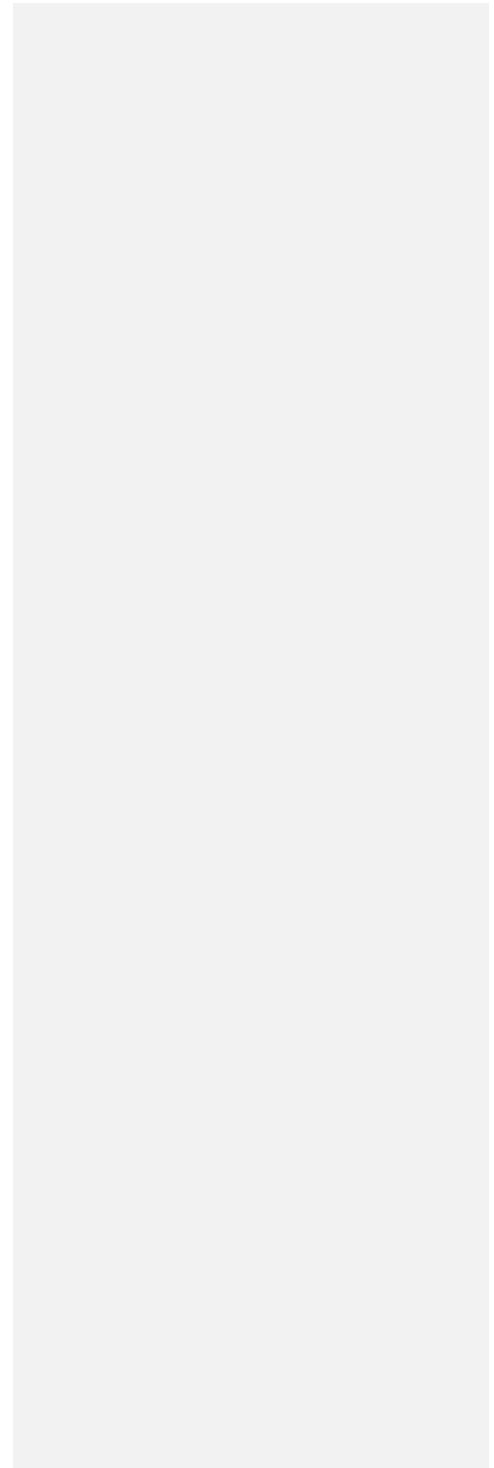
Rajesh Sood PC 27541 awarded best mystery shops as well as " Top 500" CITGO award with overall score of 97.23% by RSM Chris Manker and TM's Bill Mitchell and LeRoy Minnear



Manish Kumar multiple store dealer presented award for "Top performer" for 2024



Madhu Thapa awarded " Operational excellence" for 2024





## Community involvement

QuaDonna Greer, a dealer in Michigan, has partnered once again with GPM Empire, LLC and CITGO to bring school back packs, complete with many supplies, to the community. CITGO also donated \$500 in CITGO gift cards during the raffle and fun day!



Pictured (L to R) with VP Dan Kimmel, TM Brian Hopper, Dealer QuaDonna Greer and RSM Matt Asman

## Ted Roccagli, Director Vendor Partnerships

I want everyone to start thinking about the upcoming holiday season and all of us getting prepared for plus selling! Our Preferred Vendor Program (PVP) has numerous value-add programs to support our dealers, and one is our INCOMM Gift Card Program that brings you an assortment of gift cards to include Apple, Google, Amazon and games to name a few. There is ZERO cost to our valued dealers, and we can get you set up. BUT you need to get your paperwork in TODAY. Please reach out to me or your TM for more specifics/enrollment.



Ted Roccagli

## Upcoming event(s)

- Houston dealer appreciation expo/dinner on November 07, 2024