

# Fueling Revenue

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

## Vendors of the Month: Platinum Sponsors

Gilbarco



New Image Canopy



GSTV



My Retail Buddy



Source NA



ALOver Media



Red E



Upside



Ascentium Capital



LSI/JSI



Points Kash



Veeder Root



OWL/Senecaco



Howard Company (New)

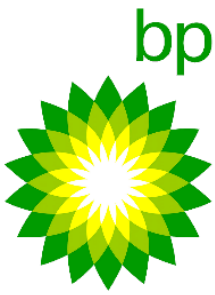


Imaging Contractors USA



Dover Wayne





## Dealer Spotlight

Pete & Mina Patel of 306 E. 5th Street  
Tifton, Georgia.

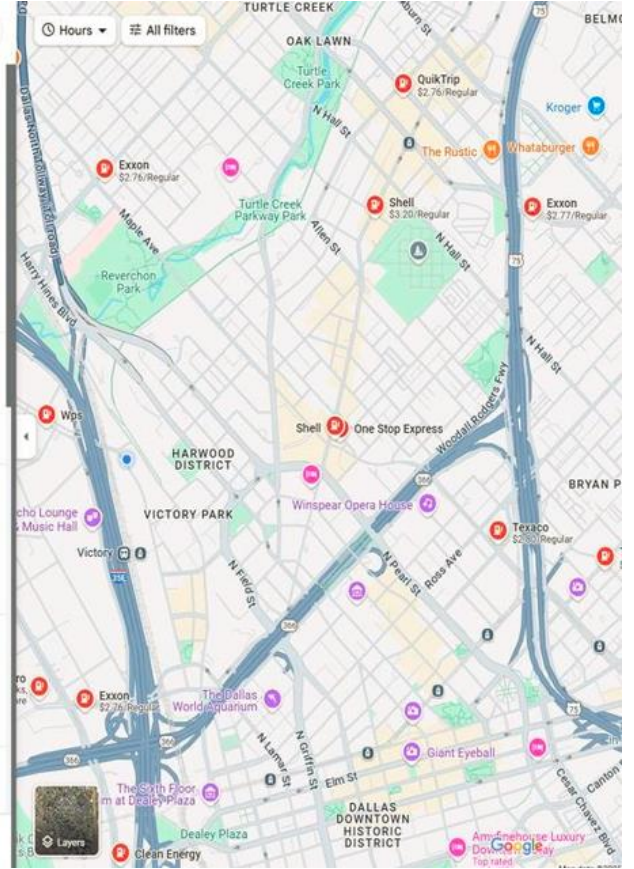
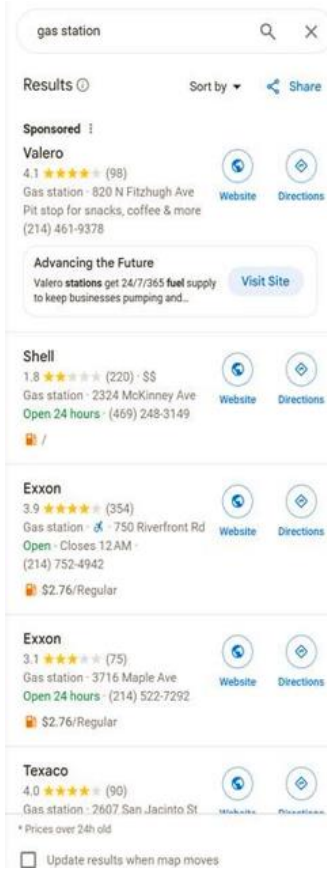
Ted Roccagli, Director Vendor Partnerships, started working with me in 2008 right after I took over the location which also was a truck stop. I was very welcoming of GPM Empire LLC, PVP programs and of Ted. Ted and I became fast friends and when he approached me with a new opportunity to bring Greyhound bus to my site, I was a bit skeptical BUT told him ok after he explained the benefits of bringing customers onto my lot with some nine buses daily. This was something new Ted had found to bring value to his dealers. I must say, this move was a huge SUCCESS from day # 1 bringing on average 10,000 bus riders onto my lot and 70% coming inside to make a purchase. The average ring was at \$6.24 back in 2008. This changed everything at my location. The Churches chicken QSR that I own and operate saw a 40% increase in sales as did the inside store sales. Ted has used me as a Greyhound reference to other dealers and I gladly gave my opinion of the value. The GPM empire LLC PVP program sets them apart in the industry and glad I accepted the recommendation to bring in Greyhound and in my 17th year with them.



## Shout Out

A shout out to our very own **Brittany Holderbaum, TM** for getting this important information to us. Verifying that your site is listed as the correct business, (gas station and convenience store) is essential! Just as a quick example, the photo on the left shows the Google Map search results for gas stations near me. The photo on the right is when I was low on gas and my car pulled these options for me on Apple Maps. If your site is not listed as a gas station, you will never show up in these search results! It is FREE to create a Google Business account and claim your business to be able to update hours, respond to comments, and post offers/update gas prices.

[https://www.google.com/intl/en\\_us/business/](https://www.google.com/intl/en_us/business/)



## Dealer Appreciation Events

On February 12, 2025, we celebrated our Dallas Dealers at our 2025 Dealer Appreciation Dinner/Expo. With strong support from 54 of our Vendor/MOC Partners, we made this a great event!



**Non photo award winner recognized: Hady Aghili, Operational Excellence award, PC #4040 – Texas Travel Plaza**



Trevor Lewis, TM presenting Operations excellence award to dealer Shyam Wagle PC#'s 33628, 33629,33630,33631, and 33632



Omair Kazmi presenting award to dealer, Yuriana Chimal PC 4256, for best mystery shop averages award.

**On November 5, 2024, we celebrated our Houston Dealers at our 2024 Dealer Appreciation Dinner/Expo. With strong support from 54 of our Vendor/MOC Partners, we made this a great event!**



Rebecca Benson, TM presenting Top Performer award to PC #27449, Riyazali Momin



Rod Dewitt, TM presenting best mystery shops to Sajjad Ahmed from PC # 22574

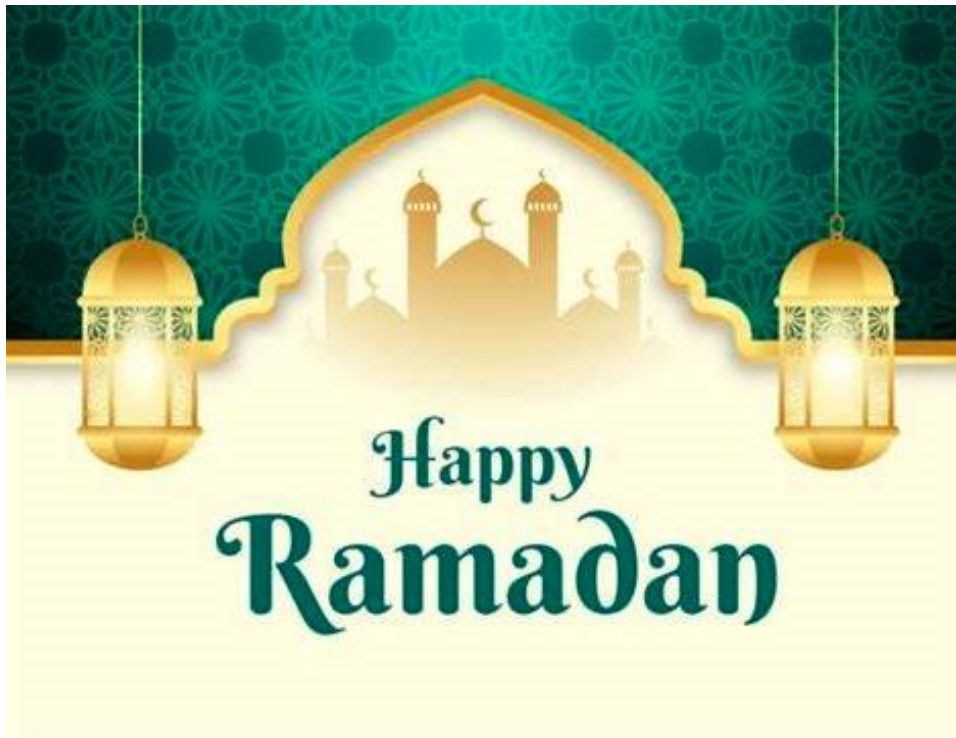
**Non photo award winner recognized: Fayyaz Ratani, Operational Excellence award, PC #4734 – Pump N Munch**



Center is RSM Haley Hess and her TM team at the Houston Dealer Appreciation Expo with Ted Roccagli



## Community Message



## Ted Roccagli, Director Vendor Partnerships

As we approach Spring 2025, it is a time to reflect on our care and concern for one another and celebrating the victories all of us have had in 2024. Looking forward to stepping into 2025 with enthusiasm and encouragement for raising the bar even more! It never goes unnoticed of all the value each of you bring and how we support our valued dealers with our collective expertise and superior Vendor Programs! Our goal is to always bring value daily for success!



Ted Roccagli

## Upcoming Events

- **SE Petro expo/Myrtle Beach - March 4<sup>th</sup> - 6<sup>th</sup>**
- **MPACT Indianapolis - April 1<sup>st</sup> - 4<sup>th</sup>**
- **Gulf Coast Expo Biloxi, MS - March 18<sup>th</sup> - 20<sup>th</sup>**
- **Tulsa dealer appreciation expo/dinner- May 7<sup>th</sup>**