



**Steve Loehr**  
**2014-15 NACS Chairman**

Steve Loehr is the vice president of operations support at La Crosse, Wisconsin-based Kwik Trip Inc., which operates more than 400 Kwik Trip and Kwik Star convenience stores throughout three states.

As NACS chairman, Loehr also chairs the NACS Executive Committee, which provides strategic direction and financial oversight to the association. He serves on the NACS/Coca-Cola Retailing Research Council.

A fourth-generation, family-owned business, Kwik Trip opened its first store in 1965 in Eau Claire, Wisconsin. In addition to its corporate Support Center, which handles the administrative needs of stores, the company owns a bakery, commissary, dairy, distribution warehouse and vehicle maintenance divisions.

Prior to joining Kwik Trip 24 year ago, Loehr owned and operated a supermarket in the 1980s and worked for Gateway Foods of Pennsylvania, serving four years as its president. He is active in a number of industry groups, serving on the boards of the Wisconsin Petroleum Marketers & Convenience Store Association and Wisconsin Grocers Association, and is a member of SIGMA. He also is a board member of Merchants Bank, Martin Luther College, Wisconsin Taxpayers Alliance and Western Technical College.

Loehr earned a B.S. in political science from the University of Wisconsin-Stevens Point. He and his wife Cheryl have four children.

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Founded in 1961 as the National Association of Convenience Stores, NACS ([nacsonline.com](http://nacsonline.com)) is the international association for convenience and fuel retailing. The U.S. convenience store industry, with more than 151,000 stores across the country, posted \$696 billion in total sales in 2013, of which \$491 billion were motor fuels sales. NACS has 2,100 retail and 1,600 supplier member companies, which do business in nearly 50 countries.