

Proven Strategies to Boost Employee Engagement

NACS

HR Forum

March 18-20, 2024
Jacksonville, FL

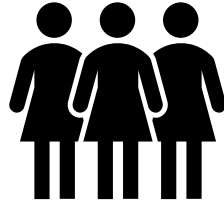
In essence, employee engagement is the emotional commitment the employee has to the organization.

When employees are engaged, their #1 objective is to contribute to the company's success.





DASH IN[®]



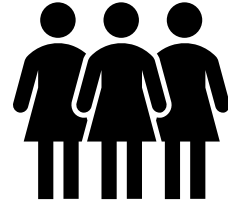
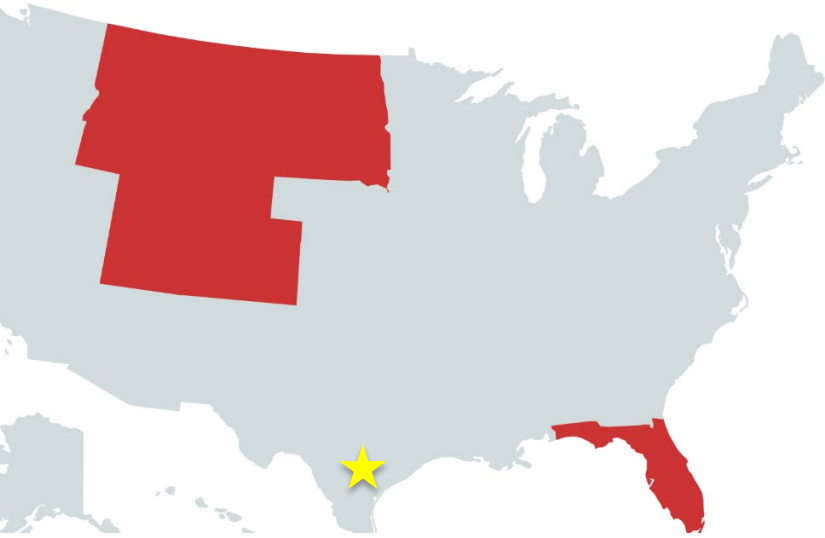
500 store employees

125 corporate employees



21 Corporate Stores

34 Franchise Stores



1500 employees in
convenience



138 Corporate Stores
72 Franchise Stores
+ Dealers



Internal communication strategy is one of the key drivers of employee engagement.

At the end of the end, poor internal communication leads to employee frustration and lower productivity in the workplace





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In Motion

The Wills Group company newsletter, keeping you up to date on our customers, each other, and our communities.



January 24, 2024

What Does Black History Month Mean to You?

Black History Month



The Wills Group is celebrating Black History Month in February by honoring the stories, traditions, and the family history of our African American employees. Please use the link below to share what Black History Month means to you! Responses will be shared in the next edition of *In Motion*.

[Share Your Story](#)

Capital Area Food Bank Giving



Last year, the Wills Group donated a total of \$100K to Capital Area Food Bank, \$50K of which went towards resources needed to expand the garden program. Below are some of the successes of the Urban Demonstration Garden:

- 1,680 pounds of produce harvested from July through September
- 40% of the produce went directly to partner organizations, primarily Food for All in DC
- 42% went out to the community in general
- The remainder went to staff, student groups and volunteers

Two student groups also participated in garden field trips from July through September, with two more in October. The teachers noted that "it was engaging, the students got to create something and observe gardening. The students had a blast, saying that they liked "making the bean dip and harvesting the vegetables" and "picking things in the garden and trying to figure out which plants were which."

Capital Area Food Bank also led additional programs, including:

- 32 garden volunteer days from July through September
- One hot sauce making class
- Two "Harvest and Cooking" workshops (on tomatoes and eggplants)

Welcome to the Team!



Becca Rodriguez
Talent Acquisition Coordinator

Rebecca (Becca) Rodriguez, a New Jersey native, is an avid outdoors enthusiast with a deep passion for cycling, hiking, camping, and recently, indoor rock climbing. She is a graduate of Penn State with a degree in hospitality management and a minor in labor and employment relations. Becca has honed her skills through diverse roles in restaurant operations and human resources— working with companies like Delaware North, Aramark, and Costa Vida.

Becca will be joining the Talent and People Operations team as a Talent Acquisition Coordinator. With a strong foundation in hospitality and a commitment to fostering positive workplace environments, she is eager to recruit top talent for the Wills Group!

[Say Hello to Becca](#)

Grand Opening Volunteers Needed on March 22

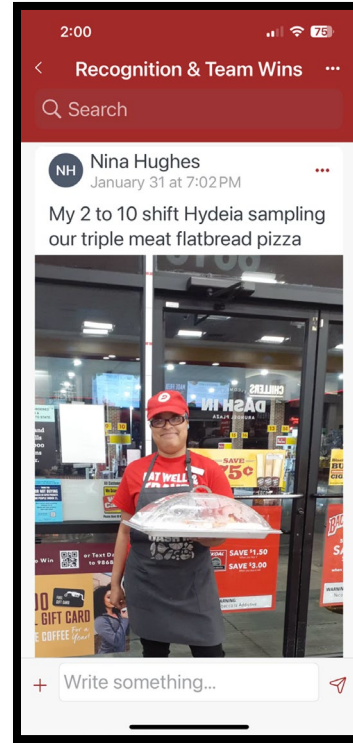


The Marketing team needs your help supporting the upcoming grand opening event on March 22 in Elllicott City, Maryland.

1833 Columbia Pike Shell Grand Opening

When: Friday, March 22

Where: 4205 Montgomery Rd, Elllicott City, MD 21043



Connecting Point

Parkland USA's employee newsletter



Jan. 31, 2024

Nick Peck
Warehouse Tech, Rockies ROC

Food Safety Focus



Prioritizing Food Safety

By Dale Shafer, Dir of HSE

Our **Food Safety Manager** Shawn Persaud joined Parkland USA in early December of 2023, and ever since he has been busy helping our Retail leaders to improve regulatory compliance and food handling practices.

The Retail team is making good progress to ensure Food Permits, Training Certificates and Store Inspections are current and uploaded to Zenput; however, we have a lot more work to do to ensure **Food Safety** compliance at all of our 137 company operated stores. This past week, Shawn visited Retail locations in Utah where he spent time with our Store Managers and provided hands-on training and real-time coaching to improve **Food Safety**.

We have a winning team, and we are building a safe and trusted C-store brand...and all of this takes dedication, communication and follow through. As Shawn writes in his emails, "thank you for all your hard work and commitment to **Food Safety**". Onwards and upwards!!

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Can send messages to specific sites, job titles, etc.

Select which employees should get this message

0 of 1546 selected

GROUP NAME	NAME	BIRTH DATE	STATE	JOB TITLE	HIRE DATE	GENERAL MANAGER	DIRE
All	Filter	Filter	All				All
<input type="checkbox"/> ND Bismarck N (11)							
<input type="checkbox"/> MT Bozeman 201 (18)							
<input type="checkbox"/> FL MG&A Urbietta (11)							
<input type="checkbox"/> WY Cheyenne TS (20)							
<input type="checkbox"/> ND Mount East (16)							
<input type="checkbox"/> FL Douglas U-Gas (11)							
<input type="checkbox"/> ID Burley Overland (18)							
<input type="checkbox"/> FL Miami (4)							
<input type="checkbox"/> FL Hialeah Gardens U-Gas (10)							
<input type="checkbox"/> UT Cedar 200 North (6)							
<input type="checkbox"/> ND Country West (9)							
<input type="checkbox"/> ID Kuna (32)							

- Retail Financial Operations Manager
- Retail Inventory Auditor
- Retail Merchandiser
- Retail Ops Manager
- Sales Assoc
- Sales Associate

Selections only Reset

The screenshot shows a web dashboard for Parkland USA using goHappy. The top navigation bar includes 'Dashboard', 'Messaging', and 'Feedback'. The breadcrumb trail is 'Messaging > Sent messages > Message summary'. The main heading is 'Message summary', which is circled in blue. Below it, the sender is 'Ana Castillo (ana.castillo@parklandusa.com)' and the recipients are '1,163 recipients (aka Employees)'. A 'Message tools' dropdown is visible in the top right.

The 'Message Delivery Stats' section contains four cards:

- Awaiting Confirmation***: 5% (63). Description: goHappy has sent the message to the contact's mobile carrier and is awaiting a response to confirm delivery. Note: Please note that some carriers do not provide confirmation of a delivered message or failure, as such message it is possible for messages to remain in the Awaiting status indefinitely.
- Delivered***: 88% (1020). Description: Confirmed message delivery to the recipient's mobile device. Note: * Because some carriers do not provide delivery confirmation some messages will be successfully delivered even if they do not show in the Delivered %.
- Failed***: 7% (80). Description: A failure can be from the goHappy / SMS Provider / Contact Carrier's system. Note: * Reasons for a failure can be found in the Contact table below.
- Opt Outs***: 0% (1). Description: Contacts that opted out after receiving this message. Note: * Contacts can opt out of receiving messages at any time.

A blue arrow points from the 'Message summary' heading to the 'Delivered*' card, which is also circled in blue. To the right, a mobile phone preview shows a text message from Parkland USA (888) 879-4270 with the content: 'Team, Ordered your shoes from Shoes for Crews yet? Now until Sept. 3rd, 2023 all shoes have an extra 10% off. Speak with your manager to place your order today.'

Reporting

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Employee Resource Groups (ERG's)

Employee Resource Groups are voluntary, employee-led groups whose aim is to foster a diverse, inclusive workplace aligned with the organizations they serve.



Resources: The ERG Movement

Other Helpful Links

ERG Keys To Success
3PS OF ERGS

3 Keys (3P's) to Successful ERGs

Discover the Key to Thriving Employee Resource Groups with our latest guide on the '3Ps' framework. Delve into the critical

5 Strategies for
COMBATING ERG BURNOUT

5 Strategies for Combating Burnout Among ERG Leaders: Tips for ERG Program Managers

The Ineffectiveness of
PILLAR BASED LEAD STRUCTURES

Why Pillar Based ERG Leadership Structures Are Ineffective

Theergmovement.com

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Rockies ROC Gives Back

Over the holidays, the Rockies ROC helped celebrate the season by giving back to the local community. The Salt Lake City location volunteered with the Utah Food Bank sorting canned goods and bagging cooked pinto beans.

The group had a great time and in the words of SLC Warehouse Technician, a 'humbling experience.' Last year with volunteer support the Utah Food Bank distributed 60.2 million pounds of food, the equivalent of 50.1 million meals to people facing hunger across the state.

Employees featured in first photo are Behija Smajlovic, Cody Kinghorn, Ty Darger, Henrietta Montgomery, Donna Mayo and Cydne Olsen and in the second photo, Cydne Olsen, Makenzie Peacock and Cody Kinghorn.

Nourishing Children & Families and Reimagining Outdoor Spaces



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