

NACS

Financial  
Leadership  
Program

 Wharton  
UNIVERSITY of PENNSYLVANIA  
Aresty Institute of Executive Education

# Cultivating smarter decision-making

July 12-17, 2026

The Wharton School | University of Pennsylvania, Philadelphia, PA

The thinking beyond balance sheets is where financial insights, strategies, and awareness (with associated action) grows more informed, more confident, more lucrative. Designed for executives who seek to maximize their financial adeptness, become more well-rounded, and amp up their organizational value, this program is a sound investment that will pay future dividends.

The curriculum embraces a “Quick Dash” c-store case study, using information from the NACS State of the Industry Report®, allowing attendees to uncover industry-specific financial strategies and hone their skills through forecasting, revenue modeling, and inventory and acquisition impacts. (Attendees receive up to 20 CPE credits.)

**This program helps convenience leaders:**

- + Develop strategic skills in the context of financial leadership
- + Build a peer network with other leaders across the industry
- + Understand the strategic drivers of value creation
- + Learn how to create integrated financial statements
- + Cultivate a skill set that positively affects an organization’s bottom line
- + Transition from information provider to strategic partner

Wharton is synonymous with finance and renowned for its understanding of the intricacies and implications that affect corporate finance, pricing models and the growing shift from a product-driven approach to a customer-centric focus — exactly what today’s high potential executive leaders need to transform their business and our industry.

View sample curriculum on reverse side.

Review the full schedule and reserve your seat:  
[convenience.org/ExecEd/Wharton](https://convenience.org/ExecEd/Wharton)

**Questions? Contact:**

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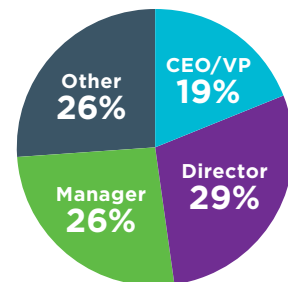
Ranked No. 1 Best  
Business School for  
finance programs by *U.S.  
News and World Report*

“Very practical and  
challenges typical  
thought processes  
around metrics.”

**Past participating  
companies include:**

- + Circle K Stores, Inc.
- + Kum & Go, L.C.
- + OXXO, Inc.
- + Pilot Travel Centers LLC
- + Wawa, Inc.

**Attendee Profile:**



*\*Intended for NACS retail and distributor members only.*

# NACS Financial Leadership Program at The Wharton School of the University of Pennsylvania

## Sample Curriculum\*

### IN-PERSON | ON CAMPUS

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
<p><b>2:30-3:00 pm</b> Program Registration</p> <p><b>3:00-6:00 pm</b> Leadership Instructor Managed Breaks Greg Shea</p> <p><b>6:00-6:30 pm</b> Campus Tour (optional)</p> <p><b>6:00-8:00 pm</b> Reception Dinner &amp; NACS Welcome</p>	<p><b>7:00-8:30 am</b> Breakfast</p> <p><b>8:30 am - 12:00 pm</b> C-Suite Thinking Instructor Managed Breaks David Wessels</p> <p><b>12:00-1:00 pm</b> Lunch</p> <p><b>1:00-4:30 pm</b> The Link between Corporate Strategy and Value Creation David Wessels</p> <p><b>4:30-4:45 pm</b> Break</p> <p><b>4:45-6:15 pm</b> QuickDash Case Study Strategic Assessment David Wessels</p> <p><b>6:15-8:00 pm</b> Dinner Available</p>	<p><b>7:00-8:30 am</b> Breakfast</p> <p><b>8:30 am - 12:00 pm</b> Competitive Strategy Instructor Managed Breaks Harbir Singh</p> <p><b>12:00-1:00 pm</b> Group Photo &amp; Lunch</p> <p><b>1:00-4:30 pm</b> Customer Centricity Instructor Managed Breaks Peter Fader</p> <p><b>4:30-4:45 pm</b> Break</p> <p><b>4:45-6:15 pm</b> QuickDash Case Study: Customer Segmentation David Wessels</p> <p><b>6:15-8:00 pm</b> Dinner Available</p>	<p><b>7:00-8:30 am</b> Breakfast</p> <p><b>8:30-10:30 am</b> Global Trends Brian Feinstein</p> <p><b>10:30-10:45 am</b> Break</p> <p><b>10:45 am -12:30 pm</b> Strategy Under Uncertainty / Scenario Planning Instructor Managed Breaks Jim Austin</p> <p><b>12:30-1:30 pm</b> Lunch</p> <p><b>1:30-5:00 pm</b> Key Performance Indicators David Wessels</p> <p><b>Free Evening</b> Dinner on Your Own</p>	<p><b>7:00-8:30 am</b> Breakfast</p> <p><b>8:30 am - 12:00 pm</b> Financial Forecasting and Financing Growth Instructor Managed Breaks David Wessel</p> <p><b>12:00-1:00 pm</b> Lunch</p> <p><b>1:00-4:00 pm</b> Strategic Execution Instructor Managed Break Jim Austin</p> <p><b>4:00-4:30 pm</b> Interview with Dave Charles Facilitated by: Jim Austin</p> <p><b>4:30-4:45 pm</b> Break</p> <p><b>4:45-6:15 pm</b> QuickDash: Final Preparations David Wessels</p> <p><b>6:15-8:00 pm</b> Dinner Available</p>	<p><b>7:00-9:00 am</b> Breakfast &amp; Checkout</p> <p><b>9:00-11:30 am</b> QuickDash Case Study: Report Out David Wessels</p> <p><b>11:30-11:45 am</b> Break</p> <p><b>11:45 am - 1:00 pm</b> The CFO/CEO Partnership David Wessels</p> <p><b>1:00-1:15 pm</b> NACS Closing Remarks</p> <p><b>1:15-2:00 pm</b> Optional Lunch</p>



Endowed by

\*Subject to change.