PSB conducted online interviews from February 15 – 22, 2019, among n=1,282 gas and convenience store customers, n=250 opinion leaders, and n=250 potential convenience store employees.

The goal was to build on NACS’ extensive previous research to understand public perceptions of c-store jobs and the messages that best portray and explain c-store jobs.
Consumers liked our basic value proposition but…

1. **Unhealthy** foods and snacks were strongly associated with convenience stores

2. New convenience stores raised **NIMBY** concerns
   - Convenience stores disconnected from the local community
   - Little opportunity for advancement for employees
2. Retailers Say What’s Needed *(Dec. 2017)*
4. What Consumers Say About Job Attributes *(Sept. 2018)*
6. Tell Industry-Appropriate Stories/Messages *(today!)*
15% of adult Americans say that they have worked at a convenience store, gas station or corner store.

Source: September 2018 NACS Consumer Survey
### Testing Jobs Messages (Sept. 2018)

<table>
<thead>
<tr>
<th>(% of Gas consumers)</th>
<th>% AGREE / Change since 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience store jobs are <strong>great summer jobs</strong> for high school and college students.</td>
<td>86 (+3)</td>
</tr>
<tr>
<td>Convenience stores provide <strong>good first jobs</strong> for those looking to enter the workforce.</td>
<td>86 (+1)</td>
</tr>
<tr>
<td>Convenience stores provide a way up for workers who can't or don't want to get a formal education.</td>
<td>71 (-)</td>
</tr>
<tr>
<td>It's common for convenience store workers who work hard to become managers or eventually own their own convenience stores.</td>
<td>70 (-2)</td>
</tr>
<tr>
<td>Convenience stores offer employees room for advancement.</td>
<td>59 (+1)</td>
</tr>
</tbody>
</table>

*Source: September 2018 NACS Consumer Survey*
<table>
<thead>
<tr>
<th>(%) Gas consumers who work or worked at a c-store</th>
<th>% AGREE / Change since 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>The experience I gained at that job was valuable</td>
<td>79 (-5)</td>
</tr>
<tr>
<td>This job offered pay consistent with my level of experience</td>
<td>67 (-2)</td>
</tr>
<tr>
<td>I would recommend this type of work to others, particularly as a first job</td>
<td>66 (-5)</td>
</tr>
</tbody>
</table>

Source: September 2018 NACS Consumer Survey
45% of retailers cite labor issues as a threat to their business.

Source: December 2017 NACS Retail Member Survey
What They Need, What We Can Say

Related to labor as a concern:
• Labor issues continue to make it difficult for our stores to give the customer the service and product quality we want to provide them as this is what they deserve.
• Like everyone we continue to struggle in sourcing quality people. This will continue to hurt us as consumers demand top-notch customer service at affordable prices.
• Lack of quality candidates.

Related to stories we need to tell:
• For the right kind of person it is a fun job, plenty of work to keep you busy and interacting with customers is enjoyable as our businesses attract a lot of repeat customers whom they see every day.
• If interested, there is room to grow. Industry needs managers.
• If you want them to stay, you have to support them.
• It’s not for everyone.
Interviews with 34 former c-store employees found that...

- **Working in a c-store offers a beneficial experience.** Virtually everyone interviewed reflected positively on their experiences, and today view past challenges as growth opportunities.

- **C-store jobs offer great training ground in people skills.** Nearly all respondents say learning how to deal with regulars, new customers and coworkers helped them down the road.

- **Customer interactions are central** to the convenience store experience. Stories about their time interacting with customers are the most common top-of-mind recollection about the job and “the customers” tends to be the most common enjoyable thing they recall.

- While **money** is of course part of the reason they first took the convenience store job, **another draw is convenience**. Almost a third say convenient location or hours factored into their decision.

*Source: March 2018 NACS Focus Groups*
Which Did You Prefer More?

Customers vs. coworkers

Preferred interacting with customers over coworkers: 28

Had no preference: 6

Source: March 2018 NACS Focus Groups
THE BEST PART OF THE JOB IS CUSTOMER INTERACTION.

Convenience retail employees get strong positive feelings from dealing with customers. While there are some expected differences between manager and non-manager responses, it’s clear that customer interaction is what really “lights up” both groups. The energy they draw from dealing with customers comes through loud and clear in their comments.

WHAT’S THE ONE THING YOU LIKE BEST ABOUT WORKING FOR YOUR COMPANY?
% of comments (more than one response allowed)

Source: “People Power for C-Stores” (NACS/CCRRC July 2016)
Insights on Life Lessons

- No one’s over your shoulder. Met his mentor as a customer. Met Judas Priest - Interview #16, Mr. O’Connor
- Bring positivity to others’ lives - Interview #5, Mr. Wolff
- Showed me what responsibility was - Interview #7, Mr. Nixon
- Everyone should try a service job - Interview #6, Mr. Schauer
- Learned responsibility of first job - Interview #26, Ms. Geist
- It teaches you people skills and you meet lots of interesting people - Interview #30, Mr. Mahinis
- Enjoyed seeing progress. Boss was a mentor - Interview #30, Mr. Mahinis
- Boss gave him the freedom to learn on his own. - Interview #31, Mr. Cross
- You can move up, esp. in a chain - Interview #1, Mr. Dunn
- Going to work is a social event. An actor on stage - Interview #11, Mr. Valyo
- Family owned gas station. Started working at 14. Learned how to work for what you want - Interview #29, Ms. Long
- Learned work isn’t easy and he didn’t want to work for someone else - Interview #28, Mr. Perez
Insights on Community & Customers

- Enjoyed customers. Learned to work hard. Got robbed twice - Interview #34, Mr. Baker
- Store was a neighborhood hangout like a bar. Ended up dating a customer - Interview #27, Mr. Battenberg
- Still friends with customers. Fun when busy, scary when not - Interview #8, Ms. Carey
- Worked overtime through college. Regulars attended her graduation - Interview #25, Ms. Potter
- In rural areas, you learn neighbors. It’s a chance to meet a new friend. Leadership skills - Interview #20, Ms. McCarty
- Some customers were travelers and had cool stories - Interview #13, Mr. Patel
- Good social experience. Gets Christmas cards from customers. No micro managing. Learned to solve problems - Interview #9, Ms. Knepp
- Still sees old customers around town - Interview #35, Mr. Albanese
- Built lifelong friendships with customers and coworkers - Interview #33, Mr. Lennon
- A feeling of community with the store and customers. Sharpened math skills - Interview #21, Ms. Shelley
Insights on Skills

Nonstop busy is fun. Kind of like a doctor, you gain skills - Interview #14, Mr. Denby

Job is demanding – like a bartender. Most close friends in life come from work - Interview #24, Mr. Voltz

Learned about product promotions, to be open as a person, help people - Interview #19, Mr. Dominguez

Good for building social skills. Learn who the customer is - Interview #10, Mr. Smith

Fast-paced interaction with people. Dishes don't talk - Interview #18, Mr. Arconti

The job makes you more open to others in life. More flexible in thought. Also, can change a bad day around - Interview #22, Ms. Boyd

Learned management/inventory skills. Customers make your day. But being on call 24/7 is stressful - Interview #23, Ms. Roth

Be a good listener - Interview #2, Mr. Garofalo

Learned to be own person. Downside: working with friends, not trustworthy - Interview #12, Mr. Tiberio

Learned to have a sense of urgency. Saw in his boss what dedication looks like. - Interview #32, Mr. Crowder

People skills, context for later jobs - Interview #4, Ms. Faris

Helping people find what they want = great skill - Interview #3, Ms. Ortiz
Examining Job Attributes vs. Desired Job Attributes

<table>
<thead>
<tr>
<th>Dangerous</th>
<th>Active, fast paced</th>
<th>Relaxed, slow paced</th>
<th>On-the-job perks, employee discounts</th>
<th>On-the-job training, technical skills</th>
<th>Positive interactions with customers</th>
<th>Positive interactions with coworkers</th>
<th>Consistent schedule</th>
<th>Flexible hours</th>
<th>Clear, achievable path for advancement</th>
<th>Makes me happy</th>
<th>PTO for vacation, holidays</th>
<th>Benefits (retirement)</th>
<th>Benefits (Health insurance)</th>
<th>Stable pay, regular raises</th>
<th>Good starting salary</th>
</tr>
</thead>
</table>

Sources: August 2018 and February 2019 NACS Consumer Surveys
For each set, they indicated which is the “most compelling” as well as which is the “least compelling” reason to accept a job. Each person repeated this exercise several times (each set contains a different combination of attributes).
Salary and Benefits Are Most Important

- Good starting salary: 234
- Stable pay with regular raises: 233
- Benefits like health insurance or retirement plans: 202
- Paid time off for vacation and holidays: 165
- Makes me happy: 150
- Has a clear, achievable path for advancement: 97
- Flexible hours: 93
- Relates to my interests: 91
- Convenient hours: 87
- Consistent schedule: 84
- Positive interactions with coworkers or colleagues: 76
- Chance to help others: 66
- Short commute time: 65
- Positive interactions with customers or clients: 60
- Offers on-the-job training or technical skills: 59
- Employer helps pay for further education or other specialized training: 56
- Comfortable workspace: 55
- On-the-job perks or employee discounts: 54
- Relaxed, slow paced environment: 27
- Active, fast paced environment: 43

Source: August 2018 NACS Consumer Survey
Secondary Job Attributes Hold Some Promise

- Good starting salary: 224
- Stable pay with regular raises: 233
- Benefits like health insurance or retirement plans: 202
- Paid time off for vacation and holidays: 165
- Makes me happy: 150
- Has a clear, achievable path for advancement: 97
- Flexible hours: 93
- Relates to my interests: 91
- Convenient hours: 87
- Consistent schedule: 84
- Positive interactions with coworkers or colleagues: 76
- Chance to help others: 66
- Short commute time: 65
- Positive interactions with customers or clients: 60
- Offers on-the-job training or technical skills: 59
- Employer helps pay for further education or other specialized training: 56
- Comfortable workspace: 55
- On-the-job perks or employee discounts: 54
- Relaxed, slow paced environment: 43
- Active, fast paced environment: 27

Source: August 2018 NACS Consumer Survey
<table>
<thead>
<tr>
<th>Workplace Attributes Resonate Least</th>
<th>Mean (100)</th>
</tr>
</thead>
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<td>Good starting salary</td>
<td>234</td>
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<td>Stable pay with regular raises</td>
<td>233</td>
</tr>
<tr>
<td>Benefits like health insurance or retirement plans</td>
<td>202</td>
</tr>
<tr>
<td>Paid time off for vacation and holidays</td>
<td>165</td>
</tr>
<tr>
<td>Makes me happy</td>
<td>150</td>
</tr>
<tr>
<td>Has a clear, achievable path for advancement</td>
<td>97</td>
</tr>
<tr>
<td>Flexible hours</td>
<td>93</td>
</tr>
<tr>
<td>Relates to my interests</td>
<td>91</td>
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<td>Convenient hours</td>
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<tr>
<td>Active, fast paced environment</td>
<td>27</td>
</tr>
</tbody>
</table>

Source: August 2018 NACS Consumer Survey
5. What Are Messages that Resonate?

Generally speaking, how would you describe your feelings toward convenience store jobs?

- **Customer**
  - Very favorable: 15%
  - Somewhat favorable: 43%
  - Somewhat unfavorable: 33%
  - Very unfavorable: 9%

- **Opinion Leaders**
  - Very favorable: 24%
  - Somewhat favorable: 42%
  - Somewhat unfavorable: 30%
  - Very unfavorable: 4%

- **Potential Employees**
  - Very favorable: 39%
  - Somewhat favorable: 50%
  - Somewhat unfavorable: 10%
  - Very unfavorable: 1%

Source: February 2019 NACS Consumer Survey
What comes to mind when you think of convenience store jobs? (OPEN END)

Source: February 2019 NACS Consumer Survey
# Most Common Responses to Different Jobs

In your own words, what comes to mind when you think of ________?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Dream jobs</th>
<th>Starting jobs</th>
<th>Entry-level jobs</th>
<th>First jobs</th>
<th>Minimum wage jobs</th>
<th>Convenience store jobs</th>
<th>Dead-end jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Good/high pay / Able to make ends meet/provide for my family</td>
<td>Entry level / Starting at the bottom</td>
<td>Bad/low pay / No raises / Not enough pay to live off</td>
<td>Restaurant/fast food / Flipping burgers / Wait staff</td>
<td>Restaurant/fast food / Flipping burgers / Wait staff</td>
<td>Bad/low pay / No raises / Not enough pay to live off</td>
<td>No advancement / No opportunity to learn/grow</td>
</tr>
<tr>
<td>2nd</td>
<td>Specific industries/types of jobs</td>
<td>Ability to advance / Ability to learn/grow/gain skills / A trainee</td>
<td>Ability to advance / Ability to learn/grow/gain skills / A trainee</td>
<td>Specific industries/types of jobs</td>
<td>Specific industries/types of jobs</td>
<td>Specific industries/types of jobs</td>
<td>Dangerous/risky / Scary / Robberies</td>
</tr>
<tr>
<td>3rd</td>
<td>A job I would like/enjoy / A job I am happy at</td>
<td>Anxiety / Nervousness</td>
<td>Specific industries/types of jobs</td>
<td>Bad/low pay / No raises / Not enough pay to live off</td>
<td>Specific industries/types of jobs</td>
<td>Cashier</td>
<td>Restaurant/fast food / Flipping burgers / Wait staff</td>
</tr>
<tr>
<td>4th</td>
<td>Work from home</td>
<td>The pay / Hourly wage / Salary</td>
<td>No/little skills/training/education / experience needed / Anyone can do it</td>
<td>Ability to advance / Ability to learn/grow/gain skills / A trainee</td>
<td>Specific employers: McDonalds / Burger King / 7-Eleven, etc.</td>
<td>Specific industries/types of jobs</td>
<td>Boring / Menial / Monotonous</td>
</tr>
<tr>
<td>5th</td>
<td>Flexible / Freedom / A lot of time off</td>
<td>Beginning/start / First job</td>
<td>Beginning/start / First job</td>
<td>Beginning/start / First job</td>
<td>Hard work / Hectic / Long hours / Stress</td>
<td>Hard work / Hectic / Long hours / Stress</td>
<td>Specific industries/types of jobs</td>
</tr>
<tr>
<td>6th</td>
<td>Helping others</td>
<td>Bad/low pay / No raises / Not enough pay to live off</td>
<td>Entry level / Starting at the bottom</td>
<td>For students/teens/young people</td>
<td>Specific pay amount</td>
<td>Specific employers: McDonalds / Burger King / 7-Eleven, etc.</td>
<td>Specific employers: McDonalds / Burger King / 7-Eleven, etc.</td>
</tr>
<tr>
<td>7th</td>
<td>Good employer / Good work environment / boss/coworkers I like</td>
<td>Specific industries/types of jobs</td>
<td>Restaurant/fast food / Flipping burgers / Wait staff</td>
<td>Entry level / Starting at the bottom</td>
<td>No/little skills/training/education / experience needed</td>
<td>Boring / Menial / Monotonous</td>
<td>Ability to advance / Ability to learn/grow/gain skills / A trainee</td>
</tr>
<tr>
<td>8th</td>
<td>The pay / Hourly wage / Salary</td>
<td>Good/high pay / Able to make ends meet/provide for my family</td>
<td>Minimum Wage</td>
<td>The pay / Hourly wage / Salary</td>
<td>Beginning/start / First job</td>
<td>The pay / Hourly wage / Salary</td>
<td>Entry level / Starting at the bottom</td>
</tr>
<tr>
<td>9th</td>
<td>Specific pay amount</td>
<td>Restaurant/fast food / Flipping burgers / Wait staff</td>
<td>The pay / Hourly wage / Salary</td>
<td>Specific employers: McDonalds / Burger King / 7-Eleven, etc.</td>
<td>Entry level / Starting at the bottom</td>
<td>Minimum Wage</td>
<td>Temporary / Part-time</td>
</tr>
<tr>
<td>10th</td>
<td>Specific employers: McDonalds / Burger King / 7-Eleven, etc.</td>
<td>Fun / Exciting</td>
<td>Specific employers: McDonalds / Burger King / 7-Eleven, etc.</td>
<td>Hard work / Hectic / Long hours / Stress</td>
<td>The pay / Hourly wage / Salary</td>
<td>Temporary / Part-time</td>
<td>Anxiety / Nervousness</td>
</tr>
</tbody>
</table>

*Source: August 2018 NACS Consumer Survey*
Findings & Next Steps

1. **Salary and benefits** are the most important job attributes

2. Since increasing pay and benefits is not always feasible, instead focus on *secondary attributes*. These are job attributes related to culture, schedule, advancement and co-workers.

3. “Hard work/hectic/long hours/stress” and “Boring/menial /monotonous” are both commonly associated with c-store jobs
   - How can c-stores break up monotony – or show how it’s not that way?

4. How can we improve messaging around c-store jobs to increase employee happiness and retention?
6. Tell Industry-Appropriate Stories/Messages

Effective Messaging for Three Key Audiences

Customers
- Adults who buy gas/shop at convenience stores

Opinion Leaders
- Civic-engaged, voters, older, higher income, more educated (often “NIMBY foes”)

Potential Employees
- Those who would consider a job at a c-store/gas station.
  Compared to general public, they are typically younger (students) OR older (retired)
Convenience store jobs offer skills and experience employees can use later in life – even if they take a different job outside of the convenience store industry. From interpersonal skills, to learning about business, and developing a work ethic, convenience stores jobs provide many benefits beyond a paycheck.

Convenience stores offer much greater stability than new “sharing economy” jobs like driving for Uber or Lyft. Since they are typically open 24/7, convenience stores are often good secondary or supplemental jobs for people looking to work extra hours and earn extra money.

Convenience store jobs are great summer jobs for high school and college students. Working during the summer at a convenience store is a classic first job and a great experience for young people who can easily adjust their hours or leave when the school year resumes.

Convenience store jobs allow employees to form meaningful bonds with members of the local community. On any given day, most customers walking through the front door are from the neighborhood, and it’s a rewarding experience to help them solve their daily needs.

Convenience stores are the classic path to achieving the American Dream. Millions of immigrants and first-generation Americans have found success for themselves and their families thanks to jobs in the convenience store industry.

Convenience stores provide local jobs with great flexibility for busy people juggling family obligations – whether that’s raising young kids or caring for elderly family members. Convenience store workers can plan their work shifts around daycare, medical appointments, and other family commitments.

From supporting local Little Leagues to hosting student car washes, convenience stores play a unique role in bringing communities together. In fact, convenience stores contribute over a billion dollar annually, with the vast majority of charitable giving directly focused on local causes and groups.

Few jobs offer the room to grow and succeed like a convenience store job. In fact, the overwhelming majority of convenience store owners started their career as an entry-level employee and worked their way up through management and into ownership.

Convenience store jobs teach how interact with people – an invaluable skill in any future job. Working at a convenience store teaches people how even a simple smile or a short conversation can change someone’s day for the better.

Convenience store jobs are great jobs for veterans who are re-entering the workforce as they transition back to civilian life. Convenience stores nationwide employ hundreds of thousands of US military veterans and provide a great bridge for those who served our nation.

With over 153,000 stores serving 165 million customers every day, convenience stores play a lifesaving role in combating human trafficking. Groups like the National Safe Place Network and Convenience Stores Against Trafficking along with vigilant convenience store workers have helped save the lives of children in danger.

The flexibility of choosing hours and shifts uniquely allows convenience store employees to explore their interests, take chances, and be successful. Unlike traditional 9-to-5 office jobs, the flexible and convenient scheduling of convenience store jobs makes it possible for employees to juggle school, other jobs, and other obligations.

Convenience store jobs offer the flexibility to earn an income while studying for their degree. The 24/7 nature of convenience stores permits students the ability to work hours and shifts that fit their classes and study schedule.

Convenience store jobs are good local jobs for senior citizens who choose to re-enter the workforce or who want to keep busy during retirement. Convenience stores employ thousands of seniors seeking a job later in life either by choice or by financial necessity, providing the opportunity to earn extra money and also positive interactions with many different people from the local community.

Convenience stores are responsible retailers in the community and play an important part in keeping age-restricted products like tobacco or alcohol out of the hands of those who shouldn’t have them. In fact, convenience stores conduct about 4.5 million ID checks per day – two times more than TSA!

Working at a convenience store is exactly the opposite of a monotonous office job. From interacting with customers to managing inventory and everything in between, convenience store workers gain exposure and experience from a wide variety of tasks that are performed every single day.

Convenience stores provide opportunities for a lot of workers who can’t or don’t want to earn a traditional two-year or four-year college education. In fact, there are countless successful American entrepreneurs who run and own their very own convenience stores but started off with only their high school diploma or a GED.

Convenience store jobs are great for people with disabilities or differing abilities. Convenience store provides local jobs with flexible hours and a wide range of job-related activities, from interacting with customers to managing the basics of running a business.

In sharp contrast to declining department stores, convenience stores are highly successful small retailers that form a strong cornerstone of American communities. In fact, half of all convenience stores are family-owned small businesses.
A Focus on Two Key Dimensions

Credibility
(Does it seem believable?)

% who say “Very Credible”

Favorability
(Does it help improve our image?)

% who say “Much More Favorable”
Defining Quadrants for Messaging

- **Less effective messages**: Credible, but doesn’t boost image
- **Messages We Should Use Right Now**: BOTH credible & favorable
- **Messages to AVOID**: Not credible & does not enhance image
- **Messages that have potential**: Improves favorable, but not (yet) credible
Convenience store jobs are **great summer jobs for high school and college students**. Working during the summer at a convenience store is a classic first job and a great experience for young people who can easily adjust their hours or leave when the school year resumes.

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From supporting local Little Leagues to hosting student car washes, convenience stores play a unique role in bringing communities together. In fact, convenience stores contribute over a billion dollars annually, with the vast majority of charitable giving directly focused on local causes and groups.
Surprising: Customers Least Receptive to Messages

- Customers
- Potential Employees
- Opinion Leaders

- Very Credible
- Much More Favorable
Assessing Top Messages Across Audiences

<table>
<thead>
<tr>
<th>Customers</th>
<th>Opinion Leaders</th>
<th>Potential employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAA</td>
<td>DDD</td>
<td>TTT</td>
</tr>
<tr>
<td>BBB</td>
<td>MMM</td>
<td>DDD</td>
</tr>
<tr>
<td>DDD</td>
<td>NNN</td>
<td>UUU</td>
</tr>
<tr>
<td>CCC</td>
<td>OOO</td>
<td>VVV</td>
</tr>
<tr>
<td>EEE</td>
<td>GGG</td>
<td>WWW</td>
</tr>
<tr>
<td>FFF</td>
<td>PPP</td>
<td>GGG</td>
</tr>
<tr>
<td>GGG</td>
<td>QQQ</td>
<td>XXX</td>
</tr>
</tbody>
</table>

Does this statement make you more or less favorable to the convenience store industry? Favorability: displaying top-box those who say “Much more favorable”
### Most Favorable Messages by Audience

<table>
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<tr>
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<th>Opinion Leaders</th>
<th>Potential Employees</th>
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<td>The flexibility of choosing hours and shifts uniquely allows convenience store employees to explore their interests, take chances, and be successful. Unlike traditional 9-to-5 office jobs, the flexible and convenient scheduling of convenience store jobs makes it possible for employees to juggle school, other jobs, and other obligations.</td>
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### Most Credible Messages by Audience

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Credibility: displaying top-box those who say “Very credible”

- Convenience stores offer much greater stability than new “sharing economy” jobs. Since they are typically open 24/7, convenience stores are often good secondary or supplemental jobs for people looking to work extra hours and earn extra money.
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In sharp contrast to declining department stores, convenience stores are highly successful small retailers that form a strong cornerstone of American communities. From interacting with customers to managing inventory and everything in between, convenience store workers gain exposure and experience from a wide variety of tasks that are performed every single day.

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**Comments**

Convenience store jobs offer students the **flexibility to earn an income while studying for their degree.** The 24/7 nature of convenience stores permits students the ability to work hours and shifts that **fit their classes and study schedule.**

How credible is this statement?

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Devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis.
(convenience.org/pha)

Work with schools, youth-serving organizations, businesses and communities to empower kids to develop lifelong healthy habits by ensuring the environments that surround them provide and promote good health.
(convenience.org/calculator)
NACS formed a partnership with Keep America Beautiful to share best practices and messages related to trash and litter management. (convenience.org/kab)

NACS is working with experts at More Recycling to help encourage retailer recycling programs through education and guidance.
NACS Disaster Preparedness and Recovery Partners

American Red Cross

In 2017, NACS became the first retail-focused association to partner with the American Red Cross. In addition to educating members on related topics, NACS offers customer donation kits for retailers. (convenience.org/redcross)

Homeland Security

Recognizing the important role c-stores play in disaster recovery, the U.S. Department of Homeland Security contracted NACS to help develop the project, “Convenience Store and Fuel Retailer Emergency Preparedness: Resilience for the Last 50 Feet.” The project has a delivery date of August 2019.
NACS is on the Board of Directors for the organization that help support local teens in crisis. (safeplace.org)

The U.S. Department of Homeland Security’s “Blue Campaign” raises awareness of human trafficking across the country. (convenience.org/dhs)

Provides industry-specific materials and education on how to recognize and report human trafficking. (convenience.org/csat)
Contacts

If you’d like to learn more about the NACS reFresh initiative and how your company can benefit from getting involved, please contact:

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reFresh Initiative:
convenience.org/refresh

Fuels Resource Center:
convenience.org/fuels

Podcasts:
conveniencematters.com

Videos:
convenience.org/ideas2go