

2016 CHS RETAIL SOLUTIONS

- RETAIL OPERATIONS •
- TRAINING •
- SOFTWARE SOLUTIONS •
- EMPLOYEE DEVELOPMENT •
- PARTNERSHIPS •





QUICK REFERENCE GUIDE

Refined Fuels Marketing:
refinedfuelsmarketing@chsinc.com

CHS Petroleum Equipment
Questions and Orders:
1-800-852-8186, ext. 7729
or <http://pe.chsinc.com>

CHS Payment Solutions
1-800-852-5301 or email:
paymentsolutions@chsinc.com

CHS Retail Solutions works with you to put together the pieces of a successful business. We offer professional services and programs designed to help you manage and grow your retail business, while remaining profitable and efficient this year and beyond.

Our variety of programs and services available include retail operations consulting, training services, inventory management software solutions, employee development opportunities, site and market evaluations, and more.

Best of all, each program can be tailored to best fit the needs of your business.

Contact us today for more information at retailsolutions@chsinc.com.

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RETAIL SPECIALISTS: DELIVERING SMART SOLUTIONS AND POSITIVE RESULTS

Using the services of a CHS Retail Specialist can mean the difference between profit and loss in the competitive c-store business. Trained to bring expert advice to your store, Retail Specialists are equipped with ideas for business development, store operations, revenue generation and expense controls to maximize your overall performance. You'll enjoy the invaluable, one-on-one coaching, industry updates, fresh set of eyes, and real difference the program brings to your bottom line.

The retail specialist program is a great way to get new ideas from experts who have been in the business for a long time. The CHS Retail Specialists have many years of industry practice as well as the benefit of ongoing experience working with other retailers who face similar challenges and opportunities. They'll bring you creative ideas, plus the most up-to-date information and progressive strategies to improve your store in ways you may not have the know-how or time to do.

Areas Of Expertise:

- Business Operations Assessment
- Market Development
- Budgeting and Forecasting
- Revenue Generation, Sales Enhancement and Expense Controls
- Food Service Operational Evaluations
- Human Resources, Recruiting, Interviewing and Retention
- Employee Training
- Merchandising and Marketing
- Use of Equipment and Technology
- Vendor Negotiations of Programs



CHS RETAIL SPECIALISTS

“Our consultant has been an integral team member of Sioux Valley Coops retail facilities, by providing pertinent and knowledgeable industry information and consulting services. He helps by giving an outside point of view on how our businesses can improve employee training, sales, margins, and how to expand our retail facilities to meet the growing demands of our consumers.

It is also helpful that he calls on numerous accounts in different geographies so he sees first-hand what works and what doesn't.”

— Jared Landmark, Sioux Valley Coop

PROGRAM DETAILS

Whether you have a specific project to tackle, or are seeking ongoing consultation to meet your goals for improvement, the CHS Retail Specialist Program delivers smart solutions and positive results. Best of all, no long-term commitment or contract is required.

Meet with a Retail Specialist on a monthly basis. Work hand-in-hand to identify areas where improvements can be made, then create a strategy to implement and maintain enhancements that impact your bottom line. The Retail Specialist provides guidance and direction, but you're in the driver's seat.

A more detailed and hands-on offering where you will meet with a Retail Specialist once a week. You'll involve the Retail Specialist in every aspect of your operation and delegate the responsibility to identify where improvements can be made. The Retail Specialist will then implement the actions best for your business.

- Undergoing a management change or looking to develop a current manager or employee
- Facing challenges within your store operations including shrinkage
- Looking for ways to manage expense controls and increase revenue
- Interested in a fresh perspective from an experienced professional
- Aspiring for realistic operating budgets and goals with built-in performance accountabilities and expectations
- Time limits prevent staying up-to-date on current industry trends on merchandising, pricing, vendor programs and more
- Interested in adding foodservice operation
- Looking to build a new store

For more information on how the CHS Retail Specialist Program can help you succeed in today's competitive environment, contact retailsolutions@chsinc.com or call **1-800-232-3639 ext. 8486**.



AN EXCLUSIVE EVENT FOR CENEX® BRANDED RETAILERS

Our two-day tradeshow provides an opportunity for all Cenex® operators to meet and interact with industry suppliers while discovering new products and services. This unique occasion offers the ability to gather product information, learn about new technology, discover fresh menu concepts, build stronger working relationships, and hear educational seminars geared to improving your stores profitability. Best of all, exhibiting vendors offer discounts exclusive to Cenex operators that attend the show.

The Cenex Buyers Fair Promises You Will:

- Gain fresh ideas to improve your bottom line
- Sample new product offerings
- Discover new menu concepts to drive traffic
- See new technology products and services to increase efficiency and reduce costs
- Learn about effective sales tools and business tips
- Have an empowering, educational experience to guide you in making business decisions
- Gain information and understanding of changing food safety laws
- Network with both industry suppliers and other Cenex branded owners/operators/managers



ABOUT THE BUYERS FAIR

“I was able to connect with a back-office accounting vendor as well as a food vendor. It proved to be a very good opportunity to meet people and get ideas and solutions for our current needs. Bringing two employees to the Cenex Buyers Fair proved to be very beneficial as it gave them the opportunity to feel part of the decision-making process with vendors. We were able to have many impromptu meetings and learn about products and services we can use in our stores.”

— **Casey Krause, manager of
Sioux Valley Coop, Watertown, S.D.**

“I picked up some great ideas on what it takes to hire good employees and create a good atmosphere in a convenience store to keep those employees. Things are always changing and there’s always better ways to do things. The seminars were very good.”

— **Brian Matthys, General Manager
Midland Services, Ashland, WI**

INVALUABLE INSIGHT FOR A SUCCESSFUL RETAIL OPERATION

The Cenex® 5-STAR Feasibility Study offers you a comprehensive analysis to determine the financial strength of an existing or potential retail operation. The unbiased analysis can project gasoline volume and in-store revenue or profit potential, providing you leverage in your negotiations and investment decisions. The Cenex 5-STAR Feasibility Study gives you all the right information needed to make rational, fact-based decisions to accomplish your financial and operational goals.

For example, the 5-STAR Feasibility Study can assist in determining whether to:

- Remodel your existing facility
- Implement a foodservice concept
- Construct a new convenience store
- Purchase a new store
- Sell your current location or determine profit potential of your existing operation

Operational Assessment

If you are looking to maximize profitability, but are unsure where to start, consider an operational assessment. Our Retail Operation Specialists are masters of analyzing appearances and performing financial tests to determine what a location needs to be healthy and successful.

Inside, questions cover the physical appearance of the facility all the way down to the arrangement and variety of store merchandise and the employees. While the majority of sales come from the same products at each store, presentation and arrangement may vary. Digging deeper into the operation, Retail Specialists perform a variety of tests on the company's financials, assessing margins, net operating costs and other key financial indicators.

WHAT RETAILERS SAY

“The 5-STAR Feasibility Study is one of the best money spent when it comes to assessing if your location for a new c-store or remodel justifies the capital expenditure and ROI. The evaluation gives you a comprehensive and realistic approach that allows us to provide information to the board and management on the potential profit/loss of a retail site. It challenges management to think through scenarios and provide numbers that are merely a forecast. I would recommend this study to anyone who wants to reduce their risk of potentially spending capital dollars on an unsure investment.”

— **Jared Landmark,**
Sioux Valley Coop



IMPROVE MARGINS, REDUCE SHRINKAGE AND MAXIMIZE YOUR PROFITS WITH C-STARS

C-STARS — Convenience Store Trending And Reporting System — is an easy-to-use software program that provides the data you need to accurately track your inventories. Use the charts, graphs and management reports to help track and reduce shrinkage, while improving your gross margins.

Provides Fast Access To The Data You Need:

- Spot sales trends and theft by shift
- Create reports to fit your needs
- Automatically calculate gross profit margin by item, by invoice, by department and by vendor
- Record daily merchandise purchases
- Learn when to adjust prices
- Make more informed merchandising decisions
- Monitor labor costs

Sample summary report from C-STARS Software:

Managers Summary Report			
Department Sales		Gross Margin Summary	
Department	Sales	Department	Gross Margin %
CIGS	3,392.90	CIGS	12.9937
TABACCO	683.35	TABACCO	25.4910
SHELLS & DEPOSITS	0.00	GROCERY TAX	39.2764
GROCERY TAX	4,346.10	MISCELL SALES	25.0691
MISCELL SALES	1,293.94	HBA	44.2525
HBA	389.01	CANDY/VOUM	39.0244
CANDY/VOUM	2,218.95	DELI	50.0000
DELI	2,196.15	BEER/WINE	24.3635
BEER/WINE	3,853.92	POP	34.2039
POP	8,867.75	ICE	0.0000
ICE	72.99	DAIRY	37.3479
DAIRY	769.35	AUTO	34.0567
AUTO	376.69	FRESHWAY	50.0000
FRESHWAY	13,352.70	VIDEO SALES	20.6913
VIDEO SALES	939.77		
SUPPLIES/AM	0.00		* Gross margins do not include drink
Total:	42,753.57		
Inventory Balance		Cash Over/Short	
Department	Book Inventory	Total Revenue	159,240.54
CIGS	4,147.74	Income & Sales Adjustments	-2,282.34
TABACCO	1,869.45	Department Sales	42,753.57
GROCERY TAX	11,557.93	Fuel Sales	114,234.92
MISCELL SALES	7,801.56	Cash Over/Short:	-61.78
HBA	1,611.04		
CANDY/VOUM	4,885.12		
BEER/WINE	6,552.44		
POP	2,900.20		
ICE	140.71		
DAIRY	721.74		
AUTO	1,446.07		
VIDEO SALES	465.63		
Total:	42,517.63		
*** There is no physical inventory for 3/31/2005			

BENEFITS

- Minimize time spent compiling and analyzing data
- Eliminate errors in extending invoices at retail prices
- Quickly verify monthly vendor statements
- Easily compare store data to industry averages
- Eliminate overstaffing and better control labor cost
- Maximize profits



PROGRAMS / PARTNERS

Preferred vendor partners are chosen because of their willingness and ability to provide Cenex® branded locations with quality products and services that will assist the location in increasing their level of operating profitability. In many cases, these vendors give single store operators chain discount pricing. We realize there is no “one-size-fits-all” vendor program. Please use this preferred list as a guide in your vendor selection process.



PROGRAMS / PARTNERS



The Healthy Hydration Company™



CENEX® BRANDED BEVERAGE CUP AND MUG PROGRAMS

The Cenex® branded beverage cup and mug program is designed to help you build brand awareness while increasing your sales and profits. Take advantage of the attractive Cenex branded cups and mugs to differentiate yourself from your competition and offer your customers a consistent experience every time they quench their thirst. Best of all, they're made of high-quality materials designed to keep hot beverages hot and cold beverages cold.

Disposable Cups

Net extra profits, build customer loyalty and promote the Cenex brand, cup by cup. Foam hot cups provide excellent insulation and offer a one lid fits all solution. Plastic fountain cups are sturdy, durable and crack-resistant. Best of all, designs includes a bar code providing you the ability to scan, improving your operating efficiencies in inventory, merchandising, checkout productivity and customer service.

Contact your local wholesaler or The Morrison Group at **1-800-888-1912** for more information and to request Cenex branded cups or download an order form on MyCHS by signing into your **chsinc.com** account.



MARKETING LOYALTY PROGRAM

Loyalty Card

Retain your most profitable loyal customers while increasing their spending and attracting new customers. Reward customers' purchases through a loyalty card, allowing points to be earned and redeemed based on actual purchases. You set the reward levels and control program details.

For more information, contact Patron Points at **651-714-0113**.



INVEST IN YOUR FOOD SAFETY TRAINING

ServSafe® Certification And Re-Certification

Certified by the National Restaurant Association, this industry-recognized program provides food safety training and addresses the most urgent food safety challenges. ServSafe is the most widely accepted food safety training among local, state and federal health departments. Our experienced trainers are ServSafe Certified Instructors, HACCP Certified Instructors and members of the International HACCP Alliance, so you can feel confident you'll receive the highest standard of food safety training.

Our one-day course includes the nationally recognized exam.

Topics covered include:

- Types of Contamination
- Personal Hygiene
- Time-Temperature Controls
- Cross-Contamination
- Food Allergens
- Cleaning and Sanitizing
- Safe Food Handling
- Pest Control
- Employee Training

Convenient Training Options

We will hold food safety training workshops on-site or at locations convenient for your staff. The workshop curriculum can be customized for your team or custom tailored to include additional topics specific to your foodservice operation.

To schedule a custom ServSafe class, call **1-800-232-3639, ext. 8486.**



View current schedule and register online at chsinc.com/foodsafety. Click on the **Business Services tab and choose **Educational Opportunities**.**

TRENDS FOODSERVICE MANAGEMENT SOFTWARE

Easily Manage Foodservice Data, Analysis And Reporting With TRENDS

TRENDS — Tracking Restaurants Essential Numerical Data — is an automated accounting and foodservice management software program. TRENDS automates the data management, analysis and reporting for your foodservice operation and provides information to help reduce operating costs, improve margins and maximize profits.

Provides Detailed Reporting:

- **Sales:** provides information for each menu item, by department and by category
- **Cost And Margin Analysis:** analyzes all menu items sold, by department, and by category with detailed cost, price, gross profit, and gross margin percent
- **Food Margin:** provides detailed analysis of food concept sales, cost of goods, gross profit dollars, gross margin percent, waste and promotional discount information. Also compares inventory periods
- **Ideal Food Costs:** figures costs for all products sold during a time period. Ideal costs are available for each item and for designated departments or categories
- **Labor Analysis:** integrates product costs with labor expense; reports calculate labor as percent of sales, sales per hour, etc.
- **Merchandise Purchase And Inventory:** provides purchase history by vendor, by month, by year, and by item, department and category. Provides cost of goods and product inventory levels and use

Current Users Are Experiencing An Average Of Greater Than 5% Increase In Gross Margins — Which Can Really Add Up.

For example: Based on annual foodservice sales of \$200,000 per year, the 5% increase in gross margin equals an additional \$10,000 in gross margin dollars. TRENDS data entry requires less than two hours per week or 100 hours per year. Therefore, the increased \$10,000 gross margin accounts to an additional \$100 per hour for the time invested!

Sample report from TRENDS Software at right.

BENEFITS

- Minimize time spent compiling and analyzing data
- Recognize daily/monthly/quarterly sales tracking and trending to more accurately forecast future labor needs, promotion opportunities
- Eliminate lost margin caused by over portioning, overproduction and guessing meal counts required for the day
- Eliminate overstaffing in foodservice; re-direct extra labor to marketing and sales growth initiatives, new product trials, improving food quality, ensuring customer satisfaction, etc.
- Balance product and labor costs by item, with sale price to ensure proper margin
- Maximize foodservice profits

“I have been using the program for about a year now with the help of my retail consultant, and the results are invaluable! The Trends program has helped me increase my deli gross margin by 33%! It helps me track waste, purchases, and pinpoints the optimal margins I am looking for to succeed.”
— Katy Kangas, Store Manager, Sanborn



EMPLOYEE DEVELOPMENT TRAINING PROGRAMS

Convenience Store University - 1-Day Courses

Ideal for store owners, general managers, supervisors, store management, food service managers and other “key” store personnel.

Recruiting For Retention	<p>Topics include the following:</p> <p>Recruiting, interviewing and training, coaching and counseling, motivating, delegating, disciplining and terminating, reducing turnover</p>
Foodservice Financial Management	<p>Topics covered include:</p> <p>Gross profit margins, “menu explosions”, food inventories, Ideal Food Costs, reducing waste and shrink, sales building techniques, and methods used to control labor costs</p>
Retail Inventory Loss Prevention	<p>Techniques used to prevent inventory losses are covered in detail. Systems used to prevent employee theft, vendor theft and customer theft are explained</p>
Net Operating Cost (NOC) Workshop	<p>Profit and loss statement analysis, Net Operating Costs (NOC) definition with methods used to lower NOC, including Sales and Marketing techniques, expense reduction methods, and store managers role as it relates to P&L responsibilities</p>
Front-Line Management using the DiSC Profile Program	<p>Personality and management style assessment; Principles of FISH are also covered in this workshop</p>
ServSafe® Certification	<p>Certified by the National Restaurant Association, topics covered include:</p> <p>Personal hygiene, time/temperature controls, cross-contaminations, food allergens, cleaning and sanitizing, and more</p>
Principles of HACCP (Hazard Analysis and Critical Control Points) Recommended under the Food Safety Modernization Act	<p>HACCP is a comprehensive food safety system designed to prevent hazards before food is served to the public. Learn how to prepare your own customized plan</p>
Action Selling Recommended for all company / cooperative employees	<p>Industry-recognized program offers complete sales process training to assist any sales force in building stronger relationships and loyal customers. Develop an understanding of the sales process, strengthen selling skills, and become equipped with methods and expertise to improve sales behavior</p>

COMPUTER-BASED TRAINING

Ideal for all employees, especially new members to the team and store personnel.

Customer Service Basics	
Responsible Selling Of Age-Restricted Products	
Food Safety and Sanitation	
Basic Principles of HACCP	
Suggestive Selling Techniques	
Reducing Employee Theft	
Preventing Vendor Theft	
Robbery Prevention	
Preventing Customer Theft and Fuel Drive-Offs	
Store Safety and Security	
Proper Cash Handling Techniques	
Effective Employee Recruiting Techniques	
How To Conduct Employee Interviews	
Employee Mutual Respect In The Workplace	
Making Money In Foodservice	
Convenience Store Math	
How To Increase In-Store Sales	This 4-pack set is considered 1 module
How To Increase In-Store Gross Margins	
How To Reduce Store Operating Expenses	
How To Increase Fuel Gallons Sold	
Maximizing Hot Beverage Sales	This 2-pack set is considered 1 module
Maximizing Cold Fountain Beverage Sales	



Order online at cenexshop.com

CenexShop

IN THE KNOW NEWSLETTER

In the Know: Cenex® Retail Marketing and Operations is an electronic newsletter that helps convenience store owners, managers and staff stay connected with valuable information and resources to help manage, market, and grow your business.

Subscribe for the monthly email at:
<http://retail.chsintheknow.com/subscribe>



FOOD SAFETY TRAINING

Go to chsinc.com/foodsafety to view the current food safety training schedule and register online for upcoming classes. Click on the **Business Services** tab and choose **Educational Opportunities**.



MyCHS

Sign into MyCHS through chsinc.com.

Click on the **Retail Solutions** tab for current information on Retail Solutions programs and services.



PROGRAM INFORMATION FORM

If you are interested in receiving more information about our programs, simply fill out the form and fax it to 888-653-1128 or email retailsolutions@chsinc.com.

Please indicate your area of interest(s) by placing a check mark next to the box(es) of the program(s) you would like to receive more information on. We will send you all the information you request.

- | | |
|---|---|
| <input type="checkbox"/> Retail Specialist Program | <input type="checkbox"/> C-STARS Retail Inventory Management Software |
| <input type="checkbox"/> Retail Training Workshops | <input type="checkbox"/> TRENDS Foodservice Management Software |
| <input type="checkbox"/> ServSafe® Food Safety Training | <input type="checkbox"/> 5-STAR Feasibility Study |
| <input type="checkbox"/> Marketing Loyalty Program | |

Your Name: _____

Store Name: _____

Store Address: _____

City: _____

State, ZIP Code: _____

Phone Number: _____

Email Address: _____



For more information about CHS Retail Solutions Programs, contact:
retailsolutions@chsinc.com • 1-800-232-3639, ext. 8486.