

Event Program



Connect with the MVP's
of the
New England Convenience Store & Energy Marketers Association!

Friday, March 29th

11AM - 6:00PM

Encore Boston Harbor

Get your tickets at: <https://brushfire.com/necsema/necsema2024/567952/register>

Or SCAN HERE:



Event Schedule:

11:00am: Attendee Check In (outside the Picasso 8 Ball Room)

12:00-1:00pm – Lunch

1:00 - 1:10pm – Welcome

1:10 - 1:50pm – Kenneth Demma “Lessons From a Lifetime of Loyalty”

1:50 - 2:00pm – Break

2:00 - 2:50pm – Ernie Harker “How to Save Time and \$ Using AI Tools”

2:50 - 3:05pm – Break

3:05 – 3:55pm – Matt Jones “Energy Marketing is a Marathon”

4:00pm – Cocktail Reception

Speaker Program:



Kenneth Demma: Topic: “Lessons From a Lifetime of Loyalty”

About: Recognized leader in improving the Customer Experience, increasing growth, gaining loyalty and improving the effectiveness of marketing.

kdemma@babson.edu

617-955-6333



Ernie Harker: Topic: “How to Save Time and \$ Using AI Tools”

About: Renowned Speaker and former C-store Marketing Guru for Maverick shares.

me@ernburn.com

801-910-7110



Matt Jones: Topic: “How Energy Marketing is a Marathon!”

About: Motivating Leaders in Business and Life, Matt will share his inspirational journey.

Matt@MatthewDJones.com

800-676-1598

Exhibiting Vendors:

Network with these Exhibiting Vendors and learn more about their Products & Services:

Catalan.ai

Cambridge, MA

<http://catalan.ai>

andres@catalan.ai



Company Description: Founded by MIT alums, catalan.ai leverages AI to create personalized pricing models for businesses, optimizing profit, revenue and volume. Our software is trusted by large gas station chains (32% profit lift), grocers (16% revenue lift) and e-commerce stores (27% profit lift).

Coca-Cola Beverages Northeast

Bedford, NH

<http://www.cokenortheast.com>

peckhoff@cokenortheast.com



Company Description: Coca-Cola, Sprite, Fanta, Canada Dry, Dr. Pepper, Monster, JAVA, NOS, Powerade, Body Armor, Minute Maid, Dasani, Smart water, Gold Peak, Peace T, Vitamin Water, Dunkin' & Core Power

C4 Energy/Nutrabolt

Austin, TX

<https://nutrabolt.com>

nsnelling@nutrabolt.com



Company Description: One of the fastest-growing energy drinks in the U.S., clinically proven to improve cognitive functionality, performance, concentration, reaction, memory, and vitality. It's the energy you can feel!

Exhibiting Vendors:

Network with these Exhibiting Vendors and learn more about their Products & Services:

E Alternative Solutions

Jacksonville, FL

<http://ealternativesolutions.com>

MLIGUORI@EALTERNATIVESOLUTIONS.COM



Company Description: We are an independent family-owned innovator of consumer centric brands.

Equipment Resources & Solutions

Ivyland, PA

<http://www.erscoinc.net>

mark.defeo@erscoinc.net



Company Description: Retail/Store Equipment Distributor - Full Line procurement, warehousing/staging, logistics, installation.

FLS Connects

Plattsburgh, NY

<https://flsconnects.com>

doug@flsconnects.com



Company Description: Connecting Innovative Products to Leading Retailers: with deep industry connections and operational experience, our team knows what it takes to drive connection to gain wholesale and retail commitment.

Exhibiting Vendors:

Network with these Exhibiting Vendors and learn more about their Products & Services:

Fountainhead Foodservice Group

Chelmsford, MA

<https://fountainheadfoodservice.com>

rpeach@fountainheadfs.com



Company Description: Commercial Kitchen Design Build Expert. Foodservice Equipment Supplier.

Gaftek

Bangor, ME

<http://www.gaftek.com>

rdemmons@gaftek.com



Company Description: Gaftek is the premier petroleum service company serving New England.

Harrison French & Associates

Franklin, MA

<http://www.hfa-ae.com>

james.owens@hfa-ae.com



Company Description: Multi-discipline design firm with expertise in the convenience and energy sector. Offering A/E, civil, fueling, permitting, refrigeration, and energy management services.

Exhibiting Vendors:

Network with these Exhibiting Vendors and learn more about their Products & Services:

HWY Partners

Natick, MA

<http://www.hwypartners.com>

andrewy@hwypartners.com



Company Description: HWY Partners is a food broker that operates in the Northeast from Maine to Maryland. They have been a longstanding member of NECSEMA and strive to be a valued partner for c-store chains and distributors here in New England. They offer a full suite of analytic, sales, and merchandising services, and will do all they can to help their customers succeed ... and maybe have some fun too!

Keurig Dr Pepper

Frisco, TX

<http://www.KeurigDrPepper.com>

sarah.fecteau@kdrp.com



Company Description: A beverage for every need, available everywhere consumers shop and consume...with leading brands such as Dr Pepper, Canada Dry, Snapple, A&W, Sunkist, Nantucket Nectars, Core Hydration, Polar and C4.

Mark Anthony Brands

Chicago, IL

<http://www.mikeshard.com>

amaluenda@mikeshard.com



MARK ANTHONY BRANDS
INTERNATIONAL

Company Description: The Mark Anthony Group of Companies is one of North America's most diversified and successful private beverage companies focused on the alcohol beverage sector.

Exhibiting Vendors:

Network with these Exhibiting Vendors and learn more about their Products & Services:

Max Distributing

Littlerock, AR

<http://www.maxdelivers.com>

Leslie@maxdelivers.com



Company Description: Max Distributing is dedicated to sourcing and distributing unique convenience store products that drive margin growth for our customers across the US. We offer a variety of products including age-restricted items, candy and confectionary treats, energy/mood/focus & general merchandise/automotive.

Monster Brewing Co.

Corona, CA

<http://beastunleashed.com>

kclancy@canarchy.beer



Company Description: Monster Brewing Company, formerly known as CANarchy Craft Brewery Collective, was founded in 2015 as a disruptive collective of craft breweries. Among its current portfolio of beer brands are Jai Alai® IPA, Dale's Pale Ale®, Dallas Blonde®, and Wild Basin® hard seltzers, among others. The company recently added flavored malt beverages—namely, The Beast Unleashed™ and Nasty Beast™ Hard Tea—to its portfolio. The company also distributes Monster Tour Water, still and sparkling water beverages, and Revitalyte, a rapid hydration drink.

Monster Energy

Corona, CA

<http://www.monsterenergy.com>

nicholas.paquette@monsterenergy.com



Company Description: Fueling athletes, musicians, and fans, Monster Energy produces a variety of energy drinks, brewed coffee, hydrating sports drinks, juices, and teas.

Exhibiting Vendors:

Network with these Exhibiting Vendors and learn more about their Products & Services:

National Convenience Distributors

Farmingdale, NY

<https://thencd.com>

speterson@thencd.com



Company Description: Generations of family leadership combine to form the fourth largest convenience distributor in the United States. Our dedicated teams are determined to provide you – and all our partners – with strategies for continued growth, increased profits, and enhanced products and services.

NECSEMA PAC

Stoughton, MA

www.necsema.net

peter@necsema.net



Company Description: Please Support the NECSEMA PAC. Your contribution gives NECSEMA the tools to: Support those Senators and Representatives who have taken the time to understand our issues and stepped to the plate for us. Educate legislators on the importance of convenience retailers and energy marketers.

New England Ice Cream

Norton, MA

<http://www.newenglandicecream.com>

jklenk@neicc.com



Company Description: New England Ice Cream is New England's premier full-service distributor of ice cream, frozen foods, perishable goods and more, and has been dedicated to delivering more service per serving for over 25 years.

Exhibiting Vendors:

Network with these Exhibiting Vendors and learn more about their Products & Services:

Novamex

El Paso, TX

<https://www.novamex.com>

michael.telesca@novamex.com



Company Description: Novamex is the world leader in the marketing of Mexican soft drinks, one of the main importers and distributors of Mexican groceries in the United States and a vehicle for the growth and development of natural and organic beverages. Brands include: Jarritos flavored sodas, Mineragua sparkling water Sidral Mundet apple soda, Sangria Senorial non-alcoholic sangria soda, Steaz Green Teas, and C2O coconut water.

PDI Technologies

Alpharetta, GA

www.pditechnologies.com

<https://pditechnologies.com/necsema-network-security-edge-computing>

kenya.mcintear@pditechnologies.com



Company Description: PDI Technologies resides at the intersection of productivity and sales growth, delivering powerful solutions for “Connecting Convenience” with retailers and petroleum wholesalers across the globe.

Pinnacle Environmental Management Support

Worcester, MA

<https://www.pinnacleems.com>

emackenzie@pinnacleems.com



Company Description: We offer affordable LUST Fund claims management solutions and back-office support to maximize your reimbursement and reduce the time spent waiting for your money.

Exhibiting Vendors:

Network with these Exhibiting Vendors and learn more about their Products & Services:

Purple Frog Graphics

West Palm Beach, FL

<http://www.purplefroggraphics.com>

design@purplefroggraphics.com



Company Description: Leap into powerful branding solutions with Purple Frog Graphics! We specialize in large format printing, staff apparel, and promotional items for C-stores and beyond. With Purple Frog, you get vibrant signs, banners, decals, and graphics that make your brand shine!

Skyline Products

Colorado Springs, CO

<http://www.skylineproducts.com>

meganthobe@skylineproducts.com



Company Description: PriceAdvantage creates software that allows fuel marketers to execute their unique fuel pricing strategy faster. Skyline Products builds electronic price signs that are designed to be bold, and engineered to last.

Thank You to our Event

Sponsors:

Final Four Sponsors:



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Cocktail Hour Sponsors:



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ExxonMobil

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America**

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INTERNATIONAL**

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VOLTA OIL
TOTAL SERVICE YOU CAN TRUST

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March Madness Game Sponsors:



MARK ANTHONY BRANDS
INTERNATIONAL



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Attendee Bag Sponsors:



Game Prize Sponsors:



Thank You to All Participating Companies:

Altria Group Distribution Company
Arctic Glacier Ice
Atlantis Management Group
Atlas Technical Consultants (Atlas)
Auto Bright Car Care
Beacon Energy Solutions
Bowman
Brink's U.S.
C-Store Investments
Camden National Bank
Canaan Fuels
Capstone Partners
catalan.ai
CITGO Petroleum
Coca-Cola Beverages Northeast
Core-Mark
Decas Farms
E Alternative Solutions
EG America
Energy North / Haffner's
Equipment Resources And Solutions
ExxonMobil Corp
FLS Connects
Fountainhead Foodservice Group
Fresh Village
Gaftek Inc
Global Partners
Gulf Oil
Haffner's
HFA-AE
HWY Partners
ITG BRANDS
Keurig Dr Pepper
Liquid Barcodes
Mark Anthony Brands
Massachusetts State Lottery Commission
Max Distributing

ModiSoft
Monster Brewing Company
Monster Energy
MPG Corp./Volta Oil Company
NACS
National Convenience Distributors
New England Ice Cream
NH Signs
Nouria
Novamex
Nutrabolt
O'Briens General Store
Pattison Sign Group
PDI TECHNOLOGIES
PepsiCo Chilled
Pinnacle Environmental Management Support
PMI Global Services Inc.
Polar Beverages
Purple Frog Graphics
Reynolds America
Rovertown
Santini Family, Inc.
Saxton Sign
Shell Oil Products Company
Sherborn Fuel, LLC
Skyline Products
Source North America Corporation
Summit Distributing LLC
Sunoco
Swedish Match
TACenergy
Triple Play Car Wash
Valero Marketing & Supply Co.
Veritas Collaborative, LLC
Vroom Delivery
Y-MAX LLC
Yatco Energy



NECSEMA PAC

*New England Convenience Store & Energy Marketers Association
Political Action Committee*

Visit the NECSEMA Table to
Make a Contribution Today!

GIVE A LITTLE, HELP A LOT



YOUR CONTRIBUTION IS
CRUCIAL TO CONTINUING
OUR EFFORTS TO MAINTAIN A
SMALL BUSINESS FRIENDLY
LEGISLATURE

DONATE NOW

With a well-funded NECSEMA PAC, we can continue to support our legislative and regulatory advocacy efforts and ensure that you have a seat at the table

YOUR CONTRIBUTION WILL...

- ✓ Help us elect those who care about our industry
- ✓ Support NECSEMA's state legislative agenda
- ✓ Remind legislators that small businesses are a political force
- ✓ Assist NECSEMA in standing up to organizations that oppose our ideas

OUR ADDRESS

1044 CENTRAL ST. SUITE 203,
STOUGHTON, MA 02072



VISIT OUR WEBSITE
Necsema.net

CONTACT US
(781) 297 - 9600





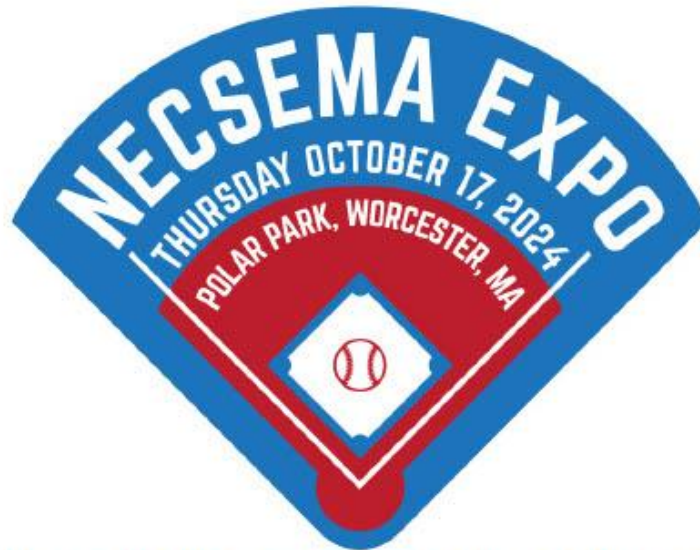
SAVE THE DATE!
NECSEMA ANNUAL GOLF TOURNAMENT
Thursday June 20th, 2024
Juniper Hills Golf Course
Northborough, MA



Don't Miss The NECSEMA Annual Golf Tournament!
This year's Golf Tournament will be held on **THURSDAY JUNE 20TH, 2024**
at Juniper Hill Golf Course located in Northborough, MA
Come for a day of fun and prizes while playing and networking with your
NECSEMA friends and colleagues from the C-store industry! This event
will sell out so don't miss your opportunity to register early.
Many contests throughout BOTH Courses and a 'Hole in One' Grand Prize
that could send you home with some real GREEN\$\$!
Come and see what's in store this year!

***Details and registration forms will be available on our website after
April 15.**

SAVE THE DATE!



THE NEW ENGLAND CONVENIENCE STORE & ENERGY MARKETERS ASSOCIATION

NECSEMA EXPO

Thursday October, 17, 2024

Polar Park * Worcester, MA

Save the Date for NECSEMA 2024 EXPO, New England's premier conference and expo for convenience store operators and transportation fuel distributors!

Learn about important issues from industry experts, identify hot new products from top vendors and distributors, and build your network!

Attend or Exhibit in New England's premier conference and expo for the convenience store and fuel industries!

**More information and pricing for Exhibitors released in April*

SAVE THE DATE!

Thursday October 17, 2024

Polar Park

Worcester, MA