



NCPCM Presents
Certified Store Operator (CSO) Seminar

Earn Credit in Operations!

Two Convenient Locations!

Clemmons—Village Inn
Wednesday, November 13, 2013
9 a.m.—12 noon

GTECH Corporation
Thursday, November 14, 2013
9 a.m.—12 noon

\$50 per person

\$45 per person for previous CSO graduates

The N.C. Petroleum and Convenience Marketers conducts a project known as “Certified Convenience Store Operator Program.” The program’s purpose is to provide personnel of member stores a well-rounded education in the c-store industry. The NCPCM Education Committee oversees the “CSO” program and structures seminars to provide training in Human Resources, Marketing, Operations and Shrink Control. Once an employee of a member company completes at least one seminar in each of these areas listed above, he or she will have completed the program.

To date, there are 241 “CSO” graduates. After completion of the program, graduates will be awarded a plaque and a pin in recognition of their continued education.

Besides the advantage of gaining expertise, “CSO” graduates will be offered discounts on future seminars. The program may also help c-store operators negotiate financing by informing bankers that a “CSO” will be managing the stores. From one-store owners to store managers of large companies and personnel in between, all members of NCPCM are encouraged to become certified.

Registration Check-in—8:30 a.m.

Mark Wells, President of LJT Management Service Inc., will be presenting a workshop entitled “Coaching Employees to Suggestively Sell.” Mark started in the Retail Petroleum Industry with Texaco Oil in 1978. From 1982 to 1998, Mark was affiliated with Marathon Oil. Because of his extensive personal experiences in hands-on convenience store management, he has been able to share his perspectives and experiences with thousands of retailers, operators, and corporate and wholesale employees in numerous training environments. Since 2007, LJT has been the Small Operator Trainer for NACS at their national conventions.

Please complete and return the accompanying registration form.
Questions? Call Teresa Calton or Sue Shearin at NCPCM at 919-782-4411.



NCPCM Certified Store Operator (CSO) Seminars
Wednesday, November 13, 2013—Village Inn, Clemmons
Thursday, November 14, 2013—GTECH Corporation, Raleigh

Registration Deadline — Please return this registration form with payment to NCPCM as soon as possible.

Please Note: These seminars frequently sell out. Early registration is advised.

Directions—Directions to both seminar locations will be provided upon receipt of registration.

Please copy this form for your records, then mail it to the Association office along with check or credit card information. If registration is sent by fax, please indicate that original form and payment will follow by mail. No invoicing.

Return to: NCPCM, 7300 Glenwood Ave., Raleigh, NC 27612
FAX: 919-782-4414
EMAIL: tcaltan@ncpcm.org or sshearin@ncpcm.org
Questions call: 919-782-4411

Please register the following people to attend the NCPCM CSO Seminar on (select a date):

_____ Wednesday, November 13, in Clemmons	_____ Thursday, November 14, in Raleigh
Name: _____	_____ Graduate
Name: _____	_____ Graduate
Name: _____	_____ Graduate
Name: _____	_____ Graduate
Name: _____	_____ Graduate

Contact: _____ Email: _____

Company: _____ Phone: _____

Address/City/State/Zip: _____

\$50 fee (\$45 for graduates)

Total number of non-graduate registrants	_____	x	\$50 = \$ _____
Total number of graduate registrants	_____	x	\$45 = \$ _____

Total enclosed \$ _____ Please enclose check or credit card information:

Method of payment: _____ Check _____ Visa _____ Mastercard _____ American Express _____ Discover

Credit Card #: _____ Expiration Date: _____ Verification #: _____
 (Required)