



RETAIL MARKETING/FOODSERVICE SHARE GROUP AGENDA OVERVIEW

MARYLAND
HIGH'S & DASH IN

DATE	TIME	EVENT
Monday, September 9	Early Arrivals	Baltimore Thurgood Marshall Airport
	Optional Early Arrival Cocktail Meet-up	TBD
Tuesday, September 10	Morning Arrivals	Baltimore Thurgood Marshall Airport
Tuesday, September 10	12:30 pm	High's Corporate Offices
	1:00 –4:30 pm	<ul style="list-style-type: none"> • Introductions • High's Presentation • Food Marketing: Inside the Store
	6:00 pm	Group Dinner
Wednesday, September 11	9:00 am – 3:00 pm	Market Tour
	6:00 pm	Group Dinner
Thursday, September 12		
	8:30 am – 9:00 am	Dash In Corporate Offices
	9:00 am – 12:00 pm	<ul style="list-style-type: none"> • Introductions • Food Marketing: Driving Trips • Moderated Discussion • 2025 Program
	12:00 pm	Lunch
	12:30 –4:00 pm	<ul style="list-style-type: none"> • Dash In Presentation • Submitted Topics Discussion • Meeting Wrap-up
	4:00 pm	Departures

Program Guest Speakers

Tuesday, September 10

Feature Retailer Presentation: High's

High's is the retail division of Carroll Independent Fuel, a company that has been serving communities in the Baltimore and Mid-Atlantic region for over 117 years.

In 1928, the High's brand was born—the ice-cream store chain grew rapidly throughout the Mid-Atlantic States. At one time there were more than 500 locations, making High's the largest ice-cream store chain in the world at that time!

In 2012, Carroll Independent Fuel Company acquired High's and began to build around the strong heritage that everyone knows and loves. Today, High's is a chain of over 52 convenience stores run by a team of 500 talented individuals.

Still family-owned, SIGMA program attendees will hear more about the Carroll Independent Fuel and High's journey from the 3rd and 4th generation Phelps family members along with members of the executive team.

Speakers

Kay Segal, Founder and President, Business Accelerator Team & SIGMA Program Host

Years of experience earned through operations, marketing and strategic positions held in the c-store, foodservice and B2B media industries allow Kay Segal to provide both industry understanding and business growth solutions. Since 2015, Business Accelerator Team (BATeam) has been committed to client performance with key building blocks for success.

Prior to starting BATeam, Kay worked with CSP (now Informa) and Circle K (now owned by Alimentation CoucheTard) in Phoenix, Arizona, in both corporate and field marketing / merchandising as well as in company operations. Additionally, prior years of relevant industry experience include positions with 7-Eleven, the Clark County Health District, Sky Chefs and within traditional foodservice and retail. Kay also designed and built an independent convenience and foodservice operation with a small partnership group. Kay is a graduate of UMass Amherst and holds post graduate certifications in food safety and category management. Kay received the award honor of Senior Executive, Top Women in Convenience in 2023 from CSNews.

Ed Burcher, Partner, Business Accelerator Team

A 40-year convenience industry veteran, Ed provides unique perspectives in creating and delivering world-class food and retail offerings through enhanced operations and store makeovers.

Ed's background holds one common denominator – he has dedicated his career to the convenience store industry with hands-on involvement that underscores his belief in the power of branding. Through his vast experience in operations, marketing and product development, Ed has helped many companies grow their sales and profits by reimagining their offerings.

Ed held senior operational and foodservice positions with several retailers including Wawa, Petro-Canada and most recently Beck Oil /FriendShip Stores.

Ed recognizes programs must resonate with people to meet their everyday needs, both at the customer and associate level.

Session Overview: The 5 Senses of Foodservice – Maximizing the In-store Experience

Foodservice is more than a category. Foodservice is a distinct business and one which appeals to all 5-senses of the consumer journey, From sight to smell and taste and from hearing to touch foodservice is an experiential activity. Bringing this experience to life within a convenience store is not a simple endeavor. During this session, we explore what operators are doing within other channels to stimulate the 5-senses and what some retailers in convenience have incorporated to also connect with consumers within this experiential activity.

Thursday, September 12

Feature Retailer Presentation: Dash In

Dash In is the proprietary retail brand of The Will's Group, a privately held company with a focus on long-term growth. The Will's Group also owns Splash In Car Wash and SMO Fuels, their wholesale fuel division.

Dash In was born out of a desire to fuel the journeys of neighbors through good food, warm smiles and giving back to the communities in which they operate. Today, Dash In operates almost 60 locations throughout Maryland, Virginia and Delaware. Dash In is a growing chain passionate about quality, innovation, cleanliness and serving their communities.

SIGMA program attendees will hear more about the Will's Group and Dash In from the 3rd generation Will's family member, Julian (Blackie) Will's, III as well as others from the Dash In management team.

Speaker

Candace MacDonald, Co-Founder & Managing Director, Carbonate

A brand strategist with over 15 years of experience, Candace has worked for a range of clients from large corporations to multi-concept operators to Silicon Valley start-ups.

In 2019, she co-founded Carbonate, a brand strategy and creative services agency with a focus on the hospitality industry. Prior to launching Carbonate, Candace was Managing Director of Consulting Services at, af&co., one of the country's leading hospitality consulting firms. In this role, she led a team in creating, launching and refining brand identities for over 40 different restaurants and culinary experiences. Candace also led the publication of af&co.'s highly regarded annual hospitality trend report.

With experience across a wide range of channels, Candace is a results-oriented marketer, experienced at translating creative vision into communications programs that build brands and generate revenue. Candace holds a B.S. in Communications from Northwestern University and an M.S in Integrated Marketing Communications from Northwestern University's Medill School.

Session Overview: Driving Foodservice Trips to Convenience Stores

How can retailers better connect with potential consumers and drive trips to their locations. Selling to only current customers will not provide convenience retailers with returns on investment needed to operate newer, more expansive foodservice programs. During this session, Candace MacDonald, principal with Carbonate, explores how innovation drives trips and how best-in-class operators from other more traditional foodservice channels of trade communicate with current and future consumers. This marketing focused session will stimulate palates and minds! Attendees will garner:

- How social strategy plays into a holistic marketing strategy
- See a snapshot of best-in-class examples
- How to articulate an ROI from social endeavors
- How loyalty programs further fit into the overall strategy