

Corner View February 2022



The series kicks off with this message from CICC Co-Chairs Jackie Bellerose (Wallace & Carey) and Bryan Robinson (Canadian Tire) on what's in store this year.

As your co-chairs, it's our aim to continually enhance the tangible value CICC provides to you and your business.

The pandemic has impacted each of our businesses and, our board decided to turn the challenge of the pandemic into an opportunity to strengthen our commitment to you, our members. We want to ensure that you see value and have pride in membership.

Anne and team have developed a strategic roadmap that better defines our goals as an association while ensuring that our efforts reflect the changing needs of the membership.

Our objective is simple: Membership means more -- Connect more. Grow more. Learn more. Under that framework, CICC remains steadfast in championing the convenience industry's role in our communities and will continue to work for a business environment where all convenience businesses can succeed.

We will do this by focusing on three key pillars – foundation, advocacy and strengthening relationships.

Foundation

Crafting and telling the story of the convenience industry to a multitude of stakeholders is at the very foundation of our efforts. And in today's pandemic climate, this is not an easy task as we all respond to our changing customer.

Nevertheless, the next 12 months will be an exciting time as we will utilize a number of tools and employ various tactics to enhance the convenience industry narrative.

- Plans are underway for this year's **National Convenience Week** and we have developed a new action plan to engage more politicians across the country

- The industry's gold-standard ***ID Please*** training program will double as a marketing tool as we encourage our retail members to proudly display this decal on their doors
- Anne's ***CORNER STORIES*** YouTube segment will engage more political decision makers

It's all about promoting how vital convenience stores are to our economy as well as the communities they serve.

Advocacy

There are many issues that impact our daily business. From over regulation to costly red tape and ongoing new product restrictions, we are a strong voice with governments to enhance the overall business climate. CICC works on behalf of the entire convenience industry supply chain – retailers, distributors and manufacturers – and advocates for your right to operate.

As a result, we work with both provincial and federal governments on a host of issues. In 2022, our priorities are:

- Reducing credit card interchange fees (federally)
- Advocating to provinces to permit the sale of beverage alcohol in our channel
- Demanding that governments (both provincial and federal) take action to stop the growing contraband industry

Advocacy is critical to the success of the industry. CICC is in your corner on the issues that matter.

Strengthening Relationships

Networking is critical and a tangible investment for our members. That's why we are providing many avenues where we can share, learn and grow. It's our goal to provide you with business intelligence that will help you make informed decisions. We do this in the following ways:

- After a two-year hiatus, plans are underway for a "hopeful" return to an in-person annual event this September, adopting the theme – "What's in store?"
- Convenience Innovation Awards
- *Innovation Channel* bulletin
- Retailer/Distributor virtual roundtables
- Member networking receptions in different cities
- *State of the Industry Report* to help you make informed decisions

While we aren't certain what's in store for the industry over the next 12 months, the one constant facing the industry will be the challenge of change. As your co-chairs, we are confident that CICC is now better equipped and ready to help us navigate these uncharted waters. And none of this would be possible without your steadfast support of CICC. When many other associations dealt with attrition, we were honoured to see our members continue to support us, a testament to the value you see.

We're on corners all across Canada and in your corner, fighting for your business.