

Frank Schmitt - Kansas City  
913-288-1114

David Dunn - OKC  
405-518-3333

David Gates - Memphis  
662-342-4146

Linda Lawson - Fort Worth  
817-568-3721

Tye Anthony - Nashville  
615-859-8730

Bob Durand - Gulf Coast  
985-863-1534

Tommy Smith - Springfield  
417-875-4210



## CRM CHECKLIST

- Watch the CRM freshen up video
- Contact division team for store analysis
- Utilize shopper data to target areas for ad distribution
- Maximize profitability
- Leverage consumer data to personalize their shopping experience
- Drive consumers to new or less trafficked areas
- Create a form of currency with points or a fuel program