

From National Coalition's Executive Team

To all 7-Eleven franchisees and NCASEF members,

In the interest of communicating topics and issues of importance to all 7-Eleven franchise owners, we are launching this new letter as part of our newsletter. We are calling it our Dispatch.

One of the things we heard a lot about at our last board meeting was how the National Coalition can better tell its story. Yes, we have our newsletter and we have Avanti. Yes, we have our meetings and our Annual NCASEF Convention. But, we don't have a direct line of communication from the Board of Directors to all Coalition members.

In this first Dispatch, we look at social media. Many of you already use social media to post interesting things at your stores in and your markets. The board thought instead of using Facebook or Twitter to express its opinions or share information, we should consider LinkedIn instead.

Those of you who use LinkedIn know how easy it is to make connections with vendors and business partners. This new communication vehicle will allow us to share information to help us run our businesses today and share insights and developing trends which will allow us continue to run our businesses effectively in the future. The board has created a new National Coalition Linked In page, on which we will be posting items of interest to franchisees – items about the convenience store industry, the franchise industry, the retail industry and of course about 7-Eleven – presented in a forum that franchisees can trust and rely on.

For us to really make the most of our LinkedIn presence, we need all of you to follow the page and share it with people in your own networks. This will help us develop an important audience for our information.

Just go to LinkedIn and search for "NCASEF." If you have information you want us to share, or you have comments for us, please send it to nationaloffice@ncasef.com.

Sincerely,

Your National Coalition Executive Team