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### **E-Z Mart's Sonja Hubbard to Kick Off AWMA Show**

**Fairfax, VA** - - The American Wholesale Marketers Association (AWMA) announced today that Sonja Hubbard, CEO of E-Z Mart, will serve as the Opening Session Speaker during AWMA's 2011 Show, February 8 – 10 in Las Vegas. During Sonja's presentation, *Insights & Perspectives on the Future of Convenience Retailing*, she will provide her views on the challenges, changes and opportunities that convenience retailers are facing and how she sees the industry evolving over the next few years. With her background and experiences as NACS Chairman, combined with her role leading a large chain of stores, Sonja's remarks will set the stage for distributors and manufacturers to better tackle today's issues and prepare their businesses for the future.

"We are very excited to have a retailer of Sonja's caliber as the speaker at our AWMA Show Opening Super Session," commented AWMA President & CEO, Scott Ramminger. "AWMA is committed to bringing in top retailers from around the country to discuss the forces and trends that are shaping the convenience industry. We are extremely gratified that Sonja has agreed to share her considerable insights. This is a session that no one will want to miss."

Hubbard, who in 2008 became the first woman chairman of NACS will be the first woman inducted into the *Convenience Store News* Hall of Fame later this year.

Hubbard's list of accomplishments and her service to the c-store industry is lengthy. As chairman of NACS, she was a tireless fighter for important c-store issues, especially unfair transaction fees charged by credit card companies. As CEO of E-Z Mart Stores, she has overseen a complete modernization of the 300-plus store chain. She is also a leader of numerous philanthropy efforts throughout E-Z's five-state market territory of Arkansas, Texas, Louisiana, Missouri and Oklahoma.

The theme for AWMA's 2011 Show – Tackle Today's Issues and Build Your Business for Tomorrow – features more than 18 hours of educational sessions including three Super Sessions, concurrent sessions on foodservice, strategic leadership issues and key categories as well as a new track of sessions geared specifically for smaller distributors. More than 200 companies will be showcasing their latest products and services in the expo, where a new Foodservice Pavilion will be introduced. This new area features food products, programs, beverages and equipment and will provide distributors and retailers with fresh new ideas to build their foodservice programs. More information about the AWMA Show can be found at [www.AWMASHOW.com](http://www.AWMASHOW.com)

*The American Wholesale Marketers Association (AWMA) is the only international trade organization working on behalf of convenience distributors in the United States. Its distributor members represent more than \$85 billion in U.S. convenience product sales. Associate members include manufacturers, service providers, technology companies, brokers, retailers and others allied to the convenience retailing industry.*

*In addition to convenience stores, their largest customer segment, convenience distributors also service grocery stores, drug stores, tobacco shops, mass merchants, newsstands, concession stands, gift shops, fundraising groups, restaurants, institutions and much more.*

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