



News Release

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ROADY'S TRUCK STOPS 2010 ANNUAL MEETING

Cruise Brings Calm Seas but Plenty of Exciting Plans for Locations and Vendors

BOISE, Idaho – After three days at sea, two days of meetings, sunny skies and plenty of information about what is happening in the Truck Stop industry, Roady's location owners went home with a new appreciation of all that Roady's Truck Stops has to offer.

This year's annual meeting was held on Carnival Cruise Lines ship - Sensation which sailed from Port Canaveral, Florida on the 27th of January to Nassau, Bahamas. Nearly 200 locations were represented and 17 vendors were invited to share their programs with Roady's owners. The meeting highlighted Marketing Strategies, Technology, Business Practices and Operations, and the unveiling of Roady's Plus.

Roady's Truck Stops is the largest chain of truck stops in the United States with nearly 300 locations in forty-five states. Headquartered in New Plymouth, Idaho, Roady's serves as a membership-based buying group for the Truck Stop and C-Store industries. The Roady's Truck Stop network allows independent truck stop locations to leverage fuel marketing and corporate buying power to get maximum return. Roady's offer such programs as Merchant Services, Fuel-based POS systems, Coke, Sysco Food Services, Insurance, etc.

Locations from all over the country were represented at this year's meeting. Doug Krachey from Krachey's BP Truck Stop Prairie du Chien, Wisconsin commented on what he found helpful during the meeting, "The direction the industry is heading as well as Roady's, the opinions and conversations shared by other operators." David Jordan, owner of Hot Spots C-Stores Spartanburg, South Carolina adds, "The access to upper management is extraordinary," and he encourages other owners and operators to attend future meetings.

Roady's was pleased to include 17 vendors that were able to showcase their products and services. From Coca-Cola to Truck Stop industry accessory dealers Barjan, TNT and DAS all areas of Roady's products and services were represented. Scott McGaskill, Regional Sales Manager from T-Chek systems said, "We so much appreciate Roady's allowing us to be a part of your annual meeting. The response from your members has been great. We look forward to the partnership between T-Chek and Roady's on many levels. Please consider us next year for your annual meeting."

President Bob Lee explained why this year's annual meeting theme was "Takin It To the Streets." "I predict 2010 will be a year of opportunity and a year of fierce FIGHTING!! The fighting will be for the increased fleet gallons and gallons moving from unhappy customers at our competitors to becoming happy customers at Roady's locations all across the streets of America." Lee's message that, "Roady's needs all of its members to band together to fight for gallons and customers," was heard loud and clear by locations and vendors alike.

"Our time on this cruise was a great combination of productive business discussions and relaxing time spent with our families, at Roady's that balance of helping our locations be successful on the business side goes hand in hand with providing opportunities to be successful on a personal level as well." said Kelly Rhinehart, Owner Roady's Truck Stops. "This was a great way to kick off an exciting year for the truck stop industry and most especially for Roady's Truck Stops."

To learn more about Roady's Truck Stops visit www.roadystruckstops.com