

WEBINAR SERIES

Keeping Groceries Alive: Successful Ownership Transitions for Rural Grocery Stores

K-STATE
Research and Extension



Recruiting Store Managers

Thursday, March 11

Grocery Business Transition Mentorship Program

Grocers who are accepted will be paired with a mentor to identify needs, clarify goals, and develop action steps to advance their objectives.

Eligibility:

- Based in rural Kansas.
- Up to 10 rural Kansas grocers accepted.
- Acceptance based on application

Expectations:

- Minimum of four one-hour meetings with mentor between April and June 2021.

Stipend:

- \$500 stipend

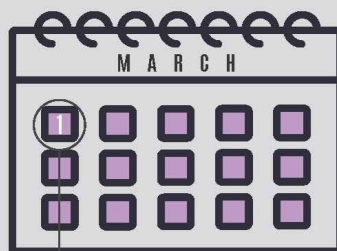
Visit www.ruralgrocery.org/events/webinars_and_workshops/KGA_Mentorship_Program.html



Rural Grocery Survey

Don't forget to return your **Kansas Rural Grocery Survey!**

SURVEY REMINDER



Already received your survey?

Please complete the survey, fold and return in the pre-addressed and postage-paid envelope.

Please return
your survey
by **March 1, 2021**

Responses help the Rural Grocery Initiative develop:

- Fact sheets
- Success Stories
- Webinars

Resources to assist rural grocers!

Our Partners

Food Co -Op Initiative
Kansas Center for Business Transition
Kansas Rural Center
K-State Research & Extension
NetWork Kansas
Rural Grocery Initiative

Our Sponsor

Ewing Marion Kauffman Foundation

Housekeeping

- This session is being recorded.
- A recording of today's webinar will be made available at www.ruralgrocery.org.
- We will leave time at the end of the webinar for Q&A.
- Please use the Q&A feature to post your questions to our presenters.

Recruiting store managers overview

Erica Blair, Rural Grocery Initiative

Why is this so important?

Grocery store managers play a critical role.

They...

- Make critical decisions
 - Inventory
 - Marketing
 - Store layout
 - Managing employees
 - Overseeing the budget
 - And much more!
- Set the tone
- Build community relationships

Methods for recruiting a manager

Look internally

- Identify current store employees who show promise and interest in a leadership role.

Look externally

- Newspaper ad/online job boards
- Local business owners
- Local community leaders
- Distributors
- Co-op networks
- Grocery associations

Finding the right fit

Match the culture of your store

- What do we value?
- What are our goals?
- What is our vision?
- What makes us different?

Develop skills

- Shadowing
- Apprenticing
- Distributor trainings

Grocery Industry Resources



Rural Grocery Network



www.facebook.com/groups/ruralgrocerynetwork



Malay's
Market

Cecil K's

• HOMETOWN MARKET •

Malay's Market

Tasha Malay

Malays' Market

2000 February - WaKeeney IGA Opens

2002 March - Cindy starts as a book-keeper

2004 April- Cindy becomes manager

2005 November - Tasha starts as a carry-out

Timeline

2006 Becomes the only store in town

2010 March - Tasha becomes full-time

2018 October - Presented an offer to buy the store

2019 October - Purchase the store & finalize the transition to ownership

Malay's Market • Opened October 19, 2019



Cindy Welch & Tasha Malay



Tasha & Michael Malay



Cecil K's Hometown Market

Carly Whorton



**2014 – Walmart announces
NEW store**

**March 2016 – Ron's IGA Closes
45 years**

Cecil K's

July 2016 – New Walmart Opens

**Spring 2017 – Country Mart Closes
28 years**

**July 2017 – Cecil K's takes possession of
vacant Ron's IGA building**

RON'S IGA

IGA
MARKET
BASKET

ICE

The image shows the exterior of a store named Cecil K's HomeTown Market. The building has a prominent red metal roof with a large gable section. The gable and the main roof are finished with dark brown wood paneling. The main walls of the building are made of light-colored horizontal siding, while the lower portion is brick. A sign on the left side of the roof reads "Cecil K's" in a blue script font, with "HOMETOWN MARKET" in a smaller, black sans-serif font below it. A series of white hanging flower baskets with colorful flowers are strung along the front of the building. The entrance on the right features a set of glass double doors. In the foreground, there are several blue and red water dispensers. The sky is a mix of blue and orange, suggesting a sunset or sunrise.

Cecil K's
HOMETOWN MARKET





BREAD COOKIES
GRANOLA JUICE
CEREAL CANDY

3

MEAT MARKET

Cecil K's

DAIRY



Jeff Hilliard

Cecil K's Store Manager

Hired January 2018

(store opened 6 weeks later)

Zero Grocery experience prior to Cecil K's

Promotion Path (2.5 years)

Grocery Manager

Assistant Store Manager

Store Manager in Training

Store Manager

Official Transition: 3 months

Discussion

Tasha Malay, Malay's Market

Carly Whorton, Cecil K's Hometown Market

Questions

Please use the Q&A feature

Upcoming Webinar

Mastering Grocery Store Nuts & Bolts

Thursday, March 18
at 1:30 P M

Are you new to the day -to -day management of a grocery store? This webinar will cover the fundamentals of grocery operations. Join Sean Park from the Illinois Institute for Rural Affairs as he shares some of the basics you'll want to know when you first get started. We'll also hear from Jenny Osner of Hired Man's Grocery and Grill in Conway Springs, Kansas, and Corey Christianson of KC's Country Market in Badger and Greenbush, Minnesota, as they share what it took to learn the lay of the land in the grocery industry.

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