

## LEADERSHIP ROUNDTABLE SERIES

LEADERSHIP ROUNDTABLE SESSION – OCTOBER 28  
POLLING RESULTS + Q&A

Polling 1: Poll 1



Edit

Polling is closed

## 1. Who do you think will win the US Presidential election?



Polling 2: Poll 2



Edit

Polling is closed

## 1. The amount of driving I do:



## 2. One year from now assuming we are in a new post pandemic normal, I expect my driving:



For Linda Hasenfratz, O.C.

Q: Linda - Are you concerned about remaining competitive to attract top talent (from mainly Millennials and Gen Z's) if you relay an executive expectation that people should primarily work from the office? I'm hearing that those generations value the flexibility.

A: I agree flexibility is important and we are happy to discuss that with our folks, I don't see that as an impediment. Youth are looking to be working on site and I think the fact we are offering that is a plus and we will attract young talent, giving us a chance to have the conversation about flexibility.

Q: How much do you favour more international experienced and thinking senior executives on your team?

A: We are a global company so definitely international thinking, exposure to other cultures is helpful either before they arrive or once they are here. We tend to promote execs from within as our culture is unique and we find outsiders struggle with our very entrepreneurial, fast-paced, opportunistic culture.

For Bob Espey

Q: Would like to hear from Bob about what part of his company culture allowed Parkland to thrive and actually gain market share.

A: Decentralized culture where the local team is focused on service and sales, as others were withdrawing from the market we used this as an opportunity to fill the void and won some nice accounts.

Q: Bob....how important has loyalty and contactless payments been to your successes? What is the role of technology in your business?

A: We have contactless payment at all sites and generally so do our competitors. Through our loyalty we were able to track frequency and transaction size. While fuel frequency went down our in-store basket size grew dramatically and also we saw through our loyalty program that we were getting backcourt only transactions as customers switched from the grocery to convenience channel for essential items.

Q: How do we see next 12 months with pandemic environment continuing, e.g., second, third and fourth wave being talked about?

A: Hard to predict the trends and how governments will react. Key factors will be approval of rapid testing, and more rigorous enforcement of public health measures. I am hopeful that vaccinations will emerge in 2021 to restore consumer confidence.