

# The "Silver Fox" ANNIVERSARY

NEWS REPORTS IN 1982 informed the world of the Falklands War, the elevation of Yuri Andropov to Soviet leader following the death of Leonid Brezhnev and the release of the album *Thriller*, which made Michael Jackson arguably the most beloved person on the planet.

But 25 years ago, another much-less-heralded event took place that had great significance to the convenience and petroleum retailing industry: the creation of the Hunter Club.

The concept of the Hunter Club was simple: Develop a way to allow suppliers to support the association with funding throughout the year — without creating a system where top visibility events are financed by individual company sponsorships. (After all, who wants to sponsor essential costs like G&A or mailing expenses?)

Created in 1982 to honor recently retired Harry Hunter, the executive director of NACS from its inception in 1961 until 1981, the Hunter Club is a comprehensive level of supplier membership that meets the needs of companies that seek an enhanced presence in the convenience and petroleum retailing industry. The fox logo, familiar to many members, is a tribute to Hunter's affectionate nickname, the "Silver Fox."

The concept was test-marketed at the 1982 NACS "annual meeting" in Chicago (it would be another four years until

**"On behalf of Miller, I'd like to congratulate NACS on the 25th anniversary of the Hunter Club, while extending our thanks for everything NACS has done and continues to do to build and preserve the hard-earned business of all its members."**

— PETER PAPPAS, MILLER BREWING COMPANY



**NACS 1982 Unprecedented**  
"Outstanding... love the focus!... Truly the best our members stand to do this year September... was an unprecedented... A total audience of 100 companies... the lack of exhibit space... more full... including..."

“Throughout the years, the Hunter Club has provided a forum for camaraderie, celebration and the opportunity to reunite with the business partners we value and appreciate so very much.”

— KEVIN FREUDENTHAL, UST (FORMERLY U.S. TOBACCO COMPANY)

NACS held an annual NACS Show); 26 companies joined the inaugural club. Sponsorships from that first year were routed to fund parts of the annual meeting and educational programs.

At this time, in 1983, baseball card collecting was at its peak and continued to grow as Cal Ripken began his record-breaking consecutive games played streak. And befitting the times, three of the Hunter Club's charter members produced trading cards: Topps Chewing Gum, Donruss Company and Leaf Confectionary. But obviously, times have changed. Several companies from the class of 1982 have since disappeared or have been acquired by other companies, including Sav-A-Stop Inc., Stroh Brewery Company, American Tobacco Company and Globe Communications.

Back then, news about the Hunter Club did not appear in *NACS Magazine*, which wasn't published until 2002. Instead, details appeared in the loose collection of information known as “NACS Update” in December 1982.

Admirably, nine of the initial 26 companies have continued to be a part of Hunter Club for the past 25 years. NACS gratefully would like to thank them for their ongoing support:

- ▶ The Coca-Cola Company (formerly Coca-Cola USA)
- ▶ Frito-Lay Inc. (now part of PepsiCo Inc.)
- ▶ McLane Company Inc.
- ▶ Miller Brewing Company
- ▶ PepsiCo Inc. (formerly Pepsi Cola Company)
- ▶ Philip Morris USA
- ▶ R.J. Reynolds Tobacco Company
- ▶ Time Warner Retail Sales & Marketing (formerly Time Distribution Services)
- ▶ UST (formerly U.S. Tobacco Company)

Twenty-five years later, these original nine companies are joined by 74 others that participate at either the Gold, Silver or Bronze level. These three levels of Hunter Club membership allow suppliers to select benefits most aligned with their business objectives.

Building on the benefits that supplier membership already offers, Hunter Club membership provides additional opportunities for exclusive access to leading retailers in a business-building environment. Exclusivity, access to retail customers and the elimination of sponsorships remain the key elements of the Hunter Club. Today, Hunter Club membership includes private networking events with retailers, special placement of ads and exclusive ad discounts as well as priority NACS Show and NACS- tech booth space selection, plus additional benefits. ◊

If you are interested in learning more about how your company can benefit from membership in the Hunter Club, contact NACS Director of Supplier Relations Seva Raskin at (703) 518-4226 or [sraskin@nacsonline.com](mailto:sraskin@nacsonline.com).

