Schedule

Monday, November 2, 2026

C-Store Women by informa

November 2–4, 2026

Mountain Shadows Resort | Paradise Valley, AZ

Registration & Information Desk

12:30 - 17:00
Registration & Information Desk

Location: Paradise Ballroom Foyer

Opening CSW General Session

14:00 - 17:00
Conference

Welcome to C-Store Women!

14:00 - 14:10
General Session

Welcome to CSW!

Location: Paradise Ballroom

Participants

Kate Hibbard - Vice President, Retail Brand Director, Informa Connect Foodservice

Leading a Legacy: A Fireside Chat with Crystal Call Maggelet

14:10 - 15:00
General Session

Join us for an inspiring and heartfelt conversation with Crystal Call Maggelet, CEO and Chairwoman of FJ Management Inc. and CEO of Maverik. Crystal shares her remarkable journey leading a diversified family business empire—from overseeing 840+ convenience stores to championing affordable housing and education through her family's foundations—all while balancing the demands of motherhood and community leadership. Discover how she navigates complex business decisions, fosters innovation across multiple industries, leads with authenticity and purpose, and stays grounded in her values and family commitments. This is a candid discussion about integrating business success with meaningful impact and what it truly takes to build a lasting legacy.

Location: Paradise Ballroom

Participants

Moderator: Abbey Lewis - Vice President of Content Strategy, CSP & Supermarket News

Crystal Call Maggelet - CEO & Chairwoman at FJ Management and CEO, Maverik

Every Decision Has a Co$t

15:00 - 16:05
General Session

Every leader influences the bottom line. In this interactive session, participants will explore how everyday decisions — from driving revenue and protecting margin to managing expenses, improving productivity, and investing in people — directly impact the P&L. Through practical examples and case studies, attendees will identify the business levers within their control, consider the impact of taking action versus doing nothing, and evaluate where decisions can deliver the greatest return. The goal: think beyond your role, make smarter decisions, and lead more like an owner.

Location: Paradise Ballroom

Participants

Quendrida Whitmore - Author and Executive Coach, Quendrida Whitmore Coaching & Consulting LLC

Live Peer Circle: The Industry Is Smaller Than You Think

16:10 - 16:55
General Session

In an industry built on relationships, the people you work with today may become your colleagues, partners, or leaders tomorrow. Join fellow women in convenience for an interactive conversation about building trust, maintaining meaningful connections through career changes, and making relationships that stand the test of time.

Location: Paradise Ballroom

CSW Cocktails & Connections

17:00 - 18:30
Conference

Kick off your C-Store Women experience with an evening of cocktails, conversation and connection in beautiful Scottsdale. Enjoy appetizers and a welcoming atmosphere as you mingle with fellow attendees and immerse yourself in the energy of the CSW community. Whether you are reconnecting with longtime friends or meeting new peers, this opening reception provides the perfect setting to begin a week filled with inspiration, growth and celebration.
At 6:30, grab a new friend for dinner at one of the on-site restaurants, or keep the evening going at the lobby bar.

Location: Camelback Overlook

Dinner on Your Own

18:30 - 20:30
Conference

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12:00	**12:30** - Registration & Information Desk		
14:00		**14:00** - Opening CSW General Session	**14:00** - Welcome to C-Store Women! **14:10** - Leading a Legacy: A Fireside Chat with Crystal Call Maggelet
15:00			**15:00** - Every Decision Has a Co$t
16:00			**16:10** - Live Peer Circle: The Industry Is Smaller Than You Think
17:00		**17:00** - CSW Cocktails & Connections	
18:00		**18:30** - Dinner on Your Own	

Schedule

Tuesday, November 3, 2026

C-Store Women by informa

November 2–4, 2026

Mountain Shadows Resort | Paradise Valley, AZ

Morning Net-Walking

06:30 - 07:00
Conference

Join Kate and fellow attendees for a morning net-walking experience! Enjoy an easy, just-under-2-mile walk while making connections and getting your day off to a great start. Comfy shoes recommended!

Participants

Host: Kate Hibbard - Vice President, Retail Brand Director, Informa Connect Foodservice

Registration & Infromation Desk

07:30 - 14:30
Registration & Information Desk

Location: Paradise Ballroom Foyer

Sunrise Breakfast

07:30 - 08:30
Meals and Breaks

Start your morning in sunny Scottsdale with coffee, conversation and connection. This relaxed networking breakfast is the perfect opportunity to meet fellow attendees, reconnect with industry peers, and share ideas before the day's sessions begin. There's no agenda and no assigned seating—just good food, great conversations and time to connect with the people shaping the convenience retail industry. Grab a seat, enjoy breakfast and ease into the day with casual networking in a laid-back Scottsdale setting.

Location: Mountain Shadows Lawn

General Session

08:45 - 10:00
Conference

Location: Paradise Ballroom

Leading Through Change and Industry Disruption

08:45 - 09:55
General Session

This session explores how leaders can build sustainable competitive advantage through strategy, innovation and customer centricity. As changing consumer expectations, labor challenges, operational complexity and rapid industry shifts continue to reshape convenience retail, leaders must rethink how they compete and create value. Participants will examine the macro forces transforming the industry, explore strategies for navigating disruption and discover how customer centricity can drive alignment, differentiation, performance, and long-term growth.

Location: Paradise Ballroom

Participants

Areen Shahbari - Innovation, Strategy, and Leadership Instructor and Coach, Professional & Executive Development, Harvard Division of Continuing Education

Break

10:00 - 10:15
Meals and Breaks

Shaping Outcomes in High-Stakes Negotiations

10:15 - 12:15
Breakouts

In high-stakes negotiations, the earliest moves often have an outsized impact on the final outcome. This interactive session immerses participants in a hands-on negotiation exercise that reveals how dynamics like anchoring, positioning, and underlying interests shape decision-making and outcomes. Through a guided debrief and real-world examples — including compensation discussions and other high-stakes conversations — participants will learn how to move beyond fixed positions, counter common cognitive biases, and make strategic choices with greater confidence. Participants will leave with a practical framework for approaching high-stakes negotiations, along with techniques to break through stalled conversations and unlock win-win outcomes.

Location: Paradise Ballroom

Participants

Diana Buttu - International Lawyer, Negotiation Expert, and Instructor, Professional & Executive Development and Extension School, Harvard Division of Continuing Education

Leading Through Challenges: Practical Problem-Solving for High-Performing Teams

10:15 - 12:15
Breakout

This interactive workshop equips leaders with practical frameworks to tackle everyday operational and talent challenges that impact team engagement, performance, and retention. Participants will work in small groups to apply structured problem-solving tools, leaving with practical takeaways they can immediately put to use.

Location: Mountain View Room

Participants

Areen Shahbari - Innovation, Strategy, and Leadership Instructor and Coach, Professional & Executive Development, Harvard Division of Continuing Education

Lunch on the Lawn

12:15 - 13:30
Meals and Breaks

Join us for lunch under the sun, with Camelback Mountain's stunning views as your backdrop. Come relax, recharge, and connect — whether you're catching up with old friends or meeting new faces, it's the perfect midday break.

Location: Mountain Shadows Lawn

General Session

13:30 - 14:30
Conference

Location: Paradise Ballroom

Peer Circle: Working Across Generations

13:30 - 14:30
General Session

Different generations bring different experiences, expectations, and approaches to the workplace. Join a small group of fellow women in convenience for an interactive conversation about navigating generational differences, learning from one another, and finding common ground across career stages.

Location: Paradise Ballroom

Refresh Break

14:30 - 15:15
Meals and Breaks

Schedule

Tuesday, November 3, 2026

C-Store Women by informa

November 2–4, 2026

Mountain Shadows Resort | Paradise Valley, AZ

Special Events (choose 1 of 5)

15:15 - 17:30
Special Event

Every activity is an opportunity to expand your professional network. Whichever you choose, you'll be surrounded by the convenience industry's best and brightest. Don't miss this opportunity to meet new friends, chat with old ones and, most importantly, have fun.

Approximately 5-7 weeks prior to the Conference, guests will receive an invitation to register for the outing of their choice. Please be aware that capacity is limited and excursions will be available on a first-come, first-served basis; pre-registration will be required for each activity. You are also required to check-in for each special event at the designated time to secure your spot. If you do not check-in during the alottd time, you forfeit your place to an attendee on the waitlist.

Hiking Excursion

15:15 - 18:00
Special Event Option 1

Lace up and explore the stunning Arizona desert at Phoenix Mountain Preserve. Choose between an easier or moderate hike. It's an active, fun way to get outside and experience Arizona.

- 3:15pm - 3:30pm: Check-in at Upper Art Gallery
- 3:45pm: Bus Departure
- 6:00pm Arrive back at Mountain Shadows Resort

Taco & Margarita Tour

15:15 - 18:30
Special Event Option 3

Join us for a culinary adventure through Scottsdale! We'll visit a few of the area's best restaurants to enjoy delicious tacos and margaritas while exploring the local food scene. It's a fun, flavorful way to experience the best of Scottsdale's culinary offerings.

- 3:15pm - 3:25pm: Check-in at Upper Art Gallery
- 3:30pm: Bus Departure
- 6:30pm Arrive back at Mountain Shadows Resort

Mahjong: Learn & Play

15:30 - 17:45
Special Event Option 4

Discover the game behind the growing Mahjong revival in this fun, beginner-friendly class designed for both learning and connection. Mahjong is a classic tile-based game with roots in Chinese culture that has gained renewed popularity for its mix of social play, mental challenge, and approachability. Guests will learn what Mahjong is, how the game works, and then jump into supported, guided play with plenty of help along the way—no prior experience required.

- 3:30pm - 3:40pm: Check-in at Upper Art Gallery
- 3:45pm - 5:45pm: Mahjong: Learn & Play

Polish & Pamper

15:45 - 18:15
Special Event Option 2

Unwind and connect with fellow attendees in a laid-back atmosphere while getting pampered. Your choice of a manicure or pedicure. It's the perfect blend of self-care and meaningful connections.

- 3:45pm - 3:55pm: Check-in at Upper Art Gallery
- 4:00pm: Bus departure
- 6:15pm: Arrive back at Mountain Shadows Resort

Hat Bar

15:45 - 17:30
Special Event Option 5

Choose your western-style hat and make it your own with fun accessories and embellishments. It's a fun, hands-on opportunity to show off your style and get creative!

- 3:45pm - 3:55pm: Check-in at Upper Art Gallery
- 3:45pm - 5:30pm: Hat Bar

Happy Hour

18:00 - 19:00
Meals and Breaks

Unwind after a day of special events and keep the conversations going over drinks! Join fellow CSW attendees for a relaxed happy hour to connect, share highlights from the day, and build new relationships across the convenience industry.

Location: Mountain Shadows Lawn

Dine and Dish

19:00 - 20:30
Meals and Breaks

After an afternoon of activity, we'll all come back together for dinner and dish about our day! Show off your new nails or hats, debrief what learning mahjong was like, talk favorite tacos and trails, and hear what everyone else got up to. No matter which adventure you chose, there will be plenty of stories to share and connections to make.

Location: Mountain Shadows Lawn

Hot Cocoa After Hours

20:30 - 22:00
Meals and Breaks

Join us after dinner for hot cocoa, or continue on the night with cocktails and drinks. Relax and take some time to mingle, as we wind down the evening together.

Location: Living Room + Bar

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06:00		**06:30** - Morning Net-Walking										
07:00	**07:30** - Registration & Infromation Desk			**07:30** - Sunrise Breakfast								
08:00		**08:45** - General Session	**08:45** - Leading Through Change and Industry Disruption									
10:00				**10:00** - Break	**10:15** - Shaping Outcomes in High-Stakes Negotiations	**10:15** - Leading Through Challenges: Practical Problem-Solving for High-Performing Teams						
12:00				**12:15** - Lunch on the Lawn								
13:00		**13:30** - General Session	**13:30** - Peer Circle: Working Across Generations									

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14:00				**14:30** - Refresh Break								
15:00							**15:15** - Special Events (choose 1 of 5)	**15:15** - Hiking Excursion	**15:45** - Polish & Pamper	**15:15** - Taco & Margarita Tour	**15:30** - Mahjong: Learn & Play	**15:45** - Hat Bar
18:00				**18:00** - Happy Hour								
19:00				**19:00** - Dine and Dish								
20:00				**20:30** - Hot Cocoa After Hours								

Schedule

Wednesday, November 4, 2026

C-Store Women by informa

November 2–4, 2026

Mountain Shadows Resort | Paradise Valley, AZ

Information Desk

08:00 - 09:00
Registration & Information Desk

Location: Paradise Ballroom Foyer

Networking Breakfast

08:00 - 08:45
Conference

Location: Mountain Shadows Lawn

Closing General Session

09:00 - 11:30
Conference

Location: Paradise Ballroom

Every Decision Doesn't Deserve Investment: The Executive Mindset

09:00 - 10:10
General Session

Every leader has limited time, energy and resources to invest—and not every opportunity deserves them. In this interactive session, participants will build on their understanding of how decisions impact the bottom line to explore how to prioritize where they can create the greatest value. Through practical examples and case studies, attendees will evaluate the impact and value of potential investments, consider the tradeoffs of saying yes, and identify which opportunities are truly worth pursuing. The goal: move beyond making more decisions, make smarter investments, and lead with greater focus and intention.

Location: Paradise Ballroom

Participants

Quendrida Whitmore - Author and Executive Coach, Quendrida Whitmore Coaching & Consulting LLC

Talent: From Potential to Performance

10:10 - 11:00
General Session

In this session, Stace Benu will challenge the common belief that the answer to growth is always external recruiting. Instead, she'll explore how investing in leadership development, career pathing, mentorship, and internal talent creates stronger teams, improves retention, and builds a sustainable pipeline of future leaders. Through practical examples and real-world insights, attendees will learn how to identify leadership potential, prepare employees for greater responsibility, and create opportunities that benefit both individuals and the business.

Location: Paradise Ballroom

Participants

Stace Benu - Founder, Benu Talent Partners

Certificates, Cheers, and Closing Celebration

11:00 - 11:15
General Session

A special closing celebration presenting CSW attendees with Harvard DCE certificates and recognizing the learning, leadership, and meaningful connections that have defined our time together.

Location: Paradise Ballroom

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Mountain Shadows Resort | Paradise Valley, AZ

TIME	REGISTRATION & INFORMATION DESK	CONFERENCE	GENERAL SESSION
08:00	**08:00** - Information Desk	**08:00** - Networking Breakfast	
09:00		**09:00** - Closing General Session	**09:00** - Every Decision Doesn't Deserve Investment: The Executive Mindset
10:00			**10:10** - Talent: From Potential to Performance
11:00			**11:00** - Certificates, Cheers, and Closing Celebration

C-Store Women by informa

Save the Date!

November 8-10, 2027

La Cantera Resort & Spa | San Antonio, TX



Interested in 2027?