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New England Convenience Store
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**CONNECTICUT
CHAPTER**

**Testimony Letter Submitted By:
Cathy Barber, Chair, NECSA CT Chapter & Drake Petroleum
To the General Law Committee
February 21, 2013**

RE: Proposed Bill No. 5419

Chairman Doyle, Chairman Baram and members of the committee, thank you for the opportunity to submit testimony in opposition to Bill Number 5419, a bill to prohibit the expiration of retail gasoline rewards program points. My name is Cathy Barber of Drake Petroleum, Chair of the CT Chapter of the New England Convenience Store Association.

Let me clarify: our member gasoline stations do not generate or provide points, nor do we cause them to expire. Some member locations are redemption centers for the Rewards programs, however. Participating stations enroll in the program, install technology upgrades, and pay a fee each time a redemption takes place. As redemption partners, we hope to increase traffic to our participating locations. We participate as a "redemption center" only, however, we do not control the points programs currently offered.

Rewards programs are promotions offered like any other sales promotions. **Sales promotions having ending dates, coupons expire.** Promotions have time limits in order to stimulate a sense of urgency in the consumer to complete a transaction. Otherwise, last week's 30% off coupon at my local clothing store would still be honored, "Free Coffee On The First" could be redeemed every day of the month, and Presidents' Day sales would last forever.

Promotions and rewards, be they gasoline related, airline miles or hotel perks, K-mart or Sears points, all have a practical, business-related redemption periods.

From a good business operator's perspective, I urge you to reject Bill Number 5419 which would disallow expiration dates for gasoline rewards points. Thank you.

Cathy Barber