



Featuring this Month

Border City #6

FUN FACTS:

- OPENING DATE: July, 2001
- YEARS OF SERVICE: 26 years
- The store looks awesome! Cash and inventory are on point, staffing is solid, and the GM's energy is spreading a great atmosphere!

The Sonbyrne Scoop

APRIL/MAY 2025



Customer Comments

WALWORTH #157 // 3.7.25

"I come into the Walworth store multiple times a day and am so glad you guys opened a store in our community. Every time I come in, no matter who is working, it's always a pleasant experience. The store is very well maintained, cleaned, and organized. And the workers are always very nice.

I was in the store on Friday around 6pm and was able to see something I wanted to share. As the store manager was getting ready to leave for the day, I watched her ask every single employee if they needed anything before she left. And then she told them that she was proud of them and they were doing an amazing job. As someone that works in retail, it was awesome to witness that the employees have a positive work environment and I can see that contributes to how well the store is run.

I know most people probably send in negative comments, but I wanted to make sure you knew how much the community loves having this location open. Thank you for starting my day with a positive smile everyday. This will continue to be my go to spot for coffee and ice cream."

- Jillian Campy

EAST ROCHESTER #148 // 4.27.25

"I want to give a huge shoutout to Fabian at Byrne Dairy in Penfield. He went above and beyond to help me and my friend Chris after our shift at Tin Cup in Fairport, making us feel like royalty. He even asked if we preferred all drums or all flats with our wings and confidently assured us they'd be great since he was making them. His customer service was top-notch and truly memorable. Thanks, Fabian, for the outstanding experience!"

- Demarre Nelson

STONE ROAD #151 // 3.24.25

"Lynn has helped me several times I have come in to the store. I am always greeted with a smile and a positive attitude. She is a great representative of Byrne Dairy & Deli."

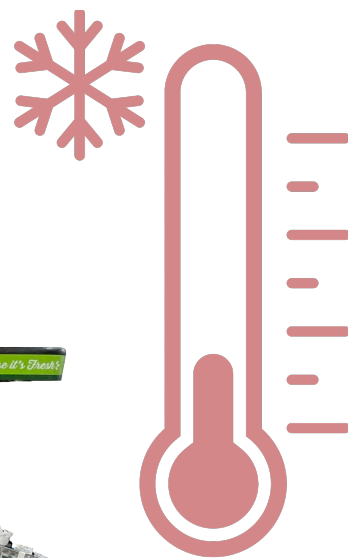
- Matthew Cowley

Monthly Food Safety Tip

Just a reminder—all stores are ***required to complete the 2-hour equipment temperature logs every day***. This is crucial! We've had a few critical violations from Ag & Markets due to food being above the safe temperature range—issues that could have been prevented by completing the logs properly.

Even if your coolers are connected to Zenput alarms, those systems aren't foolproof. In fact, every recent violation happened on coolers that were supposed to be covered by Zenput alerts.

PRO TIP: Change your sanitizer buckets when you do the temp logs—a quick way to stay compliant on two fronts!



The Importance of Self-Compassion



What is Self Compassion?

Self-compassion is the practice of being kind to yourself during difficult moments, treating yourself with the same understanding and care that you would offer a close friend. Instead of self-criticism, self-compassion invites you to acknowledge your struggles and imperfections with love, patience, and non-judgment.

The Impact on Self-Esteem

When we treat ourselves with kindness rather than harsh judgment, we build a stronger, more resilient sense of self. Self-compassion helps to:

- **Reduce Negative Self-Talk:** Replace self-criticism with supportive thoughts.
- **Boost Emotional Well-Being:** Helps to manage stress, anxiety, and depression.
- **Increase Resilience:** Encourages you to bounce back from setbacks.
- **Foster Acceptance:** Embrace both your strengths and imperfections.

The Benefits

- ✓ Increased confidence
- ✓ Improved mental health
- ✓ Better relationships
- ✓ Growth mindset

Remember, self-compassion is a skill that takes time and practice. Be patient with yourself as you learn how to treat yourself with kindness and understanding. Your self-esteem will grow as you learn to love and accept yourself fully.

Tip: Write down three things you like about yourself each day. This small exercise can make a big difference in your self-worth over time.

Ways to Practice Self-Compassion for Greater Self-Esteem



Be Kind to Yourself

Speak to yourself like you would to a friend in need. Use gentle, comforting words instead of harsh judgment.



Identify Your Feelings

Identify and name your emotions and feelings without dismissing or suppressing them. It's okay to feel vulnerable or upset.



Practice Mindfulness

Stay in the present moment without over-identifying with your thoughts or feelings. This helps reduce feelings of shame or guilt.



Celebrate Small Wins

Acknowledge your accomplishments, no matter how small. This helps to build a positive self-image.



CorpCare

Your Employee Assistance Program is here to help you and your family as you navigate life's challenges. For confidential, caring, professional assistance 24/7, call the helpline today!

800.728.9444

CARING • SUPPORTIVE • CONFIDENTIAL



HR & OPS Updates

With summer right around the corner, we're expecting a surge in job applications. Please make it a priority to *check for new applications daily* to ensure we don't miss out on great candidates. Timely follow-ups help us stay fully staffed and ready for the busy season.

SET TO

Accelerate & Rise

Byrne Dairy & Deli's **STAR Program**

- Byrne Dairy & Deli is dedicated to promoting from within the organization
- We have programs set in place to promote current employees that have worked hard and stand out as rising stars to the next level.
- For more information on our STAR Program and how to be promoted from within, speak to your Store Manager or District Manager

Featuring April & May's STAR



AUGUST 2019

Hired as SA

PRESENT

Working towards OM

JANUARY 2023

Promoted to SS

JANUARY 2024

Promoted to ASM

Summer Boehlert

CAMPION ROAD #116

Summer is smart and will take more responsibility during her shifts, and if you ask her to do something, she will do it. If she has a question about anything, she will ask. Summer is a hardworking, responsible person who always wants to better herself. I am very proud of how she has grown in our company.

Isabel Zapata,
Trainer

Employee Spotlight

Jenn Macniven



STORE OPERATIONS TEAM

HIRE DATE: 6/25/2020

JOB TITLE: DISTRICT MANAGER

Jennifer Macniven has been with the company for 5 1/2 years. She started as a Food Service Manager in a brand-new store, took over as a Store Manager in another new store, and then moved into a District Manager role. Jenn's movement through each position has given her knowledge in all areas of the business. She is genuinely invested in the success of the team and organization. Her team knows they can count on her in both calm and challenging times. She recognizes and celebrates others' successes, and when things go wrong, she takes responsibility and helps the team learn and grow from the experience. Her staff naturally looks up to her—not out of obligation, but because they feel seen, heard, and valued. She creates a positive, empowering work culture where individuals are encouraged to do and be their best. Jenn is not afraid to work alongside her team and help wherever and whenever needed.

Tara Lane,
Regional Manager

What do you enjoy most about being part of the team?

At Byrne Dairy & Deli, we're one big family. Everyone supports each other, no matter their role, and shares their knowledge freely. There's no hierarchy when it comes to pitching in—everyone helps because we all understand the challenges of the C-store world. We're valued as people, not just employees, and encouraged to be ourselves. The support from leadership is unmatched, and we're always given the tools to grow. Here, we're not just numbers—we're truly seen, heard, and cared for.

From my first FSM/GM meeting, I was struck by Keely Reppi's personal connection—she knew everyone's name, store, and role, which spoke volumes about our culture. Keely's constant reminder that "there's always tomorrow" is a unique kind of support that truly matters. Tara Lane has always led by example, never hesitating to do the hard work herself, and her leadership continues to inspire me. Colleen Taylor took the time to mentor me early on, playing a huge role in my growth, and still supports me as a DM.

I deeply appreciate my staff — they're like family and go above and beyond every day. I love my stores, my team, and the work I do. This company is special.

Family first is something that is always said to me by my bosses and my colleagues; that alone puts us above the rest and makes us the best team to be a part of.

Outside of work, what are some of your hobbies or passions?

Shopping is my form of relaxation—my personal "me time." I cherish every moment with my husband; our weekend drives and trips to the Jersey Shore, his hometown, have been our special tradition for 22 years. It's a beautiful place full of memories.

Although my time is limited these days, I try to stay involved in Domestic Violence Prevention by donating, volunteering, and sharing resources to help others find safety and support.

Marketing Updates



Featured Ice Cream

Neapolitan & Cookie Dough



Featured Food

Meal Deals

APRIL & MAY HOLIDAYS

CAR CARE MONTH & NATIONAL MILITARY APPRECIATION MONTH

1st – April Fools Day
7th – National Beer Day
22nd – Earth Day

11th – Mother's Day
17th – Armed Forces Day
26th – Memorial Day
28th – National Hamburger Day



Happy Birthday

Aidan Adams
Crystal Ashwell
Richard Bachmann
Adam Beachner
Janette Beck
Marvin Bell
Bradley Berning
Jennie Bissell
Michael Bock
Rhonda Boettcher
Kendell Boughton
Cherish Brodbeck
Zahara Burdick
Autumn Burk
Joseph Burress
Phillip Calcagno
Wayne Cash
Lona Cataldo
Tahjmaleek Chastine
Meghan Cleveland
Evan Cook
Jenny Cooper
Daniel Correard
Anthony Coss
Nicole Cummings
Christina Desgrosielliers
Krystal Domion
Haley Eipp
Kathleen Ellinger
Joshua Entin
Hope Ferris
Jonathan Frick
Sophia Fuller

Deborah Gale Cripps
Ainsley Gorman
ChaTar Green
Marissa Green
Carol Grzesiak
Brittany Gullo
Andrea Harper
Kristy Harrington
Bonnie Harrington
Kayla Hatfield
Danielle Heed
Derek Hildreth
Annabelle Horan
Richelle Howard
Lillian Howcroft
Victoria Hubright
Courtney Jadus
Tamahj Jamison
Marley Jennings
Kayla Johnson-Naprava
Alexandra Jones
Steven Jones
Valerie Kampf
Cory Kotanich
Connor Kulesa
Gloria Lovine
Dakota Mack
Cameron Major
Victoria Mallon
Samantha Manheimer
Crystal Matice
Charkeisha McCorkle
Meaghan McDevitt

Patrick Mcknight
Ewan Middleton
Melinda Morehead
Teri Moreno
Charles Munyan
Aryn Nalley
Adam Nouchi
Kayla Oliver
Patricia Palermo
Skyler Parrow-Strong
Michelle Paszko
Elizabeth Paulson
Kayleigh Peckham
Starr Pendall
Katherine Perkins
Taylor Petruccelli
Gage Phillips
Marlon Picked
Noah Piekarski
Lauren Podeswik
Aleena Polatas
Addison Poore
Jose Resendiz
Debra Rice
Alyssa Ritchie
Jennie Robbins
Sophie Roberts
Joshua Roberts
Donald Rolland
Melissa Rosario-Moore
Vincenzo Rotella
William Rypkema
Kasey Salter

Emil Sander
Katie Schmeling
Robyn Scicchitano
Jacob Seager
Sherriann Shoemaker
Trystan Simmons
Bayleigh Sims
Wanda Skiff
Charles Smith
Carl Smith
Brian Smith
Caleb Steinbrecher
Sakiena Stewart
Bradley Strange
Jesse Sullivan
Marissa Symonds
Andrew Taafe
Orion Tanzini
Rachael Tarbell
Desarae Thompson
Jennifer Tillman
Shavette Torres-Campbell
Maria Toubacaris
Christian Villalobos
Payton Weaver
Celia Wessig
Kestrel Wilder
Christine Wilgosz
Jacob Wilkinson
Kyla Wilsey
James Winne
Alicia Wright
Jesse Young



Tawnya Bertram
 Jeremy Black
 Jessica Bohart
 Damian Bonanni
 Michael Bradstreet
 Kallianne Brady
 Jayden Brewington
 Stephen Briggs
 Elizabeth Brodbeck
 Christianjay Busto
 James Campfield
 David Carmel
 Justin Cavanaugh
 Carrie Chapman
 Gary Coughlin
 Christopher Crownover
 Jason Cruz
 Lily Derby
 Hailey DiSchino
 Maya Dobrzanski
 Devin Donnelly
 Suzanne Doolittle
 Britani Ennis
 Jonathan Erickson
 Riley Fiacco
 Sydney Fretwell
 Nathan Frost
 Makenzie Genung
 Breeonna Godkin
 Javier Gonzales
 Alexia Good
 Sara Goulet

Patricia Graham
 Kristopher Gridley
 David Gulliver
 Michael Hamlin
 Evan Haney
 Julianna Hare
 Richard Hatch
 Patrick Hayes
 Patricia Healey
 Erica Hervey
 Katrina Hill
 Kevin Hinds
 Lindsey Hood
 Jainna Kelly
 Jessica Koehler
 Taylor Kopper
 Lisa Lafritz
 Kyrie Lagasse
 Shannon Lannie
 Treybien LaRock
 Steven Larussa
 Matthew Laughlin
 Trent Leabo
 Amber Lee
 Jacquelyn Lindholm
 Erin Loope
 Monica Lukowski
 Natalie Maar
 Paula Mahar
 Samantha Mahler
 Alexis Manna
 Holden Marcisin
 Erin Marmontello

Michael Maxwell
 Dimitri McGuinness
 Rose McKay
 Ronni Merriweather
 Kelly Mulpagano
 Lisa Murray
 Nathan Myers
 Nathanyal Nash
 Marc Nowak
 Joseph Ormsby
 Amber Pape
 Gracie Parry
 Ciarra Patience
 Emily Pavnick
 Kristen Pessirilo
 Aleena Piontkowski
 Carrie Pitcher
 Bobby Potter
 Ashley Pounds
 Rebecca Pratt
 Michelle Quartier
 Kristopher Reeves
 Jeffrey Reynolds
 Christy Roache
 Rose Roberts
 Seanita Robinson Williams
 Alexis Rodgers
 Amanda Roof
 Debbie Rummings
 Jamie Russell
 Chauncey Sanchez
 Anthony Sanders
 Manatthawut Saoro

Betsy Schwager
 Shane Seeman
 Monette Senay
 Thomas Shearin
 Matthew Short
 April Smith
 Marsha Soper
 Andrew Stachewicz
 Heather Stage
 Kimberly Stephens
 Chelsea Stevens
 Jacqueline Sutton
 Tara Telfer
 Brenda Thomas
 Desiree Towner
 Arthur Turgeon
 Allan Vandorn
 Nathan Von Hausen
 Dylan Walker
 Michael Ward
 Jostinna Warren
 Linai Weatherspoon
 Gregory Wheeler
 Brooklyn Wigfall
 Nadiyah Williams
 Daniel Wolfanger
 Paytan Woodridge
 Isabel Zapata

April Anniversaries

Below are employees who completed another full year at Sonbyrne and Byrne Dairy & Deli.

Congratulations and thank you for all of your hard work!

1 YEAR

Heather Bassett
Allison Bausch
Janette Beck
Antonio Benjamin
Robert Brandt
Andrea Church
Kelsey Church
Keyara Cox
Caleb Cullip
Karianne Cummings
Envie DeGroat
Patti Driggars
John Fernandez
Hannah Forbes
Jennifer Forster
Daniel Fountain
Jaimison Green
Sadie Hill
Travis Johnson
Diezel Kelly
Rebecca Lane-Dycus
Jeffrey Lewis
Robert Love
Monica Marshall
Phillip McDermott
Samantha Pardee
Christian Perron
Thomas Phelan
Jacob Ramsperger
Richard Roberts
Alexis Rodgers

Virginia Russell

Harlee Ryan
Lilian Ryan
Ashley Sanderl
Dawn Shafer
Ema Smith
Garoldine Spink
Jennifer Staiger
Caleb Steinbrecher
Kevin Suchnicki
Tyler Sylvia
Cameron True
Domitri Valentin
Alondra Villa Garcia
Christian Villalobos
Robert White

2 YEARS

Karol Bennett
Jared Brown
Joseph Calabrese
Mark Carpenter
Habonimana Chantal
Raymond Cooke
John DeSantis
Paige Holmes
Benjamin Russell
April Smith
Virginia Subad
Onaleisha Thomas

3 YEARS

Helene Anthony
Debra Kent
Codie Moore
Nathan Pollock
Destin Ross
Joshua Shellhammer

4 YEARS

Lily Fleming
Autumn Martin
Adelaide Mcdermott
Anthony Moore

6 YEARS

Gianina Defrank
Amber Pickard

7 YEARS

Lorraine Arndt
Henry Coleman
Corinne Henc
Carl Jackson
Jean Rouse
Daniel Wolfanger

8 YEARS

Wendy Daniels
Cole Pappa
Melissa Pickreign
Lorraine Schott
James Stedge

9 YEARS

Jennifer Tillman

10 YEARS

Lillian Daily
Lorraine Shriver

11 YEARS

Amber Hilton
Emily Hodge

12 YEARS

Robert Mushtare

17 YEARS

Courtney Desantis
Kerri Favata

20 YEARS

Ivan Hill

28 YEARS

Robyn Scicchitano

29 YEARS

Kara Henry

31 YEARS

Keely Reppi

44 YEARS

Mark Byrne



May Anniversaries

Below are employees who completed another full year at Sonbyrne and Byrne Dairy & Deli.

Congratulations and thank you for all of your hard work!

1 YEAR

Aidan Adams
Mikayla Amico
Adam Beachner
Jennie Bissell
Virginia Blasier
Kendell Boughton
Kalianne Brady
Jessica Brown
Heather Campbell
Jennifer Carlo
Stardajah Clark
Draven Copp
Jaden Covert
Dontorrius Crawford
Marie Dinzler
Saralynn Farber
Riley Fiacco
Amber Gagner
Candy Gibbons
Ryan Gorman
Madysen Hall
Dakota Hand
Tayvain Jones
Katlyn Kuzmack
Matthew Laughlin
Trent Leabo
Tanner McGuire
Amani Muhammad
Ian Northrup
Kelly O'Neal
Jeremy Richenberg

Jennie Robbins
Brandon Smith
JoAnn Snow
Joanna Stagner
Maureen Stagnitti
Sara Stoffle
Bradley Strange
Jacqueline Sutton
Anna Swansbrough
John Vazquez Vargas
Jostinna Warren
Kaltiesha Whittico
Tierra Williams

2 YEARS

Ronald Bradley
Tiffany Casler
James Drew
Sara Goulet
Shannon Lannie
Mariah Lee
Constance Masten
Rebecca Mckenna
Nicole Nesbitt
Katherine Rush
Shane Sorell
Collin Swick
Jennifer Trenholm
Scott Vickery-Gilheany
Pauline Wattering
Michael Wright

3 YEARS

Melissa Allen
Cody Blaney
Jessie Joynt
Chartina Kaulback
Joseph Stoddard

4 YEARS

Corey Clark
Lily Derby
Alicia Hunsinger
Anastasia Hyde
Jennifer Johnson
Jessica Koehler
Arthur Turgeon

5 YEARS

Cheyenne Berry
Brandon Smith
Sarah Talerico

6 YEARS

Justin Cavanaugh
Nicholas Small
Kimberly Stephens

7 YEARS

Rosemary Riegler
Bradley Shepard

8 YEARS

Martin Johnson
Alex Thurston

9 YEARS

Carol Grzesiak
Christine Wilgosz
Isabel Zapata

11 YEARS

Hope Ferris

14 YEARS

Sean Stott

16 YEARS

Tara Lane

17 YEARS

Alicia Wright

30 YEARS

Melissa Mulcahey

33 YEARS

Lori Sharkey

37 YEARS

Scott Schilling

