2018 Conexxus Annual Conference

April 29 - May 3, 2018
Loews Chicago O’Hare / Rosemont, Illinois

Program of Events
Conexxus Board of Advisors & Directors

Thank you to the 2017-2018 Conexxus Board of Directors

Chair, Kevin Smartt, Kwik Chek
Gray Taylor, Conexxus Executive Director
Dae Kim, NACS
Paige Anderson, NACS

Thank you to the 2017-2018 Conexxus Board of Advisors

Chair, Mike Lindberg, CHS/Cenex
Vice Chair, Eric Hinkle, Kroger
Past Chair, Doug New, Yesway
Secretary, Colette Harden, Exxon Mobil
Conexxus Executive Director, Gray Taylor
Sue Chan, W. Capra
David Ezell, Verifone
Alvin Fortson, Impact 21

Conexxus Hall of Fame Members

John Hervey (2011)
Teri Richman (2011)
Greg Gilkerson (2012)
Brad McGuinness (2012)
Bob Johnson (2012)
Scott Hartman (2013)
Gene Gerke (2013)
Henry O. Armour (2014)
Jenny Bullard (2014)
Loring Perez (2014)
Ann Dozier (2015)
Sharon Scace (2017)
David Ezell (2017)

Win Free Admission for 2019!

Conexxus is giving one conference attendee the chance to win free admission next year for the 2019 Annual Conference. Winner will be chosen by random drawing at the General Assembly Meeting (Tuesday, May 1 at Noon). Free admission belongs to the winning person and is not transferable to anyone else. **MUST BE PRESENT TO WIN**

How to Earn Entries:

1. Attend Skunk’s Keynote (Monday, 9:15 AM)
2. Attend the Monday Lunch Speaking Session
3. Complete the Table Top Scavenger Hunt at the Monday Networking Reception
4. Attend Vish’s Keynote (Tuesday, 10:45 AM)
Monday Keynote Speaker:  Jeffrey “Skunk” Baxter

Jeffrey Baxter - first known for being the Grammy Award-winning guitarist for The Doobie Brothers and one of the founding members of Steely Dan. Now a consultant to the Department of Defense with a high-level security clearance in the Pentagon, he advises top military and civilian groups on asymmetrical warfare, next-generation technologies and unconventional strategies.

"My approach has been to look at existing technologies and try to envision other ways they can be applied, which happens in music all the time and happens to be what terrorists are incredibly good at, as well."

Having the ability to improvise in your thinking is essential to finding answers to the unconventional crises of today. In this way, his thought process is akin to jazz, where one must think on their feet and operate in a non-linear, real-time environment consisting of rhythms, lyrics, chords, melodies and human interaction.

Tuesday Keynote Speaker:  Vish Ganapathy

Vish Ganapathy is a Managing Director and Retail Technology Leader globally for Accenture Consulting. In this role, he is focused in technology and innovation solutions serving the retail industry. Prior to joining Accenture, Ganapathy led the Tech & Data Strategy practice and served as the CTO for Retail and Consumer Goods industries for IBM Corp.

Ganapathy has 27 years of consulting; focusing in technology in the business domains of digital, merchandising and supply chain. He has worked with retailers globally; in North America, Europe, South America; including 8 of the top 10 retailers worldwide. He is a trusted advisor in transformational engagements in areas of enterprise architecture, digital platforms, supply chain design, merchandise planning and operations, hybrid cloud design, microservices, server-less computing, blockchain, advanced analytics, reinforced machine learning and holds US Patents for his work in creating a metrics-based Service Integration and Realization Model for Services and API based architectures.

Diamond and Gold Sponsor’s Lounge

Located in Bode; 7 AM to 7 PM Monday - Wednesday; 7 AM to 12 PM Thursday
Speakers and Moderators

Paige Anderson – Director, Government Relations, NACS

Paige represents NACS before Congress and the administration on issues such as energy, environment, transportation, patent reform, cyber security and data security. She joined NACS in December of 2012 after spending over 20 years on Capitol Hill. Prior to working for NACS, she worked for Representative Mary Bono Mack (CA-45) as her deputy chief of staff and legislative director, and the House Committee on Energy and Commerce. Anderson graduated from the University of Illinois, Champaign-Urbana with B.A. in political science and economics. She also earned a M.A. in National Security Studies from California State University, San Bernardino.

Ed Collupy – Executive Consultant, W. Capra
Think Tank Business Leaders Insights – Monday, April 30 at 11:00 AM

Ed has more than 30 years of retail systems experience in the convenience store and grocery retail channels and currently as an Executive Consultant at W. Capra Consulting Group works with clients and on Retail System projects providing strategic, operational, and project leadership to retailers, emerging businesses, and technology companies. He has served the industry as Chairman of the Board of Advisors of Connexus and as a member of their Board of Directors. He has also been a member of industry Point of Sale advisory groups and an active member of the NACS Conference Content Committee. Ed writes articles and blogs for industry publications focused on retail technology, payment strategy & solutions, data security, process improvement, & system implementations (www.capraplus.com). In his IT leadership role at The Pantry, Inc. Ed directed, managed and supported store and headquarter systems and technology efforts where he focused on bringing system solutions to the business teams. A graduate of Suffolk University in Boston, he also attended Harvard’s Executive Education session, Delivering Information Services.

Cliff Duffey – President, Cybera
Cybera Sponsored Lunch Session – Monday, April 30 at 12:15 PM

Cliff Duffey has served as Cybera’s President since founding the company in February, 2001. As president, he has been the architect of Cybera’s growth and emergence as a leading security technology company. Prior to Cybera, Duffey served as Senior Vice President of Corporate Development at Covad, managing the acquisition and integration of BlueStar Communications. Duffey was Senior Vice President and Chief Technology Officer at BlueStar Communications, where he managed technology strategy, business development, product marketing, and the rollout of BlueStar’s network of 450 U.S. data centers. He also held management positions with Ascend Communications up until its acquisition by Lucent, and Intermedia Communications. Duffey holds a B.S. in Computer Engineering from Clemson University.

Cybera is the leader in delivering secure application networking for distributed enterprises, including retail, hospitality, healthcare, financial services and other industries with many remote business locations and IoT devices. The company recognizes that IT teams are under assault by new technology and that the pain is particularly acute at the distributed edge. Cybera managed services reduce the cost, pain and risk associated with innovation, putting distributed enterprises back in control of their businesses, and freeing them to embrace the promise of technology. Cybera is cloud-based and purpose-built to allow distributed enterprises to quickly and easily turn on new applications and services in the dynamic, remote environment. Cybera puts the application first, building powerful virtual application networks (VANs), that easily integrate into existing environments to meet customer needs today and in the future.
David Ezell – Principal Software Architect, Verifone
Blockchain Beyond Bitcoin: Use Cases for C-Stores, Wednesday May 2 at 10:15 AM

David Ezell was born in Alabama, and grew up in Atlanta. A music major in college, David discovered computer programming in the early 1980s. Micro-processors were just appearing in cash register devices at that time, and David went to work for a couple of startup companies that specialized in supplying these kinds of systems. He moved on to Bennett Pump Company – a full petroleum emersion – and subsequently went to work for one of his customers, SuperAmerica. He joined Verifone in 1998, moved to Florida, and joined the Petro Team in Clearwater, working as a software design architect on petroleum products. Within one month of starting at Verifone, he found himself in a NACS Technology Standards meeting. He’s been involved with Petroleum Standards ever since: joining POS/Back Office and later serving as chair, and also working in standards advocacy at W3C (representing NACS, chairing the XML Schema Working Group and the Web Payments Interest Group) and more recently at X9/ISO working on Card Technology.

Stephen Hines – Chief Technology Officer, Parker’s
Think Tank Business Leaders Insights – Monday, April 30 at 11:00 AM

A leading technology expert, Stephen has extensive experience working in corporate IT departments at top companies ranging from Verisign to Hugo Boss. He started his own technology company in 2008, with Parker’s serving as his first and biggest client. As Parker’s continued to grow, the company made a commitment to move IT in-house to maximize efficiency and expand capabilities. In April of 2014, Stephen joined Parker’s full-time, leading the company’s technology department.

Dae Kim – VP of Research, NACS
State of the Industry

Dae Kim is vice president of research for NACS, the association for convenience and fuel retailing. In this role, he oversees the development and implementation of initiatives that help NACS members maximize their effectiveness and profitability. Dae and his team develop and disseminate key industry metrics that provide retailers and suppliers with performance benchmarks, and NACS with information that is critical to the industry’s advocacy efforts on a range of issues including payment methods, motor fuels and tobacco. Beyond his role at NACS, Dae is a study group facilitator and he is a member of the Coca Cola Retailing Research Council. Dae currently serves on the board of directors for CSX and Conexxus, and he is a former board member of POPAI.

Bradford Loewy – Senior Solutions Manager for Major Oils, NCR
IoT - Tame the Beast – Tuesday, May 1 at 2:00 PM

Having previously held positions at Dover Fueling Solutions, VeriFone, and Discover Financial Services, Bradford has close to twenty years of experience bringing innovative solutions to market in retail petroleum and payments. Bradford is a leader and contributor to US and international standards bodies and industry organizations including Conexxus, IFSF, US Payments Forum and ANSI X9. Within Conexxus, Bradford currently serves as Chair of the Device Integration Committee and as Vice-Chair of the EPS Working Group. Bradford currently resides in Austin, TX, with his wife and two children and is in the process of relocating to Atlanta, GA. He holds an MBA from the University of Florida and a BA in Computing and Information Systems from Northwestern University.
Scott Moeller – CEO, mShift
*mShift Sponsored Lunch Session - Wednesday, May 2 at 12:15 PM*

Scott has 19 years of experience in eCommerce, Mobile Banking, Mobile Payments and Blockchain technologies. With mSHIFT, we launched the first mobile banking deployment in the United States. Since then we’ve supported millions of financial transactions, securely linking mobile banking customers to banks and credit unions ranging from Community Banks and local Credit Unions, to 2 of the 5 largest financial institutions in the United States. Today, we are fully incorporating the Blockchain with mSHIFT’s patented technology, to create a new model for mobile and eCommerce payments. To quote Buckminster Fuller, “You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

*mSHIFT* provides US financial institutions with secure mobile banking and payment solutions. The AnyWhereMobile Payment Network (AWM), is mSHIFT’s most compelling innovation: a Blockchain integrated mobile & online payment rail and mobile wallet application that is fully interoperable with banks and the Conexxus Mobile Payment Specification. AnyWhereMobile is a next generation payment platform, enabling a truly free flow of commerce. Zero interchange, Zero transaction fees, with no chargebacks and no risk of merchant data breach. Blockchain technology enables the AWM network to offer generous AnyWhereMobile cryptocurrency (AWMS) rewards to customers for every payment transaction. These are just some of the major benefits that the AnyWhereMobile payment ecosystem provides to Petro & Convenience stores and their customers. Please visit: www.anywheremobile.io

Cab Morris – Co-Founder & CEO, Attest
*Blockchain Beyond Bitcoin: Use Cases for C-Stores, Wednesday May 2 at 10:15 AM*

Cab Morris is the Co-Founder and CEO of Attest, a blockchain-based digital identity company. Prior to Attest, Cab served as the State of Illinois’ Blockchain Strategy Lead and is the chief architect behind the Illinois Blockchain Initiative, an effort to position the State as a pioneer in using distributed ledger technology. In his time with the State of Illinois, Cab also served as the Deputy Director of Strategy and Operational Performance for the Illinois Department of Financial and Professional Regulation. Working at the intersection of business strategy, technology and product development, Cab has led a variety of digital transformation projects, both in the public and private sector. Cab received his BA from Dartmouth College.

Donna Perkins – Pricebook Manager, EZ Stop Food Marts
*Think Tank Business Leaders Insights – Monday, April 30 at 11:00 AM*

Donna Perkins is a 20 year veteran of the Convenience Store industry. She is at E-Z Stop Foodmarts in Maryville, TN in technology projects and pricebook. E-Z Stop Foodmarts has 23 stores across East Tennessee. Donna was the project lead for the conversion to PDI Enterprise software and continues to implement new processes within the software. Donna has been an active Conexxus member since 2006. She participates in the Lottery Working group, EB2B, Retailer Business Requirements and POS/BO.

Gunter Pfau – CEO, Stuzo
*Stuzo Sponsored Lunch Session - Tuesday, May 1 at 12:15 PM*

Gunter Pfau is an entrepreneur and angel investor. As Founder and CEO of Stuzo, Gunter guides the company’s strategic direction along its mission to help organizations digitize customer experiences and manage digital transformation.

Stuzo has been helping to accelerate forward-leaning companies through digital product innovation since 2007. We define, design, and deliver highly useful and usable digital products for Mobile, IoT, Web, Augmented & Virtual Reality, and AI bots. Unlike digital agencies, we are hyper-focused on delivering digital products at the speed of innovation. Stuzo’s digital product innovation capabilities have been proven to accelerate business for enterprises such as Facebook, Sunoco, MasterCard, and P&G.
Andrew Robinson - President, Veeder-Root
IoT - Tame the Beast – Tuesday, May 1 at 2:00 PM

Andrew has been with Danaher/Fortive for 13 years, joining Gilbarco as a product manager and holding several roles in product management across Payment, Point of Sale and Automation product lines. Most recently, Andrew was the President for X-Ray Optical Systems (XOS, a Danaher company), where he led improvements in quality and new product development. Andrew holds a Bachelor’s degree in Mechanical Engineering from Stanford University, a Masters in Mechanical Engineering from Purdue University and his MBA from Harvard University.

Aaron Simpson – Chief Marketing Office, Maverik
Think Tank Business Leaders Insights – Monday, April 30 at 11:00 AM

Aaron Simpson has responsibility for advertising, category management, store design and branding, fresh food development, merchandising, customer research, and supply chain. Prior to joining Maverik, Aaron worked in the consumer packaged goods industry at WhiteWave Foods, Hershey’s, and Clorox in various marketing roles. He began his career in public accounting with PricewaterhouseCoopers. Aaron graduated with an MBA from the University of Michigan with emphases in marketing and strategy. He also has a Bachelor and Master’s degree in Accounting from Brigham Young University. Aaron lives in South Jordan, UT with his wife Jennifer and their three boys. His favorite adventures include snowboarding and running.

Kevin Smartt – CEO, Kwik Check & Conexxus Board of Directors Chair
Tuesday Keynote Moderator - Tuesday, April 1 at 10:45

Kevin began his retail and marketing career with Frito Lay Inc. In 2001, Smartt and a partner bought Austin, Texas-based Kwik Chek Food Stores Inc./McCraw Oil Company, where he has served as CEO since the acquisition. Smartt holds several board positions on local civic and charitable organizations. He serves on the NACS Executive Committee, Chairman of the Board of Conexxus, and has served on the boards for the Texas Petroleum Convenience Store Association and the Oklahoma Petroleum Marketers Association. He earned his degree from the University of Texas at Arlington.

Simon Stocks – Chairman, IFSF Ltd.

Simon spent over thirty years at Esso Petroleum/ Exxon Mobile in various roles in Downstream and Corporate activities in the UK, Europe, and Global. He spent 21 of these years in Retail in the roles of UK Retail Investment & Engineering Manager, ECI European Engineering Coordinator, ECI Technology Project Manager, and POS Program Manager. Most recently, he held the role of Technology Center Manager for Exxon Mobile Global Site. Since his 2012 retirement, he has consulted on service station systems and solution options for a wide range of organizations and serves as the Chairman of IFSF Ltd. Stocks Graduated as a Chartered Mechanical Engineer at Imperial College in London and qualified as a Chartered Accountant at Coopers & Lybrand.

Gray Taylor – Executive Director, Conexxus
Opening Session, Monday at 9:00 AM

Gray grew up in the convenience store industry with the opening of the family’s first convenience store in 1963. Involved in the family business of 87 stores, he gained experience in all phases of convenience store and chain retail operations. Gray has been involved on a variety of projects, including heading global product management for three of the world’s largest retail petroleum equipment and systems suppliers and VP of Research & Technology for NACS. Gray managed product portfolios that included payment platforms for EMV migration markets from Malaysia to Canada, as well as mobile/RFID payments initiatives. Gray also established NACS’ card payments program which saved the industry $60M in its first year of operations, and currently serves over 1,500 stores, doing 100m transactions annually.
Dave Thompson – CTO, Revionics
*Artificial Intelligence Applications in Merchandising – How Adopting AI-powered Solutions Will Increase Sales and Profits – Wednesday, May 2 at 9:15 AM*

David Thompson has over 30 years of experience in product development & management, IT, technology management and business development. Prior to joining Revionics, Thompson held various global leadership positions in engineering and product management at Dresser Wayne (now Dover Fueling Solutions), with responsibility for retail systems, POS, payment technologies, and business intelligence products. Thompson was the CTO for PerformanceRetail Inc., a SaaS-based business intelligence company sold to Oracle and Dresser. Prior to his work at PerformanceRetail, he was a co-founder of BroadCloud Communications Inc., an Austin-based communications technology company where he served as CTO. His career includes leadership responsibilities in companies ranging from startups to large global enterprises in retail systems, enterprise software and telecommunications.

Linda Toth - Director of Standards, Conexxus
*Blockchain Beyond Bitcoin: Use Cases for C-Stores, Wednesday May 2 at 10:15 AM*

In her current role, Linda has oversight of the technical and business committees within Conexxus and the work they produce. She advocates on behalf of the convenience industry at EMVCo and the US Payments Forum, holds the digital offers community group chair at the World Wide Web Consortium (W3C), and participates in the ANSI X9 subcommittees working on payments, point-to-point encryption, and tokenization. Linda is also the technical lead for Conexxus’ joint work with the International Forecourt Standards Forum (IFSF) to develop global solutions and standards for retail fueling. Prior to joining the Conexxus staff in 2011, Linda worked for 7 years at VeriFone’s Petro division developing POS/EPS software and for 15 years at OPW Fuel Management Systems designing automatic tank gauge and leak detection equipment and software. She has been engaged with Conexxus/PCATS since its inception, holding various leadership roles within the Device Integration Committee and its working groups.

**Networking Reception**

Located in the Grand Foyer, the Networking Reception is presented by our Diamond and Gold Sponsors, with the following companies having table top displays:

- AvaLAN
- ControlScan
- Cybera
- Diebold Nixdorf
- Gilbarco Veeder-Root
- Hughes
- mSHIFT
- Pinnacle Corporation
- Stuoz

**Networking Dinner**

**Hofbrauhaus Chicago**

5500 Park Place, Rosemont

*Experience the authentic replica of the legendary 400-year-old German brewery!*

Getting there: a 5 minute drive or a 10-15 minute walk!

- A shuttle service will run continuously between Loews and the Hofbrauhaus from 6-10pm.
- Or, to walk there, follow the orange Conexxus arrows.
**Win a Guitar Signed by Skunk Baxter!**

Win a Fender Stratocaster Guitar signed by Skunk Baxter! THE Grammy Award-winning guitarist for The Doobie Brothers and one of the founding members of Steely Dan. Winner will be chosen by random drawing following Skunk’s Monday Keynote Session, **Monday, April 30 at 9:15am. **MUST BE PRESENT TO WIN **

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### Schedule of Events
#### Sunday April 29

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<th>TIME</th>
<th>FUNCTION / MEETING</th>
<th>LOCATION</th>
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</thead>
<tbody>
<tr>
<td>9:00 - 5:00</td>
<td>Registration Open</td>
<td>Grand Foyer</td>
</tr>
<tr>
<td>11:15 - 5:15</td>
<td>Meet in Lobby at 11:15 AM for Buses to: Chicago Cubs vs Milwaukee Brewers &amp; Lakeview Baseball Club (Game Start 1:20 PM)</td>
<td>Departing from Lobby</td>
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</tbody>
</table>

#### Monday April 30

<table>
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<tr>
<th>TIME</th>
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<tr>
<td>7:30 - 5:00</td>
<td>Registration Open</td>
<td>Grand Foyer</td>
</tr>
<tr>
<td>7:30 - 8:45</td>
<td>Breakfast</td>
<td>Guggenheim 1</td>
</tr>
<tr>
<td>8:00 - 8:45</td>
<td>First Time Attendee Orientation</td>
<td>Teylers</td>
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<tr>
<td>9:00 - 9:15</td>
<td>Opening Session, Gray Taylor, Executive Director at Conexxus</td>
<td>Guggenheim 2 &amp; 3</td>
</tr>
<tr>
<td>9:15 - 10:45</td>
<td>Monday Keynote with Jeffrey “Skunk” Baxter</td>
<td>Guggenheim 2 &amp; 3</td>
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<tr>
<td>11:00 - 12:00</td>
<td>Think Tank - Business Leaders Insights, Ed Collupy, Executive Consultant at W. Capra; Stephen Hines, Chief Technology Officer at Parker’s; Donna Perkins, Pricebook Manager at EZ Stop Foodmarts; Aaron Simpson, CMO at Maverick</td>
<td>Guggenheim 2 &amp; 3</td>
</tr>
<tr>
<td>12:15 - 1:15</td>
<td>Lunch Sponsored by Cybera, Cliff Duffey, President</td>
<td>Guggenheim 1 &amp; Foyer</td>
</tr>
<tr>
<td>1:45 - 2:45</td>
<td>Retailer Business Requirements Committee Meeting</td>
<td>Guggenheim 3</td>
</tr>
<tr>
<td>3:00 - 4:15</td>
<td>Data Security Standards Committee &amp; Retail Financial Transactions Working Group: Joint Session Overview</td>
<td>Guggenheim 1 &amp; 2</td>
</tr>
<tr>
<td>3:00 - 5:15</td>
<td>POS/ Back Office Committee Meeting</td>
<td>Teylers</td>
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<tr>
<td>3:00 - 5:15</td>
<td>Forecourt Device Controller Working Group Meeting</td>
<td>Hara</td>
</tr>
<tr>
<td>4:15 - 5:15</td>
<td>Retail Financial Transactions: Integration &amp; Interoperability</td>
<td>Guggenheim 1 &amp; 2</td>
</tr>
<tr>
<td>4:30 - 5:15</td>
<td>Data Security Standards: Subject Matter Experts (SME) General Session (open to anyone)</td>
<td>Guggenheim 3</td>
</tr>
<tr>
<td>5:30 - 7:00</td>
<td>Networking Reception with Table Top Displays</td>
<td>Grand Foyer</td>
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<tr>
<td><strong>Tuesday May 1</strong></td>
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<tr>
<td>6:45 - 8:00</td>
<td>Breakfast</td>
<td>Guggenheim 1</td>
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<tr>
<td>7:00 - 4:00</td>
<td>Registration Open</td>
<td>Grand Foyer</td>
</tr>
<tr>
<td>8:00 - 9:00</td>
<td><strong>POS/ Back Office</strong> Overview/ Review</td>
<td>Teylers</td>
</tr>
<tr>
<td>8:00 - 9:30</td>
<td>EPS Working Group Meeting</td>
<td>Louvre 1</td>
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<tr>
<td>9:00 - 10:30</td>
<td><strong>POS/ Back Office</strong> Committee Meeting</td>
<td>Teylers</td>
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<tr>
<td>9:15 - 10:30</td>
<td><strong>Data Security Standards: General Committee Meeting</strong></td>
<td>Louvre 3</td>
</tr>
<tr>
<td>9:30 - 10:30</td>
<td>Loyalty Working Group Meeting</td>
<td>Louvre 1</td>
</tr>
<tr>
<td>10:45 - 11:45</td>
<td><strong>Technology Trends Shaping Retailing</strong>, V. Ganapathy, Managing Director at Accenture Consulting &amp; K. Smartt, CEO Kwik Check &amp; Chairman, Conexxus Board of Directors</td>
<td>Guggenheim 2 &amp; 3</td>
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<tr>
<td>12:00 - 12:15</td>
<td>General Assembly Meeting</td>
<td>Guggenheim 2 &amp; 3</td>
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<tr>
<td>12:30 - 1:30</td>
<td>Lunch <strong>Sponsored by Stuzo</strong>, G. Pfau, CEO</td>
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<td>2:00 - 3:00</td>
<td><strong>IoT - Tame the Beast</strong>, B. Loewy, Senior Solutions Manager for Major Oil at NCR &amp; A. Robinson, President, Veeder-Ro...</td>
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<td>Mobile Working Group Meeting</td>
<td>Louvre 2</td>
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<td>EB2B Committee Meeting</td>
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<td>4:30 - 5:30</td>
<td><strong>Data Security Standards: Advanced Security Threats</strong></td>
<td>Louvre 3</td>
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<tr>
<td>6:00 - 9:00</td>
<td>Networking Dinner: Hofbrauhaus Chicago</td>
<td>Directions on Page 7</td>
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<tr>
<td><strong>Wednesday May 2</strong></td>
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<td>7:00 - 8:15</td>
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<tr>
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<td>Regulatory Landscape of Data Security: What You Don't Know May Hurt You</td>
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<td><strong>Artificial Intelligence Applications in Merchandising:</strong> How Adopting Al-powered Solutions Will Increase Sales and Profits</td>
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<td><strong>State of the Industry</strong></td>
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#### Thursday May 3

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<td>Technology Research Committee Meeting</td>
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<tr>
<td>9:00 - 10:15</td>
<td>Standards Quality Assurance Committee Meeting</td>
<td>Teylers</td>
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<tr>
<td>10:30 - 12:30</td>
<td>Technical Advisory Committee Meeting</td>
<td>Teylers</td>
</tr>
<tr>
<td>10:45 - 12:30</td>
<td>Membership &amp; Marketing Committee Meeting</td>
<td>Hara</td>
</tr>
<tr>
<td>12:45 - 1:45</td>
<td>Lunch</td>
<td>Guggenheim 1</td>
</tr>
<tr>
<td>2:00 - 5:00</td>
<td>Board of Advisors &amp; Directors Meeting</td>
<td>Guggenheim 2</td>
</tr>
<tr>
<td>6:00 - 9:00</td>
<td>Annual Conexxus Board Dinner (By Invitation Only)</td>
<td>Off Site</td>
</tr>
</tbody>
</table>

**Save the Date:**

2019 Conexxus Annual Conference

April 28-May 2 • Loews Vanderbilt, Nashville
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