



## Welcome to Conexxus Membership!

We are pleased that you have made the decision to join Conexxus, and your industry colleagues, as we all Solve Forward together!

Conexxus membership serves the industry through improving its core standards that save hard dollars in technology and store operations. Along with today's challenges, Conexxus is embracing new technologies that are emerging in tomorrow's retail landscape, such as mobile commerce, technology asset tracking, and data security; ensuring that standards are ready for the steady stream of innovations as technology blurs the lines between consumer and business technology, and web and mobile commerce.

Conexxus leads innovation by providing timely data exchange standards and guidance that address where retail will be, such as a robust suite of standards around mobile payments and loyalty – the only such standards in existence for retail.

The industry experts and leaders who volunteer to serve the industry through Conexxus are constantly vigilant for emerging opportunities that give both suppliers and retailers an edge in the fierce world of retail. Through webinars, event presentations, working with key venture capital firms, field trips to key technology providers, and leading external broad-industry standards work, Conexxus ensures that our industry is never left behind, and is never an afterthought.

Thank you for choosing to be a part of this important work, and offering your expertise to improve our industry. Use the following guide to navigate through our policies and the resources and standards now available to you through your membership. We strongly encourage you to engage with Conexxus in order to take maximum advantage of our work, and help us achieve more!

Our Warmest Welcome,

Gray Taylor  
Executive Director



## Enabling Connections... Finding Solutions

Conexus is a non-profit, member-driven technology organization dedicated to the development and implementation of standards, technologies innovation and advocacy for the convenience store and fuel market. Conexus membership collaborates on key present and future industry challenges and innovations. Our work efforts improve profitability by reducing the cost of IT ownership and improving the competitiveness of our members.

### Conexus is Where...

- The industry meets to innovate
- New technologies congregate
- You network with the experts
- Your voice is heard
- You get the right answer, on time
- The industry *Solves Forward*

### Conexus is the Industry's Technology Voice:

- Identifying relevant standards & specifications
- Engaging with broad-industry "regulators"
- Representing our industry anywhere needed
- Ensuring fair and competitive landscape
- Helping shape public policy
- Laser focused on industry success

### Our Guiding Principles

**Knowledge:** Understanding the future, key trends, and technology innovations that impact our business.

**Connections:** No other organization in retail offers the ability for vendors and customers to work side by side, on equal footing and without regard to company size or share, to resolve technical challenges together.

**Advocacy:** Providing subject matter expertise to government and market powers to ensure that our industry needs, constraints and interests are truthfully represented and comprehended in our increasingly technology-focused society.

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## What's my First Step?

### 1. Set Up Your Online Account

All membership resources, documentation, and Committee notes are available by logging into the Membership Portal at [www.Conexxus.org](http://www.Conexxus.org) (top right corner: Login). Please note that to access most of the links in this Welcome Packet you will need to be logged in to your account.

- Find the automated email from the Conexxus website that contains your login credentials. If you have trouble locating this information, contact [info@conexxus.org](mailto:info@conexxus.org) for assistance.
- Set the Time Zone on your account, in order to view the proper meeting times. Visit [Set Your Time Zone for Proper Meeting Times](#) for detailed instructions.
- Add your photo and a short job description to your profile. This information is used within the Committees and Groups so that other members can learn a little more about you. Visit [How to Upload Your Profile Photo and Change Your Password](#) for detailed instructions.

### 2. Join the Communication

Once your membership credentials are created, you have agreed to be added to the email lists for all membership related communications. This includes general membership and group announcements, monthly webinar invitations, conference registration, and our newsletter *Conexxions*.

Be sure to add the following email addresses to your Safe Senders list to ensure you receive these important communications:

- [webmaster@conexxus.org](mailto:webmaster@conexxus.org)
- [webinars@conexxus.org](mailto:webinars@conexxus.org)
- [Info@conexxus.org](mailto:Info@conexxus.org)

For active conversation on the latest industry news, follow us on your preferred social media platforms:



On Linked In as [Conexxus.org](http://www.Conexxus.org)



On Twitter as [@ConexxusOnline](https://twitter.com/ConexxusOnline)

### 3. Share Access within Your Organization

4. Please email [info@conexus.org](mailto:info@conexus.org) with a list of colleagues within your organization who will need access to the membership website. We ask that each user has their own account, which will allow them access to standards, meeting information, working group documents, and membership certificates. These individuals may include your CEO, CTO, CIO, Pricebook Manager, Marketing, or Developers. Include their name, title, email address, and which Groups they should be added to. (See list of committees and working groups on page 9 of this packet)

### 5. Ensure Your Company Information is Correct

- Visit the public [Membership Directory](#) to be sure we have your company information and logo listed properly. Any updates can be emailed to [info@conexus.org](mailto:info@conexus.org).
- Ensure the technical and billing contacts for your company are correct. It's important to have two different contacts in case issues arise through the year. This information was provided when the membership application was submitted. If you are unsure who was submitted, contact Ann Zecca at [azecca@conexus.org](mailto:azecca@conexus.org).



## Policies

### Summary of Antitrust and Intellectual Property Policy

Conexus has in place both an Antitrust Policy and an IP Policy that apply to all attendees at any meetings held by Conexus, whether in person or by telephone, Go-to-meeting, or Webex.

As set forth in the Antitrust Policy, Conexus takes all steps to comply with federal and state antitrust laws. Accordingly, by attending any Conexus meeting you agree that you must not discuss specific topics such as pricing, allocation of territories between competitors, joining together to boycott or refusing to deal with someone. If you believe that any discussion is verging into one of these forbidden topics, please raise a point of concern so that we can avoid any improper line of discussion and refocus on appropriate discussions.

Conexus also has an IP Policy. A critical part of the IP policy is the requirement imposed on every participant in a Conexus meeting that you must disclose the existence of any IP owned by your company (or someone else's IP that you know about) that might be in conflict with a New Work Item, or thereafter when a specific portion of a standard or implementation guide is being developed, discussed, or

modified, or when a final document is circulated for public comment. In any such instance, you must disclose the IP within a reasonable time period, usually within 45 days. IP includes patents, copyrights (e.g., software), or patent applications. As a participant, it is your responsibility to take all reasonable steps to identify IP your company owns, including seeking information from your IP attorney or others in the company who are involved in handling patents/copyrights. Conexxus needs to know about all such IP early in the standards process so it can make decisions about whether any patented material should be included in any new standard.

By signing meeting attendance sheets or answering to roll call you agree to be bound by these policies. If you have questions regarding either policy please contact any Conexxus Staff member.

- [Read the full Antitrust Policy](#)
- [Read the full Intellectual Property Policy](#)

## Privacy Policy

Conexxus has prepared a Privacy Policy to describe the types of personal and non-personal information collected through its website, the use of such information, and to whom and under what circumstances such information is disclosed. Each time you log into the membership website, you will be asked to review and agree to any changes to the Conexxus Privacy Policy. You can also review the policy at any time on the website at: <https://www.conexxus.org/privacy-policy>.

## Operating Procedures

It is very important as a member of Conexxus to understand the operating procedures. The full guidelines can be viewed at: [www.conexxus.org/content/operating-procedures-and-guidelines](http://www.conexxus.org/content/operating-procedures-and-guidelines). To view a specific article, follow the links below:

[Article I: Technical Advisory Committee](#)

[Article II: Committees and Working Groups](#)

[Article III: Standards Approval and Adoption Process](#)

[Article IV: New Work Item Approval Process](#)

[Article V: Changes to Standards](#)

[Article VI: Intellectual Property Policy](#)

[Article VII: Miscellaneous Provisions](#)

[Article VIII: Antitrust Policy](#)

## Membership Status

Membership is on a calendar basis and expires each December 31 (unless you joined mid-year and have an alternate expiration date listed on your Membership Certificate). Renewal reminders are emailed to the billing contact within your organization. If dues have not been received by March 31, all website access is removed and the member organization is no longer in good standing. Please be sure to contact the appropriate departments in your organization to ensure that renewals are completed on a timely basis. For any renewal concerns, contact Ann Zecca at [azecca@conexus.org](mailto:azecca@conexus.org).

## Membership Levels and Benefits

There are four levels of membership within Conexus, each with varying levels of access. If you are not able to access the groups or resources that your organization needs, you may need to consider changing your membership level.

### Gold Membership

Gold members, or their certified representatives, shall serve on the General Assembly and shall be eligible to serve on the Board of Directors or the Board of Advisors, in accordance with these Amended and Restated Bylaws. Gold members shall have full access to all Business and Technical Committees and working groups of the Board of Advisors, have full voting rights on the approval of final standards as set forth in these Amended and Restated Bylaws, and have unlimited, free access to all standards/documents developed by the Organization.

### Silver Membership

Silver members, or their certified representatives, are not eligible to serve on the General Assembly, the Board of Directors, or the Board of Advisors, but shall have the right to participate and vote in all Technical and Business Committees of the Board of Advisors as set forth in these Amended and Restated Bylaws, and to have access to all Conexus standards/documents at no cost. Silver members are not eligible to vote to adopt any final standards.

### Bronze Membership

Bronze members, or their certified representatives, are not eligible to serve on the General Assembly, the Board of Directors, the Board of Advisors, or any Business Committees of the Board of Advisors, and do not have the right to participate in Technical Committees of the Board of Advisors or to vote to recommend approval of standards developed by those Technical Committees as set forth in these Amended and Restated Bylaws, and do not have any right of access to any standards/documents developed by the Organization.

## Association Membership

Association members, or their certified representatives, are limited to non-profit organizations interested in the Conexus product offerings. They are not eligible to serve on the General Assembly, the Board of Directors, the Board of Advisors, any Business Committee of the Board of Advisors, or any Technical Committees of the Board of Advisors or their subcommittees or working groups. They shall not have the right to vote to recommend approval of standards or on adoption of final standards, nor shall they have access to any of the standards or other documents published by Conexus, unless specifically provided as an annual benefit. Association members shall be entitled to receive annual educational benefits (e.g., speakers at events, white papers, participation in webinars), as specified periodically by the Board of Advisors.

Conexus Member Benefits	State Association	Bronze	Silver	Gold
Representation to standards groups, government & regulators	✓	✓	✓	✓
Providing an industry voice to payment card brands & mandates	✓	✓	✓	✓
Reduced Annual Conference price	✓	✓	✓	✓
Building a network of subject matter experts	✓	✓	✓	✓
Payment System Product Codes (list only) upon request		✓	✓	✓
Improved profitability and innovation			✓	✓
Online access to Payment System Product Codes (list and schema)			✓	✓
Access and rights to use standards & working documents			✓	✓
Determining industry technology priorities & work agenda			✓	✓
Working with industry experts to create solutions & standards			✓	✓
Deciding on which work items should be approved by membership			✓	✓
Identifying key technologies that will affect your company			✓	✓
The right to vote on Conexus business, Standards & Guides				✓
Participating in the governance of Conexus				✓
Priority access for events (Technology Trips, Strategy Conference)				✓
Conexus Staff Member annual onsite business review				✓
Conexus presentation at Association's annual event	✓			
Conexus provided, co-branded annual webinar	✓			



## Other Governance Documents

View the [full list of Conexxus Governance Documents](#), or click below to view each document individually.

- [Conexxus Bylaws](#)
- [Conflicts of Interest](#)
- [Whistleblower Policy](#)
- [Anti-Harassment Policy](#)
- [W9 Form](#)
- [Use of Conexxus Name and Logo](#)



## Get Involved

Becoming active within Conexxus is the way to move your organization forward and stay ahead of the technology impacting our industry. It is vital for us together as an industry to have retailers and suppliers be a part of this process. You've made the first important step of joining us, now it's your turn to make a difference!

## Join Committees

Choose the Committees below that align with your interests, areas of expertise, and active work within your organization. To discuss the current projects in each of these committees, please contact Conexxus staff at [info@conexxus.org](mailto:info@conexxus.org); depending on the Committee, we will route you to the appropriate staff member.

For the mission statements, active projects, current leadership, and active working groups of each of these Committees, see the [full Groups list](#) on the website.

### Business Committees:

**Standards Quality Assurance (SQA):** Ensure high quality standards are produced by Conexxus technical committees and foster an environment of continuous process and quality improvement.

**Membership & Marketing:** Responsible for promoting Conexxus to drive membership and help plan events and conferences.

**Retailer Business Requirements (RBR):** Actively solicits retailers to help solve today's common business problems and those foreseeable in the future by driving new work items that are consistent with retailer business requirements.

**Technology Research Committee (TRC):** Plan content for the NACS TechEdge and the Conexxus Annual Conference and Annual Strategy Conference.

## Technical Committees:

**Technical Advisory Committee (TAC):** Coordinate the activities of the various technical committees. The Committee is governed by the Conexus Operating Procedures and reviews technical documentation to ensure accuracy and completeness

**Device Integration:** Develop and/or adopt standards to facilitate the integration of all devices and applications within a convenience store both on the forecourt and within the store and to offsite systems. The objective is to have all devices in a store connected and communicating with each other as well as the home office.

- **Forecourt Device Controller Working Group**

**EB2B:** Develop and/or adopt standards for doing business electronically in the areas of retail merchandise, order to payment process, lottery accounting reconciliation, and motor fuels data flow.

- **Lottery Working Group**
- **Business Metrics Working Group**

**POS Back Office:** Develop standards that facilitate the efficient communication of information specific to the convenience and fuel retailing environment particularly between the traditional functions of point of sale devices and back office workstations.

**Retail Financial Transactions:** Promote development, adoption, and maintenance of efficient retail financial transaction solutions through global standards.

- **Digital Offers Working Group**
- **Electronic Payment Server (EPS) Working Group**
- **Loyalty Working Group**
- **Mobile Payments Working Group**

**Data Security Standards Committee:** Dedicated to achieving meaningful, best in class, data security guidance for our industry, in line with PCI-DSS requirements and industry best practices.

## Subscribe to Committee Communications

If you're not yet ready to actively participate in a Committee, but would like to first monitor their progress and projects, you can first subscribe to their communications. By subscribing to a Committee you will get meeting notices, read about work in progress, and can request corrections and/ or new features for existing standards.

- [How to Subscribe to Committee Communications](#)

## Participate in Webinars

Each month Conexxus hosts a complimentary webinar that is presented by leading Conexxus members. As a member, you will receive email invitations for these webinars.

If you would like to host a webinar, or have a suggestion for a topic you'd like to learn more about, please contact us at [webinars@conexxus.org](mailto:webinars@conexxus.org).

- [View the Calendar of Upcoming Topics](#)
- [Watch Previously Recorded Webinars](#)

## Attend Conexxus Conferences

### Annual Conference

Conexxus hosts an Annual Conference each April/ May. The location moves around the US and the conference provides valuable opportunities for working groups to make face to face progress on their initiatives, education on industry technology topics, and networking with your peers.

- [Learn about previous and upcoming Annual Conferences](#)
- Learn about sponsorship opportunities (contact [info@conexxus.org](mailto:info@conexxus.org))

### Annual Strategy Conference

Each summer Conexxus holds an exclusive Strategy Conference, hosted at a member organization's location. At this meeting we discuss the high priority initiatives for the Committees and Working Groups over the next year. The number of participants is limited to around 30 people, on a first come first serve basis. Only Gold Level Members are eligible to participate.

- [Learn about previous and upcoming Strategy Conferences](#)

## TechEdge at the NACS Show

TechEdge provides industry retailer technology professionals a more personalized and high-value experience of learning, connecting and access to new solutions, all during the annual October NACS Show. This forward-looking program is a partnership initiative of Conexxus and NACS in order to bring more value, deeper education and broader solutions to attendees. Think of it as a specialized program within the NACS Show—for technology professionals.

- [Learn about previous and upcoming TechEdge shows](#)

## New Work Items

We want to know what's important to you and your organization! To submit a new work item to be considered by Conexxus, contact our staff at [info@conexxus.org](mailto:info@conexxus.org) for instructions on the submission process.

## Specification Questions

If you have any questions about existing specifications, how they should be implemented, or suspect that it contains an error, contact Linda Toth ([ltoth@conexxus.org](mailto:ltoth@conexxus.org)), the Committee Chair, or raise the question at the end of the next group meeting.



## Navigate the Website

All of your membership resources are available within the Membership Portal of the Conexxus website. This includes all standards, membership documentation, and committee minutes. If you have issues finding anything you need, contact a member of Conexxus staff.

## Committee Documents

Once you are logged into the website, you will have access to all of the approved Standards and related group documents. There is a lot of information, so use the below How To Steps (videos and visual directions) to find the documents you need.

- [Find Upcoming Committee Meetings](#)
- [Find Previous Meeting Minutes](#)
- [Find Group Files and Documents](#)

## Technology Standards

Once you are logged into the website, you will have access to all of the current approved, archived, and proposed (draft) Standards. ([Conexus.org/standards](https://conexus.org/standards))

If you are *not* logged into the site and click on “Standards” in the main navigation, you will find the public abstracts for many of the current standards. Please feel free to share these [public abstracts](#) with your industry colleagues who may be curious about what you are benefiting from by being a member of Conexus!

### Standards Approval Process

Below is a summary of the Standards Approval process. For full details please view [Article III of the Operating Procedures and Guidelines](#).

1. The first step is for a Technical Committee to approve their Draft Standard. (A "Draft Standard" means any proposed or recommended standards, specifications, technical guidance documents, implementation guides, or other related documentation.)
2. The Draft Standard then moves to the Standards Quality Assurance Committee (SQA) which is reviewed within 30 days. At this point, SQA may either request further changes from the Technical Committee or approve the standard for consideration by the Technical Advisory Committee (TAC).
3. The Draft Standard is reviewed by TAC within 30 days for compliance with all legal requirements and business needs. TAC may either request further changes from the Technical Committee or approve the standard for General Assembly consideration.
4. Draft Standards are available to Silver and Gold Conexus Members during a public comment period of 60 days. This time period may run parallel to the review period for SQA and TAC. If any significant changes are required as a result of reviews by SQA or TAC, the public comment period may be increased.
5. After all comments are resolved, the Draft Standard is approved by the General Assembly to be made final. Only full Gold Level members in good standing are eligible to vote.

### Consensus Voting

As a Draft Standard moves through the Approval process, each approving Committee must reach a consensus vote. Negative votes and comments are reviewed and addressed by the Working Group, Subcommittee, or Technical Committee considering the draft and a resolution must be reached.

Standards that are being discussed and edited by the Committees are found within the [My Workbench...My Documents](#) section of the website. Here you can search for documents by Group, Work Status, or Document Status.

### [Approved Standard Versions](#)

All approved standards versions are located on the website at: <https://www.conexus.org/standards>. Each standard version has a release status:

**Proposed:** This means the standard is currently in a public comment period or up for a final release vote.

**Latest Release:** This is it the most current version of the standard.

**Archived Release:** This is an earlier version of the approved standard. Most of the time, development will be done to accommodate the latest version. However, there may be times when an earlier version is preferred due to partner vendor implementations.

### Guidelines

We have developed several guidelines for meetings and committee activity, how to use our Standards, and how to define your work products.

- [View Working Group Guidelines](#)
- [View Documentation Guidelines](#)

### Industry Resources

There are a multitude of resources, both public and proprietary, available through the [Resource section](#) of the website. Be sure to visit this section often to see what's new!

- [View White Papers and Presentations](#)
- [Read about Conexus in the News](#)
- [Watch Conexus Webinars](#)
- [Read Previous Conexions Newsletters](#)



## Meet Conexus

If at any point you have questions about membership, resources, or standards. Please reach out to the Conexus staff, Board Members, or Committee Chairs!

## Meet the Staff



### Gray Taylor, Executive Director

Gray literally grew up in the convenience store industry with the opening of the family's first convenience store in 1963. Involved in the family business, comprised 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 Vice President of Research & Technology for the National Association of Convenience Stores (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.

Gray lives in Georgetown, TX and can be reached at 512-508-3469 or [gtaylor@conexus.org](mailto:gtaylor@conexus.org)



### Linda Toth, Director of Standards

Linda has oversight of many of the technical and business committees within Conexus and the work they produce. She also oversees the maintenance of and development for the Conexus website. She advocates on behalf of the convenience industry at EMVCo and the US Payments Forum (formerly the EMV Migration Forum) Petroleum Working Group, 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 Conexus' joint work with the International Forecourt Standards Forum (IFSF) to develop global solutions and standards for retail fueling. Linda graduated from North Carolina State University with a BS in Electrical Engineering. Prior to joining the Conexus staff in 2011, she worked for 7 years at VeriFone's Petro division developing POS 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 Conexus/PCATS since its inception, holding various leadership roles within the Device Integration Committee and its working groups.

Linda resides in Clearwater, Florida and can be reached at 727-631-5536 or [ltoth@conexus.org](mailto:ltoth@conexus.org)



**Ann Zecca, Manager, Membership and Administration**

Ann is the meeting planner for all Conexus events, including the Conexus Annual Conference, Annual Strategy Conference, and technology field trips. In addition, she oversees membership processing and handles administrative duties for Conexus.

Joining the staff in 2003, Ann is one of the original staff members of Conexus/PCATS. Previously, she worked in accounting as well as contemporary art sales and management.

Ann splits her time between Stafford, VA and Virginia Beach, VA and can be reached at 703-518-7963 or [azecca@conexus.org](mailto:azecca@conexus.org).



**Kim Seufer, Standards Coordinator**

Kim joined the Conexus team in July of 2016. She works closely with many of the Conexus committees and working groups to advance standards for the industry, as well as assisting with the website and other administrative tasks.

Kim graduated from Appalachian State University in 2012 with a B.A. in Political Science and Spanish Language. She then spent 3 years studying Political Science at Penn State University with a focus on lobbying behavior and social data analytics. While at Penn State, she attended the Inter-university Consortium for Political and Social Research (ICPSR) Summer Program in Quantitative Methods of Social Research at the University of Michigan and has research published in the journal *Interest Groups and Advocacy*. Prior to coming to Conexus, Kim worked in real estate and as contracted research assistant examining the consumer behavior associated with credit card usage.

Kim resides in Greensboro, NC and can be reached at 336-707-8918 or [kseufer@conexus.org](mailto:kseufer@conexus.org).



**Allie Russell, Standards Coordinator.**

Allie has been with Conexus since 2015; the first two years as a part-time intern and then joining the staff full-time in 2017. Her main responsibility is to work closely with the Conexus committees and working groups in their efforts to create standards. She also coordinates the monthly webinars, manages Conexus's social media presence, builds the Annual Conference mobile app, and assists with the website and other administrative responsibilities.

Allie graduated from the University of Florida in 2017 with honors and dual bachelor's degree in Political Science and Criminology & Law. As she continues her responsibilities with Conexus, she is also attending the University of North Carolina Law School, with a focus on Intellectual Property law and



data security laws.

Allie can be reached at 727-560-4418 or [arussell@conexus.org](mailto:arussell@conexus.org).



### Stewie, Conexus Mascot

Stewie became the official Conexus mascot in 2008. Each outgoing Chair of the Board of Advisors adds an item to Stewie's collection of memorabilia.

Stewie and his collection can be found at every Conexus Annual Conference. Between Conferences, Stewie resides with the current Conexus Chair and can be reached at [stewie@conexus.org](mailto:stewie@conexus.org).

## Board Structure

Conexus is comprised of a Board of Directors and a Board of Advisors. The Board of Directors is elected to one-year terms at the Annual Conference. The Board of Advisors consists of elected officers, as well as the chairs of the Technical and Business Committees. Board members must represent an organization that is a Conexus Gold member.

- [View the current Board Structure](#)

## Committee Chairs

Each of the Business and Technical Committees have a chair and vice chair, who must be active Gold members of Conexus. Committee chairs and vice chairs are elected within the Committee to a two-year term. Some Committees have working groups or subcommittees, which also have chairs and vice-chairs, elected by the group.

- [View the current Committee Chairs and Vice Chairs](#)

## Membership Directory

Who else is a part of making a difference in our industry? Search through the Membership Directory to see the full list of suppliers and retailers who have committed to leading the technology future of the convenience and fuel industries.

- [View the Membership Directory](#)