

# 2009 NACStech Educational Sessions

(as of 5/13/09)

**Monday, May 18, 2009 (1:15 PM – 2:15 PM)**

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## **Introduction to PCI –DSS Compliance**

**Room: Grapevine Ballroom A**

**Track: PCI Compliance**

Whether you're still trying to figure out what the acronym PCI-DSS stands for or consider yourself well-versed in the complexity of compliance, then you must attend this session. Refresh your memory on the requirements and deadlines and learn new developments.

**Moderator:** Jack McLaughlin, Director of Information Services, Tedeschi Food Shops Inc.

**Speaker:** Rick Dakin, President & Senior Security Strategist, Coalfire Systems, Inc.

## **How Good is Your Labor Management?**

**Room: Grapevine Ballroom B**

**Track: Business Management Essentials**

In a downturn economy, why waste energy, resources and most importantly, money, on labor management when you don't have too. Labor management is more than a piece of paper on the wall notifying employees of their shift. Labor management solutions help eliminate human error and reduce time spent on time sheets and schedules. Hear from a retailer and a supplier on the top three fundamentals of labor management and how they coordinate their systems with complete time clocks, schedulers, task management, and human resource between store level and corporate operations through case studies.

**Moderator:** Ed Collupy, Vice President, Information Services, The Pantry, Inc.

**Speaker:** Joe Gauthier, Operations Director, WESCO, Inc.

**Speaker:** Wade Mosteller, Senior Partner, Claris Solutions

## **Using Your POS to Control Theft, Cash Shrinkage and Driveoffs**

**Room: Grapevine 1-2**

**Track: Finance & Operations**

The four most common areas of shrink are employee theft, shoplifting, vendor theft and paperwork errors. However, with keen monitoring through POS software, you can mine the data to alert management of potential theft issues. Hear from retailers that have used technology to combat this unfortunate problem.

**Moderator:** Jane Gabriel, Retail Solutions Manager, The Pinnacle Corporation

**Speaker:** Susan Flynn McLoughlin, Senior Systems Analyst, WILCOHESS, LLC

**Speaker:** Dale Williams, Director of Quality Assurance & Internal Control, Flash Foods, Inc. The Jones Company

## **Considering an Effective Forecourt Marketing Strategy?**

**Room: Grapevine 3-4**

**Track: Category Management & Marketing**

A customer spends roughly 6 minutes at the forecourt filling up a tank. How do you get a person from the pump into the store where hopefully they purchase something? In this session, you will hear analysis of the marketing strategies that retailer's use and its effectiveness. Additionally, you will hear from retailers who have been quite successful in marketing at the forecourt.

**Moderator/Speaker:** Lesley Saitta, CEO, Impact 21 Group, LLC

**Speaker:** Todd Harrison, Director of Application Support, The Spinx Company, Inc.

**Speaker:** Scott Zaremba, President, Zarco 66, Inc. dba Zarco 66 Earth Friendly Fuels

## **The PCATS Certification Program**

**Room:** Grapevine 5-6

**Track:** Standards powered by PCATS

Learn why the PCATS testing and certification laboratory was built, how it helps minimize the impact to a retailer's existing infrastructure, and how the enhanced PCATS certification program will transform your business. You will hear the most up-to-date details on the lab and related interoperability testing that facilitates reliable and accurate information to potential end users and the marketplace.

**Moderator:** Thomas Oare, Executive Director, PCATS, Inc.

**Speaker:** Gregg Peele, President & CEO, Cmi Solutions, Inc.

**Speaker:** Patrick Raycroft, Vice President, W. Capra Consulting Group

**Speaker:** Scott Wood, Director of Standards, PCATS, Inc.

**Monday, May 18, 2009 (2:30 PM – 3:30 PM)**

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## **Mitigate your PCI Risk and Fortify your Organization Against a Breach**

**Room:** Grapevine Ballroom A

**Track:** PCI Compliance

It's easy to view PCI compliance as the ultimate goal of IT security these days, but it's not that black and white. Compliance lowers risk, but can't protect you from all attacks. Likewise, not being compliant doesn't mean you can't or shouldn't take steps to fortify your organization against a breach. No matter where you are in the pursuit of PCI compliance there are some basic things you can do to mitigate your risk and have a high impact on your overall security.

**Moderator:** Denise Lewis, POS Product Manager, The Pinnacle Corporation

**Speaker:** Chris Mark, President & CEO, The Aegenis Group, Inc.

## **Branded Stores and PCI Compliance: Who is Responsible?**

**Room:** Grapevine Ballroom B

**Track:** PCI Compliance

You're branded; does that mean that you, personally, have to ensure your PCI-DSS Compliance? Meet with knowledgeable brand representatives from major oil companies to get the scoop of what you're on the hook for. Bring your questions for this highly interactive session as you'll have the opportunity to sit with those brand representatives you need.

**Moderator:** Mr. James Huguelet, Payment Architect, W. Capra Consulting Group

**Panelist:** Carolyn Allen, Senior Manager - Wholesale Brands, Valero Energy Corporation

**Panelist:** Charlotte Ann Loomiller, POS Manager, Citgo Petroleum Corporation

**Panelist:** Hubert Williams, III, Systems Manager, Sunoco, Inc.

**Panelist:** Kelly Mahoney, Payment Operations Manager, BP

**Panelist:** Kenneth Morse, Sales Automation Manager, Chevron Corporation

## **Improving Your Profitability with LEED Certification**

**Room:** Grapevine 1-2

**Track:** Finance & Operations

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages sustainable green building and development practices. Adopting green practices is not only a benefit to the planet, but portrays a positive image to your customers and can save tons of money. Hear about solutions that promote energy conservation and lead to energy savings. Topics to be discussed include mechanical and electrical equipment, refrigeration and lighting. Hear from a professional engineer whose focus is to help retailers find energy and cost efficient solutions. Listen to the benefits realized and challenges encountered from a retailer who is in the final stages of applying for LEED certification.

**Moderator:** Michael Young, Marketing Analyst, EMERSON Climate Technologies

**Speaker:** John Feldman, Vice President, Construction, Kum & Go, L.C.

**Speaker:** Clive Samuels, EMERSON Climate Technologies,

## **What Can We Take From General Information Technology Trends?**

**Room:** Grapevine 3-4

**Track:** Category Management & Marketing

It's no secret that other retail channels lead the way when it comes to technology. See exciting new technology that other retailers are employing without ever leaving Dallas.

**Moderator:** David Ezell, Engineering, VeriFone, Inc.

**Speaker:** Sudarshan Chitre, Lead Development Manager, Microsoft

## **New Ways of Improving Business Processes**

**Room:** Grapevine 5-6

**Track:** Standards powered by PCATS

Members of the Petroleum Convenience Alliance for Technology Standards, PCATS, celebrate their victories by sharing their implementation stories. Learn how the PCATS Gateway, Powered by 1SYNC™, Sponsored by NACS, can help synchronize pricebook data electronically between suppliers and retailers in the convenience and petroleum retail channel. Hear more about the technology standards advancements made over the past five years and what it means to your company in terms of improved efficiencies, profitability and more.

**Moderator:** Thomas Oare, Executive Director, PCATS, Inc.

**Speaker:** Gabriel Olives, Vice President, IT/Petroleum, Turkey Hill Minit Markets a div. of The Kroger Co.

**Speaker:** Lisa Stewart, President, Impact 21 Group, LLC

## **Monday, May 18, 2009 (4:00 PM – 5:30 PM)**

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**Opening General Session – featuring BJ Fogg**

**Room:** Grapevine Ballroom C-D

**Track:** General Session

"Captology" expert B.J. Fogg will shed light on how computing products - from Web sites to mobile phone software - can change how people think. At the Persuasive technology Lab at Stanford University, Fogg directs research that creates insights on how computing products can be designed to change people's beliefs and behaviors. Fogg, a leader in investigating computers and persuasion for 15 years, coined the term "captology" to describe the area where computing technology and persuasion overlaps.

**Moderator:** Jenny Bullard, Chief Information Officer, Flash Foods, Inc. The Jones Company

# 2009 NACStech Educational Sessions

(as of 5/13/09)

**Tuesday, May 19, 2009 (8:15 AM – 9:30 AM)**

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## **Early Riser Breakfast General Session: What is Social Engineering and How Can it Hurt?**

**Room: Grapevine Ballroom B**

**Track: General Session**

Start your morning with good food and great conversation from security expert Ira Winkler and Ed Freels, Chief Information Officer for WilcoHess. As a special bonus for the super early birds, the first 50 people to the session will receive a free copy of Ira's book "Spies Among Us".

**Moderator:** Ed Freels, Chief Information Officer, WILCOHESS, LLC

**Speaker:** Ira Winkler, President, Internet Security Advisors Group

**Tuesday, May 19, 2009 (9:45 AM – 10:45 AM)**

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## **PCI Compliance: Ignorance is Not a Defense**

**Room: Grapevine Ballroom A**

**Track: PCI Compliance**

Hear from a panel of experts in this highly interactive workshop what you need to know about PCI compliance, what you need to do and how to get the proper assistance.

**Moderator:** Lisa Stewart, President, Impact 21 Group, LLC

**Speaker:** Dave Faoro, Vice President, Product Security and Systems Architecture, VeriFone, Inc.

**Speaker:** Dan Glennon, Senior Vice President of Marketing & Strategy, Cybera, Inc.

**Speaker:** Mikey Kindler, POS Marketing Director, Gilbarco Veeder-Root

**Speaker:** Shekar Swamy, President, American Technology Corporation

## **PCI-DSS Compliance: Hardware**

**Room: Grapevine Ballroom B**

**Track: PCI Compliance**

This advanced session will discuss the intricacies of PCI-DSS Compliance as it pertains to hardware such as your POS, fuel pumps, PIN pads, peripherals, physical access, and physical ports, among other items.

**Moderator:** Lucy Sackett, Director, Marketing Communications, Gilbarco Veeder-Root

**Speaker:** Scott McDowell, Director Marketing, Dispenser Applications, Gilbarco Veeder-Root

**Speaker:** Jeff Wakefield, Vice President, Marketing, VeriFone, Inc.

**Speaker:** Tim Weston, Product Manager, Payment Technologies, Dresser Wayne

## **IP-Enabling Your Store**

**Room: Grapevine 1-2**

**Track: Finance & Operations**

During the last 12 months, CHS Cenex and The Pantry have taken significant but different steps to take advantage of IP Technology at their stores. Although both companies have more than 1,500 branded sites, it is the differences between their operations that drive their requirements for IP functionality. This session will explain and contrast the approaches and show advantages, disadvantages, challenges faced and opportunities realized by each company.

**Moderator:** Rick Sales, President, Abierto Networks

**Speaker:** Loren Allston, Senior Project Manager, The Pantry, Inc.

**Speaker:** Roger Tripp, Manager, Product Management & Development, CHS Inc. (CENEX)

**The Economics of Loyalty Marketing – Can You Afford It?**

**Room: Grapevine 3-4****Track: Category Management & Marketing**

In tough times, retailers are looking for ways to cut costs, yet still bring in revenue and new customers. In this session, we will uncover all the costs associated with operating a Customer Loyalty Program. It will also explain the areas of expected ROI and how to budget for a program. Find out why the most progressive Convenience and Petroleum marketers are implementing enticing programs. Learn how program managers are finding creative ways to fund their rewards.

**Moderator:** Patrick Lewis, Partner, Oasis Stop N Go

**Speaker:** Josh Petty, Loyalty Program Manager, Tetco Stores Inc.

**Get Out of Your Back Office****Room: Grapevine 5-6****Track: Finance & Operations**

Host-based back office technology is gradually becoming the system of choice in a highly mobile working environment. Not only does an integrated system allow for faster decision-making and better inventory control, it can save you money and time and allow for stronger marketing and increased profitability. Hear from retailers who have implemented two different efficient technologies and the benefits they have realized.

**Moderator:** Melissa Fox, Retail Solutions Manager, The Pinnacle Corporation

**Speaker:** John Dilsaver, Vice President, Rite Way Oil & Gas Co., Inc.

**Speaker:** Benjamin Jatlow, Director, Information Technology, High's of Baltimore, Inc.

**Tuesday, May 19, 2009 (11:00 AM – 12:00 PM)**

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**Triple DES Compliance****Room: Grapevine Ballroom A****Track: PCI Compliance**

Shorthand for "triple data encryption standard," Triple DES is a new code that requires that EFT transactions be encrypted three times (instead of once, the previous standard) at the ATM or point-of-sale terminal before being routed through an electronic payments network for authorization. Learn more on the ins and outs of this requirement.

**Moderator:** James Maxey, Senior Store Systems Development & Maintenance Manager, Valero Energy Corporation

**Speaker:** Scott McDowell, Marketing Manager, Gilbarco Veeder-Root

**Speaker:** Gray Taylor, Consultant

**Speaker:** Tim Weston, Product Manager, Payment Technologies, Dresser Wayne

**Great People + Great Technology = Great Results****Room: Grapevine Ballroom B****Track: Business Management Essentials**

In today's turbulent times only one thing is constant in the Convenience Retail Industry; change. If you and your organization want to survive and thrive, it is going to take a combination of great employees and great technology. Just good enough is not going to be good enough and one without the other will not make it. In this session, we will be looking at how you find and use the same principles and concepts that apply to buying and installing great technology to make sure your are attracting, selecting and installing great employees.

**Moderator:** Drew Mize, Vice President, Product Management & Marketing, The Pinnacle Corporation

**Speaker:** Mel Kleiman, Humetrics, Inc.

**The Changing Payment Systems Landscape**

**Room: Grapevine 1-2****Track: Finance & Operations**

According to the NACS State of the Industry Report of 2007 data, credit card fees doubled since 2004. How do savvy retailers combat the ever-growing trend of consumers use of credit cards as the preferred method of payment? Hear from a panel of retailers who have implemented various alternative payment programs.

**Moderator:** Patrick Lewis, Partner, Oasis Stop N Go

**Panelist:** Randy Case, Chief Information Officer, Fastrac Markets, LLC

**Panelist:** Brad Driggers, Store Software Coordinator, Flash Foods, Inc. The Jones Company

**Panelist:** Guy Oliver, President, MTG Management

**Panelist:** Cheryl Szczesniak, Chief Information Officer, The Spinx Company, Inc.

**Panelist:** Chris Suess, Consumer Cards Manager - North America, Shell Oil Products US

**Utilizing the Data you Have****Room: Grapevine 3-4****Track: Category Management & Marketing**

Do you know how to take your company to the next level using the data that you already have? Today's technology enables you to not only retrieve your data, but actually drill down into the data for a more in-depth analysis that allows marketing and operations to drive dollars to the bottom line. This session will not only look at how to best utilize the data you collected, but to look at understanding the different users to ensure that you are providing reports that they will use and understand.

**Moderator:** Jenny Bullard, Chief Information Officer, Flash Foods, Inc. The Jones Company

**Speaker:** Nishat Mehta, Director, OEM Programs, MicroStrategy, Inc.

**PCATS Open Site Architecture: Delivering on the Promise****Room: Grapevine 5-6****Track: Standards powered by PCATS**

Gain a better understanding of the PCATS Open Site Architecture (POSA) and how retailers will benefit from a common messaging infrastructure for all devices and computer equipment existing within their convenience store. Learn what you can do today to take advantage of the electronic sign, auto-safe, and fueling point standards. Hear about other areas of message specifications that are in development such as the tank gauge, carwash, and building facilities management.

**Moderator:** Thomas Oare, Executive Director, PCATS, Inc.

**Speaker:** Scott Wood, Director of Standards, PCATS, Inc.

# 2009 NACStech Educational Sessions

(as of 5/13/09)

**Wednesday, May 20, 2009 (8:15 AM – 9:15 AM)**

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## **Overlooked PCI-DSS Compliance: People**

**Room: Grapevine Ballroom A**

**Track: PCI Compliance**

You think you've secured everything, but what about the rest of the staff? From the store to the home office, there are a lot of aspects you may have overlooked. Learn about common security risks and how to cover all your bases.

**Moderator:** Dave Thompson, Vice President - Global Engineering, Systems & Payment, Dresser Wayne

**Speaker:** Benjamin Stephen, Senior Security Consultant, FishNet Security

## **Maximizing Utility Rebates**

**Room: Grapevine 1-2**

**Track: Finance & Operations**

Did you know that you could obtain rebates and incentive dollars from your area's public utility company? The ability to receive this money could mean the difference between one project's approval and the demise of another when doing construction or retrofits. Hear from an expert in helping businesses find such solutions and a utility company representative.

**Moderator:** Michael Young, Marketing Analyst, EMERSON Climate Technologies

**Speaker:** John Hanel, Senior Program Manager, C&I SOP, Oncor Energy Delivery Company

**Speaker:** Howard Spellman, Executive Vice President, Coleman Hines, Inc.

## **Building a Digital Marketing Plan**

**Room: Grapevine 3-4**

**Track: Category Management & Marketing**

Have you noticed the shift towards digital merchandising in convenience retailing? Are you ready to use digital marketing to reach consumers in a timely, relevant, personal and cost-effective manner? This session will focus on developing and maintaining ad campaigns across your store, analyzing results, recognizing trends, and how to adjust those to make your campaigns successful.

**Moderator:** Lucy Sackett, Director, Marketing Communications, Gilbarco Veeder-Root

**Speaker:** Larry Gerosa, President, Precision C-Store Management Ltd. dba Jud's Food Stores

**Speaker:** Lesley Saitta, CEO, Impact 21 Group, LLC

## **Win BIG with Lottery & Loyalty**

**Room: Grapevine 5-6**

**Track: Standards powered by PCATS**

Over the past year, there have been major advancements in the area of lottery and loyalty standards. This session will provide you with an overview of the PCATS and the North American Association of State and Provincial Lotteries (NASPL) lottery invoicing and game activity pilots and what is planned for the future. The PCATS Loyalty specification has come a long way and provides for a standard message format for sending data to any loyalty solution provider. The POS provider can now develop to a single solution and the retailer now has a choice among many different loyalty processors. The loyalty processors benefit by having an expanded market because of the simpler POS integration.

**Moderator:** Thomas Oare, Executive Director, PCATS, Inc.

**Speaker:** Weusi Berry, Key Accounts Manager, South Carolina Education Lottery

**Speaker:** Jeffrey Foti, Business Analyst & Developer, The Pantry, Inc.

**Speaker:** Patrick Lewis, Partner, Oasis Stop N Go

**Wednesday, May 20, 2009 (12:45 PM – 2:30 PM)**

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**Closing General Session – featuring Michael Rogers**

**Room: Grapevine Ballroom C-D**

**Track: General Session**

Michael Rogers, a leading expert on the impact of technological change for business and society, will share his knowledge and insights on how technology can drive business success. Rogers is currently the Futurist-in-Residence for the New York Times Company and writes the popular "Practical Futurist" column at msnbc.com, which reaches 22 million readers each month.

**Moderator:** Jenny Bullard, Chief Information Officer, Flash Foods, Inc. The Jones Company