

PRESS RELEASE

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For Immediate Release

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RetailNOW Keynote Speaker Featured in Washington Post

Charlotte, NC | April 26, 2010 - RSPA's RetailNOW 2010, where the industry meets, will feature Chris Fuller as

the keynote speaker on Monday, July 28, 2010. Chris Fuller is a speaker, consultant, adventurer and author, most recently, of *Iditarod Leadership: Unleashing the Power of the Team*. His company, Influence Leadership, develops leaders around the world. Fuller was recently featured in the Washington Post, [Epic race: What leaders can learn from Iditarod 2010](#), about his leadership insight.



Chris Fuller

[RetailNOW](#) is where the industry meets each year to become educated on new business trends, emerging technologies and best business practices along with exploring a diverse exhibit hall featuring the latest products in the industry. RetailNOW 2010 will take place July 25 - 28, 2010 at Mandalay Bay Resort & Casino in Las Vegas, NV.

The [educational opportunities](#) provided at RetailNOW are for all levels of industry professionals. Specifically, this year's RetailNOW will provide a customer panel for attendees to obtain real feedback from POS end users. RetailNOW 2010 will also feature a PCI panel including representatives from other associations such as NRA (National Restaurant Association) and NACS (National Association of Convenience Stores) as well as a merchant who experienced a security breach. The much anticipated industry leader's panel will take place on July 27th and will include top decision makers from such companies as ScanSource, HP, MICROS, IBM, NCR, and BlueStar. This panel will provide attendees with the opportunity to participate in a conversation about where our industry is headed and what decisions are currently being made to influence that direction.

[On Thursday, July 29th](#), the RSPA education department will provide classes specifically designed for sales and service managers for an additional fee. These two tracks are intense workshops that only allow limited attendance to enable each participant to take full advantage of the information being presented within a workshop environment.

"I'm excited about the variety of education sessions we're offering at RetailNOW2010. This year we have more plenary sessions focusing on industry leadership, the customer's viewpoint both from an implementation perspective and 'real life' PCI. The wide variety of break-out sessions mixed with networking lunch and learn opportunities will provide a full slate of education for all levels of industry professionals," said Lauren Stark, RSPA Education Manager.

RSPA is running a [super saver special](#) now through April 30th, that offers RSPA members a \$199 registration price and non-members a \$595 registration with 1 free year of RSPA membership. Those

who register during this special will also be entered to win one (1) of four (4) RetailNOW VIP packages including a 2/nt. hotel stay, airport transfer, and VIP welcome valued at over \$400 each.

For information and/or to register for RetailNOW 2010, visit www.GoRSPA.org/RetailNOW.

About RSPA

(www.GoRSPA.org) The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, certification, industry advocacy, benefits and information that assists members with becoming and remaining successful.



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