

WHAT'S NEW:

RetailNOW Education will help you get inspired to learn in ways you've never considered before.

Attend sessions that will encourage you to embrace new possibilities and get practical applications that you can implement in your business *tomorrow*.

From meaningful and high-impact general sessions, to carefully curated Education tracks, RetailNOW's 2016 education program is sure to help you think differently about solving problems. It's your time to reawaken your spirit of innovation.

Highlights include:



Educational Tracks

This year, all RetailNOW breakout sessions are organized into educational tracks (detailed to the right). Organized in an effort to maximize your time while here, you

can choose to dive deeply into a particular topic area, or, if you want to get information on the many topics and issues affecting point of sale, our tracks will help you navigate your way around this year's educational schedule.



Managing the Transition to Managed Services Workshop

Three concentrated sessions, hosted by RSPA members who have already made this often thorny transition, or have helped

VARs make the transition, will be held on Tuesday, August 2 in back-to-back sessions in this exclusive RetailNOW training opportunity.



Wednesday General Sessions

We've saved some of the best for last. Spend the day getting educated alongside your fellow show-goers. RSPA Attorney Bob Goldberg, Lightning Round

Leadership talks, and Closing Speaker Josh Klein will provide three hours of substantive education that will help you return to your business motivated, and ready for action.

About RetailNOW's Education Tracks



Business Transformations

What does it take to drive successful transformation in your business? Whether you're changing a specific practice in

your business, or if you are planning for your business to look completely different when you've finished the change, sessions in this track feature topics that will assist as you walk down the path of making fundamental changes to your business.



Security

As opportunities for POS VARs continue to expand, Security has become a top priority for the channel. Physical security

solutions have always been of concern for merchants, but payment card and network security are now standard elements of any VAR-merchant conversation. Sessions in this track provide insights on how to expand your current security business, and provide assistance on how to add security solutions seamlessly.



Vertical U.

RSPA membership is multi-faceted, with VAR members and vendors who specialize in a variety of verticals—or who limit their

practices to one or two. "Enrolling" in any of the Vertical U. courses is sure to provide you with the education you need to catapult your vertical business to a new level.



Payments

We're no longer approaching an intersection of Point of Sale and Payments: we're now in the middle of a busy thoroughfare,

where payments and point of sale, now intricately linked, provide the route to the ultimate future of the POS ecosystem. Find out what's new in Payments by checking out the sessions in this tracks.



Collaborative Conversations

RetailNOW is the place where the industry meets, and panels are always a big draw. Panel discussions provide the opportunity

to gather many of the voices in the diverse ecosystem at one table. Sessions in this track will provide the chance to hear many perspectives on some of the hottest topics in the industry.

Monday, 8/1

Time	Session	Speaker	Location	Track
8:00a - 10:00a	General Session			
	<p>Welcome + General Session</p> <div style="display: flex;"> <div style="flex: 1;">  <p>Funk</p> </div> <div style="flex: 1;">  <p>Buzek</p> </div> </div> <p>At a time when ingenuity, thinking differently, and being open to new ways of solving problems is more important than ever, the word innovation seems to have lost some of its true power. RetailNOW 2016 will challenge attendees to think innovatively, about innovating. More than just a tactile technology experience on the expo floor, getting facetime with vendors and building relationships with industry game-changers, thought leaders, and experts, RetailNOW provides the opportunity to tap into a community of deep experience, knowledge, and know-how.</p> <p>In this high-octane kick off to the point of sale ecosystem's biggest annual event, attendees will be greeted by RSPA CEO, Kelly Funk, who will set the tone for three days to come. Special Guest Greg Buzek (IHL Group) will provide insights on what merchants care about, and leave attendees with intel on how to best anticipate merchant questions and concerns. The General Session concludes with Dallas royalty: NFL Hall of Famer-turned-businessman, Emmitt Smith will share some motivating words with RetailNOW attendees with his signature energetic style.</p> <div style="display: flex;"> <div style="flex: 1;">  </div> <div style="flex: 1;"> <p>About Emmitt Smith</p> <p>Emmitt Smith is a retired professional football player. He is best known for his accomplishments as a running back for the Dallas Cowboys. During his 15 seasons with their team, Smith earned numerous accomplishments. He is also noted for having broken Walter Payton's rushing yardage record.</p> <p>While in college, Smith also earned numerous accolades. Some of his collegiate career accomplishments include being named a member of the University of Florida's Athletic Hall of Fame, being named a member of the College Football Hall of Fame, and a member of the Gator Football Ring of Honor.</p> <p>In 1990, Smith joined the Dallas Cowboys. By the end of his 15-season career, Smith had become a three-time Super Bowl Champion and an eight-time Pro Bowl selection. Among his other numerous achievements, Smith also set several NFL records and became an American icon. For his outstanding career, Smith was inducted into the Professional Football Hall of Fame. After retiring, Smith also gained notoriety as a contestant on the American television show titled Dancing with the Stars.</p> </div> </div>	See Below	Texas AB	General Session
12:00p - 12:50p	<p>The Disruptive Payments Ecosystem: What the Payments Evolution Looks Like</p> <p>Payments are heating up in virtually every vertical market within the channel ecosystem. The buzzwords swirling around payments include—PCI, EMV, NFC, P2PE, just to name a few. The age of mPOS and ePayments is here, and retailers are trying to figure out how to manage these solutions within a traditional POS environment. With over 6 billion mobile devices in the world and ePayments gaining traction, EMV and PCI payment security concerns are prevalent. VARS must address a retailer's operational expectations and need to know what solutions to propose for every environment they face. [Panel Discussion]</p>	<p>Stephen Bergeron APG Cash Drawer</p>	Texas 1-2	
Breakout Sessions				

TRACK ICON KEY:



Business Transformations



Security



Vertical U.



Payments



Collaborative Conversations

Monday, 8/1

Time	Session	Speaker	Location	Track	
12:00p - 12:50p Breakout Sessions	Pioneering Protection Beyond PCI	Michelle Tinsley Intel	Texas 3-4		
	<p>In order to deliver customized “next gen” retail experiences, retailers are collecting more personally identifiable information about consumers. The time is NOW to move to protecting all of the sensitive data streams—going beyond the PCI scope to embrace protecting the entire customer. Stolen identities are both time consuming and expensive to remediate—and yet on the rise. In 2014, 19M fraudulent tax returns were filed in the USA. Intel has assembled a panel of experts to discuss what can be done to protect the entire customer. [Panel Discussion]</p>				
	Payments Security: Challenges, Trends and Tools	Paul Hunter Sterling Payment Technologies	Texas 5-6		
	<p>Data protection is at the forefront of the minds of merchants, software developers, resellers, and credit card processors. New certifications, new technologies and new regulations are being introduced in an effort to stop criminals while meeting consumers’ expectations for increased data protection. This panel offers insider perspectives on the issues and challenges facing the payments industry and insight into the tools available to secure information and reduce fraud. [Panel Discussion]</p>				
	Learn How to Win a Major Account	Gregg Brunnick Epson America	San Antonio 1-3		
	<p>ISVs are at a great advantage with a focus on technology and user experience. However, one of the hardest parts of starting that new business is getting to the point where you feel like you finally “hit it big.” Learn how an ISV partner landed its first major deal – from 3 perspectives: the end customer, the ISV, and the equipment vendor. Gregg Brunnick from Epson will lead the conversation.</p>				
The Digital Store Platform: Meeting Customer Expectations Today and Tomorrow	Paula Da Silva CitiXsys	San Antonio 4-6			
<p>As consumer demand drives a digital transformation in the shopping experience, new technologies, such as beacons, store analytics, and fulfillment programs are redefining how a retailer operates and engages with its customers. Successful retailers are looking for technology that drives the convenience, ease of use and personalization currently found online in the brick-and-mortar environment. Yet, retailers often feel overwhelmed by the variety of solutions and are turning to solutions providers for help. Likewise, most solutions providers are hard-pressed to acquire, implement, and manage all the technologies and services required to meet consumer-driven retail demand.</p> <p>A digital store platform that can be reconfigured in endless ways to address emerging needs can simplify the roadmap for meeting present and future demand. In this session, learn how to empower the retail brand by promoting a platform approach.</p>					
Stop the Chaos and Create a Retail Experience	Lora Coggins Toshiba Global Commerce Solutions	Dallas 5-7			
<p>The retail market is overwhelmed with buzz words: Omnichannel, Millennial, Mobility, Loyalty, Gen X. You can't help but think ...OMG. How do you communicate with a retailer? Retail trends are on the move. The consumer is more demanding of the retailer and the retailer expects their POS provider to know the market. Learn more about what is trending in the retail market place and how you optimize your time on the exhibit floor at RetailNOW 2016.</p>					

Monday, 8/1

Time	Session	Speaker	Location	Track
12:00p - 12:50p Breakout Sessions	RSPA Canadian Community Event		Texas C	
	<p>Does your company do business in Canada? Join the RSPA's Canadian Community for their table top discussions where we will be addressing hot topics in Canada such as: Preparing for PCI QIR certification, Internet of Things, Canadian Anti-Spam laws and Security. This event is being held to foster relationship building among businesses and individuals that have any presence in Canada. Learn more about the RSPA Canadian Community and upcoming events by attending this event and by visiting www.GoRSPA.org/Canada.</p> <p><i>This event is sponsored by APG Cash Drawer, Auto-Star, BlueStar, CRS, Logivision, Posera, Mercury-A Vantiv Company, ScanSource and Star Micronics.</i></p>			
1:00p - 1:50p Breakout Sessions	Payments as a Service: The Future of Payments Enablement	Henry Helgeson Cayan	Texas 1-2	
	<p>As the payments and transactions industry continues to rapidly evolve, the payment landscape is growing more complex and expansive – creating barriers and disruptions for retailers and their POS partners. Enter Payments as a Service, a newly emerging category in the payments landscape, where the focus of payments is shifting from traditional, highly integrated and device-dependent platforms to secure, cloud-based, device-agnostic solutions. Embracing Payments as a Service will create more advantages for retailers, POS developers and resellers – advantages that are critical for success in today's rapidly changing payments landscape.</p> <p>This panel, made up of individuals from the payment ecosystem, will present how the industry needs this new approach to ensure all parties are prepared for all of the ways consumers wish to pay, now and in the future. [Panel Discussion]</p>			
	The Future of mPOS	Jason Firment BlueStar	Texas 3-4	
<p>Many industries will be disrupted by the consequences of technology innovation and the move to mobility. The Point-of-Sale ecosphere is not immune to such oncoming changes. As the hype about mPOS wears off, the Channel needs to explore real-world challenges as implementation continue to progress. Long thought of as a solution for small businesses, mPOS continues to influence traditional POS lanes, making it critical to understand the key drivers merchants are using when exploring mPOS solutions. In addition, Omni-Channel, where the shopper has a complete shopping experience both physical and virtual in store, is changing the shopping experience. This panel will explore cases to dive into what is happening in the marketplace and where the opportunities lie. [Panel Discussion]</p>				
	Using Software Development Kits to Accelerate the Path to EMV-enabled mPOS	Andrew Molloy Ingenico Group	Texas 5-6	
<p>ISVs and VARs, whose core competency isn't payment, are struggling to ensure that their apps are EMV ready. What makes this difficult? EMV solutions are much more complex to develop than magstripe, and EMV certifications are expensive and time consuming. However, a new movement toward Software Development Kits (SDKs) is changing that, and enabling ISVs and VARs to quickly and easily integrate secure EMV payment acceptance into their mobile apps. They can then connect their apps to EMV-ready mobile card readers and EMV-ready gateways – resulting in pre-certified, EMV-ready, all-in-one solutions that are ready for merchants.</p>				

TRACK ICON KEY:



Business Transformations



Security



Vertical U.



Payments



Collaborative Conversations

Monday, 8/1

Time	Session	Speaker	Location	Track	
1:00p - 1:50p Breakout Sessions	Empathetic Innovation (EI) Defining Product Design	Steve McKean TableSafe, Inc.	San Antonio 1-3		
	EI requires a discipline of walking in the customer's shoes and designing the product from the ground up based on the end-user's experience and desires –vs-retrofitting existing solutions. Payment solutions are an example where EI is required to deliver the right solution. Keeping up with the pace of mobile innovation, shifting consumer profiles and payment regulations (EMV, NFC, PCI, etc.) has become a daunting task. Most of today's solutions are disruptive, and degrade the customer experience by requiring extra processes or the customer relinquishing their credit card and control to close the transaction. This session will feature a case study for Full Service Restaurants (FSR) and how a company applied EI principles to deliver a purpose-built solution optimized for POS-Free payments - where it is required or more advantageous to transact payments away from the terminal.				
	Payment Acceptance Risk Mitigation	Michael English Heartland	San Antonio 4-6		
	Acronyms such as P2PE, NFC and EMV are becoming more and more important to POS providers and their customers. But, are these security and payment technologies really mitigating the risk of card acceptance? This session will delve into the details to explain the benefits of risk mitigation and how it relates to P2PE and EMV acceptance.				
	IoT and Retail: Buzz or Benefit?	Ravi Kanniganti Zebra Technologies	Dallas 5-7		
IoT is certainly the latest buzz word in the industry, but it's more than just a buzz—it's delivering benefits that can influence customer behavior—turning browsers into buyers—online or in-store. Retailers, known for being at the forefront of technology adoption curve, are quickly pursuing what seems to be the next evolution in retail. New use cases are being developed and deployed daily to enhance their customers' experience. And retailers are increasing investments in technology such as edge sensors, IoT platforms, digital devices and analytics, not to mention wireless networks and cloud technologies to support new customer-convenience options such as home replenishment at the touch of a button or in-store shopper engagement through context aware solutions. Learn more about these trends and how you can participate and capitalize on next-generation opportunities.					
RSPA W2W Community Event			Texas C		
Join RSPA's W2W (Women in Retail Technology) Community for a panel discussion and networking event. Attendees will: <ul style="list-style-type: none"> • Hear from a panel of industry peers on how to rise up to overcome challenges we face today. • Connect with individuals from all spectrums of the point-of-sale industry in a networking friendly setting. • ALL (men and women) interested in this topic are welcome! Panelists include: Debi Besmer, Archelon Enclosures, Lora Coggins, Toshiba and Andrea Roberts, Teletec. <p>Learn more about the RSPA W2W Community, past and upcoming events by joining us here and by visiting www.GoRSPA.org/W2W-community.</p> <p><i>This event is sponsored by APG Cash Drawer, BlueStar & ScanSource.</i></p>					

TRACK ICON KEY:

 Business Transformations	 Security	 Vertical U.	 Payments	 Collaborative Conversations
--	--	---	--	---

Monday, 8/1

Time	Session	Speaker	Location	Track
2:00p - 2:50p QIR Session	QIR Update	PCI SSC, Visa	Texas AB	
	<p>Visa's announcement earlier this year of a new requirement for all small merchants to utilize PCI Qualified Integrators and Resellers (QIR) prompted a lot of conversation (and action) within the POS ecosystem. This panel session will provide RetailNOW attendees the chance to hear more about the opportunities this requirement provides for both ISVs and VARs, directly from the PCI SSC council and Visa.</p>			

TRACK ICON KEY:

	Business Transformations		Security		Vertical U.		Payments		Collaborative Conversations
---	--------------------------	---	----------	---	-------------	---	----------	---	-----------------------------

MENTORING: A KEY TO BUSINESS SUCCESS

As a business owner, you no doubt realize there is a lot to do...managing sales pipelines, supporting new sales installations, managing staff, taking care of the financial aspects of the business, creating marketing campaigns...the list goes on and on! If you could learn from a leading industry expert for advice, who would you call? RSPA is laying the foundations for a mentorship program, and we want your input.

Stop by the Mentoring Networking table just outside of Texas AB on Monday from 2 to 4 PM to provide your valuable insights.

RSPA connecting the Point of Sale technology ecosystem

Tuesday, 8/2

Time	Session	Speaker	Location	Track
8:00a - 8:50a Breakout Sessions	Retail Evolution: <i>What's Crucial for Today's Success</i>	Jeremiah Shea Ingram Micro	Texas 1-2	
	20 years ago, a store could get away with the most basic piece of technology to operate a cash register. In today's world, a sound technological plan is what helps a small business compete with, and often steal business from, larger chains. Leveraging the latest technologies provides a unique customer experience (all while ensuring a merchant can receive payment) only help enhance the experience, but also protect from theft, and ensure constant connectivity. In this informative panel discussion, adjacent areas of opportunity including: infrastructure/wireless assessments/wireless; remote system monitoring; failover; integrated display screens with marketing messages; emailed receipts; line/queue busting solutions; physical security/ integrated cameras; data security and scanning will be examined. [Panel Discussion]			
	The Changing Paradigm of POS: <i>How to Succeed with Cloud</i>	Jordan Thaeler WhatsBusy	San Antonio 1-3	
	mPOS adoption has outpaced even the most bullish projections, with as many as 1 in 4 transactions expected to happen on a mPOS within five years. But low hardware costs, cheap monthly software fees, and free support seem too good to be true: who can make any money selling it? Join us as we discuss the paradigm shift of cloud POS, and how ISVs and VARs will make money in this new world. Hint: it's nothing like the models of old. Hear from a cloud ISV who is successfully making money with a new business model, and from a VAR with over 30 years of experience of implementing leading technologies. Come listen to what's happening around us and how you can take advantage of it.			
Forming Your Alliance with a Payment Processor	Brian Randolph National Merchants Association	San Antonio 4-6		
This session aims to advise attendees on how to partner with a payment processor to add streams of revenue to everyday business. Attendees will learn about the benefits of offering clients additional services, how to choose a processing partner who will add expertise to their line of work, and how to diversify their income by becoming a referral partner to a payment processor.				

Tuesday
Education Sessions

TRACK ICON KEY:

	Business Transformations		Security		Vertical U.		Payments		Collaborative Conversations
---	--------------------------	---	----------	---	-------------	---	----------	---	-----------------------------

Tuesday, 8/2

Tuesday
Education Sessions

Time	Session	Speaker	Location	Track
8:00a - 8:50a Breakout Sessions	Go Go Gadget Restaurant Tech!	David Gosman HP Retail	Dallas 5-7	
	<p>Back in the days you had to walk up-hill to work - both ways! Restaurants were taking orders on paper pads, getting your phone order all wrong and knuckle-busting your credit cards. Those days are disappearing in the rear-view mirror.</p> <p>This session will take you on a trip through some of the most up-to-date restaurant technology and some case studies of how restaurants are actually using it. Topics will include table-side ordering, mobile payments, reservations and wait-lists, new ways to order food, the new fleet of restaurant delivery services, the power of data and how restaurants are using loyalty to boost repeat business.</p> <p>Buckle up for this fast-paced trip to make sure your restaurant customers don't leave you behind.</p>			
	Managing the Transition to Recurring Revenue Workshop: <i>Session 1 - Transition Analysis</i>	Chris Rumpf, Bruce Mann & Jami Interdonato	Appaloosa 2	
	<p>It's not too late to transition. Get the why, understand the advantages for both the reseller and the merchant. Get examples and templates that will aid in getting started.</p> <ul style="list-style-type: none"> • <i>Session 2 - Getting Started: Occurs from 9-9:50am, same location.</i> • <i>Session 3 - Technology of Transition: Occurs from 10-10:50am, same location.</i> 			
9:00a - 9:50a Breakout Sessions	Are You Prepared for the Opportunities that Accompany New POS Technologies?	Chris Engelhardt Discover Network	Texas 1-2	
	<p>In this session, Discover Network and its partners (a dealer and payment processor/gateway) will present best practices on implementing EMV, mobile POS, omnichannel, digital commerce, and enhancing security at merchant locations. Discussion will include not only best practices but pain points, and how to prepare for the future of POS and payment technology. [Panel Discussion]</p>			
	Security as a HUGE Revenue Opportunity	Matt Downs Vantiv	Texas 3-4	
<p>In the last few years, the industry has seen an explosion of new payment technologies and security initiatives. Due to the recent media focus on data breaches and the EMV liability shift, security is top-of-mind for merchants. The liability shift presents an opportunity for VARs to start a security conversation, but EMV alone is not enough to really secure the payments ecosystem. Merchants also need end-to-end encryption, tokenization and PCI compliance. While merchants may be aware of EMV, most merchants may have a less clear understanding of what a holistic payment environment entails. That's why VARs play such a pivotal role in modern payment security. As payment security continues to evolve with ever-changing shifts in consumer payment vehicles, retailers are increasingly entrusting their business continuity to VARs. VARs have a responsibility to help their merchants protect their customers against breach, and data compromise and the responsibility can be an expensive one. In this session, learn how dealers can recoup the costs and even profit from it. [Panel Discussion]</p>				

TRACK ICON KEY:



Business Transformations



Security



Vertical U.



Payments



Collaborative Conversations

Tuesday, 8/2

Time	Session	Speaker	Location	Track
9:00a - 9:50a Breakout Sessions	Why Embrace Network Security as a First Line Defense Strategy?	Mark Cline Netsurion	Texas 5-6	
	<p>A well segmented network can be the difference between a successful business and an unsuccessful one in the headlines of the latest data breach. According to the National Cyber Security Alliance, 96% of data breaches target the payment card industry. Such breaches can be caused by POS Malware, employee mistakes, and internal & external hacking. As businesses protect themselves from these threats, new technology such as EMV, Biometrics, and mPOS arises. Technology gets better, hackers get smarter and what are businesses doing to keep their business and data secured? This threat landscape and new technologies should ultimately push retailers to embrace network security as a first line defense strategy. Data security and PCI compliance should be the priority of any business in today's market.</p>			
	How VARs & ISVs Can SUCCEED with Cloud based Tablet POS	Hunter Allen Cervion Systems	San Antonio 1-3	
	<p>News reports regularly announce significant capital investments in Cloud/Tablet POS products and many of these companies utilize a direct sales model. Are you a VAR wondering how you can make money with these products and if now is the right time to add a cloud/tablet product to your line-up? Are you an ISV wondering how to develop channel distribution?</p> <p>In this presentation, hear from the VAR perspective how a VAR has successfully adopted a cloud/tablet product and hear from the ISV perspective how an ISV has successfully adopted a channel distribution model.</p>			
	Secrets To A Candid Work Culture	Jim Roddy	San Antonio 4-6	
	<p>Do you really know each of your employees' greatest needs? Their biggest frustrations? What would cause them to leave? What would increase their engagement at work? And do you fully understand how your customers perceive your company? Which customer is shopping around for a different supplier? Who in your business community is praising you – and who isn't? In his presentation "Secrets To A Candid Work Culture", Jim Roddy will discuss proven principles and techniques you can implement in your organization immediately to create a candid culture. This will create open, honest relationships with both your employees and your customers which will lead to a stronger, stable, and more profitable business.</p>			
Clean Up on Aisle 5. Be the Trusted Advisor Your Grocer Can Depend On	Paul Berry Toshiba Global Commerce Solutions	Dallas 5-7		
<p>Your grocery clients are losing business every day to the retailers down the street. Stop sharing the wealth and learn how to capitalize in the grocery market. All types of retailers are getting into the grocery game, learn who they are and how to provide solutions beyond traditional POS in order for your grocery clients to protect their turf. Be prepared to learn the latest trends in the grocery vertical, and how your grocer can take advantage of the different customer demographics shopping in their stores and leverage the latest technology in order to drive new business. The goal of the session is to educate you on setting yourself apart from the POS provider down the street, giving you the necessary thought leadership to drive new technology sales to your clients.</p>				

Tuesday
Education Sessions

TRACK ICON KEY:

 Business Transformations	 Security	 Vertical U.	 Payments	 Collaborative Conversations
---	---	--	---	--

Tuesday, 8/2

Time	Session	Speaker	Location	Track
9:00a - 9:50a Breakout Sessions	Managing the Transition to Recurring Revenue Workshop: <i>Session 2 - Getting Started</i>	Chris Rumpf, Bruce Mann & Jami Interdonato	Appaloosa 2	
	<p>Learn strategies to communicate to internal and external stakeholders, understand how to select the best partners for the transition, and find out how to avoid landmines and capitalize on goldmines along the way.</p> <ul style="list-style-type: none"> • <i>Session 1 - Transition Analysis: Occurs from 8-8:50am, same location.</i> • <i>Session 3 - Technology of Transition: Occurs from 10-10:50am, same location.</i> 			
10:00a - 10:50a Breakout Sessions	Lessons Learned & Best Practices for Resellers for EMV Implementations <i>Perspectives from the RSPA EMV Committee</i>	RSPA's EMV Committee	Texas 1-2	
	<p>Join RSPA's EMV Committee for this informative panel discussion, in which the committee will share: What the EMV committee has been working on in 2016 • Best practices from different viewpoints (Payments/ISV/HW Vendors/Key Injection Facility) • Education for resellers on how to bridge the gap until EMV solution is certified. [Panel Discussion]</p>			
	Mobile Payments: <i>The Silver Lining of Cloud Technology</i>	Chris Lee Moneris	Texas 3-4	
	<p>This presentation will explore the ways cloud technology is being leveraged to simplify the integration of diverse mobile solutions. This includes looking at its potential to reduce time-to-market, lower costs and simplify the tech requirements for deployment. Some of the benefits of using cloud based mPos platforms include easier API integration, flexibility across hardware and operating systems, and a reduced impact of cardholder data within applications. With the recent EMV liability shift in the U.S., Ms. Lee will also look at how adopting cloud based mPos systems can act as a launching pad to easily upgrade to chip acceptance technology, with additional benefits of accepting contactless payments and mobile wallets like Apple Pay. [Panel Discussion]</p>			
	The "Internet of Things" and Merchant Physical Security	Anne Gray & Ivelisse Gomez MMF POS	Texas 5-6	
<p>The "Internet of Things" or "IoT" world is bringing merchants new opportunities to create profitable revenue in creative new ways. Yet it's also bringing hackers and those intent on fraud and theft new ways to prosper. This session will provide an understanding of IoT, a discussion on IoT and physical security—why and how the two are connected, and a merchant framework that RSPA members can utilize, with concrete examples such as the use of RFID, IP Cameras, Access Control, and POS/ERP integration.</p>				
Business Builders Workshop: <i>Moving Ideas Into Action</i>	Mark Frasco COACT	San Antonio 1-3		
<p>Selling success is due to far more than sales technique - it's the deliberate design and implementation of a process that strategically and rhythmically communicates your value to the market and learns about a prospect's motivation to buy, building trust and knowledge, long before the actual decision of who to buy from is made. Moving ideas to action - this workshop will supply you with a framework that you can take back to your organization to help guide your business growth strategy, structure, process and performance system.</p>				

TRACK ICON KEY:



Business Transformations



Security



Vertical U.



Payments



Collaborative Conversations

Tuesday, 8/2

Time	Session	Speaker	Location	Track	
10:00a - 10:50a Breakout Sessions	Going the Last Mile with a Strategic Deployment Partnership	Gina Daniel-Lee Velociti, Inc.	San Antonio 4-6		
	Strategic alliances with partner companies offer a great way to strengthen your offering, providing you with a competitive advantage and enhancing the user experience for clients. Partnering with a deployment partner takes implementation that "last mile" to provide a complete turn-key solution. The "last mile" can make or break a project. Frequently, this segment of the implementation is almost an afterthought and can be the first view of the project by the end client. Proper selection of a strategic partner to complete this phase allows you to provide a competitive match or differentiation of your solution. In addition, it improves the customer experience through high quality rapid deployment and elimination of issues. This session will also provide insight and experiences from a customer's point of view. Customers are looking for seamless partnerships amongst the vendor teams – thus the need for the right alliance for the right project. In most cases, by the time deployment happens, everyone is under tremendous pressure to implement due to costs and time challenges. You need a solid plan with exceptional communications and follow-up.				
	Complete Payment Security For Restaurants	Matt Donnelly FreedomPay	Dallas 1-2		
	Attendees will learn about the changing face of payments with the adoption of EMV chip cards, mobile wallets, P2PE and tokenization. The strict guidelines regarding PCI compliance and technology make credit card payments a much-discussed, but often misunderstood, component of restaurants' security plans. With new solutions like pay-at-table and chip and pin on the horizon, restaurants are facing a rapidly changing guest experience. This session will detangle the complex maze of rules and regulations around credit card payments and provide best practices to ensure the safety and security of the restaurant environment.				
	Enhancing Time Tested Tactics with Contemporary Technology	Stephan Mercier LOC Software	Dallas 5-7		
Historically, VARs were thrilled with selling hardware, software and installation services to multi-lane grocery stores and supermarkets. If maintenance agreements could be added, even better. As margins have tightened, such sales could not be relied on to drive profitable growth, stripping VARs of their traditional consultative roles. But the advent of the engaged, connected consumer has shifted retailer needs yet again, and provided opportunities for VAR's to reap rewards. Those rewards are now comprised of repeat sales revolving around customized loyalty programs and connected commerce. Retailers are looking for advice, for direction, for ways to combat their competition, marking the return of the consultative VAR. This session will explore key advances in technology, and how those advances can fold into selling portfolios; explore methods to incorporate mobility for employees and consumers, and advance loyalty beyond cards or points, and integrate consumer trends into dynamic offers.					
Managing the Transition to Recurring Revenue Workshop: Session 3 - Technology of Transition	Chris Rumpf, Bruce Mann & Jami Interdonato	Appaloosa 2			
Keeping track during transition is a key to success. Get guidance on automation, billing, collections and more.					
<ul style="list-style-type: none"> • <i>Session 1 - Transition Analysis: Occurs from 8-8:50am, same location.</i> • <i>Session 2 - Getting Started: Occurs from 9-9:50am, same location.</i> 					

Tuesday
Education Sessions

TRACK ICON KEY:

	Business Transformations		Security		Vertical U.		Payments		Collaborative Conversations
---	--------------------------	---	----------	---	-------------	---	----------	---	-----------------------------

RetailNOW EDUCATION

Tuesday, 8/2

Time	Session	Speaker	Location	Track
11:00a - 11:50a General Session	Tuesday General Session	Doug Rauch Trader Joe's	Texas AB	General Session
	<p>How did Trader Joe's, a company that started as a 7/11 knockoff, become the hottest retailer in America? The answer lies in innovation. In his general session keynote address, the former President of Trader Joe's, Doug Rauch, will take the stage to talk about his experiences in creating a self-sustaining culture of innovation, building a brand in a competitive marketplace, and leading with a purpose.</p> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 20px;">  <p>About Doug Rauch Doug Rauch spent 31 years with Trader Joe's Company, the last 14 years as president, growing the business from a small, nine-store chain in Southern California to a nationally-acclaimed retail success story with more than 340 stores in 30 states.</p> </div> <div> <p>Through his experience at the popular grocer and Daily Table (where he developed an innovative way to provide both grab-n-go meals and basic groceries at pennies on the dollar), Rauch has learned to be a master of innovation. In multimedia presentations filled with great stories and eye-opening case studies, he shares how to create a self-sustaining culture of innovation, build a brand in a competitive marketplace, and lead with a purpose.</p> <p>Rauch retired from Trader Joe's in 2008. He is currently CEO and co-chairman of Conscious Capitalism, which looks at how four specific tenets; higher purpose, stakeholder integration, conscious leadership, and conscious culture; can simultaneously build stronger businesses and improve society as a whole. He was also a recent senior fellow at the Harvard University Advanced Leadership Initiative, where he focused on the challenges of food waste, hunger, and obesity. He received his executive MBA from the Peter Drucker School of Management, Claremont University, where he won several honorary awards including the Early Career Outstanding Entrepreneur Award. Rauch is also a trustee at Olin College, chairs the board of overseers at WBUR, and serves on the board of several for-profit and non-profit companies.</p> </div> </div>			

Wednesday
General Sessions

Wednesday, 8/3

Time	Session	Speaker	Location	Track
8:00a - 8:50a Breakout Session	Compliance + Mitigation in a Sea of Data Security Risk	S. Keith Mouldsdale Taylor & Preston LLP	Texas 1-2	
<p>Providers in the POS Technology ecosystem are at the leading edge of data collection, storage and processing. This session will discuss the sea of data security risks that arise from that important position, and suggest best practices for mitigating those risks and complying with applicable laws. [Breakfast Included]</p>				
9:00a - 9:50a General Session	Industry Update	Bob Goldberg RSPA Counsel	Texas AB	General Session
<div style="display: flex; align-items: flex-start;"> <div style="margin-right: 20px;">  </div> <div> <p>Bob Goldberg has worked with the point-of-sale industry for years and is honored to serve as General Counsel for the Retail Solutions Providers Association. Through the RSPA Member Legal Hotline, Bob is keenly aware of the issues faced by the industry on a daily basis. He will share with you the problems and issues that others have encountered and the solutions to prevent them from occurring to you. The "State of The Industry" is a cannot miss RetailNOW Session.</p> </div> </div>				

Wednesday, 8/3

Time	Session	Speaker	Location	Track
10:00a - 10:50a General Session	Lightning Round Leadership	Speaker Name Company Name	Texas AB	General Session
	 <p>When lightning strikes in our industry, it's not as destructive as it is in Nature. It definitely signifies a disruption—perhaps even a radical change—but for the most part, it brings to mind something fast-moving (like the talks in our Lightning Round Leadership session), or viewpoint changing, even provocative.</p> <p>Join some of the top leaders in the POS ecosystem, get a sense of how their minds work, listen to their ideas, and discover what their vision for the future might be. Walk away inspired.</p>			
11:00a - 11:50a General Session	Closing General Session	Josh Klein	Texas AB	General Session
	<p>The POS ecosystem is well aware of the ways in which advancing technology has changed commerce. Josh Klein—hacker, technologist, author—has been knee deep in the ever-evolving state of technology since he was a hacker in his parent's basement. The future-thinking Klein will help attendees contextualize all of technology's latest capabilities, and identify for them tactical strategies to take back to their businesses.</p> <p>About Josh Klein</p>  <p>Josh Klein has practiced and was trained, both formally and informally, in hacking — social systems, computer networks, institutions, consumer hardware, animal behavior, and, most recently, the publishing industry. When he's not taking things apart or putting them back together again, he speaks, writes, and consults on new and emerging technologies that improve people's lives — and has tremendous fun doing it.</p> <p>Most of Josh's time is spent speaking to companies and at conferences such as World Economic Forum's annual meeting in Davos, Gadgetoff, TED, SICS, LA-IP, BIF, and Serious Play, and he has appeared on the Sundance Channel, Nova, and other programs. He also spends a significant amount of time consulting to companies large and small, such as Microsoft, Oracle, Frog Design, Nokia, Johns Hopkins, Bankinter, The United States Government, and others.</p> <p>But really what Josh Klein does is this: he examines systems, he takes them apart, and he puts different pieces together to produce something new and more effective. He hacks. Everything.</p>			



DON'T FORGET!

Wednesday, Aug. 3
QIR Testing

(Pre-Registration Required)

1:30p - 3:30p | Location: San Antonio 1-2

