

The background features a repeating pattern of butterflies in shades of blue, purple, and pink, interspersed with light grey rose motifs. A large black ribbon is draped across the center of the page.

IN LOVING
MEMORY

.....
Ann Maynard

June 7, 1945 - August 2, 2023

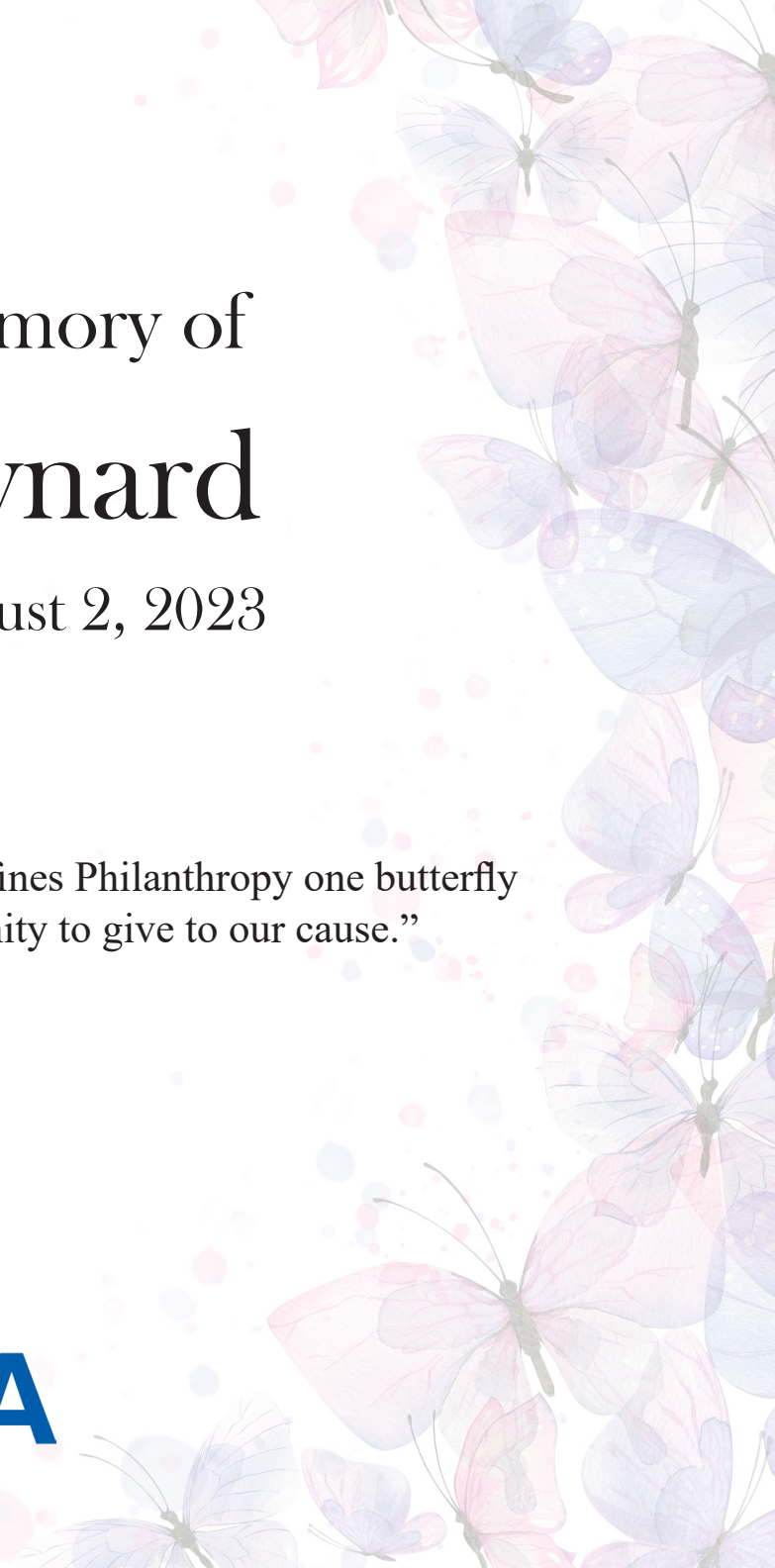
RSPA



In Loving Memory of
Ann Maynard
June 7, 1945 - August 2, 2023

“The Butterfly Effect: A moment that redefines Philanthropy one butterfly at a time by allowing us the opportunity to give to our cause.”

RSPA



ANN MAYNARD “BUTTERFLY EFFECT” MEMORIAL SCHOLARSHIP

The Ann Maynard “Butterfly Effect” Memorial Scholarship was established in 2024 to pay tribute to Ann Maynard, one of the driving forces behind raising funds for the RSPA Scholarship Program and the first woman inducted into the RSPA Retail Technology Industry Hall of Fame. Thank you to the donors for helping make this scholarship possible:

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When you spent time with Ann, she made you feel like you were the only two people in the world. Well, maybe three because the love of her life, B.J., was always at her side.

Four years ago at RSPA Inspire in Sanibel Island, Ann was my savior. I had a waverunner rental coming up, and had managed to get sunblock in my eye. It was brutal ... I could barely see out of it. I saw Ann in the lobby and she asked me if my eye was OK. I told her what happened and she immediately said, "I have eye drops in my room and they'll fix that." Before I could tell her that I didn't want her to go through the trouble, she was off to the elevator. Ten minutes later my eye was perfect. That was Ann in a nutshell; she was selfless.

Personally, it's my goal to live like Ann and treat people as she did.

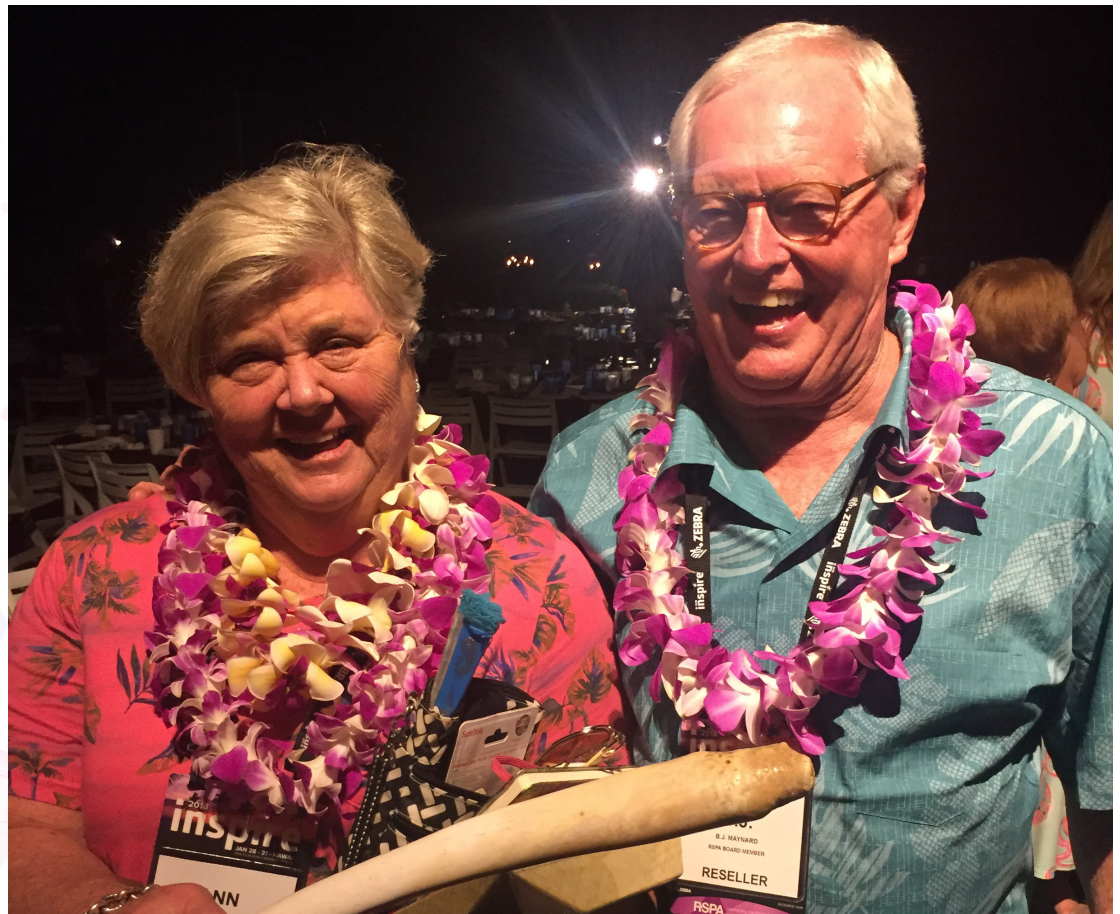
- Rick Malthaner

Ann made me feel so welcome at all RSPA events and like I was a friend (even the first time we met).

- Shannon Feuling

Getting to know Ann while on the Board and as Chairman of the Board was a real pleasure. It was always a highlight of attending RetailNOW to see and visit with Ann. She never met a stranger, she was truly interested in everyone she met and her passion, everything from people to fishing, was infectious. I cannot recall any time when she didn't greet you with a big smile and huge hug. She was the epitome of a southern lady and will be dearly missed.

- Bryon Stiller





I only met Ann a few years ago at RetailNOW. She was so caring from the first time I met her (at the RSPA Scholarship booth); Ann lit the place up! I came to get my Butterfly Effect card and spent time getting to know Ann and BJ. At RetailNOW 2023, Ann greeted me with a big hug, and we caught up like friends that had known each other for years. She had the touch that made everyone she knew feel special and recognized. Seeing Ann was definitely one of the highlights of my year. This world would be a better place if we were all a little more like Ann Maynard.

- Rene Stai

Ann made everyone want to be better. One of the kindest souls. I will miss her.

- Jim Stewart

Ann was such a wonderful person. I only got to spend small amounts of time with her, twice a year at our events, yet she always remembered me and always left me with a smile after some great conversation. She had a way of making everyone feel special and valued. The world is a better place because of Ann's time here!

- David Gosman



I brought Dave Slocum from BlueStar over to the 75-year booth at RetailNOW because I told him his daughter's picture was on the banner since she earned a scholarship from the RSPA. As any proud dad would do, he took his phone out to take a picture of the banner and Ann was sitting just in front of it. She asked if she needed to move, and Dave said it wasn't necessary; he just wanted to take a picture of his daughter on the banner to share with her. Ann so politely said, "Oh! Well, I can take a picture of you next to her so you can share it with her!"

I thought it was the sweetest gesture by Ann and she was excited to see a happy parent whose child was going to benefit to the RSPA Scholarship Program she worked so hard to build.

- Kate Orara

Ann was definitely the heart and soul of RSPA's Scholarship Program. Ann's scholarship support was both good natured and consistent year in and year out! Ann will be truly missed but never forgotten.

- David McCarthy



Whenever I think of Ann, I realize I have a smile on my face – her smile would just light up the room. I have so many wonderful memories of Ann – she (and B.J.) truly embody the spirit of RSPA.

When I was first elected to the RSPA Board of Directors, I was the only woman on the board. She immediately took my husband, Doug, under her wing and included him in all the spouses' events – all women of course! Ann always asked about our daughters – and authentically cared how they were doing.

Ann was gracious, kind, generous, and fun! I will never forget the squirt gun fight during one of the RetailNOW or Inspire events. I saw Ann as I rounded a corner, thinking I was safe. However, with a gleam in her eye, she proceeded to soak me with her squirt gun! We both laughed so hard!

We need more Anns in this world. I am going to miss her terribly, but she leaves a great legacy. Hugs to all who knew and loved Ann.

- Lynn Skurla Perkins

The first memory, which she always delighted in telling, occurred on my first RetailNOW in 2005 when the members' spouses were invited to a backstage tour featuring a Vegas casino's beautiful chorus girls. As the token male spouse, all the women, but especially Ann, delighted in teasing me about enjoying the tour just a little too much. Since then, Ann and I have always enjoyed our spouses' bond. And, dear Ann, I will forever miss your retelling of this experience.

My second favorite memory is when, instead of going diving or Harley touring, I finally took Ann up on her standing invitation to join her on one of her deep-sea fishing expeditions, this one out of Ft. Meyers. We had such a fun time and caught lots of fish, but what stands out, in addition to hosting a fish fry of our catch prepared by the resort's chef, is when, after we docked, Ann, in her customary genteel manner, chided our somewhat foul-mouthed skipper with, "If I were your mother, I would wash your mouth out with soap." Her delivery did not inflame, but rather, caused the skipper to meekly apologize. Ann, ever the teacher; ever the lady.

Ann just had a way about her, of bringing out the best in all who met her. I will miss her always. God bless you dear Ann and BJ!

- Doug Perkins



I had the good fortune to first met Ann and BJ at one of the first annual Inspire events. Ann was aggressively recruiting for one of her annual fishing trips where she always “out fished” any person on the boat. Ann always had a huge smile and welcomed everyone she met so it was impossible to not instantly gravitate to her energy. We are so fortunate that Ann’s heart was large and full of love that she formed a personal bond with everyone. Raising money to support the RSPA Scholarship Fund was her passion, and in July 2023 she was able to witness all her years of dedication and support for recruitment bring joy to her heart that the message has been received by everyone in the organization and the legacy would continue. Ann will dearly be missed, but no one will ever forget the time she spent with us.

- Christine Duffy

Ann had such a welcoming and warm energy to her. Anyone I talked to her about her would always say that she made them feel welcome. Her passion for raising money for the next generation was beyond admirable. Every time I talked to her, she was laser-focused on raising money for the next generation and giving them the best shot at success. I have met Ann twice, and both times she has felt like family. She will be missed.

- Christin Dorner



Ann is an inspiration and an example to me as to how one should live a life of loving and giving. Always smiling, she gave her all to the RSPA Scholarship Fund and the RSPA Community. She will be dearly missed, but never forgotten.

- Brett Bennett

Ann was always kind and welcoming. She was genuine in her relationships and a joy to be around. A beautiful light has gone out since her passing. Just thinking about her brings tears of joy to my eyes. She will be truly missed. We should all be more like Ann!

- Melissa McGrath





Ann was an amazing human being who never had anything bad to say about anyone. Her kindness and generosity were unmatched and RSPA will forever be indebted to her for all the volunteer work she did for the association. BJ and Ann were like second parents to us. We've been vacationing in Myrtle Beach for over 20 years, and they watched our kids grow up. One fun fact Ann taught me – she wasn't a "fisherwoman"; she was a "lady angler."

- Kelly Giles



Ann Maynard was one of those people that you felt very lucky to know and enjoyed every minute when you were with her. Ann's kindness, caring, and inclusivity for all those around her was exceptional. Time with Ann was a gift. Nancy and I and, our world will dearly miss her. Here are a couple of special Ann Maynard memories...

Ann Maynard loved to fish! The RSPA winter meetings were typically held in a tropical location. Both B.J. and Ann were regular attendees to these conferences that featured education in the morning and an activity in the afternoon. During several of the winter meetings, Ann would disappear during the afternoon and not return until the evening event. Apparently, Ann would charter a boat or join a fishing party boat for an afternoon of fishing on the open sea. During the evening event, Ann would

tell us about that day's fishing adventure. One time, we even celebrated when Ann told us that she caught a large swordfish, but we never saw Ann in action until the 2012 winter event in Costa Rica! The evening event was a cruise into a private bay for a swim and ultimately to watch the sunset. There were two cruisers with about 50 to 60 people on each boat. During the cruise to the bay, as many of us were partaking in ample beverages, snacks, and dancing to the music, Ann was not with the partying crowd. She had discovered that the crew had some fishing gear and Ann was busy fishing off the back of the boat! Ultimately, Ann hooked and landed a huge king mackerel. It was great to see Ann in action and her expertise in landing what looks like a mean fish (check out the teeth on the fish in the picture!). What happened next was even better. The cruiser had a BBQ grill, so the crew



cleaned and grilled the fish. What a great treat it was to celebrate Ann's fishing expertise by dining on her magnificent "catch of the day." Ann loved to help others! I will always remember Ann's smile, how friendly and welcoming she was, and the way she always thought of others. She wore many different volunteer hats for RSPA. Among them:

- Ann's suitcase was always filled to the brim with school supplies for the children, and women's clothing and accessories to help women dress for job interviews, when RSPA traveled to Inspire and RetailNOW locations.
- She also helped to collate and put together many welcome bags for RetailNOW attendees and her volunteer work for RSPA Scholarships was amazing!
- Ann's giving spirit helped her to give tirelessly to others, always sharing her beautiful smile!

She was a very special lady, who will be deeply missed by all of her friends and anyone who had the pleasure of knowing her.

- Joe & Nancy Finizio



Sharon and I have so many fun memories Ann at various association events through many years. No matter the event, time of the year or day of the week, Ann was always there with a hug and something positive to say about everyone. We always felt honored when she would ask what we were doing, wanting to make sure we spent time together.

We remember a dinner with Ann, BJ, and others after Ann had been out fishing that day and her telling about how wonderful it was to have caught a type of fish that was on her bucket list!

Another memory was working with Ann trying to get the credit card “dip” devices to work and her excitement that we could now take cards to increase the scholarship donation amount!

No matter the occasion, she always asked about our children, Shannon and Carrie, and making us feel so good about how wonderful it was for us to have both of them in the industry and what special people they have become.

Like so many, we were so lucky to have Ann in our lives and will miss her dearly.

- Tom and Sharon Reichart





How do you truly describe someone that could light up a room simply by being there and make you feel like the most important person to them when they were talking to you! That was Ann Maynard to me. She always had a smile, hug and encouraging words for me every time I saw her. She was the first person I looked for whenever I arrived at a RSPA event, because I knew she would make my day just by seeing her.

I am proud to say I have known Ann for almost 30 years and when I first met her and knew she was a fellow “GRITS” (Girl Raised In The South). How could I not love her!!! She was the ultimate positive representation of our state and I hope to be half as good a representation of the state but also the type of person she was when I grow up.

This photo was taken on Monday evening, July 30, 2023, at the show and as always when I walked away from her I felt better than I did before our conversation! I will treasure this photo always but will treasure more the fact that I knew Anne and will always be inspired by the woman she was!

Thank you Ann for pouring into me and having such a positive influence in my life! You will be forever missed and loved!

- Nell Alverson

Like everyone else, I loved Ann from the first minute she grabbed me up and squished me. Ann loved me for no reason. I didn't have family ties, but she told me every time she saw me that she knew I'd come along because she prayed for me. She knew my Dad needed someone like me to "add spice to his life."

Ann made me feel like I was important and special. She was really good at that and had a way of looking you in the eye to know that she truly meant it. She would walk up and give you the biggest smile and hug. Not one of those weird hugs, but one that you didn't want to end.

I was really young, maybe 2 or 3, when I first met Ann. I know BJ was around too, but he always allowed Ann to have the spotlight and would just watch her and smile with so much love and adoration. He would get so tickled with her telling me 20 times in a row how beautiful and smart I was. Ann always thought ahead and had a small gift for me. I remember one time she didn't know if I would be at RSPA so she rushed to the gift shop and bought me a stuffed alligator – because we were at the Gaylord in Florida and we watched the alligators together. She was patient with me as I dragged her from pond to pond and telling her the names I had given all of the koi fish and she helped me name some. I still have "Ann the alligator."

Ann would always make time to see me, even if it was just for a few minutes, for lunch, for a quick shopping trip or whatever. Once she bought us a journal so we could write back and forth to each other. Sometimes the RSPA events weren't kid-friendly, so Ann would sneak out for a while to see me or my Mom and Dad would sneak me in. At one dinner, they had face painting and Ann got her face painted like mine. I remember thinking she looked beautiful with the sparkle paint.

When I started getting older, my plans for college included being a





marine biologist – just so I could go to college near Ann and BJ. Later, my career plans changed but I still always dreamed of having a chance to live near Ann after I got my degree.

I wasn't really excited to go on Dad's business trips, but I begged to go to every RSPA one specifically so I could see Ann. Last year we even intentionally waited five months to go to an event so we could attend the Myrtle Beach one and see Ann and BJ. BJ and Dad talked about all of the local colleges I could attend there. Ann and I hugged and had lunch and I didn't want to let her go. I still don't want to let her go.

I miss my Grandma Ann. I know she is with Jesus and telling him fishing stories and smiling so big as she tells him all about her grandchildren. I'm sure she is as precious to Him as she was to all of us. I love you, Ann.

- Lacy Rain Berkshire

Daughter of Scott & Missy Berkshire

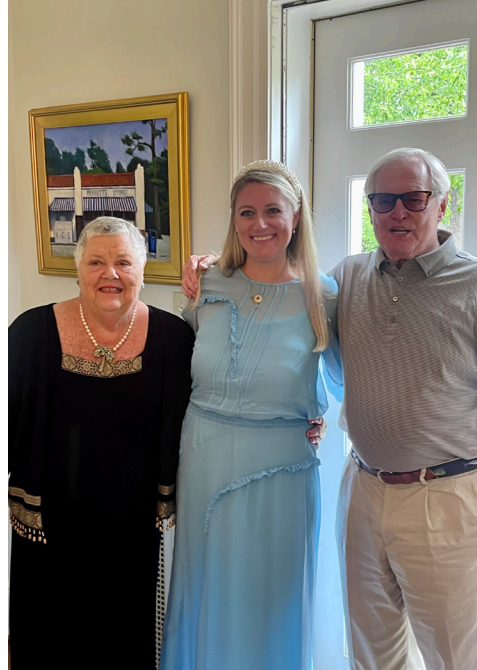
Ann and BJ have been part of our lives for all our adult lives. From our wedding, their children's weddings, to our children's weddings. There is a photo of Ann and BJ from our wedding to the last wedding in April of our youngest daughter Jacqueline – they were always celebrating. Ann and BJ have been part of every moment of our children's lives – from their birth coming to the hospital to hosting their Debutante parties, Bridal Shows and Wedding Weekend Welcome Parties, and then standing by their side watching them get married.

So many fond memories of football and basketball games shared celebrating and cheering together. They came to both Ole Miss and Wake Forest to celebrate with both Caroline and Jacqueline while they were in college. Always part of everything with her smile that just never seemed to end.

Our family will always cherish and have so many special memories of year after year being by the pool at a special resort in January for RSPA. To Caroline and Jacqueline she will always hold such a special and dear place in their hearts and lives forever sharing all their special moments and part of so many memories. For Lou and I we will think of Ann every day and how special, kind, thoughtful, and loving she was. She was a true inspiration to me as a mother and I asked for her advice on a constant basis. I will remember our travels together and always have a smile. I know we all have a special angel in heaven!

- Marcie Collie





Steve and I loved going out on a fishing trip with Ann any chance that we got. We never fished but enjoyed just being out there watching Ann doing what she loved. We also enjoyed spending time with her and BJ at the Kentucky Oaks and Kentucky Derby. She said many times that the Derby was on her bucket list and was so happy that she finally got to go.

- Vicki Cuntz

Ann was a true light in our industry, and I always looked forward to seeing her at events. She had a way of making everyone feel special, included, and loved. Ann brought people together with her gracious and giving spirit. I especially loved being with Ann as she experienced her first Kentucky Derby in 2019. Her excitement for the event and southern charm made it an unforgettable weekend. I was lucky to consider Ann a friend.

- Emily Wright





ANN MAYNARD EULOGY – RSPA

I'm Jim Roddy from the Retail Solutions Providers Association, I'm proud to be a friend of Ann and BJ for many years, and I'm honored to share with you what Ann meant to our community.

Ann was one of our most beloved members. Nobody, and I mean nobody, gave and received more hugs at our events. In fact, at our trade show this year attendees could choose which ribbon to affix to their conference badge. The most popular was a custom purple ribbon with silver block letters saying I LUV ANN MAYNARD.

When you're talking with someone, it's rude to look over their shoulder to see if there's someone else you'd rather talk with. So, I always make sure I stay focused on the other person.

The exception at RSPA conferences was if I heard Ann arriving at the show. If I heard her voice or saw her out of the corner of my eye, I'd pause the conversation and excuse myself to greet Ann and receive one of her hugs.

The person I was talking with never complained. Let's be honest: if they had a choice to talk with me or talk with Ann, they would choose Ann a thousand times over.

Since we're a business association, we have bylaws and rules and a handbook that's all reviewed and approved by attorneys and experts. For years one unwritten rule superseded all other RSPA rules. It's four words: Whatever Ann Maynard Wants

At our trade show last year, our general session schedule was packed and there was no time to spare. But shortly before the show, Ann asked if she could talk to the 1,500 attendees about the RSPA Scholarship Program, and we said yes because ... Whatever Ann Maynard Wants. That event raised a record \$8,000 for our scholarship fund.





For our leadership conference this past January in Maui, Ann and BJ weren't able to make the trip, so Ann asked if she could ship to us her handmade butterfly magnets to give to scholarship program donors. Following the rule of "Whatever Ann Maynard Wants," we said yes and raised \$6000 for the scholarship fund, a record for that event.

When we were preparing for our trade show this year, I asked one of my co-workers where she wanted Ann to sit to collect scholarship donations. My colleague replied, "Why are you asking me? Ask Ann. Don't you remember ... Whatever Ann Maynard Wants!"

Ann must have made a wise choice because we raised over \$20,000 for the scholarship fund this year, another record. The biggest donation was \$1300 generated by a silent auction for a vintage cash box donated by Ann and BJ.

While the numbers I shared would make any charity fundraiser envious, the money isn't really the point. Dollars didn't motivate Ann. Ann's driving force was her love for others.

I could tell several Ann stories of my own, but since Ann was all about others, we asked our members to share with us their thoughts on Ann. Here some of what they said:

- Ann's suitcase at RSPA events would be filled with school supplies for children and women's clothing and accessories to help them dress for job interviews, and she would donate them to a local charity.
- At our conference on Sanibel Island, I managed to get sunblock in my eye. I could barely see. I bumped into Ann in the lobby and she asked if I was OK. I told her what happened and she immediately said, "I have eye drops in my room and they'll fix that." Before I could tell her that I didn't want her to go through the trouble, she was off to the elevator. Ten minutes later my eye was perfect.

- In Costa Rica, the evening event was a dinner cruise and swim. While everyone else was drinking and dancing, Ann discovered the crew had fishing gear so she was fishing off the back of the boat. She landed a huge king mackerel that was cleaned and grilled and served as part of that evening's dinner.
- I'll never forget the squirt gun fight during one of our events. I saw Ann as I rounded a corner, thinking I was safe. But with a gleam in her eye, she proceeded to soak me with her squirt gun! We both laughed so hard!
- Other RSPA member comments include: "She never met a stranger" ... "her passion was infectious" ... "she welcomed me like a friend she had known forever" ... "she always remembered me" ... "truly the soul of the RSPA and the scholarship program."
- Finally, "Ann is an inspiration and an example to me as to how one should live a life of loving and giving."

The last time I saw Ann was at the end of our trade show Aug. 1. I stopped by the RSPA booth to say goodbye but I had to wait because Ann was busy signing an autograph. One of the temp workers helping with registration had met Ann the first day of the conference and had fallen in love with Ann's butterfly magnets – and with Ann, of course.

Not only was she asking Ann for an autograph, they were sharing addresses to exchange butterfly objects with each other. In less than 48 hours, a stranger and Ann had become fast friends.

That show was the first RSPA event my 17-year-old daughter Evelyn had ever attended, and I'm so grateful she spent time with Ann throughout the week. After I took a photo of them together, Ann turned to Evelyn, she smiled, and shared how delighted she was to meet her.

I then received my final Ann Maynard hug and we said to each other, "I love you."

Ann, thank you for your service to others. We miss you, and we will love you forever.





