



# MEET THE RSPA BOARD CANDIDATES



On Monday, July 29, 2019, at 9:45 a.m., the RSPA will hold its annual membership meeting in San Antonio, TX, on-site, at RetailNOW® 2019.

Our association will elect two new VAR members and one new Vendor member to the RSPA Board of Directors during the meeting. On July 29, 2019, RSPA members will

select from 5 reseller candidates to fill 2 reseller seats and 8 vendor candidates and 1 vendor seat on the association's Board of Directors.

We asked the candidates to talk about their decision to campaign for one of the open seats. Here's what they had to say:

**MURRAY BARTHOLOME -  
MIDWEST POS SOLUTIONS, INC.**  
**PRESIDENT/OWNER**  
**RESELLER CANDIDATE**



**Why are you interested in serving on the RSPA board?** I believe the role of the VAR in the POS industry is changing quickly. I feel like my experience could be helpful in working with the RSPA to assist dealers in transitioning to a new business model. I have worked with several of the

current staff members at RSPA in their past roles and look forward to the opportunity to do so again.

**What contribution do you think you can bring to the board?**

I believe my tenure and experience in the POS industry, as well as my knowledge and interaction with vendors and contracts will be beneficial in helping guide the association as our industry continues to transform and evolve. I am a creative thinker and enjoy solving problems through collaboration.

**Prior involvement with the RSPA:** Midwest POS been a member of the association for my entire tenure, dating back to ICRDA days. I have attended many RetailNOW® events and approximately 3 Inspire® conferences.

**BRETT BENNETT - POSITIVE TECHNOLOGY**  
**PRESIDENT**  
**RESELLER CANDIDATE**



**Why are you interested in serving on the RSPA board?** After years of benefiting from the association, I am interested in helping to provide the same services, rendered to us over the years, to those newer and younger members of the association and to assist in growing the

association and it's membership through the experience I have gained.

**What contribution do you think you can bring to the board?** The experience I have gained over 30 years, along with my passion for the value of the RSPA, make me a perfect candidate for the board. I saw the importance of subscription/cloud based solutions 10 years ago, and have successfully navigated our company from 100% sell and support to 100% subscription based. I also see the changes on the horizon, and I am ready to help show the way for the future.

**Prior involvement with the RSPA:** I have attended every RetailNOW® conference since RSPA was formed and have participated in various other events. I have presented at multiple RetailNOW conferences, and have been on several panels over the years.

**JULES CURS - QLABORATE**  
**DIRECTOR OF ALIGNMENT**  
**RESELLER CANDIDATE**



**Why are you interested in serving on the RSPA board?** I was introduced to RSPA as a "one-stop shop" for education and resources and found a very specific and very relevant community for education and support. I have a passion for lifelong learning and development and wish to be

a part of the effort to reaching more organizations and people with those same and new benefits.

**What contribution do you think you can bring to the board?** As someone who has worked to grow companies from small shops to nationwide contenders, I can appreciate what obstacles our reseller community members face in working in and ON their businesses. I would bring a personal initiative to more effectively reach those in the membership who most need but least take advantage of the benefits and education RSPA provides.

**Prior involvement with the RSPA:** I have been a diligent attendee of RetailNOW® since 2011 and a frequent participant in different educational and engagement opportunities. In my previous company, I was an integral and leading part of the team that won the 2015 Innovative Solution Award in the category of VAR/ISV Collaboration.

**JEFF POROPAT - GATEWAY CASH REGISTER**  
**PRINCIPAL**  
**RESELLER CANDIDATE**



**Why are you interested in serving on the RSPA board?** My experience should help RSPA get a small dealer's perspective.

**What contribution do you think you can bring to the board?** I can help dealers get started in the SAAS model. My small dealership (6 people) has been selling SAAS services since 2014. Our mindset change has been life-changing for the dealership.

**Prior involvement with the RSPA:** I attend RetailNOW® every year but have never served on a board for RSPA.



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## **MICHAEL TASH - ESSENTIAL SYSTEMS SOLUTIONS VICE PRESIDENT, CUSTOMER RELATIONS / FOUNDER RESELLER CANDIDATE**



**Why are you interested in serving on the RSPA board?** I'm interested in continuing my role as a board member to help position RSPA as the go-to resource and the expert in our industry for any advice on things like EMV, POS, PCI and any other acronym that anyone needs help with.

### **What contribution do you think you can bring to the board?**

I believe I can be a valuable asset and continue to use my strength as an RSPA member to leverage credibility. RSPA allows all of us to share our ideas of what works and more importantly what doesn't. The learning and networking opportunities are immense and I want to extend that to the breadth of the membership.

**Prior involvement with the RSPA:** I've been in the POS world since 1989, been an RSPA member for almost 15 years and have always been an RSPA ambassador. I've served as a board member for the last 3 years and would like to continue serving the community.

## **DAN BATTISTA - FACTOR4 CEO/PARTNER VENDOR CANDIDATE**



**Why are you interested in serving on the RSPA board?** I believe that my experience in the gift and loyalty industry—over 15 years—will be beneficial to many of the RSPA members. I would also like to help expand and improve the RSPA by driving quality topics and meetings to grow membership.

**What contribution do you think you can bring to the board?** My overall business acumen and my knowledge of payment processing, stored value products and loyalty programs will be beneficial to many of the RSPA members.

**Prior involvement with the RSPA:** I have attended RetailNOW® twice and will be attending this July.

## **LINDSEY BUCKLEY - REVEL SYSTEMS SR. PARTNER RELATIONSHIP MANAGER VENDOR CANDIDATE**



**Why are you interested in serving on the RSPA board?** I am passionate about this industry and want to see the association continue to strive for many generations to come. I believe in vendors but I truly believe in a strong reseller model and want to help resellers continue to grow and find success.

**What contribution do you think you can bring to the board?** I am an RSPA unicorn; I am a female under the age of 30 (barely). I have spent time actively involved as a member but have also worked for the 3 largest segments of vendors; payments, 3rd party integrations, and now, a POS company. I believe I can provide a new viewpoint to the RSPA members and be a representative that can help the RSPA continue to grow for many years to come.

**Prior involvement with the RSPA:** Currently, I am chairman of the NextGEN Community. Previously, I was a member of the NextGEN, W2W, and Membership Committees. I have attended 4 Inspire® events and 6 RetailNOW® events.

## **SUZANNE DAVIS - SHIFT4 AVP, BUSINESS DEVELOPMENT VENDOR CANDIDATE**



**Why are you interested in serving on the RSPA board?** At this point in my career, I feel uniquely capable of helping shape the RSPA community goals and helping to plan and execute the agenda.

**What contribution do you think you can bring to the board?** My decades of experience have given me strong personal relationships with the community of resellers across the country, and I am constantly addressing the needs and desires of the community on the cutting edge of emerging technologies in the industry. I have strong public presenting skills, and I am very comfortable planning and executing anything from events to identifying key issues to help the community through providing education. I will bring fresh energy and ideas to the table and be a good asset to the team.

**Prior involvement with the RSPA:** I have been attending RSPA's RetailNOW® for about 13 years as an employee of Mercury Payments Systems, Total Merchant Services, and now, with Shift4 Payments. I have spoken at dealer meetings for Mercury and have attended the educational sessions and breakout sessions over the years.

## **MICHAEL FLORES - STAR MICRONICS CHANNEL PARTNER MANAGER VENDOR CANDIDATE**



**Why are you interested in serving on the RSPA board?** I feel the RSPA is the most important association for the retail space. It's where the vendors, resellers and distributors come together with the common goal of improving our industries through technology and innovation. Being a

board member would allow me to share the information gathered throughout my career to continue to make RSPA the best it can be and a value to the members.

### **What contribution do you think you can bring to the board?**

I have 30 years of experience in the distribution, vendor space with over 25 of these years in the point of sale vertical. I have first hand experience of the channel and knowledge from the reseller, distributor and vendor standpoints and can share this with other board members, as well as the RSPA members.

**Prior involvement with the RSPA:** I have been involved with the RSPA for over 25 years in one form or another, from being a member through a distribution partner (Arrow Electronics, ScanSource), to a vendor partner (PioneerPOS, Star Micronics). Additionally, I attend the annual exhibition, RetailNOW®, as a sponsor each year.

## **VANESSA FODEN - INTEL CORPORATION CHIEF OF STAFF TO THE VP AND GM OF THE RETAIL, BANKING, HOSPITALITY & EDUCATION VENDOR CANDIDATE**



**Why are you interested in serving on the RSPA board?** I have actively participated in RSPA since 2013, and it has always impressed me how RSPA brings together a well balanced group of experts in the retail industry. I am interested in building awareness in RSPA and growing the membership base.

**What contribution do you think you can bring to the board?** The past decade has been focused on how to grow market awareness and revenue around retail, banking and hospitality. I want to bring in that industry view from my lens and partner with other board members on growing the continued success of RSPA as the most respected and recognizable organization for retail.

**Prior involvement with the RSPA:** I joined the STS steering committee 4 years ago, and I have enjoyed writing newsletters and event summaries for the committee. Prior to joining the steering committee, I participated in events and had the opportunity to speak on panels, as well as bring in other senior leaders on a panel I led. Additionally, our team recently invested in the RSPA innovation lab to help further gain awareness for all RSPA and future RSPA participates.



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## **ANDRE NATAF - HEARTLAND POS** **SVP DEALER CHANNEL** **VENDOR CANDIDATE**



**Why are you interested in serving on the RSPA board?** I have 30 years experience in the POS Dealer Channel. It is such a big part of what I do, and I think it could really help the dealer community and RSPA to have me on the board to assist.

**What contribution do you think you can bring to the board?** I have 30 years of experience from both being a dealer and running dealer channels all in POS specialty. I have built dealer channels from the ground up—not just in the US, but in other parts of the world. I lead one of the biggest dealer channels in the world today, thus I am constantly speaking to and hearing dealers on current issues and needs.

**Prior involvement with the RSPA:** I have now served on the Canadian Community Board for the last 3 years and helped Global Payments Canada become a major sponsor with the association. I also have presented many times at events as an expert over the last 20+ years. We are a platinum sponsor for RSPA and have advised Dave and John since they took over. We also participated in a PCI Certification initiative that (RSPA President) John Kirk and (RSPA 2018-2019 Chairman) Hunter Allen asked us to lead.

## **PAT WARD - NORTH AMERICAN BANCARD** **VICE PRESIDENT, ISV SALES** **VENDOR CANDIDATE**



**Why are you interested in serving on the RSPA board?** As a member for more than a decade, I truly believe RSPA is the industry's best source for education and advocacy on behalf of it's members. My experience on the payments side, keeps in me in daily contact with merchants, their needs, and industry trends and transitions. I believe my experience and perspective could be

valuable to RSPA and our members.

**What contribution do you think you can bring to the board?** I will bring first-hand knowledge of emerging technology, regulations, and changes pertaining to the processing side of our industry. In addition, we specialize in SMB and the security needs of SMB merchants

**Prior involvement with the RSPA:** We have regularly attended and sponsored events at RetailNOW®. Additionally, I have attended Inspire® the last 5 years. Currently, NAB has a representative on the Education Committee.

## **SHANNON REICHART - WORLDPAY** **INTEGRATED PAYMENTS SALES OP LEADER** **VENDOR CANDIDATE**



**Why are you interested in serving on the RSPA board?** I have been a member of the RSPA for almost 7 years, first as a small, start-up POS reseller and currently as a vendor member through Mercury/Vantiv/Worldpay. I am a reseller/channel advocate. In addition, I have been

grateful to the RSPA for the education I received as a reseller and the network I have been able to build through the RSPA and RetailNOW®.

**What contribution do you think you can bring to the board?** I would work to bring a positive, can-do attitude to the RSPA Board. Our industry is facing tremendous changes today, and I would want to help the board and RSPA keep on the front edge of that change, not only helping our current members, but also helping prepare our next generation members to succeed well into the future.

**Prior involvement with the RSPA:** I have been on the Education and Certification Committee since I first joined RSPA. I have had the privilege of serving as the committee chair since 2016 and feel we have built up a tremendous group of people and talent on this committee. I have been attending RetailNOW since 2013. I have also been a part of the NextGEN community since inception.