



Canadian ISVs Expand Reach, Grow Sales Through RSPA Membership



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Josh Wintoniak, Sales Manager at Auto-Star Compusystems | Medicine Hat, AB

“These folks openly share their trials and tribulations.”

Jamie Gray, Director of Marketing at LOC Software | Laval, QC



“RSPA has materially impacted our success in the market.”

Sean Buckley, Director of Partner Management at Vend | Toronto, ON

“RSPA RetailNOW is a great way to raise awareness.”

Kelsie Rusnak, Partner Marketing Specialist at Lightspeed | Montreal, QC



Massive ROI: RSPA ISV memberships start at \$1500 US



www.GoRSPA.org/Communities/Canada

JOSH WINTONIAK

TITLE: Sales Manager
COMPANY: Auto-Star Compusystems
HEADQUARTERS: Medicine Hat, AB
EMPLOYEES: 30
PRIMARY MARKETS SERVED: Grocery, natural health, pharmacy
FAVORITE ACTOR: William Shatner
FAVORITE SINGER/MUSICIAN: Justin Bieber
FAVORITE ATHLETE: Christine Sinclair
FAVORITE TEAM: Toronto Raptors

Key benefits of being an RSPA member: "The #1 benefit is access and networking opportunities with experts in our industry. We've benefited by growing our business through strategic relationships with other vendor members, growth through education and industry insight, and developing reseller relationships."

Why should a Canadian IT company join RSPA? "The RSPA is a must for any Canadian company that wants access to the leaders in our industry. Through continuing education, networking opportunities and advocacy, the RSPA will help you to grow your business. We recently engaged with a new reseller prominent in the RSPA. RSPA legal counsel Bob Goldberg helped the reseller (and us) adjust our agreements to better fit the expectations of RSPA members. This service helped us to continue to build the relationship."

JAMIE GRAY

TITLE: Director of Marketing
COMPANY: LOC Software
HEADQUARTERS: Laval, QC
EMPLOYEES: 80+
PRIMARY MARKETS SERVED: Grocery, convenience, pharmacy, specialty retail
FAVORITE ACTOR: Kiefer Sutherland
FAVORITE SINGER/MUSICIAN: Celine Dion, Michael Bublé
FAVORITE ATHLETE: Wayne Gretzky
FAVORITE TEAM: Calgary Flames

Key benefits of being an RSPA member: "RSPA is singularly focused on the industry that drives our entire existence. At the heart of that focus is the reseller community who customizes, integrates, and ultimately delivers our offer. The meetings, conferences, and camaraderie that RSPA initiates continue to help us foster and grow our relationships with our reselling partners. Offering forums like RetailNOW where most of our industry's major stakeholders meet is certainly an invaluable resource as well."

Why should a Canadian IT company join RSPA? "People do not lay in bed at night dreaming of becoming POS providers. I have dozens and dozens of people to introduce you to that will say just that. But what's more important is that these folks openly share their trials and tribulations, highs and lows, and much more all in an effort to afford the industry and its newcomers, an opportunity to succeed. Our business is not easy, especially given the high profile status when elements of it go wrong. Why would you not want to join an organization that has been there, done that, and matured into the modern era – and all wish to share the lessons learned?"

SEAN BUCKLEY

TITLE: Director of Partner Management
COMPANY: Vend
HEADQUARTERS: Toronto, ON
EMPLOYEES: 350+
PRIMARY MARKETS SERVED: Fashion and apparel, homeware and gifts, sports and outdoors, shoe stores, jewelry, health and beauty, toys and hobbies, food and drink retail, bike shops, electronics, fitness and supplements, vape stores, pet stores, non-profits
FAVORITE ACTOR: Keanu Reeves
FAVORITE SINGER/MUSICIAN: Neil Young
FAVORITE ATHLETE: Mario Lemieux
FAVORITE TEAM: Toronto Raptors

Key benefits of being an RSPA member: "Membership and engagement in the RSPA and its community has been transformational for my knowledge of the payments and retail technology industries. It is one of my most valued sources of industry news, trends and market information. The value comes from a combination of attending events, like local Canadian chapters and the RetailNOW conference, and industry connections made through the community. As a Canadian, the RSPA has been a key channel for us to open up conversations in the U.S., and with stakeholders in the industry. The RSPA has materially impacted our success in the market."

Why should a Canadian IT company join RSPA? "If you want to sell into the U.S. market, build industry connections, and stay on top of news and trends, RSPA is a community you should join and RetailNOW is a show you shouldn't miss. As a point of sale company focused on retail only, networking at RetailNOW has helped us establish relationships with contemporaries in the space who have a different vertical focus. Thanks to these relationships, we're able to discuss and share best practices, wins and losses – something that has been incredibly valuable for not only the performance of my team, but feedback to our product and development teams."

KELSIE RUSNAK

TITLE: Partner Marketing Specialist
COMPANY: Lightspeed
HEADQUARTERS: Montreal, QC
EMPLOYEES: 800+
PRIMARY MARKETS SERVED: Retail (apparel, bicycle, pet, jewelry, and more) and restaurants (café, quick service, fine dining, bar, hotel, and more)
FAVORITE ACTOR: Ryan Reynolds
FAVORITE SINGER/MUSICIAN: Celine Dion
FAVORITE ATHLETE: Sidney Crosby
FAVORITE TEAM: Montreal Canadiens

Key benefits of being an RSPA member: "The #1 benefit is the exposure gained by the ability to network with other members in the industry. This is an important part of our partner acquisition strategy. Another important benefit is the ability to attend some of the largest shows in the industry, such as RetailNOW."

Why should a Canadian IT company join RSPA? "Exhibiting at RSPA RetailNOW is a great way to raise awareness about your organization and meet potential channel partners."