

People You Need to Know to GET CONNECTED

RSPA's Canadian Community Celebrates Momentum and Plans Ahead



By Stephen Gift

A Special Thank You to our 2017 Canadian Community sponsors. Without the support of these companies, the 2017 Canadian Community events would not have been possible: ACCEO, APG Cash Drawer, AutoStar, BlueStar, Inc., CRS, Inc., Global Payments, Moneris, ScanSource, Star Micronics, Touch Dynamic, and Vantiv Integrated Payments.

On August 9 at RetailNOW 2017, RSPA hosted the Canadian Community Event, held at 11:00 am in the Versailles Ballroom of the Paris Las Vegas Hotel & Casino. Although only about 10% of RSPA members are located in Canada, over half of the RetailNOW event attendees indicate that their company does business in Canada.

In past years at RetailNOW, the Canadian Community networking meeting focused on providing an education discussion. But given that the event was held on the last day of the 2017 show, many attendees could not make it. Anticipating this dip in attendance, the committee decided to shift the primary goals for the event to raise awareness of the Community, begin plans for 2018 events, and celebrate the country's 150th birthday!

Although the turnout this year may not have been our largest, the committee left feeling energized about the productivity in the room. Below are some of the potential education topics identified for 2018 events:

- Code of Conduct regulations
- Panel on PCI, QIR, mobility, sales training, SaaS model, Cloud POS, social media, and

disruptive technologies

The Community is planning to host two or three networking events in 2018. "Those networking events are a great benefit," noted Paul Leduc (president, Globe POS Systems, RSPA Canadian Committee chair, and RSPA board member. "It allows vendor members and resellers to meet, mingle, and network in a small venue."

For next steps, the Canadian Committee will be meeting to accomplish the following:

1. Identify the 2018 industry channel events in Canada.
2. Determine which shows should have representation from a RSPA Ambassador, and which would be appropriate to host in conjunction with RSPA.

3. Finalize dates.
4. Decide on education topics and presenters.
5. Execute the events marketing plan. **C**

ABOUT THE CANADIAN COMMUNITY

The Canadian Community fosters relationship building among businesses and individuals in the POS ecosystem that have a presence in Canada or are interested in engaging this demographic. The community's connections are solidified by live events, the Canadian Committee, the www.gorspa.org/Canada website, as well as an ongoing presence in RSPA's Connect magazine.

If you have suggestions or are interested in getting more involved with the Canadian Community as an individual, event attendee, committee member, or community sponsor, please reach out to membership@gorspa.org.



The Canadian Community celebrated Canada's birthday with a maple leaf cake during the Wednesday event at RetailNOW.