

# CTVG

## CONVENIENCE TECHNOLOGY VISION GROUP

### CTVG MEMBERS



### VISION GROUP NETWORK CO-FOUNDERS



# Loyalty in Focus: Convergence Across Apps, Social, and Consumer Experience

**Includes Digital Identity Updates**

CTVG VISION REPORT NO. 12  
OCTOBER 2025

### FACILITATOR



**Ed Collupy**  
Collupy System Solutions LLC.



sharing today to shape tomorrow



We are Convenience Technology Vision Group (CTVG), a group of invited leaders of the convenience industry who have volunteered our time to help our fellow retailers, solution providers and product suppliers. The only reason we gather is to discuss, debate and share our experiences and ideas. Each of us is offering our personal opinions. We are not looking for “group think” — we are promoting problem solving and looking to the future. We make our conversations available to everyone in the industry through CTVG Vision Reports. These reports will help you better understand current challenges, solutions, and opportunities while giving you access to different opinions and perspectives, regardless of the size of your business.

Convenience Technology Vision Group is part of the Vision Group Network, whose mission is to gather the best minds in the industry, put them in a virtual room, and let the ideas and opinions develop

This **CTVG Vision Report** is comprised of multiple parts:

**CTVG Views** is a summary of the conversation with additional resources.

The **full meeting transcript** and the **presentation recording** and **slides** are online and searchable by topics. We include the full transcript so that you can be in the room with us, rather than only having access to selected quotes and paraphrasing.

## The main topics in this CTVG Vision Report:

---

### The Role of Loyalty in the Customer Experience

- **Social Media Strategies: Storytelling, Influence, and Balance**
  - **Gamification is Winning**
  - **Technology Integration and Implementation Challenges**
  - **Measurement, KPIs, and Defining Success**
  - **AI, Data, and the Future**
- 

### VGN Academic Partnerships

---

### Lightning Round: Digital Identity Update

---

# CTVG thanks our **Ally Supporters**



You may know us as Gilbarco Veeder-Root, but it's time to get to know Invenco by GVR. In 2023, Gilbarco's well-established Retail Solutions division merged with Invenco, a global frontrunner in the payments and convenience store sectors. Our combined expertise is set to revolutionize the convenience retail space, offering cutting-edge, flexible technology solutions designed to boost efficiency and enhance customer engagement.

Invenco by GVR has a global footprint with industry-leading point-of-sale systems, payment solutions, site automations, workflows, and cloud services. These solutions will be integrated into the ground-breaking iNFX retail operating system to enable digital agility and rapidly deploy new capabilities to our customers. Invenco by GVR Solutions can be found in nearly 165,000 connected devices across 50,000 convenience stores in more than 50 countries. We are redefining convenience, together.

#### **CONTACT:**

##### **Larry Bowden**

*Director, Retail Solutions Sales*  
[larry.bowden@invenco.com](mailto:larry.bowden@invenco.com)  
[invenco.com](http://invenco.com)

#### **ALLY SUPPORTER SPOTLIGHT**

Passport Express Ordering solution takes your foodservice program beyond your four walls allowing you to effectively compete with local QSRs on more than just food! Reach busy consumers wherever they are - at the dispenser, drive-thru, or through mobile ordering. [Learn More](#)



GK Software breaks down the barriers to unified commerce with its open CLOUD4RETAIL platform and a broad portfolio based on it, like OmniPOS for point of sale, self-checkout, mobile POS, GK Drive for forecourt control, mobile customer engagement and a full range of store/back-office solutions. The company is a recognized leader in omnichannel retail, offering a single, global software platform for all retail formats and touchpoints. Ten of the Top 50 retailers worldwide rely on GK, and GK is the fastest growing global POS provider in new installations over the last three years.

#### **CONTACT:**

##### **Robert Green**

*Sales Director*  
[rgreen@gk-software.com](mailto:rgreen@gk-software.com)

##### **Bill Miller**

*Vice President, Head of Sales - GK Americas*  
[bmiller@gk-software.com](mailto:bmiller@gk-software.com)  
[gk-software.com](http://gk-software.com)

# CTVG VIEWS

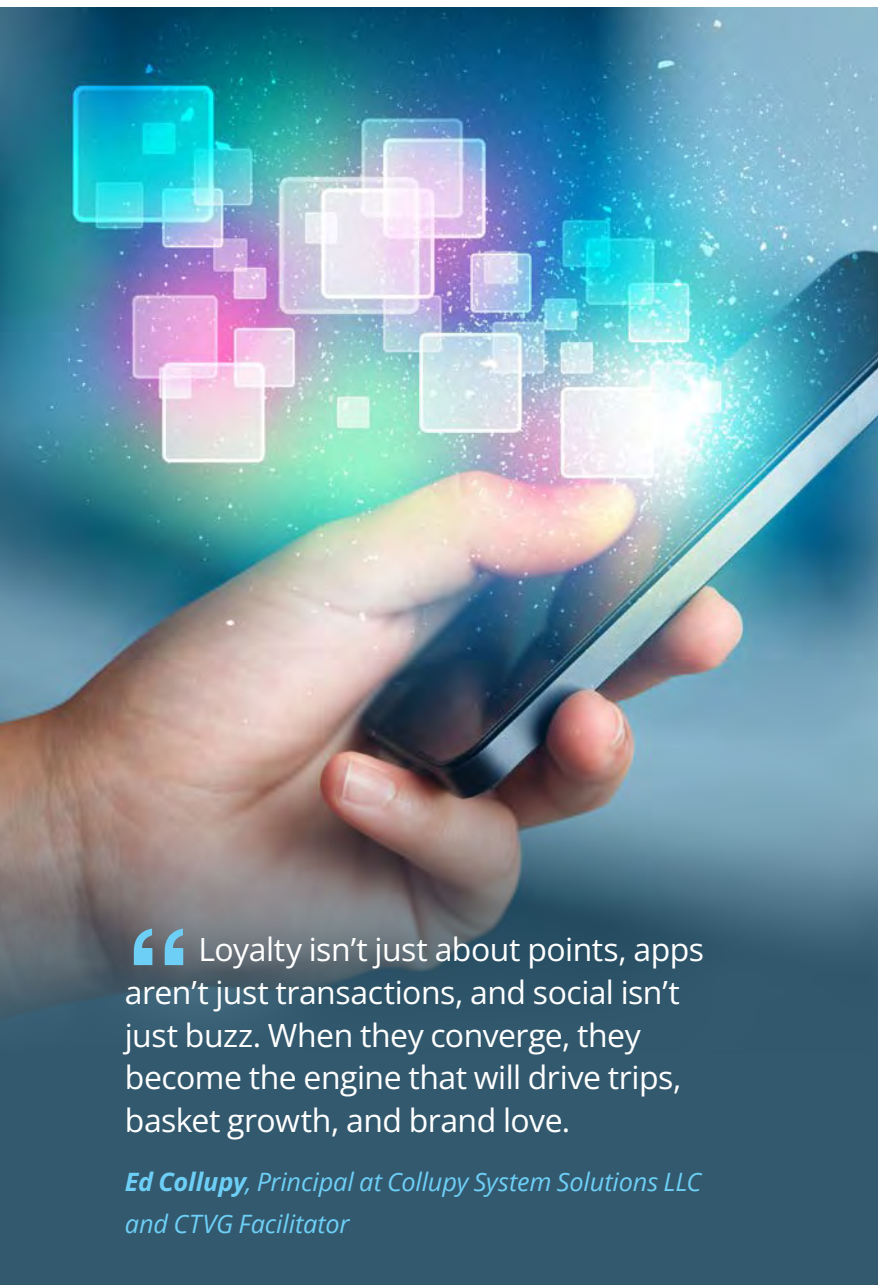
## A CONVENIENCE TECHNOLOGY VISION GROUP DISCUSSION

The CTVG virtual quarterly meeting examined the convergence of loyalty and customer experience. The multifaceted discussion touched on consumer behavior, social media, gamification, marketing strategy, data integration, and the potential of artificial intelligence.



## LOYALTY IN FOCUS: Convergence Across Apps, Social, and Consumer Experience

The CTVG virtual quarterly meeting on September 5, 2025, facilitated by **Ed Collupy** of Collupy System Solutions LLC, focused on digital apps, loyalty and social media issues and solutions. Collupy also revisited the previous June meeting discussion on digital identity to gauge member use and opinions. And also, Vision Group Network (VGN) director of strategic growth initiatives **Robert Hampton** presented an opportunity around an initiative for VGN academic partnership.



“ Loyalty isn't just about points, apps aren't just transactions, and social isn't just buzz. When they converge, they become the engine that will drive trips, basket growth, and brand love.

**Ed Collupy**, Principal at Collupy System Solutions LLC and CTVG Facilitator

# The Role of Loyalty in the Customer Experience

The heart of the discussion revolved around consumer engagement and retention. Collupy framed the issue by noting that many programs remain anchored in discounts and basic rewards, while customers now live in a digital ecosystem shaped by personalization, immediacy, and influence. He asked the group to reflect on whether challenges might hinder the true convergence of loyalty, apps, and social, observing that “we'd be mistaken if we are thinking this is just about technology. To me, convenience retailers need to be thinking about it as influence.” In place of a formal presentation, the group held a dynamic discussion about the intricacies and nuances of maintaining customer loyalty.

**Chris Egan**, CIO at United Dairy Farmers, described how his company has shifted away from physical loyalty cards to focus entirely on app-based enrollment. Weekly freebies, he explained, are central to driving engagement. “It's expensive to do, but we're really focused on looking at active members, not just downloads. It's who's in the app? How often are they in the app?” This shift has allowed United Dairy Farmers to prioritize meaningful participation rather than vanity metrics.

**Paul Kern**, product leader at Invenco by GVR, reflected on his own experience as a consumer. He praised one major retailer's simplicity: “I just typed in my phone number at the beginning and they gave me the discount that day and then I started getting texts.” In contrast, he noted that another large retailer offered only minimal communication, which left him disengaged despite being enrolled. Kern argued that communication and urgency, such as time-limited promotions, make the difference in building loyalty.

Raising a forward-looking question, **Jeff Carpenter**, director at Cliff's Local markets asked, “What is the future of the apps that we so readily have seen historically?” He speculated whether loyalty could increasingly be managed through phone numbers, digital wallets, and tap-to-pay systems, challenging the long-term role of standalone apps.

Egan responded by stressing the continuing importance of the app as a communication channel. “That app, I think, is going to maintain, or at least we think [it will] for a long time because that’s the way we can interact with people and send them offers.” For United Dairy Farmers, the app remains indispensable to personalized marketing.

Robinson Oil’s President **Erin Graziosi** noted their recent introduction of a new loyalty program along with hiring a dedicated team member but that they are not capitalizing on social, despite Collupy’s question about their name Rotton Robbie playing into a fun social persona.

At Campbell Oil Company, Vice President of IT **Nick Peters** appreciates the customer’s journey and is analyzing the acquisition cost to get customers in store and converted into a loyal, frequent users.

They’re measuring customers’ elasticity from shopping all the way to downloading the app, noting “We haven’t cracked the magic code yet, if you will, but that’s something that we’ve been kind of going back and forth on.”

## Social Media Strategies: Storytelling, Influence, and Balance

A second theme that emerged was the role of social media in loyalty ecosystems. Collupy recalled that at the 2025 NACS State of the Industry conference, social media was reported to be declining in popularity as a digital growth tool, while apps and other innovations gained traction. Still, he highlighted Babir Sultan, owner of Fav Trip, a prominent convenience retailer and member of the Conexus Vision Group, who shared on LinkedIn

that he went “from a local gas station to 6.2 million views in 28 days” through authentic, consistent, and creative content.

Describing how her company uses geolocation in social media to reach customers near their stores, **JD Leverette**, I.T. manager at Prince Oil, said: “If they are on social media, they’re actually driven by ads. And those ads promote the apps and then promote our menus that we have dailies in those locations that they’re near.” She offered that the company is active on Instagram, Facebook, and TikTok, aiming to expand its audience beyond local customers.

**Andrea Neurohr**, VP of marketing at Coen Markets and guest of **Brad Miller**, director of IT at Coen Markets, emphasized that social and loyalty serve distinct functions for Coen. “Social is more where we show a little bit more of our personality. We talk



to people more. You can talk about what you're doing in the community. You can just have a contest." By contrast, she sees the app as the direct channel for loyalty customers. Social posts can happen daily, she explained, but app messages must be carefully timed to avoid overwhelming users.

The Convenience Group, LLC's Director of Business Development **Donnie Rhoads** reinforced this view from both an operator and consumer perspective. Personally, he does not want to see sponsored ads in his social feeds, though he appreciates organic content by a company he chooses to follow that is entertaining or providing a good story. Rhoads acknowledged his company has not yet fully leveraged social but plans to approach it with care to avoid alienating customers. Agreeing with the separation, Peters indicated his company's social strategy as "an identity thing" to communicate to customers who they are. As for their mobile and loyalty app platforms, those are "about providing value to the customer." His company does not view them as interchangeable.

**Eva Strasburger**, president of StrasGlobal, CEO of Compliance Safe and VGN co-founder, extended the social conversation by pointing to international examples where AI-generated influencers are used in Japan and Korea. She noted the cost efficiency of such approaches and the ability to tailor messaging without contracts, though others in the group remained cautious about whether U.S. customers would embrace such tactics.



“ I’ll put on my consumer hat and my young person hat, but when I get on social media, my goal is not to be sold to. Quite the opposite, in fact, I’m going to very deliberately try to avert my eyes once I see an ad and scroll past it right away. Now, that’s different from if I willingly follow a brand on social media or their content pops into my feed and it’s not necessarily promoted.

*Donnie Rhoads, Director of Business Development,  
The Convenience Group, LLC*

## Gamification is Winning

Gamification emerged as a growing trend in loyalty programs. **Amy Wood**, director of enterprise IT at Friendly Express, Inc, shared her company's plans to launch a new app that incorporates gamification to attract younger customers. Their in-app games feature scratch-and-win and ongoing games that earn points redeemable in-store.

“We know that our customers like to play games where we feel like they're engaging with our brand. And so that's just another way that we feel like we'll keep them front and center as we have some competition that's moving into our areas and it separates us from the competition.”

*Amy Wood, Director of Enterprise IT,  
Friendly Express, Inc*

Neurohr also described Coen's arcade, which features five in-app games. Initially they launched it quietly without telling users. The arcade was later promoted with coupons tied to gameplay, leading to a tenfold increase in participation. “Really, we're not rewarding people for playing, we're rewarding people for coming into the app and seeing our other messaging that's there,” she said. Gamification, as well as proactive communication, has helped Coen drive

daily app visits, exposing customers to new food promotions and product launches.

Both Collupy and Neurohr referenced a recent retailer in the news, [Weigel's in Tennessee](#), that is rewarding app users for daily visits, called Streaks, and rewarding them for simply logging in. Neurohr is intrigued by this mechanism but divulged Coen only rewards game play with coupons which drive increased frequency.



At Campbell Oil Company, dba Minuteman Food Mart, Peters shared his company's creative use of physical products in gamification. Their interactive cup sleeve campaign uses QR codes to connect customers to contests and in-app experiences. “There's a bit of a scratch to win, twist to win, type of an element to the cup too,” he explained. The effort demonstrated how physical and digital elements can combine to boost engagement.

**Roy Austin**, director of information technology at Graham Enterprise, Inc., added that his company recently launched an app with gamification through Rometown, paired with an internal hire dedicated to social content. For Graham, gamification is still in its preliminary stages but will represent a major step in building engagement.

“Just getting people in there, getting them engaged with your brand is really, I think, the goal for any of us because if they're not engaging with you, they're engaging with somebody else.”

*Andrea Neurohr, VP of Marketing,  
Coen Markets*

## Technology Integration and Implementation Challenges

While the group was energized by innovative ideas, technology challenges were a recurring concern, returning a familiar theme to the discussion from previous CTVG meetings of major oil company integration challenges. Miller noted complications from having multiple loyalty programs tied to major oil brands. “We don’t want to be a single building convenience store asking you to download 2, 3, 5 different apps, only one of which is ours, just to get your maximum value.” Austin noted Graham

“ But you have to transform your data, you have to modernize your approach with your data because if you’re still using your old database, your old transactional-style databases, then you’re going to have a hard time pulling that data out and using it and organizing it, transforming it, and keeping it into a state that you can use it consistently.

*Luis Ackerman, Vice President of Technology, The Spinx Company*

Enterprise has a similar conflict with multiple major oil company loyalty programs, though noting an upcoming loyalty app with a car wash subscription program in addition to an app which currently only provides discounts.

**Bill Ridge**, VP of technology at Eastern Petroleum Company, described difficulties integrating loyalty with foodservice programs given its ordering kiosk programming does not communicate directly with the POS. These limitations make it harder to offer targeted promotions that drive foodservice growth. As an aside, an initiative of theirs is to drive loyalty by providing in-app employee discounts. This works as both a retention tool and profit booster.

VP of Information Technology at Nouria Energy **Abhi Patel** also referenced the problem of disconnected systems. He observed that social, loyalty, and payment systems often operate in silos. “It feels like it’s disconnected as far as the technology, that we don’t have full visibility of each consumer, whether they’re on our social media or app versus in-store.” Patel argued for more universal solutions that combine payment and loyalty but acknowledged the challenge of adoption.

**Luis Ackerman**, vice president of technology at The Spinx Company, conceded the disconnection with their programs and data and shared his team is working to clean up data in order to reach a maximal impact. He is optimistic this will result in strong data and stronger programming, though over a long 24-month timeline.

Related, Peters referenced the tie-in to tobacco discounts and the challenges that presents with data compliance and app functionality.



## Measurement, KPIs, and Defining Success

Defining success in loyalty programs is not straightforward, and participants shared a range of approaches. While not yet having a loyalty on a mobile app, **Tom Bachrodt**, regional manager at HJB Convenience Corporation and guest of **Raymond Huff**, president, HJB Convenience Group who was unable to attend the meeting, described their loyalty program as accessible only at the checkout register at both their manned and unmanned stores. Bachrodt asked members if HJB's stable thirty percent success rate is standard or if they could improve. His company sends emails to rewards members, but there is no other promotion beyond at checkout.

Peters explained that Minuteman tracks KPIs such as transactions tied to loyalty numbers, including cases where no discount is applied. He also highlighted efforts to measure the customer journey from initial ID to full app registration.

**Ryan Mulka**, loyalty marketing manager at The Spinx Company and Ackerman's guest, detailed a more complex approach. His team evaluates offers by analyzing customer behavior before, during, and after redemption. "We really try to treat loyalty as a profit center on our end. So it really is about driving dollars to the bank." Mulka described building a playbook of loyalty mechanisms, from BOGOs to sweepstakes, which can be deployed depending on business needs.

Ackerman added that data demands are heavy. "They're trying to answer everything," he said of his marketing colleagues, who push for deep analysis of trips and spend behavior. The result is a data-driven culture that requires significant IT support.

## AI, Data, and the Future

The conversation turned to artificial intelligence and its potential role. **Myra Kressner**, CEO at Kressner Strategy Group and VGN co-founder, raised the question about AI playing a part in communication, training, and data capture.

Peters confirmed that his team is exploring AI for analytics. "AI is a very powerful tool when built properly to help transform, normalize, slice and dice your data," he said, noting that the company is experimenting with AI-driven promotion strategies.

Miller emphasized speed as AI's current advantage. "The biggest benefit that we get from AI today is speed, not accuracy," he explained. His vision is to use AI for real-time, geofenced offers targeted at specific loyalty customers to change in-store behavior.





# VGN Academic Partnerships

In the latter part of the meeting, Hampton presented a VGN academic partnership initiative for universities to serve as engines of innovation and talent. “With an academic partnership, we know that academic institutions have long been used to come up with out-of-the-box thinking and also to have additional resources for various projects,” he said.

He highlighted examples such as Connexus and W3C’s (World Wide Web Consortium) hackathon in Munich, Germany, which produced new Smart Safe standards, and his own experience at Jacksons Food Stores, where Boise State University students analyzed vast amounts of market basket data using AI and machine learning. These collaborations not only delivered useful insights but also created a pipeline of talent, with several students eventually joining the company.

Hampton described two main avenues: semester-long capstone projects and shorter hackathons. Capstone efforts, he explained, succeed when there is a “very, very clear definition of what you’re looking for” and consistent check-ins that mirror an agile process. Hackathons, by contrast, deliver rapid bursts of creativity. Citing his work with Texas Tech University, Hampton noted that hundreds of students participated in weekend sessions, solving problems for local businesses and generating enthusiasm that

“ [For] students today and universities today, it’s all about these experiential learning opportunities that are making a difference, and universities and students are looking to do these kinds of things.

So I think coming up with the problem and what we’re looking to solve would be a fun thing to do.

*Ed Collupy, Principal, Collupy System Solutions and CTVG Facilitator*

has led the university to expand its program. He emphasized that for both formats, expectations must be clearly defined, but the payoffs are significant: students gain real-world experience while companies access fresh ideas and potential future hires. Retailer or local business sponsorships would provide financial program support.

Hampton encouraged the group to think about where academic collaboration could deliver the “biggest bang” for the industry, whether in IT, marketing, or other disciplines. He envisioned building relationships with multiple institutions.

The idea sparked interest among participants. **Rance Wells**, vice president of IT at Toot’n Totum Food Stores, LLC, pointed out that with their recent store openings near Texas Tech, his company could be a natural partner, saying, “we’d love to see what that could look like.” Collupy reinforced the value of experiential learning, noting that universities are eager for projects that let students apply skills in real-world contexts. Strasburger suggested practical problem-solving could begin right away, such as tackling gaps in foodservice data. Hampton welcomed the input, remarking, “I’m amazed at what these students can do these days. It’s quite impressive. There are some really sharp students out there.”

## Final Reflection

Loyalty in the convenience industry is evolving beyond simple discounts into a broader digital ecosystem where apps, social media, and emerging technologies intersect. The future lies in creating seamless, personalized experiences that balance ease of use with meaningful engagement, using tools like gamification, data analytics, and AI to drive both trips and brand affinity. Success will depend on unifying fragmented systems and aligning technology with consumer expectations, turning loyalty from a transactional tactic into a long-term engine of growth.



# Review

## LIGHTNING ROUND

**Ed Collupy** invited updates or reflections after the June 2025 CTVG meeting which focused on the future of digital identity. He underscored the cautious pace of progress, noting that meeting's speaker Christina Hulka, executive director of the Security Technology Alliance and the U.S. Payments Forum, view that despite its advantages, digital identity is still far away from being universally adopted. This sentiment resonated with several participants, who pointed to gaps in standards, regulatory hurdles, and customer readiness.

Much of the conversation focused on real-world trials. **Erin Graziosi** shared her company's early adoption of NACS' TruAge across 39 locations on their Verifone platform. While activation was technically simple, she observed that customer uptake has been light and complicated by inconsistencies in the state app programs. "If every state's going to do this themselves, how do you make sure that it works across the board?" she asked, pointing out consumer confusion. She also highlighted the continued evolution of robust staff training through their partner RTO (Ready Training Online).

Similarly, **Rance Wells**, also a user of TruAge and Verifone, described enthusiasm that fizzled when Texas regulators required physical IDs for alcohol and lottery

purchases. The state's upcoming mandate to scan IDs at point-of-sale highlights how legislation may drive adoption but also slow digital alternatives.

**Steve Evans**, chief technology officer at Haffner's was once optimistic of digital identity in general but admitted he had tempered his initial outlook: "There's a different rule in every county, city, state, a different solution, and they all do it differently. And then just trying to get a consumer to change their habits, it's been quite a struggle." While considering himself "pro-TruAge" he mentioned his apprehension that "somebody has to get a critical mass of use [by consumers of TruAge]," whether at multiple stores, stadiums, or venues. He believes that "until one solution gets a critical mass or three or four states adopt it, that's what's going to drive it."

**Brad Miller** took the thought further, warning that without national standards, fragmented state solutions will continue to stifle adoption, contrasting driver's licenses with the more uniform passport.

The group also debated where technology could head. Wells compared the situation to the rise of digital wallets, observing, "as soon as Apple said, okay, we're doing Apple Pay, everyone was like, 'Yeah, that's what we're doing.'" **Paul Kern** echoed that momentum is critical but also voiced concern that if giants like Apple or Visa take the lead, retailers may face new transaction costs.

Moving over to facial recognition as a different type of digital identification, **Roy Austin** described his seamless experience boarding a plane, prompting **Donnie Rhoads** to wonder if facial recognition could bypass devices altogether. Kern agreed that while it may be the long-term direction, privacy and compliance challenges loom large.

International comparisons came into view as **Ted Donley**, account director at GK Software and guest of GK Software's Vice President, Head of Sales **Bill Miller**, suggested there may be lessons abroad, while Brad Miller cautioned that facial recognition remains unreliable.

Building TruAge awareness, suggested **Myra Kressner**, may require stronger education and marketing efforts. New CTVG member **JD Leverette** raised the issue of customers without smartphones and asked advice on getting started with digital identification, to which Collupy responded that physical IDs would remain necessary for now. The conversation closed with Collupy observing that digital identity intersects customer experience, security, and technology, making it a topic certain to resurface in future sessions.

To view the full conversation from the June meeting, read the ["Envisioning the Future of Digital Identity in Convenience Retail"](#) Vision Report, which includes a summary, contains the video and slides from Christina Hulka's presentation, and full meeting transcript.

# NOTABLE AND QUOTABLE

“ We were real gung-ho about it [TruAge] and then we reached out to the Texas Alcohol Beverage Commission, and they said in the state of Texas, you still have to use a photo ID to purchase alcohol. You can't use TruAge, so it kind of put the whole kibosh on us for moving forward.

**Rance Wells**, Vice President of IT, Toot'n Totum Food Stores, LLC

“ I think the app is really where you show the value of choosing to come to your store over others, and social is more where people go to learn about your company, your personality, what you're doing, what you stand for, that kind of thing. So for us, it's really two different strategies and I don't see us bringing social into the app really ever.

**Andrea Neurohr**, VP. Marketing, Coen Markets, LLC

“ We're really looking at the change of behavior. We really try to treat loyalty as a profit center on our end. So it really is about driving dollars to the bank. Not to say that there isn't the focus on the relationship aspect as well, but that's really where the majority of our focus has been.

**Ryan Mulka**, Loyalty Manager, The Spinx Company

“ Social media can spark fans and advocates. Apps can enable new behaviors at the pump, in the store or at the car wash, which means marketing and IT leaders need to be working together to connect those dots so your competitor doesn't capture that influence.

**Ed Collupy**, Principal, Collupy System Solutions LLC and CTVG Facilitator

“ It's an interesting conversation to say you want convergence of loyalty of a mobile app and social media, but social media is a very unique space, so I think you've got to play it carefully.

**Donnie Rhoads**, Director of Business Development, The Convenience Group, LLC

“ This conversation today has really sparked me to try and light a fire for this whole app program because I think we're missing out.

**Tom Bachrodt**, Regional Manager, HJB Convenience Corporation

“ What we found is, just being a smaller operator, the technology hasn't been there for us from a right size or affordability standpoint until really recently where now we can start looking at creating a true data lake, our own data lake, pulling all these different siloes and repositories into a single data source, and then using platforms like Power BI and Tableau (data visualization platforms) and all these others to create your own insights.

**Luis Ackerman**, Vice President of Technology, The Spinx Company

“ What we see as a challenge, and I'm sure some of us are in the same boat, is inconsistent message. We're talking about social media, we're talking about the app loyalty and the payment. I think to us it feels like it's disconnected as far as the technology, that we don't have full visibility of each consumer, whether they're on our social media or app versus in-store.

**Abhi Patel**, VP Info Technology, Operations, Nouria

# TRANSCRIPT AND PRESENTATIONS



## **In The Room Transcript**

The full meeting transcript is online and can be searched by keyword so that you can be “in the room” with us, rather than only having access to selected quotes and paraphrasing



## **Meeting Presentations and Demonstration Videos**



**Ed Collupy**  
CTVG Advisor/Facilitator  
and Principal, Collupy  
System Solutions LLC

# CTVG

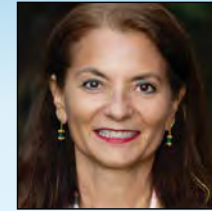
CONVENIENCE TECHNOLOGY  
VISION GROUP

## MEMBERS

### VISION GROUP NETWORK CO-FOUNDERS



**Myra Kressner**  
CEO, Kressner Strategy  
Group



**Eva Strasburger**  
President, StrasGlobal;  
CEO, Compliance Safe



**Roy Strasburger**  
CEO, StrasGlobal;  
President,  
Compliance Safe



**Luis Ackerman**  
Vice President of  
Technology, The Spinx  
Company



**Kristina Anderson**  
Chief Service Officer,  
Midwest Petroleum  
Company



**Roy Austin**  
Director, Information  
Technology, Graham  
Enterprise, Inc.



**Sanjit Bajimaya**  
IT Director,  
Loop Neighborhood



**Jeffrey Carpenter**  
Director of Education  
and Training, Cliff's  
Local Market



**Jason Collins**  
Director of IT,  
Englefield Oil Company



**Christopher Egan**  
Chief Information Officer,  
United Dairy Farmers



**Steve Evans**  
Chief Technology Officer,  
Haffner's/Energy North  
Group



**Janeth Falcon**  
Vice President North  
America Technology,  
Circle K



**Erin Graziosi**  
President,  
Robinson Oil Corp



**Tyler Grubbs**  
Executive Director of Digital  
& Store Technology,  
RaceTrac, Inc



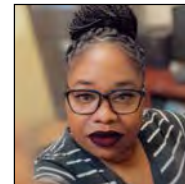
**Raymond Huff**  
President,  
HJB Convenience Corp



**Sharif Jamal**  
Dir. of Real Estate & Brand  
Development, Chestnut Petroleum  
Distributors (CPD) Energy Corp.



**Paul Kern**  
Product Leader,  
Invenco by GVR



**Jhaddaka (JD) Leverette**  
I.T. Manager, Prince Oil



**Bill Miller**  
Vice President,  
Head of Sales, GK Americas



**Brad Miller**  
Senior Director of IT,  
Coen Markets



**Steve Morris**  
President,  
Retail Management Inc.



**Abhi Patel**  
Director Information  
Technology, Nouria Energy



**Nick Peters**  
Vice President, IT,  
Campbell Oil Company



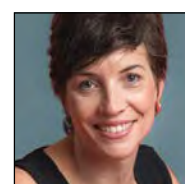
**Anthony Raimato**  
Store Technology  
Engineering Lead, Wawa  
Inc



**Donnie Rhoads**  
Director of Business  
Development, The  
Convenience Group, LLC



**Bill Ridge**  
VP of Technology, Eastern  
Petroleum Corporation



**Emily Sheetz**  
Executive Vice President of  
Strategy and IT, Sheetz



**Scott Smith**  
Senior Director of IT,  
Parker's



**Rance Wells**  
Vice President of IT,  
Toot'n Totum



**Amy Wood**  
Director of Enterprise IT,  
Friendly Express, Inc.

The Convenience Technology Vision Group (CTVG) brings together convenience technology leaders for quarterly virtual meetings. The group addresses trends, challenges and disruptions and solutions in AI, computer vision, alternative payments, robotics, IoT, blockchain, cybersecurity, data analysis, EVs, food tech, frictionless checkout, digital experiences, workforce management and more. The group is committed to sharing its views and perspectives to advance the convenience retailing and mobility industry. CTVG operates under the Vision Group Network, which gathers the collective knowledge and ideas of its members to create a legacy of sharing within the retail community. For more information and to sign up for future Vision Reports, visit our website: [vgnsharing.com/vision-report-library](https://vgnsharing.com/vision-report-library)



**A part of Vision Group Network**

For more information about Vision Group Network email us:



**Myra Kressner**  
*myra.kressner@vgnsharing.com*



**Eva Strasburger**  
*eva.strasburger@vgnsharing.com*



**Roy Strasburger**  
*roy.strasburger@vgnsharing.com*

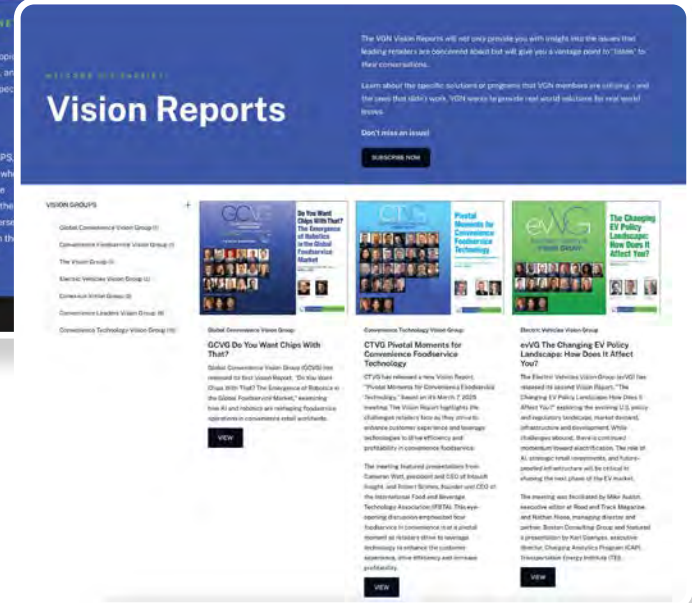


# VGN Vision Report Library

The VGN Vision Reports will not only provide you with insight into the issues that leading retailers are concerned about but will give you a vantage point to “listen” to their conversations.

Learn about the specific solutions or programs that VGN members are utilizing – and the ones that didn’t work. VGN wants to provide real world solutions for real world issues.

[vgnsharing.com/vision-report-library](http://vgnsharing.com/vision-report-library)





**VISION GROUP  
NETWORK**

## We Value Your Feedback



### **VISION REPORTS SURVEY**

Please take a moment to share your thoughts with us on our Vision Reports.



### **SUBSCRIBE**

Subscribe to receive notifications for all new Vision Reports



### **FOLLOW**

Follow us on LinkedIn



sharing **today** to shape **tomorrow**