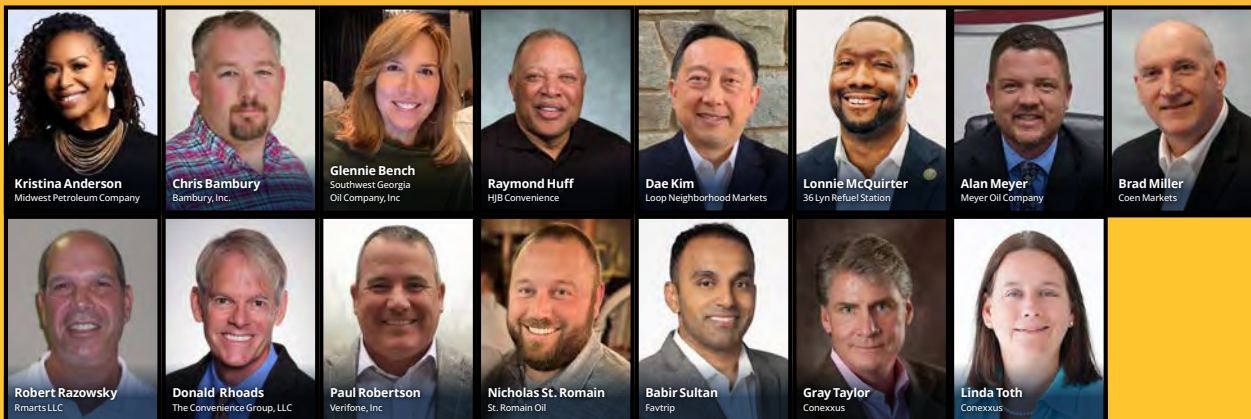




CONEXXUS VISION GROUP

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CXVG MEMBERS



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Clip and Save: The Future of Digital Coupons

**Including a Special Discussion
on Text Message Strategies and
Drive-Thru Solutions**

**CxVG VISION REPORT NO. 4
JULY 2025**

FACILITATOR



James Maxey
Industry Expert, Trinity University

FEATURED SPEAKERS



Colin Dornish
Managing Member, CSD Solutions



Anil Bhat
Head of Product Development,
Petroleum & C-Store, Verifone Inc.



sharing today to shape tomorrow



We are Conexxus Vision Group (CxVG), a group of invited technology 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” — our mission is to expand Conexxus’ retailer and supplier engagement and amplify Conexxus’ goals and achievements. We make our conversations available to everyone in the industry through CxVG 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.

Conexxus 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 **CxVG Vision Report** is comprised of multiple parts:

CxVG 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 CxVG Vision Report

Text Strategies and Drive-Thru Solutions

- **Loyalty Without the App**
- **Text Messaging for Marketing and Employee Communication**
- **Drive-Thru POS: Scale, Integration and AI-Driven Optimization**

Digital Coupons

- **PROSPR: A New Era in Digital Coupons**
- **8112 vs. 8110 Coupons: A Digital Revolution**
- **Unlocking New CPG Marketing Spend**
- **Consumer Journey and Case Study**
- **Ease of Adoption and Future Integration**
- **Technical Integration Made Simple**

Smarter Coupons, Simpler Integration

- **Faster Redemption, Familiar Costs**
- **Stacking Offers and Managing Complexity**
- **Adoption, Optimism, and Industry Potential**



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Verifone is the payments architect shaping ecosystems for in-person and online commerce experiences, including everything businesses need – from secure, reliable payment devices to intuitive POS systems tailored for convenience retailers. Our suite of solutions includes eCommerce tools, payment services, site management tools, POS and payment applications, advanced business insights and much more.

As a global FinTech leader, Verifone powers omni-commerce growth for companies in over 165 countries and is trusted by top global brands, leading convenience retail chains, major oil companies, financial institutions and small businesses alike. The Verifone platform is built on a four-decade history of innovation and uncompromised security, annually managing more than 14B transactions worth over \$500B on physical and digital channels.

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SUPPORTER SPOTLIGHT

Futureproof your POS solutions. As technology evolves, having the right tools is key. The Verifone C18 delivers speed, flexibility and a seamless experience for both cashiers and customers.

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Compliance issues can make or break your business, but Compliance Safe ensures that never happens. This powerful document management solution helps retailers track, manage, and protect critical compliance documents, keeping your store open and preventing costly disruptions.

Compliance Safe was designed by industry experts who understand the frustration of misplaced paperwork and missed deadlines. Launched in late 2019, it has quickly become a retailer-preferred compliance tool.

Compliance Safe provides secure, cloud-based storage, allowing you to easily add, store, and track essential records like tobacco, alcohol, and food service permits, occupancy permits, certifications, insurance policies, and tax forms. With 24/7 access from any

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Stay Protected, Stay Open: Don't let compliance issues shut you down. Choose Compliance Safe for peace of mind!

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SUPPORTER SPOTLIGHT

Compliance Safe's most recent update allows more customization of alert notifications and who receives them.

Check out our latest version at www.compliancesafe.com.

CxVG VIEWS

A CONEXXUS VISION GROUP DISCUSSION

This meeting of the Conexus Vision Group (CxVG) focused on digital coupon solutions, including their implementation, technical requirements, and strategic value for convenience retailers, along with a discussion on text messaging systems and drive-thru POS innovations.



Clip and Save: The Future of Digital Coupons



The CxVG quarterly meeting on June 26, 2025 was facilitated by **James Maxey**, industry expert and business analytics lecturer at Trinity University. The meeting featured two guest speakers on a digital coupon solution, PROSPR. **Colin Dornish**, managing member at CSD Solutions, shared how PROSPR provides secure, single-use 8112 coupons that unlock new CPG marketing funds, attract non-loyalty customers, and offer faster retailer reimbursement. **Anil Bhat**, head of product development for petroleum and convenience store group at Verifone Inc., shared the technical implementation and integration of digital coupon solutions with existing POS loyalty interfaces.

Scaling Smarter: Text Strategies and Drive-Thru Solutions

Instead of the traditional “CxVG Lightning Round Review” to revisit past meeting topics, Maxey invited CxVG member **Babir Sultan**, president of Favtrip, back on the virtual stage after his presentation at the April 3rd meeting. Between meetings, Sultan queried the CxVG members if they could suggest a text messaging system or platform that doesn’t require an app and also asked for suggestions on a reliable, portable drive-thru POS system.

Loyalty Without the App

To preface the discussion on text messaging, Sultan shared that while his company once developed a mobile app for delivery services, it was ultimately discontinued due to Android optimization issues. However, the app’s embedded text club feature proved surprisingly durable, even after the app’s shutdown. “We noticed a lot of older folks were coming in with their flip phones and saying, “Hey, I remember you said it’s 20 cents off a gallon on Friday,” even when the app was dead long ago.”

That insight highlighted the power of SMS as a direct and lasting communication channel. Unlike an app, which “is easily deleted,” Sultan emphasized the advantage of “owning space in their phone number.” Over eight years, Favtrip’s text club has grown to approximately 17,000 members, which Sultan called



“huge” for their size business. The club fuels weekly campaigns like FavTrip Friday, which consistently doubles Friday sales. Yet with growth has come friction. “We went through a couple of text club companies that said, ‘Hey, it’s great that you have such a big following, but you need to have some sort of enterprise, McDonald’s-level package, because we thought a small gas station like yours would have maybe 50 or 100 signups over the years.”

The current platform costs over \$700/month, and providers are seeking to renegotiate. To offset rising costs, Sultan is considering a return to app-based push notifications.

Text Messaging for Marketing and Employee Communication

Some attendees shared alternative solutions. **Linda Toth**, managing director of Conexus, mentioned that MailChimp, which Sultan noted his company previously used for emails, offers a separate SMS text messaging service. While not part of the standard plan, Toth noted its scalability as a potential benefit.

Gary Wren, director of IT at Midwest Petroleum and guest of **Kristina Anderson**, Midwest Petroleum's chief service officer, and **Brad Miller**, senior director, IT at Coen Markets, shared their positive experiences with Twilio. Wren uses Twilio for customer text messaging, advertisements, and rewards program sign-ups. He highlighted that it ties into their app but is independent, meaning an app is not required. Wren's costs are between \$300 and \$500 a month for approximately 35,000 messages. Twilio allows for programmable message flows and responses based on customer replies, such as collecting information for rewards sign-ups. Miller's company uses Paytronix for its loyalty program, but found its texting capability "prohibitively expensive," he said. They are now using Twilio for streamlining job applicants, recruiting, and communication with potential hires, noting its inexpensiveness for volume. Sultan confirmed similar success using QR codes or text-in numbers for job applicants, finding it an easy sign-up process. Wren also noted that his company now primarily uses texts over emails for customer reach.

Former retail CIO **Robert Hampton**, now Vision Group Network director of strategic growth and initiatives, described his previous experience using an API to build a custom front-end solution that sent

SMS messages via an external service. Although used for employee interaction (e.g., filling open shifts) rather than customer service, he suggested it could be customized for customers.

Sultan then shared how his company is using text messaging internally for training. For making specialty coffee, employees can text a specific menu number to receive word-for-word instructions. They have further enhanced this by adding unlisted YouTube links for short video tutorials, such as how to process gift card transactions during peak seasons. Sultan emphasized that the power of text messaging is limited only by the operators' imagination, making it valuable for both internal and external use. Maxey added that it leverages devices already in employees' hands.

Drive-Thru POS: Scale, Integration and AI-Driven Optimization

Sultan's company implemented drive-thrus long before the COVID-19 pandemic, but said that the pandemic made them "necessary." They operate two drive-thru locations, which have distinct demographics and customer behaviors that influence product offerings. The company continuously seeks

to improve its drive-thru experience, drawing inspiration from businesses like Chick-fil-A, which they identified as having the best drive-thru experience due to their seamless order taking and payment processing.

Favtrip's drive-thrus operate 24/7 and offer nearly everything available in the store, including recently added coffee and fountain drinks. They do not sell lottery tickets, alcohol, or money orders, which helps prevent line slowdowns. To combat long lines, Sultan shared that they overstaff during peak hours, often having four people instead of three, especially on Fridays. Staff members go outside to take orders, ring them up inside, and deliver products. They also offer solutions for customers who are uncomfortable handing over cards, such as a direct swipe option. While they aim to quickly serve the customer, very large or complex orders may prompt staff to ask customers to pull aside or come inside the store.

A major challenge, according to Sultan, is their current use of a Clover device for drive-thru sales that is not integrated with their main Verifone C18 point-of-sale solution. This lack of integration necessitates printing separate reports, and discrepancies between reports occur. Their goal is to combine

these systems into one, and they are actively collaborating with Verifone for a potential solution.

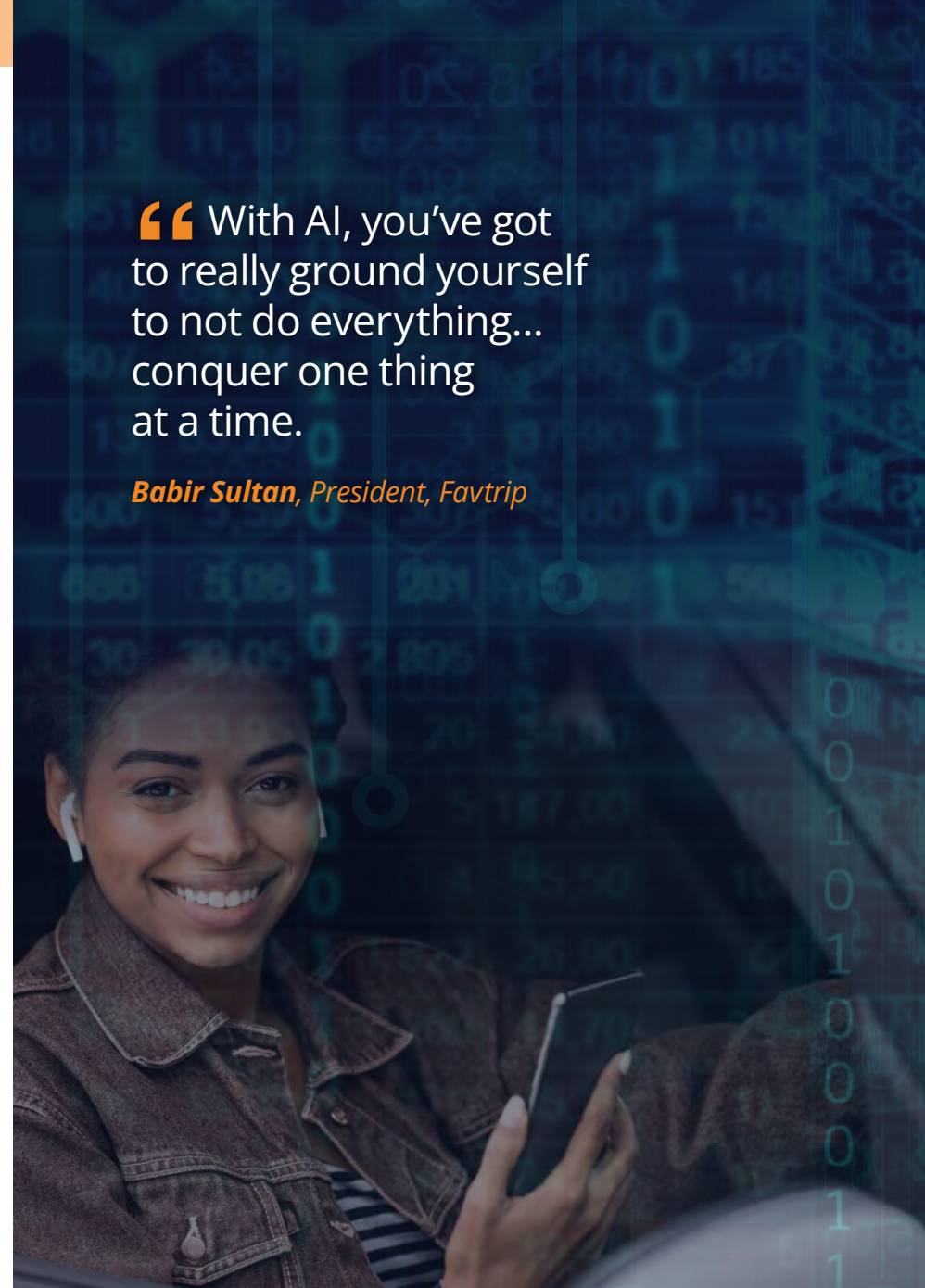
Sultan's company aims to get customers "served and off the lot as quickly as possible," he said, noting that the most heartbreaking scenario is seeing the last few cars in a long drive-thru line abandon the queue. To address this, Favtrip is in the early stages of testing AI to track service speed and identify when customers leave prematurely (defined as exiting within a minute) by using license plate recognition to quantify lost sales. Hampton recommended exploring other computer vision tools like queue length tracking and car type identification for further AI optimization. Sultan welcomed the suggestion and shared that they're already experimenting with some of those tools, including identifying regulars to occasionally "delight" them with surprise gestures, such as a free coffee.

Lonnie McQuirter, director of operations at 36 Lyn Refuel Station, asked about KPIs and usage volume. Sultan shared that currently about 70% of customers use the drive-thru and 30% come inside, a reversal of pre-COVID behavior. **Paul Robertson**, manager, partnerships and key initiatives at Verifone, inquired whether their two drive-thru locations show different patterns. Sultan confirmed they do, citing differences in product preferences and customer behavior. For example, one location stocks big dog bones for pit bulls while the other keeps smaller treats for chihuahuas.

Read the full Vision Report and transcript of the April 3, 2025 CxVG meeting which includes Babir Sultan's initial presentation and the discussion surrounding those topics: ***Owning the Numbers: Data-Driven Decisions from Strategy to Store***

“With AI, you’ve got to really ground yourself to not do everything... conquer one thing at a time.

Babir Sultan, President, Favtrip



Digital Coupons

Turning to the topic of electronic coupons, Maxey highlighted the current relevance of digital coupons, noting the high smartphone penetration (317 million smartphones, 98% market penetration) as an ideal time to communicate directly with consumers.

Overall, digital coupons are emerging as a powerful tool to unlock new consumer spending, especially among shoppers outside of traditional loyalty programs. Offers like 8112s—secure, single-use coupons that can be redeemed across retailers—are helping drive store traffic, reduce acquisition costs, and expand opportunities for foodservice and private label promotions.

Retailers benefit from streamlined setup, reduced fraud risk, and new ways to compete in the digital space. Brands see higher redemption rates and gain access to richer customer insights, all while maintaining control over promotional costs. For consumers, the appeal is clear: seamless savings, genuine value during inflation, and the freedom to use discounts wherever they shop.

PROSPR: A New Era in Digital Coupons

Dornish led the discussion with his presentation on how PROSPR is transforming the way coupons are distributed. The PROSPR initiative, which is backed by NACS (National Association of Convenience Stores), represents a “significant transformation happening in the convenience store space,” according to Dornish. It aims to reshape how retailers connect with consumers, drive revenue, and tap into an entirely new pool of promotional dollars. At its core, PROSPR is designed to leverage 8112 digital coupons, a universal and highly secure standard distinct from traditional 8110 coupons.

8112 vs. 8110 Coupons: A Digital Revolution

The primary difference between these coupons lies in the nature and security of the coupon types. While 8110 coupons can be paper or app-based, the 8112 is a universal, digital coupon. Crucially, 8112 electronic coupons offer enhanced security with validation at the point of purchase and can be accepted in a loyalty application versus having to set it up in a point-of-sale system, eliminating the need for complex setup.

Unlike 8110s, 8112s are single-use and allow for precise control over promotion quantities, a feature manufacturers are “extremely excited about,” Dornish says. This means a campaign can automatically stop after a set number of redemptions, providing unprecedented control. The settlement process for 8112s is also faster and automated through the cloud, ensuring retailers receive funds quicker than with traditional paper coupons or even 8110s. Furthermore, 8112 coupons are serialized, highly secure, and offer “a lot more flexibility” for targeted and customizable offers.



Unlocking New CPG Marketing Spend

PROSPR's most significant impact lies in its ability to access consumer packaged goods (CPG) marketing funds previously untouched by the convenience channel. Rather than just reallocating existing trade dollars, PROSPR targets what it calls the "blue ocean" of digital consumer dollars. This means tapping into national shopper marketing funds and brand marketing budgets that large CPG companies allocate for product launches, innovation, and national campaigns. This approach brings convenience stores "more in line with what

grocery and some of the other big box players are seeing," opening a "whole new world of dollars," said Dornish.

Consumer Journey and Case Study

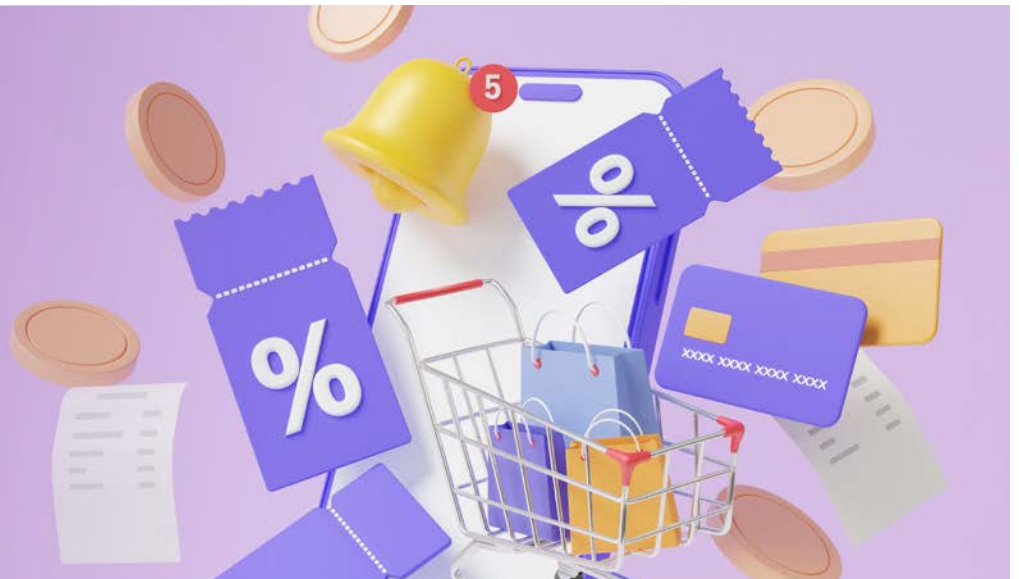
The consumer experience is designed to be seamless with PROSPR. Users can download the separate Coupon24 app (also accessible via web) and view participating stores and available promotions, such as those from Procter & Gamble or Nestlé. Customers can clip multiple offers into a coupon

basket and redeem them all with a single scan at the register, reducing friction.

A compelling case study is CVS, which launched 8112 offers in January 2025 across 7,500 locations. In just one month, it saw over two million clips and thousands of daily redemptions. Notably, 27% of shoppers came back for more, and 50% to 75% product UPC scans converted to a purchase. Redemption rates for popular offers were impressive, with a top tier reaching more than 20%. Since January 2025, 250,000 Coupon24 accounts have been opened.

“ This is opening up a whole new world in the supplier world that is really intriguing, and that's really where this is unlocking a whole new world of dollars, right, because we're not just talking about what has been the status quo for the convenience store channel. This is a whole different bucket.

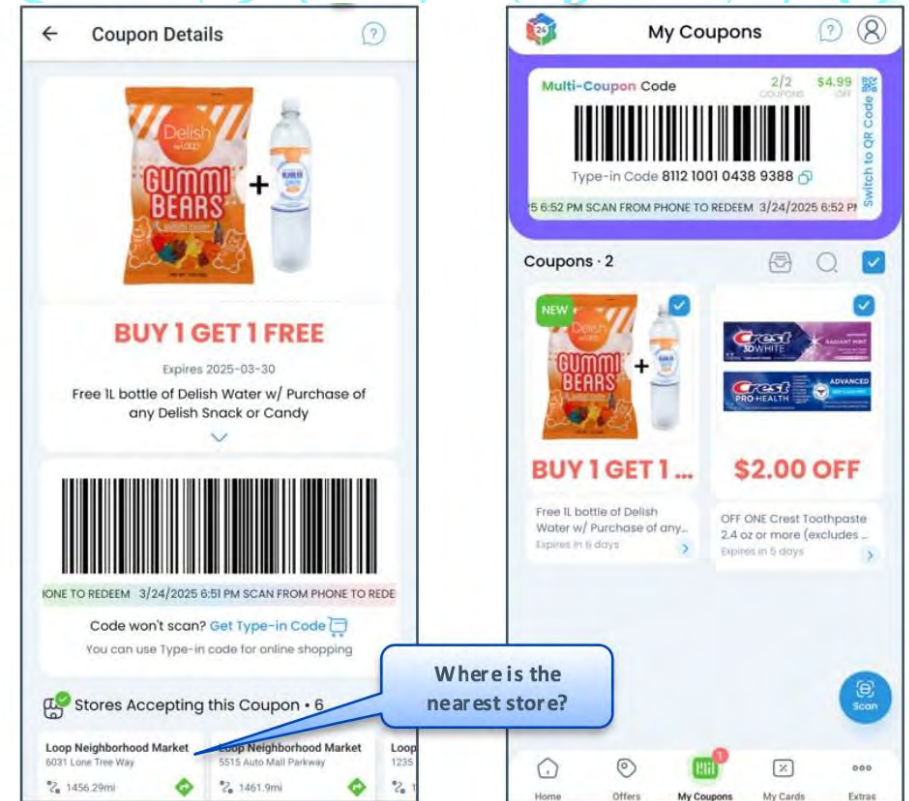
Colin Dornish, Managing Member, CSD Solutions



Ease of Adoption and Future Integration

Retailers have full control over when they want to start and stop offers via PROSPR, as well as how they want to create their own offers. The system provides dashboards for transparency, allowing retailers to monitor offers, clips, and redemptions. Dornish described setting up the program as “not a massive project” and “very simple” for retailers to begin accepting 8112s. The program enrollment is generally free to retailers, with CPG companies covering the funding for individual promotions, and retailers receiving nominal handling fees. NACS is further investing in a PROSPR aggregator, which will allow any existing loyalty program to connect to Coupon24 and directly access content, becoming a standard feature.

To watch the video of Colin Dornish's presentation, [click here](#).



“ [PROSPR] isn’t about replacing loyalty; it’s about amplifying it by catching those outside of your traditional orbit.

Colin Dornish, Managing Member, CSD Solutions



Technical Integration Made Simple

Implementing digital coupons like 8112s is designed to be straightforward for retailers, thanks to their compatibility with existing loyalty interfaces commonly used in c-store POS systems. Bhat noted that these coupons function similarly to loyalty programs; each has a unique identifier and applies discounts based on basket contents making the integration process smooth and familiar. The system uses the Conexus loyalty standard (version 1.3 recommended) and requires only basic setup inputs such as dealer ID, program name, and host IP address. Retailers must also enable multiple loyalty settings and ensure their POS can route 8112 coupons to the correct host. For scanning, image-based 2D barcode scanners are required to read coupons from mobile devices.

From a transaction standpoint, the process mirrors traditional coupon use: items are scanned, the customer presents the digital coupon, and the POS communicates with the PROSPR host to validate and apply the discount. The receipt reflects the discount and includes optional PROSPR-branded messaging. Retailers can also receive detailed settlement and reconciliation reports, helping them track redemptions and ensure accurate reimbursement. While scanning is the preferred method, manual entry is supported if needed, though longer coupon codes may be cumbersome.

To watch the video of Anil Bhat's presentation, [click here](#).

Invenco Passport

Gray Taylor, executive director of Conexus, notes that Invenco Passport also fully supports **NACS TruAge** age verification program and **NACS PROSPR** digital promotion initiative. Both initiatives were made possible by **Conexus standards**, created by Conexus membership.

Smarter Coupons, Simpler Integration

During the discussion portion of the meeting, attendees explored the future of digital couponing and how it could streamline operations, enhance consumer engagement, and maintain retailer control. The central message that emerged from the discussion is that 8112 single-use digital coupons offer speed, accountability, and flexibility that paper coupons simply can't match. Another major focus was on integrating PROSPR into existing POS systems. Maxey opened the discussion by asking Bhat if a retailer has to have a loyalty system and PROSPR or if they can only use PROSPR. Bhat clarified that no additional loyalty platform is needed: "Our POS comes with built-in loyalty support. We can support up to four different loyalty programs simultaneously. So, PROSPR fits into one of those four slots. We are just leveraging the loyalty rails to facilitate PROSPR coupons," Bhat said.

Faster Redemption, Familiar Costs

Redemption speed and cost were priorities. **Raymond Huff**, president of HJB Convenience, asked, "With paper coupons, [reimbursement] can be months and months...how long before the retailer gets a check?" Dornish answered that settlement currently takes about a week, and though handling fees still apply, they're expected to be comparable to paper coupon processing.



Participants also discussed the consumer experience, particularly the visibility of available offers and whether they're tailored by store. Dornish explained that Coupon24 showcases all offers from participating CPG companies, with participating store locations listed. "There's not geofencing or anything...unless you are sponsoring your own store exclusives," he noted. **Gray Taylor**, executive director of Conexxus, emphasized the flexibility this offers retailers: "The cool thing is if they've clipped it for Kroger and it's in their wallet and they happen to buy it at one of our stores, then the coupons used at the store doesn't go to Kroger."

Stacking Offers and Managing Complexity

On the technical side, Miller raised a layered question about stacking offers. If a retailer offers a local mix-and-match deal and a national coupon exists through PROSPR, can both be applied? The answer was yes, if the systems are configured properly, stacking is possible across loyalty platforms and PROSPR coupons. But Huff noted that this involves “two calls out to probably two different systems.” Bhat confirmed that dual calls are routine today, but a shift toward aggregator solutions is underway to streamline that.



Data privacy emerged as another critical topic. Maxey asked whether manufacturers gain access to transaction-level insights. Taylor explained that while they do receive timestamps and store location data, basket-level information isn't shared: “The issuer of the coupon knows who the customer is, knows when and where they used it, and that it's expired, and that's the extent of the knowledge that the manufacturer gets.” This protects both retailer and consumer data while giving brands useful feedback.

Adoption, Optimism, and Industry Potential

Adoption was another point of interest. Robertson asked how retailers and consumers actually get started. Taylor described a low-friction onboarding process involving QR codes at the shelf, mobile phone entry, and simple POS configuration. “CVS has already gotten 400,000 customers for you,” he added. Retailers, in turn, are issued a merchant ID and can go live with just a few test transactions.

Chris Bambury, president of Bambury Inc., addressed some of the complexities involved in bringing such digital solutions to widespread adoption, noting the need to simplify the message for retailers and consumers alike. He also raised the ongoing debate within the c-store industry about how to drive consumers to loyalty platforms, even noting that some tech-savvy consumers still prefer physical circulars over digitally clipped coupons.

“As a small retailer without an IT department and limited resources, this stuff is all very scalable and seems like it's easy. It should be something that we can implement and utilize.

That keeps us going and keeps us growing in the business and allows us to compete.

Rob Razowsky, CEO,
Rmarts LLC

Despite these complexities, there was significant optimism among participants about PROSPR's potential. **Rob Razowsky**, CEO of Rmarts LLC, expressed the view that for smaller operators, the system is highly scalable and easy to implement. This enthusiasm for digital couponing was further echoed by **Troy Calhoun**, vice president, retail at Southwest Georgia Oil and guest of **Glennie Bench**, president of Southwest Georgia Oil Company, who emphasized the system's ability to offer discounts and value to consumers who prefer not to engage with traditional loyalty programs due to concerns about data capture and anonymity. "It adds a layer beyond the scope of loyalty and the loyalty programs, especially to those consumers who don't want to participate in loyalty because they don't like it...This offers them an opportunity to shop, get discounts at our stores, and feel as though they still have anonymity to some degree." He also identified a strong potential for leveraging this technology in grocery store applications, given his company's portfolio.

Alan Meyer, CEO of Meyer Oil Company, stated that this is "definitely the future of discounting," while McQuirter emphasized

the value of accepting competitor-advertised coupons. As **Don Rhoads**, president of the Convenience Group, summed up: "It's a huge opportunity for us and our CPG partners."

Despite some technical complexity, the group agreed that the promise of single-use digital coupons with targeted reach, fast redemption, and consumer flexibility, is both powerful and scalable.

Final Reflection

There is a shared commitment across the convenience industry to smarter, scalable solutions, whether through direct communication tools like SMS or transformative programs like PROSPR, all of which underscore the power of simplicity and consistency. From faster settlement and greater campaign control to tapping into national CPG marketing dollars, digital couponing solutions provide retailers and brands with a modern path to value. Most importantly, doing so without requiring full loyalty program integration, making it accessible to retailers of all sizes. Retailers are ready to meet consumers where they are with speed, strategy and smarter tools.



NOTABLE AND QUOTABLE

“ I’ve been involved with testing coupons at dispensers. I’ve been involved with testing coupon printers at registers similar to grocery stores. But I love where the topic is taking us today because right now there are 317 million smartphones and 98% market penetration of smartphones in the American public’s pockets.

James Maxey, Industry Expert, Trinity University, Facilitator

“ Through the PROSPR initiative, we’re not just talking about better coupons; we’re talking about smarter digital pathways, a stronger ecosystem between retailers and suppliers and a way to unlock CPG spend that has historically never been touched in our channel.

Colin Dornish, Managing Member, CSD Solutions

“ [Drive-thru] success to us looks like within a matter of seconds, customer is served and off the lot as quickly as possible. That’s our measurement.

Babir Sultan, President, Favtrip

“ The other thing I think is interesting...but just conceptually the idea, if you take that extra step to create and issue your own coupons, that you can make them have a distinctly short shelf life to really drive the customer to take action. I think that’s pretty powerful, too.

Brad Miller, Senior Director of IT, Coen Markets

“ This is one of those ways we’re on a rising tide. The more prevalent the 8112 technology is, the better off we benefit, those of us that have that technology available and activated on our point-of-sale systems.

Lonnie McQuirter, Director of Operations, 36 Lyn Refuel Station

“ You have to have our loyalty card to get a promotion, to get something off standard retail price. So this [coupons] is obviously different than that, but I think these targeted discounting programs are where you really can maximize margin while grabbing the elastic customer, the price-conscious shopper. I’m a big proponent of the concept and hope that this is the answer in our industry.

Alan Meyer, CEO, Meyer Oil Company

“ If you look at digital coupons, they really have the same characteristics as a loyalty solution. You have a unique identifier, you have a basket, and you have some action taken based on both of those...Same concept, which is why we are able to leverage the existing loyalty interface.

Anil Bhat, Head of Product Development, Petroleum & C-Store, Verifone Inc

TRANSCRIPT AND PRESENTATIONS



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



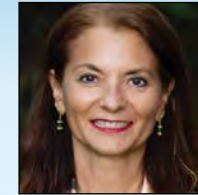
James Maxey
CxVG Facilitator and
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Babir Sultan
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Favtrip



Gray Taylor
Executive Director,
Conexxus



Linda Toth
Managing Director,
Conexxus

The Conexus Vision Group (CxVG) brings together convenience leaders for quarterly virtual meetings. CxVG has been created to expand Conexus' retailer and supplier engagement and amplify Conexus' goals and achievements and will identify strategic technology innovations regarding convenience/mobility industry issues, technologies, and practices. The group is committed to sharing its views and perspectives to advance the convenience retailing and mobility industry. CxVG 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



A part of Vision Group Network

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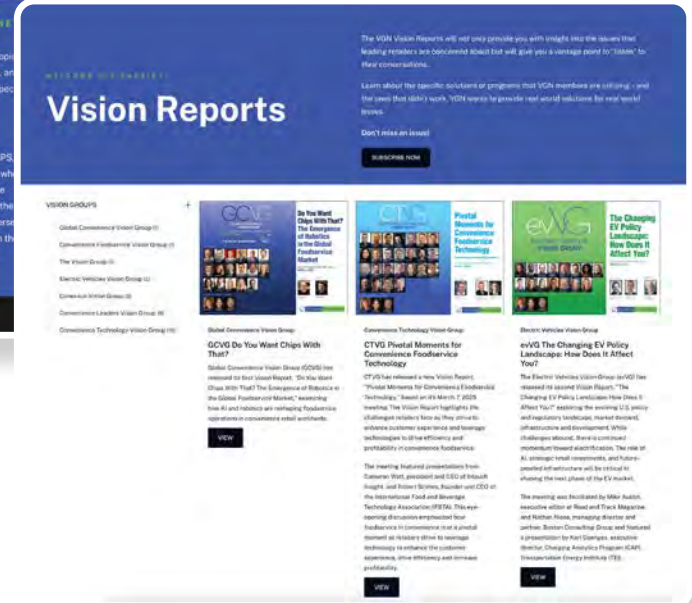


VGN Vision Report Library

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





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