

VGN VIRTUAL GLOBAL SUMMIT

Convenience. Mobility. Vision
November 19, 2025



LOOKING AHEAD BY LOOKING BACK: INSIGHTS FROM VGN FORUMS AND
KEYNOTE SPEAKER, FUTURIST GERD LEONHARD | JANUARY 2026



sharing today to shape tomorrow

Vision Group Network (VGN) is a network of virtual forums dedicated to discussing the most important topics, trends, challenges, and opportunities shaping businesses today. Our mission is to leverage our collective experiences, insights, and perspectives to enhance your business, foster new ideas, and encourage fresh perspectives.

We confront challenges: In today's retail landscape, we face a multitude of opportunities and challenges. From emerging competitors and unexpected trends to shifting legislation and disruptive technologies, we delve into it all and freely share this vital information with you.

We find solutions: Think of us as your business' GPS, guiding you from where you are to where you want to be. We provide the opportunity for you to follow in the footsteps of those who have traversed similar paths before, learning from their experiences along the way.

We share knowledge: *Sharing Today to Shape Tomorrow* reflects VGN's mission to keep you informed through our free Vision Reports about our dynamic world, enabling you to anticipate future trends, events, and disruptions more effectively.

Why we exist: We invite industry leaders to meet virtually once a quarter to discuss, debate, and share experiences and ideas for the betterment of all. Our goal is not conformity but problem-solving and forward-thinking. We make these discussions and perspectives accessible to everyone, through our presentations and acclaimed free Vision Reports.

Our Mission: Our mission is *Sharing Today to Shape Tomorrow*; we are an open information resource accessible to all, guided by the principle that "a rising tide lifts all boats." We believe in harnessing the collective wisdom of the best and brightest minds to support both you and your organization.

The main topics in this VGN Virtual Global Summit Vision Report:

- **The world by 2030**
 - **Reflection point: question-and-answer session recap**
 - **Vision Group report-out summaries**
-

The **full meeting transcript is online** 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.

VGN thanks our **Ally Supporters**



AisleAI is the premier analytics platform driving the future of CPG decision-making. Retailers work with us to monetize their data, expand their market reach, and develop opportunities for sustainable revenue growth - all while empowering brands and brokers with the actionable insights they need to optimize trade spend and win shelf space.

At AisleAI, we believe every brand should have the power to talk to their data and get answers that drive their development and expansion. We give every team in the CPG eco-system the intelligence to move faster, execute smarter, and stay ahead - all while improving your category performance and monetizing your existing data.

Are you a retailer looking to turn your data into a strategic and profitable asset? Reach out below to become a data partner with AisleAI.

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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

device, you can manage your documents anywhere, anytime. Automated email notifications keep you proactive, ensuring you never miss a deadline. Effortlessly share documents with team members or third parties, staying aligned and compliant. The user-friendly design features intuitive dashboards for real-time tracking. Plus, affordable plans start at just \$10 per month per store.

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

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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.

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At Invenco, we create innovative connected solutions to critical problems facing convenience retailers. We're also a part of Vontier, a \$3 billion global industrial technology company that supports roadside convenience retailers, fleet operators, and auto repair technicians.

Being part of Vontier gives you access to a strong group of businesses, enabling the delivery of integrated solutions across the mobility ecosystem. Together, we provide seamless technology to enhance the consumer experience, creating a more connected, efficient convenience retail environment.

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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](#)



Founded in 1894, McLane Company Inc. is one of the largest distributors in America, serving convenience stores, mass merchants, and chain restaurants. As an industry leading partner to the biggest retail and restaurant businesses, McLane buys, sells, delivers, and serves the world's most beloved brands. With headquarters in Temple, Texas, McLane has more than 80 distribution centers across the country, employs more than 25,000 teammates, and delivers to nearly every zip code in the U.S. McLane is a wholly owned subsidiary of Berkshire Hathaway, Inc.

McLane Fresh continues to innovate for customers with its National Commissary Program, launched in 2025, offering fresh, never-frozen grab-and-go foods with a seven-day shelf life. Alongside beverage and pizza solutions, this program boosts food sales without added labor. The new HiBird chicken offering includes a full product line and craveable sauces for easy setup and strong profitability. Supported by proprietary cold-chain logistics, McLane ensures efficiency, transparency, and food safety. Flexible ordering, merchandising strategies, and equipment bundles empower retailers to meet growing demand for high-quality foodservice while maintaining cost-effectiveness and consistency.

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For more than 30 years, Ultimate Sales has served as a trusted partner in the convenience industry, delivering tailored solutions and impactful experiences that enable brands to grow, thrive, and stay ahead in a dynamic marketplace. Unlike other brokers, Ultimate is the only US-based company solely focused on the c-store channel nationwide. This deep specialization allows us to fully understand the unique dynamics of the c-store market, anticipate trends, and unlock maximum brand success.

We connect CPG and foodservice brands with c-stores across the country, driving distribution, visibility, and speed to market. Our approach combines creativity, actionable market insights, and street-smart execution, enabling us to build meaningful, long-term connections between brands and consumers. With a focus on strategy, innovation, and hands-on expertise, we ensure every brand opportunity is realized to its fullest potential.

Founded on Food, Driven by Convenience.

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Transform your operation with Upshop's foodservice operating system – the first platform that seamlessly connects all store workflows with an AI-powered replenishment system. From inventory and ordering to food production and waste management, unlock unprecedented efficiency and insights. Imagine the possibilities when your entire foodservice operation speaks the same digital language, driving profitability and growth across every location.

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Verifone is a leading global payments technology provider trusted by the world's top brands. Verifone powers the boundless payments grid, enabling distinctive commerce experiences for convenience retailers, merchants, fintech companies, and financial institutions wherever commerce happens. By combining a flexible platform, an open ecosystem of 2,500+ integrations, and four decades of payments expertise, Verifone eliminates payment complexity and expands what's possible across every payment channel. Each year, Verifone processes \$8 trillion in transaction value across 165+ countries around the world helping businesses of all sizes to grow without limits.

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ALLY SUPPORTER SPOTLIGHT

Stay ahead with a POS system that's built for what's next—fast, flexible, and easy to use. It keeps things smooth at checkout for both your team and your customers. [Learn more](#)

**VGN VIRTUAL GLOBAL SUMMIT
BOOSTER**



OUTDOOR CLEANING



VGN VIRTUAL GLOBAL SUMMIT VIEWS

A VISION GROUP DISCUSSION

The inaugural Vision Group Network (VGN) Virtual Global Summit was held on November 19, 2025. The 3-hour virtual program welcomed Vision Group members and was also open to the global convenience and mobility industry. Attendees heard a presentation by a notable futurist, voyaged through each Vision Group's experiences, and had the opportunity to ask questions and participate in several audience polls.

The VGN Global Summit was facilitated by Vision Group Network Co-Founders **Myra Kressner**, CEO of Kressner Strategy Group, **Eva Strasburger**, CEO of Compliance Safe and president of StrasGlobal, and **Roy Strasburger**, CEO of StrasGlobal and president of Compliance Safe. Attendees heard a presentation and live discussion with notable futurist, **Gerd Leonhard**, founder and CEO of The Futures Agency.

Each Vision Group was represented by their respective facilitators, in addition to two members sharing summaries of the groups' meeting discussions, top takeaways and future expectations. Additionally, Eva Strasburger presented a summary of Vision Group report-outs.



Vision Group meeting discussions reveal a striking convergence in how leaders across regions and disciplines view the future of convenience and mobility retail. Despite differing geographies and specialties, every group is grappling with the same rapid shifts in technology, consumer behavior, and operational expectations.

A dominant theme across all groups was the undeniable rise of artificial intelligence. Early hesitation has given way to a shared recognition that AI is now a strategic necessity. While some groups reported that only a small fraction of IT budgets currently go toward AI, examples from the field showed that even simple applications can deliver powerful operational gains such as highly accurate food forecasting tools and management efficiency. Importantly, multiple groups emphasized that AI's role is not to replace people, but to enhance human capability and improve daily decision-making.

Consumer behavior emerged as another major disruptor. Acceptance of convenience stores as foodservice destinations has surged in recent years, dramatically reshaping competitive positioning. At the same time, the rapid adoption of GLP-1 medications is altering eating habits across households, prompting groups to frame this trend as one of the most significant lifestyle shifts of our lifetime. These changes point toward a future in which smaller portions, premium choices, and new patterns of consumption become standard.

Across groups, it is evident that the convenience and fueling industries are steadily moving from a convenience model toward an experience-driven model. Sensory cues, store atmosphere, and seamless digital-to-physical interactions now carry outsized influence. Groups underscored that technology integrations across payments, loyalty, delivery, and communication will increasingly determine who succeeds.



At the conclusion of the group reports, Eva Strasburger delivered a presentation looking back at major themes that percolated at Vision Group meetings over the years, stating: “seven Vision Groups, dozens and dozens of industry leaders, and countless hours of conversation all focused on one question: What does the future of convenience and mobility retail look like?”

The World by 2030

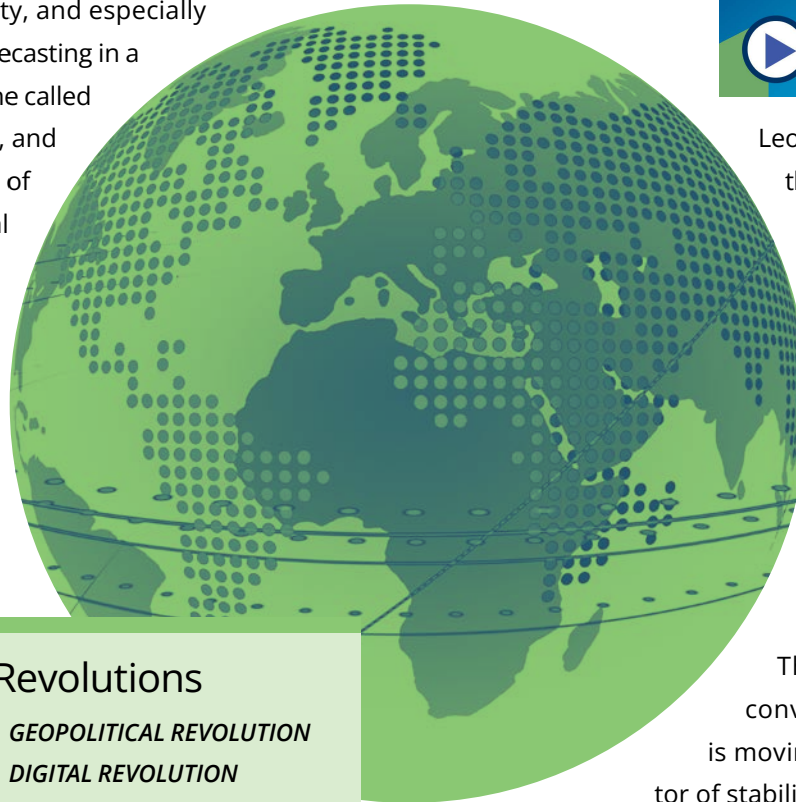
Gerd Leonhard is a German futurist, speaker, and author, who specializes in the debate between humanity and technology. His presentation, "The World by 2030: 10 Game-Changers and 4 Revolutions and What It All Means for Your Business," explored the forces reshaping business, society, and especially the future of convenience retail. Rather than forecasting in a narrow sense, he urged the cultivation of what he called "future ears," or the ability "to hear, and to see, and to understand what is coming next." The pace of change, he contended, has collapsed traditional horizons. What once unfolded over decades now arrives in "very short windows," making long-term planning less about prediction and more about readiness and imagination.

10 Game-Changers

1. *ARTIFICIAL INTELLIGENCE*
2. *ROBOTICS*
3. *SUPERCOMPUTING*
4. *NUCLEAR FUSION*
5. *FREE, ABUNDANT ENERGY*
6. *BIOTECHNOLOGY*
7. *SYNTHETIC BIOLOGY*
8. *BIOFUELS*
9. *GENETIC ENGINEERING*
10. *GEOENGINEERING*

4 Revolutions

1. *GEOPOLITICAL REVOLUTION*
2. *DIGITAL REVOLUTION*
3. *SUSTAINABILITY REVOLUTION*
4. *PURPOSE REVOLUTION*



Presentation
and slides by
Gerd Leonhard,
Founder and
CEO, The Futures
Agency



Leonhard cautioned that the future comes "gradually, then suddenly." From autonomous vehicles to digital payments to plant-based and cultured foods, entire sectors are reaching their pivot points: moments when experimentation becomes mainstream reality. "The next 10 years will bring more change than the previous 100 years, and that's no overstatement," he said. For convenience stores, that means watching not only technology but also deep cultural and behavioral shifts, particularly as Gen Y and Gen Z gain influence.

The crux of the presentation centered on four converging revolutions. A geopolitical realignment is moving the world beyond a single dominant guarantor of stability. The digital revolution, once about computers and networks, now centers on intelligent machines and the rise of AI. A sustainability revolution is accelerating worldwide, driven by both policy and consumer expectation. Woven through all of this is the purpose revolution.

Live audience poll on AI:

Do you support the development of Artificial General Intelligence (AGI)? **50% YES**

Will AI/robotics reduce your staff count by 2030? **55% YES**

How often do you use AI chatbots? **62% SAID DAILY OR MORE**

As society moves toward broader goals, “people, planet, purpose, peace, prosperity” reshape how businesses are judged and how younger generations choose where to spend and work.

Numerous examples were highlighted. Electric and autonomous vehicles will alter travel patterns and eventually the role of fuel-based retail sites. Remote work will change commuting and urban rhythms. AI tools like

ChatGPT will push a shift from search engines to “answering engines,” prompting questions about how consumers will discover products, plan trips, and interact with stores. Even health trends, from wearable monitoring to GLP-1 medications, signal future impacts on food choices, snacking habits, and store assortments.

Yet amid the swirl of technological possibility, Leonhard stressed the need for a human anchor. Machines may automate routine tasks, but he insisted “we have to stay in the loop” because they “don’t think, they don’t feel...they don’t care.”

The real opportunity is augmentation rather than replacement and using tools to lighten the workload, elevate decision-making, and free people to provide the experiences that truly differentiate retail. As convenience shifts toward more experiential, frictionless,

“ Machines don’t think, they don’t feel, they don’t have hunches, they don’t understand, they don’t imagine, they don’t care. But, of course, they can pretend to feel and to care, and this is something we have to be very careful about. These are machines, they are not like us, they are tools, they’re not purpose. I think we need to have AI that is competent, not conscious.

Gerd Leonhard, Founder and CEO, The Futures Agency

“ As we’re moving from humans doing routines to machines doing routines, there are lots of debates as to what that does to the employment space. I think we are going to lose some jobs there, for sure. On the other hand, many companies like Amazon are using AI as an excuse to whitewash firings that they had planned anyway.

Gerd Leonhard, Founder and CEO, The Futures Agency

and higher-quality offerings, the retailers that thrive will blend technology with empathy and efficiency with meaning.

In closing, he encouraged the audience to look for pivot points, build intuition, question long-held assumptions, and “prepare for tomorrow, today.” The future may be arriving faster than expected, but thoughtful preparation allows businesses not just to keep pace, but to shape what comes next.

Reflection Point

A question-and-answer session between Roy Strasburger and Gerd offered a deeper look into the pressures and possibilities that are reshaping convenience retail. In response to the audience poll results and Vision Group presentations, Leonhard remarked that today’s environment is defined by “many confusing trends” happening simultaneously. He emphasized that cultural, generational, and regional differences are driving an unprecedented degree of fragmentation. Stores will no longer be able to rely on broad uniform offerings. Instead, success will hinge on understanding their audience with assortments that diverge sharply from place to place.

Is technology leading us as opposed to us leading technology to where we want it to go?

“First we build technology, and then technology builds us,” Leonhard offered. Change accelerates when society hits key trigger points, much like the iPhone ignited the mobile media era. Similar pivots are now emerging for convenience retail, especially with electric and autonomous vehicles, though adoption will vary by region.

With the growing cultural shift toward better personal health, he noted that long-standing habits, like offering the same snacks people ate decades ago, are

fading as consumers expect higher-quality, healthier options. Major food companies are already adjusting as younger generations drink more water, less alcohol, and seek better ingredients. These shifts don’t mean people will stop visiting convenience stores, rather, the stores themselves must evolve. The opportunity lies in recognizing these triggers early and adapting to what customers now value.

How do you see the use of AI and/or robotics helping c-stores to become a customer experiential destination?

While robotics and AI will enhance the in-store experience, Leonhard thinks they will do so mostly as practical tools rather than as dramatic futuristic bots. As consumers grow comfortable with technologies like mobile payments, QR scans, augmented reality, or glasses that reveal sourcing and nutritional details, these features will become part of why people visit a store. The real hurdle isn’t the technology itself, it will be behavior, much like how mobile payments only took off once COVID pushed adoption past a trigger point.

He stressed that most changes would come from helper applications that make shopping smoother and more informative, not robots cooking meals or chatting with customers. Cultural differences will also shape what works. Some audiences will enjoy highly technical interactions, while others will reject anything that feels impersonal. The opportunity lies in using AI to make people feel more welcome and informed, while recognizing that adoption will vary and must be strategic.

Live audience poll on changes to traditional business model:

Do you own an EV? **21% YES**

People using digital ID by 2030? **50%**

Would personalized digital store marketing make you buy something? **64% YES**

Prefer automated walkout or traditionally staffed c-store? **75% PREFER TRADITIONALLY STAFFED STORE**

Q&A Session with Roy Strasburger, CEO, StrasGlobal, President of Compliance Safe, and Co-Founder, Vision Group Network, and Gerd Leonhard, Founder and CEO, The Futures Agency.



Are you seeing society getting more divisive over time due to technology or do you think things might start moving back to a more socially cohesive structure?

Society can come together, Leonhard believes, but only if we push back against the “addiction model” built into modern technology. Social platforms encourage constant posting and validation, and without limits it becomes unhealthy, especially for teenagers. As with other addictive behaviors, he argued that society doesn’t need to ban technology, but it does need guardrails, stronger protection for minors, and a renewed commitment to real human interaction.

Additionally, he warned that relying too heavily on AI, whether for writing, communication, or daily tasks, erodes effort and authenticity, leading to a “cookie cutter” culture that quickly loses meaning. The solution is not rejection of technology but balance and using it to fix long-standing pain points while being careful not to let it replace the human touch that builds trust and keeps society connected.

How do the four revolutions happen when technology controls the information that underlies those revolutions?

“I think the technology industry needs to be accountable and needs to understand that this is about more than selling their software,” said Leonhard. He argued that technology’s growing control over information demands a reset, because many tech companies act as if reducing human involvement is inherently positive. That mindset, he warned, ignores the broader societal cost and when routine jobs disappear, it affects real people, real consumers, and the stability of the system itself.

He emphasized that as technology becomes woven into everything, companies must accept greater responsibility, stronger guardrails, and clear standards, especially around advanced AI. History shows that innovations with rules and social contracts thrive, while unregulated ones, like social media, can become “the most toxic factor in our media landscape today.” Stores, he noted, shouldn’t lose sight of the fact that people come not only for products but for connection. The right balance will differ by culture, but the guiding principle remains the same that technology should enhance human interaction, not replace it.

Live audience poll on GLP-1s:

Do you know anyone using GLP-1 drug? **81% YES**

Live audience poll on preparedness:

Are you prepared for another pandemic before 2030? **55% NO**

Vision Group Network's new Academic Partnership initiative

Robert Hampton, VGN director of strategic initiatives in 2025 and Summit coordinator, shared the spotlight to outline the Vision Group Network's new Academic Partnership initiative. The program aims to collaborate with colleges and universities to engage students in real-world industry challenges through hackathons, research, and capstone projects. Hampton noted strong past success using this model to develop a talent pipeline.

The first collaboration is planned with Texas Tech University's computer science department which has extensive experience running capstone projects and student-led hackathons. The initiative will commence in 2026 and will be open to retailers and suppliers. For updates, *follow Vision Group Network on LinkedIn* and *subscribe to the VGN monthly newsletter*.



Robert Hampton
presents the
VGN Academic
Partnership
initiative.





Launched 2025

Facilitator Christian Warning
Founder and Managing
Partner, The Retail Marketeers

The Global Convenience Vision Group brings together convenience and mobility retail leaders from around the world, including C-suite executives from major international chains and owners of small independent operations. **Zsuzsa Hordai**, head of strategic projects at SPAR International and **Brian Donaldson**, chief executive officer at The Maxol Group, presented insights covering the technology revolution with AI and robotics, shifts in consumer preferences driven by health trends, and balancing efficiency with human connection. Key meeting topics included AI, the impact of GLP-1 weight loss medications shifting food consumption patterns, and changes in consumer behaviors. Looking ahead to 2026, members emphasized transforming sites into multi-energy, multi-functional mobility and lifestyle hubs, implementing integrated physical and digital retail promotion engines, and training workforces for the future.



Facilitator Christian Warning,
Founder and Managing Partner,
The Retail Marketeers, Brian
Donaldson, Chief Executive
Officer, The Maxol Group, and
Zsuzsa Hordai, Head of Strategic
Projects, SPAR International

GCVG MEMBERS

Joe Boyle, Chief Executive Officer, Fresh Stop

Brian Donaldson, Chief Executive Officer, The Maxol Group

Mert Dunder, Head of Operational Technology, Petrol Ofisi Group

Jorge Escuin-Rubio, Head of Strategy & Bus. Development Mobility, Repsol SA

Santiago Ferreccio, Head YPF FULL, YPF SA

Theo Foukkare, Chief Executive Officer, Australian Association of Convenience Stores (AACS)

Edwin de Graaff, Global Head, Shop Format & Innovation at Shell Mobility & Convenience, Shell

Christopher Hartman, VP of Fuels, Advertising, and Development, Rutter's

Zsuzsa Hordai, Head of Strategic Projects, SPAR International

Jesper Østergaard, CEO, Reitan Convenience Denmark A/S

Sergio Padilla Navarro, Global Networks Director, FEMSA

Claudio Reboredo, Partner – Owner, FGC Fuels Marketing

Caroline Rowan, Convenience Retail Expert

Jennifer Schmidt-Brekenfeld, Geschäftsführerin Tank & Rast GmbH, Autobahn Tank & Rast Gruppe GmbH & Co. KG

Patrick Schnell, General Manager, Petro-Center SA / PC-Tank Sàrl

Sandra Schütte, Head of Mobility, Westfalen AG

Roger Vogt, CEO Retail, Valora Schweiz AG

GCVG PAST MEMBER

(title and company at time of membership)

Kelly Tracey, General Manager, Vantage Fuels Pty Ltd trading as Bowser Bean



Launched 2025

Facilitator Richard Poye
Founder, Food Trends Think Tank

The Convenience Foodservice Vision Group brings together convenience executives, innovative foodservice professionals, and operational leaders from large national and regional chains. **Brandon Frampton**, director of fresh food at Loop Neighborhood Markets, and **Kris Klinger**, vice president of auxiliary services at Boston University, presented insights covering sensory science, artificial intelligence applications, menu development, and generational preferences. Key meeting topics included how smell and touch shape customer experiences in stores, menu development strategies, Gen Z taste preferences, and practical AI applications. Looking ahead to 2026, presenters emphasized that convenience is an experience business where every sensory detail matters, innovation builds on customer familiarity, technology enhances rather than replaces human judgment, and companies that anticipate trends rather than react will thrive.



Facilitator Richard Poye,
Founder, Food Trends Think
Tank, Brandon Frampton,
Director of Fresh Food, Loop
& Poppy, and Kris Klinger,
VP Auxiliary Services, Boston
University

CFVG MEMBERS

Ryan Blevins, VP Sales and Operations, Fresh Stop
Richard Cashion, COO, Curby's Express Market
Jon Cox, Vice President Fresh and Own Brands, McLane Company, Inc.
Heather Davis, Senior Director of Food Service, Parker's Kitchen
Brandon Frampton, Director of Fresh Food, Loop & Poppy
Stephanie Galentine, COO, Lassus Bros. Oil, Inc.
Barbara Kessler, Marketing Director, CrossAmerica Partners
Kris Klinger, VP Auxiliary Services, Boston University
Jac Moskalik, VP of Food, Innovation and Strategy, Global Partners, LP
Wes Stone, CEO, Ultimate Sales
Derek Thurston, Director of Foodservice, Cliffs Local Market
Mike Weber, CMO, Upshop
Bonnie Zaring, Exec Dir, Food Programs & Offers, RaceTrac Inc

CFVG PAST MEMBERS

(title and company at time of membership)

Joe Brumfield, Sr Category Manager – Beverages, La Lomita Inc
Jasmine Struble, Senior Foodservice Category Manager, Yesway

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Launched 2024

Co-Facilitators Nathan Niese,
Global Lead for Electric Vehicles,
Boston Consulting Group, and
Mike Austin, Editor for Road &
Track Magazine

The Electric Vehicles Vision Group brings together EV experts from multiple sectors including automakers, battery manufacturers, charge point operators, convenience retailers, utility executives, city planners, and policy makers. **Deb Peck Kelleher**, deputy director at the Alliance for Clean Energy New York, and **Gabe Klein**, former executive director of the U.S. Joint Office of Energy and Transportation and current co-founder of CityFi and Adapt Impact, presented insights covering policy changes, infrastructure development, consumer behavior, and economics. Key meeting topics included the 2025 budget reconciliation bill (aka One Big Beautiful Bill), EV charging change versus traditional gas station retail models, and the consumer education gap. Looking ahead to 2026, presenters emphasized the EV transition is happening regardless of policy changes and timeline shifts, consumer education remains critical, fair economic ecosystems are essential, and continued electrical grid buildout is needed.



Nathan Niese, Global Lead
for Electric Vehicles, Boston
Consulting Group, Deb Peck
Kelleher, Deputy Director,
Alliance for Clean Energy NY and
Gabe Klein, Former Executive
Director, U.S. Joint Office of
Energy & Transportation

EVVG MEMBERS

Karen Apple, Electric Vehicle Program Manager, City of Phoenix

Srijata Chattopadhyay, VP: Americas EV Charging, Shell Recharge

Keysey England, Sustainability Program Manager, City of Phoenix Aviation Dept

Garrett Fitzgerald, Sr, Dir, Transportation Electrification, Smart Electric Power Alliance

Tom Healey, VP Facilities, Nouria Energy Corporation

Gabe Klein, Former Executive Director, U.S. Joint Office of Energy & Transportation, and co-founder of CityFi and Adapt Impact

John H. Kwon, General Counsel, CATL

Chris Normandeau, Director, FirstService Energy

Kimberly Okafor, General Manager Zero Emission Solutions, Trillium - A Love's Company

Darren Palmer, Global VP Electric Vehicle Programs, Ford Motor Company

Deb Peck Kelleher, Deputy Director, Alliance for Clean Energy NY

Francisco Pineda, COO and EVP for Business and Operations, The New School

Laura Renger, Executive Director, CalETC

Janine Robar, Associate Dir. Mobility Innovation, State of Michigan

Sophia Schuster, Policy Principal, Michigan EIBC

Jay Smith, Executive Director, Charge Ahead Partnership

Jessica Stoll Lowery, Project Manager, Climate Mayors

Bonnie Trowbridge, Executive Director, Drive Clean Colorado

Fred Yonghabi, Sr. Specialist, Con Edison

EVVG PAST MEMBERS

(title and company at time of membership)

Badih El-Nemr, Executive Vice President, Nouria Energy Corporation

Chad Kiesow, President, Stewart's Shops

Kate Wright, Executive Director, Climate Mayors



Convened 2024-2025

Facilitator James Maxey
Industry expert and faculty at Trinity University

The Connexus Vision Group completed a one-year term bringing together owners of single stores, presidents of multi-store chains, technologists, and Connexus leaders. **Kristina Anderson**, chief service officer at Midwest Petroleum Company, and **Don Rhoads**, president of The Convenience Group, presented insights from discussions focused on bridging the gap between cutting-edge technology and everyday operational realities for convenience stores of all sizes and with the mission of assisting Connexus strategy. Key meeting topics included data management and visualization tools, exploring digitizing training to improve employee engagement and retention, third-party delivery services, the shift in consumer behavior toward online search, and digital coupons.



Facilitator James Maxey, industry expert and faculty at Trinity University, Kristina Anderson, Chief Service Officer, Midwest Petroleum Company and Donald Rhoads, President/CEO, The Convenience Group, LLC

CXVG MEMBERS

Kristina Anderson, Chief Service Officer, Midwest Petroleum Company

Chris Bambury, President, Bambury, Inc. dba BONNEAU

Glennie Bench, President, Southwest Georgia Oil Company

Raymond Huff, President, HJB Convenience Corp.

Dae Kim, Advisor, Loop Neighborhood Markets

Lonnie McQuirter, Director of Operations, 36 Lyn Refuel Station

Alan Meyer, CEO, Meyer Oil Company

Brad Miller, Senior Director of IT, Coen Markets

Robert Razowsky, CEO, Rmarts LLC

Donald Rhoads, President/CEO, The Convenience Group, LLC

Paul Robertson, Manager, Partnerships & Key Initiatives, Verifone

Nicholas St. Romain, Co-CEO, St. Romain Oil

Babir Sultan, President, Favtrip

Gray Taylor, Executive Director, Connexus

Linda Toth, Managing Director, Connexus

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Launched 2023

Facilitator: Ed Collupy
Principal of Collupy Systems Solutions

The Convenience Technology Vision Group brings together technology and operations leaders in the convenience industry. **Erin Graziosi**, president at Robinson Oil, and **Nick Peters**, vice president of IT at Campbell Oil, presented insights from discussions spanning artificial intelligence adoption, point-of-sale system challenges, electric vehicle infrastructure, cybersecurity, and food service technology. Key findings included research showing that the convenience industry significantly lags other retail sectors in AI adoption with smaller retailers facing resource constraints, while members emphasized that quality data foundations are essential for successful AI implementations. The group addressed POS integration frustrations and lengthy approval processes, explored the wait-and-see approach most retailers are taking on EV charging infrastructure, and examined how consumer's perception of convenience foodservice has shifted dramatically in recent years. Looking ahead to 2026, presenters identified the need for seamless technology integration, employee-focused solutions, and clean data management as competitive differentiators, with particular interest in practical AI applications for smaller retailers and advanced inventory management technologies.

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Ed Collupy
CTVG Facilitator and President
Collupy System Solutions LLC

Erin Graziosi
President, Robinson Oil Corp

Nick Peters
VP IT, Campbell Oil

CTVG ALLY SUPPORTERS

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Facilitator Ed Collupy,
Principal of Collupy
Systems Solutions, Erin
Graziosi, President,
Robinson Oil Corp, and
Nick Peters, VP – IT,
Campbell Oil Company

CTVG MEMBERS

Luis Ackerman, VP 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, Cliff's Local Market

Jason Collins, Director of IT, Englefield Oil Company

Christopher Egan, CIO, United Dairy Farmers

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

Janeth Falcon, VP North America Technology, Circle K

Erin Graziosi, President, Robinson Oil Corp

Tyler Grubbs, VP of Retail and Digital Technologies, RaceTrac, Inc.

Raymond Huff, President, HJB Convenience Corp.

Sharif Jamal, Director of Real Estate & Brand Development, Chestnut Market

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, VP Information Technology, Nouria Energy Corporation

Nick Peters, VP – IT, Campbell Oil Company

Anthony Raimato, Store Technology Engineering Lead, Wawa Inc

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

Bill Ridge, Vice President of Technology, Eastern Petroleum Corporation

Emily Sheetz, EVP Strategy & IT, Sheetz Inc.

Scott Smith, Senior Director of IT, Parker's

Rance Wells, VP of IT, Toot'n Totum

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

CTVG PAST MEMBERS

(title and company at time of membership)

Lorne Brockway, CIO, Fikes Wholesale / CEFCO

Scott Burchfield, Chief Operations Officer, Impact 21

Kenneth England, Director - Retail Technology, Majors Management LLC

Nick Franco, SVP Sales and Customer Success, ThinkSys Inc.

Jeffrey Harrison, Co-Founder & President, Rovertown

Sorin Hilgen, Group CDO and In-Country CIO, EG Group

Skip Potter, Director of IT, R.L. Vallee, Inc.

Patrick Raycroft, Partner, W. Capra

Rick Sales, President, Abierto

Cheryl Szczesniak, EVP Human Resources, The Spinx Company

Mike Templeton, Director of Digital Guest Experience, Casey's

Thomas Valeri, SVP, IT, Majors Management

ALLY SUPPORTERS





Launched 2022

Facilitators Vision Group Network
Co-Founders **Myra Kressner**, CEO of Kressner
Strategy Group and **Roy Strasburger**, CEO of
StrasGlobal and President of Compliance Safe

The Convenience Leaders Vision Group brings C-suite leaders from companies ranging from family businesses to corporate executives managing hundreds or thousands of stores. **Hal Adams**, managing director with OXXO USA, and **Annie Gauthier**, CFO/Co-CEO of Y-Not Stop – St. Romain Oil and NACS 2025/2026 chair, presented key insights from the group's quarterly meetings. Major discussion topics included artificial intelligence applications from predictive fuel pricing to multilingual customer support bots, workforce development through becoming an employer of choice, academic partnerships, consumer health trends including with GLP-1 drugs, global convenience retail innovations, disaster preparedness, cybersecurity, and energy transition including EV charging models and sustainability strategies. The group emphasizes that the convenience industry stands at an inflection point where companies that anticipate and adapt to accelerating change will thrive, with 2026 bringing continued focus on AI implementation, serving health-conscious consumers, and building resilient operations.

VIRTUAL GLOBAL SUMMIT
Convenience. Mobility. Vision

Myra Kressner
CLVG Facilitator, VGN
Co-Founder and CEO Kressner
Strategy Group

Hal Adams
Managing Dir, OXXO USA

Annie Gauthier
CFO/CEO Y-Not-Stop and
2025-2026 NACS Chair

CLVG ALLY SUPPORTERS

Aisle **PriceEasy** **verifone**

Myra Kressner, CEO
of Kressner Strategy
Group and Vision
Group Network
Co-Founder, Hal
Adams, Managing
Director, OXXO USA,
and Annie Gauthier,
CFO/Co-CEO, Y-Not
Stop – St. Romain Oil
and 2025/2026 NACS
Board Chair

CLVG MEMBERS

Hal Adams, Managing Director,
OXXO USA

Laura Aufleger, President, OnCue

Annie Gauthier, CFO/Co-CEO, Y-Not
Stop – St. Romain Oil

Joseph Hamza, COO, Nouria Energy
Corporation

Scott Hartman, CEO, Rutter's

James Hervey, Head of Petro, Verifone

Tracey Hughes, CEO, Wallis
Companies

George Martinez, Head of Business
Strategy, AisleAI Inc

Drayton McLane Jr., McLane Group

Greg Parker, Executive Chairman,
Parker's

Jonathan Polonsky, CEO, Plaid Pantry

Darren Rebelez, Chairman, President
and CEO, Casey's General Stores

Donald Rhoads, President/CEO, The
Convenience Group, LLC

Mark Samuels, EVP of Convenience
Retailing, Dash In/The Wills Group

Joe Sheetz, Executive Vice Chairman,
Sheetz, Inc.

Keith Slater, Chief Financial Officer,
Family Express Corp.

Kevin Smartt, CEO, TXB Stores

Barbara Stoyko, SVP Shell Mobility
Americas, Shell USA

PAST CLVG MEMBERS

(title and company at time of member-
ship)

Henry Armour, President & CEO, NACS

Lisa Dell'Alba, President and CEO,
Square One Markets

Troy Dickson, V.P. Retail Parkland USA,
Parkland Fuel Corp

Fouad El-Nemr, Executive Vice Presi-
dent, Nouria Energy Corporation

Varish Goyal, CEO, Loop Neighbor-
hood Markets

Douglas Haugh, Chairman, TRUX

Tony Miller, President, Delek Retail

Natalie Morhous, President, RaceTrac,
Inc.

JP Patel, CEO, Hari 1 dba Fish River
Food Mart

Donna Sanker, President US, Parkland
USA

Liz Williams, President, Foxtrot

ALLY SUPPORTERS





Launched 2000

Facilitator Myra Kressner
CEO of Kressner Strategy Group and
Vision Group Network Co-Founder

The Vision Group launched in October 2020 bringing together convenience store operators, grocery and foodservice leaders, technology innovators, futurists, and convenience industry veterans for bimonthly virtual discussions that evolved into meetings several times a year. **Raymond Huff**, president of HJB Convenience, and **Frank Beard**, head of marketing at RoviTown, presented insights from five years of conversations spanning technology adoption, workforce challenges, economic resilience, and retail innovation. Key meeting topics included artificial intelligence, cybersecurity, the mental health crisis among frontline workers during the pandemic, Gen Z employee engagement, the potential impact of GLP-1 medications on food consumption patterns, operational efficiencies, electric vehicle adoption, concepts in urban planning, and how convenience stores have evolved into legitimate food destinations. Looking ahead, the group will continue to emphasize adaptability and diverse perspectives as essential tools for navigating how technology, consumer behavior, and economic forces intersect in unpredictable ways.



Facilitator Myra Kressner, CEO
of Kressner Strategy Group and
Vision Group Network Co-Found-
er, Raymond Huff, President,
HJB Convenience Corp. and
Frank Beard, Head of Marketing,
RoviTown

TVG MEMBERS

Frank Beard, Head of Marketing, RoviTown
Jon Bratta, SVP – GM, Rock Solid Capital Investments
Ed Collupy, Principal, Collupy System Solutions LLC
Kevin Farley, President, Farley Retail Advisors
Rob Garf, Head of Strategy and Insights, Cordial
Robert Grimes, CEO, IFBTA
Marion Henson, Owner and Founder, Bloom Healthy
Jesse Hirsh, Punk, Eco Punks
Raymond Huff, President, HJB Convenience Corp.
Brandon Lawrence, Principal, Fuel Insight
Don Longo, Former Editorial Director, Convenience Store News
Kris Klinger, VP Auxiliary Services, Boston University
Michael Sansolo, President, Sansolo Solutions
Lynne Schultz, CEO, Tri-State Marketing
Eva Strasburger, President, StrasGlobal and CEO, Compliance Safe
Roy Strasburger, CEO, StrasGlobal and President, Compliance Safe

TVG PAST MEMBERS

(title and company at time of membership)

Tom Bush, President, Food Concepts Inc.
John Flood, Managing Director, Elevate Performance
Melvin Maddux, Global Sourcing & Innovation, Gourmet Foods International
Tim Tang, Director, Hughes Network Systems

VISIONARY VIEWPOINTS

VGN was created during the chaotic, yet isolating, early days of the COVID-era by three industry veterans with a mission of *sharing today to shape tomorrow*. Each of the co-founders took a few moments to look back on the VGN journey and their expectations for its future.



Myra Kressner,
CEO of Kressner Strategy Group

VGN names “Experience” as its word of the year.

VGN’s Inaugural Global Virtual Summit, offered free to the global convenience and mobility industries in support of our mission of “sharing today to shape tomorrow,” was a groundbreaking accomplishment. I’m deeply grateful to the VGN team and all members who contributed to this inaugural event.

Convenience and mobility retailers will win by becoming destinations that deliver the experiences consumers want, far removed from earlier “cokes & smokes” model. What experience will your stores, fuel sites, or EV charging site host locations offer to become the destination of choice?

The challenge is turning buzzwords like technology, AI, digital, loyalty, foodservice, employee engagement, customer service, and personalization into real execution and measurable results. What suppliers and solution providers do you partner with to accomplish this profitably?

Born as an experiment during the pandemic nearly six years ago, VGN will continue to bring smart people together and provide a blueprint for businesses of all sizes to navigate an increasingly time-pressed, phygital world.



Eva Strasburger, President,
StrasGlobal and CEO, Compliance Safe

When Roy, Myra and I launched Vision Group Network in 2020, the idea was simple: to create a forum where people who had already lived through change

could help others think about what was coming next. Since then, VGN has grown into six Vision Groups and a substantial library of Vision Reports, not because we set out to build a brand, but because our members were willing to share their experience, ask questions and learn from one another. What has surprised me most is how generous our members have been with both their time and their thinking.

Looking ahead, the next five years promise transformation at a pace unlike anything we have seen before — medical advances like nanotechnology, disease prevention, and longevity; AI moving into every part of our lives, from digital twins in the workplace to new ways of working and collaborating; and changing consumer values as Gen Z reshapes tastes, lifestyles, and habits toward healthier living. We will also be exploring how mobility evolves through subscriptions, electrification, autonomy, and changing attitudes toward driving; whether foodservice becomes a defining driver for convenience retail; and how robotics and automation may begin to ease labor shortages. Layered across all of these are issues of trust, data ownership, sustainability, and resilience. These are

exactly the conversations our forums were created to have, with people who understand context as well as possibility, and I am more excited than ever about what we will discover together.



Roy Strasburger, CEO, StrasGlobal and
President, Compliance Safe

You can’t move forward without knowing where you’ve been. The inaugural VGN Global Summit allowed not only the Summit participants to

glimpse the arc of retail innovation, but the readers of this Vision Report to do so as well. Over thirty presenters shared the insights and perspectives of their fellow Vision Group members.

But what about the way forward? To survive, the convenience store needs to become the “hyper-personalized store.” Just being convenient is not enough. As we heard in the Summit, the future is about customizing everything in your store to the individual consumer. You must have the right products, provide the right experience, and curate your offer so that your store becomes the destination of choice. The future is yours—grab it.

NOTABLE AND QUOTABLE

“ I spoke briefly about the importance of marketing programs, but these programs can be copied. The quality of your people is truly what differentiates your brand.

Brian Donaldson, Chief Executive Officer, The Maxol Group

“ The real eye-opener was learning that creating a memorable sense experience doesn't require a Fortune 500 budget.

Brandon Frampton, Director of Fresh Food, Loop & Poppy

“ We're an experience business, not just a convenience business. Every action, big and small, every smell, sight, sound, matters.

Kris Klinger, VP Auxiliary Services, Boston University

“ The best technology solutions are often the simplest ones.

Kristina Anderson, Chief Service Officer, Midwest Petroleum Company

“ If you're not amazed by AI, you don't really understand it. But also, if you're not afraid of AI, you don't really understand it.

Gerd Leonhard, Founder and CEO, The Futures Agency

“ The convenience industry continues to evolve. The insights from the Global Convenience Vision Group have convinced me that the companies surviving 5 years from now will be those who embrace change now.

Zsuzsa Hordai, Head of Strategic Projects, SPAR International

“ Meanwhile, the electric vehicles group taught us that EV charging integrates into your life rather than the other way around, completely flipping our traditional retail model.

Gabe Klein, Former Executive Director, U.S. Joint Office of Energy & Transportation and co-founder of CityFi and Adapt Impact

NOTABLE AND QUOTABLE

“ We need to question our assumptions of what is possible, what people want, and what is the right thing to do. That is a key thing when we think about, for example, what business are we in today, what business will we be in, let's say, in 2030, or a little bit before that, and then 2035, the really long-term view, which is kind of science fiction at this point.

Gerd Leonhard, Founder and CEO, The Futures Agency

“ The companies that master data management will lead the industry.

Nick Peters, VP – IT, Campbell Oil Company

“ The retailers who embrace AI will be the winners, while those who resist change will be left in the dust.

Hal Adams, Managing Director, OXXO USA

“ The future isn't something that happens to us. It's something we actively shape through today's conversations and tomorrow's bold decisions.

Eva Strasburger, CEO of Compliance Safe, President of StrasGlobal, and VGN Co-Founder

“ We're not just selling Cokes and smokes anymore. We're essential community anchors, navigating unprecedented change.

Annie Gauthier, CFO/Co-CEO, Y-Not Stop – St. Romain Oil and 2025/2026 NACS Chair

“ Bringing diverse viewpoints together, giving each other permission to disagree, making it clear that respectful debate's welcome, that's valuable in and of itself, especially in today's world.

Frank Beard, Head of Marketing, Rovertown

The Vision Group Network (VGN) is a network of virtual forums dedicated to discussing the most important topics, trends, challenges, and opportunities shaping businesses today. Our mission is to leverage our collective experiences, insights, and perspectives to enhance your business, foster new ideas, and encourage fresh perspectives. Our mission is *Sharing Today to Shape Tomorrow*; we are an open information resource accessible to all, guided by the principle that “a rising tide lifts all boats.” We believe in harnessing the collective wisdom of the best and brightest minds to support both you and your organization. For more information and to sign up for future Vision Reports, visit our website: vgnsharing.com/vision-report-library



For more information about Vision Group Network email us:



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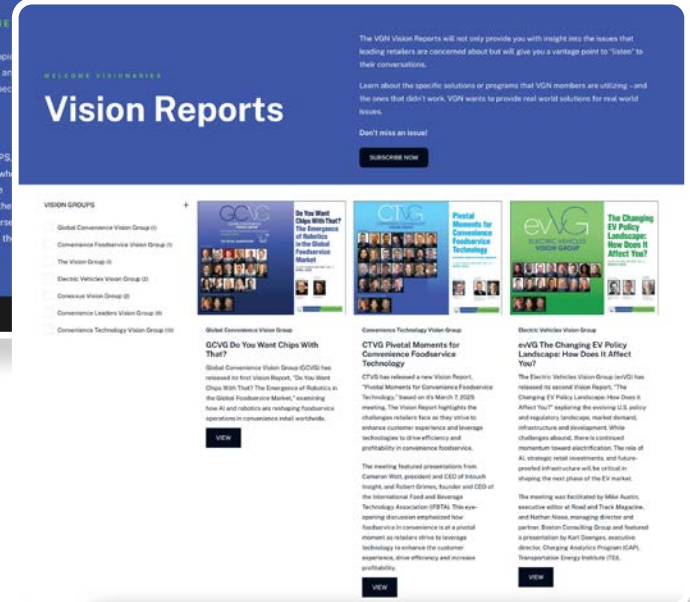


VGN Vision Report Library

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



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



**VISION GROUP
NETWORK**

We Value Your Feedback



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