



## Welcome to Conexxus Membership!

We are pleased that you have made the decision to join Conexxus, and your industry colleagues, as we all Solve Forward together!

Conexxus membership serves the industry through improving its core standards that save hard dollars in technology and store operations. Along with today's challenges, Conexxus is embracing new technologies that are emerging in tomorrow's retail landscape, such as mobile commerce, technology asset tracking, and data security; ensuring that standards are ready for the steady stream of innovations as technology blurs the lines between consumer and business technology, and web and mobile commerce.

Conexxus leads innovation by providing timely data exchange standards and guidance that address where retail will be, such as a robust suite of standards around mobile payments and loyalty – the only such standards in existence for retail.

The industry experts and leaders who volunteer to serve the industry through Conexxus are constantly vigilant for emerging opportunities that give both suppliers and retailers an edge in the fierce world of retail. Through webinars, event presentations, working with key venture capital firms, field trips to key technology providers, and leading external broad-industry standards work, Conexxus ensures that our industry is never left behind, and is never an afterthought.

Thank you for choosing to be a part of this important work, and offering your expertise to improve our industry. Use the following guide to navigate through our policies and the resources and standards now available to you through your membership. We strongly encourage you to engage with Conexxus in order to take maximum advantage of our work, and help us achieve more!

Our Warmest Welcome,

Gray Taylor  
Executive Director



## Enabling Connections... Finding Solutions

Conexxus is a non-profit, member-driven technology organization dedicated to the development and implementation of standards, technologies innovation and advocacy for the convenience store and fuel market. Conexxus membership collaborates on key present and future industry challenges and innovations. Our work efforts improve profitability by reducing the cost of IT ownership and improving the competitiveness of our members.

### Conexxus is Where...

- The industry meets to innovate
- New technologies congregate
- You network with the experts
- Your voice is heard
- You get the right answer, on time
- The industry Solves Forward

### Conexxus is the Industry's Technology Voice:

- Identifying relevant standards & specifications
- Engaging with broad-industry "regulators"
- Representing our industry anywhere needed
- Ensuring fair and competitive landscape
- Helping shape public policy
- Laser focused on industry success

### Our Guiding Principles

**Knowledge:** Understanding the future, key trends, and technology innovations that impact our business.

**Connections:** No other organization in retail offers the ability for vendors and customers to work side by side, on equal footing and without regard to company size or share, to resolve technical challenges together.

**Advocacy:** Providing subject matter expertise to government and market powers to ensure that our industry needs, constraints and interests are truthfully represented and comprehended in our increasingly technology-focused society.

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## What's my First Step?

### 1. Set Up Your Conexus Online Accounts

All membership resources, documentation, and Committee notes are available by logging into the Membership Portal at [www.Conexus.org](http://www.Conexus.org) (top right corner: Login). Please note that to access most of the links in this Welcome Packet you will need to be logged in to your account.

- Find the automated email from the Conexus website that contains your login credentials. If you have trouble locating this information, contact [info@conexus.org](mailto:info@conexus.org) for assistance.
- Set the Time Zone on your account, in order to view the proper meeting times. Visit [How to Change your Password and Set Your Time Zone for Proper Meeting Times](#) for detailed instructions.

In addition to the Conexus.org website, we house work product in repositories at [gitlab.openretailing.org](http://gitlab.openretailing.org) (for global API development with IFSF) and [gitlab.conexus.org](http://gitlab.conexus.org). All work product is available to view/download on the website. But additional steps are required if you want to use the git repositories directly.

- Visit [Repository Resources](#) for additional information.

### 2. Join the Communication

Once your membership credentials are created, you have agreed to be added to the email lists for all membership related communications. This includes general membership and group announcements, monthly webinar invitations, conference registration, and Conexus resources.

Be sure to add the following email addresses to your Safe Senders list to ensure you receive these important communications:

- [webmaster@conexus.org](mailto:webmaster@conexus.org)
- [webinars@conexus.org](mailto:webinars@conexus.org)
- [Info@conexus.org](mailto:Info@conexus.org)

For active conversation on the latest industry news, follow us on your preferred social media platforms:



On Linked In as [Conexus.org](https://www.linkedin.com/company/conexus.org)



On Twitter as [@ConexusOnline](https://twitter.com/ConexusOnline)

### 3. Share Access within Your Organization

Please email [info@conexus.org](mailto:info@conexus.org) with a list of colleagues within your organization who will need access to the membership website. We ask that each user has their own account, which will allow them access to standards, meeting information, working group documents, and membership certificates. These individuals may include your CEO, CTO, CIO, Pricebook Manager, Marketing, or Developers. Include their name, title, email address, and which Groups they should be added to. (See list of committees and working groups on page 11 of this packet)

### 4. Ensure Your Company Information is Correct

- Visit the public [Membership Directory](#) to be sure we have your company information and logo listed properly. Now is also a good time to “view members”, the link found on the right side of your company listing, to ensure all colleagues have access. Any updates can be emailed to [info@conexus.org](mailto:info@conexus.org).
- Ensure the primary, technical, billing, and marketing contacts for your company are correct. It’s important to have at least two different contacts in case issues arise through the year. This information was provided when the membership application was submitted. If you are unsure who was submitted, contact Ann Zecca at [azecca@conexus.org](mailto:azecca@conexus.org).

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## Policies

### Summary of Antitrust and Intellectual Property Policy

As set forth in the Antitrust Policy, Conexus takes all steps to comply with federal and state antitrust laws. Accordingly, by attending this Conexus meeting you agree that you must not discuss specific

topics such as pricing, allocation of territories between competitors, joining together to boycott or refusing to deal with someone. If you believe that any discussion is verging into one of these forbidden topics, please raise a point of concern so that we can avoid any improper line of discussion and refocus on appropriate discussions.

Conexus also has an IP Policy. A critical part of the IP policy is the requirement imposed on every participant in a Conexus meeting that you must disclose the existence of any IP owned by your company (or someone else's IP that you know about) that might be in conflict with a New Work Item, or thereafter when a specific portion of a standard or implementation guide is being developed, discussed, or modified, or when a final document is circulated for public comment. In any such instance, you must disclose the IP within a reasonable time period, usually within 45 days. IP includes patents, copyrights (e.g., software), or patent applications. As a participant, it is your responsibility to take all reasonable steps to identify IP your company owns, including seeking information from your IP attorney or others in the company who are involved in handling patents/copyrights. Conexus needs to know about all such IP early in the standards process so it can make decisions about whether any patented material should be included in any new standard.

Further, Conexus has in place policies regarding submitted work product. Any work product contributed to a document management system (e.g., website, git instance) owned or maintained by Conexus in whole or in part (including Open Retailing) will become Conexus property (or Conexus/IFSF for Open Retailing), regardless of whether it is contributed directly by a member or by staff at the request of a member, working group or committee.

By signing the meeting attendance sheet or answering to roll call you agree to be bound by these policies. All policies are available in their entirety online at the Conexus website under about/governance. If you have questions regarding either policy please let me know or contact any Conexus Staff member.

The full intellectual property policy can be found in Article VI of the operating procedures. The full anti-trust policy can be found in Article VIII of the operating procedures.

- [Read the full Bylaws and Operating Procedures](#)

## Privacy Policy

Conexus has prepared a Privacy Policy to describe the types of personal and non-personal information collected through its website, the use of such information, and to whom and under what

circumstances such information is disclosed. Each time you log into the membership website, you will be asked to review and agree to any changes to the Conexus Privacy Policy. You can also review the policy at any time on the website at: [www.conexus.org/privacy-policy](http://www.conexus.org/privacy-policy).

## Operating Procedures

It is very important as a member of Conexus to understand the operating procedures. The full guidelines can be viewed at: <https://www.conexus.org/about/governance#OperatingProcedures>.

Topics are arranged as follows:

- Article I: Technical Advisory Committee
- Article II: Committees and Working Groups
- Article III: Standards Approval and Adoption Process
- Article IV: New Work Item Approval Process
- Article V: Changes to Standards
- Article VI: Intellectual Property Policy
- Article VII: Miscellaneous Provisions
- Article VIII: Antitrust Policy

## Membership Status

Membership is on a calendar basis and expires each December 31 (unless you joined mid-year and have an alternate expiration date listed on your Membership Certificate). Renewal reminders are emailed to the billing contact within your organization. If dues have not been received by February 1, all website access may be removed and the member organization is no longer in good standing. Please be sure to contact the appropriate departments in your organization to ensure that renewals are completed on a timely basis. For any renewal concerns, contact Ann Zecca at [azecca@conexus.org](mailto:azecca@conexus.org).

## Membership Levels and Benefits

There are four levels of membership within Conexus, each with varying levels of access. If you are not able to access the groups or resources that your organization needs, you may need to consider changing your membership level.

### Gold Membership

Gold members, or their certified representatives, shall serve on the General Assembly and shall be eligible to serve on the Board of Directors or the Board of Advisors, in accordance with these



Amended and Restated Bylaws. Gold members shall have full access to all Business and Technical Committees and working groups of the Board of Advisors, have full voting rights on the approval of final standards as set forth in these Amended and Restated Bylaws, and have unlimited, free access to all standards/documents developed by the Organization.

### **Silver Membership**

Silver members, or their certified representatives, are not eligible to serve on the General Assembly, the Board of Directors, or the Board of Advisors, but shall have the right to participate and vote in all Technical and Business Committees of the Board of Advisors as set forth in these Amended and Restated Bylaws, and to have access to all Conexus standards/documents at no cost. Silver members are not eligible to vote to adopt any final standards.

### **Bronze Membership**

Bronze members, or their certified representatives, are not eligible to serve on the General Assembly, the Board of Directors, the Board of Advisors, or any Business Committees of the Board of Advisors, and do not have the right to participate in Technical Committees of the Board of Advisors or to vote to recommend approval of standards developed by those Technical Committees as set forth in these Amended and Restated Bylaws, and do not have any right of access to any standards/documents developed by the Organization.

### **Association Membership**

Association members, or their certified representatives, are limited to non-profit organizations interested in the Conexus product offerings. They are not eligible to serve on the General Assembly, the Board of Directors, the Board of Advisors, any Business Committee of the Board of Advisors, or any Technical Committees of the Board of Advisors or their subcommittees or working groups. They shall not have the right to vote to recommend approval of standards or on adoption of final standards, nor shall they have access to any of the standards or other documents published by Conexus, unless specifically provided as an annual benefit. Association members shall be entitled to receive annual educational benefits (e.g., speakers at events, white papers, participation in webinars), as specified periodically by the Board of Advisors.

Conexus Member Benefits	State Association	Bronze	Silver	Gold
Representation to standards groups, government & regulators	✓	✓	✓	✓
Providing an industry voice to payment card brands & mandates	✓	✓	✓	✓
Reduced Annual Conference price	✓	✓	✓	✓
Building a network of subject matter experts	✓	✓	✓	✓
Payment System Product Codes (list only) upon request		✓	✓	✓
Improved profitability and innovation			✓	✓
Online access to Payment System Product Codes (list and schema)			✓	✓
Access and rights to use standards & working documents			✓	✓
Determining industry technology priorities & work agenda			✓	✓
Working with industry experts to create solutions & standards			✓	✓
Deciding on which work items should be approved by membership			✓	✓
Identifying key technologies that will affect your company			✓	✓
The right to vote on Conexus business, Standards & Guides				✓
Participating in the governance of Conexus				✓
Priority access for events (Technology Trips, Strategy Conference)				✓
Conexus Staff Member annual onsite business review				✓
Conexus presentation at Association's annual event	✓			
Conexus provided, co-branded annual webinar	✓			

## Other Governance Documents

Read [Conexus Governance Documents](#), which include:

- [Conexus Bylaws](#)
- [Conflicts of Interest](#)
- [Whistleblower Policy](#)
- [Anti-Harassment Policy](#)
- [W9 Form](#)
- [Use of Conexus Name and Logo](#)



## Get Involved

Becoming active within Conexus is the way to move your organization forward and stay ahead of the technology impacting our industry. It is vital for us together as an industry to have retailers and suppliers be a part of this process. You've made the first important step of joining us, now it's your turn to make a difference!

## Join Committees

Choose the Committees below that align with your interests, areas of expertise, and active work within your organization. To discuss the current projects in each of these committees, please contact Conexus staff at [info@conexus.org](mailto:info@conexus.org).

For the mission statements, active projects, current leadership, and active working groups of each of these Committees, see the [full Groups list](#) on the website.

### Business Committees:

**Standards Quality Assurance (SQA):** Ensure high quality standards are produced by Conexus technical committees and foster an environment of continuous process and quality improvement.

**Membership & Marketing:** Responsible for promoting Conexus to drive membership and help plan events and conferences.

**Retailer Business Requirements (RBR):** Actively solicits retailers to help solve today's common business problems and those foreseeable in the future by driving new work items that are consistent with retailer business requirements. Working groups include:

- API Focus Working Group

**Technology Research Committee (TRC):** Researches emerging technologies and related innovations that promise future impact on our industry, technologies and cultures. Defines the education content for the Conexus Annual Conference and NACS TechEdge. Maintains a rolling technology "road map" that brings clarity to the fast-paced changes in our IT stack.

### Technical Committees:

**Technical Advisory Committee (TAC):** Coordinate the activities of the various technical committees. The Committee is governed by the Conexus Operating Procedures and reviews technical documentation to ensure accuracy and completeness. Working groups include:

- Joint API Working Group

**Device Integration:** Develop and/or adopt standards to facilitate the integration of all devices and applications within a convenience store both on the forecourt and within the store and to offsite systems. The objective is to have all devices in a store connected and communicating with each other as well as the home office. Working groups include:

- Car Wash Working Group
- Intelligent Cash Drawer Working Group
- IoT Working Group
- Forecourt Device Controller Working Group
- Forecourt Payment Terminal Working Group

**Business Data Exchange:** Develop and/or adopt standards for doing business electronically in the areas of retail merchandise, order to payment process, lottery accounting reconciliation, and motor fuels data flow.

**POS Back Office:** Develop standards that facilitate the efficient communication of information specific to the convenience and fuel retailing environment particularly between the traditional functions of point of sale devices and back office workstations. Working groups include:

- Cloud POS Calculation API Working Group
- Food Service
- Age Verification

**Retail Financial Transactions:** Promote development, adoption, and maintenance of efficient retail financial transaction solutions through global standards. Working groups include:

- Loyalty Working Group
- Electronic Payment Server (EPS) Working Group
- Digital Offers Working Group
- Mobile Working Group
- Gift Card Working Group

**Data Security Committee (DSC):** Dedicated to achieving meaningful, best in class, data security guidance for our industry, in line with PCI-DSS requirements and industry best practices. Working groups include:

- Security Advisory Working Group
- Data Privacy Working Group

## Subscribe to Committee Communications

If you're not yet ready to actively participate in a Committee, but would like to monitor their projects, you can subscribe to their communications by joining the group. By joining, you will get meeting notices, be able to read about work in progress, and can request corrections and/ or new features for existing standards.

- [How to Join Committees and Receive Communications](#)

## Participate in Webinars

Each month Conexxus hosts one or more complimentary webinars that are presented by leading Conexxus members. As a member, you will receive email invitations for these webinars. If you would like to host a webinar, or have a suggestion for a topic you'd like to learn more about, please contact us at [webinars@conexxus.org](mailto:webinars@conexxus.org).

- [View the Calendar of Upcoming Topics or Watch Previously Recorded Webinars](#)

## Attend Conexxus Events

### Annual Conference

Conexxus hosts an Annual Conference each April/ May. The location moves around the US and the conference provides valuable opportunities for working groups to make face to face progress on their initiatives, education on industry technology topics, and networking with your peers.

- [Learn about previous and upcoming Annual Conferences](#)
- [Learn about sponsorship opportunities](#)

### Annual Strategy Conference

Each summer Conexxus holds an exclusive Strategy Conference, hosted at a member organization's location. At this meeting we discuss the high priority initiatives for the Committees and Working Groups over the next year. The number of participants is limited to around 30 people, on a first come first serve basis. Only Gold Level Members are eligible to participate.

- [Learn about previous and upcoming Strategy Conferences](#)

### Conexxus at the NACS Show

During the NACS Show, Conexxus provides industry technology professionals a more personalized and high-value experience of learning, connecting and access to new solutions. Within the full education program, there are technology-based sessions brought to you by Conexxus. On the showroom floor you can find technology companies grouped together as the Technology Solutions Center. Join us during the annual NACS Show for these technology centered opportunities!

- [Learn about previous and upcoming NACS Shows](#)

### New Work Items

We want to know what's important to you and your organization! To submit a new work item to be considered by Conexxus, contact our staff at [info@conexxus.org](mailto:info@conexxus.org) for instructions on the submission process.

### Specification Questions

If you have any questions about existing specifications, how they should be implemented, or suspect that it contains an error, contact Linda Toth ([ltoth@conexxus.org](mailto:ltoth@conexxus.org)), the Committee Chair, or raise the question at the end of the next group meeting.



### Navigate the Website

All of your membership resources are available within the Membership Portal of the Conexxus website. Standards can be accessed from the logged-in main navigation and all of your other membership resources are available under the [My Stuff](#) section. There you will find membership documents, committee meetings, groups, and ... everything else.

### Committee Documents

Once you are logged into the website, you will have access to all of the approved Standards and related group documents. There is a lot of information, so use the below How-To Steps (videos and visual directions) to find the documents you need.

- [Find Committee Meetings and Minutes](#)

- [Find Working Group Files and Documents](#)

## Technology Standards

Once you are logged into the website, you will have access to all of the current approved, archived, and proposed (draft) Standards. ([Conexus.org/standards](https://conexus.org/standards))

### Standards Approval Process

Below is a summary of the Standards Approval process. For full details please view [Article III of the Operating Procedures and Guidelines](#). A diagram of the process is also [available](#).

1. The first step is for a Technical Committee to approve their Draft Standard. (A "Draft Standard" means any proposed or recommended standards, specifications, technical guidance documents, implementation guides, or other related documentation.)
2. The Draft Standard then moves to the Standards Quality Assurance Committee (SQA) and the Technical Advisory Committee (TAC) and is reviewed within 20 days. At this point, SQA or TAC may either request further changes from the Technical Committee or recommend the Standard for General Assembly adoption.
3. Draft Standards are available to Silver and Gold Conexus Members during a public comment period of at least 25 days. This time period may run parallel to the review period for SQA and TAC. If any significant changes are required as a result of reviews by SQA or TAC, the public comment period may be increased.
4. After all comments are resolved, the Draft Standard is approved by the General Assembly to be made final. Only full Gold Level members in good standing are eligible to vote.

### Consensus Voting

As a Draft Standard moves through the Approval process, each approving Committee must reach a consensus vote. Negative votes and comments are reviewed and addressed by the Working Group, Subcommittee, or Technical Committee considering the draft and a resolution must be reached.

Proposed standards are found under Standards (main navigation bar) and labeled as such. Standards under development by a working group are found within the [My Stuff... My Documents](#) section of the website. All documents are stored in git repositories but for convenience are available for view/download on the website. By default, the master branch will be shown. You can navigate to other branches and tagged versions for current or historical development work. If you want to use the git repositories directly, visit [Repository Resources](#) for additional information.

## Approved Standard Versions

All approved standards versions are located on the website at (must be logged in): [www.conexus.org/standards](http://www.conexus.org/standards). Each standard version has a release status:

**Proposed:** This means the standard is currently in a public comment period or up for a final release vote.

**Latest Release:** This is it the most current version of the standard.

**Archived Release:** This is an earlier version of the approved standard. Most of the time, development will be done to accommodate the latest version. However, there may be times when an earlier version is preferred due to partner vendor implementations.

## Guidelines

We have developed several guidelines for meetings and committee activity, how to use our Standards, and how to define your work products.

- [View Documentation Guidelines & Templates](#)
- [View API Resources \(including the API Design Guidelines and API Data Dictionary\)](#)

## Industry Resources

There are a multitude of public resources available through the [Resource section](#) of the website. Be sure to visit this section often to see what's new!

- [View Conexus White Papers and Presentations](#)
- [Find EMV Resources](#)
- [Find Data Privacy Resources](#)
- [Find Skimming Resources](#)
- [Find Age Initiative Resources](#)
- [Find IR4.0 Resources](#)
- [Read about Conexus in the News](#)





## Meet Conexus

If at any point you have questions about membership, resources, or standards. Please reach out to the Conexus staff, Board Members, or Committee Chairs!

## Meet the Staff



### Gray Taylor, Executive Director

Gray literally grew up in the convenience store industry with the opening of the family's first convenience store in 1963. Involved in the family business, comprised of 87 stores, he gained experience in all phases of convenience store and chain retail operations.

Gray has been involved on a variety of projects, including heading global product management for three of the world's largest retail petroleum equipment and systems suppliers and Vice President of Research & Technology for the National Association of Convenience Stores (NACS). Gray managed product portfolios that included payment platforms for EMV migration markets from Malaysia to Canada, as well as mobile/RFID payments initiatives. Gray also established NACS' card payments program which saved the industry \$60M in its first year of operations, and currently serves over 1,500 stores, doing 100m transactions annually.

Gray lives in Georgetown, TX and can be reached at 512-508-3469 or [gtaylor@conexus.org](mailto:gtaylor@conexus.org)



### Linda Toth, Managing Director

Linda oversees all day-to-day operations of Conexus. In addition, she advocates on behalf of the convenience industry at EMVCo, the US Payments Forum (formerly the EMV Migration Forum) Petroleum Working Group, and the National Conference on Weights and Measures. Linda participates in the World Wide Web Consortium (W3C), ANSI X9 subcommittees working on payments, and is facilitator for the Petro SIG at the Merchant Advisory Group (MAG).

Linda graduated from North Carolina State University with a BS in Electrical Engineering. Prior to joining the Conexus staff in 2011, she worked for 7 years at

VeriFone's Petro division developing POS software and for 15 years at OPW Fuel Management Systems designing automatic tank gauge and leak detection equipment and software. She has been engaged with Connexus/PCATS since its inception, holding various leadership roles within the Device Integration Committee and its working groups. Linda currently resides in Clearwater, Florida and can be reached at +1 727.631.5536 or [ltoth@conexus.org](mailto:ltoth@conexus.org)



### **David Ezell, Director of New Initiatives**

David's responsibilities include the surveying of new technologies such as those comprising the Fourth Industrial Revolution (IR4.0), and promoting the use of Connexus standards, both existing and new, in these trending technology environments. David continues to represent Connexus at the World Wide Web Consortium, which he has been a part of since 2002. He has led several committees at W3C and is currently a co-chair for the Web Commerce Interest Group and serves on the Advisory Committee.

David has been involved in NACS Technology, PCATS, and Connexus standards work since 1998, including chairing the POS/Back Office Committee, and served on the Board of Advisors from 2011 through 2018. More recently, David has advocated for the adoption of open API architecture as a powerful way to implement Connexus standards.

David joined the Connexus staff in 2019. Prior to joining Connexus, David was a Principal Software Architect in the Petroleum division at Verifone, specializing in requirements gathering, use case centric design, and XML data design and processing. David lives in Tampa, Florida, and can be reached at +1.727.808.4918, or [dezell@conexus.org](mailto:dezell@conexus.org).



### **Ann Zecca, Manager, Membership and Administration**

Ann is the meeting planner for all Conexus events, including the Conexus Annual Conference, Annual Strategy Conference, and technology field trips. In addition, she oversees membership processing and handles administrative duties for Conexus.

Joining the staff in 2003, Ann is one of the original staff members of Conexus/PCATS. Previously, she worked in accounting as well as contemporary art sales and management. Ann splits her time between Stafford, VA and Virginia Beach, VA and can be reached at 703-518-7963 or [azecca@conexus.org](mailto:azecca@conexus.org).



### **Jenny Bullard, Manager, Member Engagement**

Jenny joined the Conexus team in 2018. As Manager of Member Engagement, her responsibilities are to connect with present and future members about the importance of their participation in Conexus for the advancement of standards for the industry. She also works closely with the Conexus committees and working groups in their efforts to create standards.

Jenny is one of the charter retail technology executives of PCATS that later became Conexus. She has been actively involved with Conexus/PCATS since its inception, serving in various leadership roles within the working committees and in 2008 served as Chair of the Board of Directors.

Prior to joining Conexus staff, Jenny served as a technology leader in the industry for 46 years. First as CIO for Flash Foods and in the last couple of years as an IT manager for CST Brands and then Circle K. Jenny currently resides in Alma, Georgia and can be reached at +1.912.281.8765 or [jbullard@conexus.org](mailto:jbullard@conexus.org).



### **Chris Kelleher, Marketing**

Chrissy has spent her career in corporate marketing with business to business service-based organizations, both in-house for small businesses and as an account manager for marketing agencies. She joined the Conexus team in 2017 and works alongside Conexus staff and on the Membership & Marketing Committee. She manages the strategic planning and implementation of the annual marketing campaigns which includes Annual Conference and membership campaigns, website content, email campaigns, and other branding initiatives throughout the year.

Chrissy has an MBA from Loyola University Maryland and a Bachelor's Degree in Business/ Marketing from the University of Pittsburgh. She lives in Baltimore, Maryland and can be reached at [ckelleher@conexus.org](mailto:ckelleher@conexus.org)



### **Donna Perkins, Standards Manager**

Donna joined the Conexus staff in February of 2020. She works closely with many of the Conexus committees and working groups to advance standards for the industry.

Donna is a 22 year veteran of the convenience store industry. Her experience covers payroll, pricebook, POS data interface, electronic data, and other retail technology projects. Donna has participated with Conexus since 2006 on several committees and working groups. She brings a great passion for improving efficiency in the retail convenience industry. Donna resides in Maryville, TN and can be reached at +1.865.556.2648 or [dperkins@conexus.org](mailto:dperkins@conexus.org).



### Kim Seufer, Standards Manager

Kim joined the Conexus team in July of 2016. She works closely with many of the Conexus committees and working groups to advance standards for the industry, as well as assisting with the website and other administrative tasks.

Kim graduated from Appalachian State University in 2012 with a B.A. in Political Science and Spanish Language. She then spent 3 years studying Political Science at Penn State University with a focus on lobbying behavior and social data analytics. While at Penn State, she attended the Inter-university Consortium for Political and Social Research (ICPSR) Summer Program in Quantitative Methods of Social Research at the University of Michigan and has research published in the journal *Interest Groups and Advocacy*. Prior to coming to Conexus, Kim worked in real estate and as contracted research assistant examining the consumer behavior associated with credit card usage. Kim resides in Greensboro, NC and can be reached at 336-707-8918 or [kseufer@conexus.org](mailto:kseufer@conexus.org).



### Clerley Silveira, API Coordinator

Clerley joined the Conexus team in April of 2020. He is responsible for coordinating the development of RESTful API standards. Clerley's responsibilities include supporting the development of certification tools and simulators, as well as assisting Committees, and Working Groups with API specification development. Clerley has been involved in the Petroleum and Convenience store Industry for over twenty years, as both an architect and implementer of forecourt and payment systems. Prior to joining the Conexus staff, he was an active contributor to the Conexus standards effort by advocating and helping to develop standards for Mobile, Loyalty, and EPS. He also served as the Chair of the Technical Advisory Committee.

Clerley has a BS in Computer Science from Faculdade Rui Barbosa and is currently finishing his Master's in Cybersecurity at Syracuse University. He can be reached at: +1.727.238.5832 or [csilveira@conexus.org](mailto:csilveira@conexus.org)



### **Emily Ford, Standards Coordinator**

Emily supports committees and working groups to advance standards in the industry. She also assists with the website, marketing and administrative tasks. She joined the Conexus team in September of 2020.

Emily earned her master's degree in organizational communication and technology from the University of Texas at Austin, where she focused on chronemics and group communication. She graduated from North Carolina State University with a B.A. in Communication and a B.A. in English. Before joining Conexus, Emily worked as a communications coordinator for a start-up food cooperative in her neighborhood in Chicago, Illinois. She can be reached at +1.336.392.5987 or [eford@conexus.org](mailto:eford@conexus.org).



### **Allie Russell, Standards Coordinator**

Allie has been with Conexus since 2015; the first two years as a part-time intern and then joining the staff full-time in 2017. Her main responsibility is to work closely with the Conexus committees and working groups in their efforts to create standards. She also coordinates the monthly webinars, manages Conexus's social media presence, builds the Annual Conference mobile app, and assists with the website and other administrative responsibilities.

Allie graduated from the University of Florida in 2017 with honors and dual bachelor's degree in Political Science and Criminology & Law. As she continues her responsibilities with Conexus, she is also attending the University of North Carolina Law School, with a focus on Intellectual Property law and data security laws. Allie can be reached at 727-560-4418 or [arusell@conexus.org](mailto:arusell@conexus.org).



### Stewie, Conexus Mascot

Stewie became the official Conexus mascot in 2008. Each outgoing Chair of the Board of Advisors adds an item to Stewie's collection of memorabilia.

Stewie and his collection can be found at every Conexus Annual Conference. Between Conferences, Stewie resides with the current Conexus Chair and can be reached at [stewie@conexus.org](mailto:stewie@conexus.org).

### Board Structure

Conexus is comprised of a Board of Directors and a Board of Advisors. The Board of Directors is elected to one-year terms at the Annual Conference. The Board of Advisors consists of elected officers, as well as the chairs of the Technical and Business Committees. Board members must represent an organization that is a Conexus Gold member.

- [View the current Board Structure](#)

### Committee Chairs

Each of the Business and Technical Committees have a chair and vice chair, who must be active Gold members of Conexus. Committee chairs and vice chairs are elected within the Committee to a two-year term. Some Committees have working groups or subcommittees, which also have chairs and vice-chairs, elected by the group.

- [View the current Committee Chairs and Vice Chairs](#)

### Membership Directory

Who else is a part of making a difference in our industry? Search through the Membership Directory to see the full list of suppliers and retailers who have committed to leading the technology future of the convenience and fuel industries.

- [View the Membership Directory](#)