

2019 Exchange Impact Workshop



Preliminary Agenda

as of 2/19/19, subject to change

Monday, March 25, 2019

4:00PM - 7:00PM DFW Chapter Top Golf Tournament and Social

Tuesday, March 26, 2019

7:30AM Continental Breakfast
 8:15AM Opening - Ana Middleton
 8:30AM Overview and Objectives - Marty Johnson
 8:45AM Tammie Shelmire, VP Softlines
 9:05AM Chris Burton, VP Hardlines
 9:40AM Eric Sidman, VP Convenience - DeCA/Exchange Collaboration
 10:15AM Networking Break
 10:45AM Sandi Lute, VP Customer Engagement - Collaborative Marketing Across Resale
 11:15AM Kyle Allison, VP Omnichannel Marketing
 11:45AM Lunch
 1:00PM Jim Skibo, SVP Customer Relations Mgmt - Disabled Veterans Benefit/CAC Holders
 1:20PM Washington Update - Steve Rossetti - Perspective from the Pentagon
 2:20PM How Can Industry Help? Brokers, Manufacturers, Distributors panel
 3:00PM Networking Break
 3:30PM David Lemons, VP eCom Merchandise & Operations
 4:00PM Eric Boen, VP PAR
 4:30PM Bill Reynolds, Director PAR & Ed Wood, E-Biz Solutions Mgr. - PIM Overview
 5:00PM Q&A
 5:15PM Adjourn
 5:30 - 6:30PM Reception

Wednesday, March 27, 2019

8:00 AM Continental Breakfast
 8:45 AM Opening - Marty Johnson
 9:00 AM Creative Media presented by Sandboxx
 10:00AM Joint Purchase Alliance
 10:30AM Networking Break
 11:00AM Exchange Benefit Expansion presented by OSD
 11:45AM LUNCH
 1:00 PM Emerging Consumer Relevance
 1:30 PM Future Installation Development - Eastern Europe Growth presented by AAFES
 2:30 PM AAFES Leadership Wrap Up
 3:00 PM Closing Remarks

Beverage Alcohol Workshop
10:00AM

Alternative Breakout:
PIM Workshop 10:30 AM