

A large, stylized logo consisting of the letters 'CLVG'. The 'C' and 'L' are green, while the 'V' and 'G' are blue. The letters are thin and outlined.

CONVENIENCE LEADERS
VISION GROUP



THE VISION GROUP
disruptive solutions

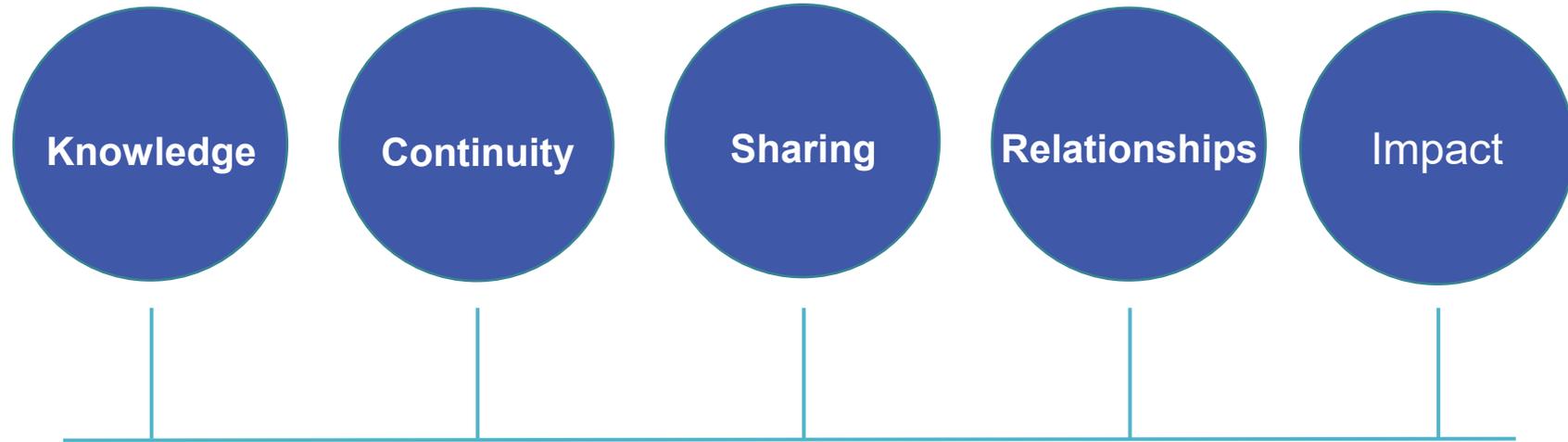
Convenience Leaders Vision Group

Beginning Fall 2022, a newly formed **Convenience Leaders Vision Group** will bring invited convenience retail 'Icons' and 'Trailblazers' together for quarterly virtual meetings. This 'think-tank' forum is designed for networking and thought-leadership discussion on issues and disruption that impact the convenience channel.

The **Convenience Leaders Vision Group (CLVG)** is modeled on **The Vision Group (TVG)**. Formed in June 2020, **TVG** is composed of thought-leaders in convenience, grocery, quick-serve, and non-commercial foodservice with a shared philosophy that collaboration will benefit their business, organization and personal brand.



CLVG will facilitate the exchange of irreplaceable “institutional knowledge” about convenience retailing and share it with the industry



CLVG
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What is CLVG?

- A quarterly, virtual 2-hour forum
- Invitation-only and limited to a small, select group
- Members will discuss “over the horizon” trends impacting convenience retailing
- Icons and Trailblazer members will share their institutional knowledge and experiences--“A rising tide raises all boats”
- **CLVG** will cross-pollinate ideas between members and share its learnings with the retail industry
- Not a study group that shares the financial performance of its members
- No cost to its members.
- Part of the **TVG** network

CLVG

What are CLVG Member Benefits?

- Spend 2 meaningful hours per quarter with a small, prestigious group of industry leaders
- Participate in a forum that has been custom designed for this group of industry leaders
- Discuss new trends, challenges, solutions, and opportunities with your peers and subject matter experts
- Create new, and strengthen existing, relationships
- No homework required—**TVG** does all the heavy lifting
- An opportunity to give institutional knowledge back to the industry
- Peer and industry recognition
- Potentially engage with members at in-person events

The Vision Group (TVG) will:

- Do the “heavy lifting” of organizing and facilitating the virtual meetings
- Provide moderators for the meetings
- Gather input on topics of interest to create a relevant agenda with thought-provoking content
- Identify and schedule subject matter experts as presenters
- Communicate key findings via social media and industry media
- Fund the costs of **CLVG** meetings and support staff

Member Commitment:

- Two-year commitment of **2 hours** per quarter
- Once you have accepted each meeting date, your only requirement is to attend and actively engage. (We understand last minute member schedule changes can occur.)
- No financial commitment

The Vision Group Network:

Founders Eva Strasburger, Roy Strasburger and Myra Kressner originally created **The Vision Group (TVG)** to anticipate industry disruptions and share strategies with members. **TVG** was modeled on StrasGlobal's experience providing their COVID-19 Response Plan for the c-store industry in March 2020.

The **TVG** network of Vision Groups will bring together great minds from all parts of the industry to create a legacy of sharing knowledge and innovative ideas with the retail community. (Additional **TVG** Forums are scheduled to launch in 2023).



STRASGLOBAL

RETAIL RESULTS

Roy and Eva Strasburger



THE VISION GROUP

disruptive solutions

We have met the disruptors and they are us

www.tvgsolutions.com



KRESSNER STRATEGY GROUP

Myra Kressner

About Roy and Eva Strasburger



StrasGlobal CEO Roy Strasburger is an expert in convenience retailing and a thought leader in the retail industry. He is a frequent columnist, conference presenter, and webinars and podcasts participant.

Roy is a member of the National Association of Convenience and Fuel Retailing (NACS) where he served as VP on its Executive Board and Board of Directors and the New York Association of Convenience Stores (NYACS), and a past member of the Society of Independent Gasoline Marketers of America (SIGMA) where he participated on the Legislative Committee, the Turnaround Management Association (TMA), and Tribal Convenience Store Association (TCSA). He has also been a member of The Coca-Cola Research Council, The Consumer Goods Forum (formerly CIES), and the National Association of Real Estate Investment Trusts (NAREIT).



Eva Strasburger is the President of StrasGlobal and headed up the COVID Task Force Team. She is a member of NACS, NYACS and a past member of SIGMA. Eva is also CEO of Compliance Safe - a compliance document management software solution – which won CSP’s 2020 Retailer Choice Best New Technology Product and was chosen as one of CIO Review’s 2020 Top 10 Compliance Companies

Since the 1980’s Roy and Eva have been involved in the operation and support of over 6,000 locations in 33 countries for companies that don’t want to run their own retail sites.

Roy and Eva are Officers in the Priory in the USA of The Order of St John and on the Board of The American Friends of St George and Descendants of the Knights of the Garter. Eva is also an Officer on the Board of Directors of the Caius Foundation (the US Foundation of her Cambridge College). Along with other charitable endeavors, their focus is in supporting global cultural and heritage projects. Roy and Eva are based in Austin, Texas and they have four daughters, Selina, Chantal, Lorelei and Danielle.

- Roy is the recipient of Convenience Store News inaugural 2021 Special Service award.
- Eva is the recipient of 2021 Top Women in Convenience (Senior Leader) award.

StrasGlobal.com

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About Myra Kressner



With almost 40 years knowledge and expertise cultivated by strong relationships, Kressner Strategy Group brings value to the marketplace by developing and facilitating strategic engagement for suppliers and operators in the consumable retail industry.

A media innovator and convenience retailing thought-leader, Myra Kressner co-founded Retail Insights, the food retail industry's first b-b video publishing company in 1982, which was sold to Progressive Grocer in 1987.

In 1994, Myra co-founded CSP Information Group and helped guide CSP's innovation with CSP Magazine, CSP Daily News, CSP Independent, CSP CyberConferences, SOI Summit, Convenience Retailing University (CRU), Outlook Leadership Conference, Restaurant Leadership Conference, FARE Conference, CSP's Edu-Networking series, Retail Leader of the Year and CSPedia industry database.

CSP Business Media's convenience, fuel, foodservice media and research company was sold to Winsight Media in 2012.

Founded in 2016, Kressner Strategy Group's insider perspective provides a unique ability to help suppliers and retailers in the consumable retail industry engage for strategic growth.

Myra is a SUNY New Paltz Foundation Board Executive Committee member, Chairwoman Foundation Development Committee and has been a frequent speaker at SUNY New Paltz Women's Leadership Summit and Hudson Valley Entrepreneur Venture Hub.

In 2018 Myra created the Kressner Family Autism Spectrum Program Fund and Endowment.

Myra is the recipient of 2021 Top Women in Convenience and 2021 SUNY New Paltz Heritage awards.

<http://www.kressnerstrategygroup.com/>

<https://www.tvgsolutions.com/>

