



**TEXAS RETAILERS**  
ASSOCIATION

# TEXAS RETAILERS FORUM CONFERENCE PROGRAM

SEPTEMBER 26-28

KALAHARI  
RESORT & CONVENTION CENTER  
ROUND ROCK, TEXAS

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# TRA CHAIRPERSON

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**TEXAS RETAILERS**  
ASSOCIATION

TRA Members and Guests:

It is a pleasure to welcome you to this year's TRA Forum. It's an exciting time for TRA, we have a new leader, John McCord and with his guidance we are growing our membership and meeting the many challenges and opportunities in our industry. We are extremely grateful for your continued support and dedication to the Texas retail industry. I trust that you will find the Forum stimulating, meaningful and rewarding. Thank you for joining us!

Sincerely,

*Theresa Flores*

Theresa Flores  
TRA Chairperson

# EXECUTIVE DIRECTOR



**TEXAS RETAILERS**  
ASSOCIATION

TRA Members and Guests:

Welcome to the 2022 Texas Retailers Forum, our sixth annual member and industry event. This year we are pleased to be at the Kalahari Resort & Convention Center in Round Rock, Texas. Over the next few days, our goal is to provide our members and the Texas retail industry with a showcase event that includes valuable speakers, useful panel discussions, and quality networking opportunities,. We are glad you are here and look forward to showing you a great time!

Sincerely,

*John McCord*

John McCord  
TRA Executive Director

# TRA BOARD MEMBERS

## **EXECUTIVE COMMITTEE**

**Theresa Flores** | Mary Kay | Board Chair

**Meredith Preloh** | Lowe's Home Improvement | Vice-Chair/ Large Retail Rep.

**Christy Lara** | Albertson's Companies | Food Council Chair

**Tiffany Williams** | Luggage Shop of Lubbock | Small Retail Rep.

**Dan Lopez** | Best Buy | Large Retailer

**John Raney** | Texas Aggieland Bookstore | Small Retail Rep.

**Jason Cooper** | Brookshire Grocery Company | TREF Board Chair

**Luke Gustafson** | Brookshire Brothers | Immediate Past Chair

**John McCord** | TRA | Executive Director

## **DIRECTORS**

**Rene Casares** | Academy Sports &  
Outdoors

**Joe Stalnaker** | Avangard  
Innovative

**David McKinney** | Autozone

**Steve Bercu** | BookPeople

**Carroll Cox** | Cox's Foodarama

**Steve Brophy** | Dollar General

**Christopher Holman** | Goodwill  
Industries - Houston

**Leslie Locket -Sweet** | H-E-B

**Celinda Gonzalez** | Home Depot

**Rex Solomon** | Houston Jewelry

**John Votava** | Kroger

**Charles Miller** | Macy's

**Pace McDonald** | Neiman Marcus

**Phil Rozenski** | Novolex

**Rebecca Acuna** | Pepsico

**Art Little** | PetSmart

**Michael Walker** | Rehkopf  
Enterprises

**Michael Diamond** | Scott's Miracle  
Gro

**Tracey Hester** | Target

**Mandy Tomlin** | United  
Supermarkets

**Donovan Pepper** | Walgreens

**Ivan Jaime** | Walmart

# EXHIBITORS



Epulse is a pioneer of modern health and wellness devices, our devices are targeted to deliver non-invasive pain relief solutions Thatwork great in office settings or on the go!

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Contact office : 832 692 1750

Epulseusa.com

Mobile: 956 732 6138



National Grocers Association Foundation Technical Assistance Center is the grocer resource for nutrition incentives. Nutrition incentive programs provide extra food dollars to help low-income shoppers buy more healthy fruits and vegetables, at little to no cost for the retailer. Our team helps to develop and establish these nutrition incentive programs in food retail stores, facilitate grantee-retailer relationships, and ensure things run smoothly at the point-of-sale. Funding is provided through the Gus Schumacher Nutrition Incentive Program (or GusNIP) from the USDA.

Learn more about nutrition incentives, produce prescriptions and our team at [ngaftacenter.org](http://ngaftacenter.org)

# EXHIBITORS

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**Southwest Financial**  
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# EXHIBITORS

## sfc SUSTAINABLE FOOD CENTER

Sustainable Food Center is a 501(c)(3) nonprofit organization based in Austin, Texas. SFC's mission is to transform the food system to nourish our health, land, and livelihood. Our work encompasses small to mid-sized farm development, local supply chains, farmers' markets, nutrition education and supporting greater healthy food access through our Double Up Food Bucks SNAP incentive program. In addition to offering Double Up in the greater Austin area, SFC directly supports the expansion of this program to grocery stores and farm-direct outlets across Texas! Learn more about us at [sustainablefoodcenter.org](https://sustainablefoodcenter.org)



**Target** is proud and humbled to support the  
Texas Retail Association.

At Target, our work to bring solutions that better serve our communities and our environment can be seen across our business. We believe that the future we create together is a future at heart. A future where everyone's welcome, where good design is within reach, and where we support the communities we call home.

Learn more by visiting [Target.com/FutureAtHeart](https://Target.com/FutureAtHeart)



# EXHIBITORS



**TAX ADVISORS GROUP**  
PROPERTY TAX | MINIMIZED

Tax Advisors Group is a leading property tax consulting firm that specializes in minimizing property taxes. TAG serves clients burdened by excessive property tax bills generated by their high valued assets, such as warehouse and distribution equipment, inventory, and more. At TAG, our ultimate mission is to thoroughly minimize property taxes for our clients, and we deliver substantial savings using our proprietary methodology and technology. TAG's team of leading experts provide the highest standard of customized tax consulting and client service and are committed to improving your profitability.

Chris Streit | Chief Commercial Officer | TaxAdvisorsGroup

12400 Coit Road, Suite 960, Dallas, TX 75251 | 817.676.5523

# EXHIBITORS



## SUPPORTING TEXAS EDUCATION AND VETERANS

Texas Lottery® retailers earned record commissions, incentives and bonuses of more than \$431 million in FY 2022. Record sales of more than \$8.29 billion resulted in \$1.97 billion to the Foundation School Fund and \$26 million to the Texas Veterans Commission Fund for Veterans' Assistance. For more beneficiary information, visit [www.texaslottery.com](http://www.texaslottery.com)

Focus on the concerns of traditional and non-traditional trade styles continues to drive new initiatives for developing product delivery channels.

For information about joining the Texas Lottery network of over 20,000 retailers, call Retailer Services at 800.375.6886 or contact [Teresa.Edwards@lottery.state.tx.us](mailto:Teresa.Edwards@lottery.state.tx.us)



We are proud of the communities we grew up in — filled with shops owned by our neighbors, and where people can gather. The rise of e-commerce showed us how online personalization can unlock proven value for both people and businesses, and the brick and mortar world has had a hard time keeping up.

Upside is a retail technology that puts retailers in front of thousands of customers they've never seen, and serves those customers compelling, margin-bound incentives that change their buying behavior. Without any IT work, retailers offset rising costs and maximize net profit with new customers and larger basket sizes.

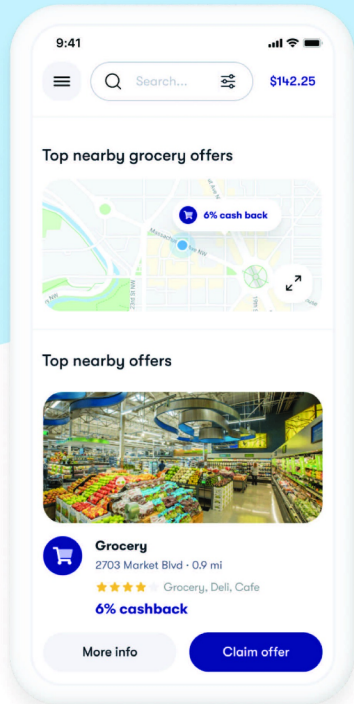
upside

# More trips. Bigger baskets. Proven Profit.

Upside connects over 30 million shoppers with nearby grocers and uses personalized promotions to motivate them to spend more, more often.



Scan the QR or code, or email [grocery@upside.com](mailto:grocery@upside.com) to learn more.



# EXHIBITORS



## Walmart GoLocal

As Retail continues to be transformed by digital and e-commerce, Walmart believes in the power of local to drive satisfying customer experiences. That's why we offer Walmart GoLocal – a white-label delivery service for businesses looking to offer fast, flexible, reliable and cost-efficient delivery to their customers' homes. Walmart has worked hard to create a world-class delivery network in the communities we serve. With Walmart GoLocal, we offer these same capabilities to large and small businesses in our local communities. Our service uses the same logistics power of the world's largest retailer to help merchants provide the satisfying delivery experience that customers have come to expect.

Walmart GoLocal offers flexible delivery options, such as Express, Scheduled and Same-Day, with extensive coverage of the continental US. We ensure a white-label delivery experience, so you can own your customer relationships end-to-end. We ace the delivery – you get the credit.

In keeping true to Walmart's mission to help people save money and live better, Walmart GoLocal is committed to fueling prosperous communities by satisfying consumer needs and lowering costs for all. Find out how we can help bring your business home, at [www.walmart.com/golocal](http://www.walmart.com/golocal).

### **Madison Pate**

Events Marketing Lead | Walmart GoLocal

Madison.Pate@Walmart.com

(817) 689 - 6179

# MODERATOR

## JIM SHEER



Prior to joining McGuireWoods Consulting, Jim most recently served as Vice President of Government and Regulatory Affairs for the Texas Retailers Association. In that capacity, he was the association's lead lobbyist and government relations representative overseeing all legislative, regulatory, political and PAC activities.

In addition to his private sector experience,

Jim also possesses significant public sector experience having served as the Director of Legislative Affairs for the Texas Comptroller of Public Accounts, Chief of Staff to State Senator Joan Huffman, Deputy Division Chief of the Intergovernmental Relations Division under Texas Attorney General Greg Abbott, and Chief of Staff and Chief Clerk to State Representative Craig Eiland.

Jim Sheer  
VP State Government Relations,  
McGuireWoods  
jsheer@mwllc.com  
512.694.5707

# MODERATOR

## KATE ZAYKOWSKI



Kate is a vice president of strategic communications in the MWC Advocacy group. She has over 12 years of experience in both corporate and political communications and public relations. Her expertise is in creating and executing multifaceted communications plans including paid and earned media, thought leadership development, executive communication, audience analysis, and message development .

Her experience includes digesting complicated policies, regulations and/or strategies and communicating those to the targeted audiences in a way that is authentic and persuasive. She has a depth of experience helping companies across industries maximize their ESG efforts by creating strategic content to support her client's ESG metrics and goals.

Kate has worked as a consultant and in-house for both state and federal elected officials and publicly traded corporations.

Prior to joining McGuireWoods Consulting, she served as the Director of Public Affairs for Texas Railroad Commissioner Jim Wright and spent the last five years in the energy industry.

Kate lives in Austin with her husband and two boys and is a graduate of Texas Tech University and Johns Hopkins University.

Kate Zaykowski  
VP, MWC Advocacy, McGuireWoods  
kzaykowski@mwcllc.com  
512.617.4542

# GENERAL SESSION SPEAKERS

## REP. CHRIS TURNER (D)



State Representative Chris Turner has served Tarrant County in the Texas Legislature for six terms, representing parts of Arlington and Grand Prairie.

As a state representative, Chris has worked to increase opportunity for all Texans. Chris created the Veterans Cash scratch-off ticket that has raised more than \$150 million to aid Texas

veterans. He also authored the constitutional amendment to create a 100% property tax exemption for surviving spouses of service members killed in the line of duty. In 2019, Chris brokered the deal to end the stalemate on Texas' major school finance legislation by crafting a statewide teacher pay raise plan that was ultimately supported by both the House and Senate. As chair of the House Committee on Higher Education during the 86th Legislature, Chris was instrumental in passing several higher education policies, including sponsoring SB 25, which improves the transferability of college credits among institutions of higher education.

Chris is currently serving his third term as Chair of the House Democratic Caucus, where he leads 67 members with a comprehensive strategic approach to advance better public policy.

A lifelong Texan, Chris grew up in Dallas and has lived in Tarrant County for more than 20 years. Chris is a graduate of the University of Texas at Austin and works as a communications consultant when he is not working in the Legislature. Chris and his wife, Lisa, live in Grand Prairie with their rescue dogs, Cassie, Cora and Cleo.

# GENERAL SESSION SPEAKERS

## STATE REP. JAY DEAN (R)



Since 2017, Jay Dean has served as State Representative for House District 7 in East Texas (currently Gregg and Upshur Counties; beginning in 2023, Gregg, Harrison, and Marion Counties).

Before serving in the State House, Jay served as Mayor of Longview for a decade and on the Longview City Council for 5 years prior to that. Under his leadership, Forbes Magazine

recognized Longview as one of the "best places for business" and it was ranked one of the top 10 U.S. cities for economic growth.

A lifelong conservative, Jay is a strong advocate for cutting the size of government, responsible budgeting, creating business-friendly environments that support job creation and economic development, low tax rates, and strengthening public education and workforce training.

In addition to his public service, Jay has also been a successful small business owner and executive in the oil & gas field services industry. Jay is a proud graduate of Louisiana State University and resides in Longview with his wife Pokie, where they raised their three daughters and helped found their church, St. Matthew's.

Jay currently serves on the Committees of Appropriations, Environmental Regulation, and Local & Consent Calendars.



# GENERAL SESSION SPEAKERS

## COMMISSIONER WILL McADAMS



Governor Greg Abbott appointed Will McAdams to serve as a commissioner on the Public Utility Commission of Texas on April 1, 2021 for a term set to expire on September 1, 2025. Before his appointment, Will served as President of the Associated Builders and Contractors of Texas where he represented the men and women who build Texas, advocating for jobsite safety programs, worker safety

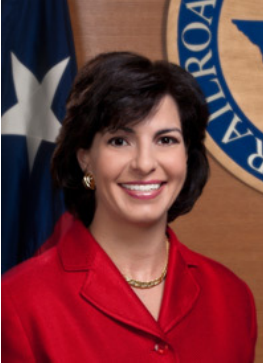
training, and promotion of skilled workforce development.

Before joining ABC of Texas, Will served for over 10 years in state government most recently as Advisor to Speaker Dennis Bonnen for Business and Regulated Industries. Prior to joining the Speaker's Staff, Will served in several senior staff positions within the Texas Senate. These included serving as the Director for the Senate Committee on Business and Commerce Chaired by Sen. Kelly Hancock (R-North Richland Hills). Will has also served as Legislative Director for Sen. Charles Schwertner (R-Georgetown), and as Deputy Director for the Senate Committee on Natural Resources and Legislative and Media Relations Director for State Senator Troy Fraser (R-Horseshoe Bay).

Before working in the State Capitol, Will served as an infantry officer for four years in the United States Army and retired honorably as a captain. He is a graduate of Texas A&M University with a Bachelor of Science degree in Political Science. He and his wife are raising their children in Austin, TX.

# GENERAL SESSION SPEAKERS

## COMMISSIONER CHRISTI CRADDICK



Christi Craddick is a proven conservative leader in Texas. Raised in a strong conservative household, retained as legal counsel by prominent Texas firms, and shaped by more than a decade as a trusted political adviser, Craddick has set a clear standard of integrity, self-reliance and innovation in her position as Chairman of the Railroad Commission.

Since her tenure on the Commission began in November 2012, Craddick has pushed to maximize the effectiveness and efficiency of an energy industry that is driving the state's unparalleled economic success. In the process, she has repeatedly proven that sensible regulations, careful listening and plain talk can foster innovation that has solidified Texas leadership in the energy sector. Craddick's top priorities include working to educate the public about the oil and gas industry and its impact in Texas, modernizing the agency, and providing regulatory certainty to the industry.

A native of Midland, the heart of the Permian Basin, Craddick earned both her Bachelor's Degree as a Plan II graduate and her Doctorate of Jurisprudence from The University of Texas at Austin. During her career as an attorney, she specialized in oil and gas, water, tax issues, electric deregulation and environmental policy.

Craddick serves as an active member of organizations including the National Petroleum Council, Southern States Energy Board, the University of Texas Liberal Arts Alumni Advisory Council, and University of Texas System Chancellor's Council. Chairman Craddick resides in Austin with her daughter, Catherine, and is an active member of St. John Neumann Catholic Church.

# GENERAL SESSION SPEAKERS

## SCOTT BRADDOCK



Scott Braddock is a journalist and political analyst based in Austin, Texas.

He covers the Texas Legislature and politics in the Lone Star State by working with Austin legend Harvey Kronberg to produce the most successful political newsletter in Texas: The Quorum Report. In January of 2015, Scott became Quorum Report Editor as Mr. Kronberg assumed the role of Publisher and CEO.

Scott served as the chief political reporter for the two biggest radio news operations in Texas: Newsradio 1080 KRLD in Dallas and Newsradio 740 KTRH in Houston. He has been honored with Edward R. Murrow and AP awards for investigative journalism and received recognition for excellence and fairness in political reporting from members of Texas' Congressional delegation.

While in radio, he covered a broad range of issues with a special focus on education and immigration, two of the most important issues facing Texas and the nation. He also reported on stories of national importance including Hurricane Katrina, the BP oil spill, the prosecution of former House Majority Leader Tom DeLay, Andrea Yates' release from prison, the death of Enron founder Ken Lay, and more.

Scott has moderated political debates of all kinds and has served as an analyst of Texas politics on TV, radio, and in print. His many television appearances include WFAA Channel 8 in Dallas/Fort Worth, KTVT Channel 11 in Dallas/Fort Worth, Fox 26 in Houston, and national broadcasts on CNN, Fox News Channel and others.

# GENERAL SESSION SPEAKERS

## JIM HENSON



### THE TEXAS POLITICS PROJECT

AT THE UNIVERSITY OF TEXAS AT AUSTIN



**Jim Henson** directs the Texas Politics Project and teaches in the Department of Government at The University of Texas, where he also received a doctorate. He helped design public interest multimedia for the Benton Foundation in Washington, D.C., in the late 1990s and has written about politics in general-interest and academic publications. He also serves as associate director of the College of Liberal Arts

Instructional Technology Services unit at UT, where he has helped produce several award-winning instructional media projects. In 2008, he and Daron Shaw, a fellow UT government professor, established the first statewide, publicly available internet survey of public opinion in Texas using matched random sampling. He lives in Austin, where he also serves as a member of the City of Austin Ethics Review Commission.



@TxPolProject



Texas Politics Project

# KEYNOTE SPEAKER

## CHAIRMAN BRYAN DANIEL



Bryan Daniel serves as Chairman of the Texas Workforce Commission where he works to promote and support the growth of Texas' world class employers and talented workforce. To champion that goal, he advances innovative workforce and economic development strategies in collaboration with TWC' education partners, local officials, and industry leaders to establish Texas' competitive edge as the best place to work in the world.

Prior to joining TWC, Bryan served for four and half years on Texas Governor Greg Abbott's senior staff where he led the Office of Economic Development and Tourism – which included the Texas Enterprise Fund, Events Trust Fund, Governor's University Research Initiative, Texas Tourism Office, Texas Music Office, Texas Film Commission, Texas Workforce Investment Council, the Economic Development Bank, the Texas Military Preparedness Commission and the State of Texas Mexico Office.

Bryan's tenure as the Texas State Director for Rural Development for President George W. Bush and as Chief Administrator for Trade and Business Development at the Texas Department of Agriculture, along with his private sector experiences as a marketing executive and member of the board of directors, have provided him with valuable insights on economic development and workforce issues.

Bryan is a graduate of Texas Tech University with both a bachelor's degree and master's degree. In 2019, Texas Tech's College of Agricultural Sciences and Natural Resources recognized Bryan as a Distinguished Alumnus.



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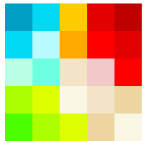


# SPONSORSHIPS

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# FORUM AGENDA

## MONDAY, SEPTEMBER 26

4:00 PM	6:00 PM	Executive Committee Meeting	Nile
6:30 PM	9:00 PM	Executive Committee Dinner	Sortinos

## TUESDAY, SEPTEMBER 27

8:00 AM	10:00 AM	Breakfast/ On your own	Restaurants
10:00 AM	10:45 AM	TRAPAC Committee Meeting	Zambezi
10:45 AM	11:00 AM	Break	Zambezi
11:00 AM	11:45 AM	TREF Meeting	Zambezi
12:00 PM	2:00 PM	TRA Board of Directors Meeting	Nile
2:00 PM	4:30 PM	Vendor Setup	Prefunction
2:00 PM	4:00 PM	2023 Legislative Session Prep	Nile
4:30 PM	5:30 PM	Welcome Reception	Kalahari AB
6:00 PM	10:00 PM	VIP Event: Dell Diamond/Ticketed Event	Offsite

**VIP Event:** TRA has chartered transportation from Kalahari Convention Center to Dell Diamond. Please meet the group in Prefunction area for transport. VIP ticket holders have been notified prior to event.



# FORUM AGENDA



## WEDNESDAY, SEPTEMBER 28

7:00 AM	9:00 AM	Breakfast Buffet	Kalahari AB
9:00 AM	10:00 AM	Legislative Session Preview	Kalahari CD
10:00 AM	10:15 AM	Break	Free Time
10:15 AM	11:00 AM	The Power of Texas Energy	Kalahari CD
11:00 AM	11:45 AM	Forecasting the 2022 Midterms	Kalahari CD
11:45 AM	12:00 PM	Break	Free Time
12:00 PM	2:00 PM	Luncheon & Keynote Chairman Bryan Daniel followed by TRA Board Elections	Kalahari CD

**Check Out:** Because checkout is at noon, TRA is offering guests to leave their bags with TRA staff, and they will be secured and available at the end of the program in Registration D.

*Thanks!*



Blue Bell Ice Cream for supporting retailers and the Texas Retailers Forum. Don't miss Blue Bell Ice Cream at the TRA Luncheon, Wed. Sep 28th!

# NOTES



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-  General Sessions
-  Exhibitors/Networking Breaks

## ***Texas Retailers Association***

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Austin, TX 78750

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**Email:** [tra@txretailers.org](mailto:tra@txretailers.org)

***#TXFORUM22***



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