

February 6–9, 2020
Denver, Colo.

NATSO *connect*



Register today to **BLAZE
A NEW TRAIL** with fellow
TRUCKSTOP OPERATORS
and industry vendors at
NATSO Connect!

**REGISTER
TODAY!**

Visit www.natsoconnect.com
or call (703) 549-2100.



Schedule of Events

THURSDAY, FEB. 6, 2020

6:30 p.m. **New Truckstop and Travel Plaza Member Dinner**
Private event. Invite and RSVP required.

FRIDAY, FEB. 7, 2020

8:00 a.m.–1:00 p.m. **NATSO H.R. Sharegroup**
Additional registration is required.



9:30 a.m.–11:30 a.m. **Renewable Fuels Master Class**
 ALTERNATIVE FUELS COUNCIL

9:30 a.m.–12:00 p.m. **Travel Center Profit Drivers Retail Tour**
RSVP and an additional fee of \$30 for participation.



11:00 a.m.–11:45 a.m. **Exhibitor Welcome and Orientation**

12:45 p.m.–2:15 p.m. **How Truckstops and Travel Centers Can Remain Relevant Within a Rapidly Changing Retail Environment: Opening Kickoff Keynote**



2:30 p.m.–4:45 p.m. **Great Ideas! for Independent Operators Workshop**



5:00 p.m.–6:00 p.m. **Welcome Party Reception**



Right products. Right place. Right now.

6:30 p.m. **NATSO Foundation Colorado Celebration**



SATURDAY, FEB. 8, 2020

8:00 a.m.–9:15 a.m. **How are Government Decisions Today Shaping Your Tomorrow?: Keynote and Breakfast on the Show Floor**



9:15 a.m.–11:00 a.m. **Dedicated Trade Show Hours**
Connect with industry partners in booths and tabletop exhibits.

11:00 a.m.–11:30 a.m. **Trailblazers Keynote**
Hear from truckstop and travel center operators on what they do best.

11:30 a.m.–12:30 p.m. **Dedicated Trade Show Hours**
Connect with industry partners in booths and tabletop exhibits.

12:30 p.m.–1:30 p.m.

Digitizing the Customer Journey for a Seamless, Engaging Experience: Lunch and Keynote on the Show Floor



1:30 p.m.–2:30 p.m.

Dedicated Trade Show Hours

Connect with industry partners in booths and tabletop exhibits.

2:45 p.m.–5:45 p.m.

Wellness Break



2:45 p.m.–3:30 p.m.

NATSO Connect Learning Labs

- ▶ The When, What Equipment and How Much of Electric Vehicle Charging
- ▶ Unboring: How Branding Guides Remarkable Customer Experiences

2:45 p.m.–5:15 p.m.

NATSO Government Affairs Committee

3:45 p.m.–4:30 p.m.

NATSO Connect Learning Labs

- ▶ Hear from the PR Pros: How to Proactively Handle Negative Feedback Online
- ▶ Frictionless Payments: The Pros and Cons and What Your Truckstop Should be Doing

5:45 p.m.–7:30 p.m.

NATSO PAC Party

Email dfialkov@natso.com for more information.



SUNDAY, FEB. 9, 2020

8:00 a.m.–9:15 a.m.

Plan for Tomorrow's Truck Engines and Trucking Economy at NATSO Connect: Breakfast and Keynote on the Show Floor



9:15 a.m.–11:00 a.m.

Dedicated Trade Show Hours

Connect with industry partners in booths and tabletop exhibits.

11:00 a.m.–11:30 a.m.

Trailblazers Keynote

Hear from truckstop and travel center operators on what they do best.

11:30 a.m.–12:30 p.m.

Dedicated Trade Show Hours

Connect with industry partners in booths and tabletop exhibits.

12:30 p.m.–1:20 p.m.

Surviving Isn't Thriving: Strategies for Tackling Changes in the Talent Landscape Lunch and Keynote on the Show Floor

1:30 p.m.–2:30 p.m.

Foundation Board of Directors Meeting

3:30 p.m.–5:30 p.m.

NATSO Board of Directors Meeting

6:30 p.m.

NATSO Volunteer Dinner Hosted by NATSO Chairman's Circle Members
Invite and RSVP required.





What Truckstop and Travel Center Attendees Can Expect at NATSO Connect

ATTENDEES WILL EXPERIENCE:

- › **Executive briefings** from experts inside and outside the industry;
- › Hand-selected vendors showcasing their **new and proven products and services**;
- › **Peer-to-peer discussions** to brainstorm how to apply national retail trends within travel plazas' unique realities;
- › Collaborative problem-solving sessions geared toward **growing your business**; and
- › Time to continue conversations from group settings into one-on-one meetings so you can **take the conversations to the next level**.

NATSO Connect Need to Know



REGISTRATION PRICING

Register on NATSO Connect's website at www.natsoconnect.com or by contacting Kimberly Roberts at kroberts@natso.com or **(703) 739-8573**.

NATSO Member Travel Center Attendees ...	\$599
NATSO Member Travel Center Unlimited Attendee Package	\$1,797
NATSO's H.R. Sharegroup	\$598
Travel Center Profit Drivers Retail Tour	\$30
Nonmember Travel Plaza Attendees	\$870

NATSO members bringing four or more attendees can take advantage of the flat rate of \$1,797. Please contact membership@natso.com to sign up and save money.

LOCATION

The official host hotel for NATSO Connect 2020 is the Gaylord Rockies Resort and Convention Center. The NATSO room rate of \$245 plus taxes and fees is available until **January 24, 2020**, or the NATSO block sells out. The main events of NATSO Connect, including the education and exhibit hall floor, will all take place at Gaylord Rockies Resort and Convention Center.

Rooms can be reserved online at www.natsoconnect.com/hotel.

★ **NEW!** Register by January 9th and be entered into a drawing to win a \$150 gift card to Old Hickory, the five-star steakhouse at the Gaylord Rockies Resort and Convention Center.



Here are Just a Few of the Highlights for This Year!

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★ **BACK and even better!**
Great Ideas! for Independent Operators Workshop
Friday, Feb. 7, 2:30 p.m.–4:45 p.m.

Do you have a great idea that has helped your business? Wouldn't you like to hear the great ideas your peers have implemented? The Great Ideas! Session provides a forum for independent operators to learn what is working for their peers, hear presentations from industry experts and rejuvenate their creative juices!

★ **NEW at NATSO Connect!**
Hear from Truckstops and Travel Centers on What They Do Best in the Trailblazers Keynotes

It is a disruptive time in the fuel business, but the NATSO membership is full of truckstops and travel centers who are employing strategies to propel their business into the future. During these mid-morning keynotes, you will hear from three NATSO members on what they do best. From shop repair to food service, you'll get an inside look at the techniques these trailblazers use to excel.

See Industry Best Practices in the Travel Center Profit Driver Study Tour

Friday, Feb. 7, 9:30 a.m.–12:00 p.m.

Led by NATSO's Travel Center Profit Driver experts Don Quinn and Darren Schulte, the retail tour will take a bus of 50 truckstop and travel center operators to travel centers in Denver. These two travel center powerhouses will lead the tour, making sure to point out the best of what each has to offer looking at both big and small things. Afterwards, the group will come back to the hotel to talk about what they saw and share ideas on growing their business.

There is an additional fee of \$30 for participation in the study tour.



Renewable Fuels Master Class

Learn Detailed Information on Blending
and Selling Renewable Fuels during
the **RENEWABLE FUELS MASTER CLASS**

Attendee Lounge Sponsored by:



The NATSO Connect App is Sponsored by:



With an Extra Special Thank You
to **OUR TITLE SPONSOR:**

Exxon Mobil

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Renewable Fuels Master Class

Friday, Feb. 7, 9:30 a.m.–11:30 a.m.

On the morning of Friday, Feb. 7, the Alternative Fuels Council is again offering an in-depth workshop on the Renewable Fuels Standard (RFS) and Renewable Identification Number (RIN) credits. The workshop will be offered by renewable fuels experts Jeff Hove and Ginger Laidlaw of NATSO's Alternative Fuels Council.

The workshop will focus on blending and selling renewable fuels such as biodiesel and ethanol. This is a can't miss for those looking to blend biodiesel or grow their biodiesel blending business. The workshop will cover:

- › The purpose of the RFS;
- › Who the players are;
- › How renewable fuel blenders can benefit from the standard as well as RIN credits;
- › How RIN credits are reported, audited and traded;
- › Sourcing fuels, finding supply, logistics hurdles and storage needs;
- › Fraud and non-compliance with specific guidance on how operators can manage RIN credits, which RINs are marketable and which ones are not marketable; and
- › Detailed guidance on how to ensure fuel quality when blending.



Learning Labs

Learn strategies to adapt to this disruptive time in the **LEARNING LABS** on Saturday afternoon



The When, What Equipment and How Much of Electric Vehicle Charging

Saturday, Feb. 8, 2020, 2:45 p.m.–3:30 p.m.

There are more than 1 million electric cars on roads across the United States, and almost every vehicle manufacturer has plans to electrify a large part of their fleets. What will the market look like in five years? What grant money is available? What type and mix of charging equipment makes the most sense for truckstops and travel centers? Attendees can expect to walk away with answers to these questions and more to be prepared for this growing fuel.

Unboring: How Branding Guides Remarkable Customer Experiences

Saturday, Feb. 8, 2020, 2:45 p.m.–3:30 p.m.

In today's retail environment, it is more important than ever for truckstop and travel center operators to determine what makes their brand unique and how they can capitalize on that irreplaceable aspect of their business to create a remarkable customer experience. Branding expert Ernie Harker with Ernburn Brands is bringing his knowledge as executive director of marketing for Maverik to help walk attendees through the branding techniques they used to create their own raving fans.

Hear from the PR Pros: How to Proactively Handle Negative Feedback Online

Saturday, Feb. 8, 2020, 3:45 p.m.–4:30 p.m.

Nearly 80% of U.S. adult Internet users check online reviews before they make a purchase or visit a business, and that number is growing. If someone slams you online, how should you respond? A panel of P.R. professionals from within the industry will walk the audience through how to respond.

Frictionless Payments: Why, How and What Your Truckstop Should be Doing

Saturday, Feb. 8, 2020, 3:45 p.m.–4:30 p.m.

The use of kiosk ordering and self-checkout lanes, which are often referred to as frictionless payments, has increased. For truckstops and travel centers, self-service technology can increase speed-of-service, allow them to reassign labor and improve order accuracy. In this learning lab, attendees will learn about the technology, from the trends to the technology options to the impact on labor and customer experience.

And two more to be announced soon!

Keynote Speakers

Hear the Analysis That Truckstops and Travel Centers Need to Plan for the Future in the **FIVE KEYNOTES ON THE SHOW FLOOR**



How Truckstops and Travel Centers Can Remain Relevant Within a Rapidly Changing Retail Environment

Friday, Feb. 7, 2020, 12:45 p.m.–2:15 p.m.

Patrik Jacob, Koru-Development

The retail industry has experienced significant change over the past decade, and the pace of change continues to increase. Retail industry expert Patrik Jacob of Koru-Development will dig into how those within the truckstop and travel center industry can benefit from the fundamental changes taking place in retail. Jacob will cover the major trends that will affect the truckstop industry long term, how to survive the decade of disruption in retail, and why the success factors of the past are losing relevance.



How are Government Decisions Today Shaping Your Tomorrow?

Saturday, Feb. 8, 2020, 8:00 a.m.–9:00 a.m.

David Fialkov, Vice President, Government Relations, Legislative and Regulatory Counsel, NATSO

David Fialkov, NATSO's vice president of government affairs and legislative and regulatory counsel, offers his take on what the political landscape in 2020 will mean for the business community and travel centers in particular. Attendees will learn the inside-the-beltway scoop on some of the biggest government affairs issues facing NATSO members.



Plan for Tomorrow's Truck Engines and Trucking Economy at NATSO Connect

Sunday, Feb. 9, 2020, 8:00 a.m.–9:00 a.m.

Speakers: Bob Costello, American Trucking Associations, John Farrell, National Renewable Energy Laboratory (NREL)

Bob Costello, senior vice president and chief economist at the American Trucking Associations, is back by popular demand to provide insight into the latest on the future of the trucking industry. Costello will discuss the economic factors that will influence the trucking industry throughout the coming year and how it will affect truckstop and travel center operators. Then, John Farrell, laboratory program manager for vehicle technologies at the National Renewable Energy Laboratory (NREL), will discuss new combustion capabilities. From electric vehicles to e-fuels, he has a pulse on the future and will make sure attendees walk away with latest research on vehicle technologies.



Surviving Isn't Thriving: Strategies for Tackling Changes in the Talent Landscape

Sunday, Feb. 9, 2020, 12:30 p.m.–1:20 p.m.

Annamarie Mann, A.M.F.C. Coaching & Consulting

In a high turnover industry, attracting and retaining employees is paramount to being successful. You don't have to look far to see how the workplace is changing. Human resources expert Annamarie Mann will break down some of today's employer strategies to succeed in the face of this disruptive change.

★ **STAY TUNED!** One more keynote focused on digitizing the customer journey for a seamless, engaging experience will be announced soon.



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Alexandria, VA 22314

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2 ½ days for truckstop and travel center operators and
their vendors to create connections for the future.

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NATSO CONNECT

February 6–9, 2020
Gaylord Rockies Resort and Convention Center
Denver, Colorado

REGISTER TODAY!

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NATSO Connect is produced by NATSO—a non-profit trade association that provides solutions to truckstop and travel plaza member challenges and influences government on their behalf.

Learn more at www.natso.com.