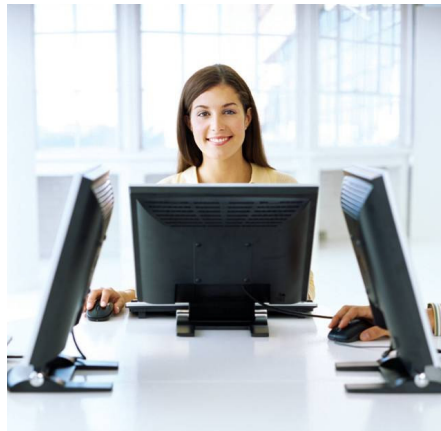


# Strategies and Tactics in Turbulent Times

## Canadian IBM Retail Users Group Conference



On April 2<sup>nd</sup> 2009 STJ Retail will host the annual Canadian IBM Retail Users Group Conference. The purpose of this event is to network with peers and be educated on the latest in retail trends and 4690 technologies. This conference will focus on the specific challenges of the Canadian market and is therefore targeted at Canadian retailers or international retailers with Canadian operations.

Attendees can expect a business level orientation to all topics, an environment designed to encourage innovation and a day filled with leading edge ideas that can be easily implemented to add value to any organization in these uncertain times. Whether the topic is how to cost-effectively extend functionality on an existing infrastructure, or how to build customer loyalty

through the application of new technologies, this event will highlight innovative solutions that are in production today.

**8:30 – 9:00 am**  
Continental Breakfast

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Retail Trends & NRF Update by Rena Granofsky  
President, RIT Experts

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The Future of 4690 by Dave Irons  
Program Director Software Strategy and Marketing, IBM Corporation

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**12:20 – 1:00 pm**  
Buffet Lunch / Networking

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Chip and PIN with Case Study by Shirley Matthew  
Director of Chip Platforms, Visa Canada

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Achieving compelling ROI's with Interactive Marketing Solutions  
John Curran, CEO mCosm LLC

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Mobile Computing with Case Study by Dave Mahr  
Director of Business Development, STJ Retail

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Contactless Payment by Shirley Matthew  
Director of Chip Platforms, Visa Canada

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4690 Libraries, Extensions and Best Practices Dave Irons & Dave Courtney  
IBM Corporation & EDJ Enterprises

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Update from the IBM Retail Users Group by Erv Jones  
IBM Retail Users Group

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**4:45 – 6:30pm**  
Cocktail Reception

### NETWORK

The Canadian Retail Users Group will provide an opportunity for IT professionals to network amongst your peers within Canada's largest and most successful retailers.

### SHARE

Share insights and lessons learned in the IBM 4690 Environment. Listen to first hand accounts of challenges faced by other retailers and how they overcame them.

### INNOVATE

Discover new and exciting ways that you can leverage your existing technology infrastructure to improve your business practices and generate compelling ROIs.

### REGISTRATION

For more information or to register please contact Richard Cuttler, [rcuttler@stjretail.com](mailto:rcuttler@stjretail.com) or 905-851-6600 ext. 153. Please note: one ticket will be issued per attendee and preregistration is requested.

### DATE

Thursday April 2<sup>nd</sup> 2009

### LOCATION

STJ Retail Office

### ADDRESS

8001 Weston Rd, Suite 400

Woodbridge, Ontario

Canada L4L 9C8

### TIME

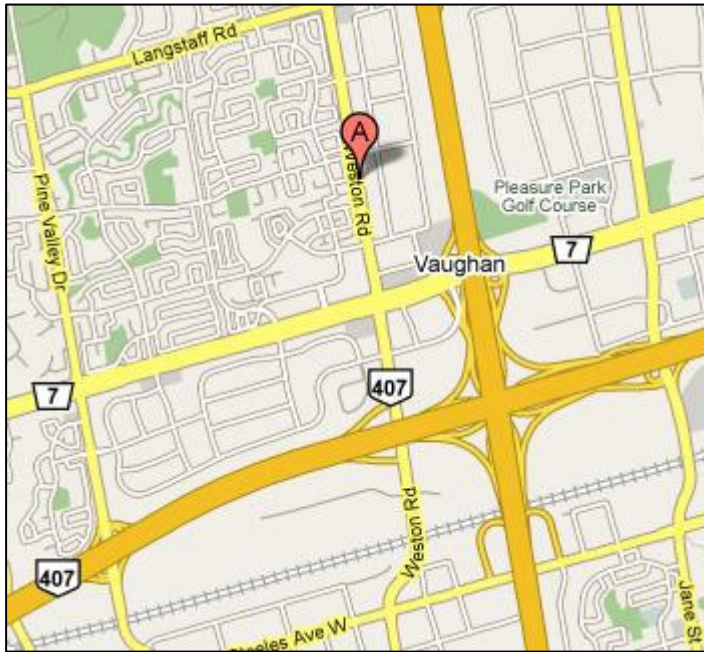
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8001 Weston Road, Suite 400  
Woodbridge, ON L4L 9C8  
Phone 905-851-6600 Ext. 153  
Fax 905-851-1298

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### DIRECTIONS

STJ Retail is conveniently located at 8001 Weston Road in Woodbridge, situated 2 lights north of Highway #7 on the east side.

### ADDRESS

8001 Weston Road, L4L 9C8, Woodbridge Ontario

### ACCOMMODATIONS

Overnight accommodations are available at:

The Hilton Garden Inn  
3201 Highway 7 West, Vaughan  
(905) 532-2242

OR

The Courtyard Marriot  
150 Interchange Way, Vaughan  
(905) 660-9938



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