



More than 500 c-store execs to join Convenience Retailing University in 2017

Retail executives are set to attend the Convenience Retailing University (CRU) event on February 22-24, 2017 at the Renaissance Glendale Hotel & Spa, in Glendale, Arizona to discuss challenges and opportunities as well as the future of the convenience store industry.

The event, under the theme "Decoding the Consumer", will cover a wide array of topics from natural/organic products, selling at the pump and chef-driven menus to disruptive forces, social media and cannabis. It will not duplicate sessions and speakers.

Some prominent speakers that will be present at the CRU include:

- George Blankenship, Former Executive, Tesla Motors, Apple Computer and GAP Inc.
- Jeremy Gutsche, CEO, Trendhunter.com, Award-Winning Innovator, and New York Times Bestselling Author of "Better and Faster"
- Jim Knight, Business Culture Catalyst, Former Hard Rock International Executive & Author of "Culture That Rocks!"
- Larry Levin, Executive Vice President, Business Development, IRI Innovation
- Brian Little, Ph.D., Distinguished Scholar, Department of Psychology, Cambridge University
- Joshua Swanson, CEO, GTMA, Chairman, Razz Interactive, and Digital Marketing Consultant

The CRU is organized by Winsight, a business-to-business media and information services company specializing in the convenience-retailing, restaurant and noncommercial foodservice industries, and has the support of Anheuser-Bush, Mars Chocolate North America, McLane Company, Inc., and Tyson Convenience.