



Not a RGCA Member?
JOIN TODAY!

www.thergca.org/membership

**RGCA
FORUM**

Phoenix, AZ
September 30 -
October 2, 2019

What is the RGCA?

It stands for Retail Gift Card Association, the only nonprofit trade association that represents the closed-loop gift card industry.

Who are we?

Our membership is comprised of over 90 large regional and national member companies that operate in the closed-loop gift card and stored value space. These organizations include retailers, restaurants, travel and entertainment brands and product, solution and experience providers, card manufacturers, distributors, 3rd party resellers, and digital providers.

What do we do?

The RGCA serves its members, the closed-loop gift card industry, and consumers by:

- Empowering a unified voice for the closed-loop gift card industry
- Promoting high standards and best practices
- Advocating for policies that protect consumers and retailers
- Promoting the positive attributes of gift cards
- Ensuring gift cards meet and exceed consumers' evolving expectations as stored value tools that can be used beyond gifting as part of contextual commerce

Executive Board

Chair: Jayne Stegemiller
*Marketing Manager, Gift Cards,
Cracker Barrel Old Country Store*

Vice Chair: Erin Wood
Gift Card Program Director, Subway

Treasurer: Tim Anderson
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*Senior Manager, Gift Card Operations,
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Manager Gift Cards, GameStop

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*Gift Cards, Sr. Manager,
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Ryan Post
Director Gift Card Programs, Starbucks

Kim Sobasky
Director Gift Cards, Buffalo Wild Wings

Jeff Weatherly
Optimum Card Solutions, Vice President, Sales

Susan Gray
Executive Director, RGCA

MEMBER BENEFITS



EDUCATION

▶ Access to research on key topics and current gift cards trends through annual reports, webinars and content rich communications.



LEGAL

▶ Learn how laws and regulations are impacting the closed loop industry. Plus - free access to RGCA legal counsel.



MARKETING

▶ Promotional media participation with opportunities to showcase your brand in consumer markets. RGCA can promote member news, press releases, etc. via the RGCA's social media channels for extra exposure.



NETWORKING

▶ Attend Forum, RGCA's exclusive event that brings industry leaders together to share rich content on a variety of topics related to closed loop gift cards. Also, opportunities to get involved with industry leaders by joining one of many committees and enjoying discounts on other industry events.

Membership Dues and Levels: Visit www.thergca.org/membership or contact Susan Gray at sgray@thergca.org, 952-928-4688 • Follow us on Twitter: @theRGCA