

# A Letter from the President



NORTH  
BOUND

January is often seen as a fresh start. Reflections over the past year find us ambitious and optimistic for the goals, changes, and opportunities that lie ahead. At TRUNO, this is perhaps true in 2016 more than ever.

As we look to achieve continued growth in 2016, it is an exciting time to be a part of TeamTRUNO. We welcomed David Miller as Chief Executive Officer in November of 2015. David brings a fresh perspective to TRUNO. Under David's leadership, TRUNO has designed goals for the year, which include defining strategic priorities, improving customer experience, and enhancing operational excellence.

With changes to technology constantly on the horizon, TRUNO is looking at strategic products and solutions to provide a complete omni-channel experience to retailers. Additionally, we continue to ask for feedback and evaluate avenues, such as our customer portal and mobile app, to improve our customer's interaction with TRUNO. Internally, processes are being implemented to develop team cohesion and provide opportunity for career advancement.

We kicked off the year energized with the release of the updated TRUNO Vision, Mission, and Values:

#### Vision Statement

To lead the navigation of technology solutions by empowering businesses as the most trusted technology partner.

#### True North Mission Statement

TRUNO's mission is to deliver secure, stable and integrated technology solutions enabling retailers to navigate through an

environment of ever-changing regulation, competition and technology. Operating with perfect intentions every day, TRUNO is committed to creating an honest and genuine partnership with retailers.

#### Truno Company Values

- **INNOVATION** - We provide innovative technology solutions to enhance retail business operations. Founded on service, we are the experts integrating tomorrow's technology.
- **INTEGRITY** - We operate with perfect intentions. We are respectful, genuine and trustworthy.
- **COMMUNICATION** - TRUNO is responsive, proactive and transparent. We provide honest, prudent guidance to our customers.
- **OWNERSHIP** - We are accountable for the TRUNO solution. We take ownership of the company's actions and our own.
- **FAMILY** - TRUNO is family. We support, encourage and grow together. To partner with us, is to join our family.

Simply put, the future looks bright. We look forward to growing with you. Thank you for choosing TRUNO as your technology partner. Here's to 2016!

Steven Watters  
President

## SUPPORT CENTER TEAM HEATS UP TO WEATHER THE STORM

Rightfully so, Lubbock, Texas is known more for dust storms than snowstorms. However, the TRUNO headquarters closed out 2015 covered in a record-breaking thick, white blanket. In a display of outstanding teamwork and preparedness, the TRUNO support center kept the fire going for our 3,000+ customer locations that call in around the clock daily.

As reports of snow and blizzard conditions began, the support and dispatch managers started preparations Saturday, December 26th, for the dangerous conditions on the forecast. With safety remaining TRUNO's greatest priority, employees were encouraged to stay off the roads and out of the office. Plans were put into place and employees seamlessly worked together to make sure our customers were covered. Over the next five days, while most remained snowed in at their homes, support and

dispatch were able to continue to provide the level of support that our customers expect. The team utilized remote office locations with shorter commute times or worked remotely from home. While the six foot snow drifts built up, for the TRUNO support center it was business as usual.

We are proud to report that through the success of teamwork, dedication, and preparation we did not receive any feedback of customers negatively impacted by our situation. More proudly, we are able to report that all 95 TRUNO Lubbock employees remained safe during the dangerous conditions.

This success is a true testament to the great group of dedicated employees we have in our support center. Each individual support and dispatch team member came together to work as part of a larger team with the common goal of taking care of our customers. That is simply what TRUNO is all about. Come rain, sleet, or snow - TRUNO has your back, around the clock.

TRUNO would like to take this opportunity to recognize the TRUNO Support Center for this TRUNO Win! Congratulations team on a job well done.



SAVE<sup>the</sup>  
DATE  
TRUNO  
CONFERENCE  
9.26-9.28  
2016  
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## TRUNO, RETAIL TECHNOLOGY SOLUTIONS APPOINTS DAVID L. MILLER NEW CHIEF EXECUTIVE OFFICER

TRUNO, Retail Technology Solutions ("TRUNO") announced today that the Board of Directors has appointed David L. Miller as Chief Executive Officer effective November 1st, 2015.

"The appointment of David L. Miller as the new Chief Executive Officer is a strategic decision to catapult TRUNO into a new era of innovation, product development, and market growth. David is a very accomplished business leader that will bring fresh perspective, new ideas, and incredible leadership to TRUNO", said Brad Ralston, TRUNO's preceding CEO.

David is a team-oriented, strategic leader with a focus on enhancing results. He has served as a senior executive in publicly traded and privately held technology companies and David also served as the Chairman of an equity fund with over \$500M in investments and \$3B in follow-on funding to date. In addition to his executive roles, he has provided tactical insights and coaching to executive teams to enhance strategic thinking and create organizational clarity and health. David has played a key role in the due diligence, acquisition and integration of six companies during his professional career. David earned his Juris Doctor and MBA from Texas Tech University.

Energized to be a part of TeamTRUNO, David added, "I am elated to join such a strong team of leaders committed to retailers achieving extraordinary results through partnership and utilization of TRUNO's suite of innovative and reliable solutions."

TRUNO also announced Brad Ralston will remain on the Board of Directors and assume the role of Chairman. He will continue to be an integral leader at TRUNO through his support of David and the entire executive team. Brad joined TRUNO in 2006 as Chief Financial Officer, serving as Chief Executive Officer since 2011. Under his leadership, TRUNO has seen revenue figures increase by 566%. During his tenure, Brad successfully managed six acquisitions, and led the strategic launch of the TRUNO, Retail Technology Solutions brand.

TRUNO and its Board of Directors are confident in a bright future led by David Miller as Chief Executive Officer.



## TRUNO HOSTS ANNUAL UNITED WAY® ENROLLMENT LUNCH

Team TRUNO gathered at the headquarters office to attend our annual United Way 2016 enrollment lunch on November 30th, 2015. The Lubbock Area United Way, joined by a special guest speaker from CASA of Lubbock, spoke to employees about the current needs affecting our community and what TRUNO could do to help.

various issues throughout the community ranging from early childhood learning to adult literacy. Through these partnerships, The United Way of Lubbock is able to make a difference by creating lasting, positive changes and instilling hope and optimism for local community members.

The Lubbock Area United Way works to bring the community together by addressing the needs of today and the issues of tomorrow. CASA of the South Plains, The Salvation Army and the Boys & Girls Clubs of Lubbock are just a few of United Way's 23 partner agencies. These partners work to address

### #TRUNOgives

TRUNO employees showed their support by pledging to give over \$7,500 to the United Way and their community partners in 2016. TRUNO is proud to partner with an organization that strives to improve the overall quality of life for those in need throughout our entire community.



## Accountability is defined as, "the quality or state of being accountable; especially : an obligation or willingness to accept responsibility or to account for one's actions."

The immense integrated solutions available in retail technology are responsible for tighter accountability at today's point of sale. For example, the electronic journal in ISS45 and the ability to view transactions in Connected Payments, gives the user a host of audit trails. With Connected Payments a store owner or manager can easily and efficiently review the EBT, EFT, ECC readings and verify they match the reports at the POS.

Accountability takes on a stronger meaning when considering cash. With so many hands involved, strong audit trails are necessary to ensure that at any given time cash reports are balanced to the register, safe, and bank.

Accounting for your store's cash balance can be a complex and labor intensive task. Over time, we've seen an evolvement in the best practices to balance your cash and maintain end of day reporting. From pen and paper to sophisticated excel spreadsheets; no doubt the advances have led to improved processes.

## CASH ACCOUNTABILITY WITH TRUBALANCE

Today, TRUNO's cloud-based software, TRUBalance, provides the next stride in store cash balancing and end of day reporting solutions. TRUBalance's workflow is strategically designed for grocers to increase efficiency and accuracy. As a cloud-based solution, data is available from anywhere at anytime, and at less risk of being lost due to hardware failure. Set and maintain your authorized users' accessibility within TRUBalance for increased security. Authorized users can pull key reports to analyze in real time, or have them sent straight to their inbox.

TRUBalance is armed with a vast number of alerting and reporting capabilities, some of which include:

- No data from MFS by HH:MM
- Adjustments have been entered or exceeded a specific amount
- Over/Short exceeds a set threshold
- No manual entries by a specific time

TRUBalance provides the right *accountability* to minimize errors and empower smart business decisions. Let's get you balanced! Contact Truno today.

**Author Profile:** TRUNO Corporate Trainer, Mark Ashley, has been in Point of Sale for thirty-seven years and with TRUNO for twenty-seven. Mark is an expert in ISS45 and manages all internal trainings out of the Truno Training Office in Lubbock, TX.

## RETAIL TECHNOLOGY LEADERS GATHER AT THIRD ANNUAL TRUNO CLIENT CONFERENCE

Returning to the Diamond Awarded Overton Hotel and Conference Center, more than 175 grocers, technology professionals and employees from around the country came together in Lubbock, TX for the third annual TRUNO Client Conference October 12-14, 2015.

As attendees arrived in Lubbock Monday afternoon they were able to check-in at their convenience and given the opportunity to tour the TRUNO office headquarters. The evening was spent relaxing and mingling at the welcome reception where attendees enjoyed live music and five-star hors d'oeuvres.

Conference keynote speakers, Steve Gilliland and Jason Dorsey, kicked off each morning of the conference with their attention grabbing and thought provoking messages. Providing guidance on how to open doors to success in all aspects of life, Steve inspired attendees to 'enjoy the ride' - stressing the importance of life's journey. Jason led the audience through an energizing look at the five generations currently in the workforce and marketplace. He provided attendees with key strategies and tips to help turn the generational challenges into powerful opportunities.

The TRUNO conference breakout sessions were handpicked to offer attendees valuable information on industry topics including the EMV liability shift, tips on adapting to the new generation of shoppers, improving customer service, mobile technology and much more. Following the breakout sessions, attendees headed over to the TRUNO Lab Simulation and Partner Showcase where they had the opportunity to continue their conversations and experience the technology first hand and in action.

Each night concluded with provided dinner and entertainment. On Tuesday evening, attendees enjoyed dinner at The Range, a one-of-a kind, lighted driving range with washer pits, corn hole and music from Judson Cole Band. The conference concluded Wednesday evening eleven stories up at The Rooftop Bar, where the group enjoyed dinner, live music and views of the entire city.

*"The conference is a spectacular event which provides a tremendous amount of value. It is an opportunity to see solutions that Truno and other related vendors have in our space; as well as an opportunity to meet other folks in our industry that we can share experiences and ideas with. I think one of the most important aspects of the conference is that we get a chance to build relationships with the Truno team. That is so important. Your team is amazing! Thank you for all that you do to help us be successful!"*

Glen Williams, Spec's Liquor



**WANT MORE?**  
Scan here for our conference video!

TRUNO would like to extend our sincere thanks and appreciation to all of our sponsors, attendees, vendors, keynote speakers, and the Overton Hotel for making the 2015 conference a huge success.