



## Chain Store Age Names Steve Hearon, President of BrandPoint Services Inc. to SPECS/2016 Advisory Board

*New board will lead program for 52-year-old retail design/construction/facilities conference in 2016*

**New York, NY** — Chain Store Age magazine announced that Steve Hearon, President of BrandPoint Services, Inc. has been named a member of the 2016 Advisory Board to SPECS, an annual event attended by retail and food-service corporate executives involved in the planning, design, construction and maintenance of stores and restaurants nationwide.

Now in its 52nd year, SPECS will host its 2016 conference in Dallas, at the Hilton Anatole, March 13-15.

The 2016 Advisory Board, which is comprised of approximately 45 industry leaders both from leading retail chains and key supplier organizations, will advise and direct the educational program for the 2016 conference, as well as serve as ambassadors for the entire event.

*It is an honor to have been selected to the SPECS/2016 Advisory Board. I am excited to leverage my 25 years of relevant experience to help create the best lineup of sessions and networking opportunities in the conference's 52-year history.*



Regarding Steve's appointment to the board, Chain Store Age Executive Director of Events Katherine Boccaccio said, "The right board will ensure a top-notch program. For 2016, we have a board that will guarantee success."

Steve Hearon and the rest of the board met in Chicago on June 2-3, 2015, and began planning next year's sessions, which will reconvene in Scottsdale, Arizona, in October to put the finishing touches on the program. For more information visit [SPECS/2016 Board Announcement](#).

### **About SPECS**

SPECS (Store Planning, Equipment, Construction and Facilities Services) is a 52-year-old event attended by retail and food service corporate executives involved in the planning, design, construction and maintenance of stores and restaurants nationwide. SPECS is exclusively produced by Chain Store Age magazine – [www.chainstoreage.com](http://www.chainstoreage.com) – and is part of the Lebhar-Friedman, Inc. company.

SPECS 2016 will be held at the Hilton Anatole, Dallas, March 13-15.

### **About Steve Hearon, President, BrandPoint Services, Inc.**

Steve Hearon was appointed President of BrandPoint Services in January of 2012. Prior to that Steve was the Vice President of Franchise Development for CertaPro Painters, North America's largest franchised painting company, from 2005 through 2011; and Director of Operations for AAMCO Transmissions from 1997 to 2005. Steve's contracting and construction background dates back to 1992, when he obtained his BSBA from Bucknell University and immediately opened his own contracting business. His 25 years of business management bring effective customer needs analysis, strong operating systems, and quality execution in the field. Steve's vision for BrandPoint is to be recognized as the best solution for refresh program management, delivering superior customer service and continuous improvement.