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## Memphis Takes Center Stage | AIM & GS1 Global Ready for Joint Industry Group Event

AIM and GS1 Global members are busy prepping for their event, which is slated to bring together a group of international experts and innovators at the University of Memphis in less than two weeks. *Are you ready?*

Here's an overview of what to anticipate...

### Tuesday, November 13th

AIM Internet of Things (IOT) Industry Group | Luncheon featuring Memphis Smart Cities Council\* | Evening Networking Event

### Wednesday, November 14th

AIM Technical Symbology Committee (TSC) | Luncheon featuring University of Memphis\*

### Thursday, November 15th

GS1 BCID TAG | Evening Networking Event

### Friday, November 16th

GS1 BCID TAG (1/2 day)

*\* Actual speakers subject to final confirmation.*

AIM and GS1 Global members receive **complimentary** registration, along with breakfast and lunch daily through Thursday. Only breakfast will be served on Friday. Both evening networking events are open to all interested attendees, with each individual covering his/her own expenses.

The event is being hosted by Kevin Berisso, PhD and the University of Memphis at the FedEx Institute of Technology on Innovation Drive in Memphis, Tennessee. For detailed information or to register before the deadline, [read more here...](#)



## Industry Voices & Hot Topics

[A Perfect Team: How Blockchain Can Drive the Internet of Things](#) | IoT Evolution World

[RFID Can Achieve Near 100% Order Accuracy, Study Says](#) | Supply Chain Dive

[Tire RFID Standard Expected by End of 2019](#) | Rubber & Plastics News

[Trends in Hotel Room Technology: Artificial Intelligence & Internet of Things](#) | Commercial Integrator

[The Internet of Things is Becoming the Internet of Threats](#) | Forbes

[UNTUCKit: Using RFID to Reveal Consumer Preferences](#) | Apparel Magazine

[User Perceptions of Smart Home IoT Privacy](#) | Center for Information Technology Policy - Princeton University

[How the Internet of Things is Keeping Us Safe](#) | Forbes

[Blockchain & the Internet of Things, A Revolution in Supply Chain Management](#) | Business Leader

[Material Handling Education Foundation Announces Award Winners](#) | MHEFI

## Meet the 2018 Bert Moore Award Recipient | William Fisher, MS, CFS

The final [AIM Award](#) for 2018 has been presented at a ceremony recently held in Orlando, Florida. AIM was pleased to name William Fisher, MS, CFS, of the Institute of Food Technologists (IFT) recipient of the **2018 Bert Moore Award**.

Throughout his career, William Fisher focused on the packaged foods, food service and public health industry segments. Prior to his recent retirement, Mr. Fisher was a Vice President with the [Institute of Food Technologists](#) (IFT), where he was a tireless advocate for food traceability and the creator of the Global Food Traceability Center, serving as its first Executive Director. His background includes a history of success with the ability to build partnerships and alliances as well as significant achievements in brand integration, CRM program development and international market development.

Mr. Fisher began his career in R&D with General Foods Corporation (later Kraft) and Pillsbury Company before joining IFT as Vice President of Science and Policy. In this role, Mr. Fisher served as liaison to a variety of government agencies, elected officials and organizations sharing a common commitment to the science of food. As the executive in charge of science and policy initiatives, he was instrumental in a wide range of initiatives that supported identifying, analyzing and prioritizing emerging food issues, along with the development of programs addressing the science of food and its application. Additionally, he was responsible for the creation of timely and effective science reports, positions and policy-oriented documents.

A internationally published author and contributor of numerous articles on food quality, safety and traceability, Mr. Fisher holds both bachelor and graduate degrees from the University of Illinois.

*The award, created in 2007 as the Excellence in Journalism Award was established to recognize a journalist or media representative in the automatic identification industry whose work exemplifies the qualities of honest, educational and unbiased reporting of the automatic identification and mobility industry. The award was renamed in 2012 to honor the late Bert Moore, long-time AIM contributor and industry expert.*



AIM NA Board Member Jeanne Duckett (R) presents 2018 Bert Moore Award to William Fisher (L)

## Inside AIM Industry Groups

The AIM Blockchain Council (ABC), part of the [Internet of Things \(IOT\) Industry Group](#), needs your input!

To better understand the interests and needs of the Blockchain community, ABC is asking AIM members and industry peers to offer their thoughts via a one-question survey. The feedback from this survey will help ABC to prioritize their projects in the coming months and provide the best value to Blockchain users.

Submit your feedback at [ABC Survey](#).

ABC's next meeting is scheduled for late November. If you'd like to participate or have expertise in this area, contact [Mike Allen](#) for meeting specifics

**Not currently involved, but want to participate?**

Join us! To learn more about AIM's Industry Groups, contact Member Engagement Manager [Mike Allen](#) for additional information.

## Featured Events

- **RFID Journal LIVE! Europe** | November 6-7  
County Hall, London, UK
- **IDTechEx Show!** | November 14-15  
Santa Clara, California
- **Smart City Expo** | November 26-27  
Dubai, United Arab Emirates
- **AI Expo North America** | November 28-29  
Santa Clara, California
- **Intelligent Automation Week** | December 3-6  
Austin, Texas
- **RFID in Aerospace & Defense** | December 11-12  
Arlington, Virginia

SEE ALL EVENTS HERE

## Spotlight's On...



Lampertheim, Germany | Peter Altes - Managing Director | [www.aim-d.de](http://www.aim-d.de)

AIM Germany, which represents members in Germany, Austria and Switzerland is one of the most active chapters within the international community of AIM as well as the AIDC industry. In conjunction with the new brand identity AIM introduced in 2017, the chapter has devoted considerable resources in the development of innovative and updated communications to better share the "AIM story" throughout Europe.

Their latest project, an image video, promotes how AIM Germany brings individuals, companies, technologies, innovations and opportunities **gemeinsam** (together). It is an outstanding example of the role AIM has in uniting individuals and organizations around the globe to have a greater voice and write new chapters in the history of automatic identification.

While the audio may be in German, the message is clear and presents a great story all AIM members will understand and share. *Gemeinsam...ist unseere stimme lauter! (Together...our voice is louder)!*

[See the video here...](#)

## AIM Leaders Featured at RFID & Wireless IoT tomorrow 2018

International specialists from all economic sectors convened near Frankfurt, Germany this week to take part in Europe's largest event for RFID and wireless IoT technologies and applications, [RFID & Wireless IoT tomorrow 2018](#), with two of our own representing AIM and the automatic identification industry as featured speakers.

Chuck Evanhoe, President & CEO of Aware Innovations and AIM Board Chair, along with Frithjof Walk, Managing Director of Schneider Marking GmbH and AIM Europe President, each spoke on different aspects of the AIDC industry in the global marketplace.

Both presentations are now available to interested individuals. Request one, or both, by email [here...](#)



Chuck Evanhoe (L) and Frithjof Walk (R) present at RFID & Wireless IoT tomorrow 2018

### Members Only | Event Discounts

Don't miss out on exclusive AIM Member discounts for these upcoming industry events. Sign in to the [Members Only section](#) on AIM's website to get your special discount code and review all the discounts AIM has to offer members!

- [RFID Journal LIVE! Europe](#) | November 6-7 | London, UK | **15% off registration**
- [IDTechEx Show!](#) | November 14-15 | Santa Clara, California | **30% off registration**
- [AI Expo North America](#) | November 28-29 | Santa Clara, California | **20% off registration**
- [Intelligent Automation Week Austin](#) | December 3-6 | Austin, Texas | **20% off registration**

### DON'T FORGET...

#### Keep AIM newsletters & communications coming!!

The new AIM privacy policy is now in effect. If you want to keep receiving *AIM Insider* and maintain your free access to communications and premium resources in the industry, take 10 seconds to accept today.

**Click here now!**

*AIM is the trusted worldwide industry association for the automatic identification industry. For nearly half a century, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies.*

*AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. AIM member benefits include education, advocacy and community, as well as a role in creating industry standards through collaboration.*

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