



The Green Sheet

The Financial Services Industry Source for Education, Inspiration and Actionable Advice

March 24, 2003
Issue 03:03:02

Inside This Issue:

Features

- Another Look at
Acquirer Rankings
By Patti Murphy14
- Are You Ready for
the Fast Lane?
By Michelle Graff18
- Knowledge is Power:**
Show Me The Money: Part III
By Bob Carr24
- NEAA Provides Flurry
of Opportunity ... and Fun
By Steve Eazell34

Company Profiles

- MSI NJ47
- Global eTelecom53
- Lipman59

News

- Bank One Takes Things In-House,
Evicts First Data38
- Concord EFS Stock Drops
Amid Sale Rumors, Changes40
- Stambler's Scrambler Tech
Patent Suit Nets Him \$042

New Products

- VeriFone 7000MPD69
- Diebold Opteva70

Inspiration

- Tips for Travel79
- Getting Organized ...
AND Staying Organized79

Departments

- Forum5
- FYISOs73
- Datebook80
- Resource Guide82



Sharing the Results

We have completed our financial review of 2002 and the results of our readership survey are back, and both tell us that it was a record year for The Green Sheet. I wish to thank everyone who took the time to mail back your ideas or to answer our questions online. This feedback each year helps us continue to bring you the content you need and make the changes you suggest.

Just as your business has had to adjust to the current economy, so has The Green Sheet. We all know that the U.S. economy is in the doldrums; what you may not know is that one of the harder-hit segments of this downturn has been magazine publishing. Ad sales are down dramatically, subscription sales have plummeted, long-established titles have folded and magazine launches are few, with new mastheads disappearing after a few issues. However, we have bucked the trend at The Green Sheet so far.

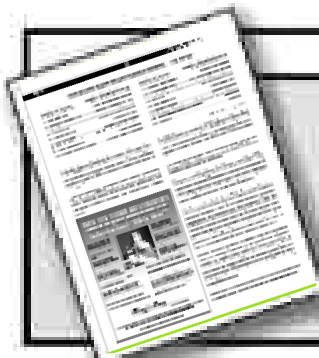
Our mission is to provide payment-

See RESULTS on Page 6

Notable Quote:

It's a whole new world in the payment industry. ... Real opportunities exist for ISOs to differentiate their services on much more than price. It's about value, it's about speed and it's about new revenue streams.

See Story on Page 18



BEE

appreciated.

Bonus Program in *addition* to residuals. Each approved account processing with BPS receives 1 Bee Credit.

- 500 Bees = Mini Cooper, VW Bug, or Toyota Camry or \$20,000 CASH**
- 400 Bees = 10 Day Vacation to the Carribean or Europe for 2 or \$12,000 CASH**
- 250 Bees = In-Home Theatre or 5 day trip to Disney World for 4 or \$5,000 CASH**
- 100 Bees = Laptop or Desktop Computer with flat screen or \$1500 CASH**
- 50 Bees = Nikon Digital Camera or Sony 15" Flat Screen TV or \$500 CASH**

WHAT ELSE IS BUZZING AT BPS?

- BEE CheX Electronic Check Conversion Guarantee Program, Buy Rate 1.12% + \$0.16.**
- Internet: 100% online application, no wet signatures ever needed • High Risk Department**
- Guaranteed Sure Lease Program • ATM's • ACH Program • BEE CARD Gift & Loyalty Program**

SPECIAL

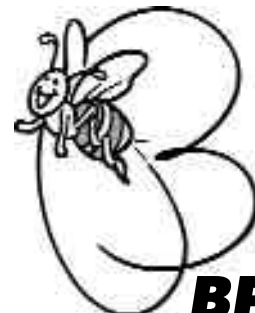


FOREVER
THALESTERMINAL
SOLD, GET 1
EXTRABEEUNTIL
JAN. 2004

- Monthly Minimum Income
- Mid/Non-Qualified Income
- Statement Fee Income
- Transaction Fee Income
- AMEX, Discover, Diners Residual Incomes
- No Charge Reprograms or Installations

Retail Buy Rate	Moto/Internet Buy Rate
1.47% + \$0.16	1.93% + \$0.22

***BI-LINGUAL
SERVICE/TECH SUPPORT**



BPS

1-877-700-SWIPE ext.242

VISIT OUR WEBSITE @ WWW.BUSY-AS-A-BEE.COM

Publisher:

The Green Sheet, Inc.
1-800-757-4441
Fax: 1-707-586-4747
greensheet@greensheet.com
6145 State Farm Drive,
Rohnert Park, CA 94928

Editor in Chief:

Paul H. Green
paul@greensheet.com

VP/General Manager:

Julie O’Ryan-Dempsey
julie@greensheet.com

AVP/Managing Editor:

Rick Vacek
rick@greensheet.com

Contributing Editor:

Patti Murphy

Staff Writers:

Juliette Campeau
Karen Converse

Layout/Graphics:

Troy Vera

Sales Supervisor:

Danielle Thorpe
danielle@greensheet.com

Production:

Hudson Printing Company

Web Site:

www.greensheet.com

Affiliations:



INDEX TO ADVERTISERS:

ABANCO International	57	Merchant Services Inc.	23
Advanced Payment Services	50	Merchants' Choice Card Services	75
ACCPC	81	MIST	12
AmericaOne Payment Systems	9	Money Tree.....	85
Authorize.Net	72	MSI (NJ)	83
Barclay Square Leasing	6	MSI (NJ) dba 1-800-BANKCARD	46
Bridgeview Payment Solutions	19	National Processing Co.	13
BUDGET Terminals & Repair	22	Nationwide Check Services	8
Business Payment Systems	61	Nationwide Payment Solutions	40
CardPayment Solutions	68	Network 1 Financial	43
CardPoint	36	North American Bancard	7
CardWare International.....	26	NOVA Information Systems	32
CDE Services	42	Online Data	49
Certified Merchant Services	55	Payment Option Solutions	78
Comerica Bank	63	Plug'n Pay	16
Concord EFS.....	35	POS Payment Systems	48
CrossCheck.....	31	POS Portal	60
Discount Credit Card Machine	79	Resource Finance Co.	10
Electronic Payment Systems	77	Retriever Payment Systems	37
Electronic Transactions Association.....	25, 54	SchlumbergerSema	70
EZCheck	52	Secure Payment Systems	38
Financial Technologies, Inc.	14	Signature Card Services	24
First American Payment Systems	29	TASQ Technology	87
First Data Merchant Service-MD.....	65	Teertronics	18
Frontline Processing.....	71	Thales e-Transactions.....	2
General Credit Forms	51	The Phoenix Group	39
GO Software	56	Total Merchant Services	44-45
Golden Eagle Leasing	33	Transaction Payment Systems	62
Horizon Group	88	United Bank Card	41
Infinite Peripherals.....	28	U.S. Merchant Systems	58
Integrated Leasing	66	U.S. Wireless Data	21
IRN/PartnerAmerica	15	Veruity Financial Group	64
JR's P.O.S. Depot	34	VeriFone.....	17
Lipman USA	27	Vital Merchant Services	11
Merchant Management Systems	67	Wells Fargo Merchant Services	30
		Western Payments Alliance	20



Correspondence:

Send Press Releases to:
press@greensheet.com

Send your Questions, Comments and Feedback to:
greensheet@greensheet.com

- Neal Anderson-NGA Enterprises • Clinton Baller-PayNet Merchant Services • John Beebe-Global eTelecom • Stacy Bell-Advanced Payment Tech
- Audrey Blackmon-POS Portal • Robert Carr-Heartland Payment Systems • Steve Christianson-TransPay Processing • Rob Connelly-VeriFone
- Tom DellaBadia-NOVA Information Systems • Steve Eazell-Secure Payment Systems • Mike English-Ingenico • W. Ross Federgreen-CSRSI
- Ed Freedman-Total Merchant Services • Patrick Gaines-LML Payment Systems • Marc Gardner-North American Bancard
- Alan Gilles-Landmark Merchant Solutions • Russ Goebel-Retriever • Tom Haleas-Bridgeview Payment Solutions • Larry Henry-L. Henry Enterprises
- Ginger Hollowell-Electronic Money • Jared Isaacman-United Bank Card • Robert Joyce-Alliance Payment Systems • Allen Kopelman-Nationwide Payment Systems
- Lee Ladd-LADCO Leasing • Vaden Landers-iPayment • Gary LaTulippe-Schmooze • Mitch Lau-Money Tree Services • Joyce Leiser-Apriva
- Dan Lewis-ABANCO International • Anthony Lucatuorto-First Data Merchant Services • Douglas Mack-Card Payment Systems • James Marchese-IRN Payment Systems
- Paul Martaus-Martaus & Assoc. • David McMackin-AmericaOne Payment Systems • Patti Murphy-The Takoma Group • Steve Norell-US Merchant Services
- Anthony Ogden-Bankcard Law.com • Christopher O'Hara-Profitcenter • Bill Pittman-RichSolutions • David Press-Integrity Bankcard Consultants
- Brian Rogers-PurchasingPower • Stuart Rosenbaum-U.S. Merchant Systems • Charles Salyer-GlobalTech Leasing • Dave Siembieda-CrossCheck
- Matthew Swinnerton-Merchant Services Direct • C. Lydell Taylor-Business Payment Systems • Scott Wagner-Hypercom • Mike Weigel-First National Merchant Solutions
- Dan D. Wolfe-Barons Financial Group

The Green Sheet is FREE to ISO / MSP Sales Professionals* If you are not an ISO/MSP as defined below, an annual subscription fee of \$125 includes 24 issues of The Green Sheet and 4 issues of GSQ. Please call 800-757-4441 to request a subscription form, or visit www.greensheet.com

*Any Sales Professional who sells financial services to the retail merchant marketplace.

Any questions regarding information contained in The Green Sheet should be directed to the Editor in Chief at (800) 757-4441. The Green Sheet is a semi-monthly publication. Editorial opinions and recommendations are solely those of the Editor in Chief. In publishing The Green Sheet, neither the authors nor the publisher are engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought. The Resource Guide is paid classified advertising. The Green Sheet is not responsible for, and does not recommend or endorse any product or service. Advertisers and advertising agencies agree to indemnify and hold the publisher harmless from any claims, damage, or expense resulting from printing or publishing of any advertisement.



Easy Money

ADVERTISING MACHINE

Advertising in the **GSQ v6n3**
ATM Market Report will
greatly benefit your business.

The opportunity of the year
is at your fingertips.

Call Danielle Thorpe at
707-586-4737 and cash in.

Place an ad ----->

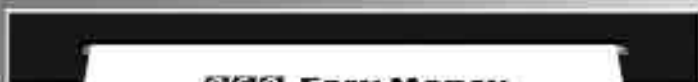
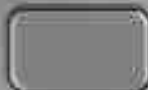
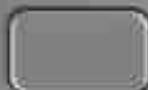
Print a receipt ----->

GSQ-

The industry's most
respected magazine
is preparing its
September 2003-
vol. 6, no. 3 issue.

Be in it.

Ad reservation date:
July 21, 2003



GSQ Easy Money

TRANSACTION SUCCESSFUL!

CALL DANIELLE THORPE
707-586-4737 (DIRECT LINE)
FOR AD RESERVATION
CONFIRMATION.

THANK YOU



Positive country music that's good for the industry...



In the spirit of motivation, Downtown Slim and his ISOs held a free concert at the convention.

Check It Out Online

I'm looking for background information on the payment industry in general and paper checks specifically:

- Size and breakdown of the payment industry.
- Paper checks as a source of bank revenue.
- Info on the extent to which electronic payment systems have been stealing share from checks.

Thanks very much for your help,

Todd Federman

Todd,

Go to our Web site, www.greensheet.com. You can search for this information, but you might want to narrow the parameters. All of our issues are available online. Of particular interest to you might be the GSQs that were check studies.

Good Selling!
The Green Sheet Staff

Full Disclosure, or Risk Exposure

I have been in the bankcard industry for about five years and approach it differently than most others. I have seen my fair share of merchant abuse by processors and sales representatives. BUT I also have seen good processors who do business ethically.

The Green Sheet has been very valuable to me. You really do walk a fine line. It's important that The Green Sheet never can be accused of supporting bad processors and bad sales representatives. In my opinion, this industry is going through a metamorphosis for the bet-



ter, not unlike what the insurance business experienced in the early 1980s.

If we always do full disclosure to the merchant and he/she decides to do business with us, then we are that much closer to truly being professionals.

Sincerely,
David Buffington
AMG Financial

How to Make Private-label Payroll Cards

I've just read Eric Thomson's interesting article in the February 10, 2003 issue of The Green Sheet ("Visa's Vision: 'Credit is Boring ... We're an Electronic-payment Company,'" issue 03:02:01). I'm interested in making a private-label Visa or MasterCard payroll card. Would you be able to assist me in finding a sponsoring bank and a good processor?

Alex Nouri
President
EFT Direct

Alex,

The new Visa/MasterCard stored-value card program offers an ISO organization such as EFT Direct a number of options on how to bring the product to market. You can lead with a program provided by a third-party processor, major payroll processor or some of the large acquirer organizations.

Given the importance of payroll to every company, I suggest you look into your satisfied-customer base for clients who have significant turnover and un-banked employees. Explain the many benefits of a bank card-branded, ATM network paycard, document their requirements and ROI justification and then take this opportunity to bid from the many options available to you. Create a satisfied client that you can reference sell and then expand your portfolio from this base.

Good selling!
Eric Thomson


RESULTS from Page 1


processing sales professionals with the information, education and inspiration you need to create wealth, for yourselves and the businesses you serve. With that in mind, our success as a "magazine publisher" is in truth the report you have issued on how well we have carried

out that mission.

What the Report Tells Us

From January 1 through December 31, 2002, our print-publication subscription numbers increased 11%. The Green Sheet Online has had an even more robust growth year. At the end of 2002 our Web site traffic had doubled over the previous year. Whether you count hits, visits or pages downloaded, our online statistics show a 200% increase from January 2002 to January 2003. We now average 1.5 million hits per month to www.greensheet.com. That's 50,000 hits per day. In short, we have the highest readership of anyone in the industry at about 40,000 monthly readers, and it is audited for both paper and electronic formats.

While The Green Sheet began its life as a newsletter, at its current size and content it has admittedly become a magazine.

The Green Sheet's quarterly four-color magazine "GSQ" has the entire industry as a target. With the ability to be more comprehensive in the material and focus on a single topic, the GSQ has found a niche of its own in the payment arena.

The Green Sheet, published twice a month, has continued to be true to the independent sales agent as its only target. While the Green Sheet continues to have broad readership outside the sales bull's-eye, the focus on what salespeople are thinking and reading drives interest beyond the target audience.

The debate over how many salespeople there are in the market continues. Perhaps the registration of individual sales representatives with the newly founded sales union, National Association of Payment Professionals (NAPP), eventually will solve the puzzle.

Even though I know that some in the industry put the sales representative number as high as 25,000 or more, I see the questions much differently because I have been looking at our readership and our database for nearly 20 years. In fact, I see the ETA meetings as an excellent barometer to the industry's size as a whole. At each ETA meeting, it is clear that the number of acquirer, bank, leasing company, check company, equipment manufacturer, etc. employees, outnumber the sales individuals by a significant margin.

I further see that regardless of whether you believe the number of sales professionals in the industry is large or small, everyone must agree that the marketplace grows and shrinks daily. The number of people who come to work briefly in the industry has helped exaggerate the totals over time, and while many of these individuals continue to receive mailings from the industry (very few cancel), they are essentially inactive.

Terminology also has been an obstacle in trying to get to the actual numbers. I believe the number of ISOs is between 9,000 and 10,000, which may represent an individual salesperson or a number of individuals working collectively.

Our original term "ISO," by which we mean Independent Sales Organization or Agent, has continued to be our measuring stick. This number is large as it compares to those who are members of the ETA or who have registered with Visa or MasterCard, but it is small when compared to the number of people who have ever worked in the industry. It also is enlarged by the number of *employee* salespeople in organizations such as TeleCheck or FDR.

BARCLAY SQUARE LEASING, INC.

Dedicated to Outstanding Customer Service

We make leasing easy!

Providing:

- Incentives for New Vendors
- Personalized Service
- Competitive Rates
- Fast Turnaround

MICRO TICKET FINANCING FOR
VENDORS OF ALL SIZES

Barclay Square is your leasing solution!

Call Us Toll Free:

1 · 8 6 6 · 3 9 6 · 2 7 5 4

We Don't Just Care About Profits. WE CARE ABOUT YOUR HEALTH.

ANNOUNCING ISO INSURANCE BENEFITS FROM NAB.

- ✓ Medical Insurance
- ✓ Dental Insurance
- ✓ Vision Insurance
- ✓ Life Insurance
- ✓ Long Term Care Insurance

At North American Bancard we listen to our ISO's and we work hard to provide every possible benefit to ensure their success.

That's why when you become part of the NAB family - we offer you the opportunity to receive comprehensive healthcare for you and your family.

It's time to get what you deserve. Comprehensive medical coverage from the processing company that cares, North American Bancard.

**GET A \$3000*
SIGNING BONUS!**

**It's Easy!
30 Deals in
90 Days = \$3000**

North American Bancard is looking for top notch ISO's to join our innovative commission rich program. Sign up today and receive a \$3000 signing bonus.

*Call for details Agent of HSBC Bank USA, Buffalo, NY

NorthAmerican[™]
BANCARD

Call today to find out more **1-800-BANCARD**
EXT.1015 2 2 6 2 2 7 3



The truly important question in my mind is not how many sales professionals there are, but whether they are being reached. From an industry advertiser's perspective, there are only about 1,800 ISO "buyers/decision-makers" in the industry, and reaching beyond it provides no additional sales opportunity. Whether you count unregistered organizations (individuals), as we do, at about 9,500 or as Visa does, at about 1,000, or the number of salespersons at about 25,000, very few make the buying decisions.

Are there many, many more individuals working in the industry? Of course, and they increase the attendance at industry events and readership of many publications, but they are not the individuals or organizations that an advertiser is looking to reach.

We think that the advertisers in The Green Sheet understand these important points and have continued to place their advertising dollars in the place that it has a return – The Green Sheet. This in turn has allowed us to grow its support for the sales professional, bring you an ever increasing amount of free content and services.

Advertising in The Green Sheet grew by 52% last year! Perhaps you've noticed the larger page count. The advertising support for our publications enables us to provide our services to sales professionals at no cost. This increased revenue has enabled us to broaden our industry coverage, deepen our editorial staff and enhance our Web site presence.

Of course, one of our management assumptions is that increased ad sales DEMANDS increased editorial copy (more ADS = more WORDS). Participants in the online ISO Forum and Letters to the Editor consistently have referred to our publications as "the Bible" and the "Holy Grail" of the industry. We really appreciate the accolades. We strive to be your portal to the payment-processing information you need. Our advertisers come to us to build their sales channel through you!

2002 Reader Survey

We received a wonderful response from our subscriber base to our annual survey, enabling us to report a statistically valid response that is representative of our subscribers as a whole. The data has been combined for the paper and online readership. (Totals may not equal 100% because of individual non-response or multiple responses.)

You can't afford to turn business away any more than your merchants can.

Turn to Nationwide Check Services and turn up your profit potential.

Empower your merchants to do business under more **accept** able terms. Like accepting checks. Accepting credit. Accepting debit, EBT and more. With the ValuePak,SM Nationwide's all-in-one payment processing solution, merchants build revenue – and you build profits! – without any hassles or exceptions. With up to 9 reliable check processing services, including **conversion /guarantee**, Nationwide gives merchants the confidence to say "YES!" to the consumer's preferred choice of payment.

Call to equip your merchants with the VALUEPAK today!



CONVERTING OPPORTUNITY INTO REVENUESM

**For truly remarkable leasing rates, stop by our ETA booth #913
www.nationwidecheckservices.com • 1.800.910.2265 x4136 • Fax 410.701.2001**

Introducing the AmericaOne® Merchant Acquisition Program™

Traditionally, ISOs earn money by collecting their commissions in the form of monthly residual payments. Now, AmericaOne is changing the way you get paid, for the better, with an upfront cash option. Instead of waiting years for what you've earned today, AmericaOne pays you years' worth of your residuals in advance. Receive hundreds and thousands of dollars for each of your merchant contracts – instantly. No cash limitations. No liability. Best of all, with AmericaOne the choice is yours: upfront cash payment or monthly residuals, on a merchant-by-merchant basis. Call 1(888) 502-6374 or email us at iso@americaoneps.com today to learn how you can earn instant cash, right now.



**WHY WAIT YEARS TO RECEIVE
ALL YOUR RESIDUAL PAYMENTS...**

**WHEN YOU CAN HAVE IT ALL TODAY-
PAID YEARS IN ADVANCE?**

AmericaOne
PAYMENT SYSTEMS



Who reads The Green Sheet?

We asked readers to identify what type of company they work for:

- ISO/MSP (Sales Organizations and/or Agents)74%
- Bankcard Acquirer/Processor ..7%
- Equipment Manufacturer/VAR ..2%
- Other 11%

Within these companies our readers fulfill the following positions:

- Professional56%
- Executive Management47%
- Sales/Account Executive33%
- Middle Management5%
- Other* 11%

* Many independent salespersons checked this category

As we celebrate our 20th anniversary in 2003, we can see the results of managing our subscription database over our extensive tenure. We have succeeded in reaching the "feet on the street" in an unprecedented way.

Readers Rate the Articles

Ongoing feedback from our readership has been impera-

tive to our growth as a publishing company. Each issue of The Green Sheet consists of a vital mix of industry news, feature stories, sales advice and inspiration, new product information and company or individual profiles. In 2001 we began our occasional pieces profiling specific Industry Leaders who have made a significant impact within the payment-processing arena, and your survey responses told us that you enjoyed these features.

We asked you to rate each of these departments within our publication from 1 through 5, with 1 being "uninteresting/of no use," 3 being "moderately interesting/moderately useful" and 5 being "very interesting/very useful." We are very pleased with the report card you issued.

Feature Stories (e.g., "This Isn't Your Grandfather's Payment Industry," issue 02:12:01)

- Very Interesting – Useful74%
- Moderately Interesting – Useful29%
- Uninteresting – Not useful 1%

Company Profiles (e.g., "WebTransact," issue 02:11:02)

- Very Interesting – Useful72%
- Moderately Interesting – Useful24%
- Uninteresting – Not useful4%

New Products (e.g., "Check Imaging da Italia," issue 02:12:01)

- Very Interesting – Useful79%
- Moderately Interesting – Useful20%
- Uninteresting – Not useful 1%

Industry News (e.g., "First Data Countersues Visa," issue 02:11:02)

- Very Interesting – Useful83%
- Moderately Interesting – Useful16%
- Uninteresting – Not useful 1%

Inspiration (e.g., "Excelling with E-mails," issue 02:11:02)

- Very Interesting – Useful53%
- Moderately Interesting – Useful41%
- Uninteresting – Not useful6%

Industry Leaders (e.g., "George Wallner, Hail to the Chief," issue 02:10:02)

- Very Interesting – Useful64%
- Moderately Interesting – Useful32%
- Uninteresting – Not useful5%

Many of our readers took the time to tell us which article published during the year stood out as their "favorite." More than 20% chose the FTC vs. CMS coverage. Many of the respondents told us that every issue was a gem.

Resource Finance Company
the working capital solution

Need a business loan?
Don't want to sell your portfolio?
You can borrow against your residuals!

Resource Finance makes loans available to qualified Independent Sales Organizations. This debt financing is based on, secured by and repaid electronically from your monthly residuals.

- Get cash to grow your business
- Up to 36 months to pay
- Loan typically closes within 30 days
- Avoid selling your most valuable asset – your portfolio
- Capitalize on and leverage the value of your portfolio
- You keep 100% of your ownership FOR YOU

Qualified with most major Processors
Visit our website at: www.resourcefinance.com or
call David Putnam, President, at 866-211-0114

Vital Merchant ServicesSM

An inventory of successful solutions.

CAPABILITIES INCLUDE:

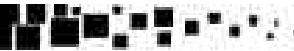
- POS Equipment & Supplies
- Deployment
- Merchant Training
- Repair & Replacement
- Web-based Order Entry via VitalSync
- Just-in-Time Inventory Management

QUALITY EQUIPMENT FROM:

- VeriFone
- Hypercom
- Lipman
- Thales
- Ingenico
- RDM
- MagTek

From POS equipment supplies and deployment to on-line order management, Vital has what it takes to keep business moving. Our responsive support team can get your merchants what they need, when they need it. To find out more about Vital Merchant Services, call 800-348-1700.

VITAL your commerce connection



We are looking for a number of ways to continue to strengthen our writing. Our editorial staff – Rick Vacek, Patti Murphy, Juliette Campeau and Karen Converse – is exploring ways to expand the depth and breadth of our reporting through:

- Conducting third-party interviews for company and product profiles
- Researching emerging market opportunities
- Improved analytical techniques.

We want to encourage all of our readers to tell us what you need to know. Send us your industry-related questions, story ideas and company and product referrals to greensheet@greensheet.com. Of course, Letters to the Editor are always appreciated to paul@greensheet.com.

Response to Advertising

In order to continue our mission of supporting the payment-processing sales professionals, we sell an abundance of advertising opportunities. In print and online we offer classified and display advertising to companies wanting to increase their sales through the IC channel.

Our success is a direct measure of how strongly you respond to these offers

- Responded to 5 or more ads30%
- Responded to less than 5 ads47%
- Have not responded24%

An overwhelming majority (77%) of our readership has responded to companies advertising with us. We consistently have received one major complaint from these readers: "No one returns my call." We are working with our advertisers to ensure that they are ready to rapidly increase their enterprise.

Our media-placement specialists work with our clients to put the infrastructure in place to support the independent sales force.

Room for Improvement

No readership survey would be complete without a response to areas in which we have done a less than stellar job. We strive for an error-free publication; our managing editor has a zero-tolerance policy for typos. All that said, we sometimes goof.

We wish to extend our apology to those of you whose name appeared incorrectly or whose product information was misidentified.

Some of you have complained about the font size and paper color of our publication, and we are taking your comments under advisement.

You did respond to our brief, pithy survey much more rapidly than in years past. We will continue to enclose brief questionnaires in print and online in order to gauge your ongoing response to our efforts.

Look for new products and services in the coming months as we celebrate our 20th year. Thank you for your continued support of The Green Sheet.

Good Selling!



Paul H. Green

MIST Transaction Innovation

FASTER THAN CASH™
Transactions in 2 to 4 seconds.

RUGGED AND DURABLE™
Wireless Transactions Anywhere.


VALUE FOR YOUR MONEY™
Credit, Debit, Smart Card, In an Economical Package.

Freedom III
Freedom II
Freedom Lite

ATM@MIST: Use card! just hold slide-on-the-art ATM terminals use instantly. Transactions with the latest in communication and cost-saving technology for your merchants.

WWW.MISTWIRELESS.COM EMAIL: INFO@MISTWIRELESS.COM
CALL US TOLL FREE: 1-866-955-MIST(6478)

We're doing another survey online. Cast your vote by April 30, 2003 for the Best Payment Processing Players – just go to www.greensheet.com.



Visit NPC Booth
#613 at the ETA
for your chance to win
a trip to Hollywood!

Production Hooray for Hollywood!
Director NPC Booth #613
Location ETA - Las Vegas

Lights, Camera, Action!

Stop by the NPC Booth #613 at the ETA Annual Meeting, April 8th - 10th, in Las Vegas for a chance to win a fabulous trip to Hollywood! You and a guest will be whisked away to enjoy the glitz and glamour of Tinseltown. Take a stroll down the Hollywood Walk of Fame, visit Grauman's Chinese Theater, tour Universal Studios and shop along Rodeo Drive! Don't miss your chance to see the Stars!

While at our booth, learn why our ISO's are the most successful and loyal partners in the industry. They enjoy benefits that include the best rates, ongoing sales support and training and a dedicated client service representative to manage their day-to-day concerns. With more than 30 years of merchant processing experience combined with our broad scale and service levels, why look any further? Let NPC put you on the road to success.

Some benefits include:

- NPC Sure Lease Program with Factors as Low as .0295
- Quick and Easy Approval on Over 300 Merchant Types
- Award Winning Merchant Support 24-Hours a Day
- Deployment/Download/Merchant Training Capabilities
- High Risk/MOTO/Internet/Wireless Solutions
- Debit, EBT, Check Imaging, Along with Gift and Loyalty
- American Express® ESA/Discover® EASI Capabilities
- Competitive Equipment Pricing and Class "A" Support for VeriFone®, Hypercom® and Nurit®
- Lead Generation/Business Development Programs
- NPC AccessSM Offers Online Internet Reporting for Both ISO's and Merchants
- Comprehensive ISO Training Program

For more information,
call (800) 672-1964 Ext. 4883
or visit www.npc.net



We Process the World's Transactions



Another Look at Acquirer Rankings

By Patti Murphy

Numbers are a bit like Silly Putty: You can make them say almost anything you want. Collecting data, on the other hand, isn't nearly so playful; it's more like extracting truths from a philandering spouse. So it shouldn't come as a surprise that the latest GSQ (Vol. 6, No. 1) – in which we attempt to size up the billion dollar acquirers market – is in need of some corrections and clarifications. Before I address the specifics, however, I'd like to make a few observations.

Payment businesses are notoriously tight-lipped when it comes to metrics. It's a philosophy I've never quite understood, because this is a tough business to get your arms around, and it would seem to me that the more forthcoming companies are about what it is they are doing (such as how and how many transactions they acquire, process and/or settle), the better the level of understanding in the market.

I often receive queries from merchants who, for example, have no idea what the name of their acquiring bank is –

or what an acquiring bank is, for that matter.

Everyone involved with a payment (from cardholders and issuers to merchants, acquirers, processors and the card brands) needs to understand whom to contact when things are going well, or not so well. But most times it's near impossible to discern where exactly a transaction may be in the authorization-and-settlement stream, to say nothing about who is responsible. That creates all kinds of problems for data collection. It also makes it tough to draw distinctions between companies that acquire, process and settle transactions.

The look of the bankcard business is growing fuzzy. In fact, the bankcard business really doesn't have much to do with banking these days. This is especially true in transaction acquiring. That's why The Green Sheet has decided to rethink its approach to preparing a yearly analysis of the acquiring market.

The 2003 acquirers report – GSQ Vol. 6, No. 4, scheduled for release in December 2003 – will incorporate data from a broader market, including data on ATM and debit cards and check authorization/guarantee services. The cooperation of companies in the acquiring market remains critical, so there is still a risk that some companies will decline to participate or will play loose with numbers. We hope the data-collection effort will create a meaningful set of metrics for comparing transaction-acquiring businesses across brands and product subsets. And this should benefit all parties.

Correcting Omissions

OK, now for the corrections and clarifications.

First, I erred, big time, when I wrote that Bank of America was no longer a member of the billion dollar acquirers' club because of the sale of its agent bank portfolio to TransFirst. Even with the sale of its agent bank portfolio, BAMerchant Services Inc., the merchant-acquiring arm of giant Bank of America, estimates it acquired \$61.4 billion in MasterCard and Visa card transactions in 2002, a slight increase over its 2001 tally of \$60.8 billion. BA Merchant Services was supporting an estimated 192,000 merchant sites at year-end 2002, down from 198,000 at the end of 2001.

Based on these numbers, Bank of America should have been listed as the eighth-largest acquirer of MasterCard and Visa credit card transactions in GSQ Vol. 6, No. 1.

Also omitted from the list was Retriever Payment Systems. This Houston-based company was once a subsidiary of First National Bank of Omaha, one of the oldest

Distributors Wanted

**Get the Triton 9100
All Day/Everyday
For Just
\$2995***

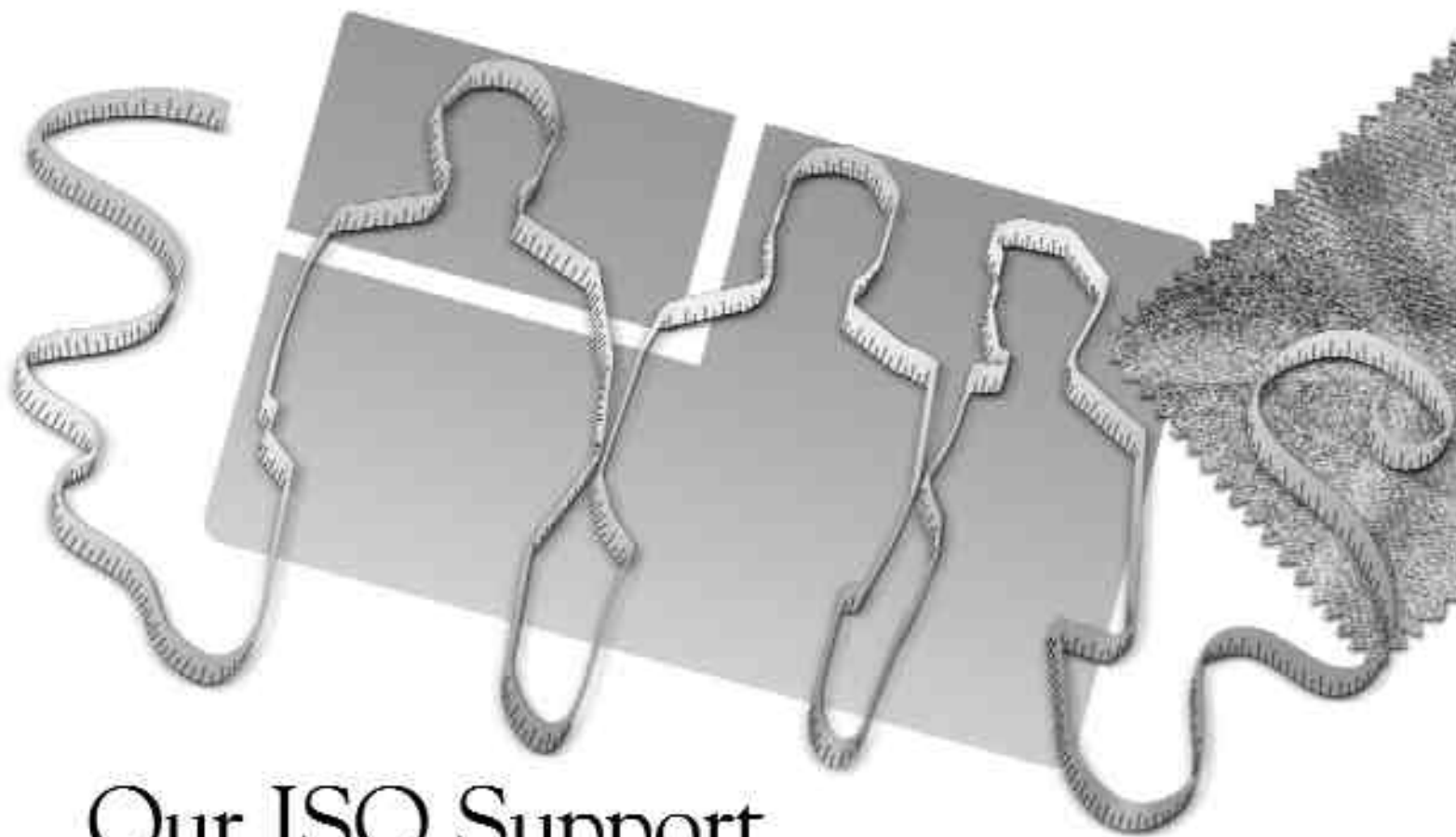
You can't beat FTI's Distributor prices or benefits. In addition to low, everyday prices on ATM equipment, FTI offers Distributors

- ◆ Online-real-time access to their data
- ◆ Same day turnaround on new terminal numbers
- ◆ One of the most competitive residual programs in the industry
- ◆ Access to additional money-making products & services like check cashing, merchant processing & prepaid cellular/long distance service

866.450.9815
ext 13

*You must become an FTI Distributor to be eligible for this price.



Our ISO Support is customer tailored just for you.

Your time and effort are invaluable. Why not partner with a company that stands beside you on every sales call?

PartnerAmerica offers service and support that you can measure and sales tools to help open doors and close deals.

Our dedicated customer service team is only a phone call or an email away...real people giving you real answers.

Along with a program that delivers 100% lifetime residuals from day one, customer tailored support is just another reason why it pays to partner with PartnerAmerica.

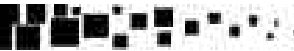
- *Income From ALL Transactions*
- *Faxed Applications Accepted*
- *Same Day Approvals*
- *24/7 Customer & Technical Support*
- *No Risk, No Restrictions, No Minimums*
- *Internet Gateways & Wireless Solutions*
- *Online Detailed Status Reports*
- *Debit, EBT & Check Processing*
- *Trade Show Co-Op Services*
- *Gift & Loyalty Cards*
- *Direct Leasing Agent*
- *No Upfront Fees*



An ISO First
PARTNERAMERICA™

1-800-366-1388 Ext. 0 • www.Partner-America.com

IT PAYS TO PARTNER WITH PARTNERAMERICA.



REVISED 2002 BILLION DOLLAR ACQUIRER RANKINGS – THE TOP 20

Bank or SP Owner	Acquirer doing business as
1. J.P. Morgan Chase Co	Chase Merchant Services LLC
2. First Data Corp	First Data Merchant Services
3. National Processing, Inc.	National Processing Co., LLC
4. Bank One	Paymentech
5. U.S. Bancorp	NOVA Information Systems
6. Concord EFS, Inc.	Concord EFS, Inc.
7. Fifth Third Bank	Midwest Payment Systems
8. *Bank of America	BA Merchant Services, Inc.
9. Global Payments Inc.	Global Payments
10. First Nat'l Bank of Omaha	First Nat'l Merch. Solutions

Bank or SP Owner	Acquirer doing business as
11. SunTrust Banks, Inc.	SunTrust Merchant Services
12. Alliance Data Systems	Alliance Data Systems
13. First Tennessee Bank	First Horizon Merchant Services
14. Heartland Payment Systems	Heartland Payment Systems
15. PNC Bank	PNC Merchant Services
16. Lynk Systems, Inc	Lynk Systems, Inc.
17. Moneris Solutions	Moneris Solutions
18. FleetBoston Financial	Fleet Business Payment Solutions
19. *First Nat'l Bank of Omaha	Retriever
20. TransFirst	TransFirst

* Omitted from original list

federally chartered banks in the country. A leverage buy-out in 2001 has allowed Retriever management to grow the company in size and market reach. Today, Retriever employs a staff of 300 to support a nationwide army of sales agents.


"We're a super-ISO," explained Russ Goebel, a Retriever Vice President. FNB Omaha is its partner (and sponsor) bank, handling much of the back-end processing, but Retriever actually acquires the transactions, Goebel noted.

In 2002, Retriever acquired \$7.19 billion in MasterCard and Visa transactions, up from \$6.13 billion at year-end 2001. The company also added 15,000 merchant sites to its market coverage, closing out 2002 with 87,000 merchant sites.

To revise the scorecard, then, Retriever ranks 19th in our listing of billion dollar acquirers, just behind FleetBoston Financial and ahead of TransFirst.

Someone e-mailed asking why Certegy wasn't listed. The short answer: Certegy declined. That wasn't the only transaction acquiring company to decline to participate in GSQ's data collection, but it is one of only a few that have consistently declined. Rather than guess, we opted to leave Certegy off the list, as we had in the past.

Another reader asked about Vital Processing Services. The GSQ billion dollar acquirers list has been limited to bankcard acquirers. Vital, as its name suggests, processes transactions; its customers are the acquirers. While the distinctions between bankcard acquirers and ISOs are fuzzy and getting fuzzier (and the list does include companies that are more accurately described as ISOs), it's a bit easier to distinguish processors from acquirers. As a processor, Vital will be profiled in the next GSQ (Vol. 6, No. 2, to be published in April), which is about EBT.

But the reader's question illustrates why it's important that GSQ expand coverage of the transaction acquiring market, a market that might be better served by a moniker like "merchant payment services." I hope that if and when we contact you in the months ahead and ask for input on the GSQ acquiring report, you'll take the time to help produce an honest assessment of this intensely competitive market. 

Patti Murphy is Contributing Editor of The Green Sheet and President of Takoma Group. She can be reached at patti@greensheet.com

Have you woken up wondering which of your merchants was being hacked, "Right Now?"

Have you woken up wondering which of your merchants was being hacked, "Right Now?"

Do you lie awake thinking about getting a notice that you are responsible for a hundred thousand dollar loss because one of your merchants was compromised or engaged in fraudulent activity?

At Plug'n Pay™ we have always focused on protecting our customers, and now we have put in a final barrier to fraud – a barrier that will let you sleep better at night.

When our customers implement our



Risk Management package for their portfolio, we will track each merchant's daily volume of both sales and credits and match it against historical activity for that account. If that activity is exceeded by 10%, 15%, 20% (you decide), then settlement is frozen until you release it.

No settlement = no exposure to loss!

You will sleep peacefully, and instead of worrying about that notice from risk, you can wonder what hacker is finding that his latest fraud program is getting nipped in the bud by your gateway partner, Plug'n Pay.

Plug'n Pay™

Plug'n Pay Technologies, Inc.

For more information on how to protect your portfolio call Randy Ridings, VP of Sales, at 1.800.945.2538, x 105 or e-mail us at atriskmanager@plugnpay.com

For a demo go to: <https://pay1.plugnpay.com>

ATTENTION MERCHANT SALES REPS

» **Shift into High Gear** *with the*

Omni 3750

Downloads in 5 minutes*

2-3 second response time*

Smart card & debit ready

Class A Certified



**SWEEPSTAKES
APRIL 1 TO
MAY 31**

Multiple revenue streams

Check with imaging
Age verification
Loyalty, gift & prepaid

Other features

3DES and PED compliant
Customizable branding option
Drop-in paper loading
Complete QSR solution
Multi-merchant



Sign up now for the **TICKET TO DRIVE SWEEPSTAKES**

- » **Grand Prize** - Win an all inclusive 4 day/3 night trip for 2 to Cancun!**
- » Weekly drawings with prizes valued up to \$1000.00 per week
- » Sell your first 10 terminals and receive the 11th FREE!

**Be sure to enter to win these great prizes. Go to
www.verifone.com/3750sweepstakes to register**

*Actual download and response time may vary depending on actual configuration.

**Some restrictions apply.

Void where prohibited. No purchase necessary. Go to www.verifone.com/3750sweepstakes for rules and restrictions.



Are You Ready for the Fast Lane?

By Michelle Graff

Seems like just yesterday that all you needed to win a merchant's business and stay competitive was good sales intuition, a strong portfolio and a terminal solution that had a mag stripe reader, display and printer. Swipe a card, get an approval, print a receipt. Of course, business as usual meant high merchant turnover since the only differentiator in the minds of many merchants was price.

While selling refurbished equipment or re-programming installed terminals helps with short-term revenue, over time it simply results in shifting merchant business from one ISO/acquirer to another and doesn't move the entire industry forward.

Wow, have times changed. It's a whole new world in the payment industry. A challenge exists for ISOs to implement solutions and services that eventually will result in the wholesale replacement of aging terminals. And real opportunities exist for ISOs to differentiate their services on much more than price. It's about value, it's about speed and it's about new revenue streams. So get ready to

shift into high gear and enjoy the ride!

Simple Quiz: Alphabet Soup, Certs and Specs

1. See how many of these terms are familiar to you: PED, 3DES, EMV, Ethernet/IP, SSL, CDMA, GPRS. Do you understand their importance in the future of payments? Do you know if the associations have officially certified the solutions you're selling for PED, 3DES and EMV? Are you still stuck on CDPD for wireless, and are you aware it's a dying technology?

2. Do you know the terminal requirements that are necessary to support more robust solutions? Do you understand why you need a 32-bit processor, application separation, more memory, modular communication options, standard communication protocols and a powerful security architecture?

How did you do? Let's take a look at the changing payment landscape and the road ahead. It's important to understand what needs to be designed in the solutions today to keep them from running out of gas tomorrow.

The Value of Value-add

One of the most effective means of differentiation surrounds non-payment solutions for merchants. Value-added applications do three things for ISOs: They help attract merchants by offering new services, they improve retention by supporting more hooks into a merchant relationship and they provide new sources of revenue through the sale of additional hardware and services to support the business models. We're seeing real industry traction primarily focused in the areas of check conversion services, gift cards, loyalty and prepaid telco.

Challenges exist for implementing value-added applications on the same terminals used for payment.

- Security is important – it is imperative that the new applications not corrupt the core payment functionality of the device. Hardware and software separation protect corruption across applications. Also, true separation results in the ability to add and enhance value-added applications to a solution without re-certifying the core payment application.

- You need plenty of memory for now and the future. The last thing you want to do is limit your revenue opportunities by running out of space in a terminal.

- Fast transaction processing speeds are imperative. You simply can't effectively run payment and value-added applications on an eight-bit processor; 32-bit

T
TEERTRONICS

800-856-2030

Try the rest & buy from the BEST!

We are your one stop source for :

**New Equipment
Refurbished Equipment
Paper & Ribbon
Accessories
Repair**

**"Our customer service sets us apart
from the rest since 1991!"**

**For our new price list visit us at
www.teertronics.com or call for faxed copy.**

Orders accepted and shipped on in stock equipment until 5PM CST M-F

*All specials are while supplies last.

We accept COD, Cashiers Check, Visa,
Master Card, American Express, and Discover.

user name:zong
password:166831

Par Excellence.

Join Bridgeview Payment Solutions and score big profits with a proven winner in the merchant processing industry. We are a wholly-owned credit card subsidiary of Bridgeview Bank and Trust, a 32-year old financial institution with a sterling reputation for honesty and integrity. As a principal member of Visa U.S.A.[®] and MasterCard International[®], we provide some of the most profitable ISO programs available. Our Net Income Split Program can't be beat, any way you slice it.

Be a player with Bridgeview.

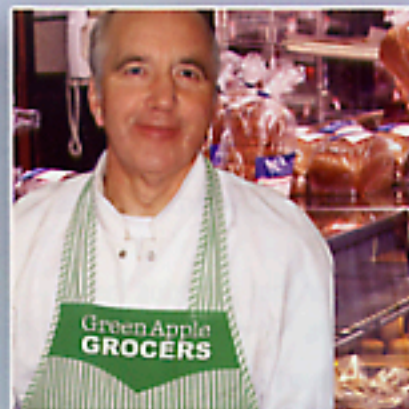


Bridgeview
payment solutions

Your Bridge to Better Merchant Processing

710 Quail Ridge Drive
Westmont, IL 60559
630.321.0117
www.bridgeviewbank.com

Credit Card Processing



Electronic Benefits Transfer

Check Debit Processing

Check Recovery



POSSM | **Payment Option Solutions, LLC**

24/7 Customer & Technical Support



Processor Direct Pricing



Customer Tailored Processing Programs

**Checking Security For Merchants.
Checking Income For You.**

Be the first to offer **"Real-Time" Check Debit Processing.**
A whole new revenue stream is only a phone call away.



www.paymentoptionsolutions.com
1.888.767.7674

What Makes Us Different?

POS delivers exciting "Non-Core" alternative transactions at the point of sale.

POS is a full service Host Processor that provides fast, cost-effective transaction processing for all transaction types.

POS makes it easy. Our state-of-the-art Check Debit processing generates revenue from "Real-Time" Check Debit transactions and allows you to generate both "Non-Core" and "Core" (credit and debit processing) revenue from your merchants.

Increase Your Selling Opportunities Today!

Our suite of products gives you the ability to offer your merchants a total turnkey processing solution that they can rely on...and one that's highly profitable for you.

Payment Option Solutions' benefits include:

- Flexible pricing and buy rates
- Monthly residual payments
- Multiple services and revenue opportunities
- Effective marketing tools for you and your sales staff
- Dedicated agent support and account management
- Free 24/7 merchant and technical support
- Hassle-free account setup
- Highly compatible and widely integrated solutions
- Comprehensive, detailed agent and merchant reporting

Product Suite



Paid On Signing converts a paper check into a debit transaction at the point of sale...quickly and securely, in "Real-Time." Merchants simply scan the customer's check, and in 9 seconds **POS** verifies if there are sufficient funds in the account. Funds are then deposited into the merchant's account within 48 hours, for pennies per check, no discount rate, including guarantee.

- Check fraud is significantly reduced or eliminated
- Collection costs are virtually eliminated
- Data travels via the same EFT networks used by ATMs
- Costs are significantly less than costs associated with credit cards
- Closed accounts, bank return fees, NSF checks and check guarantee fees are history!



POS Collect check recovery services are much faster and more convenient than any other recovery method. **POS Collect** will improve cash flow, reduce check-processing fees and recover NSF checks. Services include free electronic re-presentation of NSF checks (RCK processing), centralized returns and check authorizations.

- No fees whatsoever
- Upon collection of NSF checks, **POS Collect** will pay you weekly, 100% face value of the checks
- Will work with any bank in the United States

EBT

At **Payment Option Solutions**, we understand the need to keep up with emerging markets. By accepting EBT nationally, your merchants will benefit from sales that their competition may not be able to process. In addition, the average number of EBT transactions are much greater in volume, which means increased revenue for your organization.

Credit/Debit Processing

Payment Option Solutions provides all merchants with affordable, reliable and complete credit and debit card acceptance services. **POS** offers flexible payment and support options such as leasing and equipment maintenance programs. Our credit and debit card authorization and capture services are available through a wide range of state-of-the-art equipment and software including, point of sale terminals, electronic cash registers, PCs, and more.

Call today and start increasing your revenue and selling opportunities.



www.paymentoptionsolutions.com
sales@paymentoptionsolutions.com
1.888.767.7674



Do you work in the financial services industry?

Do you want to stand out in your career?

Do you want to share your experience and learn from the experience of others?

Do you want fresh ideas and innovative strategies to apply immediately in your workplace?

FINANCIAL WOMEN INTERNATIONAL
FWM
FOUNDATION

81st Annual Conference
September 6-9, 2003
Sheraton Waikiki
Honolulu, Hawaii

To receive a conference brochure
please use the fax form on the
back of this flyer or e-mail:
foundation@fwi.org

www.fwifoundation.org

**Then come to the
FWI Foundation's
Annual Conference,
and make the connections
that make a difference.**

Conference topics include:

- ✓ Secrets of Customer Relationship Management
- ✓ Enhancing Performance
- ✓ Getting What You're Worth
- ✓ Principles for a Shared Work Culture
- ✓ Finding Personal Meaning in a Crazy World
- ✓ Developing a Plan for Work-Life Harmony
- ✓ Adapting and Thriving in the Workplace.



What is FWI?

"FWI helps women in the financial services industry be successful in their careers."

Founded in 1921 as the National Association of Bank Women, Financial Women International (FWI) is an individual membership organization of women financial executives and is devoted to the professional interests and advancement of women in financial services.

FWI's members include professionals from banks, finance companies, credit unions, securities firms, thrifts, insurance companies, consultants and service providers in the United States, Canada and Russia.

The FWI Foundation was created in 1973 to serve as FWI's education and research arm. The FWI Foundation is a 501(c)3 corporation that provides tools, resources and opportunities that will benefit the individual, the industry, and the community at large. The FWI Foundation holds an annual conference and provides workshops and programs for FWI group and district events.

To learn more about FWI or to find FWI events in your area, please visit www.fwi.org.



**Want to find out how FWI can benefit you and your company?
Please fill out the following form and fax it toll free to 866-807-6081.**

Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

E-mail Address: _____

Please send me:

- More information about FWI membership
- An FWI Foundation conference brochure
- A complimentary issue of *Financial Woman Today* magazine
- Information on sponsorships and other marketing opportunities with FWI
- Other _____

INTRODUCING 1-800-BANKCARD POWERED BY MSI.

1-800

Instant Approvals

No Original Application
or Pictures Needed

Faxed Leases
No Originals Needed

Online & Faxed
Applications



Multiple Guaranteed
Leasing Programs
Available

Same Day
Merchant Approvals

Direct 24 Hour Lease
Funding via ACH

Plus these other great features

- 1.48% retail & profit share program
- Real-time online status reporting
- No liability or risk
- Check truncation on all terminal types
- FREE in-house equipment deployment
- FREE equipment shipping

Call 1-800-BankCard
(1-800-226-5227) today and
ask for George Mayo at ext. 923

NO OTHER ISO PROGRAM GIVES YOU MORE.



Merchant Services Inc.

1-800-226-5227 • 2204 Morris Ave. • Union, NJ • 07083 • www.1800bankcard.com

1-800.BankCard offers  products and services. Direct leasing services provided by Lease Finance Group.



**I WANT TO LEARN MORE
ABOUT THE ISO PROGRAM
THAT GIVES YOU MORE.**

Name: _____

Company Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Office Phone: _____ Fax: _____

E-mail Address _____

Call 1-800-BankCard (1-800-226-5227) today and ask for:
George Mayo at ext. 923 - e-mail george@msihq.com
Or fax this form to 908-622-1219.
All contacts are kept strictly confidential.

www.1800bankcard.com



SUCCESS IS YOUR REWARD!



Integrity, ethics, and building value are the common traits in which Electronic Data Resources (EDR) was founded. We are seeking reputable, like-minded sales organizations that are looking for a unique business opportunity.

*Contact EDR to discuss a customized program,
designed to build wealth and create equity.*

Call: 1.888.546.5890

Don Saunders
Vice President of Sales

In association with National City Bank of Kentucky, Louisville, Kentucky

Your Information

Company

Name

Address

State

Zip

Cell Phone

Phone

E-Mail

Fax

Current Office Information

Company Name

Currently Processing With

Years of Experience

Number of Contracts Monthly

10-20

20-30

30-40

40-50

50 +

What are you looking for in a new processing company?

Check Conversion

Wireless

Gift & Loyalty Cards

Production Bonus

Marketing Support

Residuals

Agent Bank

Equipment and Software

Same Day Application Approvals

To better understand your organization
please complete this page and fax it back to us at:
(937) 432.6679





Are You ready to get into the game?

Play ball with *Hy-Inside* to win free prizes and rewards.

Hy-Inside is the payment industry's leading loyalty program that rewards you for doing what you do best - selling terminals. Here you can earn points toward free terminals, free shirts, jackets, jewelry, cameras, camcorders, laptops and TVs. Even weekends in Las Vegas.

Get a 150-point signing bonus when you join the team by April 30.

All you do to get into the game is **log on, sign up and cash in.**

Keeping score in the game of sales has never been easier.

So play ball with *Hy-Inside*.

Do it today!



get there: hypercomusa.com

Show Up. Get Stuff. Cash In.



processors are best suited to manage the software and device-driver demands of multiple applications.

IP Communication Flexibility and Speed

Bringing the speed, reliability, affordability and versatility of IP-based technologies to the point-of-sale is arguably one of the most important technological advancements to touch the payment industry. ISOs and processors who are quick to embrace IP-enabled POS terminals will gain the greatest market advantage.

The Internet has had a profound effect on the point-of-sale – it isn't about "surfing the Web" on a terminal. It's about supporting standard communication protocols and taking advantage of their flexibility and speed.

IP is the underlying technology used to move data across today's modern networks. It relies on the standard-based networking protocols (such as TCP/IP) on which the Internet was built.

TCP/IP was designed to make it easy to communicate across different networks (i.e., PSTN, LAN or WAN) using different platforms such as computers, cell phones, and cable boxes. It is now possible to connect IP-enabled payment terminals to existing IP networks, including the

Internet, corporate networks, retail LANs, wireless packet networks and satellite networks.

Using a wired IP or wireless IP-enabled POS terminal to route POS data offers important benefits, including:

- **Speed** – The bandwidth available to an IP terminal using a LAN connection is typically 10 times greater than the bandwidth of a standard dial-up. Wireless CDMA and GPRS terminals use an "always on" IP data packet network to achieve average transaction times of 3-5 seconds. Faster IP-based networks are ideal for data-intensive applications like check conversion with imaging.
- **Security** – IP technology offers security not available with typical dial-up: end-to-end SSL security to enhance the encryption already used by wireless networks. And advanced security such as SSL requires a powerful 32-bit processor.
- **Versatility** – IP-enabled terminals that use the thin-client browser with SSL for data communication have the speed and bandwidth to support a variety of value-added applications at the POS.

A Special Offer to The Green Sheet Subscribers from Western Payments Alliance

MORE SALES. HAPPIER CLIENTS.

**There's no better way to grow sales
than by demonstrating ACH expertise.**

Be in the know, as the ACH evolves. Western Payments Alliance (WesPay) offers highly acclaimed workshops, seminars, and publications that are your best resources for understanding the Automated Clearing House.

The Green Sheet subscribers receive discounted pricing on all WesPay products and are eligible for a special offer of Associate Membership in the nation's leading regional payments association.*

To request a publications catalog and workshop calendar, call 415-433-1230 or email: greensheet@wespay.org. For more information visit: www.wespay.org

*Offer valid through March 31, 2003
Special The Green Sheet Ad Offer No. 101

PowerSwipe™ is Powered by SYNAPSE™!



**Mobile,
Secure,
and
Powerful!**

from



and



U.S. WIRELESS DATA, INC.

For Motorola iDEN i88, i85, i58, i55, and i50 Phones

A Winning Mobile Payment Product

Sleek, rugged, and form fit, the PowerSwipe™ device easily attaches to a Motorola iDEN mobile phone transforming it into a powerful business tool. The PowerSwipe is able to quickly read and securely complete credit transactions, and can interface with a variety of infrared receipt printers.

A Winning Business Opportunity

Acquirers and ISOs can enjoy expanded sales opportunities with PowerSwipe from Creditel. You can sell the card processing, PowerSwipe device, and Motorola iDEN phone, as well as the wireless plan and data service activation!

**Call U.S. Wireless Data To Find Out How
1-800-979-3282**



www.uswirelessdata.com

Copyright 2002, U.S. Wireless Data, Inc. All Rights Reserved.



U.S. WIRELESS DATA, INC.



The last thing you need to do is throw money out the window. Make sure you partner with a provider that can get you over the bumps in the road and provide a smooth and smart migration to the future. Get ready to shift your business into high gear.

Standards and Certifications Matter

The addition of value-added applications and the connectivity to open data networks translates to a heightened need for security in terminals. In order to reduce your exposure to fraud or corruption, it's important to make sure that the solutions you deploy meet the latest industry standards.

- **3DES:** Triple DES ("3DES") is the new encryption standard being adopted by the card payment industry as a proactive measure against potential attacks to "crack" standard DES keys. A more secure encryption method is necessary to stay one step ahead of the bad guys.
- **PED:** Visa has published standards for PIN-entry devices (PED). It is important to deploy solutions that are PED compliant. The specifications define requirements to protect the inner workings of terminals from fraud by ensuring important PIN physical and logical

security characteristics. These features are important in protecting financial data and payment applications. The specifications along with a listing of PED-certified terminals can be found at www.visa.com/pin.

- **EMV:** As we all know, smart cards are far from being in most consumers' wallets. However, chip cards offer increased security. Fraud can be dramatically reduced because chip cards are much more difficult to counterfeit than magnetic stripe cards. In addition, the chip itself can be used to store information that positively identifies the cardholder and presents a major obstacle for would-be thieves. Visa has estimated that counterfeiting can be decreased by at least 70% with a switch to smart cards.

EMV is the global industry standard that has been established for smart card credit and debit transactions. EMV establishes a single approval process for payment terminals and smart cards to ensure cross-payment system interoperability through compliance with the latest specifications.

Interoperability is achieved by granting two levels of "EMV Type Approval:"

- **Level 1** – Applies to the mechanical, electrical and logical interfaces between chip cards and payment devices.
- **Level 2** – Governs all application software.

A list of Level 1 and Level 2 approved devices can be found at www.emvco.com.

Around the Bend

Since you can't predict what's around the bend on the payment road to the future, make sure you're ready with solutions that are designed to give you the freedom to upgrade on your schedule with modules and applications that will help you easily shift from PIN-based debit to solutions like gift card, chip-based loyalty programs or fully automated check imaging using IP communications.

The last thing you need to do is throw money out the window. Make sure you partner with a provider that can get you over the bumps in the road and provide a smooth and smart migration to the future. Get ready to shift your business into high gear. ■

Michelle Graff is Director of Global Marketing for VeriFone.

Setting the Standard for Quality and Integrity

BUDGET TERMINALS & Repair

P250 T330 Combo \$189

Tranz 330 \$109

T7P Friction 256K \$195

OMNI 3200 for \$239

Talento T-1 \$239

**BUY ALL YOU WANT!
WE'LL GET MORE!**

**Completely Refurbished
ONE YEAR WARRANTY**

985-649-2910

Free Ground Shipping w/orders over \$199.00

We accept Cashiers Check, Visa and Master card

www.budgetterminals.com

User name: save / Password: money



**HOW
MUCH
WILL
YOU
RACK
UP
THIS
YEAR?**

Sign On. Cash In. Make More.

- 9.5 cents transaction fee
- One hour merchant numbers
- Faxed applications
(No pictures or originals required)
- Online applications
- Multiple residual streams
- Online residual reports
- Aggressive lease program - No first or last



Merchant Services, Inc.

Become an MSI PowerAgent Today!

Call 1-800-CARDSWIPE x7936 or visit www.gotomsi.com



Show Me The Money: Part III

In this third and final part of this article, I will further examine the value propositions offered to merchants today and offer my views of the effective value propositions for the future.



I believe the equipment-leasing model of financing organic portfolio growth is going to slowly whither away over the next three to seven years. Last year, First Data collected \$275 million of up-front equipment monies from merchants, and much of this was used to finance its 4,800 "feet on the street" (see Part II). Assuming a 500% mark-up for each credit card lease generated by the FDC sales employees, ISOs and ICs, that means about \$47,700 of leasing and sales profits was generated on average for each FDC representative last year.

The bulk of this money presumably went to the ISOs and their representatives. These same figures also might apply to the majority of the ISOs of NPC, Global, Concord, NOVA and the other large ISO-based acquirers. The proceeds of leasing revenues have fueled the organic

growth of most ISO acquirers over the last 15 years. But that growth is slowing significantly, and the stock market value of the ISO-growth companies has suffered dramatically.

According to First Data Chairman and CEO Charles Fote, FDC's organic growth was 6% last year, and many of the other large ISO-based acquirers are showing growth of single digits for the first time. This is in spite of 5.1% same-store sales growth as the secular movement of payments to electronic methods continues to displace check and cash payments.

Visa acquiring grew 5.5% in 2002. To think that 4,800 people are working with a net result of growth at about the same rate as the secular rate is fairly astounding. These 4,800 "feet on the street" are merely replacing the attrition of the FDC portfolios. The same result is plaguing other public-sector companies across the board. At least FDC and Concord and Global are not showing the negative "growth" of NPC for 2002.

The leasing model of financing portfolio growth has lasted a lot longer than it should have, in my opinion. It has become less and less effective and is doomed to failure as a long-term strategy. There are stronger value propositions developing to grow a merchant acquiring business. These value propositions are (1) a return to the value offered by banking services and (2) the new proposition of multiple and value-added products with bankcard acquiring one of the primary (but not the only) products.

For the sake of this article, let's look at our industry as if it were three segments – transaction processing, banking and acquiring. These are actually three different businesses within our industry with different value propositions and different financial models. The hard part is that these different models and propositions are confused in the minds of many industry observers with resulting comments and conclusions that don't make a lot of sense.

When smart people claim "this is a scale-driven business" or "this is a commodity business," they are probably referring to the transaction-processing segment of our business. As described in previous articles of this series, there is only one pure "transaction processor," and that is Vital.

The players most think of as "transaction processors" derive the bulk of their profits from acquiring. Like most ISO shops from big to small, they like to call themselves "processors." These true "transaction processors" make most of their money by acquiring, not by processing

Our Buy Rates Make You Money

1.47% & .17¢ 100% Over

Signature

- 1 Hour Approvals on Grade A-B Swipe Accounts
- 24 Hour MOTO/ Internet Approvals
- Faxed Applications- No Originals
- Lease Factor Rates of .0285 - .0409
- Merchant Apps Available Online
- No Liability & No Exclusives
- Check Conversion Program
- Generous Rollover/Reprogram Bonuses

Call Us Today (888) 334-2284

More than just a merchant account www.sigcard.com

Coming Soon . . .

Five New Certifications for the Acquiring Industry

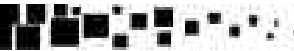


ETA UNIVERSITY IS DEVELOPING FIVE CERTIFICATIONS FOR THE ACQUIRING INDUSTRY

- PROCESSING: Certified Electronic Transactions Processing Professional (CETPP)
- SALES: Certified Electronic Transactions Sales Professional (CETSP)
- OPERATIONS: Certified Electronic Transactions Operations Professional (CETOP)
- TECHNOLOGY: Certified Electronic Transactions Technology Professional (CETTP)
- EXECUTIVE: Certified Electronic Transactions Executive Professional (CETEP)

The first level of certification for the CETPP will be available in the Fall 2003

ETA University®
1.800.695.5509 • www.electran.org



transactions at a cost of 1.5 to 2.5 cents and reselling that service for 2.5 to 12 cents to others.

Yes, pure transaction processing is a scale business and arguably can be described as a commodity.

However, those conclusions are not relevant to the struggle to capture market share in the real "acquiring business" currently controlled by the four publicly traded non-banks and the remaining large banks on the acquiring scene.

Banks – The Former and Future Winners

Let's next discuss the banking component of our business. It is true that banks were the only acquirers in the beginning and that they exited the business almost completely in the late 1980s and early '90s. It is also true that a few large banks have re-entered the business in a big way and that others are considering doing the same.

It is axiomatic that if a merchant has a full-service banking relationship, then that bank has first dibs on the merchant processing business as part of that full-service relationship. Banks should be in the acquiring business and inherently have the most to gain from the acquiring rela-

tionship. They also should have the most compelling value proposition for a merchant. Why?

First, banks have the ability to provide next day funding.

Second, banks have the financial history and operating performance of their customer as well as the authority over the merchant's business in real time to analyze, track and mitigate risk.

Third, banks know the bank balances, the incoming funds, the NSF history and the liabilities of their business customers.

Fourth, banks receive the funding directly from all of the credit card sources, including American Express, Discover, Diners and JCB, as well as the bankcard acquirer.

By definition, the full-service bank (if the merchant has one) is the trusted provider of financial services. As indicated earlier in this series of articles, the average merchant location (excluding the top 230 merchants) processes about \$110,000 of bankcard volume per year and pays \$55 above interchange to its acquirer. If the merchant's full-service bank could meet the card-acceptance needs of the merchant in a competitive manner, the merchant should be able to get the most overall value in a single relationship from the local bank.

This is irrespective of whether the merchant has a lending relationship with the local bank. But if there is a loan involved, the addition of the acquiring relationship is a given. A bank often requires the bankcard acquiring relationship as a condition of lending the business money. Although this practice is arguably counter to the anti-tying provisions of the antitrust laws that govern all banks, I have seen no challenges to this "tying" practice, which is common throughout America.

In other words, if the local bank has loaned the merchant money and offers bankcard processing, there isn't a much stronger "value proposition" and this merchant's business is going to remain with the local bank until the loan is fully paid and the merchant's perceived need for future loans is satisfied.

In addition to loans, bankers have the ability to offer lots of other services attractive to businesses that no ISOs or sales representatives of ISOs and non-bank acquirers can offer. These services include accepting check, cash and coin deposits, offering auto loans and mortgages, issuing credit and debit cards, providing trust services and all of the other services commonly offered by banks large and small throughout the country.



KISS what? Some suppliers don't know the value of a KISS.

"Knowledge, Information, Superior Service."

That's what you should be receiving from your current merchant service provider. Not unfulfilled promises. Not busy signals or incorrect technical support, or supplies that don't arrive on time.

At CardWare, we don't give lip service. Let us KISS you.

Look for the big lips at the ETA Spring Conference, booth 509.



CardWare
INTERNATIONAL

We have your Solution today.

(740) 522-2150

sales@f3-inc.com

ISO 9001



A registered ISO 9001 company



Want to put more money in your **POCKET?**

Start earning now!

Become a Lipman VIP @ MyNURIT.com...
...and be **IMMEDIATELY REWARDED!**

- Increase your bottom line.
- Maintain direct contact with Lipman 24 hours a day.
- Retain current merchants.
- Stimulate recurring revenue.
- Sign on new merchants.
- Earn while you learn.



The NURIT[®] Value Incentive Program:

Lipman rewards you for your loyalty and offers you a whole new way to increase revenue! Complete the simple registration at MyNURIT.com and purchase our world-class NURIT POS terminals from an authorized distributor. Your new VIP status earns you points for every NURIT purchase. Redeem your points for free equipment, lowering your average cost per terminal. Or choose from a wide variety of great prizes.



Register today for Lipman's NURIT Value Incentive Program and earn while you learn!

So visit us at www.lipmanusa.com, click on the MyNURIT.com icon and sign up for the Lipman VIP Program - where being rewarded for your loyalty is one more way to "Do Business Better" with Lipman.

Enhanced by
NURIT APPS[™]

Lipman
Transaction Solutions[™]



Banks are in a unique position to benefit from participating in the acquiring business in a serious way. The local bank knows which competing acquirers are doing business with its customers because it can review the incoming ACH files each morning and see what monies are arriving from First Data, NPC, NOVA, Concord, Global and the rest of its competitors and in what amounts. Can you imagine having better information than this to prospect for additional merchant accounts?

Banks also have a gold mine of leads with each of their commercial customers. Telemarketing works best in our industry when a bank employee or representative is calling the bank's very own customers to sell merchant accounts. Commercial bank customers normally will give an audience to the bank for their merchant business as a courtesy to their important business partner.

My point is that a bank is in the best position to offer a merchant value-added card processing. Attrition rates are lower for bank portfolios and margins are higher. Why? Merchants would rather pay a little bit (or even a lot) more to a trusted partner, especially when they rely heav-

ily on the \$110,000 of steady annual cash flow into their business from bankcards and when the potential cost savings on \$55 per month of expense is not all that significant to the vitality of the business enterprise.

The bank that offers a strong merchant acquiring program in its local community is going to control the merchant acquiring business for its commercial customers – no contest. While the banking industry previously has been unable to find ways to provide that strong merchant acquiring program, new technology that will integrate core bank functions with new payment and related transaction products will change the acquiring landscape long before the end of this decade. The sea change of merchant acquiring back to the banks is what can be seen out on the horizon. It is coming.

Discarding a Failed Model

Fortunately for ISOs, there are relatively few banks that offer quality merchant programs today. The integration that I speak of does not exist today. The good news is that there is still time to kick the (formerly) easy habit of building high-attrition merchant portfolios on the back of equipment leasing and hidden-fee revenues.

Today's typical ISO "deal" is to snag a new merchant with the following "value proposition:"

Mobility

The PP-50MS Portable Thermal Printer

Use the PP-50MS to turn your PDA into a complete portable POS terminal solution offering the following features:

- Magnetic Card Reader (MCR)
- Internal rechargeable battery
- Compatible with popular PDA's
- Easy paper loading
- Uses standard width paper (58mm)
- Intergration software support available

The PP-50MS is an economical & flexible alternative to traditional POS terminals.

**PDAnot included*



INFINITE PERIPHERALS
FOUNDED BY CUSTOMER SERVICE ORIENTED SOLUTIONS

888.624.9574 www.ipcprint.com sales@ipcprint.com
ATLANTA • CHICAGO • DALLAS • LOS ANGELES • NEW YORK



If it's only transportation...



why build a Cadillac® ?

It's about value. An identity and pride that comes from being associated with the best.

That's the feeling you'll receive through your association with First American Payment Systems. The confidence that comes from being part of an organization driven to provide more than just an ordinary experience for our merchants, ISO's and sales agents.

Since 1990, First American has risen above our competitors by delivering on our promise of providing quality solutions and predictable results to those who count on us. We live up to our commitments, and provide service that is exemplary and unique.

Isn't it time you joined a team of professionals dedicated to providing more than a low price? Give us a call today and start building your own value story.



Quality Solutions. Predictable Results

Call Steve Robins, Sr. VP of Sales & Marketing

1-866-GO4-FAPS

(1-866-464-3277)

e-mail: SteveR@first-american.net



- Offer a low-ball (even below cost) rate for qualified transactions without disclosing the rate for non-qualified transactions and other fees.
- Offer this rate with no rate guarantee period without telling the merchant it is a "teaser rate" over which the ISO and/or sales representative probably has no control whatever.
- Convince the merchant that the equipment he owns must be replaced with a new piece of equipment (or software package) with the construct that the rate quoted will save more than the monthly payment.

That's pretty much the ballgame played out with different variations for many ISOs for the last 15 years. A merchant who bites on this "value proposition" will be stuck with an equipment lease payment for four to five years but with a rate that probably will be increased within the first year and falsely blamed on one or more of the many Visa or MasterCard interchange increases.

Of course, the low-ball qualified rate isn't really low because the non-qualified transactions, which usually include check cards, often are priced at 100 or 150 or more basis points over the true interchange variance.

The poor merchant who was told in writing that the rate was 1.29% or 1.49%, for example, does not realize the charge is going to be as much as 3.79% when a good customer presents a corporate card or frequent flyer card or signature debit card. Then, when the next Visa and/or MasterCard increase comes along with a rate increase the next April or October, the merchant's 1.29% or 1.49% rate will be increased back to what it was before or to an even higher level.

The result for the merchant: paying for an unneeded piece of equipment for the remainder of the five-year term and being stuck with incredibly high costs for non-qualified cards unless the merchant can go back to a previous processor at a previous rate.

For 15 years, this model or an offshoot of this model has been the primary driver of business from one ISO or another. Some of the large ISO-driven acquirers have stuck their heads in the sand offloading responsibility for mistreating merchants to those pesky "independent contractors" that, after all, aren't their employees.

While their heads are in the sand, the merchants get together and file class-action lawsuits, their ISOs are taken over by the FTC, sold portfolios are pirated by the very people who put millions of dollars into their pockets

Wells Fargo Merchant Services

WELLS
FARGO

Pioneers in Card Processing

As an ISO, you have many options in payment processors. So, why not choose a trendsetter in the industry with years of experience. Wells Fargo Merchant Services is a leader in payment processing and part of one of the most respected financial networks in the world.

We offer innovative payment solutions through the use of state-of-the-art technology and exceptional service. Call **1-888-999-9615** and find out what a sophisticated, full service ISO program can do for your profitability.



LIFETIME Residuals



"I've sold CrossCheck's services for eleven years and I've always been impressed with their commitment to paying residuals accurately and on time. In addition, they offer great programs, flexibility and excellent support that can't be beat in this industry."

Bob Myatt, CrossCheck ISO since 1992

With an eleven year history of selling CrossCheck's check guarantee program, Bob Myatt has a lot to say about our services. If you're not saying the same about your payment guarantee provider, you should get a hold of us. We pay lifetime residuals on check guarantee, Internet check and check conversion programs that will complement your current merchant offerings and add to your income. Call us today and let's talk about getting your own residuals started.

PAYING LIFETIME RESIDUALS FOR OVER 19 YEARS



CROSSCHECK
(800) 654-2365
WWW.CROSS-CHECK.COM
PARTNERS@CROSS-CHECK.COM



and the Wall Street analysts can't figure out why the industry is missing earnings calls.

The chickens have come home to roost for many failing ISO-driven acquirers in our industry. The money has been in the equipment leasing and hidden-fee game, and millions of merchants are sick of it. Merchants are sick of receiving monthly statements designed to obfuscate the true cost of card acceptance.

Merchants are looking for trusted parties with whom to do business. Banks are going to become the alternative of choice unless ISOs morph into respectable businesses offering fully disclosed pricing and treating their customers like adults – both at the time of signing as well as throughout the lifetime of the relationship.

In summary, the billions of dollars of fees collected from merchants have not funded the organic growth of non-bank merchant portfolios for the last 15 years or so. Of the \$22.65 billion of acquiring fees collected from merchants in 2002, about 1%, or \$200 million, went into the pockets of sales employees and ICs.

This is not enough money to pay for the cost of signing

and properly servicing merchants. The money to do that has come from equipment leasing secured with false promises of cost savings on card-acceptance fees.

ISOs and banks that offer advanced value-added services and multiple products are slowly taking back the acquiring industry. The cost of offering these services and providing ongoing support to the merchant users will be borne by the merchants willing to voluntarily pay for the improved value proposition to trusted partners.

In the next article, we will discuss the economics of offline debit vs. online debit for the different merchant sectors.



Bob Carr is the Founder, CEO and Chairman of Heartland Payment Systems, the nation's largest privately owned merchant acquirer and ninth largest overall, with annual revenues exceeding \$300,000,000. Heartland was recognized by INC Magazine as the 57th fastest-growing private company in America and is one of the 10 largest INC 500 companies. Bob was a Founder and Vice President from 1988 to '90 of the Bankcard Services Association, which has since become the ETA.

To learn more about Heartland, visit www.hpsteamates.com or www.heartlandpaymentsystems.com, or e-mail Bob at Bob.Carr@e-hps.com.



Join the leader!

Attract the highest quality merchants when you represent your sales organization along with NOVA Information Systems – powered by the NOVA Network, rated #1 by MasterCard as the most reliable payment processing network in the industry! NOVA's state-of-the-art resources and generous revenue opportunities make it easy for you to build an unlimited income stream. Take a look at the benefits that we can offer you.

- > Aggressive Buy Rates
- > Transaction Fee Income
- > No Monthly Minimum
- > Guaranteed Leasing Program Available – highly competitive lease factors offered by Leduc Leasing
- > Mid/Non-Qualified Surcharge Income
- > Statement Fee Income
- > No Liability/Risk
- > Unlimited Income Potential
- > Comprehensive Real-time Online Reporting – merchant status, pending reports, activation, etc.
- > Gift Card Program – buy rates on set-up fee, card production fee, monthly fee, and transaction fee
- > Equipment Programs – Direct-ship & Bulk-ship...and much more!



NOVA
INFORMATION SYSTEMS™

NOVAMSP/11/02

Power your sales organization with the NOVA Network. Call 800-226-9332, ext. 1153 or 1158.

Golden Eagle

Leasing, Inc. a Hypercom Company

A Golden opportunity awaits you...

Customized programs to meet your needs

Equipment deployment & rental programs

Online training programs for your sales reps

Vendor quick pay with electronic funds transfer

Same-day funding with all documents

Multi-terminal transaction specialist

Approvals in hours not days

A leader in POS leasing

800·WE·LEASE

Email: lease.info@gehyc.com

www.GoldenEagleLeasing.com

Tel: 203-438-0700 Fax: 203-438-0702

ONLY CONCORD'S PROVEN ISO/MSP PROGRAM OFFERS ALL THESE ADVANTAGES – AND MORE

- Interchange +9¢
 - .0299 No grading lease factor
 - Liberal underwriting
 - Same day approval
 - Guaranteed lease program
 - American Express® sign-up bonuses
 - Residual portfolio buy-outs
 - National, integrated Debit Card & EBT processing
 - Electronic check conversion & guarantee
 - Signature capture available on the Hypercom ICE® 5500
 - Web processing services
 - Daily detailed status reports available 24/7 on the Internet
 - 100% vested lifetime residuals
 - ATM processing for retail ATMs
 - Petroleum pay-at-the-pump fleet cards

To start a profitable partnership, call the Concord professional for your region. Or visit us on the Web at www.concordefs.com.

East Coast

Harvey Stone 800-211-6855, Ext. 269

Southeast

Debbie Hoch 800-778-4804, Ext. 67146

West Coast

Alice Kong 800-778-4804, Ext. 67133

Southwest

Tim Vint 678-428-5746

Retail ATM Program

Hugn McDonald 302-791-8505

THE BUCKS START HERE


CONCORD
Leading Commerce Into Tomorrow
500 7th Avenue
18th Floor
NY, NY 10018



This is purely a regional phenomenon that rapidly is becoming a more accessible vehicle for the acquiring world to get together and spend a little quality time together. With the growth of the ETA into a full-fledged association with a behemoth of a trade show, there need to be other opportunities for the local feet on the street, the small community bank and the underfunded sales office, and this isn't a half-bad way to network and disseminate information.

According to NEAA President Alan Forgione of Card Systems, Inc., the organization actually has been around since it was formed in 1985 by a handful of bankcard professionals to network and share ideas. That actually predates the ETA. This loyal, regional bunch has been meeting at places just like this (there also is a summer version for those of you that would prefer a milder clime).

"The Northeast Acquirers Association was founded with one primary objective: to serve as an educational forum for financial institutions and ISO/MSPs in the acquiring industry," Forgione said. "We receive and communicate information on the latest technology, hottest topics in the payment industry, and new changes to rules and regulations from the various card associations. NEAA is focused on providing this forum in the most economical way so

all can take part in the educational and networking opportunities between vendors and acquirers, as well as acquirers to acquirers."

As I was driving down the hill back to civilization, I reflected on a couple of productive days. The flavor of this event captures the heart of this business. I met a bunch of great people that I may never have gotten the chance to meet, plus I got to see some of the people who make my business successful. I also got to do something this Californian does not regularly get to do: ride a snowmobile 60 miles per hour on a frozen lake in one of the most beautiful parts of the country.

Rest assured, as a great American once said, "I shall return!" ■

Steve Eazell is the Director of National Sales and Marketing for Secure Payment Systems, Inc., one of the nation's leading providers of checks and gift card services, including check conversion and guarantee.

Steve has been part of the merchant acquiring industry for more than 15 years, working for some of the most successful companies in the business. He lives in California with his wife, Diana, and 11-year-old daughter, Trista.



**Converting Your Time
into
Money**

CardPoint

A MERCHANT PROCESSING COMPANY

Looking To Monetize Your Business?

Let CardPoint acquire your existing portfolio and new deal flow

- Purchase for stock, cash or a combination of both
- Whole company acquisitions or office/agent transactions
- Turnkey service support guaranteed

Attention Offices & Agents

Join the CardPoint Team and get full value for your efforts

- Pricing as low as interchange + \$0.09
- 100% vested lifetime residuals or net income split (your choice)
- Performance based stock option plan
- Salary and benefit package available to proven performers

Call for more information
☎ 410-592-8998

Registered ISOMSP of USBC Bank USA



CARING
about you and
your credit card
processing
business isn't the
ONLY reason for
our Success....

But it is the most **IMPORTANT** one!

Make 100% of your

Residuals - MC / Visa / AMEX / Discover

Commissions - AMEX / Discover / Diners

Equipment Sales / Leasing Revenue

Retriever Check - (FCC) Residuals

Retriever Card - (Gift / Loyalty)

Retriever Will Help You

Become Your Own Independent Sales Office!

One Team, One Goal, One Choice

Call Today

(800) 376-3399

BEAT
the Odds + Come See Us At +
2003 ETA • MGM Grand • Las Vegas, Nevada
+ April 8-10, 2003 +
BOOTH # 825 +



Retriever

America's Payment Systems Authority

Lease Program funded by Lease Finance Group, A division of CIT



Bank One Takes Things In-House, Evicts First Data

As part of an effort to consolidate operations, Bank One Corp. announced that it will move its credit card processing business in-house, ending its contract with First Data Corp. First Data will continue to process for Bank One until the current contract expires in June 2004.

Bank One also announced that during the completion of the transition to its own in-house system, which might take at least three years, TSYS will process the business formerly handled by First Data. This partnership is expected to last until at least 2006.

Pricing issues and Bank One's overall shift toward bringing its outsourced business under one roof seem to be the reasons behind the decision.


Bank One has been the largest single customer of First Data's card processing subsidiary for four years. Bank One has 50 million cardholders; First Data has 325 million card accounts on file with 1,400 card-issuing clients worldwide. TSYS processes 245 million accounts.

BANK ONE

First Data's Chairman and CEO, Charlie Fote, expressed disappointment in Bank One's decision but said his company's obligations are to staff and stockholders. He said his company could not meet Bank One's terms and that it would not sign up unprofitable business.

"We have an obligation to our investors and employees ... to ensure that our client relationships are compensatory to First Data," he said in a statement.

Fote stressed that Bank One's decision was not based on First Data's technological capabilities: "We highly value our client relationships and have built an unparalleled portfolio of services to serve them well." First Data will work with Bank One over the next 15 months to ensure a smooth transition, he said.

Bank One and First Data will remain partners in Paymentech, with Bank One holding 52.5% and First Data holding 47.5%. Paymentech is the nation's second-largest merchant acquirer, based on transactions. 

CALL SECURE PAYMENT SYSTEMS! YOUR SINGLE SOURCE PROVIDER

If you are not selling value added services like checks and gift cards,
you are leaving money on the table!

GET WITH THE PROGRAM, START GENERATING MORE INCOME – TODAY!

What are You Waiting For?

SPS is now certified on more terminals for selling credit cards with integrated
check conversion and gift cards than any other processor

CHECK OUT OUR LOW, LOW PRICES ON:

- Check Conversion
- Check Services:
 - Guarantee & Verification
- Gift Cards (As low as 100 cards)
- Scan (Certified Reseller)...and
- Introducing Star Check[®] Online Verification

Find out how you can get with the program.
Call Steve Eazell at 866-300-3376 or visit us
on our website at www.SecurePaymentSystems.com.

SECURE
payment systems
The Consumer With Management Experts[®]



INDEPENDENT POS DISTRIBUTION

Going your own way doesn't seem to be the way in POS distribution. Mergers, takeovers and buyouts have created a bevy of look-alike, sound-alike suppliers and left ISOs with few options when choosing a distributor.

At The Phoenix Group, we've revolted against this trend of conglomeration. We're an independent equipment distributor and service provider free to offer POS equipment and supplies from all the big names: Lipman, VeriFone, Hypercom, Thales, Ingenico, Magtek and others. We've chosen to remain flexible and quick on our feet so we can develop a truly personal relationship with our ISOs. By putting forth the effort everyday, we get to know you and your business so we can better service your needs.

It's a radical approach, we'll admit. It also seems a popular one, as we are now one of the fastest growing POS distributors in the industry. Seems a little revolution now and then is a good thing.



Call Scott Rutledge today at 866-559-7627

Concord EFS Stock Drops Amid Sale Rumors, Changes

A March 10, 2003 Bloomberg news story reported that Concord EFS, Inc. wants to sell itself for up to \$6 billion and has hired Goldman Sachs Group, Inc. to find a buyer. In addition, Concord made major changes to its management team in February, including the announcement that Edward A. Labry III, Director and President, would not replace Dan Palmer as CEO in May as expected. Concord's stock plummeted as a result of the announcements.

Bloomberg listed as potential buyers some of Concord's competitors: First Data Corp., Automatic Data Processing, Electronic Data Services, Total System Services and Visa International. However, Visa has denied any interest in buying the company.

Concord refused to comment on the sale rumors, citing the report as "speculation."

Shares of Concord lost nearly 23% of their value on the New York Stock Exchange immediately following the management changes.

And after the Bloomberg news story hit the wires, shares of Concord fell more than 19%, bringing the stock price to a three-year low. So far in 2003, Concord's stock has fallen about 47%; in the last year, it is down nearly 70%.

Analysts and investors are concerned that Concord is having trouble renewing the contracts of major customers for its STAR debit card program, many of which will expire at the end of 2003. The network is losing market share to other com-

petitors, such as Visa, MasterCard and First Data Corp.

Following are some of the management changes made by Concord's Board of Directors: Richard P. Kiphart, head of the Corporate Finance Department at William Blair & Co., was appointed Chairman of the Board; Dan M. Palmer, Concord Chairman and CEO since 1991, will serve as Director and Co-CEO; Bond R. Isaacson, Executive Vice President, was named Director and Co-CEO; and Edward A. Labry III will continue to serve in his current roles.

In a conference call for its investors, Palmer said the Board wanted Labry to remain in his current position in order to focus on growing the company's revenue. ■

YOUR SOLUTION FOR SUCCESS



- ★ LEARN TO BE AN INDUSTRY PROFESSIONAL
CELEBRATE LARGE DEAL'S
 - ★ AFFILIATE PARTNER PROGRAM
AGENT BANKS - LOCAL AND NATIONAL ASSOCIATIONS - VAR'S
 - ★ INDEPENDENT MANAGEMENT OPPORTUNITIES
AGENT LEADS PROVIDED
 - ★ A RELATIONSHIP YOU CAN GROW WITH
INTERCHANGE + 7.5 CENTS + RESIDUAL INVESTMENT + PORTFOLIO EQUITY
- JOIN FORCES. WWW.GOTONPS.COM

OR CONTACT BRIAN STEVENS, MATT GIVEN OR JAMIE NONNI AT 877-290-1975



ISO/Agent Program Highlights

- Interchange Pricing**
- Income on All Revenue Streams**
- Online Merchant Application**
- Faxed Merchant Applications**
- Same-Day Approvals**
- Interactive ISO System**
- Customized Programs**
- Discounted Terminals**
- Leasing, Gift Cards, Check Guarantee**
- Residual Ownership**
- \$3000 Signing Bonus**

United Bank Card

800-201-0461

www.unitedbankcard.com

iso@unitedbankcard.com





Stambler's Scrambler Tech Patent Suit Nets Him \$0

As an electronics engineer, Leon Stambler spent a good portion of his life devising technology for identification verification and methods for encryption of information. Over the years, he has filed patents for what he has invented. He also has filed – and settled – lawsuits for patent infringement against some pretty large corporations, waging a kind of David-vs.-Goliath battle for the Information Age.

Two years ago, Stambler, 74 and a Florida resident, sued VeriSign, Inc. and RSA Security, Inc. for more than \$20 million in damages in federal district court in Wilmington, Del. His suit alleged that the two companies incorporated his technology, without permission or compensation, into their systems for secure Internet transaction authentication.

This month, the jury on the case let VeriSign and RSA off the hook and decided that Stambler's patents had not been infringed.

Once the suit finally came to trial, it lasted two weeks. The jury reached its decision in three hours, based on argument that there was no patent infringement because Stambler's patents don't cover Internet transactions or message scrambling. Attorneys for VeriSign and RSA asserted that Stambler's technology uses different techniques and functions than the Secure Socket Layer (SSL) security standard used to scramble communications between Web sites and their customers. The SSL protocol was developed in 1994 and patented in 1997 by Netscape, now a part of AOL Time Warner.

Stambler was granted seven patents between 1993 and 1999; the last one,

U.S. patent number 5,974,148, is for a "method for security information relevant to a transaction," which he and his attorney say includes SSL technology. Stambler testified he developed his technology in the early 1990s as a way to verify the identities of people involved in transactions after his son was prevented from cashing a check at a bank with only one form of ID.

Stambler has settled past claims with other companies, including First Data Corp., wireless software provider Openwave Systems, Inc. and wireless encryption software developer Certicom Corp. In the 1980s, Stambler's suit against NCR for ATM PIN technology netted him a \$2.6 million licensing fee; he also unsuccessfully sued Diebold, Inc., which makes and services ATMs, for the same infringement issue. ■

Merchant-Friendly P250s

With refurbished P250s from CDE, it's never been easier for your merchants to set up their equipment.

Print test instructions help ensure function.



Indicator light descriptions let your merchants know exactly what's going on.

Everyday maintenance is easy with paper roll and ribbon instructions.



Color coded ports and cables make installation a snap.

Available only from:



**A whole new way
to organize and
submit
applications**



Easy 4 Step System

1. ***Fill it*** - Enter merchant information online
2. ***Save it*** - System holds your applications
3. ***Send it*** - 1 click to fax or email app to merchant
4. ***Submit it!***

VAST
Virtual Application & Status Tracking

Features:

- Contains all documents necessary to process merchant applications
- Available 24x7 from any PC with Internet Access
- E-mail or fax filled-out applications directly to merchants for signature
- No more incomplete applications – save it – add info – submit it
- No more handwritten apps means fewer pended apps
- On-line Document Retrieval, Reporting and Status Tracking
- “Smart” programming asks for only relevant application information

NEW! From NET1

NETWORK1
Financial

www.eftnet.com

Organize your Applications Today - Call (800) 903-8819

GET READY.



YOUR UPFRONT BONUS AND RESIDUAL INCOME ARE ABOUT TO TAKE OFF.

Total Merchant Services has launched the most lucrative pay plan in the industry.

UPFRONT BONUS

We've set aside more than \$1 million to pay you upfront money for simply writing an account on our program. Our production bonus program has no limits. It's NOT a signing bonus. You earn \$100 per deal, every single month. Writing only 10 deals a month makes you \$1,000 more each month. And the sky's the limit!

You can make even more with our conversion bonuses. For each merchant currently processing over \$10,000/month, we pay you \$150 to \$250. We'll also pay you an extra \$1,000 bonus on your first 10 leases. [Leasing program funded by Lease Finance Group (LFG), a division of CIT.]

RESIDUAL INCOME

Take advantage of our "choice" program to maximize your earnings. You get to choose, on a merchant-by-merchant basis, either our lucrative revenue-sharing program, or our aggressive buy-rate program. On average, our sales partners earn \$30 to \$40 per month on each account!

FREE SERVICES

Count down our list of free services. Marketing materials; color brochures; business cards; customizable website; conversion assistance and merchant training; pin pad swap-out and encryption; dedicated sales partner terminal support team; wireless activation fees; Internet payment gateway software from Authorize.net and Plug 'N Pay a web-based transaction information management tool for your merchants; sales training events including payment for your airfare, hotel and meals; and many other FREE services you can find out about by calling or visiting our website.

**WANT YOUR UPFRONT AND RESIDUAL INCOME TO TAKE OFF?
CONTACT TOTAL MERCHANT SERVICES TODAY.**

1-888-84TOTAL, ext. 411

WWW.UPFRONTANDRESIDUALS.COM

255 Gold Rivers Road | Third Floor | Basalt, Colorado 81621



total merchant services

payment solutions for your business

**LOOKING
FOR AN
ISO PROGRAM
THAT GIVES
YOU MORE?**

1-800



COMPANY PROFILE ◀◀◀



MSI, the New Jersey Headquarters

ISO contacts:

George Mayo

Phone: 800-288-8472, ext. 923

E-mail: george@msihq.com

Rich Lopez

Phone: 800-288-8472, ext. 912

E-mail: richl@msihq.com

Company address:

MSI, Merchant Services Inc.

2204 Morris Ave, Suite 303

Union, NJ 07083

Phone: 800-226-5227

Fax: 908-622-1221

Web site: www.1800bankcard.com

ISO benefits:

- Online and faxed merchant applications.
- Real-time status reporting on the Web.
- Check truncation on all terminal types.
- Equipment loaded in-house and shipped at no charge to the customer.
- Direct leasing with no declines.

Good Things Come to Those Who Don't Have to Wait

MSI, the New Jersey Headquarters takes the concept of "same day approvals" for merchant accounts to the next level. As part of its new program, called 1-800-BankCard, the company said ISOs can fax their merchant applications to MSI NJ and submit them online through MSI's Web site. In the past, to be eligible for "same day approval" an ISO had to send the original merchant application to MSI NJ for next day delivery.

Mario Parisi, Chief Operations Officer for MSI NJ, is thrilled with the new program and thinks ISOs will be, too. "This is a program designed to do everything you possibly want," he said. "Basically, you get paid in 24 hours. If you're a sales rep and you're out in the field, you get to fax in an application ... we have instant approvals. No pictures are needed, no original application is needed."

In addition to online and faxed applications, the 1-800-BankCard program offers ISOs the option to fax leasing contracts, with no originals needed. It also provides 24-hour lease funding via an automated clearinghouse (ACH). MSI NJ said it is able to offer direct leasing with no declines because of its strong relationship with a reputable leasing company, Lease Finance Group, a division of CIT.

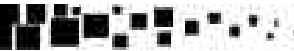
"As a sales rep for us, we give you

direct leasing. We give you the relationship with the leasing company, and we don't touch your lease money. You get to fax in the lease, you get to get your commission instantaneously," said Parisi.

1-800-BankCard allows ISOs to check the status of their accounts online through MSI NJ's Web site, www.1800bankcard.com. The information available to ISOs and merchants includes current and historical data from statements, batches and chargebacks. "Our site is very interactive and easy to use," said Parisi. "[ISOs] can go on there and tell when things are shipped and when things are approved."

MSI NJ also deploys equipment in-house and then ships the equipment via UPS ground; both services are free of charge. If equipment is under warranty and a defect arises during the first 30 days, it is replaced immediately, no questions asked and at no cost to the merchant or ISO. "We do believe in quality control," he said. "We make sure everything goes right the first time so there's no technical support problems."

The 1-800-BankCard program is the latest offering from a company in its 14th year of business, which has grown along with the industry. Mario Parisi and his two partners, George Mayo and Andrew Czujko founded MSI NJ in 1989. The partners set out to establish their company as a leading provider of electron-



"It is so hard to define what level ISOs are at. It's so hard to get the truth about their merchant numbers. Here at MSI NJ, we do not give anyone any type of false promises. We don't say yes to everyone. If they are credit worthy, we are willing to participate."

– Mario Parisi
CEO, MSI NJ

ic payment processing services. Its initial steps were taken in leasing equipment, which evolved to residual streams and eventually led to "ISO in a box," as Mario put it – front- and back-end relationship and processing.

In 1993, MSI New Jersey formed a buying cooperative with two other entities, Merchant Services of Long Island and Merchant Services of South Dakota, although each entity remains independently owned and operated as well as financially autonomous.

Today, MSI NJ provides merchants with quality credit/debit card processing for Visa, MasterCard, American Express, Discover and other private-label card transactions in addition to offering check truncation, conversion and guarantee, gift card/loyalty card programs and an Internet payment gateway (the company also does its own risk and credit underwriting). All programs are

accomplished through sales channels on a national basis. Direct sales channels, major accounts, independent ISOs – they all are part of the mix.

According to Parisi, hundreds of merchants can be approved automatically, regardless of credit, brick-and-mortar retailers such as hair salons, bicycle shops, etc. MSI NJ has no specific target market, although the company does not approve of all merchants. On its Web site, MSI NJ lists the types of businesses it typically does not do business with, such as 900 numbers, although there are some exceptions, and businesses operating under certain criteria will be allowed.

"Our target is whatever our sales force wants," Parisi said. "We're not afraid of high-volume accounts if the criteria is there."

The criterion that Parisi refers to is the volume of deals within a profit-sharing structure. MSI NJ has no set guidelines within that structure. Each ISO partnership is coordinated on an individual basis.

"It is so hard to define what level ISOs are at," Parisi said. "It's so hard to get the truth about their merchant numbers. Here at MSI NJ, we do not give anyone any type of false promises. We don't say yes to everyone. If they are credit worthy, we are willing to participate."

An even more appealing offer for ISOs is the signing bonus. When an ISO signs up a merchant to accept American Express, Discover and Diner's Club, MSI NJ will pay that ISO an upfront commission of \$35, \$20 and \$15, respectively. MSI NJ adds in a free merchant welcome kit with conventional stickers, a user's guide, overlays and plates. And don't forget the highly competitive wholesale equipment rates because of MSI NJ's direct-buy relationships with providers such as Hypercom, Lipman, Thales and VeriFone.

"ISOs like our longevity, our stability and the way we pay," said Parisi. MSI NJ promises monthly residual checks for life, paid like clockwork on the 25th day of the following month to all partnering ISOs. Those checks can be paid in conjunction with portfolio ownerships that contain aggressive buy rates and multiple revenue streams. MSI NJ offers buyouts to ISOs who prefer money up front rather than residuals. Custom, comprehensive programs are available to every ISO who partners with

We'll strike a line in the sand!

Our New "100% Over Buy Rate" Program

- ◆ 1.195% plus .13 plus \$5.50 Statement Fee.
- ◆ M/N Income Paid at .0020 Basis Points
- ◆ T&E Cards Buy at .12 Cents
- ◆ Debit at .10

Free Profitability Analysis!

Fax your residual report to us for a **FREE** profitability analysis!

The Best ISO Giftcard Program

The Complete Merchant Package includes:

- 400 Custom Gift/Loyalty Cards and 100 Carriers
- Lowest Card/Carrier Cost for merchants (.39) & minimums (400)
- Posters, table tents, Buttons to Insure Merchant Success!
- The best Solutions for small Merchants and large National Chains!

\$395 Buys an ISO

400 (.0030mil) Customized Gift/Loyalty Cards 4-Color & Encoded

Works on all Nuri 2085, Hypercom T7 Series, Verifone & Micres Retail Systems

Same Day Account Setups
True Revenue Share on Everything

Contact Mark Block at 718.548.4630 ext. 12 or visit our web site www.pospayment.com

POS PAYMENT SYSTEMS
Join our Team!

Speed is of the Essence

It's no longer the Big that Eat the Small...
It's the Quick that Eat the Slow

Instant Online App™

Instant Activation

Fast BluePay™ Gateway

Our aggressive ISO Programs will knock your socks off. Our Instant Online App™ technology combined with BluePay™, the fastest gateway on the planet, will make your Merchant service package unbearable.

Don't get caught in the slow lane. Be on the winning team. Let Online Data's service drive your sales to success.

- Instant Online App™
- Fast BluePay™ Gateway
- Concierge Service



Online Data Corp
877.785.8832
www.onlinedatacorp.com



MSI NJ with no app or set-up fees.

"Our primary market is ISOs," Parisi said. "Our main goal is that we want them to know that we are honest, reputable – a good company to do business with. We give you more opportunity. You'll make the most possible money available, and not only can you make the most money, but you're going to get paid it. There is something to be said for companies who don't break promises. We wake up every morning and do the right thing."

Parisi said MSI NJ focuses on finding the good ISOs and getting rid of the bad ones – the ones guilty of profiling, poor credit, no credit or credibility. "We do our due diligence," he said. "In the real world, everyone represents but can't say yes to everything. We're in the real world."

In that real world, support is vital to MSI NJ as well. Consider the three

departments that make up its support services: The ISO support desk is open from 8:30 a.m. to 6 p.m. Eastern time; the customer service desk has a live, real-time 800 number because MSI NJ insists that merchants always have a live contact; and the technical support desk, also a live 800 number, is open 24 hours a day, seven days a week.

Several years ago, MSI NJ implemented a proactive support program as opposed to a reactive help desk. It was simple – every terminal gets tested in-house before it goes out the door.

Parisi reports that it has eliminated 20% to 30% of equipment problems. "Here at MSI, we basically do it right the first time so we're not chasing our tails all day," he said.

The program also involves quality control, dotting the i's and crossing the t's. Person A inputs data. Person

B double-checks it. MSI runs daily reports in-house as yet another backup to insure high ROI as well as a 95% effective support rate.

"We just have a well-oiled machine here," said Parisi.

MSI NJ continues to grow; about 19,000 merchants use MSI NJ's services, up from about 15,000 two and a half years ago. The company reports it processed \$1.48 billion in 2002, and its revenue has doubled since 2000, to \$12 million. Hypercom Corp. named MSI NJ "ISO of the Year" for 2002.

"MSI's philosophy is to maintain the communication between the merchant and their sales channels," Parisi said. "This communication maintains positive customer relations along with client loyalty. It's better for the merchant and the rep."



Advanced Payment Services

We guarantee this is
the best ISO/MSP Program

**1.49% Buy Rate 100% above
9 1/2c + Interchange 100% above
\$4.50 Statement fee 100% above
Faxed Applications Accepted**

Same day live merchant numbers

No Application Fee

No minimum monthly fees

No liability

Diners Club commissions \$25

Amex commissions \$25

Lease rates as low as 0.029

- . Lifetime vested residuals
- . Liberal underwriting
- . Over 100 types of businesses
- . Automatic approval
- . Guaranteed residuals
- . One application for all
- . Daily detailed status reports
- . 24/7 Live Customer Service
- . Free start up kits
- . No annual fees
- . No batch fees
- . Support 98% of terminals
- . Loyalty Card program
- . Residual Buyout Program

THIS PROGRAM IS FOR ALL ISO/MSP REGARDLESS OF SIZE

CALL 1-800-414-4286 X102 OR EMAIL AGENTINFO@ADVANCEDPAYMENTS.NET

EVER WISH YOU COULD OFFER
THE BEST TERMINALS AND THE BEST SERVICE?



WISH GRANTED.



THALES

We just made your job a whole lot easier.

That's because GCF is now an authorized reseller of Talento terminals. In fact, we're authorized to work on any warranty repairs for these terminals — at no cost to you or your customer.

So now, when you want to offer your customers the best terminals, supplies *and* service, you only have to call one place — GCF.

It doesn't get any easier than that.

The Independent Source For All Your Merchant Needs.



General Credit Forms

WHERE FORMS FOLLOW FUNCTION

For more information, call Teresa or Sandy at 1(888)GCF-NEWS or visit www.gcfinc.com

How can I convert merchants and convert their checks as well?



I team with EZCheck.® EZCheck is an industry leader with the knowledge and experience to deliver the most dependable Check Conversion and Check Guarantee products available today. Check Conversion is the most successful and powerful selling tool to hit the market in years. The service is not only valuable to me, and my sales organization, but it brings tremendous benefits to my merchants as well. Choose EZCheck and you, too, will enjoy some of the best advantages the industry has to offer.

- **Lifetime residual income**
- **Extremely competitive rates**
- **Faxed applications accepted**
- **Merchant approvals and downloads within 24 hours**
- **Flexible equipment and platform requirements**
- **No hidden fees**
- **No surprises (no kidding)**

They've even made getting started easy.
Just call **1-800-797-5302 ext. 303.**
Or email **michaels@EZChk.com.**



COMPANY PROFILE ◀◀◀



Global eTelecom, Inc.

ISO contact:

Chris Brundage, VP, Sales/Marketing
 Phone: 877-454-3835, ext. 222
 E-mail: cbrundage@globaletelecom.com

Company address:

35008 Emerald Coast Parkway, 4th floor
 Destin, FL 32541
 Phone: 850-650-8506
 Fax: 850-837-8066
 Web site: www.globaletelecom.com

ISO benefits:

- Newly developed proprietary engine provides full check conversion solution.
- Offering check conversion in a guarantee program gives ISOs an edge when dealing with merchants who are reluctant to accept paper.
- Accounts Receivable Conversion gives both large and small merchants an electronic lockbox solution.
- Recently signed a license agreement under a patent with LML to provide uninterrupted service to all of its clients, customers and partners.

Traveling the Conversion Globe

Any voyage, no matter how short or long, requires a strong, sturdy and reliable vehicle. For Global eTelecom, Inc., 2002 was a journey filled with challenges ... and successes. The vehicle it relies on to meet those challenges is its newly developed proprietary engine.

Providing electronic check processing services to ISOs, financial institutions, processors, utility companies, insurance companies and retail merchants, Global eTelecom considers itself a national leader in electronic check conversion and is solidifying that position with its new technology.

"Because of our engine, we have been able to provide a full turnkey check conversion solution for our ISOs as well as a solution for our business partners," says Ron Williams, President of Global eTelecom. "A person can come in with needs from A to Z and we can meet them. They can turn and say to us they need to use this part or that part to manage their business. They can come in and say they want to do their own stuff and just want to use a part of us to do it.

"Our partners can manage and choose from any of our services. Instead of being like our competitors who offer a straight check conversion program, we offer what customers want, and they can private-label these services as well. Our partners' customers don't want to deal with third parties, they just

want it done."

Providing ISOs with total solutions is a cornerstone of Global eTelecom. By offering check conversion in a guarantee program, Global eTelecom gives ISOs an edge when dealing with merchants who are reluctant to accept paper.

"Customers want to write checks while merchants don't want to accept them," says Williams. "We turn the check into a transaction just like a credit card at no additional cost to the merchant. They are already paying for Visa and MasterCard processing, and if they can take checks and get funding within 48 hours, everyone is happy. It gives the check writer what they want. After all, check writing is still the number one payment method in the industry. Because of that, check conversion is the biggest demand in the ISO community."

Developing and implementing a proprietary engine may have been a big part of Global's success this past year, but change in its management fueled that engine. Three new names were put on the masthead in the last year. Williams (formerly of EZCheck), Vice President of Finance Justin Clark (formerly of PricewaterhouseCoopers) and Chief Financial Officer Douglas T. Ingram Jr. (formerly of Wilson, Price, Barranco, Billingsley and Blankenship of Montgomery, Ala.) all have had pivotal roles in steering Global eTelecom along its journey. Why bring in new blood? Was the



old management losing steam?

"It wasn't so much as what the old management was or wasn't doing, it was more about needing people with expertise in finance to protect Global's back end and handle all the business coming in," says Williams. "We've increased our business tenfold. As for me, I was their biggest competitor. I had a lot of background in the ISO and banking industry, over 17 years. I wanted to go to the next level. Global eTelecom wanted to go to the next level."

Still sitting in the captain's chair, though, is John Beebe, Chairman of the Board and CEO of Global eTelecom. The new team appears to be working well. "I work daily with John," says Williams. "We all work very well together. Now John has more time to develop other industry ideas."

One of those ideas has already come to fruition at Global. Called the ARC Program (for Accounts Receivable Conversion), it is also known as an electronic lockbox solution. A pilot program in conjunction with NACHA, it offers ACH solutions for merchants who receive checks in the mail.

Instead of making deposits the old way – namely, filling

out deposit slips and walking to the bank – merchants can do it through ACH. The ARC program images the check and sends the file to Global eTelecom, which processes it through ACH.

Global is offering this new service to merchants large and small. Global believes its ARC program focuses on a new marketplace with huge revenue potential. "We already have a list of people waiting in line for this," says Williams. "With ARC, ISOs now can talk to insurance companies, property management companies, utility companies – anyone who gets checks in the mail. Banks control that market.

"Now the ISOs have the option to go in and provide total check solutions, move money faster for merchants, offer faster reporting and make money. We're helping them add to their customer base. But we are taking one step at a time with the program. We don't believe in going too fast."

According to Williams, overall reaction from the industry to the new feel of Global has been very positive with increased sales. "Because of our new products and new management, we have been overwhelmed with all the business coming our way," Williams says. "It's all about service. From the ISOs to the merchants to our partners, we sell, provide and deliver service. We don't just talk about it."

One of Global eTelecom's newest business partners is ABANCO International, LLC, an MSP based in Rosemont, Ill., a suburb of Chicago. Since the late spring of 2002, this single-source solution platform provider has been associated with Global, and it's working well.

"We were going to build an engine ourselves but realized you don't need to reinvent the wheel when you already have a competent player," says Anthony Ashe, Senior Vice President of Marketing for ABANCO. "Global is very much on top of their game in terms of communication and customizing the many objectives we all have. They're also good guys to work with. We're very impressed with John and Ron."

For this partnership, Global eTelecom provides the entire back-office conversion engine to ABANCO. The alliance provides for a shared technology and shared risk under ABANCO's private label. The result is a cost-effective solution for ABANCO's customers.

"We feel we now deliver the finest generic product and buy rate out there," says Ashe. "We also will drill down and customize for certain segments of the ISO and merchant community. We anticipate 3,000 to 4,000 merchants a month in our build-out – 35-40% of those are likely to

Top Five Reasons to Attend the ETA 2003 Annual Meeting & Expo

5. Network with the movers and shakers in the electronic transactions industry
4. Get a sneak peak at your competition
3. Gather important business information from ETA breakout sessions
2. 50,000 square feet of exhibit space
1. It's LAS VEGAS!

BEAT
THE
Odds
with **ETA**

Don't Miss It!

April 8-10 at the
MGM Grand

For more information, and
to register for the event,
visit www.electran.org.

EARN A \$10,000 SIGN-ON BONUS!*

And Offer ...

All new accounts the ability to view transactions on-line using *Merchant E-View™*! *Merchant E-View™* is an online tool that shows the merchant's net deposit and activity. Using *Merchant E-View™* allows the merchant to balance their business checking account statement and their credit card processing statement to their checkbook!

And Best of All ...

IT COSTS NOTHING EXTRA!



We are proud to provide unprecedented customer service, on-line merchant reports, a universal "all-in-one" application, faxed applications, same day approval, no risk and no liability to you, full disclosure, along with a merchant agreement that is clear and conspicuous. Who else offers this and more in the payments processing industry? We believe, **No One.**



- 1.49% & \$0.089 (100% above)
- .75% + \$.10 mid qual. (100% above)*
- 1.10% + \$.10 non qual. (100% above)*
- \$4.95 statement fee (100% above)*
- .0288 lease factors (no first & last month)
- Online Status Reports
- Universal "All-in-One" Application
- No Liability / No Risk
- Faxed Applications
- Same-day Approvals
- Full Disclosure Policy
- Merchant Agreement that is Clear & Conspicuous
- Prompt & Responsive Customer Service

*CALL NOW TO EARN A \$10,000 SIGN-ON BONUS!

You never know who will walk through the door tomorrow.

*Some restrictions apply. Call for details.

Do business with a company whose methods, practices and procedures are tried and true.

CMS is the organization *Leading a New Era* of ethics, service, and innovation in the payment processing industry!

Leasing program funded by Lease Finance Group, a division of CIT Financial USA, Inc.

CMS Certified Merchant Services
The Innovators of Electronic Payment Processing

(877) 309-1099
Leading a New Era



utilize electronic check conversion merchants as well.

"ABANCO provides a single-source solution terminal and platform, so the full load of services is presented to the merchant – debit, credit, check, gift and loyalty as well as signature capture. This will greatly minimize the attrition rate. Ultimately, Global will be a significant contributor to our top and bottom line."

Global eTelecom's ultimate goals? First, company officials want to finish their current pilot programs, scheduled to be completed by March 2003.

"In the past few months we have had equipment companies contact us because they have found out they need to be in check conversion territory," says Williams. "This has been a big issue. As more companies come on board, our goal is to be able to continue providing check conversion service and being better than

anyone else in service. Our engine makes sure it all runs stronger and better than anyone else."

To keep that engine running strong, Global recently signed a license agreement under a U.S. patent with LML Payment Systems to provide uninterrupted service to all of its clients, customers and partners. Anyone using Global's engine, no matter what portion, is covered under the agreement.

"LML sent out a letter to the industry stating they have been issued the patent on check conversion," says Williams. "The letter said providers needed to sign a license agreement with LML or have service interrupted. According to their patent, they can take legal action.

"We wouldn't have signed a license agreement with LML if we didn't want to protect ourselves. We chose to do this. We have too much of a reputation and too much of a commitment to our customers. We didn't

want to take a chance on what could happen or what could be pursued."

Williams predicts the future of check conversion is in providing a total solutions package that includes conversion with guarantee.

"The only way it will work at the point-of-sale is if there is a guarantee whereby the merchant never sees a return fee," says Williams. "The future of the industry is absolutely conversion. Even credit card terminals are showing it. Check conversion has come a long way this past year, but if you're selling at the point-of-sale, check conversion with guarantee is the only way to sell it.

"You've got to be able to show your merchants they need to give what the check writer wants. They need to give them the choice of taking their checks. And they need to choose a company that will provide the total solution, with all options." ■

THE PCCHARGE ALLIANCE!

VERSATILE! POWERFUL! SECURE!

Form a partnership with GO Software and forge a new value proposition for your merchants. GO Software has software solutions that will process credit, debit, check, loyalty, and gift card transactions for both Card Present and Card Absent environments. Our products will help you deliver speed and efficiency, and will also help to keep your merchants ahead of the ever-rising technology curve. Our software won't become obsolete like credit card terminals! Call GO Software to become a Reseller Partner today 1-800-725-9264.

Made in the USA!

GO software
an **RTI** company

PCCharge Express
PCCharge Pro
PCCharge Debit

The pursuit of increased residual income.



Only ABANCO gives ISOs a "single source" platform of five fully loaded services plus progressive customer support. This one piece, one solution cuts merchant attrition by 75% while increasing residual income by 125%.

ABANCO's robust package delivers a real powerhouse of services:

- 1.49% Buy Rate, 100% above
- 9 cent trans fee, 100% above
- Check Conversion/Guarantee at 1% Buy Rate
- Faxed Applications
- Same day full deployment
- Full merchant training and on-going support
- Net lease funding, no out-of-pocket
- One Terminal-5 services, Fully Loaded Residuals
- VISA/MASTERCARD Credit Card processing
- Non-Bank card processing (Amex, Discover, Diners, etc)
- Debit Card processing
- Electronic Check Conversion/Guarantee
- Gift and Loyalty programs, 100 card minimum
- ELECTRONIC SIGNATURE CAPTURE

Lease rates starting at just .0299. Whether you need individual services or the entire package, ABANCO offers competitive rates, superior service and a knowledgeable team to help make it work for you.

PLEASE CONTACT: Bob Cochran 866.231.2030 ext 2334 / Dan Lewis 866.231.2030 ext 2347 / Tony Ashe 866.231.2030 ext 2345

ABANCO^{LLC}

INTERNATIONAL *Tomorrow's Payment Solutions Today*

O'Hare International Center / 10255 West Higgins Road / Rosemont, IL 60018 / Toll free: 866.231.2030 / Tel: 847.227.2301
Fax: 847.296.5547 / www.abanco.com

Member Bank EFS National Bank Memphis, TN

Be in Full Compliance with Visa/Mastercard Requirements and Regulations thru ABANCO's Agent/ISO program.

"The best Agent Program ever!"

"Be Rich!"

"Be our Partner!"

"Signing Bonus!"

"Amazing
Lease Factors!"

"Incredible Buy-rates!"

"Become our ISO!"

"Instant Approvals!"

"Be your
own Boss!"

"Make Loads of Cash!"

"Join Us!"



CONFUSED?

Choosing the right processing relationship is often confusing and a hassle. It is important that bankcard professionals focus on the values that will help them succeed. Real values like "care" and "financial growth."

Yeah sure, we offer an "interchange plus" pricing structure, revenue share in all fee categories and online reporting. But without care, and a plan for personal growth, it's tough in this industry to develop the "kitten" into the "lion." We can help you grow.



We understand that there are many agent/ISO programs out there. Choosing one is not exactly easy – we have been in your shoes, we built this company from scratch ten years ago. Contact us and we'll give you a clear overview of our programs.

- Free POS equipment upgrade program.
- Lead generation program.
- Revenue-share in all fee categories.
- Virtual office support (email, voice mail, web presence and online reporting).
- Stock options.
- Training for your representatives.
- Residual advance buyout – up to 24X.
- Agent bank program.
- And more goodies of what you expect from a good processing partner.

For details, contact Tannon McCaleb:
800.655.8767 Ext. 262
or by email at: tannonm@usms.com



**U.S. MERCHANT
SYSTEMS**

Newark, CA
www.usms.com

COMPANY PROFILE ◀◀◀



Lipman USA

ISO contact:

Michael Grossman, Vice President, Sales
Phone: 516-484-2021
E-mail: mgrossman@lipmanusa.com

Company address:

50 Gordon Drive
Syosset, NY 11791
Phone: 800-4-Lipman
Fax: 516-484-9057
Web site: www.lipmanusa.com

ISO benefits:

- Extensive commitment to ISOs, reflected in benefits that include a simple buy rate, customized terminals, same-day shipment and low cost of ownership, which means ISOs don't have to spend much time servicing Lipman terminals.
- Terminals are easy for merchants to use.
- Has appeal to small ISOs as well as large ones.
- NURIT VIP (Value Incentive Program) offers extra rewards.
- Provides interactive training tool.
- Added value protocols.
- Reliable equipment.
- Price integrity through distributors.

A Manufacturer's American Dream

What do a leading car rental company and a leading terminal manufacturer have in common? Both try harder. However, one clearly has impacted the payment-processing industry more than the other. "We came up with an idea to bring a lower-cost, smaller-footprint and higher-performance device to market. This was the turning point for Lipman," says Mony Zenou, President/CEO of Lipman USA.

That turning point came in the early '90s, but it wasn't easy to get there. "It didn't take off immediately," Zenou says. "There were three or four years of very difficult work. We made errors and learned lessons the hard way."

As a wholly owned subsidiary of Lipman Electronic Engineering, Ltd. (listed on the Tel Aviv Stock Exchange under the symbol LPMA), Lipman USA evolved from an Israeli electronic engineering and communications company into a separate entity focused on the POS market.

Its evolution began in the late '80s with a project from Discount Bank of Israel to create a POS-like device for tellers to use to record banking transactions. The original product was a consolidation of a cash register and POS terminal. It was a success, and Lipman Electronic Engineering then made the decision to bring this technology to American shores. That first device was the

NURIT 2050, and Lipman USA was established.

For the next few years, Lipman USA struggled to find its niche while competing with established manufacturers. Then, in 1996, Lipman introduced the NURIT 2070. Although it was large compared to today's standards, it still was half the size of what other manufacturers were offering. It had a built-in battery and antenna. It proved to be the right solution for Lipman.

"It took us strongly into a recognition level with processors, and that's when we started to get notice from the industry," says Zenou.

Zenou says Lipman's business strategy focuses on two issues plus a key differentiator:

- **Reliability:** "Our number one philosophy is reliability because we can't afford to make mistakes. We had an incident in 1995 with a loose connector that nearly took us out of the game. While it wasn't anything major or fundamental, merely a production-line problem, we saw how the industry would not be tolerant of any newcomer. Today, our line averages less than 15 basis points failure."
- **Flexibility:** "We created a platform that enables us to go backward to existing models and forward to new terminals we are building. Our source codes are always compatible with old and new products. Our terminals look



the same, have similar keyboards, but what makes the difference is the value we add to every terminal with sophisticated software. That helps us maintain our customers. We are very proud to say, 'We're not the cheapest in the industry, but we don't lose customers.' That means our product is strong, the value is high and the demand is high."

The differentiator – commitment to adding value: "We have become even more pioneering in our efforts, truly innovative. We go to areas other people are not willing to explore or invest in. We are willing to invest in solutions our customers want. They ask for something and we say, 'Give us the chance to build it for you.' We are allowing ISOs to control their destiny by providing them software to complement our products."

Those areas include check truncation, wireless capabilities, signature capture and Web-based solutions.

According to Zenou, Lipman recently was ranked as the No. 1-valuated POS company in the world. Zenou says that 60% of all ISO terminal sales in the U.S. are Lipman. Lipman reported a 27% in growth in the last year and owes it all to its solutions, platform and approach to customer service.

Those customers are both wireless and landline centric, with 75% of its sales shifted to landlocked merchants with fixed wireless needs. One of its hottest new offerings is the NURIT 3020, a continuation of the 2085 line with modifications for a smaller footprint. It showcases advanced embedded features including a high-speed modem, larger memory, smaller size and graphic display.

"We originally thought that in the U.S. bigger was better," Zenou says. "Apparently, the taste of clients is becoming more European, more dynamic, smaller and rounder. So now we have designed a new product with more application, more storage, fast modem encased in a smaller footprint."

While the focus of the 3020 is the larger independent sales agent or processor, the ISOs and distribution channels remain at the forefront of the success of the 2085 line. With the 2085 as well as 3020, Lipman offers terminal recognition with a private-label program that complements the solutions tied in on the back end, such as signature capture and check truncation.

"We are enabling users to save substantial dollars while allowing us to upgrade and offer much richer software apps to our terminals," says Zenou. "It's the same logic as always, but this time we tie in more and brand it."

Are you missing out on easy profit?

posbuy
COM

Here's how the program works:

- Sign up to become a Reseller at www.posbuy.com.
- Set the prices your merchants pay.
- Distribute POSBuy terminal stickers to every merchant you meet.
- Review orders and residuals in real-time.
- Collect monthly residual checks from POS Portal.

POWERED BY
POS
PORTAL

Toll Free: 866-276-7289
www.posbuy.com

DEAL OF THE MONTH!

VeriFone
Tranz 460
Refurbished: **\$175**
(for 5 or more)



We have a large supply of Refurbished Talentos and T7Ps available to ship today!

Prices based upon availability

BEE

appreciated.

Bonus Program in addition to residuals. Each approved account processing with BPS receives 1 Bee Credit.

- 500 Bees = Mini Cooper, VW Bug, or Toyota Camry or \$20,000 CASH**
- 400 Bees = 10 Day Vacation to the Carribean or Europe for 2 or \$12,000 CASH**
- 250 Bees = In-Home Theatre or 5 day trip to Disney World for 4 or \$5,000 CASH**
- 100 Bees = Laptop or Desktop Computer with flat screen or \$1500 CASH**
- 50 Bees = Nikon Digital Camera or Sony 15" Flat Screen TV or \$500 CASH**

WHAT ELSE IS BUZZING AT BPS?

BEE CheX Electronic Check Conversion Guarantee Program, Buy Rate 1.12% + \$0.16.
Internet: 100% online application, no wet signatures ever needed • High Risk Department
• Guaranteed Sure Lease Program • ATM's • ACH Program • BEE CARD Gift & Loyalty Program

SPECIAL

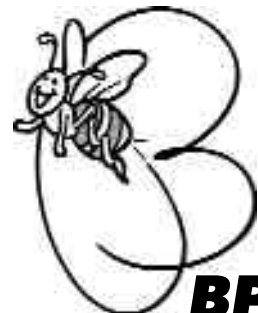


FOREVERY
THALESTERMINAL
SOLD, GET 1
EXTRABEEUNTIL
JAN. 2004

- Monthly Minimum Income
- Mid/Non-Qualified Income
- Statement Fee Income
- Transaction Fee Income
- AMEX, Discover, Diners Residual Incomes
- No Charge Reprograms or Installations

Retail Buy Rate	Moto/Internet Buy Rate
1.47% + \$0.16	1.93% + \$0.22

***BI-LINGUAL
SERVICE/TECH SUPPORT**



BPS

1-877-700-SWIPE ext.242

VISIT OUR WEBSITE @ WWW.BUSY-AS-A-BEE.COM



For the smaller ISOs, the NURIT 3020 is the solution Lipman hopes will ensure their continued loyalty.

"We asked ourselves, 'How do we get companies like NPC and Vital, who purchase thousands of units a year, not to jeopardize our core ISO business?' " says Zenou. "The answer was simple: Sell a different product with similar features so the small ISOs can play in the game, too. In fact, as our current products become even more widely available, Lipman will introduce their successors, such as our 8320 Secure and 8085 ATM interface with one ARM-based processors.

The 2,000 ISOs that Lipman works with enjoy a myriad of benefits. Lipman offers a simple buy rate for its terminals. According to Zenou, the difference is that each Lipman terminal is enabled with prepaid services, loyalty and gift card and back-end services such as NURIT Capture and NURIT Store Manager.

Depending on the environment, Lipman will customize its terminals to meet the needs of its ISOs. All apps are modular, so Lipman can maintain one source code, one platform and one operating system. Lipman also enjoys across-the-board Class A certification status with all major hosts.

Other benefits include rapid shipment of equipment. Since 9/11, Lipman has warehoused three to four months' worth of inventory. Then there's Lipman's training services and support. Various training tools, including CD-ROMs as well as hard-copy docs, are available. Web-based training is as common as teleconferencing and on-site servicing. Support is ongoing from a dedicated group staffed just for resellers' needs.

"ISOs are looking for revenue, reliability and simplicity," says Zenou. "Whatever and whenever their need, Lipman can provide it. We anticipate the needs of our ISOs and processors and often survey them on their needs."

Another ISO benefit that Zenou is keen on is the cost of ownership. "It costs ISOs less if they don't have to service their terminals. Ours are easy to maintain, easy to service. If you manage a portfolio of hundreds or even thousands of terminals and they don't break down, then that's one less worry for our customers."

He adds, "We treat ISOs not just as salespeople selling product but as pioneers. They are the true entrepreneurs of this industry. Lipman is an ISO company. This industry has become a very ISO-spirited industry. There is no doubt today that the driving force behind the processors

Visit us in Las Vegas at ETA Show Booth #630

It's all in the numbers

ISOs and agents,
call this number:

888.290.2827 x.7701



TRANSACTION PAYMENT SYSTEMS
51 East Bethpage Road, Plainview, NY 11803

TPS gift cards work. The numbers don't lie:

- 83% of Americans use gift cards.
- Magnetic cards outsell paper gift certificates 4 to 1.
- 54% of gift card users make more than one trip to the retailer to use up the card's value.
- 33% is the average value on a gift card that doesn't get used.
For a retailer, it's "found" money.

A most important number:

0 – as in Zero. That's the cost of TPS gift cards that ISOs and agents can give to merchants.

There's no limit to the number you can have. However, the offer is limited, so act now.

TPS has your numbers:

- 1.56 buy rate
- .0295 or flat rate leasing
- \$4.95 statement fee.
- .10 transaction fee.

CAREERS AREN'T BUILT BY CHANCE...

SNAP YOUR DREAMS INTO REALITY.



Comerica Merchant Services offers you a whole series of new bonus opportunities to help you earn extra money up front. You can earn up to \$6,600 in bonus dollars per year and up to \$5,000 for every major merchant you bring in.

In addition, Comerica Merchant Services also offers you many other benefits you just won't find anywhere else. For example:

- Overnight approval process
- Web-based application submission, processing, and tracking
- Guaranteed Lease Program with a 48-month factor as low as .0285
- Interchange as your Buy Rate
- 100% vested residuals from day one
- American Express® sign-up commission
- Full debit processing with 12 debit networks
- EBT processing
- Web-based merchant reporting
- An affiliation with one of the nation's leading business banks
- A dedicated relationship manager providing unparalleled agent support to help you make more money
- A 33-year history of continuous residual payments to all our sales partners! Comerica provides a safe and stable sales environment for you.

If you are looking for an exceptional, long term relationship with a rock solid Merchant Processor, call Comerica Merchant Services today and find out how you can become part of the Comerica family of sales agents.

Call Ken Stewart at 1-800-790-2670 and get started right now!



are ISOs, and Lipman is very influential to a large portion of those ISOs.

"ISOs come in different flavors, but it doesn't matter. Some shoot for price strictly. We simply need to work harder to convince them the value is there past the price. We are predominantly working with ISOs who are looking for value, stability and continuity and recognize that we are the company who supports that approach. Those are the ISOs who are great Lipman customers."

Lipman recently introduced yet another program to keep its ISOs happy. It's appropriately called NURIT VIP, as in Value Incentive Program. Lipman recognized the problem facing the industry with prices decreasing and margins shrinking. Another issue was maintaining feedback from all of those feet on the street, keeping in constant communication with its ISOs and rewarding them for their loyalty. How could Lipman give them a tool to enable them to feel positive at the end of the day? The answer was NURIT VIP on MyNURIT.com, a business portal to support its unusual incentive program.

"MyNURIT.com is a full logistic management of terminals from start to finish, all Web-based," says Zenou. "Most important for us was to start with an element of reward

for loyalty, showing our gratitude for customer retention. We wanted to make sure that the benefit of providing this program was free terminals, gifts and dollars.

"ISOs can log in and get direct compensation and reward to their place of business through points. The program involves Web training, updates, surveys and positive as well as negative feedback. We believe where the money is, the attention will be."

Lipman's NURIT VIP provides for points to be accumulated and redeemed for free equipment, prizes and cash conversion. It allows for various levels of compensation for agents, subagents and managers. Distributors as well can work with Lipman through this program and redeem points rather than drop prices. Customized incentive programs will be offered for different participants.

An added bonus for MyNURIT.com users is Lipman's new interactive training tool. Once logged into the portal, resellers will be able to obtain immediate, hands-on training for such devices as the NURIT 3020, the 2059i, the 2085 and the new NURIT 8000 wireless solution.

How do all these products, program and services translate to successful, solid and strategic sales alliances? Just

VEQUITY[®] Financial Group

www.VequityOnline.com



Why Partner With Vequity Financial Group?

1.516% & \$0.095 (100% Above)

.0295 Leasing Factor

No Liability - No Risk

Lifetime Vested Residuals From Day 1

Faxed Application Program

Call Today!

1-800-442-8380

WE MAXIMIZE YOUR PROFITABILITY.

Align your future with the leader in payment processing



LEADERSHIP



PROFITABILITY



CHOICE



PARTNERSHIP



SATISFACTION



Merchant Services

First Data provides ISOs with state-of-the-art tools to help attract and retain profitable merchant accounts. We have the world-class products and services, competitive pricing and superior customer support that you need to help maximize your profitability and satisfy your customers.

- ▶ State-of-the-art technologies that let you offer unique and branded payment products
- ▶ Turn-key account set-up, underwriting, risk management and customer service that let you streamline back-office operations
- ▶ Wide range of choice for your customers, including an extensive selection of terminals, front-end solutions and payment methods
- ▶ Expert support and service that lets you build your business hassle-free
- ▶ Comprehensive merchant services that exceed your customers' expectations

For more information about the First Data ISO Program, contact us today at 866-FDMS-ISO or visit us on the web at www.fdms.com/ISO/program.

Building business, every hour, every day.



ask one of Lipman's ISO partners, Cynergy Data, an ISO that forged its relationship with Lipman more than five years ago.

"It's been an amazing experience," says Marcelo Paladini, President/CEO of Cynergy Data. "One of the key factors in our relationship was Mike Grossman (Lipman's Vice President, Sales). He was a key in establishing that relationship. Until someone gets to know you, they help up to a point. Lipman took the time to get to know us, especially with Mike being in the same city. He is always open to suggestions and solutions to any problem. He got us short terms, saw we were reliable and extended those terms. All issues were worked out thoroughly to get them resolved."

Paladini continues, "When it comes to equipment sales, we recommend Lipman because they are very user-friendly and easy to operate from a merchant standpoint. There are less keys, making transactions less confusing. From my perspective, that's a key factor."

Another strong Lipman alliance is found with Infinity Data, an ISO based in Brockton, Mass. "We've been working with Lipman since 1996, and it's been the best thing," says Brian Mills, President of Infinity Data. "They're great people to work with as far as having product availability.

We enjoy a very good relationship. As for the products themselves, regardless of the relationship, the best feature is how easy it is to train merchants. They're easy for merchants to use. Servicing is just as easy.

"Ninety-eight percent of the products we sell are Lipman. We have tried others on and off and always come back to Lipman. The terminals are fantastic. Issues are easily dealt with at their help desk because of the nature of their terminals. Programming is easy. Downloading is easy. I can't remember hearing any negative comments from our merchants."

Lipman recently signed a big deal with another major industry player, Concord EFS. "Their commitment is above and beyond," says Kevin Smith, Senior Vice President of ISO Sales and General Manager of Concord Payment Systems.

Lipman also boasts profitable partnerships with such other companies as Global Payments, MSI, Lynk and U.S. Wireless Data. Then there are providers such as Interlink Electronics for signature-enabled transactional services, RichSolutions for signature and check-retrieval services and APRIVA and U.S. Wireless Data for complementary gateway solutions. ■

It's not divine intervention!



How Does .02699 Sound?
(Unbelievable? It's the real deal.)

Split Funding
(No problem.)

Fastest Turn-around

Great Personal Service

Most Flexible Lease Programs

I
INTEGRATED
LEASING CORP.

Call Integrated Leasing for details

800-398-9701

STABILITY.

- A. RESISTANCE TO CHANGE, DETERIORATION OR DISPLACEMENT,
- B. THE STATE OR QUALITY OF BEING STABLE,
- C. CONSISTENCY OF CHARACTER OR PURPOSE; STEADFASTNESS,
- D. RELIABILITY; DEPENDABILITY.

WHEN WAS THE LAST TIME
YOU JOINED AN ISO PROGRAM YOU
COULD BELIEVE IN?

WHEN WAS THE LAST TIME
AN ISO PROGRAM BELIEVED IN YOU?

ISN'T IT ABOUT TIME YOU PARTNERED
WITH A COMPANY WHO'S GOALS AND OBJECTIVES
ARE AS LONG TERM AS YOURS?

AT MMS, WE'RE WORKING TO BRIDGE THE GAP
BETWEEN YESTERDAY AND TODAY
TO BRING YOU THE SUCCESS YOU NEED
TO COMPETE IN TOMORROW'S MARKET.

CALL TODAY TO FIND OUT HOW YOU CAN
START PLANNING FOR YOUR FUTURE
TODAY!

800-795-6899

PAT REED
president & ceo
ext. 101
or cell
(606)232-5199

MIKE REED
v.president & coo
ext. 102
or cell
(606)232-0317

NIKKI ADAMS
v.president of operations
ext. 202
or cell
(606)232-0317



Merchant Management Systems



GO **GLOBAL**
GLOBAL

WITH A **SOLID** PARTNER.

*Knowing what you want
is the First Step to
Getting It.*



CardPayment
SOLUTIONS
A Provider of BankCard Services

**We will build a pay structure
to fit your needs, just ask.**

- No application fees
- Quick easy approvals
- Commissions paid daily
- Residuals paid by the 11th
- Earn thousands in cash bonuses
- Faxed applications accepted
- Unlimited marketing materials

ONLINE AGENT SUPPORT allows agents to view residuals, merchant accounts, merchant notes, shipping details, payroll and more.

Contact Recruitment
recruitment@csiprocessing.com

1-888-571-0299

www.csiprocessing.com

NEW PRODUCTS ◀ ◀ ◀



Don't Buy What You Don't Need

Omni 7000MPD

VeriFone, Inc.

As new payment technologies hit the market, so do new payment terminals – they're loaded with all of the latest features and functions. Merchants want to offer customers the widest range of payment methods but might wonder if they really need to provide what is not yet being used; after all, biometrics, smart cards and contactless payments are still evolving. Current customers require more traditional methods of payment: cash, checks, credit and debit cards. VeriFone's Omni 7000MPD (modular payment device) gives merchants the option to purchase what's needed now and upgrade later if they want.

The Omni 7000 has all of the standard features of a point-of-sale terminal: a 32-bit processor, an ATM-style interface with four screen-addressable keys, four function keys, a large backlit display (up to eight lines), an integrated PIN pad (3DES and PED compliant), a triple-track card reader, 3 megabytes of memory and multiple cabling configurations for connecting with ECRs or peripherals such as

check readers.

What sets this terminal apart from others is its flexibility and open platform. VeriFone offers optional modules for emerging technologies that merchants can add directly to the Omni 7000 in the field when needed rather than sending the product back to VeriFone.

Possible enhancements include electronic signature capture on the display screen, EMV-compliant smart card capabilities, Ethernet and USB connectivity and radio frequency identification (RFID) for contactless payments.

VeriFone's optional electronic signature capture module includes a touch screen-enabled display lens and technology that secures signatures for storage and retrieval. Since smart card applications have not been widely adopted yet in the U.S., smart card capabilities can be added when needed.

USB connections provide faster communications between payment devices and peripherals; high-speed Ethernet connects payment terminals directly to a company's local area network (LAN) so companies can store payment information in corporate databases or can display ads on terminals without slowing transaction speed.

Superior Super Warehouse, an independently owned grocery supercenter chain based in Santa Fe Springs, Calif., has implemented the Omni 7000. VeriFone worked with Lynk Systems, Inc., Superior's payment processor, to provide the software solution for the Omni 7000, which connects directly to StoreNext's ISS45 POS system and integrates with Lynk's Integra electronic payment-processing solution.

VeriFone offers a three-year warranty on the Omni 7000 and a one-year warranty on all field-replaceable modules and the display.

VeriFone, Inc.

2455 Augustine Drive
Santa Clara, CA 95054
1-800-VeriFone
www.verifone.com



Self-Service Gets Even Better

Opteva

Diebold, Inc.


Diebold has introduced its latest family of ATMs, the Opteva collection. Diebold said it conducted extensive research in 18 countries in order to develop the products, which offer advanced features and flexibility.

The Opteva family of ATMs includes the Opteva 760, an advanced function, through-the-wall, walk-up ATM; the Opteva 720, an advanced function, lobby ATM; the Opteva 560, a through-the-wall, walk-up cash dispenser; and the Opteva 520, a lobby cash dispenser.

The ATMs were designed with an open platform so financial institutions can customize Diebold's solutions in order to fit their own needs. Diebold built the Optevas with USB 2.0 architecture, which allows the machines to easily integrate with future technologies and make faster transactions through high-speed communications with ATM peripherals. In addition, each machine operates on an Intel Pentium 4 processor.

Some of the features of the Opteva include a five-cassette dispenser that distributes high volumes of currency. Most ATMs come with four cassettes. The fifth cassette can dispense stamps, coupons, tickets or other items to increase revenue without decreasing cash-dispensing capacity. Diebold says the Optevas have the first two-color receipt printer with high-resolution printer capabilities for graphics.

Consumers will like it, too. The ATMs come with a standard 15.1-inch flat panel LCD screen for easy viewing, and sunlight viewable and touch-screen options are available. The ATMs can accept check and cash deposits without envelopes and have bulk-note acceptors for crediting up to 100 notes at a time.

In order to manage the ATM networks, Diebold also offers remote maintenance, professional services, managed services and outsourcing for the Opteva ATMs. 

Diebold, Inc.

5995 Mayfair Road
North Canton, Ohio 44720-8077
800-999-3600
www.diebold.com



loyalty pays, Schlumberger offers unlimited possibilities

Loyalty pays in almost any retail environment and Schlumberger offers the products and services to assist retailers of any size in delivering their loyalty programs. From open platform smart cards and loyalty applications to smart card ready POS terminals, we can help retailers grow and retain their customer base. Schlumberger offers the benefits of an unparalleled track record implementing credit, debit, private label, affinity and loyalty

programs, and our point of sale terminals accept both smart cards and traditional magnetic stripe cards, and support a variety of user environments including multi-lane, handheld, wireless and infrared. Contact Schlumberger to learn how our products can make loyalty pay for you.

Schlumberger multi-application POS terminals support the leading Visa and MasterCard loyalty applications.

888-343-5773
www.smartcards.net





Bankcard Agents Wanted

What's in it for you?

YOU Need ...

The ability to quickly and properly set up your merchants.

Frontline Processing offers a complete online Sales Office that allows you to track your merchants from the application process to their batches once they are on the system.

YOU Demand...

High quality service for your merchants.

Frontline Processing has in-house Customer Service, Underwriting, Risk Management, Chargeback, and IT Departments to provide full service for both you and your merchants.

YOU Require...

Multiple recurring sources of revenue:

Frontline offers residual incomes from:

Discount and downgrades	Statements
Monthly Minimums	Transaction Fees
Check Services	Leases
ACH Programs	Gift and Loyalty Programs

YOU Desire...

A quality relationship for your long term processing goals.

When you call Frontline you will talk to a live person that can help you directly. We want to establish long term relationships that are successful and profitable for all.



**FRONTLINE
PROCESSING**

@the center of it all...


...to learn more about

What's In It For You

contact us at:

866-651-3068 Ext 133 or email
clk@frontlineprocessing.com
676 Ferguson Avenue, Bozeman, MT 59718
www.frontlineprocessing.com

Whether you're an established sales office or just beginning, Frontline has the solution that will work for you...



**Your business
is selling.**

**Our business
is keeping
your customers
happy.**

More businesses than ever are ready to sell their products and services utilizing the power of the Internet. These online merchants are seeking MSPs and ISOs to provide safe, easy and efficient ways to authorize and process their transactions. As an Authorize.Net reseller, you'll find yourself in the ideal position to offer the most secure and reliable payment processing solution in the industry.

- Flexible buy rates
- Monthly residual payments
- New FDC Omaha connection
- Increased gateway security and performance
- Dedicated reseller support and account managers
- Branded payment solutions
- New money-making features and functionality

Authorize.Net[®]
Where the World Transacts

Contact us to become an Authorize.Net Reseller...
- www.authorize.net
- email: newresellers@authorize.net
- phone: 866-437-0491



NEWS

Visa Wants Account Numbers Off Receipts

In an effort to help combat fraud and identity theft, **Visa U.S.A.** will implement a new account truncation policy that will require its merchants with new point-of-sale card terminals to display only the last four digits of a customer's credit card number on receipts and to eliminate the card's expiration date from receipts.

The policy goes into effect July 1, 2003. Visa wants all merchants and all terminals to comply with the rule by July 2006. (MasterCard said adoption of its all-terminal policy goal is April 2005.)

Members of Congress, led by Sen. Diane Feinstein (D., Calif.), have introduced legislation that would require all credit card terminals to truncate credit card numbers within four years. Fifteen states, including California, have phased out the use of terminals that display all of a customer's account information.

FDC to Pay \$3 Million in Settlement

First Data Corp. will pay the U.S. Department of the Treasury \$3 million in a settlement for allegedly failing to notify federal authorities of suspicious transactions through its subsidiary **Western Union**. Anti-money laundering laws, which took effect in January 2002, require banks and other businesses to report suspicious transactions made by their customers.

In a report filed with the Securities Exchange Commission, First Data neither admitted nor denied the

charges. The company agreed to do more testing of its compliance systems by June 30, 2003 and to file new reports on suspicious transactions from 2002 at U.S. locations.

Capital One CFO Resigns

David M. Willey, Executive Vice President and CFO of **Capital One Financial Corp.**, resigned March 3, 2003 after receiving a Wells notice from the SEC. The notice alerted Willey that he likely would be charged with insider trading in a civil lawsuit. (Recipients of a Wells notice are allowed to explain their side of the story and possibly convince regulators that action against them is unnecessary.) Neither the company nor any other member of management received a Wells notice.

The SEC is investigating Willey's sale of shares and exercise of stock options two months before Capital One announced an increase in reserves for bad loans, which caused its stock to drop 40%. The company is currently looking for a new CFO. Dave Lawson, President and CEO of Capital One Auto Finance, will assume the role of acting CFO until a replacement for Willey is found.

308,000 Jobs Lost in February 2003

The unemployment rate reached 5.8% in February 2003 (a 10th of a percentage point higher than the previous month), after U.S. businesses cut 308,000 jobs, the **U.S. Labor Department** reported. Nearly 8.5 million people were unemployed in February.

The February job cuts are the largest since November 2001, when companies slashed 327,000 jobs after the September 11, 2001 terrorist attacks.



- ▶ **A Bank of Tokyo-Mitsubishi** survey of 78 U.S. retail chain stores reported that same-store sales increased 0.8% in February 2003 compared with an increase of 6.2% a year ago. Economists attribute the flat sales to winter storms across the country, a lackluster economy and the threat of war with Iraq.
- ▶ **The Home Depot, Inc.** estimates that it will open 200 stores in 2003; 84 of these stores will be outside big cities in more rural areas, *The New York Times* reported.
- ▶ **Retail property vacancies** in northern New Jersey's major shopping corridors dropped to a historic low of 2.0% during 2002, according to R.J. Brunelli & Co., Inc.'s 13th annual study of this area.
- ▶ **Wal-Mart Stores, Inc.** will open Sam's Club warehouse stores in three cities in Ontario, Canada.
- ▶ **The Commerce Department** reported consumer spending dipped 0.1% in January 2003, its first drop since September 2002.



ANNOUNCEMENTS

InterCept Consolidates Merchant Services

InterCept, Inc. has restructured its merchant services division. Effective March 1, 2003, all of InterCept's merchant services operations, including Internet Billing Co., InterCept Payment Solutions (formerly Electronic Payment Exchange) and InterCept's merchant portfolio operations in Tennessee, will operate as a single business unit known as InterCept Payment Solutions, Inc. John M. Perry will oversee the unit as Chief Executive Officer. Several new key appointments were announced as part of the restructuring (see Appointments section of FYISOs).

Intellect Announces EMV 2000 Certification

Melbourne, Australia-based **Intellect** announced that its AERO terminal is the world's first EMV 2000 Level 1-certified mobile device. The AERO is widely used in international markets such as Australia, Brazil, Germany, Greece and The Netherlands by organizations and businesses such as police forces, delivery companies and taxi firms.

CrossCheck Products Show Increased Use

CrossCheck, Inc. announced significant growth in the use of its check payment and guarantee systems, ChecksByNet and CheckNow. The total dollar amount of checks processed through ChecksByNet in 2002 increased 164.8% from 2001, and the total dollar amount of checks processed through CheckNow in 2002 increased 497.6%.

ChecksByNet enables online consumers to write checks over the Internet. With CheckNow, consumers give merchants check information over the phone or fax, and the merchant submits it to CrossCheck through a secure Web page.

Tranax Releases Another 3DES ATM

Tranax Technologies, Inc. released another fully compliant 3DES-encrypted ATM – the Mini-Bank 2100 ATM (Tranax earlier announced the availability of its 3DES-compliant Mini-Bank 1500 ATM). According to Visa, effective Jan. 1, 2003 all newly deployed ATMs should support 3DES. For MasterCard, all new-to-market ATMs must be compliant by April 1, 2003, and existing ATMs must be compliant by April 1, 2005.

TransAKT certified by Moneris

Wildcard Wireless Solutions Inc.'s wireless point-of-sale terminal, the TransAKT, received certification from Moneris Solutions Corp. and is fully certified and available for sale in Canada.

PARTNERSHIPS

Infinity Data Goes with Lipman

ISO Infinity Data Corp. will purchase and deploy more than 6,000 of Lipman Transaction Solution's NURIT point-of-sale terminals over the next year. The agreement between Lipman and Infinity Data is valued at approximately 1.8 million dollars. In addition, TASQ Technology, part of First Data Merchant Services, a subsidiary of First Data Corp., extended its agreement with Lipman to include both wired and wireless NURIT products.

TDS, Hypercom, Visa Team Up at Drive-thru

Hypercom Corp., Texas Digital Systems, Inc. (TDS) and **Visa U.S.A.** have combined their technologies at quick service restaurants' drive-thrus in a pilot program, enabling patrons to pay for their food and beverages using credit or debit cards. TDS is integrating its order-confirmation displays with Hypercom's card payment terminals and Visa's processing services. The program is being tested initially at five locations in the Atlanta area; other locations will follow in Florida, Georgia, Ohio and Wisconsin.

Bridgeview Chooses Golden Eagle

Bridgeview Payment Solutions, a subsidiary of Bridgeview Bank, selected **Golden Eagle Leasing, Inc.**'s microticket leasing program for its credit card transactions. The companies expect the partnership to result in several thousand leases.

Experian Hires CardCops

Experian announced plans to use **CardCops.com**'s proprietary technology to fight credit card fraud. Experian will offer the service to financial institutions that grant credit cards or process online credit card transactions. CardCops monitors the Internet daily, looking for compromised credit cards issued by participating Experian clients.

SafeCHECK and PhoneCharge Partner

SafeCHECK will combine its online electronic check verification and processing technology with **PhoneCharge, Inc.**'s (PCI) interactive voice response system to provide merchants with the ability to accept checks over the phone and the Internet.

Global Payments to Authorize for Visa

Global Payments Inc. will participate in **Visa U.S.A.**'s POS Check Service program as an acquiring processor and a third-party check authorization source. Global Payments will provide services such as authorization, capture, clearing and settlement. The program will be available in the U.S. market in early third quarter 2003.

GOOD THINGS COME IN THREES.

TRIADSM

**INTRODUCING TRIAD.SM
THE NEW 3-TIERED PROCESS THAT
CAN HANDLE ANY SIZE ACCOUNT.**

Pyramids have always been a symbol of power and wealth. That continues today with Triad, the new three-tiered approval process from MCCS.SM

With Triad, MCCS can handle any size of account with ease—whether you call on small, medium or even large, big-ticket accounts. Which means you now have one, convenient source for all your sales. So you can take on more business than ever before.

The Triad process uses customized, customer-specific data to provide a highly effective new system for merchant approvals. Combine that with guaranteed residual income and the unsurpassed service that MCCS is known for, and you have a powerful combination for growing a strong portfolio of profitable customers.

For years, MCCS has been a recognized industry leader, with over \$2.4 billion in annual transactions. And now, with our new Triad system, we can offer you even more ways to grow your business.

To discover the power and wealth of the pyramid, you don't have to go to Egypt. Just call 1-866-826-MCCS (1-866-826-6227) or email info@mccs-corp.com and ask about the new Triad.

Then watch good things begin to happen.

Wholly-Owned Subsidiary of Woodforest Bancshares, Inc. © 2002 Merchants' Choice Card Services, Inc. All Rights Reserved.

MCCSSM
MERCHANTS' CHOICE CARD SERVICES



FDC Picks RDM Imagers

RDM Corp. announced **First Data Corp.** will "Class A" certify its MICR imaging peripherals. RDM also will integrate the products with First Data's TeleCheck Electronic Check Acceptance service, which integrates checks to electronic items. The imaging products will be sold through all First Data sales channels.

SchlumbergerSema in Citi Cards

SchlumbergerSema provided **Citi Cards**, a part of Citigroup, the smart cards, card readers, loyalty applications and software applications for its smart card products, the "Citi.You card" and the "Citi Smart Card." Schlumberger's technology includes the Cyberflex Palmera 32K, a secure, multi-application financial smart card for credit and debit and loyalty programs.

NPC Processing for MGMA Members

National Processing Co. (NPC), subsidiary of National Processing, Inc., announced it is now a **Medical Group Management Association (MGMA)** AdminiServe partner. Through the partnership, NPC will provide merchant processing services such as card authorization and settlement services for Visa, MasterCard and debit transactions to MGMA's 19,000 members.

TeleCheck at CVS/pharmacy

CVS/pharmacy will use First Data Corp.'s **TeleCheck Services, Inc.** database service for verification and authorization of customers' paper checks at the point-of-sale. TeleCheck's database of check writer information contains data from more than 340,000 subscribers.

ACQUISITIONS

Symbol Acquires 2nd Company

Symbol Technologies, Inc. acquired **ImageWare Technologies, Inc.**, provider of customer relationship management (CRM) and mass-customization software solutions for the retail marketplace. Symbol will integrate ImageWare's software with its own solutions, such as mobile POS, product locator, mobile voice-over IP and integrated mobile payment solutions. This comes on the heels of Symbol's acquisition of the assets of @pos in September 2002.

First Merchants Acquires CNBC Bancorp

Muncie, Ind.-based **First Merchants Corp.** completed its merger with **CNBC Bancorp** of Columbus, Ohio. CNBC Bancorp and Commerce National Bank, its wholly owned subsidiary, will become the first affiliate bank headquartered in Ohio under First Merchants Corp.'s family of 10 community banks. Commerce National Bank will continue to operate as a separate entity with its own charter and board of directors.

Cardtronics Buys More ATMs

Cardtronics reported its ATM network has reached 10,000 machines with the acquisition of **XtraCash ATM, Inc.**'s ATMs and processing contracts for 938 Winn-Dixie stores located throughout the Southeast. Cardtronics also recently acquired 22 ATMs and contracts from CenterCourt Cash, Inc. in February 2003 and 1,200 ATMs from Diebold, Inc. in October 2002.

APPOINTMENTS

Restructuring at InterCept

As part of a restructuring in its merchant services division, InterCept, Inc. announced the appointment of several new key officers. **Raymond Moyer**, President, CEO and founder of Electronic Payments Exchange (EPX), was named President of InterCept Payment Solutions; **Tim Barnett** will serve as Executive Vice President and Chief Operating Officer of InterCept Payment Solutions; **Julie Counterman** was named Executive Vice President and Chief Marketing Officer for InterCept Payment Solutions; and **Pam Clepper** was named Executive Vice President of the financial institution division of InterCept Payment Solutions.

PULSE Hires Financial Industry Vet

PULSE EFT Association announced **Marie Braeutigam** has joined its sales and member development team, serving the Michigan, Ohio and Pennsylvania markets. Braeutigam has more than 25 years of experience in the financial industry: she worked 22 years with Kalamazoo, Mich.-based First of America Bank (now National City of Cleveland) and the last four years at the NYCE network in EFT processing sales.

Two Sales Managers Join UBC

United Bank Card, Inc. (UBC) hired **Brian Jones** and **Tom Goad** as National Sales Managers to serve in UBC's ISO Relations department. Jones previously worked at Concord EFS, Inc., and Goad served as the former Vice President of Redwood Merchant Services.

ImageWare Founder Continues at Symbol

Bryan Amaral joined Symbol Technologies, Inc. as Vice President of Clienteling and Personalization Solutions for the Retail-Mobile Commerce Division. Amaral, a 20-year retail technology industry veteran, was the founder and Chief Executive Officer of ImageWare, which Symbol Technologies recently acquired.

CNBC Founder Joins First Merchants Board

Thomas D. McAuliffe, founder and President of CNBC Bancorp, which recently merged with First Merchants Corp., will join the First Merchants Board of Directors.



**MERCHANT OWNERSHIP
AVAILABLE!**

WE DO OUR OWN:

- Risk
- Underwriting
- Technical Support
- Customer Service
- Programming
- MID / TID #'s

**WE WANT
YOU!**

- ★ **RESIDUALS PAID ON:**
 - 100% Over 1.43% Retail
 - 100% Over 2.29% Moto
 - Statement Fee Income
 - Minimum Fee Income
 - Bundled Rates
 - Debit Income
 - Transaction Fee Income
 - Equipment Warranty Income
 - Check Guarantee Plans
 - Check Conversion Income

- ★ **CUSTOM PROGRAMS:**
 - We can customize your income streams to suit your needs!

- Tell us what you are looking for and we can make it happen!

- No one in the industry offers this!

- ★ **NO APPLICATION FEES**
- ★ **3 HOUR APPROVALS**
- ★ **FAXED APPLICATIONS OKAY**
- ★ **E-COMMERCE SOLUTIONS**
- ★ **WIRELESS SOLUTIONS**
- ★ **"NO" TURNDOWN LEASING**
- ★ **GREAT LEASING RATES**
- ★ **PAID IMMEDIATELY**

eps

ELECTRONIC PAYMENT SYSTEMS

800-863-5995

www.eps-na.com

HARRIET HATES CHECKS.

Now **POS** approves
her checks in
9 seconds...deposits
her money in
48 hours...for
pennies per
check, no
discount rate,
including
guarantee!



CHECKING SECURITY FOR MERCHANTS. CHECKING INCOME FOR YOU.

That's why so many merchants are asking for Paid On Signing. It converts a paper check to a debit transaction at the point of sale...quickly and securely, in "REAL TIME".

Paid On Signing is a Payment Option Solutions product for ISOs and acquirers, processors or agent banks. Looking for an exciting new product for new and existing customers?

Get with the POS program and start making real transaction income today.

Visit us at the ETA in Las Vegas Booth #1023



PAYMENT OPTION SOLUTIONS, LLC
800 SHAMPS DRIVE
WESTBURY, NY 11590

TEL: 888.767.7674
FAX: 516.333.8951

WWW.PAYMENTOPTIONSOLUTIONS.COM

WATER COOLER WISDOM

Airplane travel is nature's way of making you look like your passport photo.

— Al Gore

Tips for Travel

Some of you will attend the ETA in Las Vegas next month. For anyone who travels, the world has changed dramatically. Patience is tested more than once at the airport. But getting upset doesn't help anything and may only serve to make the waits longer and that much more unpleasant. After all, the added security is there for our benefit.

Here are some tips for dealing with the delays and keeping calm throughout the process.

- Make sure you have a good meal before you leave for the airport. If you arrive hungry and things go wrong, you might find it more difficult to remain composed.

- Allow yourself enough time to get ready. If you start your trip rushed, you are likely to feel rushed for the entire trip.

- Prepare yourself mentally for delays. Anyone who has ever flown on a commercial airliner also has sat on the runway for long periods of time. Make sure you have work to do or a book to read.

- The security checkpoints are not going to go away. You know they are there, and you know that there is likely to be a line. Yes, you even might have to take off your shoes. Strike up a conversation with someone else in line instead of complaining. You never know where you will find your next prospect.

- The agents at the ticket counter who just told you that your flight has been delayed did not cause the delay. Yelling at them will not make the flight take off on time. Keep in mind that they are merely doing their job and you are not the only angry passenger. Being especially nice to them will get you more service, especially in the case of a canceled flight. Just be thankful you are not the one behind the counter.

- Keep your sense of humor. Smile at someone and try to help them feel a little better. If you are angry and tense you may lose sight of the reason you are making this journey. By remaining cheerful, you will arrive at your destination ready for whatever awaits you.

INSPIRATION ◀ ◀ ◀

Getting Organized ... AND Staying Organized

So you spent \$350 on new file folders, colored labels, sorters, drawers and holders. You meticulously went through every piece of paper you could find and got rid of those creative writing pieces from the third grade.

Every pen, paper clip and rubber band is neatly stored in its place. Looking around with a sense of pride, you think that the 35 hours spent getting organized was well worth it. Now you can be efficient and productive.

Fast-forward six months ... where is that contract? You dig

Discount Credit Card Machine (800)816-4968

<p>Nurit 3010 CPDP</p>  <p>\$549</p>	<p>Apriva M500</p>  <p>\$449</p>
<p>IC Verify</p>  <p>\$259</p>	<p>PC Charge Express</p>  <p>\$129.95</p>
<p>OMNI 396</p>  <p>\$79</p>	<ul style="list-style-type: none"> • Late Office Hours 9am-8pm Est. • Saturday 10-4pm Est. • Friendly Sales Operators

Order Online At..

www.discountcreditcardmachine.com



ETA 2003 Annual Meeting and Expo

Highlights: "Beat the Odds" and raise the stakes for your company's success at the Electronic Transactions Association's big annual gathering in Las Vegas. Companies from all areas of the financial services industry will be there showcasing products and services; attendees from executives to vendors will have plenty of networking opportunities. The event opens on Tuesday, April 8 with meeting registration, an all-day golf tournament and an evening welcoming party with exhibitors. An ETA University Basic Training session is scheduled for 8:30 a.m. to 4:30 p.m. General and educational sessions and an exhibition covering 50,000 square feet will follow April 9-10.

When: April 8-10, 2003

Where: MGM Grand, Las Vegas

Registration Fees: Vary by ETA membership status, workshop selections, activities and registration date.

How to Sign Up: Visit www.electran.org, phone 800-695-5509 or e-mail Shawn Canfield at ETA headquarters at s.canfield@electran.org

Western Payments Alliance

ACH Origination Workshop

Highlights: Do you have a clear understanding of the ACH process? Do you know everything you need to know about origination, the risks involved, and the warranties, liabilities and obligations of originators or originating depository financial institutions? These one-day workshops at three West Coast locations are designed to give anyone involved in ACH operations a complete overview of all the ins and outs of ACH. If you handle ACH operations, customer service, marketing/sales, project management or compliance/audits, you'll gain tools to properly assess and manage risks and liabilities associated with ACH origination. A basic understanding of ACH is required. Lunch is provided.

When and 9 a.m.-3:30 p.m. April 8, 2003Eugene Hilton,
Eugene, Ore.

Where: 9 a.m.-3:30 p.m. April 9Doubletree Club Hotel,
El Segundo, Calif.

9 a.m.-3:30 p.m. April 10Doubletree Hotel,
Sacramento, Calif.

Registration Fees: Vary by WesPay membership status and attendees per organization.

How to Register: Phone 415-373-1188. Visit www.wespay.org

through the piles, desperately looking for it. The client is impatient and holding on the phone. Not in this pile, maybe on that chair ... you groan as the paper clips fall off the desk and scatter all over the floor. What went wrong?

Getting organized is not a one-time-only job. It involves not only cleaning up the mess but also learning how to keep it cleaned up. It seems like a lot of work, but the time spent keeping things orderly will save you time in the end.

Start by working on your attitude toward organization. Most of us do not want to be bothered with putting things away every time we use them. After all, we are just going to need that file again tomorrow.

The problem with this approach is that by the time tomorrow arrives, nine other things that are going to be used in the near future have piled up on top of the file we need. Multiply this phenomenon by seven and you can see that within a week things are pretty much back to square one.

Remind yourself that the 15 seconds spent putting that file away and then the 15 seconds used to pull it out of the file drawer when you need it again might save you anywhere from two to 20 minutes in the future.

One of the great enemies to staying organized is the mail. It comes in by the truckload, it seems. And it doesn't throw itself away. Open the mail daily. Make it a routine. Toss all of the junk mail immediately. Opening the mail directly over a trash can be a timesaving ritual.

Staying organized can be easy if you make it all a part of your routine. If you keep forcing yourself to put things away each time you use them, before long it will be automatic and you won't have to spend hours every six months or so cleaning up.

You will be able to service your customers in a timelier manner and appear more professional in all of your business dealings.

Good Selling!

Paul H. Green

SUBMIT YOUR TALES OF SALES SUCCESS

If we publish your story,
we'll give you **\$100**

E-mail to: greensheet@greensheet.com

PARTNERSHIP PROGRAM



ACCPC

American Credit Card
Processing Corporation

**TO START YOUR OWN BUSINESS
CALL US**

1-800-310-3812

**A COMPANY OWNED AND OPERATED
BY SALES PEOPLE**



RESOURCE GUIDE

The Resource Guide has grown to accommodate increased interest! To add your company to our expanding listing, call 800-757-4441 today.

ATM/SCRIP ISOs LOOKING FOR AGENTS

Access ATM

(866) 874-0384

Amicus/XtraCash ATM

(888) 712-1600

ATM Merchant Systems

(888) 878-8166

Data Capture Systems, Inc.

(800) 888-1431

NationalLink

(800) 363-9835

BANKS LOOKING FOR ISOs/MSPs

Bridgeview Payment Solutions

*A Wholly Owned Subsidiary of
Bridgeview Bank and Trust*

(888) DO APPLY

Comerica Merchant Services

(800) 790-2670

First American Pymt Sys

(866) G04 FAPS

Humboldt Bank Merchant Services

(877) 635-3570

National Processing Co.

(800) 672-1964 x 7655

Professional Payment

Consultants

(402) 496-6381

Retriever Payment Systems

(800) 376-3399

CHECK DRAFTING SER- VICES

CFGGroup

(888) FON-CHEX

Checks by Phone/By Web

(561) 998-9020

CHECK GUARANTEE/ VERIFICATION

Abanco Intl., LLC

(866) 231-2030 x2347

CrossCheck, Inc.

(800) 654-2365

ElectCheck Plus

(800) 863-5995

EZCheck

(800) 797-5302 x303

Global eTelecom, Inc. (GETI)

(877) 454-3835

Global Payments

(800) 638-4600 x888

Nationwide Check Services

(800) 910-2265

Secur-Chex

(888) 603-0978

COMPLIANCE/PIN ENCRYPTION

INFORMATION EXCHANGE, INC.

(973) 734-0822

CONSULTING AND ADVISORY SERVICES

First Annapolis Consulting, Inc.

(410) 855-8500

Integrity Bankcard Consultants, Inc.

(800) 816-4224

Novida Consulting

(402) 895-5142

Service Dimensions, Inc.

(800) 578-3800

DEBIT TRANSACTION PROCESSING

CashLane

(800) 325-2862

Global Payments, Inc.

(800) 801-9552

EFT-ACH SETTLEMENT SERVICES

Checkgateway.com

(480) 785-2262

Intercept Corporation

(800) 378-3328

EQUIPMENT

Abanco Intl., LLC

(866) 231-2030 x2347

Assoc. Terminal Mgmt (ATM) Grp

(877) 286-4768

Automated Transaction Tech.

(888) 454-1210

BANCNET

(713) 629-0906

BUDGET Terminals & Repair

(985) 649-2910

CardWare International

(740) 522-2150

CDEServices

(800) 858-5016

Electronic Payment Systems, LLC

(800) 863-5995

General Credit Forms, Inc.

(800) 325-1158

Global Payments

(800) 229-3698

The Horizon Group

(888) 265-2220

Ingenico

(800) 252-1140

Lipman USA, Inc.

(516) 484-9898

MLT & Assoc., Inc. Plastic Refurb

(775) 358-2922

National Processing Company

(800) 672-1964 x 4383

Nationwide Check Services

(800) 910-2265

POSPortal, Inc.

(866) 276-7289

Schlumberger Sema

(800) 732-6868 x202

Teertronics, Inc.

(800) 856-2030

TASQ Technology

(800) 827-8297

Thales e-Transactions, Inc.

(888) 726-3900

Vital Merchant Services

(800) 348-1700

FREE ELECTRONIC CHECK RECOVERY

Gulf Management Systems, Inc.

(800) 947-3156

FUNDING SOURCES

Resource Finance Company, LLC

(866) 211-0114

GIFT/LOYALTY CARD PROGRAMS

CHIPLOGICS

(866) 462-4477

POS Payment Systems

(718) 548-4630

ISO RELATIONSHIPS AVAILABLE

Abanco Intl., LLC

(866) 231-2030 x2347

AmericaOne Payment Sys

(888) 502-6374

BioPay Biometric Pymt Svcs

(866) 324-6729

Brennes-Jones Group

(800) 970-2592 x1003

Business Payment Systems

(877) 700-7947 x242

CoCard Marketing Group, LLC

(800) 882-1352

First American Payment Systems

(866) G04 FAPS

First Data Merchant Services

(866) FDMS-ISO

FMBS

(800) 966-5641

Global eTelecom, Inc. (GETI)

(877) 454-3835

Global Payments

(800) 801-9552

Merchant Data Systems, Inc.

(800) 249-6377

MSI-MerchantServices, Inc.

(800) 351-2591 x9-23

Nationwide Check Services

(800) 910-2265

Partner-America.com

(800) 366-1388

Total Merchant Services

(888) 84-TOTAL x314

United Bank Card (UBC)

(800) 201-0461

MSI MERCHANT SERVICES, INC.

Merchant Application

MSI Merchant Services, Inc. 10000 E. 1st Avenue, Suite 100, Denver, CO 80231
 Phone: (303) 750-8472 Fax: (303) 750-8473
 Website: www.msihq.com

Company Name: _____ MSB Number: _____
 Legal System: _____ EIN: _____
 Tax ID: _____
 Owner: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____
 Fax: _____
 E-Mail: _____

Merchant Details
 Bank Name: _____ Account # _____ COA Number # _____
 Check # _____
 Check # _____
 Check # _____



SAME DAY APPROVALS

.0288
 No 1st and Last
 Guaranteed Leasing

Make **MSI** your **CHOICE** for 2003!
 "ISO **CHOICE** Program" & "E App"

*Some things are believable. Others aren't.
 Know which is which.*

All "ISO CHOICE Programs" Feature:

- Choice of 3 BLOCKBUSTER Bankcard Programs
- MSI's Online E-App - Same Day Merchant Numbers
- "No Liability" to ISO on ALL Programs
- Check Truncation on All Terminal Types
- Online Status
- Non-Bankcard Bonus AMEX, DISC. & Diners
- FREE Equipment Deployment
- FREE Shipping

10 Applications = \$1,000.00 Signing Bonus
 20 Applications = \$2,000.00 Signing Bonus
 30 Applications = \$3,000.00 Signing Bonus

You talk, we listen and what we're hearing is that ISO's want a business partner who takes every merchant seriously. WE DO....we don't do business any other way.

WE ARE BELIEVABLE.....WE ARE A DIFFERENT

MSI®

Call 1.800.288.8472 and ask for George(9) ext.23 or Richard(9) ext.12 or visit our Web site: www.msihq.com

MSI is a valued partner offering  products and services. Direct leasing services provided by Lease Finance Group (LFG).



ISOS/BANKS PURCHASING ATM PORTFOLIOS

Midwest Bancard Corporation
(888) 272-4325
Momentum Cash Systems
(800) 939-0914

ISOs/BANKS PURCHASING MERCHANT PORTFOLIOS

AmericaOne Payment Sys
(888) 502-6374
CardPoint, Inc.
(410) 592-7485
Concord EFS, Inc.
(800) 778-4804 x66382
Global Payments Inc.
(416) 847-4477
Merchant Data Systems, Inc.
(800) 249-6377
Merchant Services Incorporated
(800) CARDSWIPE x7934
PaySystems Corporation
(541) 227-6894 x407
Southwest Financial Services, Inc.
(800) 841-0090

ISOs LOOKING FOR AGENTS

Abanco Intl., LLC
(866) 231-2030 x2347
Advanced Merchant Services (AMS)
(888) 355-VISA (8472)
AmericaOne Payment Sys
(888) 502-6374
American Credit Card Proc. Corp.
(800) 310-3812
Approval Payment Solutions, Inc.
(888) 311-7248
Bancard Payment Systems
(866) 987-7200
BankCard USA
(800) 589-8200 x101
Brennes-Jones Group
(800) 970-2592 x1003
Business Payment Systems
(877) 700-7947 x242
CardPoint, Inc.
(410) 592-8998
Certified Merchant Services
(800) 732-7099

Comerica Merchant Services
(800) 790-2670
Concord EFS, Inc.
(800) 778-4804 x 66382
Cornerstone Payment Systems
(866) 277-7589
CPS Group, inc.
(800) 933-0064
Cynergy Data
(800) 933-0064 x 5710
E-Commerce Exchange
(800) 748-6318
Electronic Merchant Services
(800) 726-2117
Electronic Payment Sys., LLC
(800) 863-5995
EXS Electronic Exchange Sys.
(888) 949-2021
Fifth Third Merchant Services
(800) 669-7228
First American Payment Systems
(866) G04 FAPS
FMBS
(800) 966-5641
Frontline Processing
(866) 651-3068 x133
Imperial Processing Group
(800) 790-2670
**Innovative Merchant
Solutions**
(800) 397-0707
IRN PAYMENT SYSTEMS
(800) 366-1388
Lynk Systems, Inc.
(866) 828-5965
Merchant Data Systems, Inc.
(800) 249-6377
Merchant Services, Inc.
(800) CARDSWIPE
Momentum Cash Systems
(800) 939-0914
Money Tree Services
(800) 582-2502 x100
MSI-MerchantServices, Inc.
(800) 537-8741 x9-12
MSPDirect, LLC
(888) 490-5600 x112
National Processing Co.
(800) 672-1964 x7655
Nationwide Check Services
(800) 910-2265

Netcom Data Southern Corp.
(800) 875-6680
Online Data Corporation
(866) 222-2112
Orion Payment Systems
(877) 941-6500
Retriever Payment Systems
(800) 376-3399
Signature Card Services
(888) 334-2284
Total Merchant Services
(888)-84-TOTAL x314
United Merchant Services
(800) 260-3388 x236
Vequity Financial Group
(800) 442-8380
Worldwide Merchant Services
(800) 847-2662
Xenex Merchant Services
(888) 918-4409

LEADS GENERATORS

Hot Leads Xpress
(866) 244-2593

LEASING

A-1 Leasing
(888) 222-0348
Abanco Intl., LLC
(866) 231-2030 x2347
ABC Leasing
(877) 222-9929
Allied Leasing Corp.
(877) 71-LEASE
American P.O.S. Leasing Corp.
(800) 349-6516
BARCLAY SQUARE LEASING, INC
(866) 396-2754
Electronic Payment Systems, LLC
(800) 863-5995
First Leasing Corp.
(888) 748-7100
GlobalTech
(800) 414-7654 x 3002
Golden Eagle Leasing, Inc.
(800) WE LEASE
Integrated Leasing Corp.
(800) 398-9701
LADCO Leasing
(800) 678-8666

Lease Finance Group

A Division of CIT
(888) 588-6213
Leasecomm Corp.
(800) 515-5327
Merchants Leasing Systems
(877) 642-7649
Merimac Capital
(888) 603-0978
Nationwide Check Services
(800) 910-2265
Northern Leasing Systems, Inc.
(800) 683-5433 x 8500
TASQ Technology
(800) 827-8297

LOYALTY CARDS

FLEXGIFT/UMSI
(800) 260-3388 x236

NON-U.S. MERCHANT ACCOUNTS

PSiGate Payment Services
(877) 374-9444

POS CHECK CONVERSION

Abanco Intl., LLC
(866) 231-2030 x2347
B-CHeX
(877) 700-7947 x242
CrossCheck, Inc.
(800) 654-2365
E-Chex
(877) 474-8924
ElectCheck Plus
(800) 863-5995
ElectroCheck
(877) 509-9399
EZCheck
(800) 797-5302 x303
Global eTelecom, Inc. (GETI)
(877) 454-3835
Nationwide Check Services
(800) 910-2265

POS SUPPLIES

CardWare International
(740) 522-2150
General Credit Forms, Inc.
(800) 325-1158

What were you doing

In the year
1984

- George Orwell's book dominates headlines.
- Ronald Reagan was president.
- The USSR still existed.
- The Cosby Show premieres.
- Michael Jackson's hair catches fire.
- Money Tree owner Mitch Lau starts building his dream in the bankcard industry

Mitch's dream was to grow a company on a solid foundation of integrity and service. The result is an organization that treats its partners...well, like partners.

Build your future with us.

1984 Buick LeSabre

- **No monthly minimum**
- **No batch header fees**
- **No encryption fee**
- **No annual fees**

1.48% + 20 Cents
Faxed Applications Accepted
Vested Residuals
Dedicated Partner support

**For additional information call
Partner support at 800-582-2502 (ext. 2)**

**Aren't you ready to work with a company that gives you
the tools and choices you need to succeed?**

To learn more about the exciting
programs offered by Money Tree.

visit us at:

www.moneytree1.com

HSBC Bank USA



Money Tree

Stability • Reliability • Integrity



TASQ Technology
(800) 827-8297
The Horizon Group
(888) 265-2220
Valdez Paper Products
(970) 689-1655
Vital Merchant Services
(800) 348-1700

PROCESSORS LOOKING FOR ISOs

First Data Merchant Services
(866) FDMS-ISO
Global Payments
(800) 801-9552
Lynk Systems, Inc.
(866) 828-5965
National Processing Company
(800) 672-1964 x7655
 POS Payment Systems
(708) 548-4630

REAL-TIME CHECK / CREDIT CARD PROCESSING

Checkgateway.com
(480) 785-2262
E-Commerce Exchange
(800) 748-6318
 eProcessingNetwork.Com
(800) 971-0997

Online Data Corporation
(866) 222-2112
 ProPay USA-FaxPay
(888) 486-4701
 USAePay.com
(866) USAePay (872-3729)

SITE SURVEYS

Property Resource Network Inc.
(800) 676-1422

SUPPORT DESK FOR POS TERMINALS & PC SOFTWARE

CardWare International
(740) 522-2150
 TASQ Technology
(800) 827-8297
The Horizon Group
(888) 265-2220
Vital Merchant Services
(800) 348-1700

VIDEO PRODUCTION

Roaring Mouse Productions
(707) 794-9699

WHOLESALE DISTRIBUTORS

Level2 Distribution
(866) 4LEVEL2



• **Have You Moved?**
 • **Do You Have a Correction to our Database?**

Simply Complete this Form to Update Your Information. Changes **MUST** be Submitted in Writing

NAME CHANGE ADDRESS CHANGE

[OLD INFORMATION]

TYPE OR PRINT LEGIBLY

COMPANY NAME

RECIPIENT'S NAME

MAILING ADDRESS (INCLUDE SUITE OR #)

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE ()

FAX ()

EMAIL



FOR SUBSCRIPTION UPDATES PLEASE ATTACH YOUR EXISTING ENVELOPE ADDRESS INFORMATION **HERE**

[NEW INFORMATION]

TYPE OR PRINT LEGIBLY

COMPANY NAME

RECIPIENT'S NAME

MAILING ADDRESS (INCLUDE SUITE OR #)

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE ()

FAX ()

EMAIL

Please Fax this Form to: **707-586-4747**
 Subscriptions: www.greensheet.com/publications
 Questions: 800-757-4441

GSQ BACK ISSUES ONLY \$1.45*

Missing some from your library?

Including Check Studies!

order at greensheet.com/gsq

* Subject to availability, plus shipping

THE LEADING OUTSOURCE PROVIDER FOR THE PAYMENT PROCESSING INDUSTRY



POS equipment

Supplies and accessories

TASQ-NET[®] management software

JIT deployment

Retrieval management

Training & conversions

Leasing, rental, ACH

Professional services

Refurbishment

Supply order desk & fulfillment

PC products and configuration

Service & help desk

VeriFone

Hypercom

Lipman

Ingenico

Mag-Tek

Dassault/Thales

SchlumbergerSema

MIST

RDM

Addressograph Bartizan

IC Verify

PeriPheron Tech

GO Software, Inc.

**For personal service, please call our Sales Representatives at 1-800-827-8297
For more information about TASQ Technology, visit us at www.tasq.com**

Isabel Bishop
Extension: 3038
Florida, Iowa, Kansas
Nebraska,
Oklahoma, Texas

Kristin Harvey
Extension: 3063
Southern California,
Nevada

MaryAnn Baldez
Extension: 3002
Alabama, Arkansas,
Georgia, Illinois, Indiana,
Kentucky, Louisiana,
Michigan, Minnesota,
Mississippi, Tennessee,
Wisconsin

Schuyler Kennedy
Extension: 3084
Northern California,
Oregon

Anna Mortensen
Extension: 3077
Alaska, Arizona,
Colorado, Missouri,
Idaho, Hawaii,
Montana, New Mexico,
North Carolina, North
Dakota, Ohio, Utah,
South Carolina, South
Dakota, Washington,
Wyoming

Robert Heinrich
Extension: 3016
Connecticut, Maine,
Delaware, Maryland,
Massachusetts, New
Hampshire, New York,
New Jersey, Pennsylvania,
Rhode Island, Vermont,
Virginia, West Virginia,
Washington D.C.

Are You ready to get into the game?

☑ Play ball with *Hy-Inside* and win free prizes and rewards.

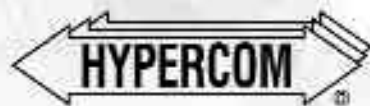
Hy-Inside is the payment industry's leading loyalty program that rewards you for doing what you do best – selling terminals. Here you can earn points toward free terminals, free shirts, jackets, jewelry, cameras, camcorders, laptops and TVs. Even weekends in Las Vegas.

Get a 150-point signing bonus when you join the team by April 30. All you do to get into the game is **log on, sign up and cash in.**

Keeping score in the game of sales has never been easier. So play ball with *Hy-Inside*.

Do it today!

☑ www.hypercomusa.com



get there: hypercom.com



innovation. results. leadership.