



The Green Sheet

DEDICATED TO THE EDUCATION AND SUCCESS OF THE ISO AND MLS

August 14, 2006 • Issue 06:08:01

Inside this issue:

News

Industry Update.....	14
Summer heat wave sweeps Senate Judiciary interchange hearing.....	52
Visa alerts restaurants to lax POS installation.....	54
Discover Network opens the gates.....	56
Visa to disclose regs, with strings attached.....	57
Small payments = Big contactless opportunity.....	58

Features

Check 21 implementation finds its stride By Valerie Killifer, ATMmarketplace.com.....	24
--	----

AgentTalkSM: Kelly Jaime

Closing deals with integrity and Irish charm.....	28
--	----

Trade Association News:

MWAA's annual gathering hits all the right notes.....	62
--	----

View

Scuttle those restaurant skimmers By Gary Fravel.....	38
--	----

Education

Street SmartsSM:

What to do when things go awry By Michael Nardy.....	74
Put this on blast: Visa modified its PCI criteria By David H. Press.....	82
Check into check services By J. David Siembieda.....	88
No lead left behind By Marcelo Paladini.....	94
Relationships are the soul of success By Chris Hester.....	100

Departments

QSGS: Quick Summary Green Sheet.....	8
Company Profile.....	43
New Products.....	105
Inspiration.....	111

Table of contents
continued on page 3

Internet Hold 'Em: Winning the online payments game

E-commerce will rock our world, so we've heard for years. Like the boy who cried wolf, myriad warnings about new online ventures that will decimate our profession have been followed by fizzled starts. So, many of us have tuned the message out. The opportunities to service online merchants thus far haven't looked promising either.

But the obstacles that kept most online merchants not-so-profitable for ISOs and merchant level salespeople (MLSs) are starting to flatten.

Interstate banking has led to the development of national electronic debit systems. New and more reliable technologies have been deployed, and consumers are embracing these new technologies more quickly than ever before. As issues like online authentication and security are being addressed, e-commerce dollar volume is skyrocketing.

Simultaneously, boundaries between online and brick-and-mortar commerce are blurring. Traditional merchants are rapidly becoming multi-channel. They're mixing storefront, MO/TO, online and kiosk sales in creative ways that fit their unique business needs. Even merchants who rely on face-to-face contact, such as drycleaners, restaurants and service businesses, are starting to schedule appointments and deliveries or take orders and payments online.

All of this is creating new opportu-

nities, and new sales challenges, for ISOs and MLSs.

Size up the competition

Agents selling to online merchants face stiff competition from nontraditional sources, namely, software providers and alternative payment systems like PayPal and Google Checkout.

"PayPal, 2Checkout and Google [Checkout] are all huge threats because they're all positioning themselves as primary choice options for online merchants," said Joe Thompson, an independent payment services consultant based in Savannah, Ga. "They're pushing the traditional MLS further down the food chain with their attractive low fees.

"Before, if a merchant wanted low merchant fees, they'd go with a service like 2Checkout initially, and if it didn't work out with 2Checkout, they'd come to the MLS for an account of their own," he said. "Now merchant[s] are going to try PayPal. If PayPal doesn't work, they may be inclined to try Google. And if Google doesn't work, they may be inclined to try a service like 2Checkout and, finally, the MLS.

"What this means is that it could take longer for the typical small merchant to call us looking for an account, which could result in significantly fewer online [or] MO/TO signups long term."

For the true bootstrapped Internet startup operating out of a dorm room



Has Your Processor Grown Too Large to Perform for You?

While other processors continue to grow by padding their own pockets, North American Bancard has grown larger by investing back in our Agent Partners. We've built strong relationships by providing the best service and free terminal programs in the industry. We believe that a business built around honesty and integrity is a better business. After all, for as hard as you work to make money, shouldn't your processor be a class act?

FREE TERMINAL PROGRAM WITH MORE REVENUE!

With NAB You Get a True Interchange Revenue Split.

Unlike other programs we don't charge 3 to 6 basis points off the top with a "Reserve Fee for Hidden Losses" or "BIN Sponsorship Fee"

No Annual Fee or Batch Header Fee Required
for our FREE Terminal program.

If you charge one you share in it!

GET UP TO \$850 IN BONUS MONEY PER MERCHANT!

Up to \$750 Conversion Bonus!

Get paid 1.5% of the actual monthly processing on every merchant.

If the merchant processed \$50,000 then you receive \$500. !!!Paid Weekly!!!

\$100 Activation Bonus

per each retail merchant activation \$50 per card not present merchant activation. !!!Paid Weekly!!!

MORE FREE TERMINAL CHOICES!

Check Solution
OMNI 3750 or
Nurit 8100

w/check imager
Includes cables,
Dual comm &
Smart Card ready



Plus FREE
PIN PAD!

NorthAmerican
BANCARD™

A Better Opportunity. A Brighter Future.

Call us today or visit us online 1-888-229-5229 • www.GONAB.com



Advisory Board

- » Tony Abruzzio—Global Payments Inc.
- » John Arato—MagTek Inc.
- » Adam Atlas—Attorney at Law
- » Clinton Baller—PayNet Merchant Services Inc.
- » Audrey Blackmon—POS Portal
- » Sam Chanin—Business Payment Systems
- » Steve Christianson—AAmonte Bankcard
- » Steve Eazell—Secure Payment Systems Inc.
- » Mike English—Ingenico Corp.
- » W. Ross Federgreen—CSRSI
- » Jim Fink—EVO Merchant Services
- » Kim Fitzsimmons—First Data Merchant Services
- » Ed Freedman—Total Merchant Services
- » Marc Gardner—North American Bancard
- » Alan Gitles—Landmark Merchant Solutions
- » Russ Goebel—Pay By Touch
- » Alex Goretsky—USA ePay
- » Jared Isaacman—United Bank Card Inc.
- » Jerry Julien—Equity Commerce LP
- » Lazaros Kalemis—Alpha Card Services Inc.
- » Dee Karawadra—Impact PaySystem
- » Allen Kopelman—Nationwide Payment Systems Inc.
- » Mitch Lau—Money Tree Merchant Services
- » Dan Lewis—AmeriBanc National Ltd.
- » Douglas Mack—Card Payment Systems
- » Paul Martaus—Martaus & Assoc.
- » David McMackin—AmericaOne Payment Systems Inc.
- » Patti Murphy—The Takoma Group
- » Michael Nardy—Electronic Payments Inc. (EPI)
- » Joseph Natoli—Retriever Payment Systems
- » Steve Norell—US Merchant Services
- » Garry O'Neil—Electronic Exchange Systems
- » Paul Oswald—TransFirst
- » Marcelo Paladini—Cynergy Data
- » Bill Pittman—TPI Software LLC
- » David Press—Integrity Bankcard Consultants Inc.
- » Paul Rasori—VeriFone
- » Charles Salyer—GlobalTech Leasing Inc.
- » Lisa Shipley—Hypercom Corp.
- » Dave Siembieda—CrossCheck Inc.
- » Scott Wagner—Humboldt Merchant Services LP
- » Dan D. Wolfe—Barons Financial Group

Notable Quote

"[T]he end of interchange will lead to chaos. Merchants understand this."

See story on page 52



Inside this issue: CONTINUED

New Products

Linux partitioning sturdier than a clothesline	105
Go trekking with the 1571	106

Company Profile

Netopia Inc.	
Broadband, the easy way	43

Inspiration

Are your actions aligned with your thoughts?	111
--	-----

Departments

Forum	5
Datebook	114
Resource Guide	118
Advertiser Index	126

Miscellaneous

Sarcasm Sells - Editorial Cartoon	5
QSGS: Quick Summary Green Sheet	8
Bottom Lines	14
Water Cooler Wisdom	111
Word Search	116



Green Sheet, Inc. — Winner
APEX Awards for Publication Excellence
in print and online—5 consecutive years.
Plus, Grand Awards in 2004 & 2005

Affiliations:





I got the aisle seat, as requested.
 They had my favorite soda
 and the bag of peanuts had
 exactly 21 inside.
 Clear weather, good movies,
 what else could I need?
**Bring me my
 Green Sheet!**

www.greensheet.com



The Green Sheet

President and CEO:

Paul H. Green paul@greensheet.com

CFO/Vice President Human Resources & Accounting:

Brandee Cummins brandee@greensheet.com

General Manager and Chief Operating Officer:

Kate Gillespie kate@greensheet.com

Asst. VP of Editorial and Managing Editor:

Karen Converse karen@greensheet.com

Senior Editor:

Patti Murphy patti@greensheet.com

Associate Editor:

Laura McHale Holland laura@greensheet.com

Staff Writers:

Ivy Lessner ivy@greensheet.com

Sue Luse sue@greensheet.com

Lisa Mann lisa@greensheet.com

Art Director:

Troy Vera troy@greensheet.com

Advertising Sales:

Danielle Thorpe, Advertising Sales Director danielle@greensheet.com

Rita Francis, Account Executive rita@greensheet.com

Vicki Keith, Sales Assistant vicki@greensheet.com

Production:

Lewis Kimble, Production Specialist lewisk@greensheet.com

Circulation:

Kat Doherty, Circulation Assistant katd@greensheet.com

Correspondence:

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

Send your questions,
 comments and feedback to greensheet@greensheet.com

Send press releases to press@greensheet.com

*NOTE – Please do not send PDF versions of press releases.

Print Production:

Hudson Printing Company

Contributing Writers:

Gary Fravel gary_fravel@verifone.com

Chris Hester chrish@exsprocessing.com

Michael Nardy mike@elecpayments.com

Marcelo Paladini mikeg@cynergydata.net

David H. Press dhpress@bc411.com

J. David Siembieda Dave.Siembieda@cross-check.com

The Green Sheet (ISSN 1549-9421) is published semi-monthly by The Green Sheet Inc., 6145 State Farm Dr., Rohnert Park CA 94928. Periodicals Postage Paid at Rohnert Park, CA, and at additional mailing offices. Subscription is FREE to participants in the payment processing industry, an annual subscription includes 24 issues of The Green Sheet and 4 issues of GSQ. To subscribe, visit www.greensheet.com. POSTMASTER: send address changes to The Green Sheet Inc., 6145 State Farm Dr., Rohnert Park CA 94928. Any questions regarding information contained in The Green Sheet should be directed to the Editor in Chief at greensheet@greensheet.com. Editorial opinions and recommendations are solely those of the Editor in Chief.

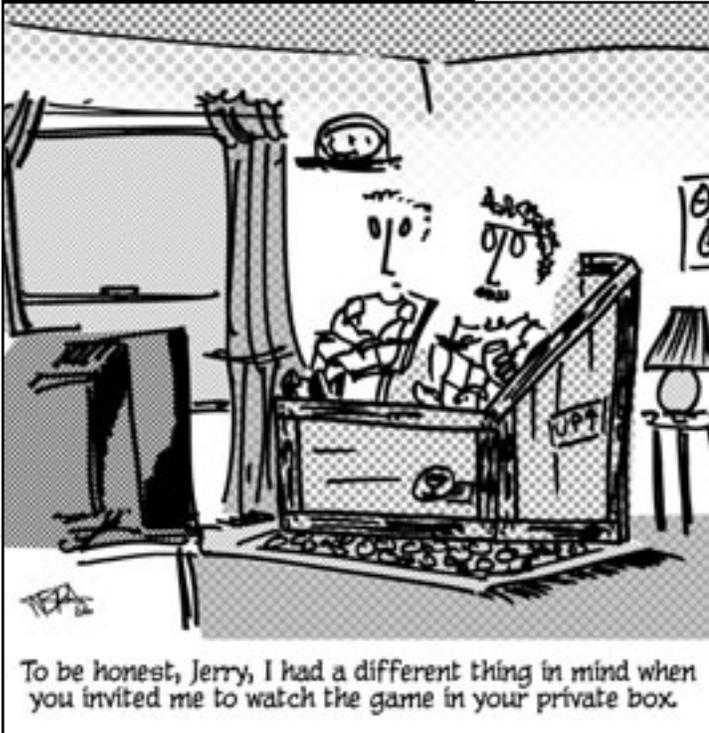
In publishing The Green Sheet, neither the authors nor the publisher are engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought. The Resource Guide is paid classified advertising. 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.

Forum

Proudly sponsored by:



Sarcasm Sells



Visit www.greensheet.com/sarcasmsells.html for the full archive.

Fair and balanced reporting

Your piece ["Visa clarifies data retention danger," *The Green Sheet*, April 24, 2006, issue 06:04:02] was probably the most comprehensive, fair and balanced article that resulted from our myriad interviews on this topic.

Neil McGlone
Michael Burns & Associates
Representing Fujitsu Transaction Solutions Inc.

Calling CPC

Do you have any old or new information about CPC (Central Payment Corp.)? It's an ISO for JPMorgan Chase.

Clarence

Clarence,

I am afraid I do not have any information on CPC. A search of our Web site turned up nothing. A Google search turned up CPC's Web site; however, it contained no information about the people involved.

Editor

Preaching to the choir

Mr. Nardy,

We haven't met, but I wanted to drop you a line telling you I have really enjoyed the articles you have written in the past two editions of *The Green Sheet*. [Street SmartsSM: "The agent bank relationship – Part I," June 12, 2006, issue 06:06:01 and "The agent bank relationship – Part II," June 26, 2006, issue 06:06:02].

It is refreshing to see that I'm not the only one talking about the correct way a [merchant level salesperson] MLS rep should communicate with a referring financial institution.

Hopefully, when some of the reps of our ISOs read these articles and they hear the same message I have been preaching for years, they will realize that they need to work just a little harder in order to reap the rewards associated with supporting banks.

Robbin Wiley
Vice President, Financial Institution Relations
NPC

The List does not exist

I would like to have a list of all the ISOs in America (with contact info). Can you help me with that?

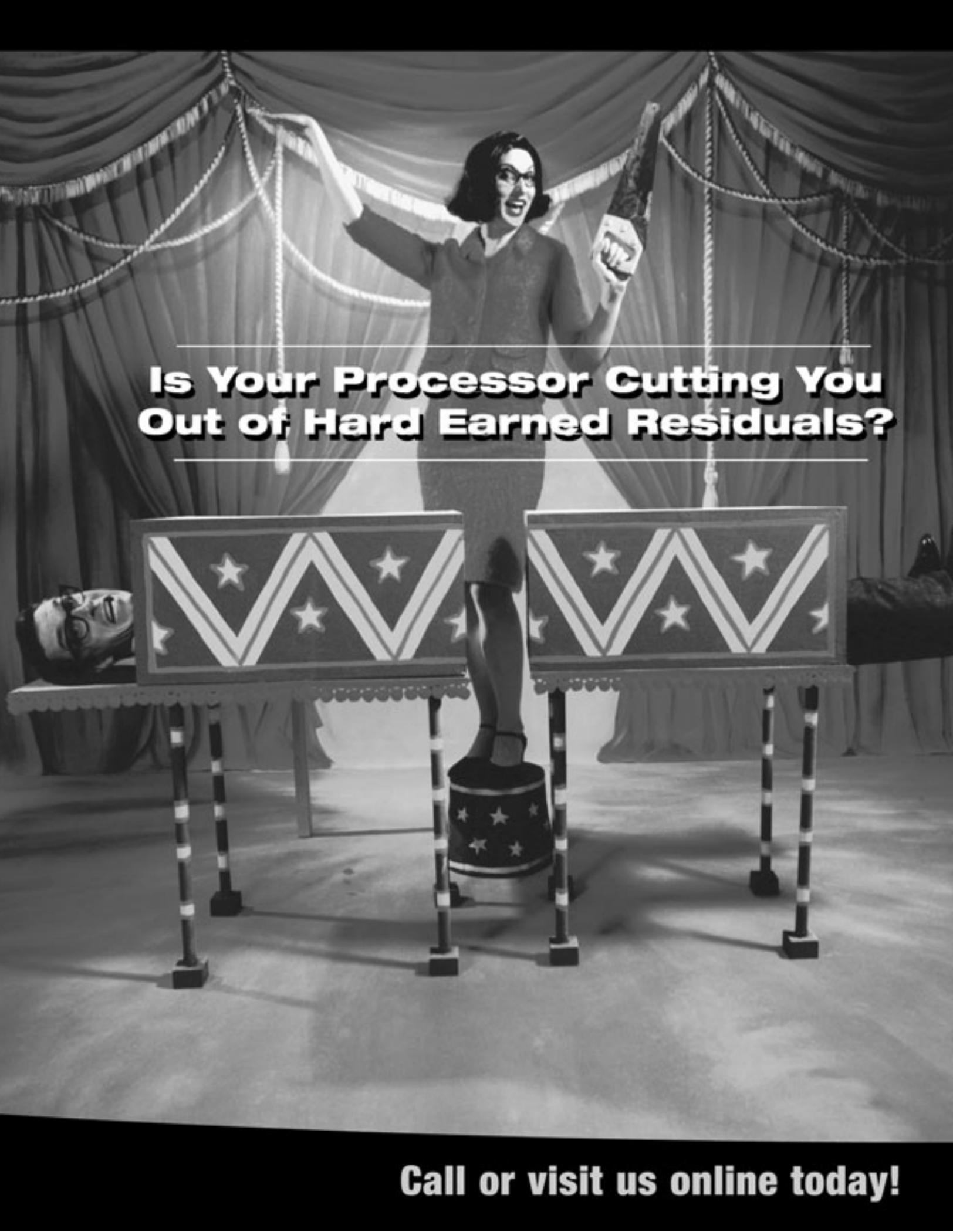
Pablo Aquino
Sales Manager
Commerce Services Inc.

Pablo,

I am sorry to say no such list exists. The closest thing I know of is our subscriber list, and that is proprietary.

However, the listing "ISOs Looking for Agents" appears in every issue of *The Green Sheet* and is on our Web site at www.greensheet.com/resource/default.htm?ISOs+LOOKING+FOR+AGENTS.

Editor



**Is Your Processor Cutting You
Out of Hard Earned Residuals?**

Call or visit us online today!

While other processors continue to grow by padding their own pockets, North American Bancard has grown larger by investing back in our Agent Partners. We've built strong relationships by providing the best compensation programs in the industry. While others will use hidden fees and other tricks to grab some cash, we believe that a business built around honesty and integrity is a better business. So, if your current processor just doesn't cut it... maybe it's time you discover NAB.

FREE TERMINAL PROGRAM WITH MORE REVENUE!

With NAB You Get a True Interchange Revenue Split.

Unlike other programs we don't charge 3 to 6 basis points off the top with a "Reserve Fee for Hidden Losses" or "BIN Sponsorship Fee"

No Annual Fee or Batch Header Fee Required
for our FREE Terminal program.

If you charge one you share in it!

GET UP TO \$850 IN BONUS MONEY PER MERCHANT!

Up to \$750 Conversion Bonus!

Get paid 1.5% of the actual monthly processing on every merchant.

If the merchant processed \$50,000 then you receive \$500. !!!Paid Weekly!!!

\$100 Activation Bonus

per each retail merchant activation \$50 per card not present merchant activation. !!!Paid Weekly!!!

MORE FREE TERMINAL CHOICES!

Check Solution
OMNI 3750 or
Nurit 8100
w/check imager
Includes cables,
Dual comm &
Smart Card ready



**NorthAmericanTM
BANCARD**

A Better Opportunity. A Brighter Future.

QSGS

YOUR NEWS IN A HURRY

Short on time? This section of *The Green Sheet* provides a quick summary of nearly all the articles in this issue to help keep you up to date on the latest news and hot topics in the payments industry.

Cover Story

Internet Hold 'Em: Winning the online payments game

The opportunities to service online merchants look more promising than ever: Obstacles that have kept the online arena not-so-profitable for our industry are starting to flatten. This is bringing new opportunities, and new sales challenges, to ISOs and merchant level salespeople.

Page 1

Feature

Check 21 implementation finds its stride

From ATMmarketplace.com. Departing from banking's conservative norms, Wells Fargo & Co. is preparing to convert 400 of its Northern California ATMs into envelope-free machines by the end of 2006. Many other banks are taking similar steps. This marks another step in the shift from paper-based to electronic processing that was promised by Check 21.

Page 24

Feature

AgenTalkSM: Closing deals with integrity and Irish charm

In this interview, Kelly Jaime shared his motto: The more prospects you have, the less pressure you put on yourself and your merchants; the fewer prospects you have, the more pressure you put on yourself and your merchants. He also spoke about the most important sales skill, the use of humor, what makes him blush and more.

Page 28

View

Scuttle those restaurant skimmers

Card skimming in restaurants is hitting the national consciousness. Recently, rings were busted in the Los Angeles and Washington, D.C., metropolitan areas. The practice was also worked into a recent episode of "The Sopranos." How long before such incidents undermine consumers' confidence?

Page 38

News

Summer heat wave sweeps Senate Judiciary interchange hearing

Card Association representatives were on the hot seat recently when called to testify on possible antitrust issues related to interchange. Yet they were adamant the card system gives merchants good value.

Page 52

Flexible solutions for the highly driven.

Ranked as one of the Top 10 U.S. processors*, TRANSFIRST offers flexible reseller programs to both Agents and ISO's. TRANSFIRST is driven by technology and remains focused on providing our reseller partners and merchants alike with cutting-edge products, like TRANSLINK and TRANSACTION CENTRAL™.

Take TRANSFIRST for a test drive today to discover that we offer more than just competitive prices.

Call 1.800.669.7228, or e-mail ISSales@TRANSFIRST.com today!

TRANSFIRST
Specialized Transaction Processing www.TRANSFIRST.COM

*Based on The Nilson Report's "2005 Top U.S. Bank Card Acquirers" consolidated list.

Our Proven Merchant Lead Generation Program Will Leave Your Competitors in the Dust.

**Our ISO's receive qualified, pre-set appointments.
All you have to do is close the deal!**

AmericaOne Delivers:

- Upfront Cash - Hundreds to Thousands of Dollars Per Merchant Application
- Additional Upfront Bonus- \$100-\$500 Per Approved Account
- Faxed Merchant Applications - No Photos / No Originals / Same Day Approval
- Merchants Reimbursed for Current Providers Cancellation Fees
- Free Merchant Equipment Program
- Expert Customer Service On All Platforms 24 / 7 / 365
- Free Merchant Equipment Swap-Out Program
- 2-Hour Lease Approval / Split Funding / Rebates
- MLS Reporting @ www.aoreports.com
- Application Status & Knowledge Base @ www.aoagent.com
- Merchant Reporting @ www.merchantreports.com
- Professional Marketing Materials
- Business Development Consulting
- Free Merchant Statement Analyses & Merchant Proposals
- Check Services / ACH Services / Gift & Loyalty Card Programs

AmericaOne's Overall Commitment to You and Your Customer's Satisfaction is Second to None.

**If you are serious
about selling,
call us TODAY...
888-502-6374**



email: iso@americaoneps.com • www.americaoneps.com

Copyright 2005 AmericaOne Payment Systems, Inc. • 930 Hamlin Court • Sunnyvale, CA 94089 • KeyBank National Association, Cleveland, OH, Member FDIC

See AmericaOne Payment Systems, Inc. (APS) Independent Sales Organization Agreement and other APS associated program's documentation for the specific terms and condition on each program, some limitations apply. Please contact APS for more details.

QSGS

News

Visa alerts restaurants to lax POS installation

A spike in data security compromises at restaurants prompted Visa U.S.A. to issue a data security alert in July. It emphasized the proper installation and use of POS equipment and systems. The card Association also issued a reminder of ways merchants can protect themselves against lapses.

Page 54

News

Small payments = Big opportunity in contactless

In a Web-based discussion hosted by Peppercoin on July 19, industry leaders reported promising growth and solid potential for contactless payments in the small-ticket purchase arena.

Page 58

News

Discover Network opens the gates

Discover Financial Services let a trickle of water through the sluice gates five years ago when it began to work with ISOs. The stream turned to rolling rapids last month when the closed network opened its system to First Data Corp. First Data will now provide processing for Discover Network acceptance to small and medium-sized merchants.

Page 56

Feature

MWAA's annual gathering hits all the right notes

Entrepreneurship has never been more demanding. Finding good people, knowing the right ones, protecting your assets, staying abreast of new technologies, being inspired and inspiring others are all part of growing a business. The Midwest Acquirers' Association recently brought all these opportunities together under one roof.

Page 62

Stay Focused on the BIG Picture...

Why spend more when you can save with our "2 CENT 3 CENT" Program???



www.datalinkonline.net

10215 Miller Rd. Ste. 200 Dallas, TX 75238



Phone: (800) 694-7999 Fax: (214) 342-9797

ADVANCED MERCHANT SERVICES
PRESENTS

THE Xtreme OPPORTUNITY

Residual Buy Back up to 30X

FREE Unlimited LEADS

FREE Wireless Nurit 8000!

FREE Omni 3740 / CR1000i

Huge Upfront Bonuses
\$200 - \$565 Per Application

Interchange Revenue
Share up to 65%

FREE Personalized Website
& Marketing Materials



If You're Not Making \$300K Per Year....Call Me!

You Can Reach Me, Jason Felts, at:

1.888.355.VISA (8472)

jasonf@AdvancedHQ.com or visit www.amspartner.com

We exclusively provide the ISOPRO Training and Marketing Support System. There is nothing like it in the Bank Card industry and we know you will agree. Only Advanced provides the ISOPRO Advantage!

ISOPRO
Motion™

QSGS

Education

StreetSmartsSM: What to do when things go awry

For all the stories of success in the merchant services industry, there are also many horror stories – a sales call gone bad, a tough install, a big merchant lost – all of which can contribute to making a good salesman great. Two stories of agents who survived trying times illustrate this in vivid detail.

Page 74

Education

Put this on blast: Visa modified its PCI criteria

Last month, Visa U.S.A. changed the criteria used to determine merchant levels for the Payment Card Industry (PCI) Data Security Standard. The move is designed to decrease the risk of data compromises by shifting higher-volume merchants across all payment channels into a more rigorous compliance validation category.

Page 82

Education

Check into check services

Are you looking for a new source of residuals, new features to enhance your equipment deals or another way to provide first-class service to your merchants? Selling check services fits the bill on all of these levels. It also provides a vital link to additional markets and new opportunities.

Page 88

Education

No lead left behind

In our business, we're all selling something. It may be equipment hardware or software, the latest technology, or even customized customer service. Maybe you can deliver the best of all four. If so, the next challenge for your business could be generating new, quality sales leads.

Page 94

Education

Relationships are the soul of success

What separates the mildly successful sales agent in our industry from the highly successful sales agent? The ability to build lasting relationships. Master this skill, and your chances for long-term success will soar.

Page 100

Inspiration

Are your actions aligned with your thoughts?

Have you ever been on the receiving end of a disgruntled driver's "sign language"? Offensive as it was, you probably knew just what that driver was thinking. The driver's actions and opinions were perfectly aligned. Are your everyday actions in sync with what you believe?

Page 111

NationalLink introduces the All New Tranax MB4000 "Increase your income!"

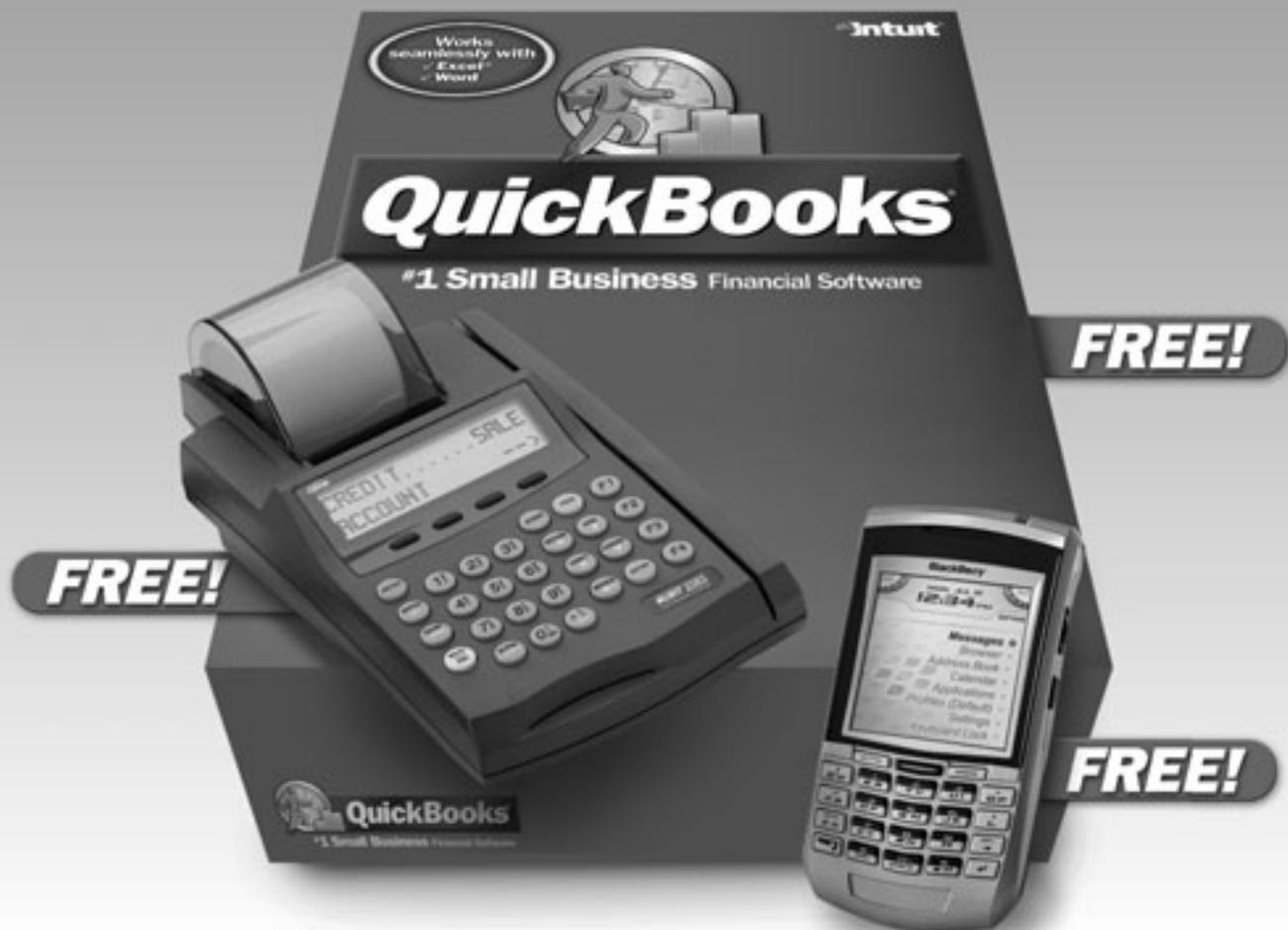
- Over 10 years as an ATM provider & one of the largest Networks in the U.S.
- 2nd Largest, Nationwide Tranax Reseller
- Trilon's Admiral Club Award Winner
- Complete In-House ATM Solutions, including Armored Cash Delivery
- ATM Sales/Leasing/Service/Processing
- Guaranteed lifetime residuals
- Free Multiple Residual Payouts
- Sales Training & Support
- Free ATM Placements
- Nationwide Installation, Service & Repair
- Free Real Time On-Line Reporting

866 - 286 - 2466
www.nationallink.com

NationalLink

A Big Solution

for Small Businesses!



FREE Nurit 2085 or FREE Mobile Phone* and FREE QuickBooks software

Think about it... 3 million small businesses choose award-winning QuickBooks software. And IMS is the only merchant service that seamlessly integrates with QuickBooks. Your customers can streamline their bookkeeping by downloading transactions into their QuickBooks files. They could save time and money, and you could earn more residual income through our True Partnership Program.

Contact us at **800-383-8306**

A True Partnership

- Interchange pass-through
- Sign up bonuses
- Conversion bonuses
- Same day approvals
- Live 24/7 support
- Online account management
- Backed by a Fortune 500 company



©2008 Intuit Inc. All rights reserved. Intuit, QuickBooks, Quicken and TurboTax are registered trademarks of Intuit Inc. in the United States and elsewhere. Other trademarks are the sole property of their owners and should be treated as such. *Phone required for legal credit card processing. Additional terms, conditions & limitations apply. Free Nurit 2085 and Mobile Phone require service activation and paid service subscriptions throughout use. Free QuickBooks software is for new merchants.

Industry Update

Proudly sponsored by:



NEWS

Visa provides rules access; speeds fraud recovery; changes compliance criteria

Visa U.S.A. is providing its operating regulations to important stakeholders in the Visa system. The regulations will be available Sept. 1, 2006, and will be provided under a nondisclosure agreement.

One month later, Visa will implement Account Data Compromise Recovery (ADCR), a new process that will replace Visa's current compliance process involving compromises linked to counterfeit fraud. Visa expects ADCR to limit exposure and be more cost effective, efficient and equitable for all parties involved. It limits the liability timeframe for acquirers to 13 months and allows for partial recovery of some operating expenses for issuers.

Visa is also expanding the criteria of its merchant validation levels for compliance with the Payment Card Industry (PCI) Data Security Standard. The most significant modification involves the Level 2 merchant category, which has been broadened to include all acceptance channels and applies to any merchant processing 1 million to 6 million Visa transactions per year.

Aite compares online banking authentication vendors

In a new report, "Online Banking Authentication and Fraud Detection: A Vendor Comparison," **Aite Group LLC** compares 13 vendors of online fraud-detection solutions. Vendors mentioned in the report include Certegy Inc., CheckFree Corp., Checkpoint Systems

Inc. and Metavante Corp. By 2010, the study found, spending by U.S. banks on software solutions for online authentication, fraud detection and phishing prevention will increase to \$88 million, up from \$22 million in 2006.

Draper receives award

The Midwest Acquirers' Association awarded **Richard P. Draper**, President and Chief Executive Officer of Peripheron Technologies Inc., its MWAA Lifetime Achievement honor. From 1983 to 1993, Draper set records for the sale of VeriFone equipment as the company's largest independent distributor.

Americans say thumbs up to small contactless purchases

More than 100 million Americans would use contactless cards to pay for inexpensive, everyday items such as fast food, convenience store items and transit fares, according to a new survey. Conducted by **Ipsos Insight** and **Peppercoin Inc.**, the survey found that consumers in households with incomes greater than \$50,000 were more likely to use contactless cards than those with lower incomes. The survey also found that concerns about security and ease of use are the two main obstacles facing contactless card acceptance.

ANNOUNCEMENTS

3Delta Systems achieves compliance

3Delta Systems Inc. is compliant with Visa's Cardholder Information Security Program (CISP). This represents the third consecutive year 3DSI has achieved CISP compliance.



- Ninety-three percent of loss prevention executives who participated in the **National Retail Federation's** 2006 Organized Retail Crime survey think organized retail crime is getting worse. Forty-one percent said it is a significant or severe issue, up from only 30% last year.
- According to the **National Association of Convenience Stores'** 2006 State of the Industry report, convenience store sales climbed 25.5% to reach a record \$495.3 billion in 2005. Per-store sales were \$1.081 million. However, expenses went up: Credit card fees cost the industry \$5.4 billion, a 42.1% increase over the \$3.8 billion in card fees paid in 2004.
- **Stores** magazine published its first-ever list of Hot 100 Retailers this month. All public U.S. companies with more than \$100 million in sales were evaluated. GameStop, which sells computer software and games, topped the revenue growth list: Its revenues jumped 67.8% from 2004 to 2005. The top earner, however, was Casual Male with an earnings increase of 606%.

NURIT[®] 8320L

- Reliable
- Fully Certified
- Available Now



Welcome to the Family

The Nurit 8320L is our newest addition for offering merchants a turnkey solution for credit and debit processing.

The 8320L features a VISA PED certified internal PIN PAD and is a cost-effective member of our 8320 family; a product group that has made a name for itself with field-proven reliability and a wide range of certifications.



Call Lipman USA today, (800) 454-7626 or visit us online at www.lipmanusa.com for more information.

IndustryUpdate

AmbironTrustWave attains accreditation

AmbironTrustWave is accredited as a Qualified Security Assessor for Visa International's Asia Pacific and Latin America regions. In addition, Ambiron is performing engagements in Brazil.

Fast Transact completes SimpleCash transfer

Fast Transact Inc. completed the sale and transfer of its cash-advance funding program, SimpleCash. The final agreement includes a reassignment of all domain names and trademark registrations associated with the change of ownership, management and development of the working-capital program. Financial terms and conditions were not disclosed.

Pay By Touch recognized

Pay By Touch was named to the AlwaysOn AO100 List as one of the top privately held companies. The List recognizes the 100 most innovative and successful private firms in the nation based on market potential, customer adoption and investor value.

SMP restructures

Strategic Management Partners is transitioning into

three separate entities. John Bigelow, SMP Partner, will return to Professional Payment Consultants, a full service payments consulting firm he founded in 2001. Don Smith, Managing Director, is starting PayEx, a consulting firm with particular focus on mergers, acquisitions and recapitalization within the merchant acquiring sector. Kurt Strawhecker, Executive Partner, is starting The Strawhecker Group, a consulting firm focused on the merchant acquiring sector of the payments industry.

United Bank Card lauded

United Bank Card Inc. was named one of New Jersey's Finest, an award honoring the 50 fastest growing companies in New Jersey. The award program is produced by *NJBIZ*, a publication covering New Jersey business news.

PARTNERSHIPS

Orion solution certified

Omega Processing Solutions LLC Class A certified and launched the Orion all-in-one check reader, imager and card solution from 4Access Communications Co.

PARTNERSHIP WITH ALL THE PRIVILEGES

• Buying Power • Brain Trust • Industry's Best Endgame



**DON'T GET
DISTRACTED BY:**

- Free Equipment (It's not free)
- Profit Sharing (why share your money?)
- Mega ISO (been there, done that)

COCARD®

A WHOLE NEW KIND OF COMPANY

cocard.net 866.230.6300

Alone in Your Quest to Boost Revenues?



We Can Help You Get There With eCheck.Net®

Not only does eCheck.Net offer you powerful new revenue streams, it also provides your merchants with a flexible, secure, and reliable way to process electronic check transactions while appealing to a broader customer base.

Reseller Benefits

- + Set your own sell rates
- + Profit from volume-based pricing options
- + Offer price incentives to preferred merchants
- + Initiate merchant signups in the Reseller Interface
- + Track merchants' eCheck.Net account status

Merchant Benefits

- + Fully integrated with the Authorize.Net Payment Gateway
- + Lower processing costs than credit cards
- + Expands customers' payment options
- + Eliminates the time and inconvenience of processing paper checks
- + Combines with Automated Recurring Billing™ (ARB) for automated rebilling



Celebrating 10 Years of
Partnership with the
ISO Community

Offer your merchants eCheck.Net today!
Call 866-437-0491 to get started
www.authorize.net/echecknet

IndustryUpdate

Merchant Warehouse partners with Aldelo Systems

Merchant Warehouse formed a relationship with Aldelo Systems Inc. The new venture allows for deployment of MerchantWare in Aldelo EDC, a payment solution for the hospitality industry. Aldelo EDC eliminates the need for third-party credit card processing software or hardware terminals.

Merchant Warehouse offers Precidia solution

Merchant Warehouse will offer Precidia Technologies' POSLynx220 to North American ECR dealers. Merchant Warehouse will provide qualifying dealers with a \$100 discount on each unit purchased before September 30, 2006.

Givex and ABMIS integrated

Givex and ABM Integrated Solutions incorporated gift card transaction processing into AMBIS' Market² POS application.

BPNA signs with First Data

First Data Corp. and Banco Popular North America signed a new revenue-sharing alliance agreement. First

Data will provide merchant payment processing services on behalf of BPNA. The agreement also adds dedicated First Data sales executives throughout BPNA's markets.

Moneris Solutions expands roster

Moneris Solutions Inc. will provide credit card processing services to Freestar Bank (formerly Pontiac National Bank). Freestar signed a three-year agreement with Moneris and will participate in Moneris' Referral Bank program.

Datacard and DCS form agreement

Dynamic Card Solutions announced a preferred vendor agreement with Datacard Group. The agreement will expand joint marketing efforts in the instant-issuance market: DCS' CardWizard technology is now a Datacard Group preferred software solution, and Datacard Group is a preferred card personalization system and services provider for DCS.

Easy CGI, E-onlinedata form alliance

Easy CGI announced a strategic alliance with E-onlinedata Inc. Easy CGI will waive application fees, annual fees and, for a limited time, absorb Authorize .Net's setup fee for new accounts.

Home Federal Savings and Loan selects Identify

Home Federal Savings and Loan selected Identify Inc.'s proprietary technology as its primary identity risk management solution to detect, prevent and monitor fraud in the bank's process for opening new checking accounts.

Bankers endorse Elan Financial Services

The Ohio Bankers League subsidiary Financial Institutions Service Co. selected Elan Financial Services as its preferred provider for ATM, debit and credit card services. FISCo will also sanction Elan's MoneyPass surcharge-free ATM network as the surcharge-free network of choice for its member banks.

Fleet One partners with Fast Stop

Fleet One LLC and New Alliance FS Inc.'s Fast Stop retail fuel facilities will launch a private label fuel card program that provides users with detailed, real-time financial transactions 24 hours a day.

Fifth Third Processing signs new contracts

Linens 'n Things Inc., Uno Restaurant Holdings Corp. and Rollins Inc. have signed contracts with Fifth Third Processing Solutions for merchant processing services.

Hypercom partners with resellers

Symbol Technologies Inc. will resell Hypercom Corp.'s

We Buy Residuals
We buy all kinds of recurring revenue streams

Private Party Buyer - No red tape
Close transactions in as few as 5 days
We don't switch merchants from existing processors
We purchase small and large portfolios
We purchase Gateway Residuals

Call Darrin Ginsberg
949.200.7474

portfolio@buyresiduals.com
buyresiduals.com

You Supply the Briefcase.



Build your own ISO plan at MSI.



MSI

**Merchant
Services Inc.**

890 Mountain Ave. • Floor 2
New Providence, NJ 07974
Fax 908-516-5954
www.msihq.com

- ✓ **INTERCHANGE PASS THROUGH – NO MARKUPS**
- ✓ **FREE EQUIPMENT**
- ✓ **LUCRATIVE SIGNING BONUS**
- ✓ **CONVERSION BONUS**
- ✓ **INSTANT APPROVALS**
- ✓ **FREE EQUIPMENT SHIPPING**
- ✓ **FAXED APPLICATIONS**
- ✓ **FREE EQUIPMENT DEPLOYMENT**
- ✓ **NON BANKCARD SIGNING BONUS**
- ✓ **FREE ONLINE PORTFOLIO MANAGEMENT**
- ✓ **DIRECT LEASING**

Call Rich Lopez at 1-800-537-8741 and start building your own ISO plan. For over 15 years we've been developing the most profitable ISO Programs in the industry. Call Rich and get started today.

Direct Lease Funding and Services provided by **CIT** d/b/a Lease Finance Group

IndustryUpdate

Optimum series of multilane payment terminals in North America. Hypercom will manufacture Symbol-branded secure electronic payment devices for resale by Symbol. Additionally, **StoreNext Retail Technologies LLC** will market Hypercom's Optimum terminals to independent grocers and regional chains via StoreNext's nationwide dealer network.

Retriever Payment Systems names core provider

Retriever Payment Systems named Hypercom as a key core provider of card payment solutions.

IPay Technologies selects VeriSign

IPay Technologies LLC selected VeriSign Inc.'s Identity Protection fraud detection service to provide online security for its customers and financial institutions. IPay Technologies will deploy the service to secure customer login and transaction information.

acquisition adds more than 1,000 clients to ePayments' electronic check collection (RCK) business. Collect ACheck will be a division within ePayments' eCashflow Systems subsidiary. Senior management will continue to be a part of ePayments' sales organization, representing RCK and other services.

CSI purchases majority of Heartland Communications

Computer Services Inc. acquired a majority ownership in Heartland Communications Internet Services Inc. CSI increased its equity stake in Heartland by 14%, bringing its ownership level to 63%.

Merchant Resources merges with Delta Payment Solutions

Merchant Resources LLC completed its merger with Delta Payment Solutions Inc. Financial terms were not disclosed.

First Data to acquire Peace Software

First Data will acquire Peace Software Inc., a customer information system product company that develops software for managing utility billing and customer care. First Data anticipates closing the transaction in the third quarter of 2006.

Pipeline Data acquires Valadata

Pipeline Data Inc. acquired Valadata Inc., a retail credit card processing provider. Pipeline also acquired a separate retail portfolio. Management expects the acquisitions to add 8,500 merchant accounts to Pipeline's existing portfolio, resulting in approximately \$190,000 in additional monthly cash flow.

APPOINTMENTS

WRG Services welcomes Adkins

Greg Adkins is the new Director of Sales for WRG Services Inc. He has spent the past eight years with Diebold Inc. where he held various positions. Adkins began his ATM career with National City Bank as the Electronic Banking Manager.

CU24 elects officers

Credit Union 24 elected its 2006 – 2007 board officers. Ray Cromer Jr., President and CEO of Envision Credit Union, serves as Chairman; Paul Simkins, former President of CORE Credit Union, is Vice Chairman; and Chris Leggett, President and CEO of First Coast Community Credit Union, is Secretary/Treasurer.

ETA appoints committee members

The Electronic Transactions Association (ETA) recently

ACQUISITIONS

EPayments acquires CollectACheck

EPayments Corp. acquired CollectACheck. The

eProcessing Network
Anywhere Merchants Do Business

switch (v):
control consisting of the ability to make and break connections;
"switch this merchant on";

substitution: an event in which one thing is substituted for another;
"switch a request for one platform to a request for another platform";

lay aside, abandon, or leave for another;
"switch to a real payment gateway".

Internet, Mobile and POS Processing and Control

**Dont' Limit Your Merchants!
Don't Limit Yourself!**

www.eProcessingNetwork.Com
Support@eProcessingNetwork.Com 800-971-0997

CLFrates
AND COMPANY

& AIG

**Identity Theft and
Fraud Division**

**Two names you can trust
Now Offer a Merchant Fraud Solution**

FRAUD is a Billion Dollar Business

HOW will you pay for these Fraudulent Charges?

The AIG Merchant Fraud Policy:

Is a comprehensive insurance solution specifically designed for *acquiring banks* and *companies exposed to merchant fraud*.

It provides **financial protection** against complex fraud schemes including "laundering", "spoof shops" or "factoring" which can lead to substantial losses.

Coverage Features include:

- Worldwide coverage for U.S. domiciled insureds
- Retail, MOTO and Internet Merchants
- Flexible terms

With up to a \$5 million aggregate limit and deductibles as low as \$10,000 per merchant, Financial Institutions and Private Firms can customize the policy to meet their needs.

**Let us design a program for you, call us at 800-221-1825 X 409
tmulligan@clfrates.com**

For over 80 years *C.L. Frates And Company* has created risk management solutions that help people succeed. We are a global company with the vision, the ingenuity, the skill and the mandate to create risk management, captive management, and self-insurance solutions for businesses, professional associations, and individuals. Our tradition is rooted in our loyalty and dedication to people. Our success is reflected in our record of excellence and innovation. Our future is unlimited. Let us share our vision with you.

Insurance underwritten by member companies of American International Group, Inc. The description herein is a summary only. It does not include all terms, conditions and exclusions of the policy described. Please refer to the actual policy for complete details of coverage and exclusions. Coverage may not be available in all jurisdictions.

Industry Update

appointed **Jeff Thorness**, President and CEO of ACH Direct, to its Strategic Leadership and Networking Forum Program Planning Committee. **Deborah Matthews**, ACH Direct's Vice President of Marketing, was appointed to its Membership Committee.

Robert McCullen, CEO of AmbironTrustWave, was appointed to the association's Presidential Advisory Council. **Glenn Goldman**, CEO of AdvanceMe Inc., will serve on the Research and Information Resources Committee.

MobileLime appoints Gore

MobileLime appointed **Fred Gore** to an advisory role. Gore is a 25-year veteran of the financial services industry and served as Senior Vice President and Group Head, North America Acceptance, for MasterCard Worldwide. At present, he serves on other corporate boards and is a Vice President for the Dove Consulting division of Hitachi Ltd.

Linden joins Retriever Payments Systems

Todd Linden joined **Retriever Payment Systems Inc.** as Senior Vice President of Business Development. Linden has more than 20 years of experience in the payment processing industry. He served as President and Chief

Operating Officer of Card Commerce and spent 11 years with Bank of America Merchant Services.

Philipsen named Risk Management Manager

Smart Payment Solutions named **Shazia Philipsen** Manager of Risk Management. Previously Philipsen was a Risk Manager for Lloyds TSB Bank in London. Before that she was Senior Credit Analyst for IBM's Global Commercial Financing Division.

American Bancard names CFO

American Bancard LLC appointed **John J. Rody Jr.** its Chief Financial Officer. Rody brings more than 13 years of financial and management experience to American Bancard. Most recently, he was COO and CFO of CRO Realty Inc.

Former Visa executive joins TruComply

John Shaughnessy joined **TruComply** as an Executive Analyst. Until retiring in 2005, Shaughnessy was Visa's Senior Vice President, Risk Management and Fraud Control.

With 36 years of experience, he is a former board trustee for the Coalition for the Prevention of Economic Crime and a former Vice Chairman and board member of the Internet Security Alliance.

Experian taps Wheeler as CFO

Scott Wheeler was named CFO of **Experian Americas**. Before joining Experian, Wheeler served as Vice President, Finance and Information Systems, for Avery Dennison. Previous experience includes an executive role at General Electric Co. as CFO and board member of a European joint venture.

Fleet One names Wagner Vice President

Fleet One LLC named **Tom Wagner** Vice President, Strategic Markets. Prior to joining Fleet One, Wagner was Regional Sales Manager of Veytec Inc.

Wagner also was Vice President, Merchant Sales for Comdata Corp. and was National Accounts Manager for Trendar Corp.

AmEx names treasurer

American Express Co. named **David Yowan** Senior Vice President, Corporate Treasurer. Yowan joined AmEx in 1999. Most recently, he was the Senior Vice President of Treasury Strategy, Assistant Treasurer of AmEx, and Treasurer of Travel Related Services. Prior to joining AmEx, Yowan was Senior Vice President, Portfolio and Risk Management, for the global consumer banking business of Citigroup.

TAKE YOUR ACCOUNTS TO THE NEXT LEVEL.
A CASH ADVANCE UP TO
\$1,000,000
IS NOW AVAILABLE
TO YOUR MERCHANTS!

Earn between 6%-7% of payback.

Example 1:	Example 2:
\$250,000 Advance per month	\$1,000,000 Advance per month
\$345,000 Payback	\$1,380,000 Payback
6% of Payback = \$20,700	7% of Payback = \$96,600

Never wait for your merchant to pay us back!
Receive upfront commission upon merchant funding.

Call now: 800-688-9974
Speak to Mr. Friedman

We love internet business. Multiple locations. Loans against AMEX, Discover, Debit & EBT.
 Interchange +08. No liability. Residuals up to 75%.
 PROCESSOR CHANGE MAY NOT BE REQUIRED.

2nd Source
 FUNDING
www.2ndsourcefunding.com

Want to earn \$1-2 million in the next 12 months?

I can show you how!

Over a year ago, we revealed my "secret" new program to three very successful salespeople. After they met with me, all three of them ended up earning over \$1 million last year — One even exceeded \$2 million!

How did they even get considered for such an amazing opportunity in the first place?

- They all had been setting up over 100 new merchants a month.
- They all had a burning desire to make a lot more money! *And, that they did.*

My proposition is simple:

1. To qualify, you need to be able to prove that you've set up at least 100 new merchants per month in the past 3 consecutive months.
2. After you've been approved for an interview, **I will fly you** out to our corporate headquarters in Colorado.
3. And at our meeting, **I'll personally show you** how to turn those 100 merchants per month into over \$1 million in cash.

You'll learn how to earn \$1-2 million in the next 12 months, and that's just the beginning! This is not a joke. It may sound a little crazy, but let me assure you, "No, I'm not crazy." And, "Yes, this is for real!" While you continue to run your own business and operate under your own brand name, I'll show you how to make a lot more cash doing it. Plus, I'm going to bankroll the whole endeavor — **You do not need any money to do this!** All you need is a track record of success. This year, I am going to turn five successful salespeople into millionaires. **Will you be one?**

If you set up more than 100 merchants per month last year, and did not earn \$1-2 million, then CALL ME IMMEDIATELY at 1.888.84.TOTAL x9710.



total merchant services

payment solutions for your business

www.upfrontandresiduals.com

Serious inquiries from qualified candidates only. Be prepared to provide documentation clearly showing your recent account approval production. Total Merchant Services (TMS) is a Member Service Provider for: HSBC Bank USA, National Association, Buffalo, NY.

FREE EQUIPMENT • UNLIMITED UPFRONT BONUSES • MAXIMUM RESIDUAL INCOME



Check 21 implementation finds its stride

By Valerie Killifer, Reporter

ATMmarketplace.com

This story was originally published on ATMmarketplace.com, July 14, 2006; reprinted with permission. © 2006 NetWorld Alliance LLC. All rights reserved.

In 2004, Wells Fargo & Co. became the first financial institution in the United States to transmit a check electronically. The transaction took place at a California ATM the same day the Check Clearing for the 21st Century Act, also known as Check 21, was signed into law.

Wells is now preparing to convert 400 of its Northern California ATMs into envelope-free machines by the end of 2006. And Wells is not alone in its endeavor.

Bank of America Corp., Wachovia Corp., First Tennessee Bank and North Fork Bancorporation Inc. are launching envelope-free ATMs in New York, Atlanta, Washington, D.C., and the state of Washington as early as this month.

"Check 21 was meant to be a catalyst from paper-based

to electronic processing," said Celent LLC Analyst Bob Meara. "The rails are being laid and progress is being made, but it is relatively slow."

Banks by nature are conservative, which is why many over the last two years have avoided leading the charge to imaging technology. Wells Fargo, however, is comfortable in the role of pioneer.

"From an ATM perspective, our feeling is that it is the future. The key will be the sooner you embrace it, the stronger lead you'll have with customers in the marketplace," said John Nicholson, Wells' Senior Vice President of Marketing for ATM banking. "It isn't just about the image-capture but all of the benefits customers demand from image technology."

Doug Turner, Product Line Manager of Front Office Solutions for Wausau Financial Systems Inc., said imaging-technology growth has been exponential this year, especially in the areas of corporate, ATM, teller and branch captures.

"If we're having this conversation 10 years from now, most banks will have image capture at the teller line," Turner said.

Nicholson said Wells is looking into image-capture at the branch level. "I think people realize image-capture is better for the customer, so I think all banks are going to an image strategy."

Cash or check?

Imaging technology at the ATM may be relatively new, but several large to mid-sized banks are taking a chance on consumer acceptance.

Memphis-based First Tennessee is launching a series of envelope-free ATMs in Atlanta, Washington, D.C., and New York under its parent company, First Horizon National Corp.

The bank installed an envelope-free ATM in an employee-operations center in Memphis. The trial was surprisingly successful because the ATM experienced an 8% to 10% increase in the number of deposits it received, said Mike Marzec, First Tennessee's Senior Vice President and Manager of Electronic Banking.

"Before we launched into this, we spoke to some of the larger institutions that already [had begun] a pilot program. They're seeing a 98% acceptance rate in the customers using it and an increase in deposits," Marzec said.



**Turn up your commission volume
selling First Data® payment processing.**

**Get up to \$300 up
front for every deal
you sign, plus profit-
building residuals.**

Join the First Data team, and we'll give you the kind of support that can grow your business into an outstanding independent sales agency. With First Data you'll get:

- Immediate income with up-front approval bonuses up to \$300 for every deal
- Long-term financial stability with lifetime residuals
- Innovative, flexible and secure products and services
- Business-building recognition with the First Data brand
- Some of the highest approval rates in the business
- Full marketing, training and lead generation support
- Superior online boarding tools for quick and easy merchant application processing

**Find out more at www.cardservice.com or call
877-203-6827 today to schedule an interview.**

The First Data Independent Sales Service Agent Program is operated by Cardservice International, Inc. Cardservice International is a registered ISO/MSP for the following FDIC-insured banks: First Financial Bank, Englewood, CO; Wells Fargo Bank, N.A., Walnut Creek, CA.



Feature

One of those banks seeing a high acceptance rate is Wells Fargo. "About 92% of our customers found the envelope-free ATMs easy to use," Nicholson said.

"We have not seen any erosion in deposit-making from existing customers, and we've been very pleased that has not been an issue."

Wells began developing its check-imaging technology two years before Check 21 was signed into law. The process included extensive amounts of customer input that eventually led to the development of "any-which-way" customer bulk-note and check deposit capabilities. The method lets customers deposit checks and cash in any direction and in any order. The technology has led to a 70% decrease in customer time spent at the ATM.

While strides are being made with the widespread deployment of envelope-free ATMs, Meara said implementation has been slow because of costs and the newness of the technology.

"From an investment standpoint, it's not cheap, and banks have already been forced to make ATM investments. Image-capture ATMs are not a must-do and have fallen to the back of the list."

To help FIs with the transition, Wausau developed its ATM Network Deposit Management solution, which handles paper and electronic transactions.

"We feel it's important, because no bank is going to replace ATMs overnight," Turner said.

First Tennessee is not replacing its ATMs with the technology, but the launch of envelope-free terminals in markets outside Tennessee will save the bank construction costs.

"We're not going to have a lot of brick-and-mortar branches, and we're looking for something to help us grow accounts," Marzec said. "We thought the envelope-free technology would help in that endeavor."

Imaging technology may help First Tennessee reduce its number of branches, but branches aren't going anywhere. "I don't see branches disappearing or tellers disappearing," Turner said. "All of the additional new transactions have been absorbed by the ATM, but a certain amount has to be done over the counter." 

Link to original article: www.atmmarketplace.com/research.htm?article_id=26288&pavilion=152&step=story

Attention ISO Groups

★ Want to Expand Your Portfolio?

★ Attract More International Merchants? ★ Increase Your Revenue?

★ Work *directly* with an acquirer! ★

DCC Merchant Services (DCCMS) now offers Multi-Currency Pricing & Dynamic Currency Conversion

These premier services can help your merchants attract more international customers, build repeat business and drive revenue.

DCCMS' Multi-Currency Pricing is a localized pricing solution that lets your internationally focused merchants set their prices in foreign currencies, while continuing to receive settlement and reporting in US Dollars. With MCP, Visa and MasterCard cardholders around the world can actually shop, view prices and pay in their home currencies.

Dynamic Currency Conversion is a popular customer service enhancement that allows international customers to shop in the merchants' currency, and have the choice to pay in the currency they know best – their own, in real-time, at the POS.

In addition to these unique product offerings, DCCMS processing also gives you the ability to offer your merchants standard processing, Ecommerce Processing, Gift Cards, Loyalty Cards, Check Guarantee Authorization, and our Merchant Capital Source program.

Sign up with DCCMS and start increasing your sales today!

For more information, contact: Tom Morris at 1.888.322.8632, tmorris@dcctoday.com,

Or visit us on the web at www.dcctoday.com





Make your next
doctor or dentist
sales call
a happy one.

The \$2 trillion healthcare industry is expected to double by 2015 with expenditures representing \$0.20 of every U.S. dollar spent.¹

To control rising costs, consumer-directed health plans with high-deductibles are shifting payment responsibility onto patients. To pay their bill patients will require non-cash/check solutions—this is a great opportunity for credit cards.

To help you sell American Express® Card acceptance to doctors and dentists, we have:

- Lowered our discount rate for new doctors and dentists²
- Developed sales tools to make selling acceptance easier than ever
- Created healthcare-specific card products, HealthPay PlusSM and Benefits PlusSM

American Express is offering incentives for all qualified doctors and dentists signed.

Please contact your headquarters today for more details.



¹ "How Consumer-Driven Health Plans Will Affect Your Practice," *Family Practice Management*, March 2006, p. 71.

² Lower rate offer applies to doctors who do not currently accept American Express, are office-based, and are a physician, eye doctor, plastic surgeon, or group practice. Does not apply to licensed specialists, chiropractors, veterinarians, hospitals, medical labs or long-term care centers.

AgenTalkSM

Closing deals with integrity and Irish charm

A dear friend once told **Kelly Jaime**, *The more prospects you have, the less pressure you put on yourself and your merchants; the fewer prospects you have, the more pressure you put on yourself and your merchants.* Jaime liked the thought so much, he made it his motto. That means Jaime, an Area Sales Manager for Optimal Payments Inc., spends a great deal of time on outreach.

Since he specializes in MO/TO and Internet transactions, Jaime doesn't necessarily knock on doors so much as make phone calls and send e-mail messages.

In this interview he spoke about many topics including the most important sales skill, the use of humor, what makes him blush, mandatory agent certification and unusual work attire.

The Green Sheet: As a child, what did you want to be when you grew up?

Kelly Jaime: I am dating myself, but I wanted to be John Steed of "The Avengers." He always had the coolest clothes and hung around the most beautiful women. I still wear the bowlers and brollies [dapper hats and umbrellas]. That was the late sixties for you.

GS: How long have you been in this business, and why did you choose this profession?

KJ: I've been in this business since 1995. I thought it would be great to be in something that had such promising growth potential.

GS: What business/profession were you in before?

KJ: Sales management in the outdoor power equipment arena in California. Chain saws to credit cards and checks ... Go figure.

GS: What do you like best about your career, and what's been most challenging?

KJ: The best thing is the long and lasting relationships I've developed over the years. The most challenging is keeping up with the way the industry has driven down rates and masqueraded them with hidden or creatively disclosed fees. And, most importantly,

the challenge has been building real value to curb client attrition.

GS: Are you working as an employee or contractor for someone else, or do you own your own company? Are you satisfied?

KJ: I'm a satisfied employee. I had taken a one-year break from this industry. Then a colleague approached me to come back. I'm glad I did. I'm having fun again specializing in MO/TO and Internet check and credit card processing.

GS: How has the industry changed since you started?

KJ: It used to be a one-dollar-profit business; now it is a penny-profit business. I have to give more things away now and play the rate game. There's also more competition than ever before. This makes me a more professional salesman.

GS: If you could change anything about this business, what would it be?

KJ: I'd make it mandatory to be certified for selling this merchant stuff, so the clients would know exactly what they are buying and how they are paying. So many merchants have been sold the wrong programs. That makes the whole industry look bad.

GS: Describe a typical day in your life.

KJ: Prospecting, prospecting, prospecting. And, of course, taking care of my customers' needs promptly, because without them I would be broke.

GS: What's been your greatest success so far as an agent?

KJ: Being proactive: picking up the phone every day. I am closing Internet and MO/TO business I never thought I could. I'm keeping my integrity and having a whole lot of fun while doing it, too.

GS: What has been your most significant learning experience?

KJ: When I was a director of sales training, I had to understand the many different styles of how people sell. That

Don't let your merchant find out about us from your competition!

We've Got the Most Powerful Closing Tool... *for 60% to 80% less!*

Close More Deals... *Retain More Clients!*

American Microloan can provide the cash you need to help your clients build their business. More business for them means more business for you!

Let us help you finance your merchants with the lowest cost product on the market — \$10,000 for only \$1,100 (vs. \$3,525).

- Commission in 7-10 Days
- \$5,000 — \$200,000 Unsecured Financing to Visa/MasterCard Merchants
- Work With a Direct Lender
- Non-Restrictive Rep Agreement

For detailed comparisons, visit www.AmericanMicroloan.com

Call **866-CASH-456** for details on how you can close more deals working with American Microloan.



American Microloan

201-592-9925 • sales@americanmicroloan.com
www.AmericanMicroloan.com

AgenTalk

made me a better listener, and that is the most important sales skill of them all.

GS: What would a good training program consist of?

KJ: Basics. First off, you need to teach good blocking and tackling skills both on product and how to effectively sell. Then, add in constant smaller updates as reinforcement. In a perfect world, you'd also do testing so that you can go back to agents and train where they may be weakest.

GS: Do you set goals for yourself?

KJ: I have goals for everything from my income to my waistline. The only difference between a dream and a goal is a goal is written down on paper and examined daily. My first priority goal with Optimal is to grow this business profitably and help build our U.S. client base.

GS: What's the strangest thing a merchant has asked you/requested?

KJ: A liquor store merchant once asked if he could pay his processing bill with beer and spirits.

GS: What is unique about your sales style/method?

KJ: My humor, mainly. And I try to present myself as a partner rather than the ordinary salesperson. Mix that with integrity and a dash of Irish charm, and you have me in a nutshell. And actually, working a full day helps, too.

GS: What's the funniest sales experience you've ever had?

KJ: I showed up for an appointment with an adult-themed merchant who wanted to demo all the merchandise. You ever see a 300-pound Irishman blush? It's not a pretty sight.

GS: Merchants are savvier now about credit card processing. How does this affect MLSs?

KJ: Yes, they are. And rate selling versus value selling has driven down profits and spiked up attrition. Also, more merchants are selling on the Internet, which is why I specialize in Internet and MO/TO sales.

GS: How do you explain interchange rates to prospects?

KJ: With a gallon of vodka. Seriously, I usually use my humor and raconteur skills to tell them stories of



Heard the News?

EXS NOW OFFERS:

- FREE** Terminals!
- FREE** Wireless Terminals, too!
- Production Bonuses!
- Conversion Bonuses
Up To **\$500** Per Account!



EXpect More With **EXS!**

Switch to **EXS** and watch your business **skyrocket!** With our dedicated ISO support and these new programs, we guarantee you'll write more business and earn more money.

Visit: www.EXSPartner.com



FOR MORE INFORMATION OR TO SIGN UP:
888-949-2021
or e-mail: isorecruiter@exsprocessing.com

Electronic Exchange Systems is a registered ISO/MSP for HSBC Bank USA, National Association, Buffalo, NY



Tired of gambling your residuals on your processor's bluff?

If so, place a bet with us and put your money on a sure thing.
Your sign on bonus of \$3,000 - \$100,000 will be
one heck of an ante!

- A Wholly Owned Subsidiary of Bank of America, N.A.
- Dual Sponsorship with Best and NPC
- 2nd Largest Processor
- Interchange plus pricing
- Liberal Underwriting
- Fast Approvals
- Guaranteed Leasing
- Gift Loyalty Cards
- Petroleum
- Dedicated support staff
- Dedicated training

Call today:

Best Payment Solutions
3450 Buschwood Park Dr.
Suite 230
Tampa, FL 33618
866-289-2265

Contact:
Elbert Enrique
Brian Ciccarelli



AgenTalk

USA ePay
...where business is done in real time!

VERIFIED by VISA MasterCard
 PCI Data Security Compliant

YOUR LAPTOP IS ALSO A CREDIT CARD MACHINE
 → IT JUST DOESN'T KNOW IT YET

Simply download our ePay Charge software and within seconds, you will be able to process credit cards with a USB mag-reader just like a regular credit card machine... without the extra costs.

← **DON'T FORGET ABOUT WIRELESS**

Have your cell phone be your credit card machine. Wireless credit card processing without the expensive equipment. Supported by most phones and providers your merchant can process anywhere through their existing mobile device.

IP TERMINALS FOR FASTER TRANSACTIONS

If your merchant insists on using a credit card machine, USA ePay proudly supports the Exadigm XD2000 IP Terminal. Transactions take a fraction of the time to process compared to dial-up and merchants can login to the USA ePay gateway to view detailed transaction reports for the life of their account.

<http://www.usaepay.com>
866-USA-EPAY (872-3729)

Join Us...
 Western States A.A.
 San Jose, CA October 18th - 19th

how the various transactions downgrade. Less is more, but I always cover all the downgrades that will affect them directly.

GS: What would people be surprised to know about the way you do your job?

KJ: I make most of my calls in my bathrobe. Since I specialize in the non-face-to-face world, most of my calls are on the phone versus in person. But I do get dressed up for appointments.

GS: Why is it important to have a full arsenal of products to offer merchants?

KJ: Merchant savvy for starters. And more and more merchants are looking for one-stop shopping: one main person to go to for customer service and getting conflicts resolved.

GS: How do you ensure account retention? What do you do when it looks like you're on the verge of losing a sale?

KJ: I know of no magic potion. I can only recommend the common sense things: Build value; keep in close contact during the sales process; and get trial closes (agreements) to keep moving your deal forward. And my personal favorite is to ask where you stand and what it will take to close the business.

GS: Do you have a surefire way to resolve conflict?

KJ: Be honest. Admit fault when it lies with you or your company. Always ask what would be an acceptable timetable on resolution. Do everything to resolve the situation before that deadline. Send a quick note or call afterwards.

GS: Do you think there will always be street sales?

KJ: Like everything, you cater to the needs of the customer. As we get better at phone and e-mail communications, we will spend more time at our computers and less time in traffic. But to fully rely on these methods? I do not think that will happen in my lifetime.

GS: What do you think about free terminal programs?

KJ: Personally, I hate them. But that's where the industry has gone. So, I always try to overcome it with other value propositions. As with any negotiations, if I give a terminal away, I am getting something else in return, for example, a longer contract term, referrals, testimonials for print and publication, etc.

GS: What does it take to succeed in this business?



Introducing a New Concept
in Payment Processing:

Earn Percentage Points Instead of Basis Points

FastCapital
The New Leader in Merchant Funding

Fast Capital's generous commissions mean **MORE MONEY** for you. Call us today to find out about:

- High Commission and Closing Rates
- Unlimited Growth Opportunities
- Lead Generation
- Recurring Commissions on Renewals
- Extensive Training Program

Call **Fast Capital** today at:

1-800-952-1494

and start earning more money. What a concept!

www.fastcapital.com
sales@fastcapital.com

AgenTalk

KJ: Prospecting, delivering on promises and exceeding merchant expectations. You need to under-promise and over-deliver.

And make sure merchants' issues get resolved. It also helps if you call them once in a while to thank them for their business.

GS: How should an MLS choose an ISO partner?

KJ: Choosing quality and reliability is just as important as commissions and spiffs. Big commissions are great if you actually make the money, but if a merchant can't get boarded, the entire account could be put at risk: You could lose the merchant's business plus all referrals from that merchant.

GS: How has *The Green Sheet* helped you?

KJ: It's helped me keep in touch with people that move around the industry. It also provides competitive information and, most important, industry related intelligence.

GS: Any advice for newcomers?

KJ: Use all of the tools available. There are many more

tools today than when I started. Remember, if you are not prospecting, you are unemployed. Prospect smart, and you can make a good living in this business.

GS: What hobbies do you enjoy?

KJ: Poker, not that Texas Hold 'Em stuff, [just] good old-fashioned poker. Also, gardening and spending time with my wife and son.

GS: If you were going to call it quits and do something completely different with your life, what would you do?

KJ: Open an ice cream stand with my son, Matthew.

GS: What's your greatest dream?

KJ: I already have it: a happy family, a high-school son with good grades and a wife who supports me in everything I do. ☺

Many top-notch agents have inspired others by sharing their perspectives in AgenTalk. Will you be next? If you'd like to participate, please send an e-mail to greensheet@greensheet.com.

Executive-level strategic interaction and networking in a unique environment

2006 Strategic Networking and Leadership Forum

September 12-14, 2006
Lowes Miami Beach Hotel
Miami, FL



- Get a high-level view of the payments industry and connect with colleagues.
- Hear Steven D. Levitt, co-author of the international best-seller *Freakonomics*
- Take part in strategic dialogues with experts in economics, technology, international business and government regulation
- Network with other payments executives, service providers and technology firms



For more information and to register online go to www.electran.org or call 1-866-ETA-MEET

Discover The Alpha Edge



www.thealphaedge.com

Same Day Approvals

ZERO Hold times

**Revenue Share
Buy Rate Share
Sponsored MSP Programs**

Merchant Cash Advance

**Free Terminal Placement
Free Check Readers
Free Gift Card Program**

Get the Edge you need today!!!!!!

1-866-253-2227


AlphaCard
S E R V I C E S TM

FAPS MAN

ISSUE NO. 2

AND HIS AMAZING ADVENTURES



WHEN WE LAST LEFT FAPS MAN, BOB THE SALES REP WAS INTRIGUED BY DECEPTOR'S AMAZING OFFERS OF FREE TERMINALS, HUGE BONUSES AND MONEY-MAKING SECRETS. DECEPTOR CAST AN EVIL SPELL ON BOB CONVINCING HIM TO SIGN THE FAULTY CONTRACT. AT ONCE, THE DECEPTOR DETECTOR ALERTED FAPS MAN OF DECEPTOR'S SCHEME. NOW, FAPS MAN FLIES OFF TO SAVE BOB FROM DECEPTOR'S SINISTER WEB. CAN FAPS MAN SAVE BOB IN TIME?

FAPS MAN STANDS FOR TRUTH, INTEGRITY AND THE FIRST AMERICAN WAY!



FAPS MAN SHOWS BOB WHAT HE IS SIGNING. IMMEDIATELY DECEPTOR'S EVIL SPELL IS BROKEN.



MEANWHILE ACROSS TOWN... A LOCAL FLOWER SHOP WANTS TO SELL GIFT CARDS, BUT DESPITE DECEPTOR'S MANY GIFT CARD PROMISES, HE DOESN'T DELIVER.



TO BE CONTINUED...

1-866-Go4-FAPS

(1-866-464-3277)

recruiter@first-american.net

www.first-american.net



**FIRST AMERICAN
PAYMENT SYSTEMS**

Your Source for Quality Payment Solutions.

Scuttle those restaurant skimmers

By Gary Fravel

VeriFone

Card skimming in restaurants is starting to hit the national consciousness. In recent months we've heard of rings busted in the Los Angeles and Washington, D.C., metropolitan areas. Big news in those communities for sure, though hardly front page fodder for *USA Today* or *The Wall Street Journal* ...yet.

But if restaurant card skimming can be a key story line in a popular TV series, as it was in a recent episode of "The Sopranos," how long before such incidents undermine the confidence of consumers?

Consumers sound off

It seems consumers are already well-attuned to the dangers of handing over their bankcards to strangers. That sensitivity was evident several months ago when VeriFone commissioned an "intercept" survey of consum-

In our industry, skimming is stealing a bankcard's magnetic stripe data with a reader (like the one shown here) and copying it to a duplicate card for fraudulent use.



Scuttles: To cut or open a hole or holes in a ship's hull to sink a ship.

Source:dictionary.reference.com

ers at a shopping mall. It was an effort to gauge their issues and concerns regarding card payment practices at table service restaurants.

Respondents were not led down a specific line of questioning. Most did not have strong negative, or positive, reactions to the current system of paying for meals in sit-down restaurants, although most said they could do without the wait time required to process their checks.

However, respondents expressed anxiety regarding the security of payment transactions. Nearly 60% indicated a high level of concern regarding potentially fraudulent use of their credit cards with existing payment systems.

That may be a huge problem for the card payment industry when restaurant card skimming becomes more widely publicized. Given the ease with which crooks can heist consumers' cards, that day is likely just around the corner.

Table-service restaurants are a huge industry, with sales forecast at \$190 billion in 2006 from some 370,000 operations in the United States.

An ever increasing amount of that revenue is dependent on plastic. (When was the last time you handed over cash in a full-service restaurant?)

When asked how they pay for their meals, 23% of respondents in our mall survey indicated they use credit or debit sometimes; 59% said they use credit or debit most times; and 18% said they use credit or debit every time they eat at a restaurant.

Pay-at-the-table rocks

So, what is a restaurant to do about skimming?

There's an easy answer: Keep the card in the customers'

Why Our Agents Make More Money...

- ♦ High Risk Accepted ♦ Application Bonuses
- ♦ FREE Equipment ♦ Wireless Solutions
- ♦ We Take Travel ♦ Pay-at-the-Pump
- ♦ 80% Rev Share ♦ 1-Hour Approvals



10-year proven reputation for paying residuals



(888) 334-2284

<http://www.sigagents.com>

More Than Just A Merchant Account

Introducing CrossCheck Business Office Conversion Plussm

**Because
the Check
Really is
in the Mail**



No kidding.
Over 80% of B2B payments are made by check.

If your check conversion program doesn't convert accounts receivable checks, including business checks, you're missing out on a huge market worth trillions of dollars. Instead, offer your merchants a solution that delivers it all: CrossCheck Business Office Conversion Plussm.

No excuses, just a better program.
Call us today to start selling.

Paying lifetime residuals for over 23 years.



(800) 654-2365
partners@cross-check.com
<http://www.cross-check.com>

SAY *Yes* TO CHECKS[®]

View

hands. Table-service restaurants almost invariably use stationary POS card-reading systems. Typically, the customer receives a check, hands over a card, and watches the server wander off into a back room or to a counter located across a cavernous room.

Pay-at-the-table technology can keep cards in consumers' hands and provide ISOs and merchant level salespeople with a strong sales opportunity.

Our mall survey was conducted to gauge consumer acceptance of our new V^x 670 TablePAY system and the pay-at-the-table concept. After hearing a description and seeing the device, most respondents thought its primary advantages were speed and security.

Over two-thirds of those surveyed indicated they would have a high degree of comfort in using the device at the table. Imagine if ATMs had achieved that degree of instant acceptance when first introduced.

Speaking of ATMs, many restaurants may not yet realize how quickly consumers have shifted their preference to debit cards. In 2004, according to industry reports, the number of transactions made using debit cards exceeded that of credit cards for the first time.

By 2009, debit cards will account for 57.9% of all card-based purchase transactions.

Just over two-thirds of our respondents said it is important that a restaurant payment device accept debit cards, versus 12% who felt debit acceptance is of little or no importance.

Opportunity knocks

The selling opportunity for you is to educate restaurant operators on three key points:

1. Consumers are fearful of card skimming in restaurants.
2. Patrons want to be able to use PIN debit cards.
3. Pay-at-the-table can speed throughput.

While skimming may grab the headlines, it's the second and third points that will likely revolutionize the restaurant industry.

PIN debit saves the merchant from \$0.23 to \$0.38 on a \$40 transaction, according to a Federal Reserve report. For an \$80 transaction, the savings are \$0.50 to \$0.89. For a busy restaurant with 240 or so payment transactions in a day, a 30% shift to PIN debit could add up to savings of \$36,000 in interchange fees annually. That's a pretty decent incentive for an industry with low profit margins.

The throughput issue is even more compelling once the ramifications are fully understood. In the typical restaurant payment process, there are eight discrete steps from start to finish, most of which include using valuable server time for walking back and forth to a fixed POS terminal.

With pay-at-the-table, this can be reduced to just three steps. That means shorter lines for consumers, reduced waiting time for tables and payment, and additional seating capacity for proprietors.

So let's sum up the advantages for today's restaurants employing pay-at-the-table solutions:

- Customers are more secure in using their credit and debit cards, and once they are done with their meal, they can pay and scoot. That means a happier clientele.
- Restaurant operators save money on interchange rates by accepting PIN debit. They enjoy faster table turnover; not to mention servers spend more time focusing on customers than running back and forth to the POS terminal.

Bon appétit.

Gary Fravel is a Global Marketing Manager with VeriFone. He can be reached at gary_fravel@verifone.com.

Need Fresh Leads Daily?

No long-term contracts or commitments

Search
New Businesses Updated Daily

Great for telemarketing and direct mail

Manage
Integrated Contact Manager

Download
Leads in Multiple Formats

Only 9 CENTS Per Lead

Fictitious Name Statements
DBA's
New Corporate Filings

Sign-up today and receive **25 FREE LEADS**

dbaleads.com

800.863.2577
info@dbaleads.com

DBALEADS
Leading you to new business

Wireless Check Processing is Here!

Create **new revenue** opportunities with the first wireless, handheld payment solution for **credit cards AND checks**—all in one unit!



The Mobilescape® 5000 from Commerçant®

- **Wireless check and credit card processing—anywhere**
- **Dramatically increase recurring revenue**
 - leasing revenue
 - cutting-edge hardware
 - monthly services (wireless, signature capture and billing statements)
- **Enter underserved markets** such as residential services, restaurants and store delivery
- **Use your processor.** Compatible with FDR, Vital, Global, Paymentech, Nova, Maverick, Heartland, and more

To learn more about Mobilescape, call (713) 735-5512 or visit www.commerciant.com/opportunity.html

mPowering Payments Everywhere.

 **Commerçant®**

Are you looking for a real partner?



AT SPS WE DO NOT HAVE A CREDIT CARD PROGRAM ...

That's right! We don't compete with our ISO partners. After all, why bite the hands that feed us?

HOWEVER, we are indeed a full-service 24 / 7 electronic transaction processor and stored value card issuer providing solutions to:

- **Check Authorization and Conversion**
 - Verification or Guarantee Options
 - Supporting All POS Terminals, Readers, and Imagers
 - Including both IP and Dial-Up Communications
- **Integrated "All-In-One" Gift / Loyalty Card**
 - Custom / Semi-Custom Card Programs
 - Special "SPSelect" flat monthly fee programs
 - Unusual Terminal Functionality & Reporting Features
- **Proprietary "enCASH™" Prepaid ATM Debit Card**
 - WEB and IVR Cardholder / Employer Interface
 - Payroll Card, Gift Card, or Retail Issued Card
- **WEB-based Recurring ACH Debit Platform**
 - Including Host to Host ACH File Transfers

PLUS OTHER PROGRAMS AS WELL! ALL UNDER ONE ROOF!
ONE CALL DOES IT ALL ... SO, WHAT ARE YOU WAITING FOR?

Call today
Operators are standing by

866.300.3376

Company Profile

netopia.

Netopia Inc.

ISO/MLS contact:

Darren Voges, Director, Merchant Network Solutions
 Phone: 510-420-7566
 Fax: 510-420-7601
 E-mail: DVoges@netopia.com

Company address:

Marketplace Tower
 6001 Shellmound Street, 4th Floor
 Emeryville, CA 94608
 Phone: 510-420-7400
 Fax: 510-420-7601
 Web site: www.netopia.com

ISO/MLS benefits:

- Turnkey broadband networking
- Fast, secure transaction processing
- Customized, branded Wi-Fi hot spots
- Family-friendly Web surfing
- Recurring revenue opportunities
- Training and ongoing technical support

Broadband, the easy way

Value-added services have long been important to savvy ISOs and merchant level salespeople (MLSs) who know that the more benefits you provide, the more traction you have with customers.

The advent of free terminal programs, dizzying advances in technology and the need for increased network security have raised the bar for everyone. Value-added services and high transaction speeds aren't just desirable; they're crucial to business success. Increasingly, this takes technical know-how.

Not to worry. Netopia Inc., an innovator in remote management software and broadband equipment and services, can add bleeding-edge, *turnkey* products and services to the ISO/MLS arsenal that boost business at the POS, while streamlining the often frustrating process of new product integration.

Bullish on broadband

Founded 21 years ago as a local area networking company, Netopia embraced broadband technology in the late 1980s. Since then, it has become a leading broadband equipment and services provider.

"We have various flavors of hard-

ware, from very simple types of DSL modems with low levels of functionality to complete broadband gateway solutions with lots of security that provide for a whole networking architecture," said Jeff Porter, Netopia's Vice President of Marketing. "We've also developed software that enables our go-to-market partners – companies like Hypercom, VeriFone, AT&T, BellSouth, EarthLink and Qwest – to deliver broadband value-added services to their customers."

Netopia's solutions suit small businesses and large enterprises. The hardware, an Internet protocol-enabled card terminal plugged into



Netopia's Starter Kit includes:

- Netopia Hot Spot Gateway
- Hot Spot Activation Guide
- 50 One-hour Access Cards
- 50 One-day Access Cards
 - 5 Table Tents
 - 2 Window Decals
 - Hot Spot Guide

Source: www.netopia.com

WE WANT YOU!

WE APPROVE DEALS

Over \$2 Billion Processed Annually

Over \$2 Million

In Residuals Paid Monthly

3-Hour
Live Merchant Numbers
Share

On All Revenue Streams



**Brand-Your-Own
Check Service**

100% Over 1.00%

Check Conversion & Guarantee



Electronic Payment Systems



Ask for one of our Specialized
Account Representatives...

Micah Ext 126, Steffani Ext 141,

Rachel Ext 125 Wiley Ext 210

800-863-5995

WWW.EPS-NA.COM

Netopia's router, links the business to a broadband DSL connection. Software platforms deliver such features as remote manageability and hot-spot functionality. Netopia also offers a Merchant Success Bundle that tailors services for specific industries such as retailers and doctors' offices.

Making a difference at the POS

"A lot of small businesses that have DSL are still using analog dialup for their point-of-sale solutions," Porter said. "I just came from a restaurant here in town that has an open access Wi-Fi hot spot that I used to check my e-mail, but when I ordered my sandwich and handed her [the cashier] my debit card, it went out over an analog telephone. There's no reason in the world not to do that over broadband."

Transaction speed on a broadband network can be three to four seconds versus a dialup line's 30 to 40 seconds. Broadband also allows for easier incorporation of loyalty programs, check authorization and other marketing opportunities. "The difficulty has been in figuring out how to bring everything together," Porter said.

"How do you make it easy for the small business provider so they don't have to try to cobble things together, wondering: Where does the DSL gateway piece go? Where does the point-of-sale piece go? Where does the hot-spot piece go? How do I transfer this to my merchant account?" Driven by its motto, Broadband without boundaries, Netopia enhances account retention for ISOs and MLSs by helping them eliminate merchants' technical, cost and deployment barriers to state-of-the-art POS functionality.

Hot spots are hot

Netopia has integrated Wi-Fi hot spots into VeriFone's 3700 series POS terminals. Thus, when patrons want to use a shop's hot spot, the cashier

presses a button on the terminal, which connects to Netopia's server and gives the patron an access code.

"That gives a sense of manageability to the shop owner, and that's a huge advantage," said Darren Voges, Netopia's Director, Merchant Network Solutions.

"Nobody else offers anything like

this. It's integrated, and we're taking it one step further than a typical hot spot that is just a piece of hardware sending a wireless signal throughout a restaurant."

Security is built into the system, so unauthorized people trying to access the network from, for example, a nearby parking lot cannot do so. And Netopia's hot spot can

Who's responsible for the success you've attained through PartnerAmerica?



Simple Numbers, No Funny Business,
Residual Payments and Commission
Programs Without the Small Print

Compare the Realities
of Other ISO Programs
and You Will Choose to
Partner with ABANCO

- » TRUE INTERCHANGE on ALL CATEGORIES
- » TRUE COST on ALL TRANSACTION FEES
 - » RESIDUAL PAYMENTS on ALL:
 - STATEMENT FEES • ANNUAL FEES
 - MONTHLY MINIMUMS • MID & NON-QUAL
 - » ALL with NO LIABILITY

**75/25 revenue sharing
plan for Registered ISO's**
based on the number of monthly approved deals

**65/35 revenue sharing plan
for Non-Registered Agents**
based on the number of monthly submitted deals

Now Compare the
Products and Technology
Available to You and
Again You Will Choose
to Partner With Abanco



Abanco Vista: ISO-Agent Portfolio Management Tool

Industry first business intelligence tool that allows an ISO to manage their merchant portfolio anytime, anywhere from their desktop via a secure Web interface.



Abanco Healthcare: Powered by MedCom USA

The only healthcare solution that couples HIPPA compliant payments, insurance eligibility and verification including Medicare Part A & B.



Abanco Wireless: Wireless Payments & Retailing Solutions

The only mobile revenue seeking, accuracy improving and service oriented solutions that enable payments and multiple business applications on terminals that are CISP compliant.



Abanco Working Capital: Merchant Cash Advance Funding Solution

In partnership with AdvanceMe, Inc., provide the Merchant Cash Advance business funding solution that delivers the working capital needed to grow a merchant's business.



Abanco Virtual Terminal: Merchant Web Processing

Initiate ACH, credit card, debit card, gift cards, electronic checks, and EBT through our CISP and PCI-compliant Virtual Terminal.

ABANCO: A PAYMENTS TECHNOLOGY COMPANY
Payments + Technology = Sales

www.abanco.com | isoagent-gs1@abanco.com | 888-292-7790

Abanco is a registered ISO/MSP of the following banks: Bancorp/South Bank Toledo MS, and Wells Fargo Bank, N.A. Walnut Creek, CA.
© 2006 Abanco International, LLC. All Rights Reserved.

be customized. "Joe's Sub Shop can have a branded splash page," Porter said. "It's like their own mini, micro Web site. They can advertise, promote specials or let people know if they'll be closed for holidays." Another plus is the hot spot's family-friendly Web-surfing filtering, which prevents patrons from using a shop's network to browse questionable or offensive content.

Hot spots boost business

Dale Higganbotham, Vice President of Sales for SageNet, a systems integrator, has been partnering with Netopia on wireless hot-spot opportunities for the past two years. Based in Tulsa, Okla., SageNet has recently zeroed in on the needs of quick service restaurants (QSRs) and other multilocation retail businesses.

"Netopia's hot spot is a price-competitive product, and it's unique," Higganbotham said. "It's got all the software to do all the monitoring, the session usage, and filtering. Those are biggies. You can go to BestBuy and buy a wireless access point and plug it in, but you don't get the filtering and reporting aspects. You also don't get any kind of agreement in terms of usage.

"When users get onto the Netopia system ... they're asked to agree to the terms of use, which are basically twofold: There's no liability on the part of the restaurant for things that may happen to that person's laptop or PDA. So if they get hacked, the restaurant's not liable. Likewise, the restaurant's not liable for that person's activities if they are doing fraudulent things over the restaurant's Internet connection."

Netopia has pilot hot spots in QSRs near colleges. "Students want connectivity, they want to study and they need to eat," Porter said. "So they might as well go someplace like an Arby's restaurant that has free Internet connectivity. It's a great draw. And to the restau-

rant owner, it's a good deal because those people will typically use the service during off-peak hours in the middle of the afternoon or later in the evening ... and while they're there, they'll have a Coke or two, buy a sandwich or buy dessert." Restaurant owners have told Porter they're actually boosting profits on food sales by giving away hot-spot service.

Netopia's hot spots are also being deployed in certain Applebee's, Denny's, Subway, and IHOP sites, where they attract out-of-town business clients and local customers alike.

But any business where consumers might face a wait could potentially use this service. Aamco Transmissions Inc. is using the solution in one test location. Some Ford

You and IRN.
The super powers behind the PartnerAmerica Program.

IRN has always been the company behind the success of the PartnerAmerica Program. We're the driving force that will continue to deliver to you the PartnerAmerica Program with the best deals, support and service... guaranteed.

We thank you for your support throughout our 18 year history and beyond, and we'll strive to make your business soar to new heights.

"Our partnership with you is our #1 commitment and you can count on IRN to deliver on that promise."


- Dino Spuegla, President, IRN

IRN
PAYMENT SYSTEMS

www.partner-america.com
1-800-366-1388, Ext. 210

CompanyProfile

Motor Co. dealerships and Safeway Stores Inc. locations have also expressed interest in Netopia's hot spots. Other markets ripe for this service include medical offices, pharmacies, car washes, parking garages and even government agencies such as state motor vehicle departments.

The bottom line

All of the functions just described can be done using one phone line. "If [merchants] were to eliminate their regular analog telephone and use a Voice-over-IP service, like Vonage, then they would have faster transactions, their phone, a hot spot, a loyalty program, and they would have check authorization, all coming out of the back of our box," Voges said. "And they would only be paying one \$40 phone bill for DSL – versus a line for their terminal, a backup line for their terminal, a phone line, slow transaction speed, no proper check authorization and no loyalty programs."

With Netopia's equipment in place, ISOs and MLSs make money the same way they always have, by getting a piece of the pie from every transaction. But with Netopia's help, ISOs and MLSs can become technology leaders. "Using our solutions, sales professionals will be providing more services to merchants, and the merchants won't want to

give up their hot spot, give up their broadband or give up their Voice over IP," Porter said. "So it makes for a very sticky, long-term loyal customer."

ISOs and MLSs can also opt to resell components of the Merchant Success Bundle. "That way, the ISO has the opportunity to mark up every single one of those items ... the Netopia router, the VeriFone terminal and the hot-spot service," Voges said. ISOs generally make from \$7 to \$15 a month per merchant on the hot-spot service. "This significantly improves an ISO's margin for every client utilizing our hot spot," Voges said. "By adding this simple service, they could potentially double their profits."

Netopia maintains and manages the access to the hot spot, manages the splash page and assures the accuracy of family-friendly surfing. Merchants' monthly costs for this would typically range from \$30 to \$60. Netopia is eager to share its vision and expertise with ISOs and MLSs. "[N]ot only will our partners have the technology, they'll have the broadband expertise to take their customers to the next level," Porter said.

"They'll be able to really understand what merchants are looking for and figure out how to deliver something to them that will truly set them apart." 

BE PREPARED FOR THE UNEXPECTED



Electronic Systems Backup

Chargeback Protection



**Addressograph
Bartizan**
www.imprinters.com

For imprinters and POS related supplies,
contact us today:
1-800-431-2682
info@imprinters.com

Get Into The Fast Lane!

Offer your merchants the latest in our Free Equipment Program!



Electronic Payments (EPI) announces the latest in our Free Equipment Program, featuring the Saturn 5000 Contactless Card Reader! Now you can offer your merchants the latest in equipment and technology all for the best price: **FREE!** It's another benefit to add to our suite of technologies and services for your merchants: 24/7 help desk, online

reporting with access to deposits, transactions, and statements, and free paper supplies.

For more information on the **FREE** Equipment Program, call 1-800-966-5520 x221 or visit www.epiprogram.com.

(EPI) Electronic Payments, Inc. is a Registered ISO/MSP of Merrick Bank, 101 Crossways Park West, Westbury, NY—Member FDIC.
©2006 MasterCard International Incorporated. MasterCard and PayPass are registered trademarks.



**ELECTRONIC
PAYMENTS**

**WANT TO PICK YOUR PROFIT?
DON'T WORRY, IT'S IN THE BAG.**



WANT A PROFIT SHARE OF 50%, 60%, 70%, 80%, OR EVEN 100%? YOU GOT IT. A PARTNERSHIP WITH IMAX BANCARD GIVES YOU MORE OPTIONS TO CHOOSE YOUR OWN PROFIT MARGIN, PERIOD. ARE YOU GETTING WHAT YOU NEED FROM YOUR CURRENT RELATIONSHIP?

AT IMAX BANCARD, WE GIVE YOU WHAT EVERYONE ELSE OFFERS - UPFRONT BONUSES, CONVERSION BONUSES, FREE EQUIPMENT REPLACEMENTS, RESIDUAL BUYOUTS AND MORE. BUT WE ALSO OFFER SOMETHING DIFFERENT - SOMETHING SPECIAL. IT'S THE MOST MONEY IN YOUR POCKET OFFER TO DATE. CALL US TO FIND OUT HOW TO JOIN.



you can expect and receive:

- New Agent Sign-On Bonus | You Choose Revenue Share/Buy Rate
- \$125 Bonus per Account | \$500 Conversion Bonus
- Instant Approvals | Lifetime Residuals You Own | Faxed Applications
- Instant Live Merchants | File Builds in Seconds | Highest Merchant Approval Rate
- Internet Gateway Access to Tools and Reports
- Sales Training - Inhouse Support | Guaranteed Health Insurance

SALES.....ONLY BETTER.
866.702.8801

iMAX[®]
BANCARD NETWORK

Summer heat wave sweeps Senate Judiciary interchange hearing

Card Association representatives were on the hot seat July 19, 2006, when called to testify on possible antitrust issues related to interchange. Yet they were adamant the card system gives merchants good value.

Senators pushed for straight answers, particularly to the question of whether card Association rules are posted publicly. Anticipating the question, Visa U.S.A. announced just days before the Senate Judiciary Committee hearing that it will make its operating regulations available to merchants and third-party agents as of Sept. 1.

Senators expressed puzzlement at the complexity of rates, but revealed a grasp of issues merchants find objectionable. Sen. Jon Kyl, R-Ariz., said constituents had reported their interchange rates have gone up more rapidly than other costs, creating the suspicion of collusion between the two Associations.

"I am astonished by the number of constituents ... who have complained about the increase in interchange on credit cards," said Sen. Chuck Grassley, R-Iowa.

"I was impressed with the power of Visa and MasterCard to stop banks from issuing Discover and American Express cards" before courts disallowed the practice, said Committee Chairman Sen. Arlen Specter, R-Pa.

Sen. Richard Durbin, D-Ill., said, "[Interchange] is a tax everybody pays."

Monopoly rules: Pass go, collect \$

Joshua Floum, General Counsel for Visa, said the industry is not dominated by a few firms, but many, and interchange rates would be expected to rise if the Associations were engaged in monopolistic behavior.

Yet, he pointed out, the average merchant discount rate has dropped to 2.2%, from 7% "half a century ago" when general-purpose credit cards were introduced.

He also said the merchant lobby seeks caps on fee rates, but caps imposed by Australia's Reserve Bank have backfired. "[Australian consumers] are paying more from higher annual fees. Merchants have seen the cost of card acceptance decline, but there's no evidence that retail prices have declined," he said.

A Reserve Bank bulletin indicated Australian banks' income from merchant service fees dropped by 19.6%

from 2003 to 2005, the first full year after implementation of the interchange rules. From 2002 to 2005, credit card fees to households rose 112%, late fees rose 38%, and the annual fee on rewards cards rose 39%.

"The true objective of these efforts is government-mandated price caps on interchange fees that would be lower than the default rates" established by the Associations, said Joshua L. Peirez, Associate General Counsel for MasterCard Worldwide.

Testifying on behalf of the Merchants Payments Coalition, W. Stephen Cannon said merchants haven't asked for price controls. Congress, he said, has many other options in the gulf between a "cartel" and government-mandated rate controls. He called the interchange system a simple case of price fixing conducted in the open, "where two players control 80% of the market."

Australia's interchange fees are now one-third of what U.S. merchants pay, Cannon said. "The card Associations have not told you that fierce competition has erupted, [with Australian banks] offering lower and lower rates."

He also said card issuance and use have risen. Card use, in terms of the value of credit-card purchases, has risen, the Reserve Bank bulletin confirmed.

Merchants are mistaken when they compare interchange rate-setting to a cartel fixing prices, said Visa legal adviser Timothy J. Muris. "The end of a cartel lowers prices. But the end of interchange will lead to chaos. Merchants understand this," he said.

Instead of breaking up the system, merchants want lower interchange rates. But the reasonableness of their argument "is never a defense for price fixing," he said.

Peirez denied that the Associations have ever colluded. "MasterCard and Visa are fierce competitors." He said his company doesn't have market power to control competitive rates. Peirez also said all legal challenges to interchange on antitrust grounds have failed in the courts.

But upon close questioning by Specter, Muris acknowledged that merchant court challenges to interchange are still pending.

Specter asked for Muris' legal opinion on the merits of the pending class action suit, which alleges price fixing due to the overlap of Visa's and MasterCard's member banks.

Muris characterized these arrangements as joint ventures, which are legally free to set prices.

Looking for Mr. Fixit

Comparing the two major card Associations' dominance to Ma Bell before the breakup of AT&T, Bill Douglass, representing the National Association of Convenience Stores (NACS), said recent changes in the governance structures of Visa and MasterCard have not addressed the interchange rate situation. "This market is broken and something must be done to fix it," he said.

MasterCard is considering allowing U.S. merchants to surcharge for card use, a practice the company already permits in Europe and Australia, Peirez said.

But Douglass said surcharging "would drive people off."

To Specter's question of whether the Associations' adoption of independent board structures will remedy merchant complaints [See "Card Association transparency bodes well for industry," *The Green Sheet*, May 22, 2006, issue 06:05:02], Cannon said the transition was "form over substance."

MasterCard's Securities and Exchange Commission registration states that member banks still own 44% of

MasterCard, and its success or failure will depend on its customers – the banks, Cannon said.

Mom and pop hanging on

Sen. Patrick Leahy, D-Vt., invited the owner of a small family business in Elmore, Vt., to testify. He said he did not want interchange fees to drive such small enterprises out of business.

Kathy Miller, owner of The Elmore Store, said her margins are thin, and she and her husband struggle to keep the doors open in a community of 850. She recently allowed a customer to run a \$108 tab to avoid taking plastic. The customer returned with cash the following day. "Nine times out of 10, [we] don't have that option," Miller said.

"I hope something good comes from this," Durbin said of the session. Specter answered, "It's not likely that nothing will come from this hearing."

As to the posting of rules on Web sites, little distinction was made during the grilling between rules merchants must follow and Association operating rules. "We were told – with a lot of parsing of language – that all the rules are up there," NACS Communications Director Jeff Lenard said in an interview. "All the rules are not up there." ■

Go ahead,
You know you want to try them

CDMA \$661

GSM \$661

Combo \$322

WiFi \$479



XD2000



877-999-7374

Serving the Transaction Industry



Visa alerts restaurants to lax POS installation

Visa's recommended mitigation strategy

To help merchants safeguard their POS systems, POS vendors (resellers/integrators) should be prepared to answer the following questions from merchants:

1. Does my POS software store, or track, magnetic stripe data or PIN blocks? (If so, this is prohibited and must be immediately corrected.)
2. Does my network have a properly configured firewall installed to protect my POS system from unauthorized access?
3. Are complex and unique passwords required to access my system? Can you confirm you don't use a common or default password across other merchant systems you support?
4. Does my POS system enable you to have remote access for support or maintenance? (If so, merchants must ensure appropriate controls are implemented to prevent unauthorized access.)
5. Is the POS system configured so that access to critical functions may be restricted?
6. Is the POS system for payment card processing used for other functions? (If so, the POS system must be segregated from other functions, such as Web browsing and e-mailing.)
7. Is the operating system hosting the POS software patched with the applicable security updates in a timely manner?
8. Has my POS software version been validated as compliant with the Visa Payment Application Best Practices (PABP)? (A list of PABP-compliant applications is available on www.visa.com/cisp .)

Source: Visa U.S.A.



"If there is one theme that is most helpful to the merchant and ISO community, it is to make sure your payment applications are not inadvertently storing track data."

- Martin Elliott,
Visa's Vice President
for Emerging Risk

A spike in data security compromises at restaurants due to improper POS installation prompted Visa U.S.A. to issue a data security alert in July. The card Association also issued a reminder of ways merchants can protect themselves against lapses.

The alert came eight days after the Department of Justice announced the arrest of most of the participants in a debit card theft ring operating in three restaurants in Los Angeles. That ring allegedly used "skimmers" to obtain account data on upward of 100 patrons.

Yet Visa's alert emphasized the proper installation and use of POS equipment and systems. "We've observed over the last several months a number of small to medium-sized restaurants that have had compromises for a variety of factors linked to ... [reliance] on third-party firms to implement POS systems," said Martin Elliott, Visa's Vice President for Emerging Risk.

FBI Special Agent Julia Jolie, who tracks cyber crime and identity theft, said she was not aware of any recent cases concerning restaurant POS system breaches.

Integrators, resellers and other third-party installers vary in their ability to properly configure common security controls and may leave behind vulnerable POS systems, Visa reported.

The card Association has received reports from merchants and "the market" in recent months about such problems at restaurants nationwide, Elliott said.

"Recognizing that you hire someone to implement precautions doesn't mean all the things you expect to happen [will] happen," he said.

Elliott firmly believes it is a "shared responsibility" among payments-application developers; resellers/integrators, who should make sure their POS systems don't store data; and merchants, who should ask vendors when their systems will make the Visa Payment Application Best Practices list of compliant applications, if they haven't already.

Elliott said system vulnerability may lead to two types of

data compromise: internal, such as employees with inappropriate access to credit card data, or security holes that leave open back doors for hackers to exploit.

In the latter, a third-party installer may fail to install a firewall or to segregate an Internet-based POS system from other Internet applications on the same computer.

"If your waiters log on to the Internet to surf the Web and you don't have segregation, you may have employees downloading Trojans and viruses that may be used to compromise your system," Elliott said.

Merchants should ask their processors or ISOs if they use a default password with all their restaurant merchants, because the common password could leave their systems open to intruders from other restaurants, known as a one-to-many attack, he said.

"If there is one theme that is most helpful to the merchant and ISO community, it is to make sure your payment applications are not inadvertently storing track data," Elliott said. "Your employees with access may find that data, download it and away they go. If I'm an ISO, I may want to drop in and say, 'Let's make sure your system isn't storing that data.'"

There's \$2.38 billion worth of opportunity out there. How do I capture it?

EZ.

Turn to EZCheck®. With EZCheck's complete line of electronic check services you can open the door to new customers by offering innovative programs that will effectively manage all types of check payments.

- ✓ **EZDebit™** - a robust web-based management system handles recurring check payments with flexible timing controls
- ✓ **EZPayment™** - a PC-based solution for accounts receivable check payments that improves funds availability
- ✓ **EZTel™** - a program that reliably and efficiently manages checks by phone payments in real-time

Let EZCheck help you create a whole new world of opportunity by targeting industries that are not yet saturated with payment services. Call EZCheck today at **1-800-797-5302, ext. 3313** or email ezsales@ezchk.com.

EZCheckSM
www.ezchk.com

News

Discover Network opens the gates

Discover Financial Services let a trickle of water through the sluice gates five years ago when it began to work with ISOs. The stream turned to rolling rapids last month when the closed network opened its system to First Data Corp.

The companies announced that First Data will provide processing for Discover Network acceptance as part of an integrated service to small and medium-sized merchants.

More agreements between Discover and other processors are on the way. At least one is being negotiated and should come before the end of the year, said Harit Talwar, Executive Vice President of Discover Network.

"This is a great opportunity, not just for small merchants but for ISOs who link with various acquirers," he said. "This will provide ISOs the opportunity to price products and services in a more integrated fashion." It is something the acquiring and ISO communities have asked for.

First Data has a competitive advantage being the first processor whose ISOs and merchant level salespeople can market integrated card services that include Discover, he said. First Data will be responsible for pricing, processing, authorization, settlement, risk management and customer service on its merchant accounts.

"First Data is stepping up to provide an all-in-one payment processing solution for small to mid-sized merchants," said Henry C. (Ric) Duques, Chairman and Chief Executive Officer of First Data, on an earnings conference call in July.

"We already have extremely robust acceptance by both large and small merchants," Talwar said. "This is an opportunity to improve efficiency for small merchants and the scope of responsibility for acquirers of small merchants."

All under one roof

"This agreement signals a monumental shift in the marketplace. Merchants will have ... Visa, MasterCard and Discover transactions processing under one agreement with one discount rate, one integrated statement, one funding source and one customer-service number," Duques said.

Although Discover will lose some revenue from its current merchant accounts, the network will be able to streamline costs.

The agreement and other recent changes reflect Discover Network's new momentum, which began with a U.S. Supreme Court ruling in a Justice Dept. lawsuit against Visa's and MasterCard's exclusionary rules, Talwar said.

That ruling allowed acquiring banks to issue all card brands. Discover recently appointed a Merchant Advisory Council, which will mirror an issuer advisory council and an oversight committee comprised of financial institutions.

The merchant advisors will address trends like security and fraud protection, merchant support, and new payment technologies, but will not advise on interchange rates. The councils reflect Discover's transition since the ruling, Talwar said.

"Discover is evolving from a single-card company to multiple issuers and multiple acquirers," Talwar said. "Discover has always been a strong player, but you're seeing a stronger player since the ... ruling.

"We have always been proud about our corporate governance, which has been open, transparent, well-regulated and trustworthy."

Visa to disclose regs, with strings attached

Visa U.S.A. announced recently that it will disclose its operating regulations to both merchants and U.S. Senators, effective Sept. 1. But there's a hitch: Merchants will be subject to nondisclosure agreements (NDAs). Visa stated it will make the regulations available "to important stakeholders in the Visa system" as a step toward transparency.

"While Visa's merchant rules guide has been available for over a decade, and it is among the most viewed documents on our Web site, some merchants have asked us to provide even more detail," the Association said in a statement.

"We are responding to this request by sharing Visa's operating regulations with those qualifying merchants and third-party agents who participate in the Visa system. The operating regulations will be available beginning September 1, 2006, and will be provided under a nondisclosure agreement to protect confidentiality." At a hearing July 19 before the Senate Judiciary Committee on inter-

change fees ("Summer heat wave sweeps Senate Judiciary interchange hearing" in this issue), a Visa representative agreed to provide the committee with a copy of its operating regulations. Visa will do so by the end of August, the Association told *The Green Sheet*. It was not able to say by press time whether Senators will be subject to an NDA.

"Sen. [Arlen] Specter, [R-Pa.] was direct about it, that they should be made available, and not under an NDA," W. Stephen Cannon said in an interview. Cannon testified on behalf of the Merchants Payments Coalition. "The Senator said he'd provide them to me to clear up any discrepancy of what the rules did or didn't say."

Visa said it expects the rules disclosure to demonstrate the complexity of the industry and the lengths to which Visa has gone to balance the interests of members, merchants and consumers. "In sharing them, our goal is to provide partners with the information they are interested in, without sacrificing Visa's intellectual property or the security of the system," Visa stated.

Other recent steps toward openness Visa has taken include the publication of its annual report and the appointment of independent directors to its board. "We are now taking transparency one step further," Visa stated.

SEPTEMBER 10-12
2006
 THE WESTIN CASUARINA
 HOTEL, CASINO & SPA
 LAS VEGAS, NV

**PAYMENTS
 SYMPOSIUM
 2006**

**WESTERN
 PAYMENTS ALLIANCE**

For exhibitor information or attendee registration, visit
www.wespay.org/symposium; contact Donald Phelps
 at (415) 373-1181 or dphelps@wespay.org.

News

Small payments = Big contactless opportunity

The Bailey Company has earned its stripes volunteering for risky missions on the retail front. It made its Arby's franchises nonsmoking in the early 1980s, a decade before the chain (the first to do so) banned smoking nationwide.

And the Bailey Co. embraced credit cards in 1991, years before plastic was accepted at many other fast-food stores. In 2005, the company installed contactless payments at drive-up windows in its Colorado stores using terminals it helped design, according to Jeff Gordan, Controller of the Bailey Co.

Gordan gave the merchant's-eye view of contactless payments in the small-ticket arena, the topic of a Web-based roundtable discussion hosted by Peppercoin July 19. He expects the technology to take the same trajectory created by credit cards.

"We've seen 25% a year growth unabated since rolling out credit cards," Gordan said. "We assume it will go to 60% or 70% of sales." He attributed the growth to faster speed of service enabled by new technologies. And in fast food, speed is everything. "Contactless and new credit card

processors with DSL have enabled us to cut [transaction] time from 30 seconds to less than 10," he said. "Now, using credit cards is faster in many cases than cash. Contactless was an easy sell because the customer could see the benefit: They didn't have to give up their cards."

Finding the value proposition

The challenge to other roundtable participants was how to sell contactless as a small-ticket option to customers and merchants. "From Visa's perspective, small-ticket purchases under \$25 are an important opportunity, representing \$2 trillion and 20% of all consumer spending," said Pam Zuercher, Visa U.S.A. Vice President of Product Innovation. "We don't think there's a one-size-fits-all solution."

Matt Talbot, Vice President of Product Management for TSYS Acquiring Solutions, pointed out that convincing very small merchants to buy another terminal poses difficulties. "The ROI has to be very clear, rather than just soft dollars for a soft return," he said.

Hidden shrinkage and insurance costs associated with handling cash and checks are selling points when converting merchants to contactless. "When we put that on the table, merchants really get a sense for the benefits" of using emerging forms of payments, said Mia Shernoff, Executive Vice President, Chase Paymentech Solutions.

Contactless's ability to tie rewards to small-ticket purchases is another advantage, she said. Merchants recently surveyed revealed they are now interested in leveraging payment options at the POS for revenue growth. Consumers know they need to shift to plastic to get rewards. The "law of repeated exposures" holds that customers seeing terminals and rewards signage at the POS will shift them toward contactless debit.

As the unbanked become bankable, Shernoff predicts they may replace their stored-value cards with debit. "Elimination of signature for purchases under \$25 places bankcards on par with stored value from a convenience and speed perspective, and thus will drive adoption among those consumers," she said.

Many small-ticket merchants will not accept cards until some hurdles are overcome. "To get them to choose contactless, the industry must address transaction processing costs, customer care costs and customer profitability," said Peppercoin President and Chief Executive Officer Mark Friedman. He thinks Peppercoin's Small Payment Loyalty Platform can be a catalyst for converting merchants to emerging payments methods.

"Small payments really is the final frontier," he said.

Process *CHECKS* with the same terminal you use for *credit cards*.

Electronic Check Conversion Program with *GUARANTEED FUNDS* and the RDM|SYNERGY™ all-in-one terminal





Global eTelecom, Inc.

sales@globaletelecom.com
877-454-3835
www.checktraining.com



**Get a whiff
of this:
\$3,000 - \$100,000
signing bonus.**

You decide.

*Portfolio conversions
welcome.*

**If an unlimited signing bonus doesn't motivate you
to call, maybe these reasons will:**

- No middle man between your residual check and you
- YOU decide if or when you sell your merchant residual stream
- Instant credibility and brand recognition
- A Wholly Owned Subsidiary of Bank of America, N.A.
- Unmatched product capabilities with eight front end vendors
- Free 24/7 award winning merchant support
- Dedicated relationship managers assigned to each sales office
- Our \$0.05 Interchange Plus pricing lets you win in the middle market
- Free merchant training
- Tenured sales team touting a 15-year residual payment history



NPC

Call for details today: 800-672-1964 x54883



In Search Of... Success with NO LIMITS

One small
step for you—
one giant leap
for your income

Join the EVO team and start a long-lasting and profitable relationship with a proven partner you can depend on. For more information call Jim Fink at 1-800-CARDSWIPE (227-3794) ext. 7800 or visit www.goevo.com

Three...Two...One...your future is about to take off now—join EVO! On your journey to success, you'll be supported by the entire EVO crew including dedicated Relationship Managers with the experience to help strengthen your career and your future.

**\$200 sign-on bonus for every new merchant
PLUS up to \$1,000 in additional incentives every month**

Free terminal—yours to give away,
sell or lease

Revenue sharing programs—
interchange + 6.5 cents

Lifetime vested residuals

Multiple platforms to meet your needs

ISO PowerCenter with free
online access

E-App technology with online
application processing

98% merchant approval

Higher income potential

Sales Incentive contests

Dedicated relationship managers

Upfront Cash Bonuses

EVO is proud to introduce
MasterCard® PayPass™ —
a new contactless payment
method that provides consumers
with a faster, easier way to pay
for purchases.



EVO[®]

MERCHANT SERVICES

TradeAssociationNews

MWAA's annual gathering hits all the right notes

Entrepreneurship has never been more demanding. Finding good people, knowing the right ones, protecting your assets, staying abreast of new technologies, being inspired and inspiring others are all part of growing a business. The Midwest Acquirers' Association recently brought all these opportunities together under one roof, at its fourth annual meeting at the Palmer House Hilton in Chicago.

'The best career you never heard of'

This year, MWAA held its first ever bankcard job fair, advertising both in trade publications and local news outlets. ("The best career you never heard of" was the headline in one local ad.) Twenty companies sponsored the event, which had 12 exhibitors.

Job seekers, dressed to the nines, formed a line outside the doors before the fair opened on July 18 at 4:30 p.m. Candidates continued to stream in, moving from table to table, until closing at 8:30 p.m. Mark Dunn, MWAA's President, estimated that about 350 job seekers attended. Some had worked in the bankcard industry before, others hadn't. "We're looking for strong salespeople," said Russ Goebel of Pay By Touch, an exhibiting company. "Bankcard industry experience is not required if they have a strong work ethic and a desire to learn." Goebel was pleased with the attendee turnout.

BluePay, also an exhibitor, had already talked with about 30 job seekers only one hour into the event. "We've gone to other job fairs to recruit for operations positions, so we thought we'd try this one for sales positions," said Patrice Puglessi, BluePay's Human Resources Manager. She said about half the resumes they had received so far were for sales positions.

MWAA offered many extras at the job fair such as mini educational workshops on different payment processing careers, from operations to sales to information technology; door prize drawings; and for those interested in learning even more about the industry, a discount on the conference and adjoining events.

On July 19, Dunn, also of Field Guide Enterprises LLC, held a two-track Field Guide for ISOs seminar. The first, "How to Grow Your ISO and Sell It for Millions" included eight presentations from industry moguls on everything from laying the right foundation and using industry resources to your advantage, to financing, capitalizing and selling your ISO. The second track, "Sell More

and Sell More Easily" by sales trainer and motivational speaker Steve Montague of Effective Sales Development Inc., covered sales systems and a number of exercises for thinking a little differently about your sales approach.

'The great secret in America'

The MWAA conference kicked off the evening of July 19, with an agenda that included a Texas Hold 'Em poker tournament for charity, sponsored by United Bank Card, over seven hours of networking time with vendors, and presentations providing updates on the latest in contactless and wireless technologies.

For example, wireless equipment providers believe Sprint will shut down the Mobitex network in the second quarter of 2007. This raises the question: What will merchants using this network for their wireless POS transactions do? Also, deadlines for MasterCard Worldwide's POS Terminal and Security program are rapidly approaching: By Sept. 1, 2006, all newly deployed wireless and Internet-protocol-enabled terminals must support encryption. By Jan. 3, 2007, *all* units in the field must support it.

Merchant level salespeople learned what they should do at their offices to protect sensitive merchant and cardholder data. David Mertz of GreenSoft Solutions Inc. offered a sobering thought: "The great secret in America is that the Federal Trade Commission is investigating security breaches," he said. "The FTC will become your 'business partner' for the next 20 years if you have a security breach."

A lifetime of achievement

Richard P. Draper, President and Chief Executive Officer of Peripheron Technologies Inc., was the recipient of MWAA's 2006 Lifetime Achievement Award. From 1983 to 1993, Draper set records for selling VeriFone equipment as the company's largest independent distributor. "Dick established a brand new channel in our industry: the distributor channel," Dunn said. "We think he epitomizes an entrepreneur."

Accepting the award, Draper said, "A friend once said, 'I try to conduct my business like I'm going to read about it on the front page the next morning,' and I've tried to live by that." 

MWAA, a not-for-profit, independent, non-membership-based organization, will hold its fifth annual meeting in Cleveland, July 24 - 27, 2007. Visit www.midwestacquirers.com for more information.

RISE ABOVE THE COMPETITION



Offer Your Merchants

**a FREE terminal with NO HIDDEN FEES,
Plus 100 FREE Customized Gift Cards!**



**Secure Your Portfolio & Increase Your Revenue,
with a SIGNING BONUS starting at \$3,000!**

+ \$100 Per Applications, NO LIMITS!

+ Incentive Rewards Program

+ Additional Residual Opportunities

to Offset Equipment Revenue Losses

+ Much More

For more information, contact:

Ivan Gallardo

Northeast Sales and Marketing

Koun Park

Southeast Sales and Marketing

800-260-3388 ext.229

888-701-2288

UNITED

Merchant Services

Bankcard Processing Company

Registered MSP of ISBC Bank USA, National Association Buffalo, NY

What everyone wants. *And no one else has.*

Total Merchant Services has now added the Nurit 8000 GPRS wireless unit to its free terminal placement program!



As you know, selling wireless solutions had its problems in the past. But, GPRS solved the "service" problem, since it actually works — reliably — everywhere your cell phone does. Some terminal makers tried to solve the "price" objection by coming up with a cheaper alternative, but these options are small, awkward to carry, and frankly, embarrassing to present to your valued merchants.

So, we've decided to actually solve both the "service" and "price" issues for you and your merchants by offering the "real thing" — the new Nurit 8000 GPRS Secure terminal — for **FREE**. The Nurit 8000 is not some clumsy-looking BlackBerry or cell phone with a mag strip and a separate printer. **It's the real thing!**

No annual fees. No markups on the service fees — When we say, "No Catches," that's exactly what we mean. It's truly free, truly wireless, and truly works!

Plus, to celebrate our new wireless offer, we've now doubled our upfront bonuses!

We've set aside more than \$25 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 now earn **\$200 per deal every single month**. Writing only 10 deals a month used to make you \$1,000 more each month, but now it makes you **\$2,000!**

Ed Freedman,
President/CEO



And, our rollover/conversion bonuses for reprogramming existing merchants processing Visa/MasterCard have doubled, too. Based on the merchant's current Visa/MasterCard sales volume: you get **\$300** (for \$10,001 - \$25,000), **\$400** (for 25,001 - \$50,000), or **\$500** (for \$50,001+).

For more information on the only real, free wireless placement program worth selling, and to start taking advantage of our new "double" upfront bonus program, visit www.upfrontandresiduals.com or call 1.888-84.TOTAL ext 9411 today!



FREE!

**Nurit 8000 GPRS
Secure Terminal**

Total Merchant Services (TMS) is a Member Service Provider for: HSBC Bank USA, National Association, Buffalo, NY.



total merchant services
payment solutions for your business

www.upfrontandresiduals.com

We'll give it to you straight!

- *Dedicated customer service for agents
(who answer phone calls and return e-mails)*
- *Liberal underwriting*
- *A straight split with no padding.*
- *Six available platforms*
- *Accurate, on-time residuals*
- *Petroleum and Fleet card support*
- *Friendly risk department*
- *Fast boarding process*



NEED TRAINING?

WE CAN HELP.

1-866-884-5544

"Our buy-rate is your buy rate."

Impact Paysystem is a registered ISO/MSP of Bank One

or geek's garage, an agent may not want to do much to compete with alternative online payment systems. It's a hard sale, and the payoff outlook isn't rosy. A high percentage of Internet startups don't survive beyond two years.

Exploit PayPal's MRBP, with caution

Some agents refer newbie online merchants through PayPal's Merchant Referral Bonus Program (MRBP).

"I've suggested going ahead and setting [up] those startup Internet businesses that just want a free shopping cart and gateway with PayPal and taking the referral money," Samuel A. Silver of Make-Tell Inc. said.

"I'd warn them of the potential problems, and suggest that when they're ready, they're going to want real processing. I wouldn't advertise PayPal; [I'd] just offer it when someone insists. I think of it as outsmarting PayPal.

"Most of those Internet startups don't last. You might as well get the referral money. Then if they make it, they'll come back to you for processing. And if they don't make it, well, you've got the referral money. It's not much but it's something."

Thompson thinks it's a good idea to offer PayPal as a last resort. "But I wouldn't advertise it on my site or print materials," he said.

"A real merchant account simply pays better, and it helps you build a growing relationship with your existing processor.

"It's shaky to offer PayPal upfront along with a real merchant account to smaller merchants. I think that most merchants are going to choose PayPal over a real online merchant account because of price and no monthly fees."

PayPal's MRBP offers bonuses of up to \$1,000, but read the fine print:

- You may not obtain names for referrals from group e-mail addresses, third-party bulk mailing lists or customer lists.
- You must set up your Merchant Referral link in advance.
- The merchant must be someone with whom you have a pre-existing relationship.
- The merchant may not be an eBay merchant.
- The merchant must not have a PayPal account already, even a personal one.
- The merchant must sign up through the link you provide and may not sign up for PayPal during a reduced fee promotional offer period.
- PayPal can discontinue or modify the MRB Program at any time by providing you with 30 days' notice.
- If the MRBP is discontinued, its rules state you will "receive the Bonus for all of your Referred Merchants that have satisfied all of the requirements in this section prior to the discontinuation date" of the MRBP.

Zero in on merchant account benefits

Unless your merchants are small enough to store inventory under their beds, they're going to need more than PayPal or Google has to offer. "You rarely see a merchant accepting MasterCard but not Visa," Roy Banks, President of Authorize.Net, said. "That's because the merchant wants to – needs to – accept the payment form their customers dictate.

"Anything else, and they're leaving money on the table. And no

TEERTRONICS

We Specialize In All Point Sale
Equipment New & Refurbished

We Can Handle
All Of Your
Credit Card
Equipment Needs!

• REPAIR

• PAPER

• RIBBON

• DEPLOYMENT

Since 1991

972-735-8880

www.teertronics.com

New T-7PT



From
159.00
-case price-

Refurb T-7PT



From
129.00
-case price-

Refurb 2085



From
159.00
-case price-

Call

For Equipment
Currently On *Sale*

800-856-2030

ISN'T IT ABOUT TIME FOR A CHANGE?

***Don't waste another
second with your
old ISO program.***

JOIN US TODAY!



MST **Merchant Services Inc.**

890 Mountain Ave • Floor 2 • New Providence, New Jersey • 07974
Fax 908-516-5954 • www.1800bankcard.com

Direct Lease Funding and Services provided by **LFG** d/b/a Lease Finance Group



Build a custom-tailored program that fits you perfectly.

- **Interchange Plus Programs**
- **FREE Equipment**
- **Lucrative Signing Bonus**
- **Conversion Bonus**
- **Instant Approvals**
- **Faxed Applications**
- **FREE Equipment Shipping**
- **FREE Equipment Deployment**
- **Non Bankcard Signing Bonus**
- **FREE Online Portfolio Management**
- **Direct Leasing**

JOIN 1-800-BANKCARD TODAY

Call 1-800-BankCard (1-800-226-5227)

today and ask for:

Joyce Seuhbetian at ext. 5925

Rich Lopez at ext. 5912

George Mayo at ext. 5923



CoverStory

matter how much PayPal or Google grows, they're just not going to replace credit cards anytime soon." Merchants who earn or have the potential to earn \$20,000 a month are candidates for a merchant account and online gateway service.

They are likely to qualify for lower commission rates when using a merchant account than when using third-party payment services like PayPal. A quick comparison of costs may be all that's necessary to illustrate this. Selling by price alone may not be the best strategy. Most online merchants are somewhere between bootstrapped and taking in \$20,000 a month.

"The price wars are over," Thompson said. "We can't sell services on price only, as Google is pretty much lowballing everyone. We have to offer customer service, industry expertise and even live consultation to merchants that are looking to accept payments online. If we all sell on low price, Google has us all beat."

While price is likely to be an important factor for any merchant, it's not likely to be the only one. After all, if a family member is seriously ill, do you select a doctor on price alone? The way a business processes payments can be critical to the health of the business, and most success-

ful business people are too smart to leave that to chance. Remember, ISOs and MLSs offer invaluable services Google or PayPal don't offer.

Get creative with customer service and consulting

The payments industry's technology, rates, and regulations change at bewildering speed. There are hundreds of options for merchants. Mistakes can cost them a great deal both financially and in aggravation, particularly over the long term. It's a full-time job to keep up with the changes. Although vital, bankcard processing is only one small part of a merchant's business. Your merchants are experts in their fields; they should be able to rely on your expertise in the payments field.

Your ability to help merchants select the best of many options for their particular circumstances is something with which PayPal or Google cannot compete: They offer what they offer and have no reason to screen other options or distill industry information for their merchants.

"Since the MLS is offering a personal service to online merchants that the other third-party providers aren't offering, we should consider actually increasing the fees slightly," Thompson said. "We may as well charge

We Can Get Your ATM Lease Approved!



Earn Commission on ATMs!

Enjoy a new level of financial stability, security, service and support unmatched by other ATM ISOs, as well as FREE banking services and major discounts on personal and business loans.

NetBank Payment Systems, the nation's 3rd largest ATM deployer, has established a national reputation for processing:

- ATM Purchase & Lease Options
- ATM Placement Options
- ATM Processing
- ATM Service & Installation

Call Us to Learn How You Can Earn a SIGNING BONUS!

Call for our new low-cost Triton 8100 Pricing!

Call our Value Added Partner Sales Team to learn how to increase your income!

800.523.2104 ext 2133

www.netbankpaymentsystems.com



Payment Systems, Inc.

A NetBank® Company



MAGTEK®

**MAGTEK®, WINNER OF THE
2006 TECHNOLOGY INNOVATION AWARD
PRESENTED BY THE ELECTRONIC
TRANSACTION ASSOCIATION FOR
MAGNEPRINT®, A MAGNETIC STRIPE CARD
AUTHENTICATION TECHNOLOGY.**

WWW.MAGNEPRINT.COM



TO LEARN HOW MAGNEPRINT CAN SECURE YOUR CARDHOLDERS AND BUSINESS,
CALL MAGTEK AT 800-788-6835 OR VISIT WWW.MAGTEK.COM.

CoverStory

slightly more for our personal services to merchants, once they realize that the cheaper service isn't always best, especially for the small/ mid-sized merchant that needs a real expert opinion on which options they should choose. These new services may actually turn out to make the MLS' expertise more valuable, which increases our value, to say the least."

Additionally, PayPal reportedly suffers from customer service concerns. Some are real, some are perceived. Stories abound of merchants whose accounts were frozen by PayPal when a chargeback was disputed.

The PayPal phishing scam barrage also makes some merchants uncomfortable: It's so incessant that it appears PayPal is not taking action. People wonder, What if PayPal's customer accounts are locked because of unauthorized activity (which one of the scams threatens), and the only payment alternative a merchant has is PayPal? What if the PayPal system is compromised by hackers?

Real or not, these concerns expose an underlying fear: If PayPal (or something like it) is merchants' only payment option, PayPal has more control over their payments – and therefore their income – than the merchants themselves.

Emphasize control and branding

Having their own merchant accounts gives merchants more control in resolving payment disputes, such as those involving customer chargebacks. Many merchants think PayPal tends to decide such disagreements in favor of the purchaser. A merchant account also gives merchants control over their customer data, which potentially could provide valuable marketing opportunities.

Eric Remer of PaySimple believes his company, a provider of Web-based accounts receivable software, provides several benefits neither Google nor PayPal offers. "PaySimple is dedicated to promoting our customer's brand, not our own," he said.

"With either Checkout or PayPal your customer is building a relationship with the payment processor, because a Checkout or PayPal account must be opened by your customer in order for you to accept their payment via either of those vehicles. Further, Google and PayPal both process the actual transactions for merchants, taking on even further ownership of the relationship ... potentially profiting off float time between settling and transferring funds to merchants. And, both Checkout and PayPal actively market to these customers and may even promote your competition to your customers."

Remer said PaySimple's solution can function completely on the back-end with "our customer's own shopping cart, or we can create custom-branded secure Web pages for shopping cart payments or online bill-pay. In contrast with PayPal, the transition to a PaySimple payment screen is seamless. Purchasers don't have to go to a separate site for payment processing."

Banks thinks the value of a merchant account goes beyond a simple payment process. "It's a proven business model that has evolved over time," he said. "It's a true merchant banking account: The merchant has a relationship and a history with the financial institution, and it is FDIC insured. Access to the funds cannot be withheld."

A big challenge for merchants is that most online merchants are actually multichannel. They aren't just selling online. They may have a storefront. They may process MO/TO sales, or even mobile sales. This is a huge opportunity for ISOs and MLSs.

"The ISO is in the perfect spot to not only explain the merchant's cost of processing to them, but to help them find one solution that provides the best option for every type of transaction they use, or may want to use," Banks said. "Who else can give them that kind of information?"

Become a solution provider

To compete with alternative payment solutions, such as

Time is Money
this is how we'll help you save both

- Fast Approvals
- Competitive Rates
- POS Terminals
- Virtual Terminals
- Software
- Same-Day Funding
- Fixed Leases Accepted
- Verification 24-7

Industry-leading RATES!

HARDWARE				
	48-MONTHS	36-MONTHS	24-MONTHS	12-MONTHS
A	.0278	.0365	.0515	.0944
B	.0285	.0380	.0540	.0994
C	.0329	.0430	.0610	.1111
D	.0390	.0520	.0740	.1350

REQUIREMENTS | Maximum term for software/virtual 36 months
\$1,750 maximum funding for software/virtual
One advance payment including tax required



Where The Customer Always Comes First!

Visit Our Website... A-1LEASING.COM or Call Toll-Free 888 222 0348 x3012

PayPal or Google, that bundle shopping cart and other online benefits, processors or ISOs need to create solutions that specifically fit the needs of online merchants.

"I think that in the future ISOs will be solution providers, not just payment providers," Banks said. "If the online merchants don't find their needs met by ISOs, then other solution providers will start bundling merchant services. A reseller can look like a real hero to the merchant if they not only set up processing but also help them streamline or market their business better. And in the future I think those things will all be integrated."

Silver highlighted the need for processors to offer shopping carts. "For the profitable accounts, the lack of a shopping cart is more of a problem than PayPal itself," he said.

He also sees QuickBooks and Peachtree as threats. "Think about it. The software does accounting and inventory for the merchant, too," he said. "With the click of the mouse, they can process a transaction.

"Both companies also have total POS solutions. All of us by now must have lost at least an account or two to them. We have to get our acts together and be able to offer comparable packages at the same cost to be able to survive."

Dan Schatt, Senior Analyst with Celent LLC, thinks payment providers need to move beyond the tactical work of serving as a gateway or processor.

"As merchants search for any edge that can increase loyalty and lower shopping cart abandonment, they will enlist a new breed of provider that can do more to increase their profitability than what has been offered in the past," he said.

"The most effective payments capabilities will be hard to discern from a merchant's merchandising program and will blend into the look and feel of the merchant site."

Schatt thinks today's alternative payment options will not only address many industry fraud issues head-on, but they will also couple authentication and payment options with strategic marketing capabilities to become an extension of a merchant's marketing program.

"The most innovative products will allow merchants to promote unique offerings, spurring loyalty and retention benefits that ultimately make a merchant more profitable," he said.

So, here's the secret to snaring online merchants' business: Serve their needs and boost their profitability in ways so creative that you leave the PayPals and Googles of the world stuck in the Web, ready to fold.

The screenshot shows the Green Sheet website interface. At the top, there's a navigation bar with "NEWS FROM THE WIRE" and "RSS FEED" buttons. Below this, several news headlines are visible, including "Century Bankcard Services Banked on Inc. Magazine List of Fastest-growing Private Companies" and "USA Tech... With Master Card \$48 Billion Vendor for Contactless". A large, stylized bracket highlights the "RSS FEED" button and the "Add The Green Sheet headlines to MY SOURCE" link below it. The Green Sheet logo is prominently displayed in the center. Other elements include a "QSGS" logo and a "Click here for" link.

Add Green Sheet headlines to your news feed

Click the **RSS FEED** button below News From the Wire then add us to your news reader.

Also, you can view Green Sheet headlines in your MyYahoo!™ home page. *The set up is a breeze.*

"It Just Keeps Getting Better!"



Education StreetSmartsSM

Proudly presented by:



ELECTRONICPAYMENTS

What to do when things go awry

By **Michael Nardy**

Electronic Payments Inc. (EPI)

For all the stories of success in the merchant services industry, there are also many horror stories – a sales call gone bad, a tough install, a big merchant lost – all of which can contribute to making a good salesman great.

Almost like passing motorists slowing down to see a traffic accident, we revel in some of our own and fellow merchant level salespeople's (MLS') misfortunes.

We sometimes glance back at these experiences and then

**BRING US YOUR TIRED, YOUR POOR,
YOUR HIGH RISK MERCHANTS!**

NTC
NATIONAL TRANSACTION CORPORATION

WE WILL PROCESS
all of the
HIGH RISK MERCHANTS
that most others won't!

including:

- Travel
- Bail Bonds
- Companion/Dating Service
- Legal Gambling
- Sports Forecasting/ Oddsmaking
- Telecommunication Services
- Stand Alone used car and truck sales
- Wire Transfer
- Door to Door Sales
- Pharmaceuticals via Internet
- Inbound Telemarketing
- Direct Marketers
- Outbound Telemarketing
- Stand Alone sellers of prepaid phone cards and prepaid cell phones

1-888-996-CARD (2273)
www.nationaltransaction.com

Education index

David H. Press	82
J. David Siembieda	88
Marcelo Paladini	94
Chris Hester	100

slyly smile away the memory of hard times as we cash our residual checks or land that big whale.

The five-minute sell with a nightmare installation

In the spirit of honesty, and to prove even writers for *The Green Sheet* aren't infallible, I'm going to tell a story from when I was selling full time in Boston, and things went awry. Then I'll share a story from a GS Online MLS Forum member.

I'm in Boston, and I go after a monster. A huge toy store. I enter one afternoon, a slow fall day, and manage to talk to the oft-absent owner about credit card services. He isn't interested.

I press just a bit and say, "I might be able to save you money, but if I can't, I'll let you know and then be on my way." He relents.

Glancing at his statement, I see I certainly can save him something, but I'm wondering why this man turned over a statement to a 20-something kid after saying he didn't want to change because he had a great deal.

Maybe it's my exuberance or my kid-like puffy facial features. Or maybe he just wants to give me a shot.

Within five minutes, I convince him I can save him money and that terminal reprogramming will be a piece of cake. I get a nice deal but no up-front bonuses or lease commissions: just a simple reprogram of a Talento. Well, three Talentos to be exact.

I return a few days later at 3 p.m., instructions in hand, ready to tackle these oblong machines I've never worked

How Sweet is *this* deal?



Money Tree Merchant Services has all of the ingredients needed for your continued growth and success. We deliver personal and professional support, backed by the stability of an experienced company with a trusted reputation. We offer free Omni 3740 and Nurit 8000 GPRS terminals to help you grow your residual income quicker. Money Tree also has great lease factors with guaranteed approvals from our lease partner. As always, we provide a long list of free services, including deployment, conversion assistance and merchant training to help you move on to the next deal with the assurance that your last is in experienced hands. Money Tree Merchant Services' main goal is helping you achieve yours.

- Free Wireless Terminal - Lipman 8000 GPRS
- Free Omni 3740
- Free Omni 3740/Check Imager Combo
- Free Deployment & Merchant Training
- Bonuses of \$200-\$500 Per Application
- 50%-65% Revenue Sharing
- Fast Approvals
- On-Line Status and Residual Reporting

Call Money Tree Merchant Services at 800-582-2502, ext 2, or visit us online at www.moneytreerewards.com to get started building your business today. That's pretty sweet.

“How many terminals can you give away in a day?”TM



Omni 3740

Lipman 8000 GPRS

Call Money Tree Services today.

1-800-582-2502 x2

www.moneytreerewards.com

Money Tree Merchant Services is a Member Service Provider for
HSBC Bank USA, National Association, Buffalo, NY
*a Mitel Law Service Mark



Money Tree
MERCHANT SERVICES

Integrity • Reliability • Stability

StreetSmarts

▶ **I'd asked them about batching, and they'd confirmed it was done, so I thought. But in the commotion of the installation, they hadn't realized what I was asking. They hadn't, in fact, batched out.**

with before. First, I ask if they have transactions to batch out. The answer is no. I start on the least-used machine, assuming the day's sales have been transmitted for processing and are no longer stored in the terminal. The core download is first and longest, taking about 35 minutes.

I repeat the procedure on each machine, paying careful attention to ask each time if they have batched out the day's sales. It's finally 5:30 p.m., and I'm done.

I've downloaded three core loads on three different machines and done a parameter on each. Things are going according to plan ... until I find out they didn't batch out.

I am stunned. I'd asked them about batching, and they'd confirmed it was done, so I thought. But in the commo-

tion of the installation, they hadn't realized what I was asking. They hadn't, in fact, batched out.

It's 6 p.m., and I'm ready to leave. But I can't go; we now have hundreds of missing, unbatched transactions. The owner is getting tired and concerned, but I assure him that all I need to do is re-download the old software, force in the transactions and then close out the batch. But I have to do this on two of his machines: It's going to take another two hours.

By 8 p.m., I've been there five hours. My five-minute sell has turned into a prolonged, almost painful installation. I have a very frustrated store owner.

I just know he's going to say, "Michael, I appreciate your effort, but I just want to get these transactions batched and my machines back. I think I'll just stay with my current provider."

He approaches from the back of the store. I'm sweating from my brow. I've done three machines (three core loads and three parameter loads) and two more core loads (at least 200 forced transactions on two machines), and I haven't even re-downloaded my program into the machines yet.

A DIRECT BANK Relationship

What This Means To You:

- ▶ Residuals paid by an **FDIC-Insured Bank** with **\$3.4B** in Assets
- ▶ Share In **ALL** Revenue Streams Based on Bank's Cost
- ▶ Ownership of **YOUR** Residual Income!
- ▶ Non-Exclusive **Independent Contractor/ISO** Relationships Available

 **CardinalCommerce** helps you win **More Sales**, opens up niche markets, generating greater residuals via **Decreased Interchange** & increased income opportunities!

 HMS offers the **VIVOpay 4000** contactless card reader so merchants can eliminate the need to swipe credit cards, allowing them to tap into **Faster & Easier** transactions!



- **Free** weekly training via teleconference for your staff!
- **Free** Equipment Program Available!

Member **FDIC** www.hbms.com (877) 635-3570 **Call us Today!**



ATTN: BANKS & ISOs!

America's LARGEST INDEPENDENT Distributor

**NOW SELLING DIRECT TO
YOU AT WHOLESALE PRICES!**

**The best
selection!
THE LOWEST PRICES!
Buy, lease
or rent!
PLUS...**

VALUE-ADDED SERVICES

**OUR HIGH VOLUME MEANS THE
INDUSTRY'S LOWEST PRICES!**

✓ **Encryption!**

Secured, dual-controlled Encryption Facility provides various key injections for all major POS equipment, new and refurbished.

✓ **Deployment!**

We are uniquely equipped to provide specific deployment services, from the simplest to the most complex, with complete, timely, and dependable results.

✓ **Expedited repairs!**

With our new state-of-the-art facility we can diagnose, repair, upgrade and re-certify all equipment, quickly and affordably.

✓ **Overnight replacements!**

Replacement units can be drawn from your company's own inventory warehoused at The Phoenix Group, or drawn from our inventory on a just-in-time basis.

✓ **Remote banking!**

We offer the newest imagers for remote banking and Check 21, and we can help you make this new technology a profitable part of your portfolio of services.

As the industry's largest independent POS distributor and the only one with direct relationships with every major manufacturer, no one can match our prices. Simply put, we buy for less, with a lower overhead, which means you pay less. Everyday.



THE PHOENIX GROUP

CALL 1-866-559-7627

FOR PRICING OR ADDITIONAL INFORMATION

www.phoenixgrouppos.com

Women Networking in Electronic Transactions

Smart

or Sexy

Are You
Projecting the
Right Image?

Featuring
Image Consultant
Susan Bigsby



Free to W.net members
\$50 in Advance • \$75 at the Door
RSVP required
Log onto www.w-net.biz

Please Join Us!

September 12, 2006
3:00 pm - 5:30 pm

Americana 2 Ballroom
Loews Miami Beach
South Beach, FL

Visit www.w-net.biz for more information

I'm so disappointed. All I can do is chuckle and shake my head. The store owner is facing me now; I'm ready for the bad news. But, no, he doesn't tell me to get lost. Nor does he say I've screwed up so badly that I face certain cancellation. Instead, he hands me a beer and says, "We've all had days like this. I appreciate your effort. Just get me going, and come back tomorrow to finish."

That experience has stuck with me. I can't help but think perseverance got me through. Signing a toy store in time for the holiday season was a boon, but the best thing was the understanding merchant who realized I'd put in my best.

Plus, I learned that no matter what's going on, things can always be fixed ... with a little effort and patience.

The newbie left hanging with a T7P

The next story is from MLS Forum member hipoint. He tells of being a new agent serving a very anxious merchant. The story was written off-the-cuff online and has been edited for print.

I was "trained" by a guy who flew into town, walked around with me for a day of cold calling and flew out again. One day I couldn't spell "processing rep." A day later, I am one.

So, I make my first sale. Following instructions in the "manual" left with me, I recommend Hypercom's T7P terminal. Then, I call my trainer and ask what to do next. He says, "Don't worry. I'll go with you on your first install. We'll say I'm your tech rep."

As luck would have it, my merchant is clingy and needy. He has an established business, a terminal (a T7P, it so happens) and processing.

But he wants to make a fresh start. He calls me every hour wanting to know if the terminal's in yet. He emphasizes how much he's looking forward to learning all about the T7P.

So, the stage is set (for disaster). The terminal arrives at the merchant's door, and he wants me to install it right away. It was supposed to ship to me, along with a manual, so I could familiarize myself with the thing before installation.

Then, my so-called trainer says he can't get to me for two days, but he promises to walk me through the install. I return to the merchant, posing as an expert. The guy's like an expectant puppy, watching my every move.

Meanwhile, I don't even know how to put paper in the freaking thing. I step outside and call my trainer's cell

And You Thought the Omni 3750 was fast?



Do you have the need for even *more* speed? The V⁵⁷⁰'s powerful processor and Ethernet connectivity deliver unrivaled countertop performance for a full range of transactions. 4-second application downloads from a USB memory drive provide ultra-fast deployment. Plus, enhanced memory supports more profitable programs like gift, loyalty, and prepaid services. Call your processor today to learn more about the V⁵⁷⁰'s enhanced features, greater flexibility, and incomparable performance.



Infinite market opportunities:

- Certified worldwide
- Always compatible
- Modular connectivity and mobility options
- Security- and usage-inspired design

VeriFone **ZONE**.com

Your Zone for Everything VeriFone

 **VeriFone**
THE WAY TO PAY™

VX
Solutions

ONE Platform / GLOBAL Solutions

StreetSmarts

phone, and a recording tells me the subscriber I'm trying to reach is out of the service area.

Back inside, I convince the merchant to tend to other things while I do the install. Then I put the paper in upside down (thermal side wrong). I turn the paper over and think my company's *got* to have some kind of tech support for things like this.

I step outside again, call my boss's office and ask for tech support. A young woman tells me it's handled by another company. I ask for the phone number.

After some consternation, she gives it to me. At last, I explain the situation to tech support, and they walk me through a download.

I call the merchant over and tell him the terminal's buttons have changed somewhat with the new model. He points out that it's the same layout as his old terminal, which is clearly worn out from years of use. I say, "Well, that's not the layout we've been using."

Next, I'm supposed to demonstrate how to use the terminal. He thinks I'm teaching him when, actually, the reverse is true: He's already learned some tricks from

using his old terminal. Meanwhile, I've blown out the encryption on the PIN pad by plugging it in with the power on.

I get through it, somehow, and the merchant is happy ... once the re-encrypted PIN pad is shipped back to him. I bet I lost a pound in sweat that day.

We all have similar stories. Like Y.A. Tittle during the 1963 NFL Championship, sometimes all you can do is collapse in exhaustion, hang your head and hope things will get better the next day. But learning how to handle the tough times makes the good times even better and gives us confidence that we can resolve any situation.

MLS Forum member Slick Streetman said it well, "This business is not for the faint of heart." 

Michael Nardy is Chief Executive Officer of Electronic Payments Inc. (EPI), a founding sponsor of the National Association of Payment Professionals and one of The Green Sheet magazine's Industry Leaders. EPI is one of the nation's fastest growing privately held payment processing companies offering ISO and MLS profitable partnership programs and cutting-edge tools to help their portfolios grow. To learn more about partnering with EPI, visit epiprogram.com or e-mail Nardy at mike@elecpayments.com.



Pure POS Intelligence

- ◆ New & Refurbished POS Equipment
- ◆ Certified Repair Facility- Fast 2-day Repairs
- ◆ Fast-Trac[®] Deployment - Blind Shipping
- ◆ Terminal Downloads / Pin Pad Injection
- ◆ Same Day Shipping by 6:00 PM CST
- ◆ Extended Hours of Operation: 7 to 7 CST

Some think it's all about **PRICE**

Some think it's about **QUALITY**

We know it's BOTH





FREE HYPERCOM S8 PINPAD!
(with T7P/T77 Friction Purchase)
T7P/T77 Friction \$135



FREE VERIFONE PRINTER!
(with T380 or T380x2 Purchase)
T380/T380x2 \$89

Limited Supply - Call Today!

For more information, call 713-629-0906 or visit us at www.banc.net



NOT!

CONVERT YOUR PORTFOLIO TO CASH WITHOUT SELLING IT!

▶▶▶ **You can enjoy the benefits of your hard work** by maintaining the ownership of your portfolio. Let Northern Leasing Systems show you how to unleash the power of your residual income to expand your business with an extraordinary new program called **Northern ISO Finance**.

Northern Leasing Systems will lend qualified ISO's **cash against their monthly residual** with a choice of pay back periods of 36 or 48 months. You must have a minimum of \$5,000 in monthly residual to qualify.

**The road to success starts by taking the first step!
Call today.**

888-660-2361 or visit our web site at www.northernleasing.com

Loan serviced by RBL Capital Group



Northern Leasing Systems, Inc.

Excelling at service. Exceeding expectations.

Education (continued)

Put this on blast: Visa modified its PCI criteria

By David H. Press

Integrity Bankcard Consultants Inc.

In July, Visa U.S.A. changed the criteria used to determine merchant levels for the Payment Card Industry (PCI) Data Security Standard. A Visa press release indicated the move is designed to decrease the risk of data compromises by shifting higher-volume merchants across all payment channels into a more rigorous compliance validation category.

The salient points

Here's what's new, as set forth in Visa's release:

- The most significant modification involves the Level 2 merchant category, which previously only applied to merchants processing between 150,000 and 6 million Visa *e-commerce* transactions per year.
- Level 2 now includes all acceptance channels

and applies to all merchants processing 1 million to 6 million Visa transactions per year.

- None of the PCI validation requirements were changed.
- Merchants moving into a new validation level will be responsible for complying with that category's validation requirements. For example, merchants moving from Level 4 to Level 2 must now have quarterly network security scans performed by a qualified independent scan vendor.
- Visa indicated the revised criteria affect fewer than 1,000 Level 4 merchants who are being moved into the Level 2 category. Another 1,000 former Level 2 merchants who process fewer than 1 million e-commerce transactions per year will move to Level 3.
- Within the next two months, acquirers should identify any merchant changing levels. These merchants are required to validate PCI compliance with their acquirers by Sept. 30, 2007 – generally 12 months from the date of identification.

PCI compliance is required of all merchants and any entity that stores, transmits or processes cardholder data. Validation of compliance is part of that process, with validation requirements varying for merchants, based on factors such as transaction volume.

Acquirers are responsible for ensuring that all of their merchants comply with the PCI requirements. Acquirers are also responsible for determining the compliance validation levels of their merchants.

New merchant level definitions

Visa modified its merchant level definitions to conform to the new PCI criteria. All merchants still fall into one of four levels, based on Visa transaction volume over a 12-month period.

Transaction volume is based on the aggregate number of Visa transactions (including credit, debit and prepaid) from a merchant using a valid business name (DBA). If a merchant corporation has more than one DBA, acquirers must consider the aggregate volume of transactions stored, processed or transmitted by the corporate entity to determine the validation level.

If the merchant corporation does not aggregate data, such that the corporate entity does not store, process or transmit cardholder data on behalf of multiple DBAs, members

ABC Leasing, INC.

Wouldn't It Be A Dream To Really Relax On Vacation
Knowing That Your Leases And Finances Are In The Best Hands
With The POS Leasing Solutions Of ABC Leasing Inc.

Outstanding Customer Service
Simple Paperwork & Fast Approvals
One Of The Very Best Rates In The Industry
And Our Personal Best For Each Individual

For Your Convenience We Now Accept
Software Leases
Fax Leases*

A True Peace Of Mind For All ISO's
Small, Medium, Or Large
12 Months, 24 Months, 36 Months, & 48Months

Call Toll Free: 1-877-222-9929

*Some Restrictions Apply. Please Call For Details

Small Change!

Start pocketing the profits with Comdata Processing Systems.



In this industry, nickels and dimes accumulate into big bucks. Don't let your current processor small change you. With Comdata, you will benefit from pure pass through pricing with transaction cost starting as low as \$.035. You will also be paid on all revenue streams as well as benefit from our generous Signing Bonus program. And that's just the beginning. Our award winning customer service, cutting edge Agent support tools and comprehensive proprietary product line will allow you to maximize the value of every merchant relationship. And you will deal directly with the processor.

Start pocketing the small change and see the difference to your bottom line. Contact Comdata Processing Systems, the industry leader with nearly 40 years of processing experience, and start saving today.

1-866-806-5016

www.comdata.com

COMDATA PROCESSING SYSTEMS
A Ceridian Company

Education

▶ **Visa's PCI compliance validation requirements for each merchant level remain the same. Compliance validation is required for Level 1, Level 2, and Level 3 merchants. It may also be required for Level 4 merchants.**

will continue to consider each DBA's individual transaction volume to determine the validation level.

Here are Visa's new merchant level definitions:

- **Level 1** includes any merchant, regardless of acceptance channel, processing over 6 million Visa transactions per year; any merchant who has suffered a hack or an attack that resulted in an account data compromise; any merchant that Visa, at its sole discretion, determines should meet the Level 1 merchant requirements to minimize risk to the Visa system; and any merchant identified by any other payment card brand as Level 1.
- **Level 2** includes any merchant, regardless of acceptance channel, processing 1 million to 6 million Visa transactions per year. (This new definition expands the number of Level 2 merchants to include former Level 4 merchants.)

- **Level 3** includes any merchant processing 20,000 to 1 million Visa e-commerce transactions per year. (This new definition expands Level 3 to include former Level 2 merchants who process fewer than 1 million e-commerce transactions per year.)

- **Level 4** includes any merchant processing fewer than 20,000 Visa e-commerce transactions per year, and all other merchants, regardless of acceptance channel, processing up to 1 million Visa transactions per year. (This new definition reduces the number of Level 4 merchants.)

Compliance validation basics

Visa's PCI compliance validation requirements for each merchant level remain the same. Compliance validation is required for Level 1, Level 2, and Level 3 merchants. It may also be required for Level 4 merchants. Here's a recap:

- **Level 1:** An annual on-site PCI data security assess-

You Can't Touch This..

CALL TODAY
877-999-7374



Saturn 5000
\$135 available for Hypercom, Nurit and VeriFone products

Or This..

Why- Because you don't have to!
It's contact-less payment hardware!



VivoPay
\$145 available for Nurit 2085, 8320 and Verifone 3700 series products



P.O.S. DEPOT
Serving the Transaction Industry
www.jrposdepot.com



**Not getting
the deal you
thought you
had with your
current processing
partner?**



STERLING
Payment Technologies

- 80% Revenue Sharing Program
- 5-1/2¢ Transaction Fee
- Outstanding Sales Support, Merchant Customer Service and Technical Support
- Fastest Residual Payments in the Industry
- Re-Write Bonuses up to \$500 per merchant paid weekly
- Residual Buy-out Plans
- Petroleum and Fleet Card Programs
- Integrated VAR Products
- Bilingual Marketing Materials

Call us today!

Toll-Free 877-887-7784

www.SterlingPayment.com

At Sterling, Our Name Is Our Reputation

Education

ment must be done by a qualified data security company or by an internal audit if it is signed by an officer of the merchant company. A quarterly network scan must be performed by a qualified independent scan vendor.

- **Level 2:** An annual PCI self-assessment questionnaire must be completed by the merchant. A quarterly network scan must be performed by a qualified independent scan vendor.

- **Level 3:** An annual PCI self-assessment questionnaire must be completed by the merchant. A quarterly network scan must be performed by a qualified independent scan vendor.

- **Level 4:** PCI requires that all merchants perform external network scanning to achieve compliance. Level 4 validation requirements and dates are determined by the merchant's acquirer; acquirers may require submission of scan reports and/or questionnaires.

Acquirers must obtain the required compliance validation from their merchants. Documentation must be available to Visa upon request.

In addition, Visa offers safe harbor protection from Visa

finances in the event a merchant or service provider experiences a data compromise. To attain safe harbor status:

- Members, merchants and service providers must maintain full compliance at all times. This includes adhering to all requirements at the time of a breach or compromise, as demonstrated during a forensic investigation.

- A member must demonstrate that, before the compromise, its merchant already met the compliance validation requirements, demonstrating full compliance.

Look at your merchant portfolios now to determine steps to be taken and deadlines. Work with your merchants to expedite this. You and your customers don't want to become the latest media roadkill and be fined for not complying with the PCI standards.

Full details about the latest PCI requirements are at www.usa.visa.com/business/accepting_visa/ops_risk_management/cisp_merchants.html .

David H. Press is Principal and President of Integrity Bankcard Consultants Inc. Call him at 630-637-4010, e-mail dhpress@ibc411.com or visit www.ibc411.com .

Where does your processor stand?

No other processor gives you a **FREE lead generation program** like EMS
- and the terminals are free, too!



Only Electronic Merchant Systems will give you a **FREE** terminal program **PLUS** design a **FREE** direct mail program that reaches thousands of customers in your market. You'll discover that while other processors make big promises, EMS has the ISO program that delivers.

- ✓ Free customized direct mail program
- ✓ Free terminal program
- ✓ Highest split in the industry - up to 80%
- ✓ Residuals vested from day one
- ✓ Conversion program up to \$500 per merchant
- ✓ Online portfolio management
- ✓ We'll buy your existing residual streams
- ✓ Signing bonus
- ✓ **NEW** Fast Capital Merchant Funding Program

The only thing missing is you. Call Fred Couch at 800.726.2117 or e-mail fcouch@emscorporate.com

800.726.2117

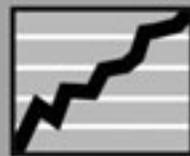


The True Cost Program

Are you looking for a
"True Cost" Revenue
Program with an
incredible split?



If Yes, Call!
888-MERCHANT



BCD

BankCardDepot

www.bankcarddepot.com

612 Wheelers Farm Road
Milford, CT 06460
Tel: 888-637-2426 ext. 227
Fax: 203-882-8875

Bank Card Depot is a registered ISO and MSP of HSBC Bank, USA, National Association, Buffalo, NY

Education (continued)

Check into check services

By J. David Siembieda

CrossCheck Inc.

As ISOs and merchant level salespeople (MLs), you may be looking for a new source of residuals, new features to enhance your equipment deals or another way to provide first-class service to your merchants. Selling check services fits the bill on all of these levels. It also provides a vital link to additional markets and new opportunities.

The check market is evolving with new technologies and new options, and that's great news for anyone selling payment processing. What's more, your merchants will be more successful if they can accept checks safely and confidently. Check services let them do that.

If you think checks are going away, you haven't been paying attention. The check services industry today offers great diversification and new markets. This is due to legislative changes and advancements in processing technology.

You'll find a host of new options available to reduce risk and facilitate sales, including:

- Standard check guarantee (paper-based checks)
- Internet checks
- Phone/fax checks
- Electronic check conversion
- Accounts receivable check conversion.

These options can provide your merchants with different levels of service and protection to match their needs.

Depending on merchant size, type of business, monthly volume and number of outlets, one service may work better for a business than another. Providing a variety of services and technology is the key to increased sales.

Pick a provider wisely

Just as there are many types of check services today, there are many providers offering different levels of service. What should you look for in a check services provider?

Here are some things to consider:

- **Synergy:** Search for a provider that complements your business and doesn't compete with you. It should be willing to design a program that will work with your existing service offerings and equipment programs and not take away business from either.

- **Pricing:** There should be some flexibility in pricing, too. Discuss compensation from the start, and see if the provider offers lifetime residuals on the accounts you sell. Lifetime residuals can mean years and years of income for the work you do now. Adding just a few accounts each month to your portfolio can result in substantial residual checks down the line.

- **Efficiency:** Be sure to check into ease of sign-ups and account approval. If that process is lengthy or time consuming, it might be best to look elsewhere.

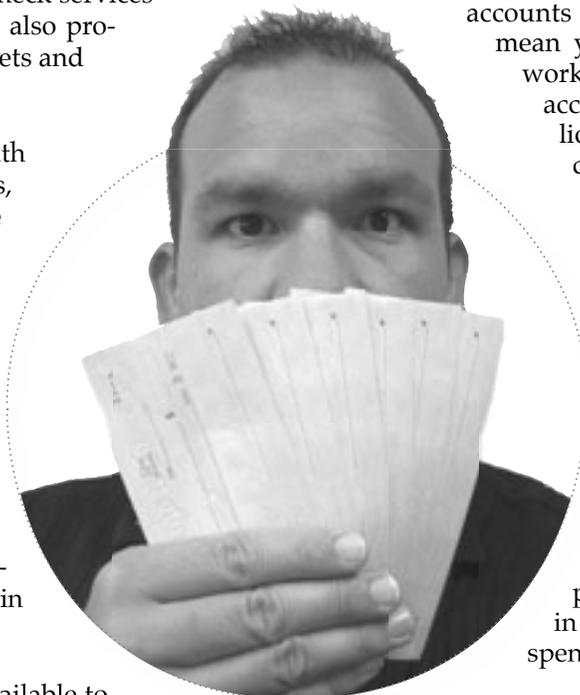
- **Support:** Don't forget sales support. Find out if your provider will help make contests and incentives available to you or your sales agents. Also, ask if they will help with training and proposals. The more a provider offers in assistance, the more time you will spend on sales.

- **Reputation:** Make sure you'll be working with an established, well-respected company. It can be fun and exciting to represent the newest technology or innovative service, but don't jeopardize your merchant relationships by selling something that will be obsolete or inadequate months from now.

Prioritize customer service

Take a look at the provider from your merchants' point of view, too. It's important that the provider share your customer service philosophy. You're directing your customers to someone else; you'll want to know that they are receiving the same quality of service that you would give them.

Customer service should be available 24/7, and it should be free. Your merchants shouldn't have to pay if they have questions or problems. Also, to help alleviate future customer service calls, thorough training should be provided at your merchants' convenience.



Earn Interchange

with United Cash Solutions and ATM Sales



If you have been restricting your service offerings to credit card processing and POS sales, you are severely limiting your earning potential. Rather than having to pay interchange from credit card transactions, United Cash Solutions will enable you to EARN interchange from ATM processing and will help you add profitable new revenue streams to your office with ATM sales!

Multiple Revenue Generating Opportunities

United Cash Solutions offers a variety of sales options to help you fully take advantage of our impressive ATM program.

ATM Purchases and Leases

Earn 100% of the profit on leases and sales

ATM Conversion/Reprogram

Earn surcharge revenue from existing ATMs

FREE Placement

Earn revenue from withdrawals with our free ATM solution

Earn Residual Income from up to Five Different Revenue Streams

Interchange Revenue

Surcharge Revenue

Monthly Service Fees Revenue

Armor Car Delivery Revenue

Cost of Cash Revenue

A Full Service ATM Solution

Our ATM program is backed with unparalleled service. We provide a national vault-cash service as well as nationwide installation. United Cash Solutions is sponsored into all national and regional ATM and POS debit networks and our in-house customer service and technical support representatives are ready to assist you 24 hours a day, 7 days a week!

Why Limit Your Earning Potential?

Contact United Cash Solutions today and find out how ATM sales can enhance the profitability of your sales office. Let the bank pay YOU interchange on all of your ATM processing.

To sell, lease or place ATM machines, contact United Cash Solutions:

1-800-698-0026

Alan Forgione, President - ext. 1410
Stephanie DeLeve, VP of Sales - ext. 1430

UNITED
CASH SOLUTIONS
a division of United Bank Card, Inc.

Education

Additionally, see if the provider's services include online reporting or account information available through the Internet. Merchants will appreciate the convenience, and you can add that to the benefits of the service.

Expand your reach

Once you've contracted with a provider, where do you go next? Just about anywhere. Your current retailers are great prospects, but don't be limited to them. Knock on the door of any business that accepts checks, and you can present a service to make its job easier.

Here are several possibilities:

- Medical and dental offices appreciate technology that eliminates trips to the bank.
- A check conversion service for accounts receivable payments saves office staff many hours of processing time each week.
- Multiple check and COD approvals benefit building supply businesses.
- Wireless authorizations and Internet check solutions can differentiate individual ISO and MLS offerings and

accelerate access to a growing category of mobile and e-commerce businesses.

- New technology for business checks can open the door to the huge business-to-business market.

Check services are a natural fit with card offerings. They can give you more bang for your buck. By giving your merchants a complete payment solution, you're giving them more reasons to stay with you when someone else comes knocking. New check technologies can produce more opportunities to sell or lease equipment as well.

Finally, providing check guarantee services can mean more referrals from satisfied merchants, resulting in new accounts for you.

If you're not offering merchants the added benefits of a check guarantee service, it's time to begin. Find the right provider, and you can be on your way to bigger residuals and better merchant relationships.

J. David Siembieda is the President and Chief Executive Officer of CrossCheck Inc., the nation's largest privately held check approval and guarantee company. E-mail him at Dave.Siembieda@cross-check.com.

Increase Your Income Potential

Earn Commissions on Payment Processing, Prepaid Services and Commercial Loans!



- Conversion bonus for high-volume merchants ranging from \$150-\$250 per activation
- Revenue share program
- Production bonus
- Guaranteed leasing
- No application fees
- Placement programs
- Faxed merchant applications – no photos
- Free 24/7 merchant support
- Free 24/7 technical and customer support
- Free merchant training

Call Us to Learn How You Can Earn a **SIGNING BONUS!**

Call our Value Added Partner Sales Team to learn how to increase your income!

800.523.2104 ext 2133

NetBank
Payment Systems, Inc.

www.netbankpaymentsystems.com

A NetBank® Company



Now
make even
MORE MONEY
with the
LOWEST
TRANSACTION
FEEES
in the industry!

3 **CENT**

TRANSACTION
FEEES





Making More Money Has Become Even Easier with United Bank Card

Only United Bank Card has achieved the size to offer incredible programs to our sales partners. UBC sets the pace for growth and innovation in the bankcard industry and was ranked 19th on the Inc. 500 list of the fastest growing privately held companies in the United States. With over 3.5 billion dollars in annual processing volume, UBC has the resources to offer our sales partners the low prices, superior bonuses and comprehensive support that the competition simply cannot match.

NEW! LOWEST TRANSACTION FEES IN THE INDUSTRY

3 CENT
TRANSACTION
FEES

IP transactions are even lower at 2 cents per transaction!

The easiest way to earn more income is to decrease your operating costs and United Bank Card is helping you to accomplish this objective by cutting our per-transaction fee by over 50%! Maximize your profitability with UBC and take advantage of our exceptionally low 3 cent transaction fee.

CASH IN ON THE ORIGINAL FREE TERMINAL PROGRAM



FREE

Nurit 8320 State-of-the-Art Terminal
Comstar Charge ANYwhere[®] Wireless Terminal
eⁿ Check 2500 Check Reader
Signature Capture Pad

No Hidden Fees! No Hidden Rentals! No Change in Residual Plan!

MAXIMIZE YOUR PROFIT MARGINS



Hypercom[®] T7Plus



Nurit 2085

\$99 New
Terminals

United Bank Card is now offering the Hypercom[®] T7Plus and the Nurit 2085 for the unbeatable price of \$99.00. This offer is for brand new equipment (no refurb) and is available exclusively to United Bank Card's ISO and MLS partners.

United Bank Card



WEEKLY BONUS

Earn up to **\$455** in Bonus Money
Per Deal Per Week!

United Bank Card's Free Equipment Bonus and Conversion Bonus programs will give you additional revenue on every account you sign!

NEW! QUARTERLY BONUS

Earn Up To **\$6,000**

Earn additional revenue on every account with United Bank Card's Quarterly Bonus. Earn up to \$40.00 more on every approved merchant and up to \$6,000 per quarter!

NEW! ANNUAL BONUS

Earn Up To **\$25,000** Per Year!

Earn up to \$50.00 in additional revenue per approved account and up to \$25,000 in bonus funding per year!

NEW! ADDED COVERAGE

\$500 Health Insurance Allowance

Sign 10 approved merchant accounts or more per month and receive an automatic \$500 credit on each month's residuals. Stay healthy and sign more accounts with United Bank Card's Health Insurance Program!

NEW! FREE WAY SYSTEMS WIRELESS GPRS TERMINALS

FREE CELLULAR PHONE-BASED WIRELESS POS TERMINALS

The WAY System's cellular phone-based, wireless POS terminal weighs only 6 ounces, is easy to use and works on any GPRS network. Now you can offer your merchants this flexible and secure gateway that supports all major credit cards for FREE.

SPECIAL PROMOTION

FREE
Gift Cards

Provide every retail location that signs up for a gift and loyalty card program with 25 cards free of charge!

SPECIAL PROMOTION

FREE CONTACTLESS READERS

Offer your merchants FREE VIVOpay 4000 contactless readers which are compatible with a variety of contactless payment programs.

What Does a Partnership with United Bank Card Hold in Store for You?

United Bank Card, a top 35 merchant acquirer, has established an impeccable reputation of excellence in the payment processing industry. United Bank Card currently handles the merchants accounts for over 40,000 locations and processes in excess of 4 billion dollars annually and continues to grow at a rapid pace. We dedicate our resources to helping our ISO and MLS partners succeed and give them the tools they need to maximize their sales. United Bank Card has set the standard for innovation and our programs will continue to provide our agents with a competitive edge. Contact United Bank Card today and find out how our dynamic programs can improve your sales performance and increase your earnings!

To learn more about United Bank Card, contact:

Brian Jones, Vice President Sales and Marketing: 800-201-0461 x 136

Jonathan Brandon, National Sales Manager East: 800-201-0461 x 145

Max Sinovoi, National Sales Manager West: 800-201-0461 x 219

or log on to www.isoprogram.com for more details



Education (continued)

No lead left behind

By **Marcelo Paladini**

Cynergy Data

In our business, we're all selling something. It may be equipment hardware or software, the latest technology, or even customized customer service. Maybe you're fortunate, and you can deliver the best of all four. Maybe you know your market and your competition. And maybe you're skilled at closing deals.

If so, the most challenging obstacle to the continued growth of your business could be generating new, quality sales leads. Let's explore the options.

The big seven "have to's"

How well do you use the following tried-and-true lead generation methods? If you or members of your sales staff are weak in any of these areas, beefing them up could pay huge dividends.

1. Old-fashioned cold calling:

This still works effectively to build a viable database of merchant leads and referrals.

2. Prominent community organizations:

Don't underestimate the benefits of active involvement in chambers of commerce, economic development organizations, convention and visitors' bureaus, charitable organizations and community events. For ISOs seeking to connect with merchants, this type of networking is still one of the most reliable investments.

3. Partnering:

Build strong relationships with cross-over businesses that actively target your markets. For example, if restaurants are a primary market for you, pursuing local hotels/motels is a good way to cross-promote for greater synergies. After all, people who stay in hotels need to eat. But, be selective. An

establishment's reputation can either complement or ruin your loyal customers.

Also, co-sponsor special events that target your merchant base, conduct periodic merchant customer surveys, and consider sharing prospect leads with other ISOs in exchange for sharing in residuals.

4. Business card collection: Combine traditional and creative registration tactics when at tradeshow and other gatherings to capture prospect information.

5. Your customers' competitors: Every competitor of your customers is a potential customer of yours. Make a list. Check it twice. Find out who's making changes and who's looking nice (as a quality prospect that is).

6. Referrals: Offer discounts or other incentives to your customers for bringing new merchant business to you. Perhaps it's the retail shop down the street or one of its suppliers.

At Cynergy Data, for example, we offer a "Convert a Merchant" incentive program. If an ISO converts a merchant, its bonus is a percentage commission. Also, we offer a "Refer a Friend" incentive program whereby if Cynergy data signs-up an ISO's referral, that ISO gets a lifetime referral commission.

7. Direct marketing: This includes purchased and traded mailing lists and can identify accurate, targeted sales leads. This is not a place to trade professionalism for cost cutting. Every direct mail piece or ad is a reflection on you and your business. Professional design and printing are a must.

Three promising alternatives

Now let's explore some less obvious methods such as telemarketing, search engine optimization marketing and road shows.

1. ISO-to-merchant telemarketing: While we all hate being on the other end of some unsolicited telemarketing calls, don't underestimate the power of smart, quality, targeted telemarketing.

Ideally, a good telemarketing partner will generate pre-qualified merchant leads and appointments with potential merchant customers who have already expressed interest in your ISO services.

When this is the case, your sales cycle is significantly reduced; acquisition of new merchant customers is streamlined; your rate of merchant customer retention is improved; and your sales increase because you can spend more time closing, rather than researching and chasing weak prospects.





DON'T LET THIS CASH MONEY FLY AWAY FROM YOU



Advanced Payment Services

Partner For Success & Increase Your Profits



STAR PROGRAM BONUSES

\$2000 IN NEW MERCHANT SIGN UPS

\$500 PER MERCHANT CONVERSION

\$7500 PER MERCHANT CASH ADVANCE

\$10,000 & MORE IN BONUS \$\$\$\$\$\$
PAID TO YOU EACH MONTH

REVENUE SHARE & BUYRATE PROGRAMS AVAILABLE !!

With our flexible systems, we can customize programs to fit your needs.

Professional Service and Experience

Are you tired of being switched from one customer service representative to another? Contacting our knowledgeable Client Service Representatives will give you quick responses to any situation that you're dealing with. We pride ourselves on **COMMUNICATION** with you our client.

Call 800-414-4286 x-104 now & ask for Myrvin Garnett or visit our website at www.apscredit.com. Emails are welcome at agentinfo@apscredit.com

Education

A report by Gartner Inc., "Inside Selling: Selling More at a Lower Cost," shows that using telemarketing to support sales reps in the field can increase revenue by 150%. The important word here is "can." There are as many telemarketing firms as there are Google pages to search for them.

So do your homework. If you and your ISO products

Google offers an Ad Word program whereby you become a sponsored link, showing up on its search results pages when merchants search under keywords like "data processing services." Merchants can then click on your banner ad and end up at your Web site.

are well-positioned for sales – including having quality marketing materials to communicate your service offerings – a strong telemarketing partner may be all you need.

Most importantly, be sure a telemarketing partner is willing to work closely with you on messaging. The better it understands your ISO's services, the better quality leads it will deliver.

2. Search engine optimization marketing: Most of us use Google more than we ever used the telephone book. You can capitalize on this by learning how to get your organization's name, product and services to pop up on the search results pages when your potential customers conduct Web searches.

Like most other sales-support initiatives, the breadth and depth of search engine optimization marketing (SEOM) is directly related to your budget. But make no mistake; a well thought out SEOM plan will maximize the diverse opportunities to drive targeted traffic to your Web site, to increase sales and maximize your return on investment.

The first step to developing an SEOM plan is to evaluate your Web site. Ask others to give you feedback on it as well. Is it effective? Does it create the first impression you want potential merchant customers to experience? Is it professional? Are the messages clear and targeted?

Does the site drive potential customers to take action such as leave their contact information, send you an e-mail or call you? If not, then revamping your Web site should be a top priority.

Next, consider meeting with a firm that specializes in SEOM or has had significant success in this area. Talk about strategies to increase quality lead generation. Determine the cost to develop and implement a regional search marketing plan.

For example, Google offers an Ad Word program whereby you become a sponsored link, showing up on its search results pages when merchants search under keywords like "data processing services."

Merchants can then click on your banner ad and end up at your Web site. This is very effective and economical considering you only pay for actual click-through, not for banner ad views.

For search engine marketing to be effective, your target market must be researched. In other words, what keywords and/or groups of keywords are most widely used by your potential merchant customers?

GlobalTech Leasing, Inc.
Your leasing partner since 1996.
800.414.7654

The GlobalTech advantage:

- "Personal Touch" Service
- Credit Response in minutes
- Next Day Funding-Guaranteed

www.globaltechleasing.com

Your Merchants Expect the Best...



Start Using Terminal Exchange and Discover the Difference Quality Makes

HERE IS A SAMPLE OF SOME OF OUR PRICES, CALL FOR A COMPLETE PRICE LIST:

VERIFONE		HYPERCOM	
Omni 3200	\$169.95	T7P	\$129.95
Tranz 460	\$129.95	T7P Thermal	\$169.95
Tranz 330	\$59.95	T77	\$149.95
Tranz 380	\$89.95	S8	\$29.95
Tranz 380x2	\$99.95	S9	\$69.95
P250	\$59.95		
P900	\$89.95	Nurit	
PINpad 1000	\$39.95	2085	\$179.95
PINpad 1000se	\$69.95	2085+	\$199.95

ADDITIONAL BENEFITS

TWO (2) year replacement warranty on all Terminals.
Downloads, Programming and Overlays available. Complete line of accessories
and supplies. Free Private labeling of equipment on large orders.

1081 Holland Drive, Boca Raton, FL 33487

800-785-5817

www.terminalexchange.com/greensheet

Call for complete details • While Supplies Last

All of our terminals are refurbished and come with a TWO year replacement warranty



Education



The Sky Is The Limit.

100% Health, Vision, and Dental Insurance Coverage

75 cent Network Cost Through 4 Frontends

Free Equipment Programs

Signing and Conversion Bonuses Paid Weekly

ISO/MLS Revenue Share Programs

Sponsored MSP/Registration Programs



Call Today Or Register Online

1-800-966-5520 ext 221

www.epiprogram.com

What Web pages do they regularly visit? Then, what is the cost of these keywords? Search engines charge according to word demand, volume and other factors.

Then, once you've developed an SEOM plan, you and your team should work to craft compelling ad copy, and possibly a customized Web page.

To read more about the benefits of SEOM, check out the Search Engine Marketing Professional Organization's Web site at www.sempo.org. It's a good resource for research, articles, webinars and events, even for nonmembers.

3. Road shows: Although taking your act on the road is not necessarily a new idea, making a big splash with potential merchant prospects is. Road shows can be a great way to differentiate yourself in critical areas like technology and commitment to productive, ongoing relationships. They demonstrate that you are willing to "walk in their shoes" when learning about merchant customer challenges and opportunities.

Your presence sends the right message to merchants. It gives you a chance to listen to their needs. In person, you can also share your experience and best practices. And you can train merchants with live demos or offer test drives that encourage product usage.

To do a road show, travel to key cities planned around relevant industry/association tradeshow that have possible speaking or break-out room opportunities. Frame your agenda around "breaking news" like new service launches.

Provide press releases to trade publications so you can generate additional awareness among prospects who are not attending the event. This positions you and your company as being thought-leaders that know the challenges merchants face.

Generating new sales leads is an ongoing process. Your entire organization should rally around this cause. Set achievable targets that make you stretch; prioritize leads based on industry expertise; utilize the big seven "how to's"; and try newer, nontraditional strategies to keep the flow of new leads coming faster than you can say prospects. 

Marcelo Paladini is the Chief Executive Officer for Cynergy Data, a merchant acquirer that distinguishes itself by relying on creativity and technology to maximize service. Cynergy offers its ISOs: Vimas, cutting edge back-office management software; Vimas Tracking, a ticketing system that makes responses to customers fast, accurate and efficient; Brand Central Station, a Web site of free marketing tools; plus state-of-the-art training, products, services and value-added programs, all designed to take its ISO partners way beyond where they are. For more information on Cynergy, e-mail Mike Grossman at mikeg@cynergydata.com.

BUILDING YOUR NEST EGG?

We Buy Portfolios for Cash



**We pay up to 36x for all Portfolios.
No Deal too small or too big.**

Residual Buyout Advantages:

- ★ **We Pay More**
Up to 36x paid regardless of Portfolio size.
- ★ **We are Faster**
We will give you a written offer in 24 hours
and can fund within 48 hours.
- ★ **We are Easier to Deal With**
No conversions. We will leave your merchants
with their existing processors.
- ★ **We Buy all Income Streams**
If you have a residual income, we will buy it.
Credit card processing, check services,
Gateways, etc.

**Call American Bancard Today, for Cash Tomorrow
(800) 613-1677
www.americanbancard.com/sale**

Education (continued)

Relationships are the soul of success

By Chris Hester

Electronic Exchange Systems

What separates the mildly successful sales agent in our industry from the highly successful sales agent? The ability to build lasting relationships.

If you're in the game just to earn a quick buck, you may want to stop reading now. What I want to discuss is how crucial building relationships in the credit card industry really is. Mastering this skill will have significant impact on your long-term success.

Understanding

Do you really listen to merchants when you're making sales, or are you only focused on dollar signs?

Don't be afraid to ask questions and delve deeper into merchants' processing needs. These questions could lead you down several potentially successful avenues.

You may find owners who really watch their numbers and require online reporting. Or, you may find those who plan to open five new locations within two years and will need credit card processing for each one.

The bottom line is communication. Don't be so quick in trying to get a signed contract that you ignore merchants' real needs.

The application process should be viewed as the first step in a long-lasting relationship, so it's important to make a great initial impression.

Merchants will most likely view you as the expert. It's critical to ask the right questions so you don't overlook any of their current or future processing needs.

Follow-up

After merchants have firmly committed to processing with you, will they ever hear from or see you again? Sounds like a crazy question, but countless merchants have reported to me they have never heard from – nor could they even reach – their sales agents after they signed their merchant applications.

I cannot emphasize enough the importance of follow-up. Staying in touch with your merchants, whether in person, by telephone or via e-mail, is vital to sustaining a long-lasting, mutually beneficial relationship.

Never underestimate the importance of merchant referrals either. Merchants speak to other business owners, often on a daily basis, and are much more apt to refer you to their peers if you've kept an open line of communication with them and attended to their needs.

New processing business is hard enough to come by. Don't overlook the obvious: A satisfied merchant with whom you have maintained a relationship will refer you to more new business than you can imagine.

Success

Building relationships should not be limited to your merchants. Creating strong, long-lasting relationships with the people who assist you daily will pay off in huge dividends.

Get to know the department heads and workers at the organizations you patronize. This will ensure that when you have any issue needing expeditious resolution (and you will), you'll not only know who can help you, but your relationships may also enhance the level of assistance you receive.

If you want real, long-lasting success in this business, you can't do it alone. If you stay focused on creating, building and maintaining relationships, the sky will be the only limit in your pursuit of success. ■

Do you really listen to merchants when you're making sales, or are you only focused on dollar signs? Don't be afraid to ask questions and delve deeper into merchants' processing needs. These questions could lead you down several potentially successful avenues.

Chris Hester is the Director of ISO Development for Electronic Exchange Systems, a national provider of merchant processing solutions. Founded in 1991, EXS offers ISO partner programs, innovative pricing, a complete product line, monthly phone/Web training and quarterly seminars.

For more information, please visit www.exsprocessing.com or e-mail Hester at chrish@exsprocessing.com. Electronic Exchange Systems is a registered ISO/MSP for HSBC Bank USA, National Association.

TWO COMPANIES YOU CAN TRUST

BLACKSTONE | **STI** *Powered by* **PREPAID**

HAVE COME TOGETHER TO GIVE YOU FOUR NEW WAYS TO MAKE MONEY



ALL THESE GREAT PRODUCTS, AND MANY MORE ALSO AVAILABLE



BECOME A BLACKSTONE CALLING CARD DISTRIBUTOR TODAY

- BIG PROFITS
- EXCLUSIVE PRODUCTS
- VARIETY OF COMPETITIVE DESTINATIONS
- LARGE VOLUME
- TOP-TIER CARRIERS

COPYRIGHT 2006 BLACKSTONE INC.; REPRINTING, COPYING OR TRANSMITTING ALL OR PART OF THIS INFORMATION REQUIRES WRITTEN PERMISSION FROM BLACKSTONE INC.

Call Now: 1-800-299-2257

60-40 SPLIT

THE SKY'S
When we say we will

IRN's PartnerAmerica Program

● **60/40** Split

- ▶ One Month Free Processing...
and you still earn all your residuals
- ▶ Free Hypercom T7 Plus Terminal
- ▶ \$100 to you – Up Front!



OR

● **70/30** Split

- ▶ One Month Free Processing...
and you still earn all your residuals
- ▶ Prepaid Visa and MasterCard – Gift 2 Go
- ▶ Cash Advance Financing for Merchants
- ▶ Portfolio Loans
- ▶ Additional Incentives for New Offices –
Call for Details

We will beat any deal...
guaranteed!

Dino Spueglio
President, IRN



70-30

SPLIT

THE LIMIT!

beat any deal...we mean it!

● **The sky's the limit with either of IRN's PartnerAmerica exclusive revenue share programs.**

Call Tom Della Badia and register now!
1-800-366-1388 x210

Need more convincing? Our warp speed ISO Tracking System gives you 24/7 customer support on screen, and you get your own Personal Relationship Manager that you can speak with at any time.

Customize every sales call with our full suite of products and services including *Paid On Signing*, our proprietary 9-second real-time check processing product.

100% lifetime residuals from all transactions.
Plus signing bonuses.

Same day approvals. No up front fees, no risk, no restrictions, no minimums.

The sky's the limit with either of
IRN's exclusive PartnerAmerica Programs.
Call Tom Della Badia to register and start closing more deals now.

1-800-366-1388, x210
www.partner-america.com

IRN
PAYMENT SYSTEMS

PARTNERAMERICA™
Powered by IRN

Sponsoring Bank, KeyBank National Association, Cleveland, OH

Powered By
First Data

a registered iso of BancorpSouth Bank, Tupelo, MS.

- **Salary**
- **Residuals**
- **Health Ins.**

**Qualified
Leads**
for active agents

**Next Day
Funding**
To Merchants

Call Joe Creegan
888-505-2273 Ext.207



CHARGE CARD SYSTEMS
www.chargecardsystems.com

New Products

Linux partitioning sturdier than a clothesline

Product: Orion check and card reader

Company: 4Access Communications Co.

What do you think of when you hear the word "partitioning"? The Great Wall of China or ... the Walls of Jericho, which in a classic Clark Gable movie was just a blanket on a clothesline.

When 4Access Communications talks about hard-partitioning its multiapplication reader, think Great Wall. Hard partitioning prevents applications from interfering with each other, according to Orion Product Manager Jeff Feldman.

A terminal with clothesline-style partitioning runs all programs through one interface, and those programs may share a modem and other connections through a single controller.

Loading additional software could interfere with the pay-

ments application. "We are a full-blown Linux PC in the body of a terminal. We don't have those issues because of the architecture," Feldman said.

The Orion stand-alone terminal reads checks as well as credit, debit, loyalty, EBT and gift cards. Check 21 capability has just been added. "We have designed it to handle things we don't know about yet," he said.

Its recognition technology integrates magnetic and optical character recognition in real time.

"When a check is scanned, it does the magnetic read and at the same time takes an image of the face of the check,



Orion check and card reader

Setting the Standard for Quality and Integrity

BUDGET TERMINALS

The Leader In Low Prices !!

Omni 3200	\$179	T7P F 512K \$119.00
Nurit 2085	\$169	
Talento T-1	\$149	
T7P Thermal	\$165	
Tranz 460	\$ 99	OMNI 3200 \$179.00
Tranz 380	\$ 79	
T 330/250 COMBO	\$119	
In Stock:		
OMNI 3200SE - T-7 Plus		
LINKPOINT-ECLIPSE		
ONE YEAR WARRANTY		
While Supplies Last (All Refurbished)		
985-649-2910		
Free Ground Shipping with orders of 5 or more		
We accept Cashiers Check, Visa and MasterCard		

NewProducts

and compares the optical read with the magnetic read to make sure they match," Feldman said.

The Orion verifies that all captured check images and data have been uploaded and stored on the archive and retrieval server before purging them, eliminating the dropped image experience.

The images are available by logging on to a secure Web site from any PC. Along with the payment information, the Orion can transmit performance data from its individual components, including end-of-life warnings.

This allows the ISO to be proactive with equipment deployed in the field, Feldman said.

Driving the machine is a 32-bit, 400-megahertz Intel processor with 128 megabytes of flash memory and 32 megabytes of random access memory. The unit reportedly can store 1,000 images. Up to 512 megabytes of RAM is optional.

The unit creates 300 dots-per-inch images in either black-and-white TIFF or grayscale JPEG formats.

The Orion is multimerchant capable, enabling each location to store images and configure its terminal independently of the chain, but allowing a single download from all terminals.

Communications include two RS-232 ports, two RJ-11 ports for phone lines, one 10BaseT Ethernet port and a USB port. A programmable inkjet cancellation printer is optional.

Peripheral devices such as drivers license readers and biometric scanners can also be integrated with the unit. With Orion's secure data encryption and hard partitioning, you can save your clothesline for Hollywood pin-ups.

4Access Communications Co.

888-306-4222

www.4accesscommunications.com

Go trekking with the 1571

Product: MTT 1571

Company: WAY Systems Inc.

Mobile terminals today can have all the bells and whistles. But how many have their own backpack?

WAY Systems' Mobile Transaction Terminal 1571 now captures debit transactions and checks, as well as credit cards. The compact unit gives mobile entrepreneurs a full function debit/credit device.

Unlike the previous MTT 1500, the 1571 is equipped with a "backpack," which includes an EMV-compliant smart card reader that is also PCI/PED-certified, according to George Devitt, Vice President and Chief Marketing Officer.

The backpack makes the unit only slightly larger and heavier than the 1500. One of the terminal's key advantages is its GPRS (general packet radio service) cell technology, which provides broad coverage within the

5.6¢
70%

Plus Interchange, Dues & Assessments

VeriFone Holdings, Inc. ("VeriFone") (NYSE: PAY), a global leader in secure electronic payment technologies, provides expertise, solutions and services for today with a migration strategy for tomorrow. VeriFone delivers solutions that add value to the point of sale, resulting in improved merchant retention and the generation of new sources of revenue for its partners and customers. VeriFone solutions are specifically designed to meet the needs of vertical markets including financial, retail, petroleum, government and healthcare.

Descomm, LLC proudly endorses VeriFone Products.

For details, visit our website:

www.agentcc.com

or call:

1-866-877-4873

ask for:

Donald Saunders

dsaunders@descomm.net

©Descomm, LLC. An ISOMSP for HSBC Bank USA, National Association, PO Box 4563, Buffalo, NY 14240. Member FDIC.

DON'T BE "FREE-KIN" NUTS!

Studies Have Shown that Giving Things Away FOR FREE Could Put You in the Poor House!



Let's face it! Giving away all this "Free" stuff has got to be making some of you crazy! At USMS, responses to our recent "F" word Ad proved that giving away all this "Free" stuff is making a lot of you nuts! Some of you are giving away Free Terminals, PIN Pads, Check Imagers, Software and even expensive Wireless Terminals. What are you going to give away next? Your car, your house, your wife and kids!

We found out that many of you are using "Free" because you were never trained in the fine art of closing the package deal. Experienced agents thought they knew how to do this, but once they attended our 4-Day "Bankcard Warrior" Training Program they realized there's a whole new way of closing package sales with high gross profits. The double benefit is that: **the merchants are ULTIMATE WINNERS**-receiving overwhelming value with unique profit building and business development programs provided by USMS. Merchants are making so much profit, they are telling the "Free" equipment guy to "go-take-a-hike!!!" Don't take my word for it, read what some of our graduates have to say:

"I've been selling the USMS Platinum Package for \$159 per month. Merchants love it so much that I could probably get \$299 per month. One of our new reps with no prior experience recently attended the USMS training and immediately sold 5 packages." G. Baker, Central California.

"I sold my second package deal on March 7 and made over \$2,300 in commissions. If it wasn't for this package selling technique I probably wouldn't stay in the business. Stand alone bankcard is just not exciting to me." D. Kemp, Lafayette California.

I hate seeing dedicated agents degrade themselves by giving away FREE the things that they should be making thousands of dollars on. So I'm going to offer you a challenge:


**U.S. MERCHANT
SYSTEMS™**
Stu Rosenbaum
Chief Executive Officer



The Great USMS 20/20 Challenge: Make \$20,000 + in 20 Deals

Come to our headquarters in the beautiful San Francisco Bay Area- spend four days in our **Powerful Bankcard Warrior Training**. Send us 20 deals. I guarantee if you follow our system you'll make at least \$20,000 up front (plus residuals and bonuses) and probably lot's more. If you can't make at least \$20,000 on those 20 deals following our Powerful Training System- We'll pay all your travel expenses (airfare, hotel, meals, etc).

For incredibly valuable information, go on-line for one of these **FREE REPORTS** (Sorry I used the "F" word):

FREE REPORT: "How to Get FREE Appointments and Hot Leads with USMS"

FREE REPORT: "How to Gross \$3 Million in One Year-on 100 Accounts per Month!" (and how to get to the 100 deals)

FREE REPORT: "Build a Profitable Sales Organization with USMS' Bankcard Warrior Training and Recruiting System"

FREE REPORT: "How to Get 1,000 Hot New Business Leads- FREE each month"

FREE REPORT: "How to Own the Medical Market with the HeathTranz- All in one Medical/Dental Payments Solution"

For FREE Reports or to find out more about the USMS 20/20 challenge call Jessica Slack at 1-800-655-8767, ext. 122 or go on-line: www.usms.com/freereport

NewProducts

United States, he said. The system is convenient for ISOs, because merchant information comes preloaded on the terminal by WAY Systems.

"All they have to do is power it on. There's no downloading of applications." Testing of each unit has also been completed before shipping.

The company provides both a 24/7 help desk for merchant support and regular classes for training and retraining of merchant employees.

Classes are offered via Web access and phone. "All they [agents] have to do is give the 800 number to the merchant."

In spite of the backpack, the form factor is still slight enough to fit in the hand or a shirt pocket. An optional, detached thermal printer can be worn in a holster on a belt. The terminal makes an infrared connection to the printer.

The 1571 is a dual-band device, operating at 850 and 1,900 megahertz for the U.S. and Canadian markets, respectively.

Way Systems' MTT 1571



Some new features include a slightly larger color display; wider-set keys and a joystick for easier navigation; and two programmable keys to provide easier access to merchant-selectable applications.

Sales reps can use the terminal to target the virtually untapped spectrum of mobile merchants: party planners, cosmetics salespeople, handymen, plumbers, and limo and delivery drivers.

With the unit's cell connectivity, these merchants can avoid taking bad checks and over-limit debit and credit cards.

"We also see it as an alternative to dial-up terminals, in many cases," Devitt said. For brick-and-mortar shops paying for dedicated lines, this is a "no-brainer." He estimated that typical monthly service fees, which are determined by ISOs, run \$20 a month.

The 16-bit microprocessor has been optimized for low power consumption. The battery lasts for up to 200 hours in stand-by mode and handles up to 300 transactions per charge. The unit stores 60 to 120 transactions.

WAY Systems Inc.

781-569-0414
www.waysystems.com



Bartlett Info Tech Services, LLC

Your POS Repair Specialist

Factory Trained Technicians

Refurbish your POS equipment for a fraction of the cost of new. We can repair/refurbish most terminals, printers and check readers. We also have imprinters, roll paper, ribbons, power supplies and cables. All repaired and refurbished equipment comes with a 12-month warranty.

New and Refurbished Equipment

(901) 384-6151

www.bits-pos.com

Our Sales Reps Receive 3 to 5 Preset, Confirmed Appointments Daily!



Up Front Signing Bonus On All Merchants

Residual Income On All Deals Over Your Buy Rates

Closing Support From Your Own Relationship Manager

Guaranteed Leasing Program

3 To 5 Appointments Daily

Up-Front Commissions Paid Weekly

 **FEDERATED**
PAYMENTS
America's Payment Solutions Company

Contact:
Scott Avery
National Sales Manager
savery@fpsemail.com

877-FEDERATED Ext. 7508
Fax: 631-270-7472

Federated Payments proudly supports VeriFone's Omni 3730LE.

The Omni 3730LE is a hard-working, reliable payment terminal that earns its keep, day after day.

 **VeriFone**
THE WAY TO PAY™
www.verifone.com

Omni 3730LE features

- High speed processing and printing
- Accepts magnetic-stripped debit and credit cards
- Intuitive ATM-style interface
- Plug-and-play, easy to install
- Trouble-free usage



it happened! again...

What drove Veritrans, a leading Houston-based ISO, to replace an existing installation of brand new Lipman Nurit 8000 wireless POS terminals with the ExaDigm XD2000?

They would have lost a merchant account generating \$2.5 million in annual transaction volume.

"ExaDigm is the only manufacturer that can provide a wireless terminal that allows our merchants to choose the wireless service that meets their business needs. It's this level of flexibility that ultimately ensured we didn't lose a major account, something that would have happened had we not made the switch to the XD2000."

- Jeff Adcock, President, Veritrans, LLC -



Redefining Mobile Point-of-Sale

For a wireless POS solution that exceeds the promises, contact ExaDigm at 1.866. EXA TEAM or visit us online at www.exadigm.com.



Inspiration

Proudly sponsored by:



WaterCoolerWisdom:

Actions lie louder than words.

- Carolyn Wells



they truly feel. They intend to please others, but many times the opposite occurs: They end up hurting both themselves and their clients.

For example, are you going about your day with a smile on your face and acting as though you are completely satisfied with your job when, in truth, you are secretly frustrated with your current responsibilities?

Chances are you aren't fooling anyone. It's more likely that the quality of your work is declining noticeably because you are not fully motivated to accomplish your duties. Wouldn't it be better to take action by discussing your circumstances with your boss or human resources department and identifying ways to improve the situation?

Are your actions aligned with your thoughts?

Have you ever been on the receiving end of a disgruntled driver's "sign language"? Offensive as it was, you probably knew just what that driver was thinking. The driver's actions and opinions were perfectly aligned.

Are your everyday actions in sync with what you believe? It's worth taking some time to examine this.

Let's be clear. I'm not advocating telling off your superior or ranting to a client, but sometimes sales professionals focus on how they should act rather than convey how

ARE YOU READY For Equity Commerce?

DON'T SACRIFICE FUTURE INCOME FOR THE LATEST GIMMICK

At Equity Commerce, we are seeking agents who want to understand our industry and establish a track record of success. We know what it takes to be successful and have built the support engine to insure your current and future financial security.

Equity Commerce is focused on Agents who have out grown the latest recruitment offers and are ready to reach the next level.

Our contracts are non exclusive with no monthly minimums. Just give us a try and experience lightening fast approvals and large monthly residuals.

EQUITY COMMERCE IS READY FOR YOU

Build your residual without sacrificing financial security.

866.790.3995

WWW.EQUITYCOMMERCE.COM



Equity Commerce L.P. is associated with Bank of America, N.A.

Inspiration

Perhaps you are feeling overwhelmed by your client load, yet you refuse offers of help for fear of appearing incompetent. If others want to come to your aid, it may be more obvious than you've been able to admit that you're in over your head. Wouldn't it be wise to accept the help, form partnerships with your peers and serve your clients better?

If you suspect your actions are not conveying your true feelings and opinions, ask yourself the following questions:

- Has my current behavior made the situation better?
- Who am I helping by acting this way?
- What am I avoiding?
- Who am I trying to protect?
- What would happen if I lived honestly?

You're likely to find that while you are trying to protect yourself and help others, you are actually helping no one and possibly making the situation worse. For instance, if you don't believe what your sales materials say about your products, potential clients will know you are insincere when you make presentations.

Your customers know the difference between people who truly believe in what they're doing and people who say things simply because they think they should. This scenario puts you and your company at an extreme disadvantage.

Acting in opposition to your feelings and beliefs can affect other areas of your life as well. Not only will you have more difficulty attaining goals, you may begin to believe you have no power to shape your career or life.

Alternatively, when your actions are aligned with your values and beliefs, you can accomplish great things. You know what you want and how you feel. You are able to clearly communicate those beliefs to others. You are able to decrease the likelihood of misunderstandings. And you are able to serve both your clients and yourself to the best of your ability.

Good Selling!SM



Paul H. Green, President & CEO

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE

LEASING SOLUTIONS

FIRST DATA® GLOBAL LEASING

- ▶ Faxed applications accepted and funded
- ▶ Credit score notification within 2 hours of faxed application
- ▶ Funding of commenced leases within 24 hours
- ▶ Dedicated Relationship Manager



©2005, First Data Corporation. All rights reserved.



*Call for Details and
Start Saving Today!*

800-897-7850

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE



THE LEADER IN CREDIT CARD RECEIVABLE FUNDING

Make Money Turning Future Credit Card Sales Into Working Capital Today

AdvanceMe, Inc. (AMI) is the nation's leading provider of Merchant Cash Advances to small and mid-sized businesses. Since 1998, over 13,000 businesses in all 50 states have trusted AMI for fast and easy funding—over \$600 million in capital to date. Plus, we have state-of-the-art capabilities that support you, and your customers:

- Unsurpassed availability of capital to fund every qualified deal—
*Up to \$1,500,000 funded every day***
- Ability to fund a variety of businesses—
*500+ industry codes, a broad spectrum of FICO scores***
- Highest approval and retention rates in the industry—
*3 out of 4 eligible customers return for additional needs***
- Experienced sales support and customer service—
*So sales people can focus on selling***
- Upfront commission checks paid out weekly—
*Guaranteed***



Choose AdvanceMe for additional revenue generating products.
More commissions. No reputation risk. Satisfied customers.

All funding companies are not the same. Compare us to others.
Then contact us at **1-866-838-5813** to join our winning team.

www.AdvanceMe.com

DateBook

Visit www.greensheet.com/tradeshows.htm for more events and a year-at-a-glance event chart.



Western Payments Alliance *Payments Symposium 2006*

Highlights: The conference will examine the ongoing convergence of paper and electronic payment processes. Topics will range from the future landscape of payments, global perspectives on fraud, data security concerns and legislation updates, to lessons learned from the Gulf States disaster and recovery. Dr. Donald Kohn, Board of Governors of the Federal Reserve System, will deliver the keynote address Monday morning. More than 250 senior payments professionals and 25 corporate exhibitors are expected.

When: Sept. 10 – 12, 2006

Where: The Westin Casuarina Hotel, Casino & Spa, Las Vegas

Registration: Visit www.wespay.org or call 415-433-1230



Electronic Transactions Association *Strategic Leadership and Networking Forum (SLNF)*

Highlights: SLNF is the premiere networking event for all payments industry executives. This year, attendees will hear from Steven D. Levitt, co-author of the best-selling *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*. Also offered will be presentations from industry leaders and coverage of the industry's most pressing issues, including interchange, data security, risk management, and new and evolving collection and risk-based technologies.

When: Sept. 12 – 14, 2006

Where: Loews Miami Beach Hotel, South Beach, Fla.

Registration: Visit www.electran.org or call 800-695-5509



Women Networking in Electronic Transactions (W.net) *Smart or Sexy – Are You Projecting the Right Image?*

Highlights: Women heading to Miami Beach this September for ETA's SLNF should clear their schedules in the afternoon to attend W.net's second meeting of 2006. W.net is a membership-based nonprofit startup organization that seeks to provide women in payments a forum for networking, education, mentoring ... and fun. The upcoming meeting will feature a presentation from image consultant Susan Bigsby (www.susanbigsby.com). For more information, read "W.net: One step at a time," *The Green Sheet*, May 8, 2006, issue 06:05:01.

When: Sept. 12, 2006, 3:00 p.m. – 5:30 p.m.

Where: Loews Miami Beach Hotel, South Beach, Fla.

Registration: Visit www.w-net.biz
or e-mail Holli Targan at htargan@w-net.biz



Intele-CardExpo *The Prepaid Show, Fall 2006*

Highlights: Now in its 12th year, this conference draws representatives from diverse sectors of the prepaid industry including manufacturers, issuers and distributors; wireless, DSL and VoIP providers; payments processors and ISOs; corporate and vertical market end-users; and many more. Over 100 exhibitors are expected. A comprehensive educational program led by industry leaders caters to neophytes and pros alike. It offers sessions in three tracks: wireless, retail, distribution and "next gen." Keynote address will be given by Brian Turner, CFO of Coinstar, a multinational company specializing in kiosk and in-lane delivery of prepaid products. He will discuss the impact prepaid products and services have on economic expansion.

When: Sept. 12 – 14, 2006

Where: Mandalay Bay Resort & Casino, Las Vegas

Registration: Visit www.intelecardexpo.com
or call 800-883-8353, ext. 102



ATM Industry Association (ATMIA) *ATM Security in the Americas 2006*

Highlights: "Fighting Fraud with Today's Technology and Industry Best Practice" will be the topic for ATMIA's conference. Sessions will cover:

- Identifying the biggest threats to the ATM industry, such as physical ATM crime, global fraud and cyber crime at Windows XP ATMs, and how to defend against them.
- Problem solving related to understanding multichannel security; defeating insider fraud; using tools to combat physical crime; and providing lifecycle security for ATMs and the POS.
- ATM security tools, including strategies, security solutions and best practices, and the Global ATM Security Alliance's efforts to combat all types of ATM crime.

The first breakout session will address solutions to specific crime and fraud types; a second breakout session will cover fraud trends for Canada, Latin America and the United States.

When: Sept. 13 – 15, 2006

Where: Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch, Scottsdale, Ariz.

Registration: Visit www.atmiaconferences.com
or call Dana Benson at 605-528-7270

YOU HAVE THE CHOICE...



How close are you to Easy Street? Are you getting closer to your dream or your nightmare?

If you're trying to picture your dream future, think about Calpian's new **Northstar** program for ISO success - the only program in the industry that gives you concrete steps to financial freedom.

Created for seasoned acquiring industry veterans with a 3, 5, 7 or 10 year window towards the big payoff, **NorthStar** is designed to help you set your own goal and time frame, whether it's \$5,000 a month or \$5 million in 5 years.

NorthStar is flexible and will allow you to prioritize your time and focus on high yield merchants to allow you to achieve your goals faster.

Take charge of your future. Contact Calpian today.



CALPIAN

Financiers to the Industry™

866-574-4450 • www.calpian.com

WordSearch

Put on your thinking caps, and find all the words listed below ... we've even started it for you.
 Words will be horizontal, vertical, diagonal and even backwards! Have fun.

E U F R Y E C P W E G Y M E R G E R X E
 S A D P Z S L K H C N A R B L R I V T B
 I C K E H I Z W R T E M Q O R T N O R W
 K A O R P A U K F T T W P R G U I L E X
 I S E C U R I T Y D W I F I B E C W C S
 U H J E X E R N P X O R S W K U H M I Q
 P L A N E G Y T E H R B U E M H E G F A
 V E S T E D D E S F T Z B U C K E T F K
 D S J A U R G S L U H X A Q P O R T O L
 H S U G I A K P E N A L T Y S E V Y E O
 X D A E K F L E U D Z S C I S H E W X C
 R D H Y Z T U N E S A C H E C K B O O K
 O R A W C G E D O G X R P W A I D E U B
 T O P E A L L I A N C E V A N T O N T O
 H T Q P O E T N W I S P O E V Y Z W S X
 W I G A M I N G X N I E N C R Y P T O B
 A N Z P R V Y U N I S P E W I A O G U Q
 Y O S P O C Y Z W A S S O C I A T E R W
 F M Z P O E V T H R O E C T H Z V E C H
 X E D A P P O I N T U E D F P T C Q E O

ALLIANCE
 APPOINT
 ASSOCIATE
 BATCH
 BRANCH
 BUCKET
 CASHLESS
 CHECKBOOK
 DRAFT
 ENCRYPT

FUNDS
 GAMING
 LOCKBOX
 MERGER
 MONITOR
 NET WORTH
 NICHE
 OFFICER
 OUTSOURCE
 PENALTY

PERCENTAGE
 RAISE
 RATE
 SCAN
 SECURITY
 SPENDING
 TEAM
 TRAINING
 VESTED
 WI-FI

Don't go broke. Go Global.



- **\$90 Commission**

AND

- **Monthly Residuals**

(You receive 100% above buy rates!)

Check Guarantee – 1% rate / \$0.10 trans / \$5 mo/fee / \$10 mo/min

Check Conversion – 1% / \$0.20 / \$5 mo/fee / \$10 mo/min

ARC 90-Day In-House Finance – 1.3% / \$0.20 / \$5 mo/fee / \$10 mo/min

Payroll Guarantee – 0.6% / \$0.10 / \$5 mo/fee / \$10 mo/min

Other commission/residual plans and services available.

Sales training and marketing materials available!

GLOBAL

CHECK

Visit us at www.GLOBALCHECK.com

or call 800-988-6221

To add your company to our expanding listing, call 866-429-8080 today.

ResourceGuide

ACH - EFT SETTLEMENT SERVICES

Access 1 Selectpay
 (866) 764-5951 x203
www.accessoneusa.com
AVP Solutions
 (800) 719-9198

ADVERTISING DISPLAY SYSTEMS

Intertise, Incorporated
 (800) 630-2841
www.intertise.com

ATM/SCRIP ISOs LOOKING FOR AGENTS

Access 1
 (866) 764-5951



Access to Money
 (888) 501-5246
Data Capture Systems Inc.
 (800) 888-1431
NationalLink
 (800) 363-9835
Nexus ATM
 (800) 201-0461 x218

BACKGROUND INVESTIGATIONS

Commercial Business Intelligence
 (888) 740-0747

BANKS LOOKING FOR AGENTS

Frontline Processing Corp.
 (866) 651-3068

Global ISO, LLC
 (800) 757-1538
www.giso.com
Group ISO, Inc.
 (800) 960-0135
www.groupiso.com
Humboldt Merchant Services, L.P.
 (877) 635-3570
www.hbms.com
iMax Bancard
 (866) 702-8801
www.imaxbancard.com
Redwood Merchant Services
 (866) 577-9663

BANKS LOOKING FOR ISOs/MSPs

Best Payment Solutions
 (866) 289-2265 x238
Chase Merchant Services, LLC
 (800) 622-2626 x86016
Frontline Processing Corp.
 (866) 651-3068
Global ISO, LLC
 (800) 757-1538
www.giso.com
Group ISO, Inc.
 (800) 960-0135
www.groupiso.com
Integrity Payment Systems
 (888) 477-4500
National Processing Co.
 (800) 672-1964 x54883
Redwood Merchant Services
 (866) 577-9663
Security Card Services, LLC
 (800) 634-4484

BRANDED PROMOTIONAL PRODUCTS

Goodheart Enterprises
 (636) 451-5512

CASH ADVANCE

Merchant Money Tree
 (888) 290-0617

CHECK COLLECTIONS

Checkfast Data Systems, LLC
 (866) 243-2532
www.checkfast.com
Checks by Encore
 (800) 994-2949

CHECK GUARANTEE/VERIFICATION

Cardservice International
 (866) 732-5471
www.cardservice.com
CrossCheck, Inc.
 (800) 654-2365
EZCheck
 (800) 797-5302
Global eTelecom, Inc. (GETI)
 (877) 454-3835
www.checktraining.com
Global Payments Inc.
 (800) 801-9552
Secur-Chex
 (866) 464-3277

CONSULTING AND ADVISORY SERVICES

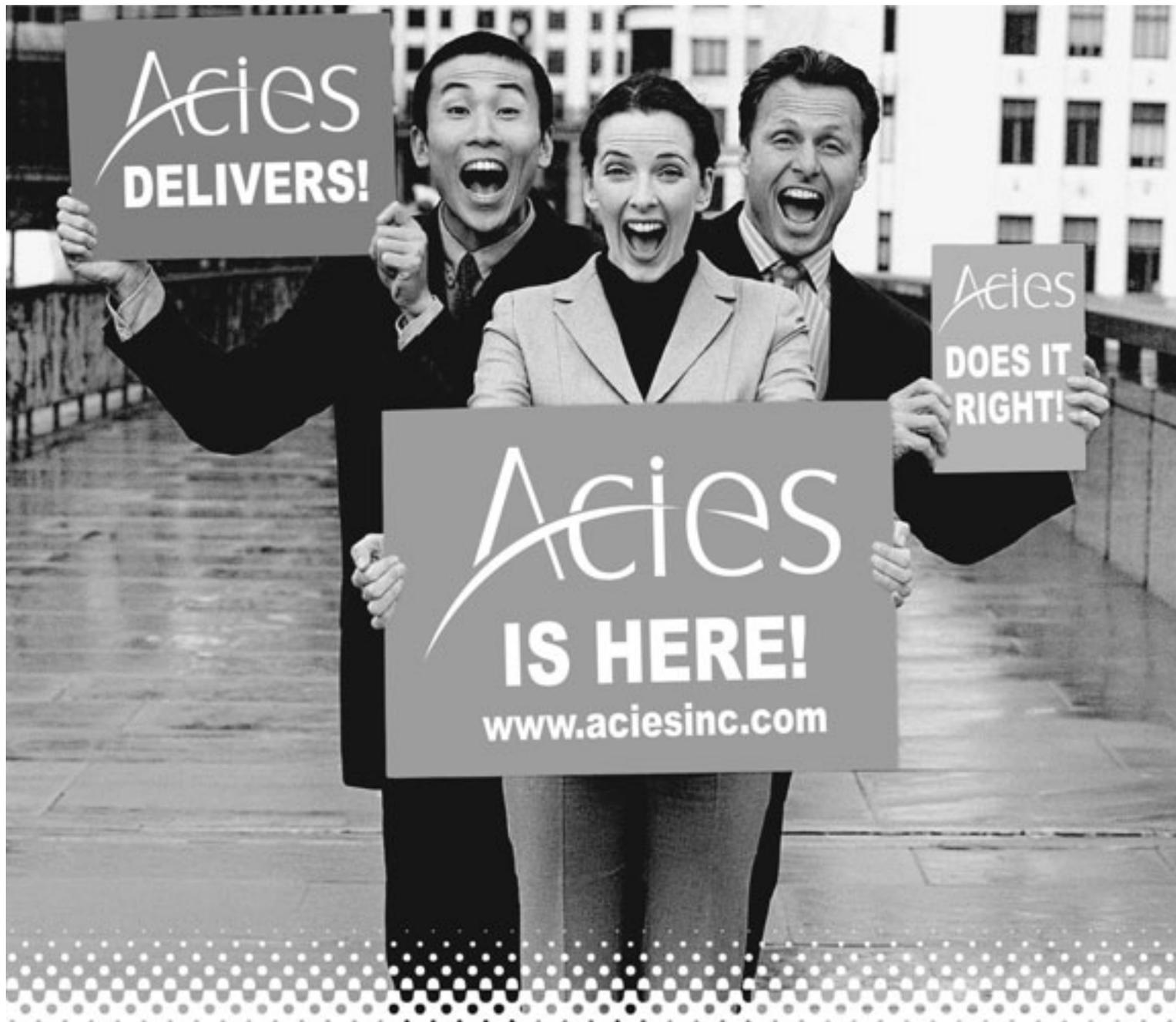
Adam Atlas Attorney at Law
 (514) 842-0886
First Annapolis Consulting
 (410) 855-8500
Integrity Bankcard Consultants, Inc.
 (630) 637-4010
The Strawhecker Group
 (916) 367-7709
www.thestrawgroup.com

DEBIT TRANSACTION PROCESSING

Cardservice International
 (866) 732-5471
www.cardservice.com
Global Payments Inc.
 (800) 801-9552

EQUIPMENT

Automated Transaction Tech.
 (714) 999-9566
BANCNET
 (713) 629-0906
BARTLETT INFO TECH SERVICES, LLC
 (901) 384-6151
CardWare International
 (740) 522-2150
General Credit Forms, Inc.
 (800) 325-1158
Ingenico
 (800) 252-1140
JRs POS Depot
 (877) 999-7374
Lipman USA, Inc.
 (516) 484-9898



WE HELP YOU STAND ABOVE THE REST!

To stand out from the competition, you need one-of-a-kind marketing promotions that open doors. Acies is here to help you separate yourself from the crowd.

Acies Partnership Program:

- Up to 85% Split on All Revenues
- Activation Bonuses
- Residual Buybacks
- Residual Loan Program
- Multiple Platforms Available

Acies Pays Merchants to Switch:

- Merchants Receive upto \$1,000 (just for upgrading to Acies)
- Merchants Receive FREE Equipment
- 24x7 Customer Support
- Free Marketing Support

- Residual Protection

- (protection of a public company)
- Dedicated Relationship Managers
- Faxed/Electronic Applications
- Fast Turnaround
- Ownership Ability



IT PAYS TO PARTNER WITH ACIES
(pronounced "ay-see-us")

**STOCK
SYMBOL**
ACIE

Acies, Inc: 14 Wall Street, Suite 1620, New York, NY 10005. Call TODAY: 1-800-361-5540 ext 111

ResourceGuide

MagTek, Inc.

(800) 788-6835

POS Portal

(866) 276-7289

TASQ Technology

(800) 827-8297

www.tasq.com

TEERTRONICS

(800) 856-2030

Terminals Direct

(800) 440-1952

The Phoenix Group

(866) 559-7627

TSYS Acquiring Solutions

(800) 686-1999

www.tsysacquiring.com

FREE ELECTRONIC CHECK RECOVERY

ACCESS CHEX

(866) 746-CHEX

www.accesschex.com

FINANCING



American Microloan

(866) CASH 456

www.AmericanMicroloan.com

GIFT/LOYALTY CARD PROGRAMS

Cardservice International

(866) 732-5471

www.cardservice.com

Comdata Processing Systems

(866) 806-5016

FLEXGIFT/UMSI

(800) 260-3388

Global eTelecom, Inc. (GETI)

(877) 454-3835

www.giftcardtraining.com

World Gift Card

(866) 704-5271

HIGH RISK

AVP Solutions

(800) 719-9198

Cardservice International

(866) 732-5471

www.cardservice.com

Frontline Processing Corp.

(866) 651-3068

International Merchant Solutions

(800) 313-2265 x106

National Transaction

(888) 996-2273

Teledraft, Inc.

(800) 848-5826

INTERNATIONAL/OFFSHORE RELATIONSHIPS AVAILABLE

Group ISO International

(800) 376-3974

www.gisointernational.com

iMax Bancard

(866) 702-8801

www.imaxbancard.com

ISO RELATIONSHIPS AVAILABLE

AmericaOne Payment Systems

(888) 502-6374



CoCard Marketing Group

(800) 882-1352

www.cocard.net

Comdata Processing Systems

(866) 806-5016

Cynergy Data

(866) ISO-HELP

Electronic Payments, Inc. (EPI)

(800) 966-5520 x221

EVO Merchant Services

(800) CARDSWIPE x7800

First American Payment Sys.

(866) G04 FAPS

Frontline Processing Corp.

(866) 651-3068

Global ISO, LLC

(800) 757-1538

www.giso.com

Global Payments Inc.

(800) 801-9552

Group ISO, Inc.

(800) 960-0135

www.groupiso.com

iMax Bancard

(866) 702-8801

www.imaxbancard.com

MSI-Merchant Services, Inc.

(800) 351-2591 x9-23

National Processing Co.

(800) 672-1964 x54883

North American Bancard

(800) BANCARD x1001

NOVA Information Systems

(800) 819-6019 x6

Partner-America.com

(800) 366-1388

Teledraft, Inc.

(800) 848-5826

Total Merchant Services

(888) 84-TOTAL x9715

Transfirst

(800) 669-7228

www.transfirst.com

United Bank Card (UBC)

(800) 201-0461

ISOS/BANKS PURCHASING ATM PORTFOLIOS

Global Payments Inc.

(800) 801-9552

ISOs/BANKS PURCHASING MERCHANT PORTFOLIOS

AmericaOne Payment Systems

(888) 502-6374

Chase Merchant Services, LLC

(800) 622-2626 x86016

Comdata Processing Systems

(866) 806-5016

www.comdata.com

EVO Merchant Services

(800) CARDSWIPE x7855

Frontline Processing Corp.

(866) 651-3068

Hampton Technology Ventures

(516) 896-3100 x100

iMax Bancard

(866) 702-8801

www.imaxbancard.com

National Processing Co.

(800) 672-1964 x54883

North American Bancard

(800) BANCARD x1001

NOVA Information Systems

(800) 819-6019 x6

Total Merchant Services

(888) 84-TOTAL x9715

ISOs LOOKING FOR AGENTS

AAmonte Bancard

(888) 567-3727

www.aamonte.com

Acies, Inc

(800) 361-5540 x111

www.aciesinc.com

Allied Merchant Services

(888) 355-7450 x3



When Does a Quarter Make You Money?

Our Philosophy is basic, provide our partners with what they want, when they want it and at the price they need it. If you have been looking for a company that goes beyond just selling you a terminal, Direct P.O.S. is your answer.

Call us to help
close your next deal!

Direct P.O.S. can fulfill all of your POS equipment requirements (new and refurbished). We understand how competitive this merchant services market has become and we are here to help. Bulk pricing available.

With Direct P.O.S.,
you get more than
your moneys worth.



Phone: 877-315-6102

Fax: 631-272-5262

www.godirectpos.com

ResourceGuide

- AmericaOne Payment Systems**
(888) 502-6374
- Approval Payment Solutions, Inc.**
(888) 311-7248
- AVP SOLUTIONS**
(800) 719-9198
- Bankers Merchant Services**
(877) 443-4455
- Best Payment Solutions**
(866) 289-2265 x238
- Cardservice International**
(866) 732-5471
www.cardservice.com
- Century Bankcard Services**
(800) 497-4650
- Cynergy Data**
(866) ISO-HELP
- Dynamic Payment Ventures**
(800) 343-7322 x112
www.dpvco.com
- Eagle Merchant Services**
(866) 255-0898
- EVO Merchant Services**
(800) CARDSWIPE x7800
- EXS-Electronic Exchange Sys.**
(800) 949-2021
www.exspartner.com
- First American Payment Sys.**
(866) GO4 FAPS
- Frontline Processing Corp.**
(866) 651-3068

iMAX[®]
BANCARD NETWORK

iMax Bancard Network
(866) 702-8801

- Innovative Merchant Solutions**
(800) 397-0707
- Merchants' Choice Card Services**
(800) 478-9367 x5
www.mccs-corp.com
- Money Tree Merchant Services**
(800) 582-2502 x2
- MSI-Merchant Services, Inc.**
(800) 537-8741 x9-12
- National Processing Co.**
(800) 672-1964 x54883
- Netcom Data Southern Corp.**
(800) 875-6680
- North American Bancard**
(888) 229-5229

Payment Resource Int.
(888) Pay-Flex x212

PREFERRED CARD SERVICES
"Payment Solutions that Work"

PREFERRED CARD SERVICES
(800) 656-0077
www.preferredcard.net

- Reliant Processing Services**
(877) 650-1222 x101
- Sales Partnerships, Inc.**
(877) 899-3269
- Signature Card Services**
(888) 334-2284
- Total Merchant Services**
(888) 84-TOTAL x9715
- Transfirst**
(800) 669-7228
www.transfirst.com

PremiumCardSolutions
A Payment Solutions Company

Premium Card Solutions
(888) 780-9595
www.premiumcardsolutions.com

- United Bank Card**
(800) 201-0461 x 136
- United Merchant Services, Inc.**
(800) 260-3388
- Xenex Merchant Services**
(888) 918-4409 x511

ISOs / PROCESSORS SEEKING SALES EMPLOYEES

iMax Bancard Network
(866) 702-8801
www.imaxbancard.com

LEADS GENERATORS

AAA/Direct
(888) 439-0653

MerchantAccountPixelAds.com
(800) 803-1669

LEASING

American P.O.S. Leasing Corp.
(800) 349-6516
www.poslease.com

- A-1 Leasing**
(888) 222-0348 x3012
www.A-1leasing.com
- ABC Leasing**
(877) 222-9929
- Allied Leasing Group, Inc.**
(877) 71 LEASE

BARCLAY SQUARE LEASING

BARCLAY SQUARE LEASING, INC
(866) 396-2754
www.barclaysquareleasing.com

- First Data Global Leasing**
(800) 897-7850
- First Leasing Corporation**
(888) 748-7100
- GlobalTech Leasing, Inc**
(800) 414-7654
- International Lease Center**
(800) 236-2317
- LADCO Leasing**
(800) 678-8666
- Lease Finance Group, LLC**
(888) 588-6213
- LogicaLease**
(888) 206-4935
www.logicalease.com
- Merimac Capital**
(866) 464-3277
- Northern Leasing Systems, Inc.**
(800) 683-5433



TERMINALS DIRECT

The Most AGGRESSIVE Pricing Available!

Your Premier Terminal Distributor Serving ISOs, Banks and Processors

Terminals Direct offers the solution for ISOs and MLS who want to maximize their profit margins from equipment sales: an extensive selection matched with the most aggressive pricing available! Equipment sales are thriving in the payment processing industry and Terminals Direct has the resources to help your office reach its maximum potential.

- Distributor for Lipman, Verifone, Hypercom, Ingenico and Thales
- Full line of POS terminals, software, check readers, imagers, supplies and ribbons
- The lowest online gateway pricing for Authorize.Net, Paradata and CyberSource – you supply the merchant account
- Same day shipping • Custom and private label overlays • Signature capture services • Online tracking and order system

NEW! Customized Printer Paper! Have your name, logo and a specialized message printed on every roll of paper.



Omni 3740

\$302

Dual Comm Port - \$175



Omni 3750

\$332

Dual Comm Port - \$175



Hypercom
T7Plus

\$209



Nurit
8000 GPRS

\$679



Nurit 2085

\$219

Call for the Best Pricing on POS Paper and Ribbons

Call now to receive our latest price list

1-800-440-1952

Robert Heinrich - VP Sales & Operations - Ext. 700

Charles Kopacz - East - Ext. 718

MaryAnn Baldez - West - Ext. 719

or e-mail Sales@terminalsdirect.com

TERMINALS DIRECT

ResourceGuide

Signature Leasing Group, Inc.
(877) 642-7649
www.signatureleasing.biz

TASQ Technology
(800) 827-8297
www.tasq.com

TimePayment Corp.
(877) 938-5231

**LENS / KEYPADS /
POWER SUPPLIES**

KAM Cross-Supply Services
(901) 853-0107

PAYMENT GATEWAY



USA ePay
(866) USA-epay
www.usaepay.com

**PAYMENT GATEWAY /
SERVERS / ISPs**

Authorize.Net
(866) 437-0491

BSG Clearing Solutions
(888) 393-5854
www.bsgclearing.com

eProcessingNetwork.com
(800) 971-0997

Network Merchants
(800) 617-4850
www.networkmerchants.com

USAePay.com
(866) USAePay (872-3729)

POS CHECK CONVERSION

CrossCheck, Inc.
(800) 654-2365

EZCheck
(800) 797-5302

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.checktraining.com

Secur-Chex
(866) 464-3277

**POS CREDIT CARD
EQUIPMENT REPAIR**

TEERTRONICS
(800) 856-2030

POS SUPPLIES

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

TASQ Technology
(800) 827-8297
www.tasq.com

TSYS Acquiring Solutions
(800) 686-1999
www.tsysacquiring.com

**PRIVATE PARTIES
PURCHASING
PORTFOLIOS**

2GS
(949) 200-7474

Pivotal Payments
(866) 806-4351

**PROCESSORS
LOOKING FOR ISOs**

Comdata Processing Systems
(866) 806-5016

Global Payments Inc.
(800) 801-9552

National Processing Co.
(800) 672-1964 x54883

NOVA Information Systems
(800) 819-6019 x6

TSYS Acquiring Solutions
(480) 333-7799
www.tsysacquiring.com

**REAL-TIME CHECK/
CREDIT CARD PROCESSING**

Cardservice International
(866) 732-5471
www.cardservice.com

**REAL-TIME CHECK/
DEBIT PROCESSING**

Cardservice International
(866) 732-5471
www.cardservice.com

SHOPPING CART SERVICE

ResellerShoppingCart.com
(800) 803-1669

SITE SURVEYS

PRN, Inc.
(800) 676-1422
www.prn-inc.com
Request Site
(877) 259-1665
www.requestsite.com
Spectrum Field Services
(800) 700-1701 x286
www.spectrumfsi.com

**SUPPORT DESK FOR
POS TERMINALS &
PC SOFTWARE**

CardWare International
(740) 522-2150
TASQ Technology
(800) 827-8297
www.tasq.com
TSYS Acquiring Solutions
(800) 686-1999
www.tsysacquiring.com

**SUPPORT STANDS FOR
POS TERMINALS**

Amvox Equipment Company, Inc.
(800) 999-2699
MAINTTECHINDUSTRIES.COM
(888) 268-5120 X222

**WIRELESS RETAIL/
KEYED PROCESSING**

eProcessingNetwork.com
(800) 971-0997
USAepay
(866) USA-epay

WordSearch
Solution from page 116

E	U	F	R	Y	E	C	P	W	E	G	Y	M	E	R	G	E	R	X	E
S	A	D	P	Z	S	L	K	H	C	N	A	R	B	L	R	I	V	T	B
I	C	K	E	H	I	Z	W	R	T	E	M	Q	O	R	T	N	O	R	W
K	A	O	R	P	A	U	K	F	T	T	W	P	R	G	U	I	L	E	X
I	S	E	C	U	R	I	T	Y	D	W	I	F	I	B	E	C	W	C	S
U	H	J	E	X	E	R	N	P	X	O	R	S	W	K	U	H	M	I	Q
P	L	A	N	E	G	Y	T	E	H	R	B	U	E	M	H	E	G	F	A
V	E	S	T	E	D	D	E	S	F	T	Z	B	U	C	K	E	T	F	K
D	S	J	A	U	R	G	S	L	U	H	X	A	Q	P	O	R	T	O	L
H	S	U	G	I	A	K	P	E	N	A	L	T	Y	S	E	V	E	O	
X	D	A	E	K	F	L	E	U	D	Z	S	C	I	S	H	E	W	X	C
R	D	H	Y	Z	T	U	N	E	S	A	C	H	E	C	K	B	O	O	K
O	R	A	W	C	G	E	D	O	G	X	R	P	W	A	I	D	E	U	B
T	O	P	E	A	L	L	I	A	N	C	E	V	A	N	T	O	N	T	O
H	T	Q	P	O	E	T	N	W	I	S	P	O	E	V	Y	Z	W	S	X
W	I	G	A	M	I	N	G	X	N	I	E	N	C	R	V	P	T	O	B
A	N	Z	P	R	V	Y	U	N	I	S	P	E	W	I	A	Q	G	U	O
Y	O	S	P	O	C	Y	Z	W	A	S	S	O	C	I	A	T	E	R	W
F	M	Z	P	O	E	V	T	H	R	O	E	C	T	H	Z	V	E	C	H
X	E	D	A	P	P	O	I	N	T	U	E	D	F	P	T	C	Q	E	O

Searching for New Sales Offices!

Let **cynergydata** show you the merchant account tools that will help you be successful in the future.

Why: Interested in building a stronger, more successful business?
Interested in merchant application tools that improve your sales productivity and financial performance?
Looking for more than just basic end-of-month reporting?

What: Learn how an interconnected business management solution can offer you quick response and greater flexibility.
Learn how customer relationship management tools can help to optimize your field agents time and solve merchant issues, all with an eye toward generating sales leads.
Learn how partnering with Cynergydata can take your business

...way beyond!

When: Friday, September 22, 2006
Choose from one of these alternate times:
9am - 12 noon, or 2pm - 5pm

Where: Manhattan, New York City. Location to be announced.

Registration:

Online at www.cynergydata.com/roadshow, or call Mike Grossman or Matthew Hosey at 1-800-933-0064. **Attendance is Free of Charge!**

Special Incentive:

Register and attend to receive a **free \$100 Gift Card** good at any **Best Buy**[®]

North America's #1 specialty retailer of consumer electronics, personal computers, entertainment software and appliances.

Extra Bonus Offer:

"Bring a Friend" referral incentive promotion
- we sign-up your ISO referral (90 day minimum)
& you get a lifetime referral commission.

 **cynergydata**
way beyond

Cynergy Data, a registered ISO/MSP in association with Bank of America, N.A., Charlotte, N.C

Advertiser Index

2GS LLC18
 A-1 Leasing72
 ABANCO International46
 ABC Leasing Inc.82
 Acies Corp.119
 Addressograph Bartizan 48
 Advanced Merchant Services11
 Advanced Payment Services95
 AdvanceMe Inc.113
 AlphaCard Services35
 American Bancard 97, 99
 American Express Co.27
 American Microloan29
 AmericaOne Payment Systems9
 Authorize.Net17
 Bancnet Corp. 80
 Bank Card Depot87
 Bartlett Info Tech108
 Best Payment Solutions31
 Budget Terminals & Repair105
 Business Payment Systems 22
 C.L. Frates & Co.21
 Calpian Inc.115
 Charge Card Systems104
 COCARD Marketing Group16
 Comdata Processing 83
 Commerçant41
 CrossCheck Inc.39
 Cynergy Data125
 Datalink10
 DBA Leads.com 40
 DCC Merchant Services26
 Descomm106
 Direct POS121
 Electronic Exchange Systems (EXS) 30
 Electronic Merchant Systems86

Electronic Payment Systems 44
 Electronic Payments Inc. (EPI)49, 98
 Electronic Transactions Association 34
 eProcessing Network LLC20
 Equity Commerce111
 EVO Merchant Services60, 61
 ExaDigm Inc.110
 EZCheck55
 Fast Capital Inc.33
 Federated Payment Systems109
 First American Payment Systems36, 37
 First Data Global Leasing112
 First Data Merchant Services (MD)25
 Global Check Service117
 Global eTelecom Inc.58
 GlobalTech Leasing96
 Humboldt Merchant Services76
 Hypercom Corp.128
 iMax Bancard50, 51
 Impact PaySystem66
 Innovative Merchant Solutions13
 IRN/Partner America45, 47, 102, 103
 JRs POS Depot53, 84
 Lipman USA15
 MagTek71
 Money Tree Merchant Services75
 MSI NJ19
 MSI NJ 1-800-Bankcard68, 69
 National Link12
 National Transaction74
 NetBank Payment Systems70, 90
 North American Bancard2, 6, 7
 Northern Leasing Systems81
 NPC59
 Secure Payment Systems42
 Signature Card Services38
 Sterling Payment Technologies 85
 TASQ Technology127
 Teertronics Inc.67
 Terminals Direct123
 The Phoenix Group77
 Total Merchant Services23, 64, 65
 Touch-N-Buy101
 TPI Software Inc.24
 TransFirst8
 U.S. Merchant Systems107
 United Bank Card Inc.91, 92, 93
 United Cash Solutions89
 United Merchant Services63
 USA ePay32
 VeriFone79
 W.net78
 Western Payments Alliance57





The right fit for growth.

Years of collaborating with businesses around the world have taught us that one size does not fit all. That's why we work with our clients to give them point-of-sale (POS) payment solutions that are tailor-made to fit just right. Our experienced team of experts makes it easy. We have everything you need for POS, from cutting-edge POS hardware to technical and service support and supplies. So when you're ready for POS goods and services designed to help you grow your business, give us a call. Find out how TASQ Technology can give you the kind of support that can help you grow.

Call us today at 1-800-827-8297 or visit TASQ.com.

Your one-source partner.
Deployment + Call Center + Supplies

TASQ[®]
TECHNOLOGY

TIP OF THE DAY:

LET TECHNOLOGY
SPEAK FOR YOU.



Embarrassing moments happen to all of us. Asking customers whether they want to add a tip for your services shouldn't be one of them. The Hypercom Optimum T4100 terminal and counter tip software helps salon owners avoid transaction downgrades that occur when entering tips after transactions are performed.

The application prints a tip line on receipts and then waits for the total amount before approval, or prompts for the tip using an S9 or S9C PIN pad right in front of the customer! The customer has the option of entering a straight tip amount or selecting the tip amount automatically using a percentage option.

Explore the options for tip promoting.
Call your processor today or visit www.hypercom.com.

Transactions done right!

HYPERCOM