



# The Green Sheet

DEDICATED TO THE EDUCATION AND SUCCESS OF THE ISO AND MLS

December 26, 2006 • Issue 06:12:02

**Inside this issue:**

**News**

Industry Update ..... 14

C-stores and gas stations:  
Untapped potential..... 55

NAOPP elects 2007 board..... 57

RodsandWheels:  
Speeding into a new realm ..... 59

**2007 calendar of events**..... 62

**Features**

**Industry Leader: Dick Draper**

A founding father of ISO fortune ..... 34

Prepaid cards offer another link  
between consumers and ATMs  
By Valerie Killifer, Reporter,  
ATMmarketplace.com ..... 40

**AgentTalk<sup>SM</sup> 2006: A Retrospective** ..... 44

Calling all ISOs: Your data matters ..... 99

**Views**

Payments issues go to Washington  
By Patti Murphy, The Takoma Group ..... 26

The truth of transience  
By Biff Matthews,  
CardWare International ..... 30

**Education**

**Street Smarts<sup>SM</sup>:**

The ins and outs of ISOship – Part II  
By Michael Nardy,  
Electronic Payments Inc. (EPI) ..... 76

The why, what, how and when of goals  
By Jason Felts,  
Advanced Merchant Services Inc..... 82

Descriptors decoded  
By Ross Federgreen, CSRSI..... 86

Who gets a bite of your biz?  
By Adam Atlas, Attorney at Law ..... 90

Let's talk spam  
By Joel Rydbeck, Nubrek Inc. .... 94

## Payments 2006: A tumultuous, tantalizing mix

**F**rom a temblor-like shakeup of card Association foundations to an enigmatic, grand-scale security breach, 2006 relandscaped the payments world.

As the card Associations shed old habits, national merchants and consumers alike tested new payments *modi operandi*: card waving instead of swiping; lattes bought on credit; Google as a payment vehicle; and loyalty cards multiplying like rabbits in wallets.

Changes were apparent in terminology, too. MasterCard International became MasterCard Worldwide and morphed into a corporation by taking itself public in May.

In October, Visa International said it would follow suit, announcing plans to unify its continentally partitioned organization and dissolve its current member-bank structure to become a corporation. Once this occurs, the term "Association" will be industry history.

### Bleak house of bankcards

A class-action lawsuit filed by a coalition of convenience stores, drug stores and community grocers against card Association interchange fees lurched along. Pumped into action, Congress heard merchants' complaints and convened committees. But lacking the political will to legislate interchange controls, representatives and senators simply harrowed their views on rate-setting.

A sparsely attended post-Valentine's Day House subcommittee session on interchange was anything but a love-in. "The success of the banks' legally suspect prac-

tices has given them tremendous market power," said Edmund Mierzwinski, Consumer Program Director at U.S. Public Interest Research Group.

Expressing the contrary view, lobbyists for the Electronic Payments Coalition and others urged lawmakers not to impose rate controls.

In July, bipartisan members of the Senate Judiciary Committee messengered engraved invitations to the legal counsels of Visa and MasterCard for a hearing on interchange policies.

Senators expressed displeasure with merchants' powerlessness over bank-card acceptance terms and then held the attorneys' feet to the fire.

While no legislative action was forthcoming, Congress' sudden interest in rate-setting had the desired effect: The Associations did an about-face on some policies, making their interchange rates public shortly thereafter.

### The long, unwinding road

In April, merchants added debit cards to their class-action lawsuit against Visa and MasterCard credit card interchange fees.

The Associations see unwinding their member board structures as a way to preempt future liability from merchant lawsuits. They will then strive for shareholder profits over bank revenue, liberating rate-setting in the process.

While most ISOs looked for cover in the spat between retailers and the card Associations, a few championed



## 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 \$750. !!!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](http://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—Sterling Payment Technologies
- » Sam Chanin—Business Payment Systems
- » Steve Christianson—AAmonte Bankcard
- » Steve Eazell—Secure Payment Systems Inc.
- » 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
- » Mitch Levy—Merchant Cash and Capital
- » Dan Lewis—AmeriBanc National Ltd.
- » Douglas Mack—Card Payment Systems
- » Paul Martaus—Martaus & Assoc.
- » Biff Matthews—CardWare International
- » 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
- » Bulent Ozayaz—VeriFone
- » Marcelo Paladini—Cynergy Data
- » Bill Pittman—TPI Software LLC
- » David Press—Integrity Bankcard Consultants Inc.
- » Charles Salyer—GlobalTech Leasing Inc.
- » Jeffrey I. Shavitz—Charge Card Systems Inc.
- » Lisa Shipley—Hypercom Corp.
- » Dave Siembieda—CrossCheck Inc.
- » Scott Wagner—Humboldt Merchant Services LP
- » Dan D. Wolfe—Teledraft Inc.



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

**Affiliations:**



## Notable Quote

**"If you don't like someone else earning a little something for making an introduction for you, you are in the wrong business."**

See story on page 90



## Inside this issue: CONTINUED

### New Products

Panini: Much more than a meal.....	107
A POS keystone to smooth IP integration .....	108

### Company Profile

<b>Q Comm International</b>	
Prepaid provider embraces change with verve and nerve .....	47

### Inspiration

Meeting success .....	111
-----------------------	-----

### Departments

Forum .....	5
Datebook.....	114
Resource Guide.....	116
Advertiser Index .....	126

### Miscellaneous

Sarcasm Sells - Editorial Cartoon.....	5
<b>QSGS:</b> Quick Summary Green Sheet .....	8
Bottom Lines.....	14
Water Cooler Wisdom .....	111



ANY MINUTE NOW, MARCUS WILL COME AROUND THE CORNER WITH HIS SHINY MAIL CART FILLED WITH BUNDLES OF GOOD NEWS AND BAD WRAPPED IN LARGE RUBBER BANDS. HE ALWAYS MAKES SMALL TALK WITH ANNIE IN SHIPPING...

HURRY, MARCUS! I MUST HAVE IT, I CRAVE IT, I'M WAITING!

BRING ME MY GREEN SHEET!

# The Green Sheet

DEDICATED TO THE EDUCATION AND SUCCESS OF THE ISO AND MLI

**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 Manager .....lewis@greensheet.com

**Circulation:**

Kat Doherty, Circulation Assistant .....kat@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:**

Adam Atlas .....atlas@adamatlas.com

Ross Federgreen .....rfedergreen@csrsi.com

Jason Felts .....jasonf@gotoams.com

Biff Matthews .....biff@13-inc.com

Michael Nardy .....mike@elecpayments.com

Joel Rydbeck .....joel@nubrek.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](http://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](mailto: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](http://www.greensheet.com/sarcasmsells.html) for the full archive.

### Wanted: More articles about women

I speak with agents all day long, and there seems to be a common concern among the women agents.

It seems that historically, women were predominantly the minority in this business, but their participation has greatly increased. I think a lot of them would like to see some articles on women in the business and how they found success.

I think if you looked at your subscription list, you would see that there are a lot of women who read *The Green Sheet* and look to you as a resource. Maybe you have done something in the past, and I missed it. But, in general, women in the business seem to feel left in the wings and not taken seriously [by] ISOs. Some feel intimidated a bit.

I think knowing that they are no longer the minority would be helpful to them. I don't know if you have heard that or not, but thought I would pass it along.

This week I have spoken to three agents who have made comments to me about this. ... Let me know if you have done something on this in the past, and I can direct the gals to it. Thanks.

Emily Karawadra  
Executive Vice President  
Impact PaySystem

Emily,

You are correct. There are many, many women in the payments industry making significant contributions. We last addressed this topic in "Women are making payments happen," *The Green Sheet*, July 12, 2004, issue 04:07:01. We also continue to profile women in our *Industry Leader* and *AgenTalk*<sup>SM</sup> features.

Some recent articles in *The Green Sheet* that may interest you include:

- *AgenTalk*: "She makes hay while the kids play," Nov. 13, 2006, issue 06:11:01
- *AgenTalk*: "Dreams that take wing," Sept. 11, 2006, issue 06:09:01
- *Industry Leader*: "A sweet, successful second chapter," June 26, 2006, issue 06:06:02
- *Industry Leader*: "Born into the financial services industry," Jan. 23, 2006, issue 06:01:02.

In addition, the nonprofit organization Women Networking in Electronic Transactions (*W.net*) was formed last year. You can learn more about this group by visiting [www.w-net.biz](http://www.w-net.biz). I also suggest using *Fast Finder* to search for "W.net" on *GS Online*. We have reported on *W.net* a number of times since August 2005.

Thanks for suggesting this topic. It may be time for us to cover it again in depth. And do not hesitate to get in touch whenever you have an idea that might be appropriate for us to pursue.

Editor

### Seeking MasterCard interchange rates


Where can I get a copy of the most recent MasterCard interchange rates?

MLS Forum member irnps

Irnps:

*MasterCard Worldwide* has posted its interchange rates, along with detailed information about authorization and magnetic data requirements, authorization variances, additional qualifying criteria, and a glossary of terms in a 72-page document on its Web site at [www.mastercard.com/us/merchant/how\\_works/interchange\\_rates.html](http://www.mastercard.com/us/merchant/how_works/interchange_rates.html).

Editor



**Are You Trying to Escape  
Hidden Charges That Give your  
Profits the Squeeze?**

**NEW!**



**FREE  
Tap & Go  
Device**

**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 Sales Partners. While competitors will use hidden fees and other tricks to grab your cash, we believe that a business built around honesty and integrity is a better business. So if you're trying to escape and get more of your hard earned money discover how NAB can be the key to your success.

### **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 \$750 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 \$750. **!!!Paid Daily!!!**

### **\$200 ACTIVATION BONUS**

Get \$200 for every merchant activation including card not present merchant activations. No Minimum number of deal required! **!!!Paid Daily!!!**

## **THE ULTIMATE FREE TERMINAL SOLUTION**



Plus FREE PIN PAD!

**Premium Solution**  
**VeriFone V<sup>x</sup>570**

Dual Communication Ports & Smart Card ready terminal



Plus FREE PIN PAD!

**Check Solution**  
**VeriFone V<sup>x</sup>570 w/check imager**

Includes cables Dual Communication Ports & Smart Card ready



**Wireless Solution**  
**Way System w/wireless printer**  
Hand Held, Wireless, Smart Card enabled terminal

**NorthAmerican**  
**BANCARD**<sup>TM</sup>

A Better Opportunity. A Brighter Future.

**1-888-229-5229 • www.GONAB.com**

# 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**

**Payments 2006:  
A tumultuous, tantalizing mix**

From a temblor-like shakeup of card Association foundations to an enigmatic, grand-scale security breach, 2006 reland-scaped the payments world.

Page 1

**Feature**

**Prepaid cards offer  
another link between  
consumers and ATMs**

From *ATMmarketplace.com* . There is now a broader array of kiosk and ATM providers offering prepaid card issuance and reload services at the ATM. And as the market continues to expand, so will the transaction opportunities provided by ATM manufacturers.

Page 40

**View**

**Payments issues  
go to Washington**

It's time to dispel any notions that companies in the retail payments space are immune to legislative and regulatory oversight. Issues receiving attention recently are industrial loan companies, data security, electronic check collection fees and small-ticket purchases.

Page 26

**Feature**

**AgenTalk<sup>SM</sup> 2006:  
A retrospective**

Once a month in *The Green Sheet*, we publish an interview with an MLS. Our goal is to capture the ambitions, struggles and triumphs of the feet on the street: those working day in, day out to make the sale. Read AgenTalk highlights from 2006.

Page 44

**View**

**The truth of transience**

Everything in life is transient, including the payments industry. Accepting that can combat complacency and position us all to jump on the many opportunities that come our way.

Page 30

**News**

**C-stores and gas stations:  
Untapped potential**

Maybe there is such a thing as a free lunch. Impact PaySystem, an ISO catering to gas stations and c-stores, hosted a free webinar for all MLSs in the industry. The company covered how to approach merchants, what questions to ask them, how to advise about chargebacks and how to build referral partners.

Page 55

**Industry Leader**

**A founding father  
of ISO fortune**

Dick Draper is not the type of guy who will blow smoke or speak in marketing lingo. He's someone who will tell you how it is and be your friend before and after the deal. He has enjoyed successes and suffered setbacks. And his knowledge, skills, dedication and work ethic have made him a leader.

Page 34





# MOVE In The RIGHT DIRECTION

## Corporate Management Opportunities

Local District and Regional Manager Positions Available  
Annual Income Potential: **\$156,000 - \$264,000**

### AmericaOne Provides:

- Corporate recruiting support
- Turnkey sales force training
- Pre-set merchant appointments
- Unparalleled products and services
- Health benefits and more

### Minimum Qualifications:

- 2+ years Merchant Services experience
- 1+ years of sales management experience in Merchant Services
- Successful track record of recruiting, training and motivating a sales force

**Call Today!**  
**888.502.6374 Ext. 2433**

If you're ready to be a part of an employee-owned company with over 300 sales professionals . . .

**AmericaOne**<sup>®</sup>  
MERCHANT SERVICES, INC.

Barbra Cuva • Vice President, Corporate Recruiting • Send resume to: [bcuva@americaonems.com](mailto:bcuva@americaonems.com) or fax to 408.752.2344

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](http://www.authorize.net/echecknet)

## News

### NAOPP elects 2007 board

The National Association of Payment Professionals (NAOPP) announced new officers for its 2007 board of directors. They bring to the organization 40 years of combined payments industry experience.

Page 57

## News

### RodsandWheels: Speeding into a new realm

What do hot rods have in common with The Green Sheet Inc.? They share a driver. In July, Paul H. Green, President and Chief Executive Officer of The Green Sheet, launched a new Web site for car clubs and enthusiasts: [RodsandWheels.com](http://RodsandWheels.com).

Page 59

## News

### 2007 calendar of events

Which industry events will you attend in 2007? Start making plans now. Many organizations offer discounts for registering early. Our calendar lists all the major 2007 events, from January to November.

Page 62

## Education

### Street Smarts<sup>SM</sup>: The ins and outs of ISOship - Part II

There have been many posts lately on the GS Online MLS Forum pertaining to ISO registration, and this article will attempt to sum up much of the discussion. Questions addressed include, Should I register or not? What's what in MLS programs? and What are the registration requirements?

Page 76



Tired of running around  
for equipment and supplies?

Contact POS Portal...  
for ONE STOP Shopping!

- Equipment & supplies sales
- "Customer-First" service
- New & remanufactured
- At least 1-year warranty
- Blind shipping to merchants
- Real-time freight quoting
- Online tracking
- Hypercom, Ingenico, Lipman,  
Magtek, RDM, Thales, Verifone,  
We carry them all!

Check readers/imagers, imprinters,  
printers, terminals, smartcard readers,  
pin pads, paper, ribbons, and more...  
Quantity pricing available.

**POS**  
PORTAL

**CALL TOLL-FREE**  
**866.276.7289**  
[sales@posportal.com](mailto:sales@posportal.com)

**QSGS**

**Education**

**The why, what, how and when of goals**

Every motivational book or sales training manual has a section on goals. Every self-made millionaire has a list of goals. Do you? Is it current? How quickly could you recite your goals if asked? Precise goals with a clearly defined purpose for their achievement will empower you beyond measure.

Page 82

**Education**

**Descriptors decoded**

Merchants want to know how to get a specific phrase on cardholder statements to reflect the transactions that occur between them and cardholders. The answer is use a descriptor. Learn how to help merchants maximize the value of their descriptors.

Page 86

**Education**

**Who gets a bite of your biz?**

Everyone in the merchant acquiring business earns a living from commissions. A challenge for all industry participants is to discern when paying a commission is a sensible cost of business and when it is an abusive or illegal detriment to success.

Page 90

**Education**

**Let's talk spam**

You've learned how to prevent your newsletters and mailings to merchants from being discarded by spam filters. Now it's time to look at the other side of spam and discuss options to help you staunch the spam battering your inbox.

Page 94

**Feature**

**Calling all ISOs: Your data matters**

The Green Sheet Inc. needs your help. In partnership with Morgan Stanley, we're conducting a study of the ISO channel. We're looking for your insights on topics such as merchant types, transaction volume, pricing, merchant attrition, customer service and POS equipment.

Page 99

**Inspiration**

**Meeting success**

All meeting organizers want to have productive meetings. But how do you host events that will both engage attendees and extract as much information from them as possible? How do you make meetings worthwhile for participants and organizers alike? You need s-u-c-c-e-s-s-ful components.

Page 111

**Why Our Agents Make More Money...**

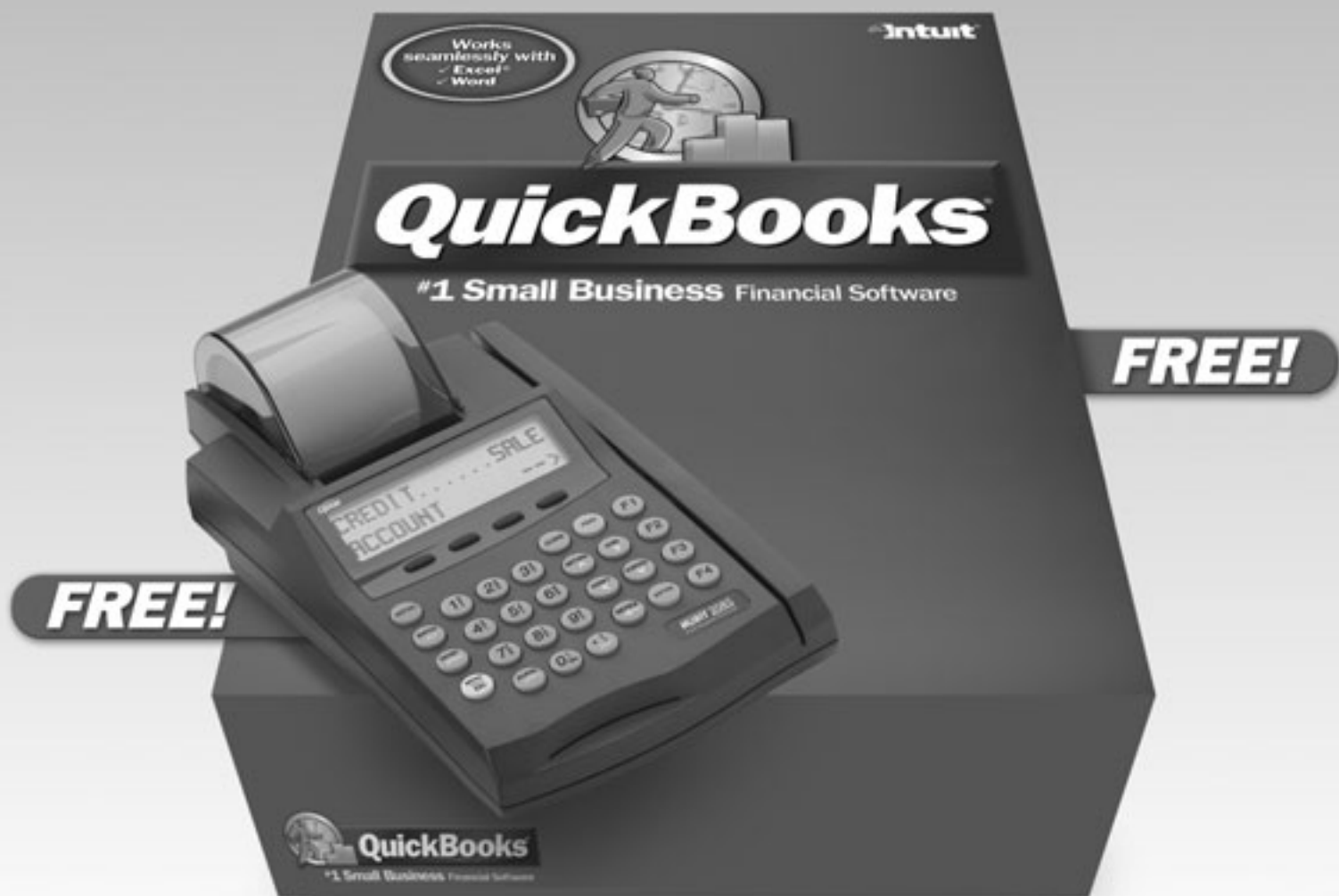
- ♦ High Risk Accepted
- ♦ FREE Equipment
- ♦ We Take Travel
- ♦ 80% Rev Share
- ♦ Application Bonuses
- ♦ Wireless Solutions
- ♦ Pay-at-the-Pump
- ♦ 1-Hour Approvals



10-year proven reputation for paying residuals

**Signature** (888) 334-2284  
 Move Than Just A Merchant Account <http://www.sigagents.com>

# A Big Solution for Small Businesses!



## FREE Nuriit 2085 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



# Industry Update

Proudly sponsored by



## NEWS

### Hey, big spender

Men reported spending more than women on gifts and entertaining over the holiday season, according to a **Visa U.S.A.** survey. Men said they spend an average of \$1,288 for the holidays, whereas women report spending \$1,186.

### Visa to offer PCI financial incentives, levies \$4.6 million in fines in '06

Visa will offer \$20 million in financial incentives and create new sanctions to further merchant compliance with the Payment Card Industry Data Security Standard.

Visa will create an incentive fund payable to the acquiring financial institutions (FIs) of the largest U.S. merchants who validate PCI compliance by Aug. 31, 2007, and have not been involved in a data compromise. Called the PCI Compliance Acceleration Program, it is the first of its kind to provide positive reinforcement to the industry's traditional, fine-only approach.

Additionally, Visa will link the benefits of tiered interchange rates to PCI compliance. Effective Oct. 1, 2007, acquirers whose transactions qualify for lower interchange rates available in the Visa and Interlink tiers must ensure that merchants are PCI compliant in order to receive this benefit.

Acquirers must demonstrate the establishment of a

comprehensive compliance program for levels 3 and 4 merchants. In 2006, Visa levied \$4.6 million in fines, up from a 2005 total of \$3.4 million. Additionally, Visa is adding new fines to acquirers whose level 2 merchant customers retain full-track, Cardholder Verification Value 2 or PIN data after the transaction authorization.

### Americans putting small payments on plastic

More than 67 million Americans had used a credit or debit card for a purchase of less than \$5 in the previous 30 days, according to a November survey conducted by **Ipsos Insight** and **Peppercoin Inc.**

### Single-merchant gift cards more popular

About eight out of 10 (78%) Americans responding to an online survey purchased or received a gift card in the previous 12 months, and nearly half (43%) did both, according to a study commissioned by **First Data Corp.**

The study also indicates that single-merchant gift cards are more frequently purchased, with an average of 4.7 cards per purchaser. However, multimerchant gift cards, averaging 2.6 cards per purchaser, are increasing in popularity as choice and convenience drive the market.

## ANNOUNCEMENTS

### Teen card wins innovation award

Allow Card of America Inc.'s Allow Card, a



- The number of people traveling 50 miles or more this holiday season is up 2.2%, from 63.5 million last year. Most travelers – 52.6 million, or 81% – plan to drive, according to **AAA**. The average price nationwide of regular gasoline is hovering at \$2.29 a gallon, after climbing \$0.066 a gallon from the middle of November.
- Estimated U.S. retail and food services sales for November were up 5.6% from November 2005, according to the **Commerce Department**. Retail trade sales were 5.3% above last year.
- Restaurant sales are expected to reach \$537 billion in 2007, a 5% increase over 2006 sales, according to the **National Restaurant Association**. Forty-six percent of Americans say they are likely to use customer-activated ordering and payment terminals, if available in their favorite table-service restaurant.



## ***Moving Merchants Forward in 2007***

**ADVANCED** wants to join forces with **YOU**,  
**LOOK** at what we have to offer!

- Lucrative upfront Bonus Programs.
- New Fuel Card Program to include Wright Express and Voyager.
- Advanced will give YOU, the Sales Partner, the equipment - *Free to sell lease or place.*

### *A note from the CEO –*

"I want to personally relay to our sales partners and prospective relationships that we are committed to insuring your success. From unmatched training solutions coupled with professional marketing materials, to the most lucrative compensation program in the industry, we have the most complete offer in the field. Our Goal as a company is to provide excellence in service and support to our merchants, our sales partners and employees. For my wife, Kelley, and myself, the goal is to invest significant time personally teaming with 100 very motivated sales partners and together we will create 100 Millionaires in the next 10 years. **10 years and 100 Millionaires – together the dream becomes reality!** I live by words like honor, integrity, compassion and faith and I know **together** we can create something special that will bring security for a lifetime! Will you be one of the 100?"

***Jason A. Felts President / CEO***

***"If you didn't make \$300k in 2006, you need to call me today and GUARANTEE a more productive 2007."***

**You Can Reach Me, Jason Felts, at:**  
**1.888.355.VISA (8472)**  
**[jasonf@AdvancedHQ.com](mailto:jasonf@AdvancedHQ.com)**  
**or visit [www.amspartner.com](http://www.amspartner.com)**



Advanced Merchant Services (AMS) is a Member Service Provider for:  
HSBC Bank USA, National Association, Buffalo, NY

## IndustryUpdate

stored-value card for teenagers, was awarded the Oscars award, sponsored by France's Publi-News. The annual award honors the most innovative credit, debit and stored-value cards.

### Gateway issues Verified Merchant Seal

**Authorize.Net Corp.** launched its Verified Merchant Seal, which confirms to consumers that Web sites displaying the seal are verified Authorize.Net merchants. The seal is available free to the company's 158,000 merchants for display on their Web sites.

### Co-Op Financial certifies its ATM check system

**Co-Op Financial Services** has certified all of the components required to support ATM check imaging, offering member credit unions a complete solution to capture, proof and clear digital check images from the ATM.

The system was beta-tested at California Center Credit Union, where staff visits to remote ATMs to retrieve checks have been reduced to twice a month as a result, according to CCCU.

### Debitman becomes Tempo Payments

**Debitman Card Inc.** changed its name to **Tempo Payments Inc.** The company intends to build visibility for the Tempo Payment Network. Retailers will be able to issue their own branded cards with a unifying Tempo logo, according to the company.

### FAC offers referral program incentives

**First Atlantic Commerce Ltd.** is an e-commerce payment solutions provider for merchants seeking direct banking relationships in the Latin America-Caribbean Region, Bermuda and Europe.

The company is offering its referral-program marketing representatives protection from merchant attrition, immediate income with sign-on bonuses, and lifetime, profit-building residuals in multiple currencies.

### Leaders adds outside sales agents

**Leaders Merchant Services**, an ISO/merchant service provider for JPMorgan Chase, introduced an outside sales agent program, supplementing its traditional model of acquiring merchants through an in-house sales force.

# 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](http://cocard.net)

866.230.6300





**Your merchant doesn't want a brick—  
even if you give it away for FREE.**



**Sell them the most advanced pocket-sized POS terminal in the industry.**

Technology moves at an amazing pace, and it's evident all around us as we observe the miniaturization of electronics. The older, bulkier POS terminals just don't cut it with today's mobile merchant. WAY Systems uses the trusted GPRS network that provides solid coverage virtually anywhere a cell phone works. And WAY makes it easy for ISO's — we serve your customers after the sale by handling all their wireless service needs and issues, 24x7. Join the revolution in wireless payment terminals and sell the WAY Systems POS terminal.

Don't give your customers a brick. Sell them the latest technology that the industry's biggest players are already behind.



[www.waysystems.com](http://www.waysystems.com)

*Cynergy Data • EVO Merchant Services • iMax Bancard Network • IRN Payment Systems • JR's P.O.S. Depot • LEADERS Merchant Warehouse • MSI Merchant Services • National Bancard Systems • North American Bancard • Paragon Services Retriever Payment Systems • Sterling Payment Technologies • Total Merchant Services • United Bank Card*



WAY Systems has the exclusive license to the Accessor™ technology and granted patents (PCT application W09966752) belonging to Mobile VPT, Ltd. for the Pocket-sized Mobile POS market. Mobile VPT, Ltd. is a payment systems leader with numerous granted patents around the world for Mobile Commerce and Mobile Payments.

## Industry Update

### NFC Forum tops 100 members

The **NFC Forum**, a nonprofit advancing the use of near field communication technology, announced its membership has grown to over 100 organizations. Among the new members are AuthenTec Inc., ecash corp. and Ingenico.

### NOVA enhances electronic check service

**NOVA Information Systems**, a subsidiary of U.S. Bancorp, has enhanced its electronic check service to meet the needs of multilane retailers, combining real-time check authorization and risk-mitigation services with back-office image uploads.

NOVA leverages three hosted processing methods: direct demand deposit account access, automated clearing house processing and a banking network adhering to Check 21.

### PayChest launches online gateway products

**PayChest Inc.** launched its online payment gateway products: PayChest ACHnet, PayChest E-Check, PayChest RD21 and PayChest Credit Card Processing. In addition, PayChest will offer a turnkey online

solution for prospective e-commerce businesses, comprising the setup of a Web site, an e-commerce shopping cart, Web hosting, e-mail server solutions and merchant services.

### UBC licenses marketing e-book

**United Bank Card Inc.** purchased a license for unlimited downloads of the e-book *Marketing Secrets of Gift & Loyalty Cards*, by author Jay Stuart, for UBC's agents. The book can be found at [www.giftcardmarketingnet.com](http://www.giftcardmarketingnet.com).

### Visa announces test requirements for cards

**Visa** announced a new set of test requirements to help card manufacturers ensure that emerging card technologies, such as battery-powered and display cards, meet Visa standards for security and interoperability.

## PARTNERSHIPS

### Meijer joins Discover's Cash Over program

**Meijer Inc.** joined **Discover Network's** nationwide Cash Over program and now offers cash over the amount of purchase for customers paying with a Discover Network credit card at all of its 176 locations.

### ReadyLink launches at Safeway

**Visa** partnered with **Blackhawk Network**, a subsidiary of Safeway Inc., to introduce ReadyLink, Visa's prepaid load network, to Blackhawk's alliance partner stores. Safeway stores will be Blackhawk's first implementation of ReadyLink. The service allows consumers to add funds to reloadable Visa prepaid cards. **Fifth Third Bank** will serve as the acquiring FI.

### Retailers renew with Fifth Third Processing

**Abercrombie & Fitch Co.**, **Belk Department Stores** and **Stein Mart Inc.** have renewed merchant contracts with **Fifth Third Processing Solutions**.

### Software developers integrate Heartland's Express Funds

**CodePartners**, the software division of Terrell & Terrell CPAs LLP, is integrating **Heartland Payment Systems'** Express Funds remote deposit capture service with major mid-market accounting programs to bring the service to businesses nationwide.

### WAY Systems certified on two more networks

**Comstar Interactive** certified the **WAY Systems Inc.** family of Mobile Transaction Terminals (MTT) on the Comstar Payment Gateway, for credit, offline debit and



**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

.. ..... \*\*\* ..

JUST WAIT  
 UNTIL YOU SEE THE  
 NEW PRICING  
 ON AN OLD FAVORITE

VeriFone's NURIT 2085 proudly boasts:

- Class A Certification from all major processors
- Proven durability
- Fast, easy transactions
- Secure card processing
- Full compatibility with the complete line of NURIT PIN pads and peripherals
- Quiet thermal printer

The solution that set the standard for reliability is now coming to you at price you just can't beat. Call your preferred reseller for details and place your order TODAY!

© 2006 VeriFone, Inc. All rights reserved.

PIN debit transactions. Wireless solution provider Apriva also certified the MTT on the Apriva Intelligent Gateway; WAY Systems and Apriva also became reseller partners.

**Credit unions partner with Co-Op Financial Services**

New England Credit Union Services LLC, a partnership owned by the Massachusetts, New Hampshire and Rhode Island credit union leagues, has partnered with Co-Op Financial Services to promote the sale of network memberships in the greater New England market. The agreement gives members access to Co-Op's 25,000 surcharge-free ATMs throughout the country.

**Polish post offices install VeriFone equipment**

EService, the acquiring arm of PKO Bank Polski, will use VeriFone's Vx 510 payment platform and PIN pad 1000SE to deliver cash-advance and electronic bill-payment services at post offices in Poland.

**Pharmacists endorse HealthCard Systems**

The New Jersey Pharmacists Association endorsed HealthCard Systems as its transaction-processing partner of choice for itself and its members.

**Rapattoni software users to access JetPay network**

Users of Rapattoni Corp.'s Magic real estate association management software may now transact electronic payments on the credit card authorization and settlement system from JetPay Merchant Services LLC.

**RBS Lynk completes Discover processing integration**

RBS Lynk Inc., the U.S. payment processing division of The Royal Bank of Scotland Group, has completed the rollout of direct Discover Network card processing.

**New Bangkok airport chooses Hypercom**

Thailand's Suvarnabhumi International Airport in Bangkok has chosen Hypercom Corp.'s Optimum T2100 payment terminal for its retail shops.

**ACQUISITIONS**

**First Data completes acquisition of Argencard**

First Data International completed the acquisition of Argencard S.A., a leading processor of payment transactions in Argentina and Uruguay. The business will operate under the name First Data International.

GET READY!

# We're Changing from EXS to **FREE**XS



**FREEBIE #1 -**  
Hypercom T4100  
(Dual-Comm) Terminal

## *We're giving away terminals & cash!*

EXS, the best in the industry for over 15 years, is now giving away the best – the **Hypercom T4100** – to help you be your best. As a **multi-application, IP-enabled, dual-comm terminal**, the T4100 is simply the smartest, most adaptable and most advanced machine in the industry. And now it's a gift to you, from EXS, **for FREE!**

**Sell them, lease them or give them away.** Decide what's best for you. EXS has set it up so you may make as much money as you can! Take advantage of our Free Terminal Placement option and earn cash bonuses up to \$500 per deal.

**Why buy terminals?  
We're giving them away!**  
Check out [www.exspartner.com](http://www.exspartner.com) to see why this free terminal is superior to any other currently on the market.

**Selling or leasing – for FREE**  
Sell or lease brand-new, state-of-the-art terminals with absolutely no cost to you!

**Placing – for FREE, plus Upfront Cash**  
Our Upfront Cash Bonus Program offers \$200 production or \$300-\$500 conversion bonus payments in conjunction with free placement of the same Hypercom T4100 terminal.



**FREEBIE #2 -**  
Hypercom T4100 (Dual-Comm)  
plus a Magtek Check Imager

**Get More  
Personal Attention.**  
Our dedicated relationship  
managers and direct ISO  
tech support are on standby.  
**Call now 1.888.949.2021**



**FREEBIE #3 -**  
Nurit 8000 GPRS  
Wireless Terminal

**EXS**  
ELECTRONIC EXCHANGE SYSTEMS

**Same Great Service  
& Treatment —  
Now, Everything's Free!**

With EXS, you're free to make as much money as you can. Call 1-888-949-2021 or visit [www.exspartner.com](http://www.exspartner.com) today!

Please Note: If you place the Nurit 8000 GPRS terminal under our Free Terminal Placement Program, our upfront bonus program does not apply.

**Industry Update**

**Guillermo Laje** will continue to lead the business as part of the First Data team. The acquisition establishes First Data's presence in South America, according to the company.

**Pay By Touch fills green stamp booklet, redeemed for century-old S&H**

Pay By Touch has acquired **S&H Solutions** and its parent company, **S&H greenpoints**, for more than \$100 million in cash and stock. In connection with the acquisition, **J. Stuart Moore**, a Director of S&H Solutions, will join the Pay By Touch board of directors. Moore is also Co-Founder and Director, and formerly Co-Chairman and Co-CEO, of Sapien Corp.

S&H Solutions provides customer-based loyalty marketing and retail solutions. With the purchase, Pay By Touch acquires the greenpoints Rewards Program – a digital reinvention of the Sperry & Hutchinson Co.'s Green Stamps loyalty marketing program begun in 1896 – in which merchant patrons received stamps redeemable for household products.

At one time, the company reportedly printed three times as many stamps as the U.S. Post Office, and the S&H catalog was the largest publication in the country.

**APPOINTMENTS**

**Hypercom reorganizes Multi-Lane Systems Group**

Hypercom has strengthened its Multi-Lane Systems Group with the appointment of **Gary Franza** as Vice President and General Manager of the team. His experience includes over 15 years of global sales and management at WatchGuard Technologies Inc., Insight Enterprises Inc. and Hayes Microcomputer Products.

**Robert De Bona** was named Vice President for National Multi-Lane Sales. He has been with Hypercom for almost three years and served at Symbol Technologies for 14 years.

In addition, **Russ Dhooge** was named Vice President of Operations for the group. He previously held management positions at Ingenico SA and Chase Paymentech Solutions LLC.

**WRG promotes Griffis**

ATM provider **WRG Services Inc.** named **Jeff Griffis** Total Quality Manager. He began his career with WRG in 2002, serving most recently in the quality department.

Northeast Acquirers Association  
**Winter Meeting**  
*Come to learn what is IMPORTANT at the MLS level!*  
**Jan. 30 - Feb. 1, 2007**  
 Grand Summit Hotel • Mt. Snow, Vermont

Educational Seminars  
 Meetings  
 Vendor Floor  
 Entertainment

Contact Jacques Breton  
 for registration details at  
 603-692-2408 or e-mail  
 jbreton1@msn.com

 **NORTHEAST ACQUIRERS**  
 A · S · S · O · C · I · A · T · I · O · N

[www.northeastacquirers.com](http://www.northeastacquirers.com)



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

## Show me the MONEY...

**\$5000.00 Signing Bonus on 45 deals in 45 days**  
or  
**\$3000.00 Signing Bonus on 30 deals in 90 days**  
**\$200.00 Account Signing Bonus per Swipe Deal**  
**1% Account Conversion Bonus up to \$500.00**

## UnMatched Merchant Deal Closers...

**FREE Gift Card Programs**  
**FREE Virtual Terminal Programs**  
**FREE Equipment/ Software Programs**

## Call or eMail to Learn About...

Health Insurance Benefits  
On-Line Applications Utilizing the "I Agree" Signatures  
On-Line Agent Portal to Manage and Grow your Portfolio

PCI Data Security Compliant

# USA ePay



*...where business is done to the T!*

---

**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.




WePay SC30 Bluetooth/Serial  
All in One 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)**

## Han joins Panini North America

Panini North America appointed Kevin Han Vice President of Sales. Previously, Han was Senior Vice President of Business Development and Marketing for VoEx Inc.

## Henry steps aside, Euronet hires three

Euronet Worldwide Inc. announced that at the end of 2006 Daniel R. Henry will step back from his day-to-day role in the company as President and Chief Operating Officer.

He will continue as a Director for at least the remainder of his three-year term ending in 2009. The company does not plan to replace Henry immediately and will divide his daily responsibilities among CEO Mike Brown and other key executives. During the first quarter of 2007, Henry will assist with the transition.

Euronet also announced the appointments of Larry Fogelson, Steve Adams and Karyn Clewes Zaborny. Fogelson was named Managing Director of Euronet's Veloz money transfer business. He spent 20 years with First Data in senior management positions at Western Union Financial Services and First Data Merchant Services.

Adams joins as Director of operations of Euronet's Europe, Middle East and Africa EFT business segment, overseeing ATM and POS networks. Most recently, he was Chief Operating Officer of Barclaycard's international division.

Clewes Zaborny is Senior Vice President of Human Resources. She joined Euronet from Swiss Re.


## TransFirst names Sheridan VP of FI sales

Thomas Sheridan has been named Vice President, FI Sales, for TransFirst. Previously, he was Vice President, Domestic Bank Sales, for First Data. He also served in sales and management at Hypercom, CES-Card Establishment Services and Citicorp Establishment Services.

## McAfee exec joins TriCipher

TriCipher Inc. named Vatsal Sonecha Vice President of strategy and business development. He joins TriCipher from McAfee Inc., where he was Vice President of market development.

## Wheeler is ExaDigm VP of sales

ExaDigm Inc. appointed Randall R. Wheeler Executive Vice President of Sales. Wheeler previously held executive positions with Lipman USA Inc., MasterCard Worldwide and Diebold Inc. 





ONE STATEMENT. ONE  
GREAT RATE\*. ANOTHER  
REALLY GOOD IDEA.

For more than 30 years, First Data has brought innovations to improve the payment landscape for merchants. One statement, one great rate\* is no exception.

Now as a part of First Data's Independent Sales Agent /ISO team, your merchants can get Discover® Network on the same statement, at the same great rate\* as other major credit cards they already accept.

With one statement, we've made your merchants' monthly statement reconciliation process easier. With one great rate\*, their rate for accepting Discover® Network cards can now be the same as for other major credit cards.

From Agents to ISOs, First Data Independent Sales enables you to take advantage of a wide range of innovative, flexible, as well as secure products and services that truly fit your business needs.

**Call us today at 877-203-6827 to find out more about the First Data Independent Sales Agent/ISO Program.**



Services by Cardservice International



The First Data Independent Sales Agent Program is operated by Cardservice International, Inc. © 2006 First Data Corporation. All Rights Reserved. Cardservice International, Inc. DBA First Data Independent Sales is a registered ISO/MSP for the following FDIC-insured banks: First Financial Bank, Englewood, CO; Wells Fargo Bank, N.A., Walnut Creek, CA.

\*Our rates and the structure of fees quoted will be the same as certain major credit cards they already accept. The total cost for a particular transaction depends on how a transaction qualifies for certain interchange categories. Other rates and fees apply.

Insider's report on payments

# Payments issues go to Washington

**By Patti Murphy**

*The Takoma Group*

It's time to dispel any notions that companies in the retail payments space are immune to legislative and regulatory oversight.

And while we're at it, let's get real about interchange. It isn't the big bugaboo it's been made out to be. True, retailers for years now have been grouching about interchange pricing, and this year they actually managed to get some members of Congress to hold hearings on the topic.

But for the most part, those hearings dwelled on the connection between interchange and oil prices. Now that the spiral of increasing gasoline costs has slowed, it seems unlikely Congress will return to issues related to interchange anytime soon.

Besides, retailers don't exactly enjoy favored status with many of the ranking Democrats who will be running things in Congress beginning in January.

Rep. Barney Frank (D-Mass.), the presumed new chair of the House Financial Services Committee, has announced his priorities for the next Congress: Interchange isn't on

**Most forms of gambling are banned in the United States, but many Internet companies have been able to circumvent the prohibitions by physically locating outside the country.**

the agenda. What does rank high on Frank's agenda is legislation closing the loophole in banking law that allows retailers to own special-purpose banks known as industrial loan companies (ILCs).

Long-standing federal banking law prohibits nonbank commercial firms from owning federally chartered financial institutions. ILCs are state-chartered with oversight from the Federal Deposit Insurance Corp. (FDIC). The appeal to retailers is that ILCs can be used for issuing and/or processing credit cards.

To date, several dozen ILCs have been chartered in seven states, including one that's owned by high-end retailer Nordstrom Inc. and one owned by Nissan Motor Co., the automaker. The loophole had existed for decades, but nobody in Washington paid much attention until last year when Wal-Mart Stores Inc. applied to own an ILC in Utah.

Wal-Mart says it wants an ILC so it can handle its own credit and debit card processing. Its application has been in limbo now for more than a year.

Earlier this year, Frank introduced a bill that would place a permanent ban on ILC charters and impose strict oversight of those chartered in the past. On Dec. 7, he led a bipartisan delegation of 107 House members in urging the FDIC not to approve any ILC applications until Congress takes action.

**Congress takes on data security, Internet gambling**

This year Congress took on two controversial issues related to payments: data security and Internet gambling.

Most forms of gambling are banned in the United States, but many Internet companies have been able to circumvent the prohibitions by physically locating outside the country.

With Americans wagering an estimated \$6 billion a year online, Internet gambling had become a large and lucrative trade for some American businesses.

That is, until Congress passed a law prohibiting banks and other payments companies from processing or transferring transactions that involve Internet gambling. The prohibition was signed into law in mid-October.

By early November, experts familiar with offshore enterprises were reporting massive layoffs at companies servicing gambling-related Web sites.

The results of the get-tough stance Congress has taken on data security have been less compelling. No fewer than five data security bills were considered in the House and the Senate this year, but none made it to the President's desk.

One of the most sweeping bills – introduced by Sen. Tom Carper (D-Del.) and Bob Bennett (R-Utah) – called on all

# ***Building Futures Together... One Block At A Time***

- **FREE *Omni Terminal***



**For Every Merchant**  
(No Monthly Minimum Required)

- **FREE *100 Gift Cards***  
For Every Merchant

**RECEIVE UP TO  
\$5,000** IN SIGNING  
BONUS

**RECEIVE UP TO  
\$3,900** IN MONTHLY  
BONUS

**UNITED**

**Merchant Services**

**Bankcard Processing Company**

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

For more information, contact:

**Ivan Gallardo**

Northeast Sales & Marketing

**800.260.3388** ext.229

**Koun Park**

Southeast Sales & Marketing

**888.701.2288**

**Charles Kim**

West Coast Sales & Marketing

**800.979.7880**

**View**

entities that touch consumer data (financial institutions, retailers and others) to better protect data they hold, to quickly investigate any breaches of data they control, and to promptly notify government and the public "when there's a real risk of harm," according to Carper.

These, along with scores of other bills, were left on the table when Congress adjourned earlier this month. However, Washington insiders say it's a safe bet that data security legislation will resurface in the new Congress.

**Federal Reserve and Reg E**

As the year draws to a close, the Federal Reserve has issued a new final rule regarding electronic payments that should signal relief for some companies.

And in a related move, the Fed has asked the industry and the public to weigh in on a proposal to eliminate consumer receipt requirements for certain small-dollar electronic payments.

The proposal, announced in late November, would exempt POS debit transactions of \$15 or less from receipt requirements under Regulation E. Reg E is the body of rules implementing federal electronic funds transfer laws.

"The proposed exception is intended to facilitate the ability of consumers to use debit cards in retail environments where the receipt requirement may not be practical or cost-effective," the Fed said.

The Fed has requested public comments on the proposal by early February.

The Fed's new final rule addresses the authorization required to collect fees when consumer checks converted to electronic automated clearing house (ACH) transactions are returned unpaid.

It makes clear that it is the merchant's responsibility to provide fee notices to consumers who tender checks at the POS that subsequently get converted to ACH debits.

Specifically, the rule requires conspicuous notices posted at the POS and on customer receipts explaining that the merchant reserves the right to collect fees (such as NSF charges) electronically. Most aspects of the rule change are effective Jan. 1, 2007.


*Patti Murphy is Senior Editor of The Green Sheet and President of The Takoma Group. E-mail her at [patti@greensheet.com](mailto:patti@greensheet.com).*

## A DIRECT BANK Relationship

### What This Means To You:

- ▶ Residuals Paid by an **FDIC-Insured Bank**
- ▶ Share In Revenue Streams Based on Bank's Cost
- ▶ Ownership of **YOUR** Residual Income
- ▶ Bank-Sponsored Relationship Available


## Got Cash?



### Residual Advances

- Multiples Up To 20x ◀
- Any Processor ◀
- Interest Rate as Low as 15% ◀
- One - Three Year Terms ◀

**Quick & Easy  
Application Process**



**HUMBOLDT  
MERCHANT SERVICES**  
An affiliate of 1st National Bank of Nevada, Reno, NV. Member FDIC.

## Call 877.635.3570

[www.hbms.com](http://www.hbms.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](http://www.americanbancard.com/sale)**

**View**

# The truth of transience

**By Biff Matthews**

*CardWare International*

**B**ob Dylan penned the phrase "You don't need a weatherman to know which way the wind blows." That's true. But everyone in our industry knows our prevailing winds are those of transition. The way we do business and the mix of products and services we offer are constantly evolving to serve a dynamically growing and ever-changing marketplace.

We face myriad state and federal regulations. Transactions are growing in number and complexity. And the hardware and software we use to process them are becoming more sophisticated and specialized. The list goes on.

## Out with inventory

Let's first look at the trend toward outsourcing by card service providers. On the acquiring side, some organizations still stock POS devices, printers, paper supplies and other related products. When an order from a merchant comes in or a new merchant is boarded, the acquirer ships the necessary products.

This may be appropriate in certain situations, but I look at things the way a manufacturer views just-in-time deliveries on raw materials. By having materials arrive only as needed, the lean manufacturer saves on warehousing, inventory and financing costs.

Well, if it works for the manufacturing sector, there's no reason why lean merchant service providers can't also achieve the efficiencies offered by zero inventory investment.

Many of our customers are already finding this to be an effective practice. The trick is to provide a level of customer service that makes it appear seamless to merchants.

## Out with training

Training is another area in which outsourcing can benefit our customers. At CardWare, we offer a training program, and most of our customers use it as their instructional solution. Yet, we still have customers who use their own sales staff to train merchants on new technology after signing new merchant accounts or upselling new or additional services.

The customers who do this say they want to maintain control over the training process and the relationships with their merchant customers.

My view is that they actually *gain* control by outsourcing training because the quality, continuity and reliability of the instruction by people who do it all the time is highly effective. Besides, shouldn't salespeople be out doing what they really do best?

## Down with paper

Another change is the continuing trend toward paperless transactions and a different mix of transaction types. Steven E. Dawe, President of Financial Transaction Services LLC, said "Paper forms of payment continue to shrink. Cash and checks are being replaced as forms of payment."

This means cards overall are being used more, and the onus of recording and storing transaction data falls on payments professionals.

For decades, credit cards were the norm. But electronically sophisticated POS equipment and industry-specific software improved card processing. This opened the doors for consumer debit cards and prepaid gift cards.

According to Annette Herndon, recently the Operations Manager for a New York-based acquirer, "The debit card is the fastest-growing segment of our industry. A few years ago, it was the prepaid gift cards, but growth in that segment has slowed."

Interestingly, both of these card types are popular even though their users do not receive the same protections against fraud or loss that they enjoy when using common credit cards.

In any case, merchants have had to gear up for these changing trends by purchasing or upgrading the software and equipment that lets them process debit and prepaid gift card transactions. This is a win-win situation for merchants, acquirers and those of us who serve them.

## In with information

Luke Wigley, President of Security BankCard Center Inc., recently told me the technology involved in processing a transaction has increased many hundredfold in recent years.

"Data storage requirements have gotten bigger," he said. "Terminals are quicker, with more memory and more transaction storage capability. Increased transaction volume and the information gathered per transaction can be used to track consumer patterns and preferences."

Talk about a marketer's dream. The amount and detail of information available from each transaction is a mother lode of data to be mined by those who have the equipment and technology to collect and analyze it.

# Still Saying "No" to Free Equipment?

*What? Are you crazy?*

*If you're still buying terminals, you're burning money!*



Our **Free Terminal Programs** enable you to sell, lease or place the smartest, most advanced technology in the industry at no cost to you! The latest addition from Total Merchant Services is the **Hypercom T4100 (Dual Comm – Dial & IP Capable)** with **ViVOTech 4000 Contactless Payment Device – integrated or countertop mount).**



**FREE**  
ViVOTech 4000 with  
integrated mount

**FREE**  
ViVOTech 4000  
countertop mount



When you add this **FREE equipment** to your arsenal, you can close more deals while helping your merchants make the switch to faster, easier payment transactions! It's the ideal solution for quick-serve and casual dining restaurants, convenience stores, parking facilities, movie theaters and other entertainment venues and more.

**Sell, Lease or Place? *The Choice –***  
***And ALL The Money – Is Yours!***

See for yourself how **totally free equipment** adds up to more deals and more opportunities! Call **1-888-84-TOTAL ext. 9411** or visit **[www.upfrontandresiduals.com](http://www.upfrontandresiduals.com)** to start making more money and selling more deals today!



**total merchant services**

payment solutions for your business

[www.upfrontandresiduals.com](http://www.upfrontandresiduals.com)

**View**

From giant Madison Avenue agencies preparing ad campaigns to mid-level product managers moving new products to market, all marketing efforts are facilitated, in part, by the data our industry supplies.

**In with biometrics**

The industry changes I've mentioned so far have already happened or are happening. Now here's some food for future thought: biometric techniques for cardholder authentication. Technologies that read cardholder fingerprints, retinal patterns, or DNA already exist and are being tried or considered on a limited basis in some markets.


Our industry's entire business model depends on consumer confidence, protection against merchant fraud and cardholder security. That's why Dawe believes "It's not a matter of *if*, but *when*" biometric technologies become commonplace in the United States.

Herndon agreed, though she cautioned that Americans are "very wary of Big Brother technologies." She said security laws protecting consumers in this country are neither binding nor applicable to those who hold cards issued in foreign countries.

Given the increasing globalization of the world's economy, the proliferation of foreign tourism and the dark veil of terrorism, it's easy to see why biometric authentication may yet become the global standard.

But there is another factor that may slow the adoption of biometric authentication: the prohibitive cost of equipment supporting biometric technologies.

As Wigley said, "A mom-and-pop merchant will not be able to afford the investment necessary for biometrics. The level of fraud is higher than it used to be, but the cost of these emerging technologies still outweighs the threat of fraud."

Everything in life is transient, including the payments industry. Accepting that can combat complacency and position us all to jump on the many opportunities that come our way. 

---

*Biff Matthews is President of Thirteen Inc., the parent company of CardWare International, based in Heath, Ohio. He is one of 12 founding members of the Electronic Transactions Association, serving on its board, advisory board and committees. Call him at 740-522-2150 or e-mail him at biff@13-inc.com .*

**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!**

**P.O.S. DEPOT**  
Serving the Transaction Industry  
[www.jrposdepot.com](http://www.jrposdepot.com)

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



# it keeps happening!

Why are record numbers of merchants, ISOs and processors switching to the ExaDigm XD2000 as their cellular wireless terminal of choice following the announcement of the impending closure of the Mobitex network?

They are tired of dealing with wireless terminals, like the Lipman Nurit 8000 and those from the other manufacturers, which are rendered obsolete the moment technology changes. Put simply, they recognized that the XD2000 is the only wireless terminal on the market today that's virtually future proof ensuring you're not left with a terminal that's working one day and obsolete the next. How? True modularity! Featuring interchangeable modems that can be swapped out in minutes, the XD2000 is the only terminal that delivers the ability to adapt rapidly, easily and inexpensively to changing technology now and well into the future.



*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](http://www.exadigm.com).



# IndustryLeader

## A founding father of ISO fortune

**C**ertain adages are universally accepted: "If it sounds too good to be true, it probably is," "Trust your instincts" and "Get it in writing" are just a few. We can all remember a time or two when we didn't follow advice such as this. And, though we survived, we have a few battle scars as a result.

Dick Draper, President and Chief Executive Officer of thermal-print innovator Peripheron Technologies Inc., listened to a trusted friend as well as to his instincts and "got it in writing" years ago while working as an independent distributor for VeriFone. Securing a written contract made all the difference in the success of Draper's business at the time, Stone-West Inc.

Draper has founded a number of companies in the financial services and construction industries. He has enjoyed successes and suffered setbacks. And his knowledge, skills, dedication and work ethic have made him a leader.

If you're looking for someone to blow smoke or speak in marketing lingo, he's the wrong guy. If you're seeking someone who will tell you how it is and be your friend before and after the deal, Draper is your man.

### Entrepreneur in training

Draper has logged in many hours at the office, but he has also worked hard in the true sense. While growing up, he helped out on family dairy farms in New York state, some of which had no electricity. Between his freshman and sophomore years at Cornell University, he worked as a deck hand on the Brigantine Yankee for Windjammer Cruises.

His college education was partially funded by a Naval Reserve Officers' Training Corps scholarship and through his jobs washing pots and working summers as a stone-cutter, which isn't exactly taking the easy route.

Upon earning a degree in marine biology in 1964, Draper entered the Navy's Basic Underwater Demolition/Sea Air and Land (SEAL) training. He graduated the following August and served as an officer until October 1967.

In recalling this period of his life, Draper said, "No mat-

ter how much money I have made or what success I have enjoyed, completing this training and serving with these men was the crowning achievement of my life and defined all subsequent activities."

### Unstoppable initiative

Draper has experienced numerous business vicissitudes. After the Navy, he spent 15 successful years building two construction companies: Alexander and Draper Inc. and Stone-West.

He worked mainly in sales and installation of granite and marble for office buildings. Unfortunately, his business did not survive the recession of the early 1970s. "I went broke and went to work for others as a General Manager of construction operations," he recalled.

Drawing on the persistence he acquired in SEAL training, Draper took another shot at running his own business. This time he chose the financial services industry. In 1982 he resurrected the Stone-West name and met Bill Melton, who was then the President of VeriFone. Draper described Melton as "the true visionary of our industry."

Draper became VeriFone's sales agent for 10 Midwestern states. "It was a rough beginning," he said. "But eventually we achieved great success with the help of many who continue with distinction in the industry today, including Mark Dunn, Dan Debraal, Bill Biwer, Sue McGrady, Dan Lewis and Scott Rutledge."

### A rewarding run

Draper and his team signed significant accounts, including First National Bank of Omaha, Discover Financial Services LLC, Secure Payment Systems Inc., Harris Bank "and nearly every other POS equipment provider in the Midwest."

Draper was the only independent agent to sign a contract with Melton and VeriFone. It was a simple one-page, two-sided document outlining a one-year contract, with 10 one-year extensions.

"All the guys [other distributors] were independent contractors, like me, but none had contracts," he said. "As soon as VeriFone did well, they got absorbed or canceled out, and we persisted until we were the only independent left."

Draper credits this decision to get a signed contract to his background in construction. "The construction business



# It's Cold Out There!

## Let eProfit help warm up some cold calls for you.

**When you partner with eProfit, our call centers become your call centers.**

As a Qualified ISO, you can enjoy the luxury of eProfit helping make cold calls for you and delivering potential leads. **The other benefits of being an eProfit ISO include:**

- Appointment Setting
- Free Starter Kits
- Free Deployment
- Revenue Sharing
- Free Gift Card Program
- Commercial Mortgages "Revenue Sharing"
- Cellular Phone Loading Stations
- Faxed Merchant Applications
- Free Merchant Equipment Program
- *And more!*

**To find out more** call: 1-800-295-4654 x 301, or email: [PeytonHunter@eProfitInc.com](mailto:PeytonHunter@eProfitInc.com)



*Join the eProfit team  
and put our call centers  
to work for you!*

 **Profit**  
[www.eProfitInc.com](http://www.eProfitInc.com)

**IndustryLeader**

**▶ During his association with VeriFone, he set records and headed the company's most successful sales region. In a sense, he blazed the trail for modern-day ISOs. Acknowledging his contributions to the industry, the Midwest Acquirers' Association honored him with its Lifetime Achievement Award in July 2006.**

teaches you the importance of documentation," he said. "It's important to get things in writing ... especially with your friends."

Draper stayed with VeriFone through its first initial public offering in 1990, leaving in 1994. He remembers the time fondly. "It was a great 10-and-a-half-year run, and perhaps my proudest achievement was being able to share my stock options with my employees when VeriFone went public," he said. "It was a unique opportunity and one I am happy I didn't miss."

**Triumph and truncation**

During his association with VeriFone, he set records and headed the company's most successful sales region. In a

sense, he blazed the trail for modern-day ISOs. Acknowledging his contributions to the industry, the Midwest Acquirers' Association honored him with its Lifetime Achievement Award in July 2006.

As his contract with VeriFone was ending, Draper and his team started another business, Direct Data Inc. "We knew the contract [with VeriFone]

would not be extended, so we started Direct Data to carry on," Draper said.

VeriFone experienced such rapid growth in its early stages that it had difficulty getting software developed and certified. Keeping this in mind, Draper took a different route with Direct Data.

"We hired our own programmers and did our own application development," he said. "We had in-house engineers, customer service people and the infrastructure for a working, functioning and efficient business."

Direct Data developed a low-cost check reader, the Cheq'R, and began working on smart cards and low-cost, integrated terminals and thermal line printers.

In 1995, Draper sold Direct Data to U.S. Wireless Data Inc. (which was later purchased by Transaction Network Services Inc.), and it became a wholly owned subsidiary of U.S. Wireless. However, "Milberg Weiss, the famous class-action law firm, got U.S. Wireless Data in their sights and eventually destroyed Direct Data," Draper said.

As a result, Direct Data's projects were truncated mid-stream, U.S. Wireless was unable to fulfill its contract and Draper was forced to pay more than \$1 million to cover the debt.

**Retirement rerouted**

When the dust settled, Draper attempted to slow down and moved to Whistler, British Columbia. "I decided it was time to retire and concentrate on skiing, fly fishing and golf," he said. However, it didn't quite go as planned. Some friends convinced him to start yet another company to take advantage of some patents and technology he owned.

Draper was happy to oblige, and Peripheron was born. "My golf game will never be respectable, my knee injuries will limit my skiing and one can only do so much fly-fishing," he said. "I am happy to be back in the saddle."

Peripheron is a thermal print technology company that

**Our ISOs are reaching new heights**

**Lease Source**  
Your best alternative for **POS LEASING**

- Competitive Rates  
*Tiered and flat rate programs available*
- Guaranteed Approval Programs  
*More approvals — More \$\$\$*
- Split Funding applies to all new leases  
*No need to lay out \$ for equipment*
- No need to collect the first payment from the merchant  
*LSI will ACH all required payments*
- Equipment Upgrade Program  
*LSI will pay off existing leases*

**LSI**  
LeaseSource Inc.

**Lease Source**  
The proven leader in **POS LEASING**

**Call Now 877-690-4882**

Introducing the Industry's first stand-alone Magnetic Stripe Reader with TWO Magnetic Heads designed to cut down on confusion at the Point of Sale.

- ▶ The SureSwipe ensures the card data will be read on the first swipe every time.
- ▶ Compatible with MagTek's existing USB MSR readers.
- ▶ Designed and configured to interface seamlessly with leading electronic cash registers, POS terminals and other USB devices.
- ▶ An LED indicator on the top of the reader provides the operator with continuous status of the reader operations.
- ▶ Captures 3 tracks of data from all ISO- and AAMVA-encoded magnetic stripe cards.

# Two Heads are Better Than One.



**SureSwipe**

Contact MagTek for more information on our SureSwipe at 800-788-6835 or visit us on the web at [www.magtek.com](http://www.magtek.com)

**IndustryLeader**

manufactures POS and mobile thermal printers. With the company, Draper has brought the RM2000 thermal line printer to market.

He also intends to successfully launch the RM2500 (a next-generation thermal receipt printer) and the Nomad (a mobile printing system) before "turning over the reins to younger, more energetic folks, and then fading into the sunset."

How can someone repeatedly launch successful businesses in a variety of industries? In addition to his SEAL training, Draper is quick to point out that his wife of 41 years, Loi, "has been my constant partner and essential contributor to whatever success I have achieved ... she's my rock. I would not have done much of anything without her constant help and support."

**News-worthy advice**

Draper also credits the advice of his mentor, Jimmy Milne. "He told me, 'Conduct all your business like you were going to read about it on the front page of your local newspaper in the morning,'" Draper said.

Throughout his life Draper has lived by that credo. One of his career highlights was reading an article about him-

self in which an associate described him as honorable. "Nothing could have made me happier," he said. "They also said I was 'interesting' which I assumed was a polite way of saying I was outspoken, and there was little doubt where I stood on any given subject, or perhaps that I was simply full of it."

Draper shares his mentor's advice with others. He recommends that agents be honest and recognize that one's reputation for integrity is fragile and easily destroyed. "It's a very, very small world," he said.

"Be an advocate for your customers, and give them the best deal you can while maintaining a fair profit for your company. Never cut too good a deal for yourself."

He also predicted the POS industry will remain strong. "As long as people want to conduct transactions at the point of sale, we'll have a business," he said. "It's just a question of who and how."

Though Draper isn't going to exit the payments industry any time soon, his first attempt at retirement gave him a chance to review his career and achievements. "I've had a great time, made a few bucks and made a lot of good friends," he said. With that, he is content. ☑

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



Anticipation.

The best is yet to come.

For more information call Mike Grossman at 800.933.0064 x.5155  
Cynergy Data, a registered ISO/MSP in association with Bank of America, N.A., Charlotte, N.C.



# Prepaid cards offer another link between consumers and ATMs

By Valerie Killifer, Reporter

ATMmarketplace.com

*This story was originally published on ATMmarketplace.com, Nov. 13, 2006; reprinted with permission. © 2006 NetWorld Alliance LLC. All rights reserved.*

**H**ip-hop and clothing mogul Russell Simmons, Co-Founder of Def Jam Records, targeted a new market in 2005 when he launched two Visa U.S.A.-branded prepaid cards, the Baby Phat Prepaid Visa Card and Prepaid Visa Rushcard.

The cards are designed to reach African-American and Latino consumers without access to checking accounts and were launched after Simmons' company, Rush Communications, noticed that online orders for Phat Farm and Baby Phat clothes were being purchased by consumers who didn't have credit or debit cards.

"Financial empowerment is the last leg of the Civil Rights movement," Simmons said in 2005.

In the United States, there are more than 40 million unbanked and underbanked consumers. Of those that are unbanked, 46% are African-American; 34% Hispanic and other; and 14% Caucasian, according to Chicago-based The Center for Financial Services Innovation.

But, Simmons' cards have come under fire because of high activation and transaction fees. Critics have even accused Simmons of using a good cause to further fill his pockets.

Simmons, although an unlikely prepaid-card candidate, realized what financial-industry innovators have known: Prepaid cards can help underbanked and unbanked consumers build financial independence while helping deployers pull in commercial revenue.

According to MasterCard Worldwide, prepaid-card transactions are expected to reach \$275 billion by the end of 2009.

And in 2006, an estimated \$117 billion in purchases will be made using prepaid products, whether in the form of gift cards, payroll cards or renewable prepaid cards issued under the MasterCard and Visa brands.

## Lock and (re)load

Prepaid cards also have opened an avenue for ATM-

transaction growth. "As long as growth continues in the prepaid space, like EBT, etc., the ATM will always be at the forefront," said Ben Psillas, President and Founder of the Allpoint network, now owned by Cardtronics Inc.

The Baby Phat and Rush cards, among other Visa and MasterCard-branded cards, can be loaded at ATMs, self-service kiosks or by direct deposit.

Jennifer Tescher, Director of the CFSI, said there is now a broader array of kiosk and ATM providers offering issuance and reload services at the ATM. And as the market continues, so will the transaction opportunities provided by ATM manufacturers.

Burnaby, British Columbia-based Tio Networks Corp. recently launched its 100 E-Wiz financial-services kiosks in convenience stores throughout Texas. The kiosks provide bill-pay and prepaid-card load and reload functionalities.

▶ **"The real potential for these cards is as functionality increases for these products they really do become substitutes for bank accounts."**

- Jennifer Tescher, CFSI

In addition, Monrovia, Calif.-based Green Dot Financial Network, a subsidiary of Green Dot Corp., launched in 2005 a network of prepaid reload stations at more than 35,000 locations.

"The real potential for these cards is as functionality increases for these products, they really do become substitutes for bank accounts," Tescher said.

"Nonbank prepaid card companies are using prepaid cards to tap into the market. Financial institutions are considering prepaid cards as a product to offer when someone doesn't qualify for a checking account."

Prepaid cards give unbanked and underbanked consumers financial flexibility. One Baby Phat user on [www.prepaidcardforum.com](http://www.prepaidcardforum.com), an industry blog, said she liked the card because there was "no credit check" involved.

"There is a lot of interest in using prepaid to build credit," Tescher said. "There's nothing like that at the moment, but credit bureaus are interested in the data."





## 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!

- 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



**Feature**

**Workin' hard for the money**

As prepaid-card popularity grows, issues such as activation and transaction-related fees will arise.

"Prepaid cards that are overly expensive don't make sense," Tescher said. However, she added that prepaid cards reduce the amount of cash in pocket and provide greater financial access.

One area where prepaid cards are making headway is in the payroll-card space.

"On the payroll side, there is significant potential; but for the most part, banks see this as a way to help their commercial customers solve a problem or reduce costs. They don't really think or know much about the end user," Tescher said.

Payroll cards utilizing the prepaid format have become increasingly popular among employers. Frank D'Angelo, President of Metavante Corp.'s Payment Solutions Group, a subsidiary of Milwaukee-based Marshall & Ilsley Corp., said the company began processing payroll cards because of their synergy with debit cards and market opportunity.

"There are a lot of similarities between the normal debit and prepaid space," D'Angelo said. "When you look at the underbanked or unbanked, they don't have access to checking accounts. Prepaid cards give that underbanked consumer the same kind of flexibility."

According to CFSI, immigrants make up 32% of the total U.S. unbanked population. And unless those workers have Social Security cards, opening a bank account or even applying for a prepaid card is off limits.

So to further tap into the underbanked market, Metavante added bill-payment features to its payroll-card processing solution allowing consumers to pay bills, check account balances and order goods online.

D'Angelo suspects the industry will thrive over the next few years both in the United States and Europe.

"Security, flexibility and the cost of electronic transactions is easier," he said. "[Transactions] ride existing telephone lines and networks; you don't have to create anything new." ■

*Link to original: [www.atmmarketplace.com/article.php?id=8056](http://www.atmmarketplace.com/article.php?id=8056)*

# 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 Processing
- ATM Placement Options
- ATM Service & Installation

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

800.523.2104 ext 2133

Call for our new low-cost Triton 8100 Pricing!

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



Payment Systems, Inc.

A NetBank® Company

[www.netbankpaymentsystems.com](http://www.netbankpaymentsystems.com)



# INCREASE

**your service, not your rates.**

Has your equipment leasing company recently increased its lease factors? Many have, but Merimac Capital® has maintained our same consistent and competitive pricing. Whether you need point-of-sale equipment or ATMs, Merimac Capital® has the equipment leasing solution to fit your merchants' needs, and most importantly, keep you profitable. Because Merimac Capital® is part of First American Payment Systems, you will also receive your equipment leasing and transaction processing from the same reliable, convenient source.

**With Merimac Capital® POS Equipment, you get:**

- Flexible lease programs
- Personalized, friendly service
- Low factors and competitive rates
- Simple lease verification
- Lease held to term, not sold to a third party
- One company for equipment leasing and payment processing

**1-866-Go4-FAPS**  
(1-866-464-3277)

*recruiter@first-american.net*

*www.first-american.net*



*Your Source for Quality Payment Solutions*

# AgenTalk<sup>SM</sup>

## AgenTalk<sup>SM</sup> 2006: A Retrospective

**O**nce a month in *The Green Sheet*, in our AgenTalk feature, we publish an interview with a merchant level salesperson (MLS).

Our goal is to capture the ambitions, struggles and triumphs of the feet on the street: those working day in, day out to make the sale. Following are AgenTalk highlights from 2006:

**"True sales means stepping up to the plate with confidence, falling in gutters and picking yourself back up over and over again. It means relying on yourself to make your career a success and correcting your mistakes while you learn from them. ... It comes from your gut, your mind and your willingness to take risks."**

- Debra A. Aragon (06:09:01)

**"The more products you can sell a customer, the better you can lock him in to long-term business."**

- Jerry Compton (06:12:01)

**To ensure account retention, "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 ... ask where you stand and what it will take to close the business."**

- Kelly Jaime (06:08:01)

**"I ask myself throughout the day, If I had a boss and he was watching me right now, would he fire me or give me a raise? It keeps me focused on the activities that I know are productive."**

- Robert McBeath (06:10:01)

**"I approach each merchant and potential customer as I would any of my friends and neighbors."**

- Larry McNamara (06:07:02)

**At industry conferences, "not only are you able to network with colleagues from various facets of the industry, but you're able to learn about new technology, products and services. When I attend an event, I come back energized with a renewed determination to sell."**

- Chris Perrine (06:02:01)

**"There is no substitution for knowledge. Even if you are not the best salesperson, you can still provide excellent consultative input and get the sale. ... You [also] have to be committed to your product or service in order to sell it effectively. For me, it takes an emotional attachment to a product or service to truly believe in it. I live and breathe bankcard."**

- Mike Rottkamp (06:03:01)

**"All the books I read say that I should write down achievable long- and short-term goals. But I only write down short-term goals for what I want to get done today or this week. For me, it seems that when you get the little things done each day, the big things tend to fall into line."**

- Jonathan S. Saluk (06:06:01)

**"The main reason for sticking in this industry is residual income. It's a wonderful source of constantly growing income streams. You can be writing a new deal while making income from your already existing portfolio."**

- Robert Sorrell (06:05:01)

**"With a merchant I have never met before, I like the Columbo approach: 'Hey, why did you run that card like that and pay \$5 more than you had to?' This often leads to them asking questions, making you their consultant of choice at the moment. And if all goes well, they'll be asking you to stick around and check out their statements. This works better than walking in with a briefcase and tie."**

- Harvey "Lee" Sullivan (06:01:01)

**"I'm relentless. I never let a deal go. I will keep bugging the customer until they either tell me to stop calling or sign the deal."**

- Lisa A. Toner (06:11:01)

We would like to thank the MLSs who generously gave their time to help make this feature a success. We look forward to speaking with more hardworking salespeople in 2007.

*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](mailto:greensheet@greensheet.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



Ask for one of our Specialized  
Account Representatives...

Micah Ext 126, Steffani Ext 141,  
Rachel Ext 125 Wiley Ext 210



**Brand-Your-Own  
Check Service**

100% Over 1.00%

Check Conversion & Guarantee



Electronic Payment Systems

800-863-5995

[WWW.EPS-NA.COM](http://WWW.EPS-NA.COM)

# 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.



# Company Profile



## Q Comm International

### ISO/MLS contact:

Tom Baker, Vice President, Sales  
Phone: 508-801-4263

### Company address:

Q Comm International  
510 E. Technology Ave., Building C  
Orem, UT 84097  
Phone: 800-626-9941  
Fax: 801-222-9555  
Web site: [www.qcomm.com](http://www.qcomm.com)

### MLS benefits:

- Enhanced diversification with prepaid products
- Increased merchant loyalty
- Turnkey services
- Just-in-time delivery, reducing merchants' upfront costs
- Ongoing commissions on active accounts for agents and merchants

## Prepaid provider embraces change with verve and nerve

Change is a given in the payments industry. Managing change can be the tricky part. Prepaid provider Q Comm International is on the move, but its moves are carefully mapped. Mike Keogh, Q Comm's President and Chief Executive Officer said, "If you don't look to the future, you can find yourself swept away by change rather than swept forward."

Q Comm has made impressive changes while positioning itself for the future: Externally it has more than doubled its merchant locations and increased its revenues from \$16 million in 2004 to \$47 million in 2005. And its first quarter 2006 revenue was up 58% to \$13.4 million from \$8.5 million for the same period in 2005.

**"Internally, there was a lot of strengthening and restructuring to support continued growth. We made a lot of changes; we built a new management team and made some key hires. It was a lot of change, but at least in my perspective, we upgraded in every case."**

– Mike Keogh

"Internally, there was a lot of strengthening and restructuring to support continued growth," Keogh said. "We made a lot of changes; we built a new management team and made some key hires. It was a lot of change, but at least in my perspective, we upgraded in every case."

### Retooling for results

Q Comm faces the same challenges as many others in the industry: tooling and strategizing to be ahead of the curve – and profitable – in a low-margin, high-volume business with a constantly changing environment.

"The economic and ethnic changes our culture is going through right now all point to a great potential for prepaid products," Keogh said. "The technologies may change, but the market for prepaid products is not likely to go away."

Q Comm targets retailers that attract prepaid consumers. These include wire-less dealers, convenience stores, gas stations, grocery stores, mass merchandisers, pharmacies, check cashers, postal shops, rent-to-own stores, pawn shops, dollar stores and auto supply stores.

**Company Profile**

"We view our terminals as a store within a store – in six square inches on your countertop," said Keogh. "Anything you can buy, you can buy prepaid."

In the last year, Q Comm has greatly expanded its product offering in both traditional prepaid products (like wireless and phone cards) and prepaid Visa and MasterCard debit cards, bill payments, and money transfer. It is something of a one-stop shop, providing all aspects of prepaid products – from product procurement to the electronic distribution of goods and services.

Its proprietary POS terminal, Q Xpress, and supported credit card process-

ing terminals can generate the entire range of products electronically on demand. This enables retailers to sell prepaid wireless or other prepaid services without carrying inventory.

**Burgeoning benefits**

With little to no upfront costs, a wider selection of retailers can sell such prepaid services as phone cards, wireless communications, prepaid debit cards, home phone service, prepaid Internet, bill payment and money transfer. Just-in-time electronic distribution of these products also reduces customer dissatisfaction due to out-of-stock products.

Only inactive products are displayed in stores, and POS terminals require a unique password for each employee. This creates an auditing trail that greatly reduces the possibility of internal theft, as well as the resultant time spent counting and reconciling hard inventory at the beginning of every shift.

The system's reporting capabilities are an additional benefit to retailers. They can access sales activity online 24/7. They can print reports directly from their POS terminals, and they can drill down to sales activity at individual locations by product, clerk, day and time.

Such specific data can provide valuable marketing information and be analyzed to determine the best product mixes for any given location.

The consolidation of over 100 prepaid products into one convenient – and space saving – platform is one of Q Comm's strengths. But Keogh believes Q Comm differentiates itself in many ways, and no one thing alone can ensure success.

"It's the total package," he said. "Pricing in this industry is all within a quarter point of each other. I think trying to position yourself in this market based on pricing alone is a road to nowhere.

# What is ZERO?

Ok! We will give you a hint. It is something you'll never forget.



**1-866-253-2227**





**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
- 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



Call for details today: 800-672-1964 x54883

**CompanyProfile**

"We differentiate ourselves in several ways: We're very focused on customer service. Our platform has considerable flexibility.

"With some companies, what they offer is what they have, and you shoehorn yourself to fit their platform. But we can add other products – not only our own – to our platform, and make it work in a number of ways."

Keogh thinks differentiation goes right down to the smallest details. "Take, for example, our thermal cards," he said. "Our customers really like them even though they pay for them.

"They can use them for advertising of their logos, or whatever. Every sale produces a pocket-sized billboard to promote their business."

**Safe, sound and profitable**

Security is achieved through a three-tiered network architecture sporting redundant, clustered servers with no single point of failure.

Q Comm cites a better than 99.99% uptime rating. It also has an off-site data center and generator backups. And its system is scalable to quickly support increased transaction loads.

To protect merchants against fraud, Q Comm uses fraud-detection algorithms, secure password access at the POS and adjustable credit limits for transactions.

Keogh expects more changes ahead for the industry but said Q Comm's future will be steady and profitable. "There is a fair amount of consolidation taking place in the industry right now," he said. "Over the next five or six years we'll see even more. I think we'll see fewer people in the industry, but they'll be offering more products.

"Our first priority is to achieve profitability across the entire business, and we're on track for that. Our Canadian operations are profitable, our terminal counts are up, and we're engaged in efforts to increase terminal productivity. We're pleased with our results so far."

Keogh hinted there may be strategic acquisitions in Q Comm's future, suggesting the company is poised to integrate any future acquisitions seamlessly.

"While some aspects of the industry overall might not look so good, the potential for prepaid looks pretty dog-gone optimistic," he said. 📄

\$\$\$ **YEAR END SAVINGS** \$\$\$



**EASYPRINT 8001 Flatbed Imprinter**  
*Special Price - ONLY \$7.95/each*

**PUMPRINT 5001 Pump Handle Imprinter**  
*Special Price - ONLY \$49.95/case*





**IMPRINTER SALES SLIPS 4,000/case**  
**2-Part Long Truncated Slips — ONLY \$99.95/case**  
**2-Part Long Slips — ONLY \$59.95/case**  
**2-Part Short Slips — ONLY \$57.95/case**

\* Offer expires 1/31/07  
 \* Mention code: GS0131 to receive special price



**POS SUPPLY SOLUTIONS**  
**1-888-431-5800**  
[www.possupply.com](http://www.possupply.com)

**ELMETAL CORP.**  
[www.elmetalcorp.com](http://www.elmetalcorp.com)

# Depressed? Suffering from ED?

New Treatment May Provide The Cure You're Looking For



**Studies have shown** that giving away your products for free is bad for your health and can lead to a condition known as: **Sudden Wimpy Sales Person Syndrome (SWSPS)**. Worse yet, if untreated, this condition can worsen causing **ED (Economic Dysfunction)**. The condition is highly contagious!! There is one known cure, however, from a California firm specializing in the cure of **SWSPS**. The cure is a procedure known as **Bankcard Warrior Inducement Therapy (WBIT)** and is administered by professionals highly trained in this procedure. We interviewed the department head Mr. T.L. Lien **GPPS (Gross Profit Performance Specialist)**, who shared these words about the procedure:

*"What we do is we shock the patient back into reality. We show them how much money they're leaving on the table and how to get it. This provokes an immediate release of endorphins in the system, creating a euphoric and invulnerable state in the patient- known as **IWTS (Immediate Warrior Transformation Syndrome)**. Once this state is achieved, we're able to exorcise any remaining **SWSPS** pathogens out of the subject. Interestingly enough, the effects of the therapy are long lasting, and we've cured many patients. There are unfortunately those we couldn't save, as the disease had already spread too deeply. Therefore it's good to catch it early and eliminate it."*

This publication thanks Mr. Lien for his breakthrough research in the area. Symptoms of **SWSPS** include any combination of the following: *Sweaty palms when asking clients for money, an uncontrollable desire to give things away, frequent shortness of rent, constant irritability, reduced sex drive and or **ED (Economic Dysfunction)**.*

If you're feeling the effects of this dangerous and lifestyle - threatening disease, we urge you to contact the professionals at the **Center for Wiminess Control**, otherwise known as the **Center for Bankcard Warrior Inducement Therapy**.

Temporary relief may be obtained with doses of the drug: "F-it all", however this only relieves symptoms and is not a cure. For that, you must complete the **WBIT**-therapy.



## **SIDE EFFECTS OF TREATMENT MAY INCLUDE:**

A bigger house, nicer car, exceeding FDIC insured limit on savings accounts, kids in Ivy League school, overwhelming respect from other sales people, an inability to slack off, inability to give things away and overpowering drive to make profits.

**WARNING:** Euphoric effects of treatment may not subside and if lasting more than 4 years consult an investment advisor for immediate treatment.



Stuart H. Rosenbaum, Chairman of the **Center for Wiminess Control**, aka, **US Merchant Systems**: *"At US Merchant Systems we cure Sudden Wimpy Sales Person Syndrome. For the antidote join the Bank Card Warrior Team at USMS."*



Call today or Go online and find out how to:

**"Get 18x Payout on New Accounts with the USMS Cash Now Program"- FREE Report**

**"Recruit More Reps - Earn More Profits with our Model Office Program!"- FREE Report**

Hear what agents say about our **Bankcard Warrior Program**:

**1-800-655-8767, ext. 122,  
www.usms.com/bankcardwarrior**

# 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](http://www.partner-america.com)**

**IRN**  
PAYMENT SYSTEMS

**PARTNERAMERICA™**  
Powered by IRN

Sponsoring Bank, KeyBank National Association, Cleveland, OH

# JOIN A WINNING TEAM

## Our Team Concept is Unbeatable!

Let your own personal team cater to your needs. We provide you with the tools to build the most profitable business you can. When you partner with Online Data, you and your merchants can't lose!

- 100% vested lifetime residuals
- FREE Online reporting
- Online application
- Faxable application
- Same day approval
- No application fees
- No monthly minimum
- Interchange pricing
- Exit strategies available

*Call Today!*



**Online Data Corp**

**800.716.9642**

[www.onlinedatacorp.com](http://www.onlinedatacorp.com)

email: [partners@onlinedatacorp.com](mailto:partners@onlinedatacorp.com)

## C-stores and gas stations: Untapped potential

**A** typical retail merchant processes an average of \$8,000 in bankcard volume per month. Compare that to the \$65,000 in volume that a typical independent gas station handles during the same time period, said Dee Karawadra, President and Chief Executive Officer of the ISO Impact PaySystem.

The company, which caters to gas stations and c-stores, hosted a free webinar for merchant level salespeople (MLSs) Dec. 6. Representatives from First Data Corp. and Chase Paymentech Solutions LLC were also on the call.

Based on Impact PaySystem's portfolio, an MLS writing three gas station deals a month will produce the same processing volume as 24 retail deals in the same period, Karawadra said.

Landing an unbranded station or convenience store is not a walk in the park, he added. But many of these independent petroleum merchants are paying high rates, making them an ideal selling opportunity.

"Never go by an unbranded store without stopping by and asking for their business," Karawadra advised.

The webinar offered agents some basics of selling to the sector. Since 75% of petroleum merchants accept payment both inside and at the pump, MLSs should understand processing requirements for both, according to Brandy West, Vice President of Impact PaySystem.

The major fleet card brands include: MasterCard Fleet, Visa Fleet, Wright Express (WEX), Voyager, Fleet One and Fuelman.

When selling to gas stations, learn first whether your ISO can support the variety of fleet cards, West said. A station already taking fleet cards will require full support for them.

When approaching gas stations, some of the first things to ask are which bankcards and fleet cards they currently accept and what kind of pricing they currently get. If the station does not accept WEX and Voyager fleet cards, explain the lost sales opportunity from transportation companies relying on them, Karawadra said.

Later in the sales process, or after the sale, find out what

controllers, hardware and software they use; what communications technology (landlines, VSAT [very small aperture terminal], leased lines or frame relay) is already in use; what communications hub they connect through; and whether they will need a WEX number, West said.

Gilbarco is the largest pump manufacturer and distributor, followed by Tokheim, Schlumberger and Dresser/Wayne, West said. Popular controllers include: Trendar's Smart Lock, VeriFone's Ruby, Wayne's Nucleus AFP, GasBoy and Gilbarco's G-Site.

### Addressing chargebacks

Petroleum merchants have been plagued by chargebacks since gas prices climbed. They are an issue partly due to unattended, pay-at-the-pump terminals, which are card thieves' favorite place to try out plastic. Addressing the causes of chargebacks is a critical objective of the petroleum MLS.

Primary reasons for gas-pump chargebacks are fraud (reason codes Visa 84 and MasterCard 37); nonreceipt of requested item (Visa 79 and MC 01); authorization issues (Visa 72 and MC 08); duplicate processing (Visa 82 and MC 34); and nonmatching account number (Visa 77 and MC 12).

**Like a rock.**

**Yep. That's us.**  
 Call 866-559-7627  
 Or e-mail [scott@phoenixgroup.com](mailto:scott@phoenixgroup.com)  
 or [chris@phoenixgroup.com](mailto:chris@phoenixgroup.com)  
[www.phoenixgroup.com](http://www.phoenixgroup.com)

**THE PHOENIX GROUP**



**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 now & ask for **David Marmurek** or visit our website at [www.apscredit.com](http://www.apscredit.com). Emails are welcome at [agentinfo@apscredit.com](mailto:agentinfo@apscredit.com)



West provided a number of useful tips for reducing chargebacks and finding success in this market. She said many chargebacks can be prevented by remembering to do the following when setting up the merchant:

- Ensure the billing name matches the name on the store's external signage, so customers won't dispute the charge.
- Implement velocity check, which limits the number of times a particular card can be used at a location in a 24-hour period.
- Set cardholder-activated-terminal limits at \$50 to \$75 (the thresholds set by Visa and MasterCard, respectively, beyond which protection from some chargebacks is not covered).

If a Visa transaction exceeds \$75 but is not challenged by the issuer, it will nevertheless be downgraded. The most common downgrades on swiped transactions are on Visa consumer rewards cards, where the downgrade rate jumps to 1.7425% + \$0.10.

Other things to remember when setting up a gas station include:

- Providing Internet protocol-enabled communications to save the merchant monthly telecom fees
- Obtaining a WEX number, if a new one is needed
- Including PIN debit at the pump.

One of the best methods for learning if a branded c-store is planning to become an independent station is through local oil jobbers – the petroleum suppliers. "Get an alliance going, and get a list of their unbranded stations," West said.

It's important not to tempt branded merchants with low rates, because most are contractually required to process exclusively through their brand's processor.

For more information on selling card processing services to independent gas stations, e-mail West at [bwest@impactpaysystem.com](mailto:bwest@impactpaysystem.com) or call 877-251-0778.

## NAOPP elects 2007 board

**T**he National Association of Payment Professionals (NAOPP) announced new officers for its 2007 board of directors. They include:

- President: Steve Schwimmer
- Vice President: Craig Lesser
- Treasurer: Ty Rosean

- MLS Director: River Cohen
- Vendor Director: Wendy M. Zucker.

The new officers bring to the organization 40 years of combined payments industry experience.

Schwimmer, based in Syosset, N.Y., is a merchant level salesperson (MLS) with Renaissance Merchant Services. He also serves in various leadership roles with several community and charitable organizations including the Long Island Better Business Bureau Advisory Board and the Syosset Chamber of Commerce. He has 16 years of payments industry experience and is the former Treasurer of NAOPP.

Lesser, based in Waterford, Wisc., is an MLS with Business Payment Systems. He is involved with his local chamber of commerce and other networking organizations. Lesser is the former owner and President of a biomedical company and has eight years of payments industry experience.

Rosean is also an MLS with Business Payment Systems. Based in Billings, Mont., he has been in the payments industry three years. He is NAOPP's former MLS Director.

Cohen, an MLS based in Scottsdale, Ariz., writes for three

	<p style="writing-mode: vertical-rl; text-orientation: upright; font-size: 2em; font-weight: bold;">Like clockwork.</p>
<p style="font-size: 1.5em; font-weight: bold;">Yep. That's us.</p> <p style="font-weight: bold;">Call 866-559-7627</p> <p style="font-size: 0.8em;">Or e-mail <a href="mailto:scott@phoenixgroup.com">scott@phoenixgroup.com</a> or <a href="mailto:dela@phoenixgroup.com">dela@phoenixgroup.com</a></p> <p style="font-size: 0.8em;"><a href="http://www.phoenixgroup.com">www.phoenixgroup.com</a></p>	<p style="font-weight: bold; font-size: 0.8em;">THE PHOENIX GROUP</p>

With CBL's  
**RESIDUAL REWARDS™**

...your holidays just got  
a lot brighter.



With RESIDUAL REWARDS™, you reap the rewards of loyalty. Your residuals grow as you increase your processing business with us. Your residual splits have the potential to reach as much as 85%! And no matter what split you qualify for, you'll receive the same competitive buy rates.

**\$\$\$ RESIDUAL REWARDS™**  
The **benefits** of loyalty.

- ! BIG PROCESSOR PRICING WITHOUT BIG PROCESSOR ISSUES
- ! ALL INTERCHANGE EXPENSE IS PASS THROUGH
- ! A RELATIONSHIP WITH NO SMOKE, NO MIRRORS, NO GIMMICKS
- ! SPLITS THAT AUTOMATICALLY GROW AS YOUR PORTFOLIO GROWS

Building your residual ownership is the key to a great exit strategy. Your partnership with CBL supports your business strategy and helps you achieve your desired level of success.

The more business you bring, the more rewards. And with our in-house backend processing platform, we can bring you benefits you can only ask the other processors for. Check out our website or call us to learn more.

CBL is proud to be a registered ISO/MSP with Merrick Bank Corporation.

ISOs and serves on United Bank Card Inc.'s Advisory Board. He also consults for ISOs on training and recruiting. Cohen has been in the industry seven years.

Zucker is the National Sales Director for New York-based Barclay Square Leasing Inc., which she joined in 2001. Prior to Barclay, Zucker worked for Merrill Lynch & Co. Inc. for 24 years. She was a First Vice President, overseeing a staff of 250 people in the Global Operations division. She also spent eight years as a Vice President in the company's Corporate Treasury.

The new officers take their positions Jan. 1.

NAOPP's 2007 board will continue to research, identify and offer additional benefits to members and strengthen its educational program, according to Vicki M. Daughdrill, NAOPP's Executive Director. This includes plans to offer four to six teleseminars in 2007, as well as presentations at the regional acquirer association meetings.

NAOPP is a nonprofit organization working to bridge the gap between MLSs and other segments of the payment processing industry through education. For information on joining NAOPP, visit [www.naopp.com](http://www.naopp.com) .

## RodsandWheels: Speeding into a new realm

**W**hat do hot rods have in common with The Green Sheet Inc.? They share a driver. In July, Paul H. Green, President and Chief Executive Officer of The Green Sheet, launched a new Web site for car clubs and enthusiasts.

The new site, *RodsandWheels.com*, reflects Paul's long-time passion for hot rods as well as vintage, classic and antique cars. It is focused on helping car clubs – large and small – build their own club experience on the Web. And it's updated daily by RodsandWheels staff.

Receiving an average of 25,000 hits a day, the site is quickly becoming *the* must-visit Internet source for the latest car club and industry news, events, resources and club management tools. Over 100 clubs across the United States have already registered.

RodsandWheels tools help club members develop, promote and manage their car clubs, so they can meet and greet, plan events and share information and photos ... all in one place. Site resources help them create a Web presence effortlessly; free up time spent on Web maintenance

for other club activities; reach out to new members to help the club grow; and enhance the club's overall organization. Members can:

- Create photo galleries
- List their club in the directory
- Post club cruise-ins, meet and greets, and other events to the calendar
- Create a personalized club newsletter
- Establish both public and private forums
- Place classified ads for cars, parts, services etc., with up to four photos per ad
- And much more!

The site also offers the *RodsandWheels E-Magazine*, a weekly publication for car lovers. And it's *all* for free! Why? We believe car clubs are the backbone of the collector and specialty car world, and clubs will keep the spirit and love of classic vehicles alive in the next generation.

To stay abreast of RodsandWheels' latest happenings, tune in to Hot Rods & Heels Radio (formerly High Octane Radio) at [www.radiofreenashville.org](http://www.radiofreenashville.org) Tuesdays at 11:50 p.m. EST.

And be sure to visit [www.RodsandWheels.com](http://www.RodsandWheels.com) .

Good as gold.

**Yep. That's us.**  
 Call 866-559-7627  
 Or email [scott@phoenixgrouppos.com](mailto:scott@phoenixgrouppos.com)  
 or [chris@phoenixgrouppos.com](mailto:chris@phoenixgrouppos.com)  
[www.phoenixgrouppos.com](http://www.phoenixgrouppos.com)

**THE PHOENIX GROUP**



**I**<sup>n</sup>  
**S**earch  
**O**f...

*Higher income potential?  
Better service and support?  
Flexible buy rate programs?  
Lucrative revenue sharing?  
A partner that cares about  
your success?*

# WE MAKE A PERFECT MATCH.

EVO is a different kind of merchant acquirer that deeply values our relationship with every ISO. And EVO will support you all the way with the latest processing technology and world-class customer service, keeping your clients happy so you stay profitable.

## INCREASE YOUR INCOME POTENTIAL WITH EVO

>MATCH



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

Free terminal with no strings attached — yours to give away, sell or lease

Revenue sharing programs — interchange + 6.5 cents

Residual buy-back program

Lifetime vested residuals

Multiple platforms to meet your needs

ISO PowerCenter with free online access

E-App Technology — Online Application Processing

98% merchant approval

*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](http://www.goevo.com)**



MERCHANT SERVICES

***Your Progressive Partner***

## 2007 calendar of events

2007 event	Date
Western Payments Alliance: ACH Rules Implementation Workshop	Jan. 10, 11, 17, 18, 23, 24 ,25
National Retail Federation 96th Annual Convention & Expo	Jan. 14 - 17
NACHA Global Payments Strategies	Jan. 22 - 23
Electronic Retailing Association Mid-Winter Leadership Conference & Expo	Jan. 28 - 30
Contactless Payments Summit	Jan. 30 - 31
Northeast Acquirers' Association Winter Seminar & Outing	Jan. 30 - Feb. 1
Western Payments Alliance: Remote Deposit Workshop	Feb. TBA
Glenbrook Payments Boot Camp	Feb. 7 - 8
8th Annual ATM Industry Association Conference East	Feb. 20 - 23
Prepaid Card Expo	Feb. 26 - 28
Western Payments Alliance: Basics of ACH Receiving Workshop	March TBA
Merchant Risk Council 5th Annual Card-Not-Present Fraud Prevention Conference	March 12 - 15
Glenbrook Payments Boot Camp	March 13 - 14
Midwest Petroleum & Convenience Tradeshow	March 13 - 15
Southeast Acquirers' Association 6th Annual Conference	March 19 - 21
Field Guide for ISOs	TBA
Western Payments Alliance: ACH Origination & Risk Management Workshop	April TBA
Association for Financial Professionals Retail Forum	April 15 - 17
NACHA Payments	April 15 - 18
Women Networking in Electronic Transactions (W.net) Spring Meeting	April 17
Electronic Transactions Association Annual Meeting & Expo	April 17 - 19
Intele-Card Expo: The Prepaid Show	April 24 - 26
KioskCom Self-Service Expo - Las Vegas	April 25 - 27
ACA International's National Internet & Check Services Conference & Expo	April 25 - 27
NACStech	April 30 - May 2
Western Payments Alliance: ACH Self-Audit Workshop	May TBA
The FMI Show and Markettechnics	May 6 - 8
National Restaurant Association Restaurant, Hotel-Motel Show	May 19 - 22
Western Payments Alliance: Check: Paper & Electronic Workshop	June TBA
NACHA The Payments Institute West	June 3 - 7
Retail Systems ERI eXchange Conference & Expo	June 4 - 7
Internet Retailer Conference & Exhibition	June 4 - 7
Northeast Acquirers' Association Summer Seminar	June 12 - 14
NACHA The Payments Institute East	July 22 - 26
Midwest Acquirers' Association 5th Annual Conference	July 24 - 27
Field Guide for ISOs	TBA
ACA International 68th Annual Convention & Expo	July 25 - 28
Western Payments Alliance: Basics of ACH Receiving Workshop	Sept. TBA
Western Payments Alliance Payments Symposium	Sept. 9 - 11
ATM Industry Association ATM Security in the Americas	Sept. 11 - 13
Shop.org Annual Summit	Sept. 17 - 19
Women Networking in Electronic Transactions (W.net) Fall Meeting	TBA
Electronic Transactions Association Strategic Leadership & Networking Forum	Sept. 18 - 20
85th Annual Financial Women International Conference	Sept. 29 - Oct. 1
Electronic Retailing Association 17th Annual Convention & Exposition	Sept. 30 - Oct. 2
Western Payments Alliance: AAP Review Course	Oct. TBA
Western States Acquirers' Association 4th Annual Meeting	Oct. TBA
Field Guide for ISOs	TBA
Smart Card Alliance Annual Conference	Oct. 8 - 11
KioskCom Self-Service Expo - New York	Oct. 10 - 11
AAP Examination	Oct. 16
NACHA e-Check Conference	TBA
Western Payments Alliance: Hot Topic Workshop	Nov. TBA
Mid-America Payment Exchange Conference	Nov. 1 - 3
NACS Show	Nov. 6 - 9
BAI Retail Delivery Conference & Expo	Nov. 13 - 15
NACHA Institute of International Payments	TBA
Electronic Funds Transfer Association	TBA

Dates, locations and contact information verified at press time. Consult event Web site for registration information. Also view the event calendar at [www.greensheet.com/tradeshowschart.html](http://www.greensheet.com/tradeshowschart.html).

Location	Phone number	Web site
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
New York	708-486-0725	<a href="http://www.nrf.com">www.nrf.com</a>
Monaco	703-561-1100	<a href="http://www.nacha.org">www.nacha.org</a>
Miami Beach, Fla.	800-987-6462	<a href="http://www.retailing.org">www.retailing.org</a>
Miami Lakes, Fla.	800-882-8684	<a href="http://www.iqpc.com">www.iqpc.com</a>
Mt. Snow, Vt.	603-692-2408	<a href="http://www.northeastacquirers.com">www.northeastacquirers.com</a>
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Santa Clara, Calif.	541-301-0139	<a href="http://www.glenbrook.com">www.glenbrook.com</a>
Orlando, Fla.	605-428-5400	<a href="http://www.atmia.com">www.atmia.com</a>
Las Vegas	617-671-1145	<a href="http://www.prepaidcardexpo.com">www.prepaidcardexpo.com</a>
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Las Vegas	206-364-2789	<a href="http://www.merchantriskcouncil.org">www.merchantriskcouncil.org</a>
Atlanta	541-301-0139	<a href="http://www.glenbrook.com">www.glenbrook.com</a>
Indianapolis	614-792-5212	<a href="http://www.m-pact.org">www.m-pact.org</a>
Jacksonville, Fla.	800-325-1158	<a href="http://www.southeastacquirers.com">www.southeastacquirers.com</a>
TBA	262-966-2215	<a href="http://www.fieldguideforisos.com">www.fieldguideforisos.com</a>
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Seattle	301-907-2862	<a href="http://www.afponline.org">www.afponline.org</a>
Chicago	703-561-1100	<a href="http://www.nacha.org">www.nacha.org</a>
Las Vegas	N/A	<a href="http://www.w-net.biz">www.w-net.biz</a>
Las Vegas	800-695-5509	<a href="http://www.electran.org">www.electran.org</a>
Miami Beach, Fla.	800-883-8353	<a href="http://www.intelecardexpo.com">www.intelecardexpo.com</a>
Las Vegas	203-371-6322	<a href="http://www.kioskcom.com">www.kioskcom.com</a>
Las Vegas	952-926-6547	<a href="http://www.acainternational.org">www.acainternational.org</a>
Nashville, Tenn.	703-518-4239	<a href="http://www.nacsonline.com">www.nacsonline.com</a>
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Chicago	202-452-8444	<a href="http://www.fmi.org">www.fmi.org</a>
Chicago	312-853-2525	<a href="http://www.restaurant.org">www.restaurant.org</a>
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Scottsdale, Ariz.	703-564-1100	<a href="http://www.nacha.org">www.nacha.org</a>
Boston	617-527-4626	<a href="http://www.retailsystems.com">www.retailsystems.com</a>
San Jose, Calif.	914-923-0912	<a href="http://www.internetretailer.com">www.internetretailer.com</a>
TBA	603-692-2408	<a href="http://www.northeastacquirers.com">www.northeastacquirers.com</a>
Atlanta	703-564-1100	<a href="http://www.nacha.org">www.nacha.org</a>
Cleveland	N/A	<a href="http://www.midwestacquirers.com">www.midwestacquirers.com</a>
TBA	262-966-2215	<a href="http://www.fieldguideforisos.com">www.fieldguideforisos.com</a>
Chicago	952-928-8000	<a href="http://www.acainternational.org">www.acainternational.org</a>
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Las Vegas	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Las Vegas	605-428-5400	<a href="http://www.atmia.com">www.atmia.com</a>
Las Vegas	202-661-3053	<a href="http://www.shop.org">www.shop.org</a>
Palm Beach, Fla.	N/A	<a href="http://www.w-net.biz">www.w-net.biz</a>
Palm Beach, Fla.	800-695-5509	<a href="http://www.electran.org">www.electran.org</a>
San Juan, Puerto Rico	202-452-8444	<a href="http://www.fwi.org">www.fwi.org</a>
Las Vegas	800-987-6462	<a href="http://www.retailing.org">www.retailing.org</a>
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
TBA	760-243-7990	<a href="http://www.westernstatesacquirers.com">www.westernstatesacquirers.com</a>
TBA	262-966-2215	<a href="http://www.fieldguideforisos.com">www.fieldguideforisos.com</a>
Boston	800-556-6828	<a href="http://www.smartcardalliance.org">www.smartcardalliance.org</a>
New York	502-241-7545	<a href="http://www.kioskcom.com">www.kioskcom.com</a>
Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
TBA	703-561-1100	<a href="http://www.nacha.org">www.nacha.org</a>
Varies	415-433-1320	<a href="http://www.wespay.org">www.wespay.org</a>
Kansas City, Mo.	816-474-5630	<a href="http://www.mpx.org">www.mpx.org</a>
Atlanta	800-866-6227	<a href="http://www.nacsonline.com">www.nacsonline.com</a>
Las Vegas	405-947-6320	<a href="http://www.bai.org">www.bai.org</a>
TBA	703-561-1100	<a href="http://www.nacha.org">www.nacha.org</a>
TBA	N/A	<a href="http://www.efta.org">www.efta.org</a>

# FREE Hypercom T4100

*Yours to sell,  
lease or place.*



It's good to have a choice. That's why Total Merchant Services is letting you decide what's best for you. We're giving away the Hypercom T4100 – the latest, greatest, state-of-the-art terminal – **for FREE!** All you have to do is decide if you want to **sell it, lease it or place it.** Either way, with Total Merchant Services, you'll never have to purchase terminal equipment – ever again!

#### GET THE 411 ON THE T4100

We're not providing outdated technology or refurbished equipment. We're offering only the most modern, state-of-the-art device – **the Hypercom T4100 multi-application, IP-enabled, dual-comm terminal.** It's simply the smartest, most adaptable and most advanced machine in the industry – and it's yours, from Total Merchant Services, for free. Check out [www.upfrontandresiduals.com/T4100](http://www.upfrontandresiduals.com/T4100) to see why this terminal is superior to any other currently on the market.





# If you're still buying terminals, *you're burning money!*



## FREE TO SELL OR LEASE

Total Merchant Services' new **Free Terminal Program** gives you the ability to sell or lease free terminals and **make as much money as you can – with absolutely no cost to you!**

Choose from three options:

- Option #1 – Hypercom T4100 (Multi-App, Dual Comm, IP-enabled)
- Option #2 – Hypercom T4100 (Multi-App, Dual Comm, IP-enabled) with Magtek Check Imager
- Option #3 – Hypercom T4100 (Multi-App, Dual Comm, IP-enabled) plus ViVOtech 4000 Contactless Reader Kit

*Please Note: When selling or leasing terminals under this truly Free Terminal Program, our upfront bonus program does not apply.*

## FREE TO PLACE

Qualify for Total Merchant Services' Upfront Bonus Program that offers \$200 production or \$300-\$500 conversion bonus payments by "placing" the terminal at the merchant location through our **Free Terminal Placement Program.**

Choose from four options:

- Option #1 – Hypercom T4100 (Multi-App, Dual Comm, IP-enabled) – with Upfront Bonus
- Option #2 – Hypercom T4100 (Multi-App, Dual Comm, IP-enabled) Magtek Check Imager – with Upfront Bonus
- Option #3 – Hypercom T4100 (Multi-App, Dual Comm, IP-enabled) plus ViVOtech 4000 Contactless Reader Kit – with Upfront Bonus
- Option #4 – Nurit 8000 GPRS Wireless Terminal

*Please Note: If you place the Nurit 8000 GPRS terminal under our Free Terminal Placement Program, our upfront bonus program does not apply.*



**total merchant services**

payment solutions for your business

[www.upfrontandresiduals.com](http://www.upfrontandresiduals.com)

**Sell, Lease or Place? *The Choice –  
And ALL The Money – Is Yours!***

Call **1-888-84-TOTAL ext. 9411** or visit [www.upfrontandresiduals.com](http://www.upfrontandresiduals.com) to start making more money and selling more deals today!

# Take the MCCS Challenge.

There's nothing to lose because

we'll pay you

**\$500**

if we can't beat  
your current deal!



- Up to \$2,500 Per Application
- Revenue Share Programs
- Competitive Buy Rates
- Cash Advance Program
- Voyager / Wright Express
- Portfolio Buyout
- Online Sales Office Reporting
- eMerchant Support Online Reporting
- QSR Program
- 24/7 Technical Support
- Top-Tier Customer Service
- Gift/Loyalty Program
- Check Services
- Age Verification Program



Let us analyze your current pricing structure against ours and show you first hand why MCCS is the better choice. If after analysis we can't beat your current deal, we'll pay you \$500. With our side-by-side comparison, you'll quickly discover that our straightforward approach to pricing isn't laden with hidden fees and charges that eat into your income and profitability.

Call now to get started - it won't cost you anything. Take the MCCS Challenge. Call us at 1-800-478-9367 ext. 5.

This is a limited time offer. Certain terms and conditions apply.

**Payments 2006 from page 1**

the former. In September, Bob Carr, Chairman and Chief Executive Officer of Heartland Payment Systems Inc., debuted the Merchant Bill of Rights ([www.merchantbillofrights.com](http://www.merchantbillofrights.com)).

And in November, Paul Garcia, Chairman and CEO of Global Payments Inc., suggested in a public forum that investors petition the card Associations "to drop interchange immediately."

Meanwhile, merchants waited to learn whether the federal government will devour a chunk of their \$3 billion proceeds from the Wal-Mart suit, settled in 2003. It threw out the card Associations' "honor all cards" rule. Negotiations between the plaintiffs and the government, which filed a claim at the beginning of 2006, were set to conclude Dec. 22.

Approximately 1 million settlement checks have been sent to date, but many of those were divvied up among multiple merchants, such as franchisees, according to Lloyd Constantine, Lead Counsel for the plaintiffs.

Payouts averaged \$1,000 per recipient, he added. Some have received millions of dollars, and 35,000 merchants are expected to receive less than \$5 apiece. The actual number of merchants involved could be as high as 2 million.

### Discover plays its cards

Discover Financial Services LLC, a unit of Morgan Stanley now operating as a full-fledged bankcard brand, inked agreements in the latter half of 2006 with major processors. The deals enable ISOs to bring to merchants an integrated card-processing package including Discover.

The company's simultaneous agreement with JCB International means ISOs can deal a four-suit deck of bankcards through one processing arrangement: Visa, MasterCard, Discover and JCB. Talk about Texas Hold 'Em.

### Carrots and sticks

While fighting for market share on other fronts, the card brands have teamed up on security issues. The aforementioned brands, plus American Express Co., make up the newly formed Payment Card Industry (PCI) Security Standards Council, which, as its first order of business, issued a tougher version of its standard.

The council's creation coincides with Visa's and MasterCard's tough-love approach to PCI: leveling fines this year for failure to secure the POS *before* breaches occur.

But it hasn't been all stick and no carrot. Visa announced

this month it will distribute up to \$20 million to the acquirers of level 1 and 2 merchants who validate PCI compliance by Aug. 31, 2007, without a breach. And Visa will link tiered interchange rates to compliance.

Data security breaches were on the minds of acquirers this year. The radioactive fallout from one or more 2005 breaches made the payments industry reach for its hazmat suits: CardSystems Solutions, now owned by Pay By Touch, settled with the Federal Trade Commission this year over a breach at that processor that reportedly put 40 million card accounts at risk.

Although he didn't name the company, Hector Rodriguez, Visa Director of Payment System Risk & Compliance, said in October that a huge processor breach has had a silver lining: It spurred compliance-assessment companies to get tough on their clients – something akin to biting the hand that feeds them – making merchants work all the harder to obtain PCI compliance.

A year after a retailer- or ATM-related PIN debit breach occurred, financial institutions (FIs) and the government still have released little information about it. In March, OfficeMax vehemently denied it was the source, as widely reported in the press.



**Internet  
Mobile  
and POS  
Processing**

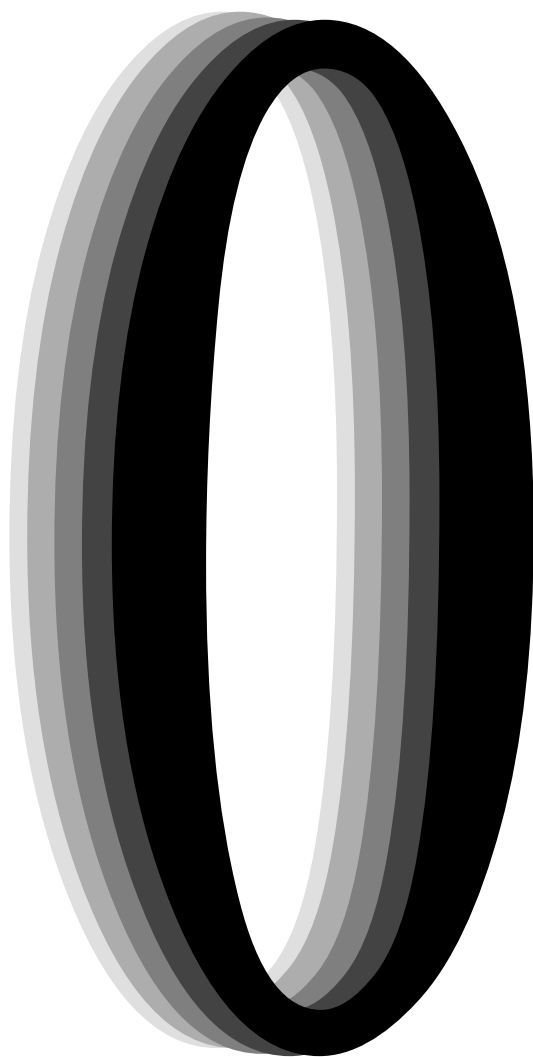
*Anywhere Merchants Do Business™*

We are **NOT** owned by an ISO. We are **NOT** a Private Label of another Payment Gateway. **WE** develop **OUR OWN** software. **WE** provide **COMPLETE, SINGLE-TIER** support **WITHOUT OUTSOURCING**. We **HAVE NOT, DO NOT** and **WILL NOT** sell merchant accounts under our or **ANY OTHER NAME**. We sell our products and services **ONLY** through ISOs and their registered Sales Offices. We **DO NOT** sell directly to merchants. We **DO NOT** publish pricing. We **PAY** residuals, **ON-TIME**, with detailed reporting **FOR THE LIFE OF EACH ACCOUNT,**

**NO STRINGS ATTACHED!**  
NOW THAT WE'VE CLEARED THAT UP...

**No Payment Gateway Offers  
MLSs More Ways to Make Money**

**[www.eProcessingNetwork.Com](http://www.eProcessingNetwork.Com)**  
**Support@eProcessingNetwork.Com 800-971-0997**



**AlphaCard**  
S E R V I C E S™

**1-866-253-2227**

Yet its subsequent filings with the Securities and Exchange Commission acknowledge its connection to the matter being investigated by the feds and the company's stance that a processor was at fault: "While we have no knowledge of a security breach at OfficeMax, it is possible that information security compromises involving OfficeMax customer data, including breaches that occur at third-party processors, may damage our reputation."

The industry took note as several banks reissued debit cards en masse early this year on accounts deemed at risk from the breach.

Visa stepped up its communications efforts, frequently issuing alerts to merchants, cautioning them to protect their card data systems from hackers, thieves and unscrupulous employees. Recent alerts focused on Internet-protocol system basics: use of firewalls, passwords and encryption.

**Risqué business**

This year, high-risk processing became an ever-hotter potato. The industry took the lead in trying to curtail illicit activity funded through the card networks. In March, executives from 18 FIs formed the Financial Coalition Against Child Pornography, banding together with the goal of eradicating the scourge by 2008.

Also, Congress and the federal government cracked down on high-risk processing. In October, legislators enacted the Unlawful Internet Gambling Enforcement Act of 2006.

Several processors immediately fled this business category, lest they get the treatment dealt David Carruthers, CEO of UK-based gambling Web site *BetOnSports.com*. Arrested en route to Costa Rica in July, while on layover at a Texas airport, he faces federal racketeering charges for accepting wagers from U.S. residents.

The feds also pursued a high-volume telemarketer of nutritional supplements, Berkeley Premium Nutraceuticals, filing an indictment in September against its executives for alleged credit card and bank fraud. The government seeks repayment of \$100 million. The telemarketer allegedly duped several processors into issuing merchant accounts time and again.

**Payments: A widening definition**

Perhaps the widest-impact change this year was the expansion of alternative payment networks, methods and form factors. Google made strides with its Checkout online payment service after its July launch, landing a few big retailers, such as Toys "R" Us.

# GOING NOWHERE WITH YOUR ONE WAY ISO PROGRAM?



**TURN IT AROUND BY BUILDING YOUR  
OWN PLAN AT 1-800-BANKCARD.**

- Interchange Pass Through – No markups
- FREE Equipment
- Lucrative Signing Bonus
- Conversion Bonus
- Instant Approvals
- Faxed Applications
- FREE Equipment Shipping
- FREE Equipment Deployment
- Non Bankcard Signing Bonus
- Direct Leasing

**1-800**

**JOIN 1-800-BANKCARD TODAY.**

**MSI**

**Merchant Services Inc.**  
890 Mountain Avenue, Floor 2  
New Providence, NJ 07974



**Call 1-800-BankCard  
(1-800-226-5227)  
today and ask for:  
George Mayo  
at ext. 5923  
Rich Lopez  
at ext. 5912,  
Joyce Seuhbetian  
at ext. 5925 or**

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

**CoverStory**

However, while it signed numerous smaller and boutique e-tailers, it failed to score most of the top, online apparel merchants or the brick-and-mortar leaders with strong Internet sales.

Debitman, now two years old, renamed itself Tempo Payments Inc. and landed a patent for its merchant-branded consumer debit card transactions settled via the automated clearing house (ACH) network.

FastLane, a driver's license-based payment, loyalty and gift-card system launched in April by Combined Payments Inc., also clears through the ACH.

Alternative payment systems made inroads: Bill Me Later, Google Checkout and PayPal are said to have accounted for 18% of online holiday purchases on Black Friday this year at GSI Commerce's partner sites using those services.

Threatened by these new payment venues, traditional bankcard brands did not stand still. In fact, MasterCard and Visa raced to seize the small-payments market.

In April, Visa tossed out its signature requirement for most purchases below \$25, to capture some of the \$750

billion in such consumer spending, half of which is still in cash, according to Visa.

Meanwhile, MasterCard pushed consumers toward its PayPass contactless credit and debit program, issuing 11 million PayPass devices by November. Some 36,000 merchant locations worldwide now accept PayPass.

Special initiatives introduced the readers to sports stadiums and put new form factors, such as wrist bands and watches, on the arms of event attendees.

Not to be outdone, Visa created a mini contactless card, small enough for a keychain.

In addition, the industry began buzzing with the phrases "near field communications" (NFC) and "mobile payments." Recent trials started issuing PayPass-equipped NFC cell phones to customers of some 7-Eleven stores.

NFC delivery of coupons to cell phones is on the horizon, too. And Bank of America Corp. began enabling contactless acceptance at vending machines and testing contactless payments via cell phone.

While widespread adoption of NFC and mobile phone

# 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](mailto:fcouch@emscorporate.com)

**800.726.2117**



This little dog  
can hunt!



Size doesn't  
matter.

Some of the smallest  
companies are  
America's Best Companies!

Follow Sparky's lead by calling  
America's Best Companies (ABC).

Sparky knows the bankcard industry has become a dog-eat-dog world with free terminals and reduced profits... and, to make money today, you need something that sets you apart! We can help! ABC is the hottest add-on product for the bankcard salesperson since the Zon Jr.

America's Best Companies is **NOT** a bankcard company. We are a small business association helping business owners with the two things they desire the most—prestige and profitability.

Wanna make an **EXTRA** \$100,000 next year and have \$80,000 per year in a lifetime residual? Sparky says... "That's a lotta bones" for only 80 accounts per month. He thinks a sales machine with just 2 people can do that. Whether you work on your own or run a sales organization, we can help you make more money.

Go huntin' with Sparky and have fun doing it!

What do you get?

- \$5,000 Bonus after 100 Apps
- \$35 - \$75 paid upfront
- Up to 35% of billing paid in residual
- \$25 Annual renewal bonus
- One-page easy application
- 100% approvals

What does The merchant get?

- Big discounts on goods n' services
- Internet presence on our web directory
- Stickers, logos, certificate, etc...
- Informative newsletter
- Online consumer feedback
- Much, much more at only \$19.95/mo.

Don't hesitate, call today and ask for Jim Tracy! | 1-877-934-BEST (2378)



americasbestcompanies.com  
sales@gowithabc.com

▶ **And we'd like to announce a project that has gone from fledgling to flyer: The Green Sheet launched *RodsandWheels.com* in July.**

payments remain in the distance, contactless is poised to take off now.

**The hitching post**

No look back at the year in payments would be complete without a mention of the marriages, divorces and remarriages of some of the industry's giants. ISO Verus Financial Management Inc., which put itself up for sale, exchanged vows with accounting-software giant Sage Group plc in January.

In May, iPayment Inc., struggling to maintain its stock price, took itself private – the corporate equivalent of getting itself to a nunnery.

In the wake of Sarbanes-Oxley rules for exchange-listed entities, some small, publicly traded companies are finding SOX's accounting requirements too great a burden to bear.

In a restaging of "Kiss Me Kate," VeriFone convinced its onetime rival Lipman Electronic Engineering Ltd. to join it for November nuptials, creating a supplier powerhouse with over half of the U.S. market for payment systems.

Known for its strong service, VeriFone got quite a wedding present: Lipman's assets in the wireless equipment arena, a hot spot for future growth.

NOVA Information Systems Inc. hoisted a ladder in March and eloped with First Horizon Merchant Services' processing portfolio, giving NOVA a combined total of 850,000 merchants representing \$150 billion in processing volume annually.

Bank of America Corp. and National Processing Co. parted ways in September. Predicted for months, the split left NPC ready for a new lease on life with Iron Triangle Payment Systems (now NPC), which acquired the ISO unit. In the process, NPC got back its maiden name, but BofA walked off with the dowry – a host of national merchant accounts.

Also in September, First Data Corp., father of the bride, spun off Western Union. The 155-year-old former telegraph company was finally deemed old enough to stand on its own two feet. It went public Oct. 4. All in all, a landmark year: WU discontinued

telegraph service, completing its transformation to a financial services firm.

To see how the top five processors rank after the year's landscaping changes, see "Card payments under the microscope," *GSQ*, December 2006 (Vol. 9, No. 4).

**A bang-up year**

In rounding out this retrospective, we'd like to mention a few feathers The Green Sheet Inc. stuck in its cap in 2006. For a fifth straight year, the company received several APEX Awards for Publication Excellence.

Readership of the Web site, which received a Grand Award, has jumped at least 20%, getting an average of 3 million hits a month. The magazine adopted the tag line "Dedicated to the Education and Success of the ISO and MLS," to better describe our singular focus.

And we'd like to announce a project that has gone from fledgling to flyer: The Green Sheet launched *RodsandWheels.com* in July.

It's a Web site reflecting The Green Sheet President and CEO Paul H. Green's passion for hot rods and vintage, classic and antique cars. Designed as *the* Web portal for car clubs and enthusiasts, *RodsandWheels.com* began to gain popularity in August among classic-car fans. It now gets as many 25,000 hits a day.



The site is updated daily by RodsandWheels staff. You can read more about the site in "RodsandWheels: Speeding into a new realm," in this issue of *The Green Sheet*.

You can also tune in to RodsandWheels' latest happenings on Hot Rods & Heels Radio (formerly High Octane Radio) at [www.radiofreenashville.org](http://www.radiofreenashville.org) Tuesdays at 11:50 p.m. EST. And be sure to visit [www.RodsandWheels.com](http://www.RodsandWheels.com).

Thank you for relying on our resources through the twists and turns of the past year. And keep your seat belts on for the drag race that the payments industry is sure to be in 2007. 🏁





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

**3** **CENT**

**TRANSACTION**  
**FEES**





## 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*<sup>®</sup> Wireless Terminal  
e<sup>N</sup> Check 2500 Check Reader

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

### MAXIMIZE YOUR PROFIT MARGINS



**\$99** New  
Terminals

United Bank Card is now offering the Hypercom<sup>®</sup> T7Plus terminal for the unbeatable price of \$99.00. This offer is for brand new equipment (no refurbis) and is available exclusively to United Bank Card's ISO and MLS partners.

Hypercom<sup>®</sup> T7Plus

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!

## NOW AVAILABLE! WAY SYSTEMS WIRELESS GPRS TERMINALS

### CELLULAR PHONE-BASED WIRELESS POS TERMINALS

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

## 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](http://www.isoprogram.com) for more details



# Education StreetSmarts<sup>SM</sup>

Proudly presented by



ELECTRONICPAYMENTS

## The ins and outs of ISOship - Part II

By Michael Nardy

*Electronic Payments Inc. (EPI)*

I have seen numerous posts lately on the GS Online MLS Forum pertaining to ISO registration, and this article will attempt to sum up much of the discussion. There are really no right or wrong answers when it comes to registering – only an entirety of gray.

And, I can only draw on my knowledge of what my company, Electronic Payments Inc. (EPI), did when I got into the industry.

Some of this article will deal with real-world expenses involved in registration and day-to-day ISO operation. The article will also be speckled with commentary from Forum members who, like many others who post comments there, are enhancing the industry by sharing their experiences and knowledge with their peers.

To start, let's look at the recent comments by Forum members Coach Bob, Slick Streetman and ubc.

### Should I register or not?

Coach Bob posted the following question: "How many of you would only deal through a registered ISO/MLS [merchant level salesperson] as opposed to just taking the best deal and service, regardless?"

"I am very curious about the trust issue and also the issue of believing what you are getting price-wise as opposed to [being] swayed by the propaganda."

Knowing Coach Bob personally, I was happy to see him post this particular question, because, as many Forum members are aware from his comments, he is unregistered and looking into moving his business forward by registering. He has been in the industry for a long time and has submitted business to various entities over the years.

Coach Bob and others like him are wondering whether they would be seen as more authoritative and have a greater chance of earning the trust and resulting business

### Education index

Jason Felts.....	82
Ross Federgreen.....	86
Adam Atlas.....	90
Joel Rydbeck.....	94

of other ISOs and MLSs if they were registered. In a way, Coach Bob has answered his question just by posing it.

### What's what in MLS programs

In college, I had tons of free time. I could count on one hand the number of textbooks I read cover to cover in those four years. And I didn't even need a hand to figure out how many papers I wrote before the night preceding the due date.

This afforded me the opportunity to begin what would later grow into EPI. I remember (and probably still have) the spreadsheets I created when comparing MLS programs.

Remember those? You would enter data for 20 different companies in an Excel spreadsheet and include their fees, bonuses, revenue splits and features in columns so as to compare them side by side and see which ISOs were the best. I know I did it, but I forgot that the things making ISO programs great or mediocre are not so easily defined.

Slick Streetman posted the following qualities he looks for in an ISO program:

- "Getting my split from true interchange
- Most competitive transaction/statement fee
- Fast approval and quick file builds
- Accurate, on-time residual payment
- Prompt, professional customer service
- AmEx signing bonuses (I understand that Discover's is now history.)

# THE BIG MYTH

## THERE'S NO SUCH THING AS A FREE LUNCH.

Introducing our new *Free Terminal* option that gives the terminal directly to *YOU*, at no cost, to sell or lease to your new merchant...

### It's Your Choice!

You can now choose to place a free terminal with your new merchant, or accept the free terminal yourself to sell or lease to your new merchant. You'll never pay for equipment again! There are no additional fees or hidden costs. Lunch really is on us.



- FREE Equipment to Place, Lease, or Sell
- FREE Nurit 8000 GPRS Wireless Terminals
- Bonuses of \$200-\$500 per Application
- FREE Deployment and Merchant Training

- FREE Leads
- Fast Approvals
- 50%-65% Revenue Sharing
- Detailed Commissions Reporting

Money Tree Services is a Member Service Provider for HSBC Bank USA, National Association, Buffalo, NY

Reliability  
Integrity  
Stability

### FREE TO YOU\*

Brand New Hypercom T4100 or Hypercom T4100 and Magtek Check Imager

### FREE TO THE MERCHANT

Brand New Hypercom T4100 or Hypercom T4100 and Magtek Check Imager or Nurit 8000 GPRS Wireless\*\*.

\* our production and conversion bonus programs do not apply with FREE TO YOU terminals.

\*\* our production and conversion bonus programs do not apply when offering a FREE Nurit 8000 Wireless.



Call Money Tree Services Today 1-800-582-2502 ext.2  
[www.moneytreerewards.com](http://www.moneytreerewards.com)

▶ **When I speak of registration, I can only discuss what EPI did, whether it was at Provident Bank, Merrick Bank or in our new relationship at BancorpSouth. Nonetheless, the registration process is quite similar from company to company, though some might be a bit more formal in their compliance requirements.**

- Incentives like free (to me) terminals or bonuses on conversions based on their volume."

I agree that many of these features are quite important. But returning to Coach Bob, the key question he wanted answered was, Do the MLSs on the Forum trust registered ISOs and MSPs (merchant service providers) more than nonregistered ones? In other words, does registration imply that an ISO or MSP is stable and trustworthy?

The responses to the question were myriad. Ubc's response provides a nice overall summation:

"I think any MLS who sends deals to a nonregistered

ISO/MSP is crazy. ... There is credibility and stability with registration. It means a member bank, Visa and MasterCard have reviewed the ISO/MSP's financial statements (business and personal), reviewed bank statements, reviewed history in business and business plan.

"They have done a credit and criminal background check on the principals of the ISO/MSP. ...

"This does not mean every registered ISO/MSP is at the pinnacle of financial stability, has a brand they want to protect and overall is a credible organization. ... Regardless, that screening, however imperfect it may be, is still significantly better than flying blind and sending your deals to a nonregistered ISO."

I think many would agree. The fact that becoming a registered ISO/MSP is far more involved than just submitting a check for \$10,000 is the reason why registering isn't just done as a matter of course when someone enters this business.

### What are the registration requirements?

When I speak of registration, I can only discuss what EPI did, whether it was at Provident Bank, Merrick Bank or in our new relationship at BancorpSouth. Nonetheless, the registration process is quite similar from company to company, though some might be a bit more formal in their compliance requirements.

Here is a list of items that are generally required from a bank when you register:

- Business plan, including business history, business projections and investor information
- Two years of corporate income tax returns
- Two years of personal income tax returns
- Two years of profit and loss statements
- Three months of business bank statements
- Current residual statements
- Profiles of corporate management.

As you can see, while most ISOs can produce this information, it is a lot of documents to assemble. And this still does not include the ISO agreement, Visa U.S.A. and MasterCard Worldwide registration forms and the on-site audit performed by the bank.

When registering, you can expect to submit these papers to the bank or ISO/MSP that is sponsoring your ISO to the card Associations. The process typically can take from four to six weeks to finalize once the bank submits your ISO agreement to the card Associations for review.

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



# IMPACT

PAYSYSTEM

Dear Agent:



One of the things that I hear a lot from Agents inquiring about our program is that most ISOs make the same or similar promises, but not many have delivered. Having started as an Agent, myself, I understand the everyday frustrations of an Agent's world. Eliminating those frustrations was the ideology used in forming Impact PaySystem.

In order to *earn* your trust, we invite you to board a few of your merchants so that you can experience the difference for yourself. If for *any* reason you become unhappy with our service during the first six months, we will assist you in moving those merchants to the ISO of your choice with *NO* repercussions to you or your merchants.

#### OUR PLEDGE:

- We will answer every email and voicemail the same business day.
- We will provide you with dedicated Customer Service and Tech Support.
- We will provide you with true group health benefits, the same benefits that our employees receive.
- We will ensure accurate and timely residuals.
- We will offer you multiple platform availability and easy boarding processes.
- We will extend to you a comprehensive training program for you and your team, including industry specific topics such as petroleum and lodging.

Come grow with us, we can make an IMPACT together!

Sincerely,

Dee Karawadra

HONESTY. INTEGRITY. RELIABILITY.

1-866-884-5544

[www.impactISO.com](http://www.impactISO.com)

## StreetSmarts

### My shortlist of what to look for

The basics of this business are quite simple. Many of us know how to make money in the industry. But that's not the same as achieving registration and being capable of recruiting sales representatives under your own brand.

I would look for an ISO that is doing things that will help your office grow. This, of course, can come in many forms.

If you are signing with an ISO, consider whether it has bonus money available, a free terminal program to help you sign more deals or, perhaps, a path to registration with the ISO actually paying your registration expense once you reach that level.

What I would look for is the following (there may be similarities between Slick Streetman's punch list and mine):

- Competitive pricing – \$0.03 to \$0.07 transaction fee and interchange pass-through
- Low or zero bank identification number fees
- Free equipment program(s)

- Competent and thorough technical and customer support
- Detailed online residual reporting (showing every category of interchange)
- A path to registration and more income, such as your ISO offering more volume, a greater split when you generate more deals and even paying your registration expense at a certain tier level
- An ISO that is on the cutting edge of programs offered to the ISO/MLS, for example, cash advances or loans to merchants, new equipment, or new technologies.

Doing business with a company that offers many of the benefits mentioned in this article is a good way to get your ISO off the ground and moving in the right direction.


*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 ISOs and MLSs profitable partnership programs and cutting-edge tools to help their portfolios grow. To learn more about partnering with EPI, visit [epiprogram.com](http://epiprogram.com) or e-mail Michael at [mike@elecpayments.com](mailto:mike@elecpayments.com).*

**JRS POS DEPOT**

**TOTAL SERVICE. INSIDE AND OUT.**

Let us be the bright spot for your business. Whether you need technical support, replacement equipment or simply have a question, we're here for you. We carry the top electronic transaction equipment brand names. But more than that, we provide unrivaled attention to detail and commitment to service. We make every effort to understand what your business needs to do to stand out from the competition and we'll do everything we can to make it shine. For more information, visit us at [jrposdepot.com](http://jrposdepot.com).





Introducing a New Concept  
in Payment Processing:

# Earn Percentage Points Instead of Basis Points

**FastCapital**<sup>®</sup>  
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](http://www.fastcapital.com)  
[sales@fastcapital.com](mailto:sales@fastcapital.com)

## Education (continued)

### MILLIONAIRE IN YOU

# The why, what, how and when of goals

By Jason Felts

*Advanced Merchant Services Inc.*

In 1999, I experienced a life-changing event. I had always heard about the importance of writing goals and had actually done so for many years. However, when I attended a conference led by motivational speaker and philosopher, Jim Rohn, I was inspired by a whole new perspective on goals, dreams and the purpose of life.

I came to realize that while I needed an income to support my family, and I had goals like, "write five deals this week," it wasn't enough. There was more to explore and understand.

Rohn said when he was getting started, his mentor asked to see his list of goals. He replied that he didn't have one. His mentor responded, "If you have no list, I bet I can guess your bank balance within a few hundred dollars."

Rohn asked, "Are you saying if I had a list of goals, my bank balance would be higher?" His mentor answered with one powerful word, "Drastically."

### Get empowered

Every motivational book or sales training manual has a section on goals. Every self-made millionaire has a list of goals. Do you? Is it current? How quickly could you recite your goals if asked? Precise goals with a clearly defined purpose for their achievement will empower you beyond measure.

Perhaps the best words on success ever written are located within the Bible. *Proverbs 29:18*, states "without vision, people perish." What does that mean? Simply and easily stated, it means that without clear direction or guidance, failure is inevitable.

Wouldn't you like to have a simple definition of both your goals and purpose? Wouldn't you like to bring clarity to what you want to accomplish today?

It's all about what, how and when. To have accuracy in your goals, you need to first identify them. This becomes your what. Next, determine how they're going to

be accomplished. Last, decide when the goals are to become reality.

Purpose, on the other hand, is simply the why: Why does accomplishing the goal matter? What will it do to you, your family or your business when the goal is accomplished?

Sadly, often more time is spent planning your trips to the grocery store or vacation than planning your life. I have realized that thorough and well-defined goals are like a magnet. They pull you. The stronger they are and the more powerful and purposeful they are, the harder they will pull you.

### Get motivated

For example, I recently talked with a new sales partner who was living with his in-laws. His goal was to have enough income to move his family to a new home. We discussed how many deals per week for a specific number of weeks he needed to be able to move his family into their own place.

Now, that is a specific goal with a specific time frame associated with it. He and his wife had a clear objective: moving out. One day, after being rejected 15 times in a row, he considered calling it an early day. But all he had to do was think about his mother-in-law, and he quickly remembered *why* he was working so hard.

We all need a driving factor in life. We all need a reward, something motivating us and moving us forward. This man was sick of having to consummate his marriage in the room right next to his in-laws. How many can relate?

I can usually tell in one quick conversation who understands his or her purpose and has a solid list of goals, and who does not. The evidence is very clear. Without goals,

**Bottom line, sales success is based on dollars generated. There are certainly several additional organizational contributions that any merchant level salesperson can and should make. But when determining a salesperson's value, sales results are primary. And results are best achieved when goals are formalized (no epiphany here).**



# Saturn 5000 Contactless Reader

OTI's Saturn 5000 is the ultimate contactless card reader approved for major financial contactless programs, as MasterCard's PayPass™, ExpressPay from American Express and Visa Contactless programs.

The Saturn 5000 utilizes OTI patented technology providing superior security, faster transaction and performance.

- Reads data from a variety of sources, including credit cards and key fobs that comply with ISO 14443 type A and B (with Mifare support).
- Integrated with the major POS terminals
- Certified for Class A or B by the major processors.
- OTI provides technical and sales 24/7 support including training.



For more information go to  
[www.otiglobal.com](http://www.otiglobal.com)

or contact us at

Tel: 1-201-944-5200

Fax: 1-201-944-3233

email: [info@otiamerica.com](mailto:info@otiamerica.com)



## Education

a bad day can overwhelm you. Without clear direction, a bad week can take you out of the game.

Disaster will almost always swallow up people who have no clear purpose because they have nothing on the other side pulling them through the storm. I acknowledge that storms will come and winds of destruction will blow. But they can never snuff out my career candle because I have charted my path, and I know my why.

Another important component in achieving your goals is specifics. You need to identify exactly what your goals are. Goals are measurable: how much, how big?

Once identified, get specific about a clear plan of action. Create a roadmap to take you where you want to go. This becomes your clearly defined how. To accomplish your goals, you must plan the work.

### Get committed

Lastly, goals must have a deadline. Get specific about when you will accomplish each of your goals.

Bottom line, sales success is based on dollars generated. There are certainly several additional organizational contributions that any merchant level salesperson

(MLS) can and should make. But when determining a salesperson's value, sales results are primary. And results are best achieved when goals are formalized (no epiphany here).

So, commit now to winging it no longer. Don't allow yourself to say, "What happens, happens; I'll just do the best I can."

Don't listen to those who suggest goal planning is fluff, even if those telling you so are successful in sales. All else being equal, the sales professional who formally sets performance goals is the one to bet on. Leave failure to your competitors. Formal goal setting is a good investment of your time. Make sure you get it done.

If you've not had the opportunity to formally set your goals for the coming month, quarter or year, consider using the following goal-setting guidelines. Because sales environments, processes and organizations can differ significantly, you may need to rework some of the points.

Use what you like and toss what you don't, but make sure you do it in writing or you'll always be subject to your environment. Don't be a boat adrift, hoping the current will bring you safely into the harbor. Take the helm and navigate your goals.

### Follow guidelines

Here are specific suggestions for establishing sales-oriented goals. Often what we need to achieve our goals is to simply understand the work required to attain them. The idea of just aimlessly wondering and hoping for the best is a sure recipe for failure.

- **Desired results:** First, determine what you want your income to be, and set a target, for example, \$100,000 annually. Next, compute your average commission or bonus, plus estimated residual per sale. Evaluate upfront exactly what you average, as well as per-merchant, per-month, to determine how many merchants it will take to deliver your desired results.

- **Requirements:** Find out how many merchants you need to sign per week, month and year.

Let's estimate the average merchant is worth \$700 to you per year, including the upfront revenue. Therefore, an income of approximately \$100,000 requires an annual target of 143 new merchants.

Divided by 12 months, your monthly merchant sales target is 12 applications. Divided by 50 weeks (assuming a two-week vacation), your weekly merchant sales target is three applications.

# 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



• **Activities:** Determine what you are doing now to reach your merchant target. Assess your:

- Average outbound calls per day, week and month to engage an initial sales interview/presentation, along with method typically used: phone, in person, etc.
- Average number of initial sales interviews or presentations per day, week and month to find a highly qualified prospect where a contract or proposal will be developed and delivered
- Average number of contracts or proposals delivered per day, week, month and quarter to close a deal.

• **Activity/results formula:** Using your activity averages and targeted results, compute your:

- Outbound-call target per day, week and month
- Outbound initial sales interview target per day, week and month
- Outbound contracts or proposals delivered per day, week and month.

• **Professional development:** In addition to meeting sales targets, take the following steps to sharpen your professional skills:

- Target your future position or professional status, and determine a time frame for achieving it.
- Target the number of professional development classes or seminars to attend during the next month, quarter and year.
- Target the number of professional development books, audio tapes or videotapes to complete during the next month, quarter and year.
- Target the number of professional events to attend during the next month, quarter and year.
- Target the number of comfort-zone challenges to meet in the coming month, quarter and year.
- List any additional targets that apply to your professional situation.

### Eye the future

---

All of you have heard the expression "the light at the end of the tunnel." Make sure you have your eyes on the light before you get into the tunnel.

Sometimes, with one phone call, you are forced into the

middle of the tunnel, and, believe me, it feels very dark if you look around and find nothing to give you momentum. So, let the goal pull you through. Here's how:

- Make sure your greatest focus is on the future. Don't waste time complaining about the past.
- Dream big. Goals are like magnets. They pull. The stronger, bigger, more purposeful and more distinct they are, the more they will pull you toward your objective.
- Have excellent, concise goals with a crystal clear purpose for achieving them. With a strong vision, you can surmount all kinds of obstacles.
- Write down your goals. Divide them into short-term (one to two years), mid-range (three to five years) and long-range (five to 10 or more years) goals. Then put together a plan of action for achieving them.

A bad day, a bad week or any of life's inevitable obstacles will shut down the average person.

However, the person with a strong, clear plan will always push through the difficulties that arise.

### Bag it

---

My wife, Kelley, and I have a goal to invest significant time teaming with 100 very motivated sales partners and, together, create 100 millionaires in the next 10 years. Ten years and 100 millionaires – together the dream becomes reality.

My suggestion: Join a company with a BAG. That's right. A big audacious goal. A successful MLS working with an organization that has cast a clear vision for the future is a winning combination.

Remember, what you will become by achieving your goal is often more important than the goal itself. Make a goal to become a millionaire, not for the million dollars, but for who you will become by achieving it. The journey is as important as the destination.

Best wishes for a goal-oriented, million-dollar New Year. 

---

*Jason A. Felts is the Founder, President and Chief Executive Officer of Florida-based Advanced Merchant Services Inc., a registered ISO/MSP with HSBC Bank. From its onset, AMS has placed top priority on supporting and servicing its sales partners. The company launched ISOPro Motion, its private-label training program, to provide state-of-the-art sales tools and actively promote the success and long-term development of its partners. For more information, visit [www.amspartner.com](http://www.amspartner.com), call 888-355-VISA (8472), ext. 211, or e-mail Felts at [jasonf@gotoams.com](mailto:jasonf@gotoams.com).*

## Education (continued)

### Descriptors decoded

By Ross Federgreen

CSRSI

**M**any merchants ask me, "How do I get a specific phrase on cardholder statements to reflect the transactions that occur between cardholders and me?" The answer is use a descriptor.

A descriptor is an identifying phrase, telephone number or some combination thereof that appears on cardholder statements. Once merchants grasp this, their next question often is, "How can I maximize the value of my descriptor?"

#### Descriptors delineated

Descriptors are meant to remind cardholders of specific transactions and offer them access to merchants.

Thus, merchants (and cardholders) obtain maximum benefit when descriptors are clearly connected to transactions and when they contain a phone number where merchants can be reached.

Many merchants ask if having a descriptor will protect them against chargebacks. Well-planned descriptors should offer merchants additional protection from chargebacks if they make reported transactions easy for cardholders to recognize and if they provide a working telephone number to call for customer service.

However, under no circumstances do descriptors guarantee against chargebacks. The notion that descriptors provide such a guarantee is a widely held misconception that needs to be corrected immediately whenever it is voiced.

Is there any legitimate argument for omitting descriptors on a cardholder statement? The answer is no. A merchant's job is to receive and retain payments.

ISOs and merchant level salespeople (MLSs) need to educate merchants to help them achieve maximum profitability. A descriptor is a proven and powerful tool in this regard.

#### Descriptors divided

There are two major categories of descriptors: static and dynamic. Static descriptors, sometimes called hard descriptors, are chosen by merchants. They change only upon merchant request. Changes affect all transactions associated with a specific merchant and merchant identification number.

Alternatively, dynamic descriptors are used when merchants elect to alter descriptors on a per-transaction basis. These are sometimes called soft descriptors.

Dynamic descriptors enable merchants to submit distinct merchant descriptors and toll-free support numbers for each transaction. They can be tailored to particular products or departments within a storefront.

This enables retailers to subdivide merchandising sites into multiple departments or stores with unique descriptions and customer support lines.

These are posted on cardholders' statements for clarification and resolution purposes.

Descriptors are driven by a number of factors. Most important is the number of characters that can be put in a given descriptor field. Although there is some variability, it is fair to use the number 22 as a guide.

This means the length of the descriptor, including lettered and numbered characters, typically cannot exceed 22. Sometimes a different number is set by the processor involved.

Once a processor accepts a descriptor, merchants face additional challenges: First, not all middleware or universal transaction gateways have the ability to pass on the information.

Second, not all issuers can accept all descriptor formats for inclusion in their cardholders' statements. This tends to be more of a problem with dynamic descriptors than with static descriptors.

#### Descriptors deliberated

Working with merchants in choosing descriptors can be a very important relationship-building tool.

**Is there any legitimate argument for omitting descriptors on a cardholder statement? The answer is no. A merchant's job is to receive and retain payments. ISOs and merchant level salespeople need to educate merchants to help them achieve maximum profitability. A descriptor is a proven and powerful tool in this regard.**



We invite you to grow with us.

### ***Nationwide, more than you think.***

- *Credit/Debit Card Processing*
- *Gift Card Processing*
- *Electronic Check Processing*
- *Short-term Merchant Financing*
- *Highspeed Terminal Authorizations via DSL/Internet*
- *Advanced Web-based Technology*

*Give us a call and we'll share with you  
our blueprint for mutual growth.  
We'll provide examples of success from a partnership  
designed around your needs, and those of your customer.*

**(877) 290-1975 ext203**

**[www.getnationwide.com](http://www.getnationwide.com)**

## Education

It's critical to emphasize to merchants that clarity is key and that an 800 number to customer service should (and in the author's opinion must) be included. This will typically take up 10 characters.

When determining a descriptor name to fill the approximately 12 remaining characters, think about the name by which customers will recognize the merchant.

Do not try to be clever. For example, if the company sells a product line called 1234, and if the company's legal name, ABCD, is unknown to customers, it would be most beneficial to use 1234 in the descriptor, not ABCD.

Placing the name before the telephone number in a descriptor is critical. Few, if any, customers are more likely to recognize a telephone number than a name. It is also prudent, where possible, to obtain a telephone number that reflects the name or a key component of the product.

When creating dynamic descriptors, exercise care. It may make sense from a merchant's perspective to label different areas within the business with terms used internally. But it is of little use – and could even be detrimental to the merchant – if customers cannot immediately recognize the terms.


## Descriptors discerned

Finally, remember to help merchants understand how to determine descriptor content. For each merchant account, know the required character length for the applicable descriptor field.

Find out if any specific middleware is capable of transmitting a static or dynamic descriptor to the processor being used.

Verify the accuracy of descriptor information with merchants, and clearly inform them that their customer service numbers must be active.

As ISOs and MLSs, you can use these tips to resolve difficult issues pertaining to descriptors and further enhance your working relationships.

Passing on such knowledge demonstrates to merchants that you bring much more to them than this week's "best price" on processing services. 

*Ross Federgreen is founder of CSRSI, The Payment Advisors, a leading electronic payment consultancy specifically focused on the merchant. He can be reached at 866-462-7774, ext. 23, or rfedergreen@csrsi.com .*



**APRIVA**  
PROVING THE POSSIBILITIES

**APRIVA WIRELESS**  
Apriva offers secure wireless solutions for today's mobile retailer. Your merchants can maximize their sales and getting started is as easy as:

1. Select your device
2. Choose your preferred network
3. Activate your terminal

**SELL SMARTER**

Using Wireless Point of Sale

Apriva Secure POS combines industry-leading payment processing functions, web-based reporting, centralized management tools and patent-pending transaction technology in a single ready-to-go package. Apriva offers more choices, greater flexibility and rock-solid security.

For more information call 480.421.1210, email [pos@apriva.com](mailto:pos@apriva.com) or click [www.apriva.com](http://www.apriva.com).

© Copyright 2006 Apriva. All rights reserved.



 **EARN MORE MONEY**   
**WITH THE CCS FALL PROGRAM!**

**50% - 70%  
Residual Split**

**12 Hour Funding  
to Merchants**

**Conversion and  
Production Bonus  
1% Monthly Volume**

**Turn Your  
Residual/Portfolio  
into Cash**

**Health  
Insurance**

**Powered by  
First Data**

a registered ISO of BancorpSouth Bank, Tupelo, MS.

**Call Joe Creegan for Details**

**888-505-2273 x207**



CHARGE CARD SYSTEMS, INC.

To learn more about CCS, please visit our Company Profile in The Green Sheet - [www.greensheet.com/cprofiles/chargecardsystems.html](http://www.greensheet.com/cprofiles/chargecardsystems.html)  
[www.chargecardsystems.com](http://www.chargecardsystems.com)

## Education (continued)

### Legal ease

# Who gets a bite of your biz?

**By Adam Atlas**

*Attorney at Law*

**W**hat makes you work hard? If you are an ISO or merchant level salesperson (MLS), chances are it's the expectation that your efforts will lead to correspondingly healthy residuals.

When someone you do not know offers to introduce you to a new business partner in the merchant acquiring business, always pause to consider what's in it for the matchmaker. Make no mistake, I am all in favor of referral fees, commissions, kickbacks and the like, but I am even more in favor of participants in our industry knowing when these kinds of payments are being made on their portfolios.

Here are points to keep in mind concerning these payments when establishing new relationships in our industry:

#### **Get used to kickbacks**

If you don't like someone else earning a little something for making an introduction for you, you are in the wrong business. By the time a merchant begins processing with a given acquiring bank, there can be as many as a dozen different entities collecting some kind of commission directly or indirectly from the merchant business.

You should never expect these kinds of payments to disappear because, like them or not, they drive our industry, and they're here to stay.

#### **Push for transparency**

No matter where you are in the merchant acquiring hierarchy, it is in your interest to know who is being paid what. "Knowledge is power," the old saying goes. In all of your negotiations, make some effort, overtly or subtly, to at least get a feel for how much the parties involved are being paid.

#### **Be diplomatic**

Many people who receive commissions to provide introductions would rather that you not know they are earning commissions. So, be diplomatic and cautious when inquiring about what other people are earning. It can often do more harm to your business relationships to inquire about commissions for referrals than the information is actually worth.

Before asking a lot of big questions, think about how important it is for you to know what people are earning.

#### **Monitor professional ethics**

Lawyers are legally bound by codes of ethics obliging them to disclose conflicts of interest to clients. As such, if your lawyer introduces you to a new business relationship, the lawyer is obliged to disclose to you any conflicting relationships that he or she may have that could cloud his or her judgment.

For example, if Larry Lawyer introduces you to Peter Processor, and Peter Processor is going to pay Larry Lawyer a percentage of his revenue on your accounts, Larry Lawyer is obliged to disclose this conflict of interest before making the introduction. That conflict of interest may lead you to decide you would rather not work with Larry Lawyer or Peter Processor.

Individuals who are not either lawyers or other professionals with binding codes of ethics are not bound by such disclosure obligations.

#### **Put it in writing**

Any relationship from which you expect to earn material revenue is worth documenting in writing. Some informal commission relationships rely on good faith between people who know each other. The payer of a commission may be put off by being asked to make a written promise to pay the commission.

#### **Pay your taxes**

Commission income is still income. Make sure you declare all income you should declare for tax purposes. Consult an accountant to help you make the best characterization of your income. Some people think of commission payments as separate from their regular income. While it is distinct, it is still a form of ordinary, taxable income.

#### **Respect confidentiality**

Before asking too many questions about compensation packages, remember the people with whom you are negotiating may be bound by confidentiality provisions preventing them from telling you what they earn from your deals.

By asking people what they are earning, you may be enticing them to breach the same agreements by which they are being paid.

# TOUCH SCREEN TECHNOLOGY. WINDOWS® SIMPLICITY. KILLER PRICE. AND SCREAMING FAST DOWNLOADS.

The new FD100 terminal from  
First Data delivers performance and  
value to your customer's business.



With a choice of IP or dial-up connectivity, merchants can get transactions approved in as little as six to ten seconds. Credit, debit and gift cards plus traditional checks quickly clear the checkout lane. And Windows® CE allows easy navigation.



Multiple USB, RS232 Serial, Phone and Dial Up Ports

On top of an integrated thermal printer and off-the-shelf multilingual capability, the FD100 terminal has five USB ports for connections to PINpads, check or contactless readers and the ability to support wireless connectivity. With the FD100 terminal, your customers can expand their ability to support the next innovation in the payment landscape. Delivering limitless possibilities at the point-of-sale. First Data.

Isn't it time your customer had the performance and value of the FD100 terminal? Call 800-827-8297 today.



## Education

▶ **Some informal commissions are blatant breaches of contract and could even be characterized as illegal bribes. Be careful not to get caught up in receiving or paying commissions that have the slightest risk of being in this category.**

### Examine assumptions about liability

Individuals who receive commissions rarely expect to be liable if there is fraud in the accounts on which they are earning commissions. However, some payers of commissions expect to collect something from the people receiving commissions when accounts cause liability.

### Keep it legal

Some informal commissions are blatant breaches of contract and could even be characterized as illegal bribes. Be careful not to get caught up in receiving or paying commissions that have the slightest risk of being in this category.

For example, if Peter Processor initially declines a merchant application but says he will accept the deal in consideration for a payment "on the side" of some of the revenue on the account, Peter is doing something his bosses would not like. There is great temptation among underwriters at banks and processors in our industry to

stretch or even go beyond the limits of their entitlement in order to earn some extra money.

If people working at processors or banks want you to pay them something directly (as opposed to making a payment to the institution for which they work), you should know something is fishy.

Everyone in the merchant acquiring business earns a living from commissions. A challenge for all participants in the industry is to discern when paying a commission is a sensible cost of business and when it is an abusive or illegal detriment to success. ☒

*In publishing The Green Sheet, neither the author nor the publisher is engaged in rendering legal, accounting or other professional services. If you require legal advice or other expert assistance, seek the services of a competent professional. For further information on this article, e-mail Adam Atlas, Attorney at Law, at atlas@adamatlas.com or call him at 514-842-0886.*

**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**.



# Power Tool.

*Freedom is  
at hand.*

EPI's revolutionary ProCharge® plugin designed for QuickBooks® delivers you a real time solution to provide your merchant customer complete control over their credit card purchases and merchant account using QuickBooks® software. Like never before, your merchants can process electronic transactions via an easy to use interface and obtain transaction approvals, create invoices and post credit memos or offset balances due on receipt right from within their preferred accounting software. With ProCharge® you not only can enable your clients to process credit card transactions over the Internet but you



are able to control the Gateway used, the price charged for access and best of all, can switch their Gateway instantly using our online management portal. Better yet, you can even shut down the gateway or send your valued merchant important updates or messages right through ProCharge®!

The possibilities are limitless with this plugin, designed for QuickBooks® Pro, Premier and Enterprise versions 2005 and 2006.



- **Multiple Gateways Supported**  
*Authorize.net® and More!*
- **Recurring Billing and Store and Forward Functions**
- **Total Client Access Control**
- **Lowest Cost Plugin Available**

*Get Started Today!*

Call **1.800.966.5520 x221** or visit  
[www.elecpayments.com/ProCharge](http://www.elecpayments.com/ProCharge)



**ELECTRONIC PAYMENTS**



QuickBooks is a registered trademark and service mark of Intuit, Inc. in the United States and other countries.

[www.elecpayments.com](http://www.elecpayments.com)

**1.800.966.5520 x221**

## Education (continued)

### Let's talk spam

By Joel Rydbeck

*Nubrek Inc.*

**P**reviously, I wrote about how to prevent newsletters and mailings from being discarded by spam filters. This month I am going to look at the other side and discuss spam filter options to help you staunch the spam battering your inbox.

Spam filters assign each incoming e-mail message a spam probability number. Many filters assign this probability to distinct words, phrases and attributes of an e-mail. Phrases that involve getting rich quick or free products tend to rank high and are routinely discarded.

Filters will reduce your spam. However, they tend to make arbitrary decisions, which is why having a great spam filter is a must.

#### Filter flavors

With all of the spam being passed around, it shouldn't come as a surprise that there are several kinds of spam filters available. I split them into three categories – painfully effective, industry standard, and silent and quiet:

##### Painfully effective

Permission-based or response-based spam filters are the strictest of all. People sending e-mail to a recipient with this type of filter will receive an e-mail response asking them to confirm that they are, in fact, the message's sender. In a short online form, they are asked to identify who they are and, perhaps, answer a question.

The recipient then receives the request, approves it (if it is valid) and is thereafter able to receive e-mail from that sender. If the request is not approved, no mail from that sender will get into the recipient's inbox. This type of solution is ideal if the majority of your e-mail comes from the same pool of people.

This technology eliminates virtually all spam because the process requires senders to verify that they actually wrote you. On the downside, this solution is cumber-

some. It puts a fair amount of work back in the hands of the sender.

Ironically, there is also an abandonment rate because some requests for confirmation may be blocked by the initial sender's spam filter. So, some people you might want to hear from just might not get through to you.

##### Industry standard

The most prevalent industrial spam filters use a Bayesian algorithm to identify spam. Basically, this means they assign probability values to various phrases in an e-mail message. This is effective for the most part, but it does result in some false positives (e.g., e-mail from your best friend might not make it to you) and false negatives (which might explain those unsolicited stock tips you're still receiving).

At Nubrek, we use a spam filter with this technology, hosted by AppRiver. Every morning I receive an e-mail report telling me just how much junk mail was blocked from my inbox.

Yesterday, it indicated 286 messages were blocked. But one of those shouldn't have been snared. In the report,

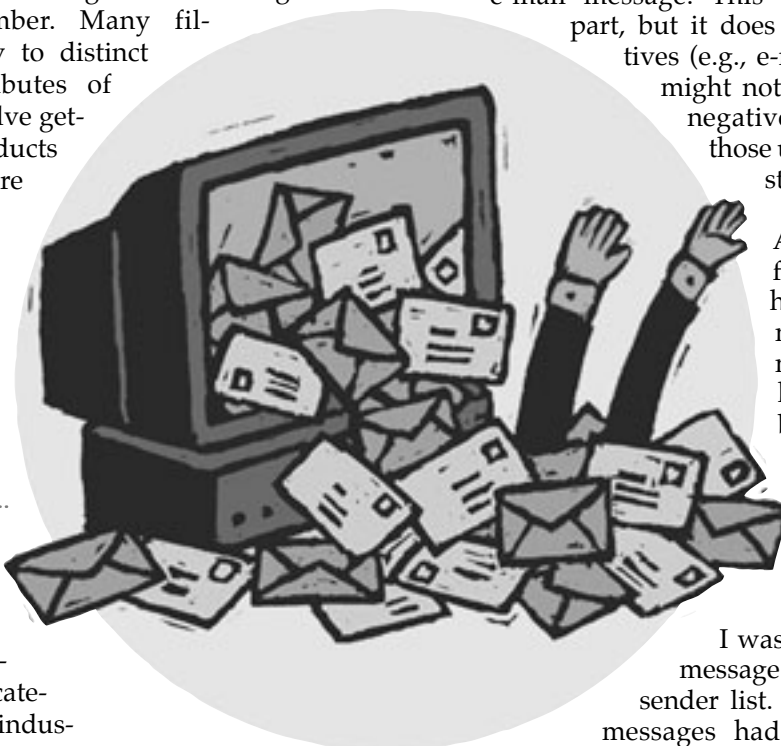
I was able to select the snagged message and add it to my approved sender list. Unfortunately, three spam messages had evaded the blocker. By right-clicking on those messages, I was able to add them to my blocked-sender list.

##### Silent and quiet

For many years I used to have two e-mail accounts: one that I provided when signing up for services and one (personal) that I only gave to friends and colleagues. My personal e-mail account stayed fairly clean, and I really didn't have to worry about spam.

Now that I distribute my e-mail address publicly, this type of filtering really isn't an option. Web crawlers grab my [joel@nubrek.com](mailto:joel@nubrek.com) address from articles like this one, which are published electronically as well as in print. Consequently I receive a lot of spam.

This approach probably isn't appropriate for your business e-mail account. It is unlikely to scale as you add employees to your business. It could, however, work with your personal account.



## Imperfect solutions

Deciding which spam-filtering technology to use can be difficult. Would you rather deal with false positives and negatives or force the folks e-mailing you to prove they are a person and not a spambot?

Many people, including technology guru Walter Mossberg at *The Wall Street Journal*, prefer the painfully effective option, putting the burden of proof on the sender. The majority of organizations and businesses I have dealt with, however, favor the industry-standard option.

It's important to make certain users have a way to authorize individual senders and dig into problematic e-mail transmissions. When users are waiting for important messages, they should be able to check whether the messages are in the clutches of spam filters.

Some available spam filters to look into include:

- AppRiver ([www.appriver.com](http://www.appriver.com))
- OnlyMyEmail ([www.onlymyemail.com](http://www.onlymyemail.com))
- CA Anti-Spam 2007 ([www.qurb.com](http://www.qurb.com))
- ChoiceMail Free ([www.digiportal.com](http://www.digiportal.com))
- Spamihilator ([www.spamihilator.com](http://www.spamihilator.com))

- McAfee SpamKiller ([www.spamkiller.com](http://www.spamkiller.com)).

I have not tested all the products on the market, nor is this article meant to provide product reviews. Use some filters on a trial basis until you find a solution that comfortably fits your business and style.

## Taking control

Here are some things to keep in mind when evaluating spam filters:

- Make sure the spam filter you select provides virus signature updates. According to our November 2006 domain statistics report, Nubrek e-mail addresses were sent 51 viruses that month, alone.
- Strong reporting is important. You should be able to tell what your spam filter is doing and how well it's performing. In November, Nubrek.com received 12,992 spam messages. That's a lot of productivity our employees would have lost had the filter not caught those messages.
- Host your spam solution at the domain level instead of on each user's computer. Desktop-based solutions are effective if you're a one-man show, but as soon as you have an office with three or four people (many of

TAKE YOUR ACCOUNTS TO THE NEXT LEVEL!

If your merchant accepts credit cards  
he/she pre-qualifies for a cash advance of up to

**\$1,000,000**

**EARN 6-7% PAYBACK**

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

To sign-up  
your merchant call  
**800-688-9974**

Speak to  
**Sam Greenwald**

2nd Source  
 FUNDING

**NO CHANGE OF PROCESSOR REQUIRED**

### Education

whom may not want to spend time fixing their e-mail) I recommend a domain-level solution.

- Keep a Gmail, Yahoo or Hotmail account available in case you can't get a message through your spam filter.

#### Managing the flood

Microsoft Outlook's XP and 2003 versions have simple spam filtering abilities. These aren't advanced and will fail to catch a lot of spam, but they can help if you don't have a better option. Outlook's Junk Mail feature is enabled by default in Outlook 2003. If you use Outlook, you've probably already noticed your Junk Mail folder collects mail.

Outlook also provides rules-based filtering and sorting. Since I read much of my e-mail on my BlackBerry, I have Outlook sort a lot of my nonpersonal e-mail into folders. I'm on several active mailing lists, and it's not important that I always read each message right away.

To get a jump-start on Outlook's rules, right-click on an e-mail and select Create Rule. From there, you can tell Outlook what to do with all mail from that e-mail address.

Along with the barrage of spam, other types of unsolicited communications inundate us. While you are trying to trim back the junk e-mail you receive, why not take steps to reduce your postal junk mail as well? Go to [www.stopthejunkmail.com](http://www.stopthejunkmail.com) . It will put a stop to your junk mail for a fee ranging from \$19.95 to \$89.95 per month, depending on how large your company is.

And while you are at it, you can quell marketing calls to your residence and cell phones by registering with the National Do Not Call Registry at [www.donotcall.gov](http://www.donotcall.gov) . If telemarketers call your numbers after they have been registered for at least 31 days, you can file a complaint. Registration is effective for five years.

I wish you the happiest of holidays and hope only personal holiday greetings make their way into your inbox.



*Joel Rydbeck, Chief Technology Officer of Nubrek Inc., brings his strong background in e-commerce and business process automation to the merchant services industry. Nubrek offers eISO, a Web application for ISOs that tracks leads and provides automated residual and commission reports. For more information on eISO or to view a free demo, visit [www.nubrek.com/eiso.html](http://www.nubrek.com/eiso.html) . E-mail Rydbeck at [joel@nubrek.com](mailto:joel@nubrek.com) .*



# ALLIED

**NOW ACCEPTING PDF AND FAX**

## Introducing the new **BONUS PROGRAM**

One of our ways to say **"THANK YOU"** for your **LOYALTY**.

*Allied will pay all vendors an additional \$100.00 per funded lease at the end of the month. No GIMMICKS.*

*Whats the catch????*

*Low target : Fund at least 10 leases to qualify*

*Fund 10 leases and earn an additional \$1000.00. Fund 100 leases and earn an additional \$10,000.00.*

*Earning potential is unlimited. You be in control with respect to what you want to earn.....*

*And you still earn the residuals at the end of the term.....*

**\$**



## 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

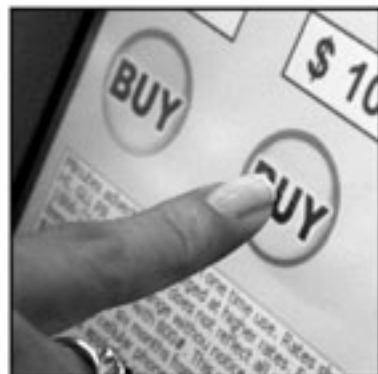
PLUS OTHER PROGRAMS AS WELL! ALL UNDER ONE ROOF!  
ONE CALL DOES IT ALL ... SO, WHAT ARE YOU WAITING FOR?

Call today  
Operators are standing by

**866.300.3376**

# BECOME A **DISTRIBUTOR**

**Earn Commissions And Residuals By Selling Prepaid Products**



ASK ABOUT OUR  
**FINANCIAL  
SERVICES  
CATEGORY**

**Make Money Offering The Best In:**

- Long Distance Calling Cards
- Prepaid Wireless Cards
- Bill Payment
- Pin-Secure Reloadable Cards
- Ringtones, Games and more

**Call 1-800-508-2042**

**Touch  
n-Buy**

visit us online at: [www.touch-n-buy.com](http://www.touch-n-buy.com)

## Calling all ISOs: Your data matters

**T**he Green Sheet Inc. needs your help. In partnership with Morgan Stanley, we're conducting a study of the ISO channel, an important driver of electronic transaction growth. We're looking for your insights and data on topics such as merchant types, transaction volume, pricing, merchant attrition, customer service and POS equipment. Following is a short-answer questionnaire. All you'll need are a pen and some scissors.

The information you share will keep us abreast of industry trends, which we will report on in future issues.

Fax your completed questionnaire to us at 707-586-4747 or mail it to: The Green Sheet, 6145 State Farm Drive, Rohnert Park, CA, 94928. You may also fill it out and submit it online at [www.greensheet.com](http://www.greensheet.com). Thanks in advance for participating.

Your company information (optional):

Name of organization \_\_\_\_\_

City and state \_\_\_\_\_

Sponsor financial institution \_\_\_\_\_

### PART 1. OVERVIEW

1. How much in transaction volume per year do you process for merchant clients?

- Less than \$1 million
  \$10 million to \$1 billion  
 \$1 million to less than \$5 million
  More than \$1 billion  
 \$5 million to less than \$10 million

2. How many merchant locations do you process for?

- Less than 1,000
  10,001 to 20,000  
 1,000 to 5,000
  More than 20,000  
 5,001 to 10,000

3. Approximately how many employees are in your organization? \_\_\_\_\_

4. When was your business founded? Month \_\_\_\_\_ Year \_\_\_\_\_

5. Sales organization:

a. How many 1099 agents does your organization have? \_\_\_\_\_

b. How many W-2 agents does your organization have? \_\_\_\_\_

c. What is the average number of accounts added per month

at your organization, over the last year? \_\_\_\_\_



**Feature**

6. What percent of your merchant base is:

Online? \_\_\_\_\_

QSR? \_\_\_\_\_

Brick & mortar? \_\_\_\_\_

Petroleum? \_\_\_\_\_

High-risk? \_\_\_\_\_

Hotel/lodging? \_\_\_\_\_

7. In a given year, what percent of your merchant client base on Jan. 1 is still part of your client base on Dec. 31? \_\_\_\_\_

8. If you lose a merchant as a client, what is the primary reason, most often?

Pricing

Better technology from another ISO

Merchant closes down

Other (explain) \_\_\_\_\_

**PART 2. TRANSACTIONS OVERVIEW**

9. In 2006, how many transactions of each type did you process?

a. Credit card? \_\_\_\_\_

e. ACH check conversion? \_\_\_\_\_

b. Offline (signature) debit card? \_\_\_\_\_

f. Gift and loyalty card? \_\_\_\_\_

c. Online (PIN) debit card? \_\_\_\_\_

g. EBT? \_\_\_\_\_

d. Paper checks? \_\_\_\_\_

h. ATM? \_\_\_\_\_

10. For 2007, what type of credit card transaction growth do you expect to record, versus 2006?

Less than 0%

10.1% to 15%

0% to 5%

15.1% to 20%

5.1% to 10%

Above 20%

Does this forecast include acquisitions? If so, what do you expect it to be, excluding any acquisitions? \_\_\_\_\_

11. For 2007, what type of online (PIN) debit card transaction growth do you expect to record, versus 2006?

Less than 0%

15.1% to 20%

0% to 5%

20.1% to 25%

5.1% to 10%

25.1% to 30%

10.1% to 15%

Over 30%

Does this forecast include acquisitions? If so, what do you expect it to be, excluding any acquisitions? \_\_\_\_\_

12. For 2007, what type of offline (signature) debit card transaction growth do you expect to record, versus 2006?

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Less than 0% | <input type="checkbox"/> 15.1% to 20% |
| <input type="checkbox"/> 0% to 5%     | <input type="checkbox"/> 20.1% to 25% |
| <input type="checkbox"/> 5.1% to 10%  | <input type="checkbox"/> 25.1% to 30% |
| <input type="checkbox"/> 10.1% to 15% | <input type="checkbox"/> Over 30%     |

Does this forecast include acquisitions? If so, what do you expect it to be, excluding any acquisitions? \_\_\_\_\_

### **PART 3. PROCESSORS OVERVIEW**

13. Who is your primary merchant acquirer/processor? \_\_\_\_\_

Do you have an exclusive contract with this company? \_\_\_\_\_

14. How long have you used this processor? \_\_\_\_\_

15. What is the top reason for using your primary processor?

- |  |  |
|--|--|
| <input type="checkbox"/> Lowest price                | <input type="checkbox"/> Robust technology |
| <input type="checkbox"/> Service/sales force quality | <input type="checkbox"/> Product breadth   |
| <input type="checkbox"/> Other (explain) _____       |  |

16. How would you describe your current level of satisfaction with your primary processor?

- |  |  |
|--|--|
| <input type="checkbox"/> Extremely satisfied   | <input type="checkbox"/> Actively in negotiations to leave |
| <input type="checkbox"/> Somewhat satisfied    | <input type="checkbox"/> Not satisfied                     |
| <input type="checkbox"/> Other (explain) _____ |  |

17. Versus this time 12 months ago, how has per-transaction pricing for merchant acquiring and processing changed for your organization?

- |   |   |
|---|---|
| <input type="checkbox"/> 0%             | <input type="checkbox"/> -15.1% to -20% |
| <input type="checkbox"/> -0% to -5%     | <input type="checkbox"/> -20.1% to -25% |
| <input type="checkbox"/> -5.1% to -10%  | <input type="checkbox"/> -25.1% to -30% |
| <input type="checkbox"/> -10.1% to -15% | <input type="checkbox"/> Over -30%      |

What do you expect over the next 12 months?

- |   |   |
|---|---|
| <input type="checkbox"/> 0%             | <input type="checkbox"/> -15.1% to -20% |
| <input type="checkbox"/> -0% to -5%     | <input type="checkbox"/> -20.1% to -25% |
| <input type="checkbox"/> -5.1% to -10%  | <input type="checkbox"/> -25.1% to -30% |
| <input type="checkbox"/> -10.1% to -15% | <input type="checkbox"/> Over -30%      |



**Feature**

---

18. In overall customer satisfaction, how would you rank the following processors? (1 = best)

*For processors you don't deal with, please enter nothing.*

- |  |                                      |
|--|--------------------------------------|
| _____ BA Merchant Services (Bank of America) | _____ Heartland Payment Systems Inc. |
| _____ Chase Paymentech Solutions LLC         | _____ iPayment                       |
| _____ Fifth Third Bank Processing Solutions  | _____ National Processing Co.        |
| _____ First Data Corp.                       | _____ NOVA Information Systems       |
| _____ First National Merchant Solutions      | _____ Wells Fargo Merchant Services  |
| _____ Global Payments Inc.                   | _____ Other (please list) _____      |

19. For the company you ranked #1, could you briefly explain why? \_\_\_\_\_

---

**PART 4. EQUIPMENT OVERVIEW**

20. What percentage of equipment do you:

- a. Sell \_\_\_\_\_
- b. Lease \_\_\_\_\_
- c. Give away \_\_\_\_\_

21. How many wireless terminals have you deployed? \_\_\_\_\_

22. How many Internet protocol (IP)-enabled terminals have you deployed? \_\_\_\_\_

23. How many contactless products (such as readers) have you deployed? \_\_\_\_\_

24. Do you purchase terminals direct or through a distributor? From whom? \_\_\_\_\_

25. Do you lease terminals? Which leasing companies do you use? \_\_\_\_\_

**Thank you very much for your participation!**

Your name and contact information (optional):

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail address \_\_\_\_\_

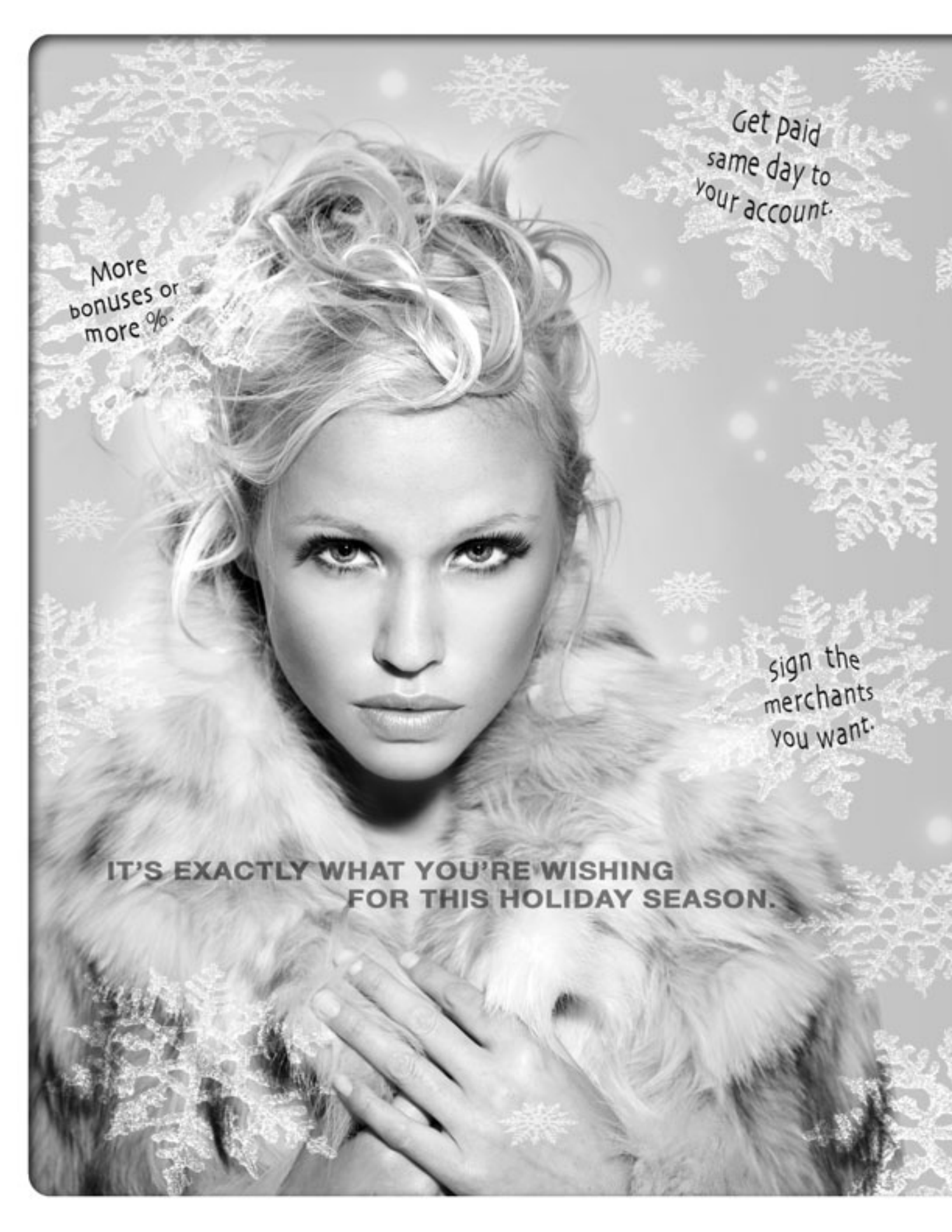


*The Luxury of Success*



*This is our  
status symbol*

The Green Sheet, Inc.  
Publishing excellence since 1983  
[www.greensheet.com](http://www.greensheet.com)



More  
bonuses or  
more %.

Get paid  
same day to  
your account.

sign the  
merchants  
you want.

**IT'S EXACTLY WHAT YOU'RE WISHING  
FOR THIS HOLIDAY SEASON.**



AT IMAX BANCARD, WE GIVE YOU WHAT EVERYONE ELSE OFFERS - BUT WE ALSO OFFER SOMETHING DIFFERENT - SOMETHING SPECIAL. IT'S THE MOST MONEY IN YOUR POCKET OFFER TO DATE. YOU CAN EXPECT INSTANT APPROVALS, LIFETIME RESIDUALS YOU OWN, FAXED APPS, INSTANT LIVE MERCHANTS, FILE BUILDS IN SECONDS, HIGHEST MERCHANT APPROVAL RATE, INTERNET GATEWAY ACCESS TO TOOLS AND REPORTS, SALES TRAINING AND INHOUSE SUPPORT & MORE!

80% RESIDUALS - \$200 on APPROVALS - UP TO \$1,000 CONVERSIONS  
all this on retail or keyed merchants!  
**SUPER RECRUITERS WANTED!!!**



IMAX Bancard Network is a registered ISO/MSP of BancorpSouth Bank, Tupelo, MS.

SALES.....ONLY BETTER.  
866.702.8801

**iMAX**<sup>®</sup>  
BANCARD NETWORK

[www.imaxbancard.com](http://www.imaxbancard.com) ♦ [www.imaxbancard.com](http://www.imaxbancard.com) ♦ [www.imaxbancard.com](http://www.imaxbancard.com)

**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 [ISSsales@TRANSFIRST.COM](mailto:ISSsales@TRANSFIRST.COM) today!**



[WWW.TRANSFIRST.COM](http://WWW.TRANSFIRST.COM)

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

# New Products



**My Vision X single-document check scanner**

## Panini: Much more than a meal

**Product: My Vision X single-document check scanner**

*Company: Panini North America*

**W**e think of panini as compact Italian sandwiches usually filled with cheese, salami and butter. One look at the My Vision X single-document check scanner from Panini North America, and you'll know the company name is apt. Panini's scanner is compact, yet designed to be ergonomic and robust.

Measuring 7 by 5.5 by 10.5 inches, the unit weighs 5.5 pounds. It has a triple-mode feeder: single document; batch mode, for up to 30 checks, inserted with one hand; and batch mode, for up to 100 checks, inserted by manually adjusting the pressure plate.

Introduced in September 2006, the scanner was recently added by TASQ Technology, a subsidiary of First Data Corp., to its solution for remote deposit capture. TASQ supplies the scanner through purchase, rental and lease options.

Suitable for merchants, the scanner is designed for low-volume check processing and features:

- Infrared double-document detector
- Auto-adjust separator rollers that enable processing a range of documents with different thicknesses

- Universal Serial Bus (USB) 2.0 port
- RS232 port
- Panini MICR Plus proprietary technology
- Rear ink-jet endorser capable of imprinting characters, logos and other bitmaps.

It is available in three processing-speed versions: 30, 60 or 90 documents per minute. To guarantee that batched checks stay in the appropriate order, the My Vision X provides a single pocket, capable of holding up to 100 documents and adjustable to accept documents of different lengths.

Up to four images – two front and two rear – in any

**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/ Odds-making
- 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](http://www.nationaltransaction.com)

**NewProducts**

combination (grayscale and bi-tonal) can be captured at either 100 or 200 dots per inch for each document. Panini's ICR Vision function allows for the definition and management of up to 10 image snippets.

The unit reportedly opens easily, without the use of tools, for cleaning or service; it provides total track accessibility for maintenance. The scanner is only available through resellers, such as BankServ and TASQ.

**Panini North America**

937-291-2195  
[www.paninina.com/home.php](http://www.paninina.com/home.php)

**A POS keystone to smooth IP integration**

**Product: VersaKey POS keyboard**

*Company: ID Tech*

**A**s more retailers move to Internet protocol-based systems, PCs are becoming more common at the POS. These computers need an effective way to acquire mag stripe

data. POS keyboards with built-in readers are a timely solution.

The VersaKey POS keyboard incorporates a full-featured mag stripe reader into its upper left corner. The unit conforms to the enhanced Windows keyboard layout and is designed for Windows operating systems.

Having both card reading and keyboard functionality integrated into one unit provides space-saving convenience for electronic cash registers, loyalty database computers, health-care terminals and customer-service applications.

The reader output is programmable to provide data characters in application-friendly formats. The output string can include control characters, such as tabs, that step through separate application data input blocks and input the mag stripe data. (But merchants must guard against storing full mag stripe data, a violation of the Payment Card Industry Data Security Standard.)

The card slot design and the reader electronics enable swiping in both directions.

The keyboard's cable to the PC also provides communica-



**“When making a good impression counts”™**

*Count on Quality Imprinters and Merchant Plates From Data Systems.®*

Email:  
[Sales@DataSystemsCompany.com](mailto:Sales@DataSystemsCompany.com)

**(843) 856-1025**



**My terminal's acting up, and it's ruining my business! But who can I call at this hour?**

**INTRODUCING CARDWARE MAN!**

**Relax. CardWare's help desk is standing by to solve all your terminal problems... 24-7!**

**CardWare™ International** **(740) 522-2150**

*Going beyond typical merchant services and transaction supplies.*

[www.cardwarestore.biz](http://www.cardwarestore.biz) [sales@13-inc.com](mailto:sales@13-inc.com) 



**VersaKey POS keyboard**

The keyboard layout provides separated function keys, control keys, cursor keys and a full numerical input keypad. Country-specific keyboard layouts are available for Brazil, Japan, Korea and the United Kingdom.

Features include:

- 3- or 2-track magnetic stripe reader, with full data-editing capability
- Operating life exceeding 1 million card swipes
- Guarantee of 20 million keystrokes
- Full-size standard Microsoft keyboard layout with LED indicators.

The unit comes in black or beige. The standard warranty is three years.

tions for the mag stripe reader, eliminating an extra cable typically found in conventional retail configurations. The VersaKey comes with either a USB or PS/2 communications interface. For convenience, the USB version also comes with a USB two-port hub for connecting scanners or PIN pads.

### **ID Tech**

800-984-1010

714-761-6368

[www.idtechproducts.com](http://www.idtechproducts.com)

# This is a confusing industry.

No wonder there are  
nearly a million visits  
to our MLS Forum  
every month.

Get answers, give answers.



[www.greensheet.com/forum](http://www.greensheet.com/forum)





COMPLETE LINE OF IN-HOUSE

# PRODUCTS

AND SERVICES

First American Payment Systems offers an extensive line of in-house products and services. And when we say in-house, we mean it. No white labels, no third parties, and no hassle. We own and operate all of our products and services, so you can count on the same high quality, friendly service that you expect from First American Payment Systems. We've been growing our business for almost 20 years, consistently building our product line to meet merchants', sales agents' and ISOs' ever-changing needs.

**Our in-house products and services include:**

- Credit/Debit Processing
- Secur-Chex<sup>®</sup> Check Conversion & Guarantee Services
- FirstAdvantage<sup>™</sup> Gift Cards
- FirstPay.Net<sup>™</sup> 2.0 E-Commerce Solutions
- Merimac Capital<sup>®</sup> POS Equipment Leasing
- FirstView<sup>™</sup> Online Merchant Reports
- FirstFund<sup>™</sup> ACH Processing Software
- ATM Sales and Services
- Momentum<sup>™</sup> and MomentumPlus<sup>™</sup> POS Equipment

**Call us today and make yourself at home with First American.**

**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*



# Inspiration

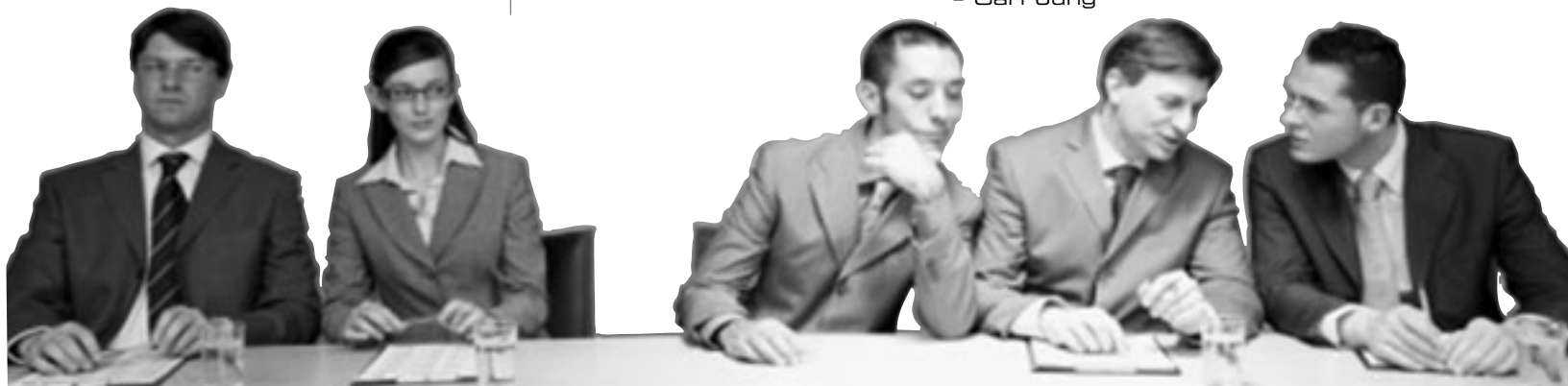
Proudly sponsored by



**The meeting of two personalities is like the contact of two chemical substances: If there is any reaction, both are transformed.**

- Carl Jung

## WaterCoolerWisdom:



## Meeting success

**A**t the dawn of a new year, many of us take a fresh look at our goals. In doing so, we often see the need to work more effectively with others to attain common objectives. This requires productive meetings, whether attended by just a few or hundreds of individuals.

But how do you host events that will both engage attendees and extract as much information from them as possible? How do you make meetings worthwhile for participants and organizers alike?

### S-u-c-c-e-s-s-ful components

Following are some tips to help you get your meetings off to a fresh start in 2007 and keep them on track throughout the year.

**Set parameters:** While planning the meeting, determine specific start and stop times and then communicate them to invitees. Make it clear whether the meeting will end on time even if the meeting's goals are not attained. And if so, explain what will happen next.

For example, if an unmet goal is to determine a timeline for opening a new office, you could decide the executives in charge will be free to determine the timeline without approval from others.

**Urge invitees to RSVP:** Send potential participants invitations via e-mail. Get commitments from attendees. And don't schedule the meeting if you don't have enough people signed on, or if key people are unable to attend.

Also, offer food or drinks to bolster attendance. But, choose wisely. Resist serving rich foods that could cause lethargy or cuisine that cannot be eaten easily while taking notes. Also, don't serve anything that might cause disruption, such as sticky items that would necessitate a trip to the restroom to wash one's hands.

80%/20%

*Others will follow*

**We Lead.**



**EQUITY  
COMMERCE, L.P.**

"Growing With Equity"

**866.790.3995**

[WWW.EQUITYCOMMERCE.COM](http://WWW.EQUITYCOMMERCE.COM)

Equity Commerce L.P. is associated with Bank of America, N.A.



**Inspiration**

**Check your space and materials:** Before the meeting, verify that the meeting space you have in mind has enough room, tables, chairs, etc., to accommodate your attendees. Plan where tables will be placed to make sure all attendees can see one another. Have all whiteboards, monitors and video screens easily visible from all parts of the room.

**Commence on time:** Start the meeting on time, even if all invitees are not yet present. Do not reward late arrivals by waiting for them, or by repeating information they may have missed. If you do so, it will irritate those who have made the effort to be on time and encourage them to be tardy next time.

**Encourage everyone's involvement:** Name one person as the secretary to record pertinent data. Select another person to watch the clock, periodically letting people know how much time is left and what remains on the agenda. You could even put someone in charge of monitoring how long individuals speak, alerting them when they have used up their allotted time.

Choose another attendee to write key points on a whiteboard. Getting attendees involved gets them invested in the meeting's outcome. And they pay closer attention to the speakers because they are now part of the process.

**Supply an agenda:** Before the meeting, distribute an agenda to all invitees that includes the purpose of the meeting, who is invited and the meeting's goals. Encourage attendees to come with ideas to share, as well as an open mind. If people have time to form thoughts beforehand, they may be less fearful of appearing stupid and more likely to share their ideas with the group.

**Sum up:** At the end of the meeting, recap what transpired and briefly delineate the next steps you propose. Thank all for attending and actively participating. Within a few days, distribute minutes outlining what the meeting covered, and include a list of actions to take, along with the party responsible for each one.

Remember, as the coming year unfolds, any business can buy new equipment or invest in new technologies. But, it is employees and partners who make each enterprise unique. It takes time and effort, but if a company is able to assemble and harness all its creative energy in one room, it can make meetings an extraordinarily fertile avenue to success. ☑

Good Selling!<sup>SM</sup>

Paul H. Green, President & CEO

# 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**

**FREE Terminal Program!**

**NetBank Payment Systems, Inc.**

[www.netbankpaymentsystems.com](http://www.netbankpaymentsystems.com)

A NetBank® Company





## Leading the Way for 23 Years.

Anticipation and timing are essential to success. For over 23 years, CrossCheck has delivered on our promise to serve you better than the competition. After all, your success is critical to our success.

Since 1983, we've been paying lifetime residuals, on time—every time. That's because you work hard and deserve to get paid on time, no excuses. As America's third largest check approval and guarantee company, it's our way of doing business.

We're also your payment solutions leader. When we heard that merchants wanted to process checks on their PC, we introduced

# Thank You

*"Thank you to all our partners and ISOs for a tremendous year. May you enjoy a prosperous 2007."*

**J. David Siembieda,  
President and CEO,  
CrossCheck, Inc.**

CrossCheck PC Conversion Plus™. Now merchants can process checks with an imager and PC over the internet.

Another problem facing merchants was how to convert the more than 80 percent of B2B payments made by check annually. We delivered two solutions: CrossCheck Conversion Plus™ and Business Office Conversion Plus™, which even converts A/R checks.

If you're not already selling CrossCheck, you're missing out on a great income opportunity. We offer sales support, leads, free supplies, and flexible pricing. Call us today.

SAY *Yes* TO CHECKS®



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

# DateBook

Visit [www.greensheet.com/tradeshows.htm](http://www.greensheet.com/tradeshows.htm) for more events and a year-at-a-glance event chart.



**National Retail Federation**  
96th Annual Convention & Expo

**Highlights:** Setting retail in motion is the objective of "Retail's Big Show 2007," which offers networking, fun and entertainment, as well as a products expo.

Featured speakers include:

- Steven Ballmer, Chief Executive Officer, Microsoft Corp.
- Kenneth D. Cole, Chairman and CEO, Kenneth Cole Productions Inc.
- Dr. Hans-Joachim Körber, CEO, Metro AG
- Kay Krill, President and CEO, Ann Taylor Stores Corp.
- Kevin Plank, Chairman, CEO and President, Under Armour
- Philip J. Schoonover, Chairman, President and CEO, Circuit City.

Study tours of New York City retail stores, led by company representatives, are offered Jan. 13 and 17; a Port tour is also offered on those dates. Other special activities include a networking roundtable lunch, a party at Gotham Hall, the annual retail industry luncheon and a silent auction.

On the expo floor, the NRF will introduce "The studio: Design for the senses," which targets customers' five senses. Visitors will learn how creating such an environment helps drive sales, productivity and profitability.

The 5-Senses studio exhibit will feature educational sessions on store design and store planning, as well as case studies presented by industry leaders from both the retail and design communities.

**When:** Jan. 14 – 17, 2007

**Where:** Jacob K. Javits Convention Center, New York City

**Registration:** Visit [www.nrf.com](http://www.nrf.com) or call 708-486-0725.



**Electronic Retailing Association**  
2007 Mid-Winter Leadership Conference & Expo

**Highlights:** Social networking and mobile marketing are not fads but trends marking the beginning of a fundamental shift in marketing power from top-down to bottom-up. And consumers are in control over how, when and where they are marketed to. Hundreds of retailers plan to incorporate mobile marketing by the end of 2007.

The 2007 conference and expo will help senior-level marketing executives, and the advertisers that wish to reach them, make critical connections between the many multichannel marketing disciplines.

The event represents the convergence of online and offline social networking. Participants will learn why they should care

about these communication channels, learn how to integrate traditional and new media, and gain hands-on experience. Speakers include:

- Kay Luo, Vice President of Corporate Communications for LinkedIn.
- Jonathan Starets, Director of Channel Development for SmartReply.
- Joe Lichtenberg, Vice President, Marketing and Business Development for Eluma.

**When:** Jan. 28 – 30, 2007

**Where:** Loews Miami Beach Hotel, Miami

**Registration:** Visit [www.retailing.org](http://www.retailing.org) or contact Jodi LeBlanc by e-mail at [jleblanc@retailing.org](mailto:jleblanc@retailing.org) or by phone at 800-987-6462, ext. 128 or 703-815-7374.



**International Quality & Productivity Center**  
2007 Contactless Payments Summit

**Highlights:** Contactless payment proponents say they bring new vigor to the mature card industry, making transactions easier for consumers and merchants. This event is geared specifically to retailers and will address building a business case for implementing contactless solutions. Presenters will include representatives from American Express Co., Discover Financial Services LLC, MasterCard Worldwide, Motorola Inc., the Smart Card Alliance, Visa U.S.A. and Wells Fargo & Co., as well as David Evans, the author of *Paying with Plastic*.

**When:** Jan. 29 – 31, 2007

**Where:** Don Shula's Hotel & Golf Club, Miami Lakes, Fla.

**Registration:** Visit [www.iqpc.com](http://www.iqpc.com) or call 800-882-8684.



**Northeast Acquirers' Association**  
2007 Winter Seminar & Outing

**Highlights:** The event will kick off Jan. 30, with a networking cocktail reception and a Texas Hold 'Em charity poker tournament. The following day will provide opportunities between seminars for vendor visits. Session topics will include industry updates from card Associations, new rules for emerging markets, ISO capitalization, merchant cash advances, and a presentation sponsored by the National Association of Payment Professionals.

Greg Cohen, President of Moneris Solutions, USA, will present "MLS to mega ISO." Tim Cormier of VeriFone will present "IP boot camp," covering DSL, cable, voice over Internet protocol and router-enhanced communications.

Vendor exhibits will be on hand. Raffle prizes will be awarded before and after conference sessions. An evening party at The Barn will feature raffles, food, beverages, table games, dancing and karaoke.

The final day is devoted to leisure activities, including skiing and snowmobiling.

**When:** Jan. 30 – Feb. 1, 2007

**Where:** Grand Summit Hotel, Mt. Snow, Vt.

**Registration:** Visit [www.northeastacquirers.com](http://www.northeastacquirers.com) or call 603-692-2408.



### Glenbrook Partners

*Payments Boot Camp*

**Highlights:** This intensive two-day boot camp provides an overview of the electronic payment systems landscape. It is ideal for 1) payment company managers who need to understand how other payment system developments impact their offerings; 2) product and sales managers who have responsibility for developing and selling products and services within the financial services industry; and 3) financial services managers who are new to the business or want a broader perspective.

The boot camp will address cards, checking, ACH, cash and wire transfer. It will also cover emerging payments and technologies, key trends, perspectives of different payment system users, and banks' changing role.

**When & where:** Feb. 7 – 8, 2007, Santa Clara, Calif., and March 13 – 14, 2007, Atlanta

**Registration:** Visit [www.glenbrook.com](http://www.glenbrook.com) or e-mail Carol Coye Benson at [carol@glenbrook.com](mailto:carol@glenbrook.com).



### ATM Industry Association

*8th Annual Conference East*

**Highlights:** In 2007, ATMIA will celebrate one decade as a trade association. With a theme of "The new ATM generation: 10-year forecast," the conference will focus on the industry's future but also reflect on the past. Among the event's distinguished speakers will be John Shepherd-Barron, who invented the ATM in 1967.

Two tracks – one for financial institutions and one for ISOs – will span two days. ISO track topics include speaking to the press, valuing your ATM portfolio, expanding your offerings to merchant services and getting involved with industry-related government affairs.

A special session will cover how ISOs and banks can work together on branding and outsourcing to increase revenues and decrease costs.

An ISO reception followed by the annual Global Industry Awards Banquet will take place the evening of Feb. 22. A supplemental ATM compliance boot camp and a Visa U.S.A. key management workshop will precede the conference on Feb. 20 and 21, respectively.

**When:** Feb. 20 – 23, 2007

**Where:** Caribe Royal Resort & Convention Center, Orlando, Fla.

**Registration:** Visit [www.atmia.com](http://www.atmia.com) or call 605-428-5400.



### Prepaid Media LLC

*2007 Prepaid Card Expo*

**Highlights:** This event includes four tracks – 1) corporate and consumer; 2) government; 3) unbanked, underserved and payroll; and 4) payments industry update. The payments track will provide an overview of the opportunities and challenges of prepaid and stored-value cards in the payments industry.

Vicente Fox, former President of Mexico; John Philip Coghlan, President and CEO of Visa U.S.A.; Tommy Thompson, former US Secretary of Health and Human Services; and Richard "Casey" Hoffman, Texas State Deputy Attorney General for Families and Children, will be among the keynote speakers.

Prepaid Media said anyone responsible for prepaid card initiatives should attend. This includes acquirers, processors, ISOs, consultants, law firms, payment networks, retailers and hardware manufacturers, among many others.

Registration will include admission to the 2007 CDHC Expo, which will be held in the same building and will cover the emerging consumer-driven health care (CDHC) industry.

**When:** Feb. 26 – 28, 2007

**Where:** The Rio, Las Vegas

**Registration:** Visit [www.prepaidcardexpo.com](http://www.prepaidcardexpo.com) or call 617-671-1144.



**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](http://www.bits-pos.com)**

To add your company to our expanding listing, call 866-429-8080 today.

# ResourceGuide

## ACH - Check 21 BOC

**United Check Services**  
(800) 327-0291  
www.unitedchecks.com

## ACH - EFT SETTLEMENT SERVICES

**Access 1 Selectpay**  
(866) 764-5951 x203  
www.accessoneusa.com

## 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  
www.accesstomoney.com

**Data Capture Systems Inc.**  
(800) 888-1431  
www.msi-sd.com

**NationalLink**  
(800) 363-9835  
www.nationallink.com

**United Cash Solutions**  
(800) 698-0026 x1430

## 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.imaxb.ancard.com

**Redwood Merchant Services**  
(866) 577-9663  
www.redwoodmerchantservice.com

## BANKS LOOKING FOR ISOs / MSPs

**Best Payment Solutions**  
(866) 289-2265 x238

**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  
ww3.integritypaymentsystems.com

**National Processing Co.**  
(800) 672-1964 x54883

**Redwood Merchant Services**  
(866) 577-9663  
www.redwoodmerchantservice.com

## BRANDED PROMOTIONAL PRODUCTS

**Goodheart Enterprises**  
(636) 451-5512

## CHECK COLLECTIONS

**Checkfast Data Systems, LLC**  
(866) 243-2532  
www.checkfast.com

**Checks by Encore**  
(800) 994-2949

## CHECK GUARANTEE / VERIFICATION

**ArJAY DATA (SCAN)**  
(800) 296-0170  
www.arjaydata.com

**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  
www.firstannapolis.com

**Integrity Bankcard Consultants, Inc.**  
(630) 637-4010

**The Strawhecker Group**  
(916) 367-7709  
www.thestrawhecker.com



# You and Blue **MAKE GREEN**

At BluePay, the sales opportunities are endless!

Bottom line... if we make money you make money.

Are you ready to take your business to the next level? Then be a part of BluePay TODAY. Together we make the winning team! We deliver unparalleled support and a dedicated team of industry professionals who take pride in helping you achieve your goals.

#### With BluePay you get:

- **5.5¢** transaction fee
- Pass thru interchange pricing
- Convenient online application
- Quick and easy underwriting
- Rapid 30 minute terminal deployment
- Instant PCI compliant payment gateway
- International processing options
- Online portfolio management
- Lifetime recurring revenue
- 24/7 technical support
- Lead generation program
- ISO bonus program

**Partner with  
BluePay TODAY**

**CALL  
866.412.8324**

[www.BluePay.com](http://www.BluePay.com)



**ResourceGuide**

**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  
www.banc.net

**BARTLETT INFO TECH SERVICES, LLC**  
(901) 384-6151  
www.bits-pos.com

Budget Terminals and Repair  
(985) 649-2910

CardWare International  
(740) 522-2150

**General Credit Forms, Inc.**  
(800) 325-1158  
www.gcfinc.com

**Ingenico**  
(800) 252-1140  
www.ingenico-us.com

**JRs POS Depot**  
(877) 999-7374  
www.jrsposdepot.com

**MagTek, Inc.**  
(800) 788-6835  
www.magtek.com

**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**  
(Formerly Vital Processing)  
(800) 686-1999  
www.tsysacquiring.com

**Verifone**  
(800) VERIFONE

**FINANCING**

**American Microloan**  
(866) CASH 456  
www.AmericanMicroloan.com

**FREE ELECTRONIC CHECK RECOVERY**

**ACCESS CHEX**  
(866) 746-CHEX  
www.accesschex.com

CheckAGAIN  
(703) 332-0062 x354  
www.checkagain.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

**HIGH RISK**

AVP Solutions  
(800) 719-9198

**Cardservice International**  
(866) 732-5471  
www.cardservice.com

Frontline Processing Corp.  
(866) 651-3068

Global Funding Alliance, Ltd.  
(877) 845-9493  
www.globalfundingalliance.co.uk

International Merchant Solutions  
(800) 313-2265 x106  
www.officialims.com

**National Transaction**  
(888) 996-2273

**Teledraft, Inc.**  
(800) 848-5826

**ID & OFAC VERIFICATION**

**ID CheX**  
(800) 327-0291  
www.IDCheX.net

**INTERNATIONAL / OFFSHORE RELATIONSHIPS AVAILABLE**

First Atlantic Commerce  
(441) 294-4622  
www.firstatlanticcommerce.com

**Group ISO International**  
(800) 376-3974  
www.gisointernational.com

**ISO RELATIONSHIPS AVAILABLE**

**AmericaOne Payment Systems**  
(888) 502-6374

BluePay Inc  
(866) 579-6690  
www.BluePay.com

**BPS BUSINESS PAYMENT SYSTEMS**  
(888) 871-2230 x124  
WWW.BUSY-AS-A-BEE.COM

**CoCard Marketing Group**  
(800) 882-1352  
www.cocard.net

**Comdata Processing Systems**  
(866) 806-5016



## AT GCF WE'RE ALWAYS ONE STEP AHEAD OF THE LAW. PROTECTING YOUR CUSTOMERS, DEFENDING YOUR BUSINESS.

Federal law does not require the truncation of credit card numbers on non-electronic credit-card transactions. That wasn't good enough for us.

### **SAFEGARD™**

The latest in a long line of patented products from GCF designed to increase consumer protection and the only true truncating form on the market.

- ① Overprinted on the back
- ② Blind embossed to prevent data transfer
- ③ Coated with a desensitizing ink

Whether we're fighting crime, or conserving resources, General Credit Forms is committed to improving the transaction business for everyone.

For more information on **SAFEGARD™**, or to find out how GCF can be your single source for all of your transaction business, give Teresa or Sandy a call at

1.888.GCF.NEWS



WHERE FORMS FOLLOW FUNCTION

**ResourceGuide**

**Electronic Payments, Inc. (EPI)**  
(800) 966-5520 x221

**EVO Merchant Services**  
(800) CARDSWIPE x7800

**First American Payment Sys.**  
(866) GO4 FAPS

Frontline Processing Corp.  
(866) 651-3068

GET  
(877) GET 4ISO

**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

**National Processing Co.**  
(800) 672-1964 x54883

**North American Bancard**  
(800) BANCARD x1001

**Partner-America.com**  
(800) 366-1388

**Teledraft, Inc.**  
(800) 848-5826

**Total Merchant Services**  
(888) 84-TOTAL x9715  
www.upfrontandresiduals.com

**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

BluePay Inc  
(866) 579-6690  
www.BluePay.com

Comdata Processing Systems  
(866) 806-5016  
www.comdata.com

**EVO Merchant Services**  
(800) CARDSWIPE x7855

Frontline Processing Corp.  
(866) 651-3068

GET  
(877) GET 4ISO

**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

**Total Merchant Services**  
(888) 84-TOTAL x9715  
www.upfrontandresiduals.com

**ISOs LOOKING FOR AGENTS**

**AAmonte Bankcard**  
(888) 567-3727  
www.aamonte.com

**Acies, Inc**  
(800) 361-5540 x111  
www.aciesinc.com

**Advanced Merchant Services, Inc**  
(888) 355-8472  
www.amspartner.com

**Allied Merchant Services**  
(888) 355-7450 x3  
www.alliedmerchantservices.com

**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

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



GET  
(877) GET 4ISO

**Impact Paysystems**  
(866) 884-5544 x1555  
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  
www.moneytree1.com

**MSI-Merchant Services, Inc.**  
(800) 537-8741

**National Processing Co.**  
(800) 672-1964 x54883

Netcom Data Southern Corp.  
(800) 875-6680  
www.netcomsouthern.com

**North American Bancard**  
(888) 229-5229





# 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:

<b>VERIFONE</b>		<b>HYPERCOM</b>	
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](http://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



**ResourceGuide**

**Premier Payment Systems**

(630) 932-1661  
www.ppsbankcard.com

**Priority Payment Systems**

(800) 935-5961 x3

**Reliant Processing Services**  
(877) 650-1222 x101  
www.reliantprocessingservices.com

**Signature Card Services**

(888) 334-2284

**Total Merchant Services**

(888) 84-TOTAL x9715  
www.upfrontandresiduals.com

**Transfirst**

(800) 669-7228  
www.transfirst.com

**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**

(800) 705-2559 x511

**ISOs / PROCESSORS SEEKING SALES EMPLOYEES**

**AVP Solutions**

(800) 719-9198

**Connect Merchant Payment Services**

(877) 905-5900

**iMax Bancard Network**

(866) 702-8801  
www.imaxbancard.com

**LEADS GENERATORS**

**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, INC**  
(866) 396-2754  
www.barclaysquareleasing.com

**First Data Global Leasing**

(800) 897-7850

**GlobalTech Leasing, Inc**

(800) 414-7654

**International Lease Center**

(800) 236-2317

**LADCO Leasing**

(800) 678-8666

**Lease Finance Group, LLC**

(888) 588-6213  
www.lfgleasing.com

**Lease Source Inc.**

(877) 690-4882  
www.gotolsi.com

**LogicaLease**

(888) 206-4935  
www.logicalease.com

**Merimac Capital**

(866) 464-3277

**Northern Leasing Systems, Inc.**

(800) 683-5433  
www.northernleasing.com

**Signature Leasing Group, Inc.**

(877) 642-7649  
www.signatureleasing.biz

**TASQ Technology**

(800) 827-8297  
www.tasq.com

**TimePayment Corp.**

(877) 938-5231  
www.timepaymentcorp.com

**LENS / KEYPADS / POWER SUPPLIES**

**KAM Cross-Supply Services**

(901) 853-0107

**Sierra Enterprises**

(866) 677-6064

**MERCHANT CASH ADVANCE / PORTFOLIO PURCHASERS**

**Advance Me Capital**

(866) 900-3045  
www.AdvanceMeCapital.net

**MULTI - CURRENCY PROCESSING**

**DCC Merchant Services**

(888) 322-8632 x1805  
www.DCCtoday.com

**First Atlantic Commerce**

(441) 294-4622  
www.firstatlanticcommerce.com

**PAPER ROLLS & RIBBON SUPPLIES / DEALERS**

**THERMAL PAPER DIRECT**

(877) 810-5900  
www.thermalpaperdirect.com

**BONUSES PAID**  
On EVERY Application!

# Choose the Best Pricing Plan

## For You and Your Merchant!

**Shared Revenue  
Program**

*If your residual reports read in categories such as Qualified, Mid-Qualified & Non-Qualified, you're not getting your fair share!*

*At Reliant Processing Services, we report to you the total volume in EVERY interchange category for EVERY merchant in DETAIL.*

*You will be amazed at how much revenue you've been missing out on!*

**No Phony Risk Reserve  
Added to Your Cost!**

**Earn 65% with 10 approved applications per month. Ask how you can earn up to 80%.**

**Nobody else puts this much revenue in your pocket. *NOBODY!***

**Buy Rate Program**

**We Keep It Simple...**

**You Get 100% Over:**

- 1.62% + 17 cents
- 1.25% for Check Cards/Offline Debit
- No Monthly Minimums
- No Annual Fees
- No Batch Fees
- Signing Bonuses for Every Account!  
(No quotas or gimmicks)

## Choose...



**(877) 650-1222 ext. 101**  
sales@ReliantProcessingServices.com  
www.ReliantProcessingServices.com

**ResourceGuide**

**PAYMENT GATEWAY**

★ **Network Merchants**  
 .....  
**Network Merchants, Inc.**  
 (800) 617-4850  
[www.networkmerchants.com](http://www.networkmerchants.com)

★   
**USA ePay**  
 (866) USA-epay  
[www.usaepay.com](http://www.usaepay.com)

**PAYMENT GATEWAY / SERVERS / ISPs**

**BSG Clearing Solutions**  
 (888) 393-5854  
[www.bsgclearing.com](http://www.bsgclearing.com)

**eProcessingNetwork.com**  
 (800) 971-0997

**GET**  
 (877) GET 4ISO

**Network Merchants**  
 (800) 617-4850  
[www.networkmerchants.com](http://www.networkmerchants.com)

**USAePay**  
 (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](http://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  
[www.gcfinc.com](http://www.gcfinc.com)

**TASQ Technology**  
 (800) 827-8297  
[www.tasq.com](http://www.tasq.com)

**TSYS Acquiring Solutions**  
 (Formerly Vital Processing)  
 (800) 686-1999  
[www.tsysacquiring.com](http://www.tsysacquiring.com)

**PRIVATE PARTIES PURCHASING PORTFOLIOS**

**2GS**  
 (949) 200-7474

**Pivotal Payments**  
 (866) 806-4351

**PREPAID PRODUCTS FOR TERMINALS**

**POSA Tech, Inc.**  
 (888) 491-4006 x3  
[www.postech.com](http://www.postech.com)

**PROCESSORS LOOKING FOR ISOs**

**Comdata Processing Systems**  
 (866) 806-5016

**Global Payments Inc.**  
 (800) 801-9552

**National Processing Co.**  
 (800) 672-1964 x54883

**TSYS Acquiring Solutions**  
 (Formerly Vital Processing)  
 (480) 333-7799  
[www.tsysacquiring.com](http://www.tsysacquiring.com)

**REAL-TIME CHECK / CREDIT CARD PROCESSING**

**Cardservice International**  
 (866) 732-5471  
[www.cardservice.com](http://www.cardservice.com)

**REAL-TIME CHECK / DEBIT PROCESSING**

**Cardservice International**  
 (866) 732-5471  
[www.cardservice.com](http://www.cardservice.com)

**SHOPPING CART SERVICE**

**ResellerShoppingCart.com**  
 (800) 803-1669

**SITE SURVEYS**

**PRN, Inc.**  
 (800) 676-1422  
[www.prn-inc.com](http://www.prn-inc.com)

**Request Site**  
 (877) 259-1665  
[www.requestsite.com](http://www.requestsite.com)

**Spectrum Field Services**  
 (800) 700-1701 x286  
[www.spectrumfsi.com](http://www.spectrumfsi.com)

**SUPPORT DESK FOR POS TERMINALS & PC SOFTWARE**

**CardWare International**  
 (740) 522-2150

**TASQ Technology**  
 (800) 827-8297  
[www.tasq.com](http://www.tasq.com)

**TSYS Acquiring Solutions**  
 (Formerly Vital Processing)  
 (800) 686-1999  
[www.tsysacquiring.com](http://www.tsysacquiring.com)

**WIRELESS RETAIL / KEYED PROCESSING**

**eProcessingNetwork.com**  
 (800) 971-0997

**USAePay**  
 (866) USA-epay



# Leave the Competition Behind...

## A Great Solution for Your QuickBooks® Merchants

- ★ Great Introductory Pricing - Ending Soon!
- ★ Process payments directly from the QuickBooks® Interface through the Comstar Payment Gateway (CPG).
- ★ Import Wireless transactions from the CPG into QuickBooks.
- ★ Process Sales, Returns, and Voids. Payments are automatically created and applied to invoices.
- ★ Process through any front end that Comstar supports - First Data Omaha, First Data Nashville, CHASE Paymentech, Global Payments, TSYS, and Concord.

To Schedule a Live Demo to See What Everyone is Talking About - Contact Sales at 800.211.1256 x 150, [sales@comstarmail.com](mailto:sales@comstarmail.com) or visit [www.comstarinteractive.com](http://www.comstarinteractive.com)




*See system requirements for version information*

©2006 CHARGE ANYwhere LLC. All trademarks, service marks, and trade names referenced in this material are the property of their respective owners.

QuickBooks is a registered trademark and service mark of Intuit, Inc. in the United States and other countries. The Comstar Payment Gateway Plug-In is designed for use with QuickBooks Pro, Premier and Enterprise Solutions for 2005 and 2006 (financial).

# AdvertiserIndex

2GS LLC.....	18	EXS - Electronic Exchange Systems .....	21
2nd Source Funding.....	95	EZ Check .....	92
Abanco International.....	23	Fast Capital.....	81
Advanced Merchant Services .....	15	First American Payment Systems.....	43, 110
Advanced Payment Services.....	56	First Data Corp.....	91
Allied Leasing Group .....	96	First Data Global Leasing .....	38
Alpha Card Services Inc.....	48, 68	First Data Merchant (MD) .....	25
American Bancard.....	29, 121	General Credit Forms Inc.....	119
AmericaOne Payment Systems.....	9	GlobalTech Leasing .....	78
America's Best Companies .....	71	Humboldt Merchant Services.....	28
Apriva Inc.....	88	Hypercom Corp.....	128
Authorize.Net .....	10	Imax Bancard .....	104, 105
Bartlett Info Tech.....	115	Impact PaySystem .....	79
Best Payment Solutions.....	41	Innovative Merchant Solutions.....	13
BluePay Inc.....	117	IRN/Partner America .....	52, 53
CardWare International.....	108	JRs POS Depot .....	32, 80
Central Bancard LLC .....	58	Lease Source Inc. ....	36
Charge Card Systems.....	89	MagTek.....	37
COCARD Marketing Group.....	16	Merchants' Choice Card Services.....	66
Comstar Interactive.....	125	Money Tree Merchant Services .....	77
CrossCheck Inc.....	113	MSI NJ.....	19
Cynergy Data.....	39	MSI NJ 1-800-Bankcard .....	69
DBA Leads.com.....	84	National Transaction Corp.....	107
Electronic Merchant Systems.....	70	Nationwide Payment Solutions .....	87
Electronic Payment Systems .....	45	NetBank Payment Systems .....	42, 112
Electronic Payments Inc. (EPI).....	93, 127	North American Bancard.....	2, 6, 7
eProcessing Network LLC.....	67	Northeast Acquirers' Association .....	22
e-Profit Inc. ....	35	NPC.....	49
Equity Commerce.....	111	Online Data Corp. ....	54
EVO Merchant Services.....	60, 61	OTI America Inc. ....	83
ExaDigm Inc.....	33	POS Portal Inc.....	11
		POS Supply Solutions Inc.....	50
		Reliant Processing Services.....	123
		Secure Payment Systems .....	97
		Signature Card Services .....	12
		The Phoenix Group .....	55, 57, 59
		Total Merchant Services .....	31, 64, 65
		Touch N Buy.....	98
		TransFirst.....	106
		U.S. Merchant Systems .....	51
		United Bank Card Inc. ....	73, 74, 75
		United Cash Solutions .....	46
		United Merchant Services .....	27
		USA ePay .....	24
		VeriFone.....	20
		WAY Systems .....	17

advertising with the green  
 sheet makes smiles and  
 result s in huge deals   
 telephone quick ly to  
 danielle at 707 586 4737  
 or rita at 866 429 8080



# No BIN... No Bull.

## KEEP YOUR RESIDUALS.

### We've Eliminated BIN Fees to Pay You More!

This industry changes on a dime and EPI has heard your demands. Many MLS and ISOs are paying "BIN Fees," "Risk Fees" and even worse, "Downgrade Surcharges," on their volume – essentially giving up hard-earned residuals to their processor. When you go to an account are you able to compete directly from Interchange? Do you like what you get paid at the end of the month? Are you happy with the service from your ISO?

If you answered "No," then it's time to call Electronic Payments! The average EPI ISO makes 56 basis points on their volume. Period. Total residual divided into your bankcard volume processed equals more than 1/2 of 1 percent on a 50/50 split. Bundle this with free terminals you can sell, lease or place, no BIN fees, a low transaction fee and the all new [epiprogram.com](http://www.epiprogram.com) website and you have a winning combination. Visit today and register for the most profitable ISO program in the industry!



- ✔ No BIN or Risk Fees
- ✔ Free Terminals You Can Sell, Lease or Place
- ✔ \$500 for Health Insurance
- ✔ True Interchange Split
- ✔ Next Day Funding

**Get Started Today!**  
Call **1.800.966.5520 x221**  
or visit **[www.epiprogram.com](http://www.epiprogram.com)**



**ELECTRONICPAYMENTS**

[www.epiprogram.com](http://www.epiprogram.com)

1.800.966.5520 x221



# Cut the cord. Go mobile.

blade



(actual size)  
(patent pending)

The **most powerful** mobile payment terminal in the world packs all the power and functionality of 32-bit countertop devices without sacrificing performance or security. It's the new **Optimum M4100 Blade** by Hypercom. The **Optimum M4100 Blade** is so small, it can be carried in your pocket.

- Intel XScale® processor
- 24MB memory standard for multi-applications
- Optional printer with fan-fold paper
- IP diagnostics
- Color touch-screen with signature capture
- GPRS or WiFi
- Chip and magnetic stripe card readers, contactless reader optional
- Designed to PCI specifications

The new **Optimum M4100 Blade** fits comfortably in customers' hands for easy PIN entry.

Mobility...done right! | [www.hypercom.com](http://www.hypercom.com)

**HYPERCOM**

Hypercom Locations: North America | Latin America | Asia/Pacific Rim | Europe | Middle East | Africa | Australia

