



NorthAmerican
BANCARD

FINALLY, PREMIUM SERVICE
AT A SUPER LOW RATE.

2¢

IP
Transaction

2.5¢

Dial-Up
Transaction

Introducing the New Fuel/Small Ticket Program from North American Bancard!

Tired of lousy service? Have the giant mega-processors left you on hold? Let North American Bancard fill your tank. With NAB you get prompt payment of all your residuals, 24/7 merchant support and fantastic customer service. Gas Stations not your bag? Our new low rates are the perfect solution for Grocery or Small Ticket merchants.

- **Process Fleet Cards, Wright Express® and Voyager® utilizing BuyPass, the most prolific front-end network in the petroleum space.**
- **Fast food, groceries, video rental, movie theaters, parking lots, garages and more.**

NorthAmerican
BANCARD

A Better Opportunity. A Brighter Future.

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

Now There Is an Alternative for All Your Grocery and Small Ticket Merchants!



2¢ IP TRANSACTION • 2.5¢ DIAL-UP TRANSACTION

This is exactly what you have been waiting for. Finally, a program with the power you need to close the big deals. Now when you have grocery, fast food and small ticket merchants, NAB has a great program with an unbelievable rate to help you land the deal.

With NAB, You Get an Interchange Revenue Split up to 65% No Annual Fee or Batch Header Fee Required

If you charge one you share in it!

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 a \$750 bonus.

\$200 Approval Bonus

For each retail merchant approval and card-not-present merchant approval.

Don't Need Free Equipment?

Get an additional \$100 Bonus!

\$3,000 Signing Bonus

Sign up 30 merchants within your first 90 days, and North American Bancard will pay you \$3,000!

Health Benefits Plan

Medical/Dental/Life/Long-Term Care
NAB pays 50% of insurance premium, up to \$300 per month.

NAB PROVIDES DAILY PAYMENT OF ALL BONUSES! WHY WAIT WEEKS TO GET YOUR CASH? GET PAID DAILY OR WEEKLY – YOU CHOOSE WITH NORTH AMERICAN BANCARD!

DON'T FORGET: NAB will pay up to \$295 of your merchant's early termination fee!

NorthAmerican
BANCARD™

A Better Opportunity. A Brighter Future.

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

Get The Alpha Edge Today!!!!
Call 1.866.253.2227 ext 25



AlphaCard

S e r v i c e s TM

FREE TERMINAL PROGRAM

This program is designed to offer free equipment to the merchant with no additional "hidden fees" added to the merchant contract and you still receive a conversion or productions bonus. All fees on the merchant application are variable with NO MINIMUMS; you may even choose to use Interchange Plus pricing. **ANY AND ALL FEES CHARGED TO THE MERCHANT, ON THE MERCHANT APPLICATION, ARE SHARED BETWEEN THE AGENT AND ALPHA CARD SERVICES**

The Free Terminal Program includes free "swap-outs"* (shipping charges do apply) to insure the merchant is processing cards 24/7/365. In addition to the free terminal, the merchant also receives free paper (shipping charges do apply) as long as the merchant is utilizing the free terminal program.



Hypercom T7Plus**

* Swap-outs do not include abuse.

** If T7Plus is out of stock, comparable terminal will be used. Does not include costs associated with pinpads.

Leading Alpha Card Services the Way...

is recognized as an industry leader in credit card processing services and has won numerous awards for ethics and services including the 2002 rising star award and 2003 best of the best top 40 in the country. Inc Magazine has recently ranked Alpha Card Services as their 99th fastest growing business in America. In addition, Alpha Card Services came in 6th place on the Philadelphia 100 list by The Philadelphia Business Journal.



Each and every payment transaction is a lifeline of your business - balancing your customer's satisfaction with increased sales. An Alpha Card Services Sales representative will custom design a payment solution just right for your business. Whether you need a single source solution or an integrated approach, you'll find our expertise and innovative product lines can help your transactions run seamlessly. Thousands of merchants turn to Alpha Card Services for support, technology, respect and care. Hundreds of thousands of transactions processed, one customer at a time...one product at a time...one service at a time.

Providing processing services for all major credit cards, Pin-based and Offline debit cards, EBT, check guarantee and conversion, customizable gift card program, merchant Cash Advances, and Alpha-ATM Machines.



www.thealphaedge.com

WINNER
PHILADELPHIA
2007 **100**

2.6¢ per
transaction

+1 BASIS POINT

Do the math. It's a **better deal.**

We put together the **most lucrative program** for your high-volume IP-based processing merchants.

This is the best cost structure in the marketplace.

Upfront conversion bonus payments, free terminal programs, full residual commissions, reimbursement for your merchants' early termination fees, and world-class support for you and your merchants — **what more can you ask for?**

This is the program you need to close deals with busy restaurants, retailers and hotels. And, it's coming from the most trusted name in payment processing – Total Merchant Services.

Now you have everything you need to sign up IP-based merchants that process \$25K+ per month – and you don't have to give up ANYTHING!

For more information, call **888-84-TOTAL ext. 9727**, or get the full program details at **www.upfrontandresiduals.com**

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

- Better cost structure – 2.6¢ + 1 basis point per transaction!
- Upfront Conversion Bonus Payments – \$300 - \$500 per account!
- Additional \$100 upfront conversion bonus payment if you do not need the free terminal equipment.
- Free Terminal Programs – free to sell, lease or place.
 - Hypercom T4100 Multi-App, Dual Comm, IP-enabled
 - Hypercom T4100 with Magtek Check Imager
 - Hypercom T4100 plus ViVOtech4000 Contactless Reader Kit
 - Nurit 8000 GPRS Wireless Terminal
- Full Residual Commissions – 50% - 65% revenue-sharing program.
- Plus, we'll even pay the merchants' early termination fees – up to \$295 per merchant!



total merchant services
payment solutions for your business

www.upfrontandresiduals.com



News

Industry Update.....	14
On track with a new SAQ.....	46
Turbulent negotiations for Hypercom, Ingenico.....	46
RevolutionCard, Fifth Third stir the processing pot.....	50
State bill clarifies breach obligations.....	51
Mobile moves up payments line.....	53
Jazz up your game at SEAA.....	53

Features

NCR debuts SelfServ ATMs <i>By Tracy Kitten, Editor</i> ATMmarketplace.com.....	28
---	----

Industry Leader: Marla Knutson

A glowing payments gem.....	32
Beacon shining on MLSs.....	42

E-book Review: The fight for security:

Adapting to new threats

A sterling take on data breaches.....	88
---------------------------------------	----

Views

Cool not enough to propel contactless <i>By Patti Murphy</i> The Takoma Group.....	24
--	----

Education

Street SmartsSM

Back to basics <i>By Dee Karawadra</i> Impact PaySystem.....	70
Merchant tutoring time <i>By Ted Svoronos</i> Group ISO.....	74
Recruiting is an art form..... <i>By Nancy Drexler</i> SignaPay Ltd.....	76
Portfolio sale pitfalls <i>By Adam Atlas</i> Attorney at Law.....	80
ISO compliance challenge <i>By David Mertz</i> Compliance Security Partners LLC.....	84

Continued on page 3

February 25, 2008 • Issue 08:02:02

Accelerating cash advance

The merchant cash advance industry has evolved dramatically since *The Green Sheet's* initial lead story on the phenomenon just over two years ago ("Merchant cash advances open doors," Oct. 10, 2005, issue 05:10:01). The basic concept is simple: The cash provider buys future credit card receivables, which the merchant provides as a daily percentage of those revenues.

"Say a merchant desires 100K in working capital," said Marc Gardner, President and Chief Executive Officer of North American Bancard. The merchant "would sell 135K in future credit card sales. Twenty percent of the merchants' daily deposit is split-settled to fund the receivables which were purchased."

North American Bancard has four cash advance options, so not every transaction would be identical to this, but this is an indicative example.

While cash advances on receivables is not a new concept, advancing cash for credit card receivables of goods or services not yet purchased was rare before the turn of this century, mostly because it was risky for cash providers.

And that risk is what most providers cite when explaining the fairly hefty fee that accompanies this type of transaction – the equivalent of 35% if it were a loan in the same amount as the advance.

But the fairly simple concept of taking a split off the top as the credit card payments are processed makes the repayment of the advance simpler and slightly less risky.

It was this concept AdvanceMe Inc. attempted to patent in 1997. Its patent was overturned in a court ruling in August 2007. An appeal is pending.

Funders in, funders out

"I think larger, more conservative companies were sitting on the fence, waiting to see how that court case played out before entering the market," said David Goldin, President and CEO of AmeriMerchant Inc. "I think in the next year or two we'll see larger ISOs and even banks entering this market."

Woochae Chung, American Microloan Managing Director, said once the court ruled against AdvanceMe's patent "the floodgates opened. We saw at least a dozen new companies enter the market."



See Accelerating cash advance page 63



NorthAmerican
BANCARD

FINALLY, PREMIUM SERVICE
AT A SUPER LOW RATE.

2¢

IP
Transaction

2.5¢

Dial-Up
Transaction

Introducing the New Fuel/Small Ticket Program from North American Bancard!

Tired of lousy service? Have the giant mega-processors left you on hold? Let North American Bancard fill your tank. With NAB you get prompt payment of all your residuals, 24/7 merchant support and fantastic customer service. Gas Stations not your bag? Our new low rates are the perfect solution for Grocery or Small Ticket merchants.

- Process Fleet Cards, Wright Express® and Voyager®
- Fast food, groceries, video rental, movie theaters, parking lots, garages and more.

NorthAmerican
BANCARD

A Better Opportunity. A Brighter Future.

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

Advisory Board

- » Tony Abruzzio—Global Payments Inc.
- » John Arato—MagTek Inc.
- » Adam Atlas—Attorney at Law
- » Clinton Baller—PayNet Merchant Services Inc.
- » Audrey Blackmon—Granite Payment Alliance
- » Sam Chanin—Business Payment Systems
- » Steve Christianson—AAmonte Bankcard
- » Steve Eazell—Secure Payment Systems Inc.
- » Peter Estep—National Bankcard 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—NPC
- » Steve Norell—US Merchant Services
- » Garry O'Neil—Electronic Exchange Systems
- » Paul Oswald—TransFirst
- » Bulent Ozayaz—VeriFone
- » Marcelo Paladini—Cynergy Data
- » Michael Petitti—Trustwave
- » 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.
- » Ted Svoronos—Group ISO
- » Scott Wagner—Humboldt Merchant Services LP
- » Matt Whitaker—Smart Payment Solutions
- » Dan D. Wolfe—Teledraft Inc.
- » Sam Zeitz—American Bancard, LLC

Notable Quote

Although a contactless card transaction is measurably faster than a cash transaction, this is essentially meaningless - both forms of payment typically involve opening a wallet, removing the card or cash, interacting with a store employee, placing of change and receipts back into the wallet and placing purchased items into a bag.

- See story on page 24



Inside this issue: CONTINUED

Company Profile

myARCworld Inc.

One company, one source..... 37

New Products

Online survival in the PCI wilderness..... 95

Inspiration

The art of charm 101

Departments

Forum..... 5
Datebook..... 103
Resource Guide 108
Advertiser Index 118

Miscellaneous

Sarcasm Sells – Editorial cartoon 5
QSGS: Quick Summary Green Sheet..... 8
Bottom Lines 14
GS 10 years ago..... 58
Word Search..... 59
POScript..... 92
Calendar 106
Water Cooler Wisdom 109



The Green Sheet Inc. — Winner
APEX Awards for Publication Excellence
in print and on line—6 consecutive years.
Plus, One of America's 2004, 2005 & 2007

Affiliations:



In an
industry
full of
mixed
messages ...



one is quite clear.

Visit www.greensheet.com
for the latest news
and views.



The Green Sheet
*Battling confusion
since 1983*



President and CEO:

Paul H. Green.....paul@greensheet.com

General Manager and Chief Operating Officer:

Kate Gillespie.....kate@greensheet.com

CFO/Vice President Human Resources & Accounting:

Brandee Cummins.....brandee@greensheet.com

Managing Editor:

Laura McHale Holland.....laura@greensheet.com

Senior Editor:

Patti Murphy.....patti@greensheet.com

Associate Editor:

Breanne Hubbard.....breanne@greensheet.com

Staff Writers:

Sue Luse.....sue@greensheet.com

Lisa Mann.....lisa@greensheet.com

Michael Miller.....mike@greensheet.com

Dan Watkins.....dan@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

Kat Doherty, Advertising Coordinator.....kat@greensheet.com

Production:

Lewis Kimble, Production Manager.....lewis@greensheet.com

Circulation:

Vicki Keith, Circulation Assistant.....vicki@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

Nancy Drexler.....nancyd@signapay.net

Dee Karawadra.....dee@impactpaysystem.com

David Mertz.....dave@csp-mw.com

Theodore Svoronos.....ted@groupiso.com

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

In publishing The Green Sheet, neither the authors nor the publisher are engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought. The Resource Guide is paid classified advertising. The Green Sheet is not responsible for, and does not recommend or endorse any product or service. Advertisers and advertising agencies agree to indemnify and hold the publisher harmless from any claims, damage, or expense resulting from printing or publishing of any advertisement.

Forum

Proudly sponsored by



Sarcasm Sells



I put my portfolio up for sale on craigslist, and this guy called to ask me if I'll trade for a motorcycle and a box of washing machine parts.

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

Copy, please

What is your policy on reprinting an article that appeared in a recent issue of *The Green Sheet*?

Ted Bullen
Team Revenue LLC

Ted,

The Green Sheet Inc.'s editorial content is copyrighted, and we do not permit outright copying and distribution of our published articles. However, all issues of The Green Sheet, dating from 1995, and our quarterly GSQ, dating from 1999, are accessible online in HTML and PDF formats.

Also, you may link from your Web site to the page on our Web site where the article of interest to you appears. We can provide a button for this. Contact Troy Vera, Art Director, for information on linking up.

Another option is to purchase reprints, which are reasonably priced. To learn more about this, please contact Rita Francis, Account Executive, 866-429-8080. She'll give you all the details.

Editor

Cut me in

What is your deadline for Electronic Transactions Association Annual Meeting & Expo news? We want to be sure to get news to you in time to be included in issues of *The Green Sheet* being distributed at the event, which will be held April 15 to 17, 2008.

Lila Overby
Card Zone PR

Lila,

We have editorial deadlines for our writers and advertising deadlines for our advertisers. We don't have deadlines for people sending in news, which mostly comes via press releases.

Throughout each business day, we post press releases we receive if they pertain to the payments industry. They appear under News From The Wire on the left hand side of our home page. We'll make every effort to post releases you send us shortly after they arrive here.

Most of the items we print in our Industry Update section, as well as many ideas for news stories, come from information sent to us in press releases. Typically, we finish the writing, editing and layout of an issue 10 days before it is mailed to our subscribers. That means we must receive news well before that in order to consider it for follow up in a given issue. However, due to the volume of press releases we receive, sending us news of something does not guarantee it will make it into one of our print issues

I hope this information is helpful to you. Please let me know if you have any further questions.

Editor

Call us, write us

Would you like us to cover a particular topic? Is there someone you consider an Industry Leader? Did you like or dislike a recent article in *The Green Sheet*?

What do you think of our latest GSQ? E-mail your comments and feedback to greensheet@greensheet.com or call us at 800-757-4441.

Wireless Terminals



FREE



VeriFone V670

The smallest all-in-one handheld payment device with an integrated printer in the world. The V670 opens profitable new market opportunities – such as paying at the table!

FREE



Nurit 8000 GPRS

The Nurit 8000 is a lightweight, handheld device enabling fast, secure, error-free transactions for merchants "on the go."

FREE



Way System w/wireless printer
Handheld, wireless,
Smart Card-enabled terminal.

**Thinking of switching from
your current processor?**

**Look before you leap.
No one compares to NAB.**

NorthAmerican
BANCARD

A Better Opportunity. A Brighter Future.

Call or visit us online today!

Premium Terminals

FREE



Plus FREE PIN PADI

Premium Solution VeriFone V^570

Dual communication ports
& Smart Card ready.

FREE



Plus FREE PIN PADI

Check Solution VeriFone V^570 & CR 1000i

Accepts checks like credit cards.
Guaranteed and deposited the next day.

FREE



Hypercom T7Plus

Advanced retail countertop
POS terminal.



FREE
Tap & Go
Device

INDUSTRY-LEADING FREE TERMINAL PLACEMENT PROGRAMS! FREE Terminal Programs to Place, Sell or Lease No Annual Fee or Batch Header Fee Required

If you charge one you share in it!

With NAB, You Get a True Interchange Revenue Split up to 65%

Unlike other programs, we don't charge
3 to 6 basis points off the top disguised
as a "Reserve Fee for Hidden Losses" or
something called a "Bin Sponsorship Fee."

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 a \$750 bonus. !!!Paid Daily!!!

\$200 Approval Bonus

For each retail merchant approval and
card-not-present merchant approval.
!!!Paid Daily!!!

Don't Need Free Equipment?

Get an additional \$100 Bonus!

\$3,000 Signing Bonus

Sign up 30 merchants within your first
90 days, and North American Bancard
will pay you \$3,000!

Health Benefits Plan

Medical/Dental/Life/Long-Term Care
NAB pays 50% of insurance premium,
up to \$300 per month.

More Solutions

FREE



Desktop Solution
PC Charge

FREE



Internet Solution
Authorize.Net

No one in the
industry offers a
larger selection of

FREE
Terminal Solutions!

No one in the
industry offers a

BETTER
Compensation
Program!

QSGS

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.

Proudly sponsored by

**MERCHANT
PORTFOLIOS**
FDM

Cover Story

1

Accelerating cash advance

The merchant cash advance industry has evolved dramatically since *The Green Sheet's* initial lead story on the phenomenon just over two years ago. The concept is simple: The cash provider buys future credit card receivables, which the merchant provides as a daily percentage of those revenues. This article examines the cash advance marketplace's current status and potential.

Feature

42

Beacon shining on MLSs

Laws and regulations governing financial services are in flux, and new technologies are debuted at warp speed. The National Association of Payment Professionals aims to help merchant level salespeople (MLSs) stay a few steps ahead of the payments curve by educating them and keeping them up-to-date on changes happening within the industry.

View

24

Cool not enough to propel contactless

A new report from Aite Group LLC counts contactless terminals at about 40,000 merchant locations; most of those are operated by large multistate retailers. However, while these cards have allure, there doesn't seem to be enough motivation for merchants or consumers to augment use of mag stripe cards and terminals with contactless alternatives.

News

46

On track with a new SAQ

The payments industry's focus on data security has caused significant grumbling about the Payment Card Industry (PCI) Data Security Standard (DSS), but a new set of questionnaires for merchants to use with PCI self-assessments could alleviate some of the irritation. Here are some facts about the revamped Self Assessment Questionnaire.

Feature

32

A glowing payments gem

We hear it all the time: Life is about balance. The key to happiness and good health is finding a way to level your responsibilities as an employee, parent, spouse and friend. Marla Knutson, President of TransFirst's Financial Institutions division, uses this to her advantage. In this profile, this payments veteran opens up about her philosophy, priorities and concerns.

News

46

Turbulent negotiations for Hypercom, Ingenico

In an exchange of publicly disclosed letters, Phoenix-based Hypercom Corp. and Ingenico, headquartered in Neuilly sur Seine, France, are maneuvering over a possible merger. And despite rocky communications thus far, negotiations are still open.

How to Succeed in Today's Marketplace

A Great Opportunity for You to Grow

If you're a successful merchant services professional, chances are you are trying to grow.

The biggest challenge is providing infrastructure for your business. It takes a considerable amount of time and money to provide administrative, logistics, sales support, human resources, health coverage, and training. We have the solution!

Over the years, AmericaOne has invested millions of dollars in developing a one-of-kind company structure for merchant services professionals just like you. Our model for success is simple; You offer your sales and management skills and we provide a complete program that leverages your talents while maximizing your income potential like never before.



Consider how high you could fly if your primary responsibility was to mentor a sales team while we provide you with all the following and so much more:

- **Hiring and Training.** A big part of staying out front is having a talented and well-trained team. We assist you in recruiting your team, then train them quickly using our 24/7 online Virtual Training Courses, live local training and cutting-edge strategic sales techniques.
- **Excellent Compensation.** You can't attract or keep a sales force these days without an aggressive Pay-Now compensation program. Our plan pays your sales team weekly and upfront so they receive hundreds or thousands of dollars for each merchant account sold.
- **Latest Products and Services.** AmericaOne offers virtually every merchant product and service in today's marketplace. To further enhance compensation, your team earns significant income for each add-on service sold.
- **Stock Program.** It's a real rarity in our business for a company to offer stock. We make joining AmericaOne a worthwhile short and long term profitable experience for you and your team.
- **Cutting-Edge Management Tools.** Let us walk you through our real-time proprietary systems that automate recruiting, hiring, training, payroll, installations and management reporting for both you and your sales team.

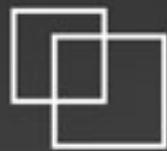
Join the winning team with over 20 successful regional offices currently in place. Call us today to learn about an opportunity you won't find anywhere else!

We currently have Sales Management, Account Executive and Independent Sales Office Opportunities available.

1.888.502.6374

Email: opportunity@americaonems.com
www.americaonems.com

AmericaOne
MERCHANT SERVICES, INC.



Powering Your Portfolio

Since 1996 Authorize.Net has been resellers' preferred payment gateway. We remain committed to serving you and helping your businesses grow.

- + Competitive Buy Rates
- + Reliable Residual Payments
- + Multiple Revenue Streams
- + Convenient Portfolio Conversions
- + Private Label and Co-Brand Programs
- + Free Merchant and Reseller Support
- + New International and Advanced Risk Management Programs

866-437-0491

www.authorize.net

Authorize.Net
a **CyberSource** solution

News

50

RevolutionCard, Fifth Third stir the processing pot

RevolutionCard recently signed its first merchant-processing agreement with Fifth Third Processing Solutions. The RevolutionCard, a PIN-based interchange-free card, can now be accepted by Fifth Third Processing Solutions' merchant customers across the United States, through Fifth Third's Jeanie network. What does this portend for the industry?

Education

70

Street SmartsSM: Back to basics

Being an MLS requires discipline, but over time, many lose their initiative and form bad habits. Knocking on doors, keeping a business-card file, following up, traveling to fresh locales and getting referrals are tasks every ISO and MLS should do routinely. So buckle up, and get back to the basics.

News

51

State bill clarifies breach obligations

California merchants and their ISOs must adhere to the PCI DSS. But they may soon have to contend with Senate Bill 364 as well. On Jan. 31, 2008, the state moved closer to strengthening its data breach notification law; defining what information merchants must make publicly available if consumers' personal data are compromised in a breach.

Education

74

Merchant tutoring time

Offering a good rate, cash advance and equipment is no longer enough to push forward the growth, expansion and viability we, as ISOs and MLSs, seek. In today's marketplace, we must become knowledgeable industry experts to gain business and keep merchants. This article gives advice on how this can be done.

So, you're comfortable with your residual stream, huh?
Just how big of a bite is your ISO taking?



At COCARD[®], together we achieve greater success. Everything we do is to protect your lifetime residuals as if they were our own. Stop being treated like shark bait and consider partnering with COCARD... A Whole New Kind of Company! Here we treat you with respect and as a REAL PARTNER. See how we differ from every other ISO out there:

- True 80/20 split
- Pre-negotiated vendor buying power
- Multiple processing platforms
- 24-hour funding for merchants
- Paid residuals on American Express[®] and Discover[®]
- Direct access to processors
- Excellent training and support
- High-Multiple Exit Strategy


COCARD

A Whole New Kind of Company

www.cocard.net

800-882-1352

Education

76

Recruiting is an art form

Competing for qualified MLSs has led many businesses to become pathetic versions of auto salespeople: cooing promises, painting scenes of workplace paradise and running as many cheesy ads as the budget can handle. But you can effectively recruit capable MLSs by following some no-nonsense instructions.

Education

84

ISO compliance challenge

Payments professionals and their merchant customers must protect personal identification information at every step of the transaction processing chain. Beyond PCI DSS, this article details certain governmental and legislative requirements that must be adhered to so as to avoid significant sanctions.

Education

80

Portfolio sale pitfalls

Most of you, as ISOs and MLSs, intend to sell your merchant portfolios at some point. And even those who are quite content to continue prospecting and pitching to win more accounts fantasize about how much their residual stream could fetch on the market. This article contains eight situations to avoid when selling a portfolio.

Inspiration

101

The art of charm

An MLS might wonder why a rival is closing all the big deals, leaving the competition in the dust. What's that person's secret? It may be the subtle art of mimicry. Comedians use it to poke fun of others, but if used skillfully in sales presentations, it can help cinch deal after deal.

Are you ready to take your career to the next level?

With Electronic Merchant Systems you'll discover that while other processors make big promises, EMS has the ISO program that delivers. If you're looking for a better opportunity with a brighter future, **the choice is clear.**

The EMS Advantage

As an Agent for Electronic Merchant Systems, we'll provide you with the tools you need to increase your income and build your career. We offer one of the best ISO / Agent programs in the credit card processing industry, including:

- + Interchange + 8 cents
- + Up to 80% Split Program
- + Vested Lifetime Residuals
- + Portfolio Lending / Portfolio Acquisition
- + No Liability / No Risk to Agent
- + \$8,000 Signing Bonus
- + Up to \$500.00 Conversion Bonus
- + Fast Approvals
- + Free Starter Kits
- + Guaranteed Fax Leasing
- + Online Portfolio Management
- + Gift & Loyalty Programs
- + Check Guarantee Program
- + eCommerce Solutions
- + Cash Advance Programs
- + Income from ALL revenue streams

What are you waiting for?

Call Fred Couch at 800.726.2117
or email fcouch@emscorporate.com

800.726.2117



“Finally.

I have something to talk about other than just price.”

-Michael Mucciacciaro, Baltimore

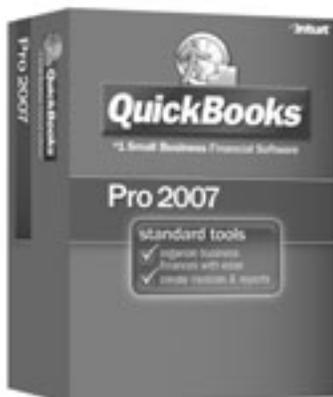
In the competitive world of credit card processing, lower prices are only part of the story. Which is why agents around the country are talking about Innovative Merchant Solutions.

With IMS, you're offering a broad range of payment processing services that integrate seamlessly with QuickBooks, the #1-rated small business financial software, to deliver real business value through time and cost savings. So you can attract—and retain—more clients.

IMS and QuickBooks: It's got people talking.

"IMS offers the only solution that really seamlessly integrates with QuickBooks. My clients often talk to me about how easy it is to use and how much time they save. It's great talking about IMS and QuickBooks and not focusing just on price."

- Scott Hausmann, Minneapolis



"It's often difficult to get prospects to listen to my sales pitch when you're like everyone else. The QuickBooks and Intuit brands give me immediate credibility when dealing with merchants and larger referral partners like banks, accountants and associations. It has really made a difference in my entire business approach."

- Todd Eichner, Los Angeles

"They have the best programs for small businesses, which really helps me close more deals, and makes me feel like I'm helping them with their finances."

- Keith Pollins, San Diego

You don't have to take our word for it. See it for yourself.

Find out how IMS leverages the power of effective integration and ease-of-use to deliver smart solutions for your clients—and longer-term relationships for you.

**Contact us at 800-383-8306
or www.innovativemerchant.com.**



IndustryUpdate

Proudly sponsored by



NEWS

Alliance Data drops lawsuit

Alliance Data Systems Corp., provider of marketing, loyalty and transactions services, dismissed its May 2007 lawsuit against **Aladdin Solutions Inc.** and **Aladdin Merger Sub Inc.**, the acquisition entities formed by affiliates of **The Blackstone Group LP**.

In light of Blackstone's confirmation of its commitment to work to consummate the merger, ADS withdrew its lawsuit without prejudice on Feb. 8, 2008.

Discover sells Goldfish, leaves U.K.

Barclays Bank PLC signed an agreement to acquire **Discover Financial Services'** Goldfish credit card business, which is based in the United Kingdom.

Under the agreement, Barclay's will acquire the card portfolio consisting of 1.7 million Goldfish and affinity card accounts with approximately \$4 billion of receivables; the Goldfish brand; its operating facilities; certain legal entities; and staff.

The transaction is expected to close by the end of Discover's second quarter, subject to regulatory approvals in the U.K. and to other closing conditions.

NACHA tightens risk management

NACHA – The Electronics Payment Association, approved a rule that requires companies originating transactions to identify themselves with names their customers will recognize. The new rule, effective June 20, 2008, carries penalties for noncompliance spelled

out in NACHA's national system of fines. First offenses will draw a warning, while a recurrence will warrant a \$1,000 fine.

As part of the rule, which is formally known as the Company Name Identification Rule, NACHA is also requiring that the name of the actual originator, not a third party, be the one used in the transaction file. This is intended to guard against processors that might identify themselves as the originator, rather than use the names of their merchants or billers.

Wal-Mart prepaid card shows promise

Wal-Mart Stores Inc.'s prepaid debit card appears to be making headway eight months after it was introduced. Wal-Mart said it has plans to more than double the number of its stores selling the MoneyCard this year to 1,000. Analysts said the MoneyCard is likely to compete with firms that offer financial services to consumers without traditional access to credit and the banking system.

Consumers surveyed said they liked the MoneyCard mostly because it could be refunded if lost or stolen; it is easy and inexpensive to reload; and Wal-Mart's \$4.94 monthly maintenance fee is low.

ANNOUNCEMENTS

Web site launched for smaller enterprises

Chase Paymentech Solutions LLC launched a new Web site designed to help small and medium-sized businesses affordably accept credit card payments. The site allows businesses quick access to experts who can customize a program to each company's requirements. These programs feature reliable terminals, low inter-

BOTTOM
LINES

HEADLINES
FROM THE
RETAIL
WORLD

THANK YOU, PLEASE READ AGAIN!
TRACK ID: 460465, EXP: 120408

- According to the **National Retail Federation**, it would take more than 86 hours for a shopper to spend 10 minutes in every store in the Mall of America in Bloomington, Minn. ►
- Market analysis firm **In-Stat** recently predicted 8 to 12 million people in North America will be using near field communication contactless payments by 2012; more than 34 million cell phones could be used for other financial applications.
- According to a study conducted by **Vertis Inc.**, 47% of Americans cited inserts and circulars as the most effective type of advertisement, surpassing television ads (43%).





You make the highest residual on buy rates in the industry.

We Pay 125% Over Buy Rate Plus Bonuses*

Your Buy	If Sold	Profit	Your Profit
Rate 1.59%	At 1.89%	37.5 BP	\$37.50
Trans 15¢	At 25¢	12 1/2¢	\$12.50
Statement \$5.00	At \$10.00	\$6.25	\$6.25
			**Total \$56.25

No minimum amount of applications needed to qualify for this program

No liability, No monthly minimum fees, No annual fees

****Based on an average merchant volume of \$10,000 per month**

***First 3 months receive an additional 25% bonus of total merchant processing commissions.**



JOINAPS.COM

Proud Sponsor of Steven Wallace & RWI Racing Inc.

Faxed applications

Same day live merchant numbers

Instantly updated web based status reports

Online access to view merchant deposits, transaction history, and statements

Call 800-414-4286 x122 or x123 or just call & ask for ISO Support.

APS IS A REGISTERED ISOMSP OF HSBC BANK USA, NATIONAL ASSOCIATION, BUFFALO, NY

Industry Update

change rates and custom gift card programs. "Our new site makes payment processing, merchant account setup, and the entire process of accepting credit cards easy and accessible to the small business community," said Mia Shernoff, Executive Vice President of Marketing for Chase Paymentech.

Comstar takes charge of Palm TREO

Comstar Interactive, provider of secure mobile payment solutions and electronic payment services, has released Charge Anywhere v2.0 Secure Mobile Payment solution for merchants using Palm TREO smartphone devices. Charge Anywhere is Payment Application Data Security Standard – formerly Visa Payment Application Best Practices – validated and specifically designed to empower mobile payments for businesses seeking a comprehensive mobile payments solution.

The software reportedly transforms Palm TREO smartphones into secure mobile POS terminals and is compatible with the latest generation of TREO smartphones. It can be installed on the Windows Mobile 5.0+ operating system.

Remote capture comes to Jersey shore

Fundtech Ltd., provider of electronic payment, set-

tlement and cash management solutions, has signed an agreement with **Wausau Insurance Cos.**, enabling Fundtech to offer Wausau's Remote Corporate Capture (RCC) solution to its clients. It is designed for the remote capture of deposits and payments. Fundtech anticipates its merchants can expand their cash management services businesses by providing RCC to their corporate customers. The RCC solution allows clients to process deposits and payments without leaving their place of business.

MasterCard, USA Technologies expand PayPass

MasterCard Worldwide and **USA Technologies Inc.** are expanding ePort cashless payment terminals to 17,500 vending machines nationwide, adding more than 4,000 new locations that accept MasterCard PayPass contactless payments.

Positive feedback from consumers, vending operators and soft drink bottlers, as well as increased sales at contactless payment machines, drove the move to expand cashless deployment in vending machines. "Surveys of our customers are showing that, on average, consumers' card purchases are 30% higher than cash purchases in our deployments that accept MasterCard PayPass," said



We will pay out over
\$20 million
 in commissions
 this year.

↓

Will you get yours?

Call today to get yours! **1-888-839-6925**





MONEY MOVERS OF AMERICA, INC.

America's Leader For Electronic Payment Processing
Registered ISO / MSP of Chase Paymentech Solutions



An ISO of, by and for the Merchant Level Sales Person

With MMOA you have....

- ... a revenue share based on true interchange levels with no markup on sponsored bank fees.
- ... online access for residual and portfolio management direct from our sponsor bank.
- ... access to major front end processors including Chase Paymentech, Vital, Concord, FDMS and Global.
- ... additional merchant services including a suite of electronic check, gift & loyalty and merchant cash advance solutions.
- ... a free terminal program that is truly free.
- ... available group benefits such as healthcare and profit share.

MMOA provides agents with **FREE** unlimited access to sales leads using *Salesgenie.com*.™

The Salesgenie.com™ Database Suite

- Unlimited Access to...
- 14 Million U.S. Businesses
 - 2.6 Million Brand New Businesses
 - 13 Million Executives and Professionals
 - 600,000 Manufacturers
 - 250,000 Big Businesses
 - 5 Million Small Businesses



Genie is Your Online Source for Unlimited Sales Leads, Mailing Lists & Business Credit Reports.

Salesgenie.com™
Unlimited Sales Leads

See our company profile in the Aug 13, 2007 - issue 070801 or online at www.greensheet.com



Contact ISO/Agent Services 800.815.4360

www.mmoa.us



One Westbrook Corporate Center
Suite 120 Westchester, IL 60154
Tel: (800) 815-4360
Fax: (708) 401-0351

Industry Update

George Jensen, Chairman and Chief Executive Officer of USA Technologies.

Optio Solutions opens shop

Optio Solutions LLC, a new accounts receivable management company and subsidiary of Cross Check Inc., opened new headquarters in Rohnert Park, Calif. in February 2008. Optio Solution's services are marketed nationally through resellers, partners and in-house sales consultants. An Online Client Portal (OCP) lets clients manage their receivables program online while utilizing the company's expertise and technology.

The OCP allows the client to start and stop account activity, track payments and view reports. "Our goal is to bring a quality-based approach to accounts receivable management and provide our clients with easy-to-use and cost-effective tools for their slow-paying accounts," said Chris Schumacher, Optio Solution's President and CEO.

PARTNERSHIPS

Accertify, iovation to prevent fraud

Accertify LLC, a provider of credit card fraud preven-

tion solutions to online merchants, and **iovation Inc.**, a real-time device-based fraud management service, have partnered to help online merchants fight credit card fraud.

Under the partnership, Accertify will offer iovation ReputationManager as a part of its Interceptas solution. "Stopping fraudsters requires a flexible solution that incorporates the most advanced fraud-fighting tools as quickly as they become available," said Jeff Liesendahl, CEO of Accertify.

Brothers-in-arms for PCI

American Credit Card Processing Corp. has partnered with **ControlScan Inc.**, an approved scanning vendor, to help its e-commerce merchants meet mandatory security requirements under the Payment Card Industry (PCI) Data Security Standard (DSS).

This partnership will provide ACCPC's merchants with ControlScan's comprehensive PCI compliance solution, which includes on-demand security scanning and the PCI Self Assessment Questionnaire.

EDebit Pay carries a heavy ConveniaLoad

EDebitPay LLC, partnered with **ConveniaLoad**, a sub-

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.



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 George Mayo at 1-800-351-2591 and start building your own ISO plan. For over 15 years we've been developing the most profitable ISO Programs in the industry. Call George and get started today.

Industry Update

sidiary of **Western Financial LLC**, to bring more card loading options to customers' prepaid debit cards. This new feature will allow its customers to add value to their cards at over 10,000 bank locations including Wells Fargo & Co., Bank One Corp., U.S. Bancorp and Wachovia Corp.

EDebitPay cardholders will be provided with access to register for this new feature and order a bank deposit booklet. They can use this booklet to go to the bank of their choice and load their prepaid debit card with cash, allowing them to use their card throughout the world.

Gemalto becomes Taiwan Mobile's chosen one

Gemalto N.V., a provider of end-to-end digital security solutions, was chosen by **Taiwan Mobile Co. Ltd.**, a telecommunications service company, to distribute the world's first commercial near field communication (NFC), subscriber identity module-based mobile contactless system.

It is designed to remotely manage the life cycle of any type of contactless service within a mobile phone environment, especially payment applications that mandate high security levels. Gemalto successfully developed a

secure solution fulfilling the specific needs of its partners and end-users. It will allow Taiwan Mobile to register, issue, manage and terminate mobile NFC services over the air.

ACQUISITIONS

FundTech acquires Accountis

Fundtech Ltd., provider of software solutions and services to financial institutions, has acquired **Accountis Ltd.** of Bangor, Wales, a supplier of electronic invoice presentment and payment systems. This acquisition further expands Fundtech's product suite in the corporate banking financial supply chain.

Accountis' electronic financial document exchange and payment solutions reportedly saves corporations up to 80% of administrative costs by eliminating the costs associated with traditional billing.

SDC, eN-Concert in sync

Southern DataComm Inc. completed its acquisition of **eN-Concert**, formerly a technologies division of **Ingenico Inc.**, a provider of secure transaction and payment solutions. EN-Concert develops, maintains and



JRS
POS DEPOT
>>> 877.999.7374



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.

Get the
EXtra'S
You Deserve with
EXS



Contact Us Today!

Call now
1.888.949.2021
or visit
www.exspartner.com

More **FREE**
EXtra'S from **EXS**

MERCHANT TRAINING
ENCRYPTION
EXTERNAL HYPERCOM PIN PAD
MAGTEK CHECK IMAGER
DEPLOYMENT
SHIPPING



Hypercomm T4100
(Dual-Comm) Terminal



Hypercomm T4100 Terminal
plus a Magtek Check imager



Nurit 8000 GPRS
Wireless 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 the 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. Now it's a gift to you, from EXS, for **FREE!**

- ** **FREE** Terminals Programs - sell, lease or place.
- ** **Upfront** bonus payments - \$200 to \$600 per merchant account paid **WEEKLY!!**
- ** **True Residual** splits up to 65% on **ALL** revenue streams.
- ** **NEW** - Now earn residuals on Discover transactions.
- ** **NEW** - 2.6¢ transaction fee.
- ** **NEW** - Earn an extra \$100 if your merchant doesn't need one of the free terminals.
- ** **NEW** - Cancellation Fees reimbursed up to \$295 per merchant!

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



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 today!

Industry Update

services proprietary electronic payment software and back office applications. The acquisition represents a move by SDC into the tier-one, multilane retail market and expands its end-to-end suite of products and services to a broader customer base.

APPOINTMENTS

i2c goes to Bolivia

Kelly Bolivia joined **i2c Inc.**, a provider of transaction processing and stored value card management solutions, as a Lead Account Advocate. Bolivia has extensive background in account management and has managed over 400 corporate and individual accounts. Bolivia's primary role is to develop relationships with senior decision makers within client organizations and to maintain an understanding of i2c's business in terms of current performance and future strategies.

ICT appointment a Dundon deal

Innovative Card Technologies Inc., developers of the ICT DisplayCard security device for e-banking, e-commerce and data access, appointed **Dan Dundon** as the company's Director of Quality Assurance and Logistics. Dundon brings a 15-year track record of smart card sup-

ply chain, manufacturing, and delivery systems integration and optimization to the company. During his tenure with Gemalto Corp., Dundon supervised the successful merger of that company's two U.S.-based manufacturing plants into one, as well as the implementation of a new \$30 million smart card personalization project.

Henry succeeds Savard at NetSpend

NetSpend Corp., provider of prepaid reloadable debit cards with more than 20,000 retail locations, named **Daniel R. Henry** as its new CEO. Henry, a member of the company's board of directors, succeeds Richard J. Savard, CEO since June 2004. Henry said NetSpend Corp., headquartered in Austin, Texas, is committed to a continuing expansion program over the next few years.

Tucker joins Money Tree

Money Tree Merchant Services named **Scott Tucker**, former Executive Vice President of Redwood Merchant Services, a division of Westamerica Bancorp., as its new National Sales Manager.

Tucker, who has over 20 years' experience in the financial services industry, will oversee and direct the expansion of Money Tree's merchant bankcard program. ■

SOUTHEAST ACQUIRERS ASSOCIATION

The SEAA is Back in the

BIG BEASY

Let the Good Times Roll
(Or transmit electronically, wirelessly, by phone order, or in batch downloads...)

SouthEast Acquirers Association • Annual Convention
March 24-26, 2008 • New Orleans, Louisiana

Featuring "The Field Guide for ISOs" • Monday, March 24, 12:30-5:00 pm
Admission is FREE with paid admission to the SEAA Show

Register by February 29th
to Guarantee Group Rate
southeastacquirers.com



EXPERIENCE THE NPS DIFFERENCE™

Partner With A Team of Professionals to Help Grow Your Business!

Nationwide Payment Solutions is a single-source provider which manages all aspects of the electronic payment process. This enables our business partners to accept all forms of non-cash payments. Our customer service and technical support reputation is known throughout the country by sales professionals and merchants alike as the best in the industry.

- Our goal is to educate and train our sales team to become professional sales consultants.
- Our agent agreement grants immediate, 100% vesting - *guaranteed*.
- Our pledge is to treat every agent, merchant and employee of NPS as a true partner and to establish the standard of ethics for the electronic payment industry.

As a partner of NPS, you will benefit from the knowledge and expertise of one of our Regional Vice Presidents to help grow your business.

BUSINESS DEVELOPMENT

- ▶ Increase Your Business Revenue & Profitability
 - Agent Banks
 - Affiliate Partners
 - Specialty Markets
 - B2B Market
- ▶ Develop Your Own Regional Office
 - Sales Professional Recruitment

REGIONAL OFFICE/AGENT SUPPORT

- ▶ Business Office Organization
- ▶ Online Management Tools - Real Time
- ▶ Advanced Professional Sales Training
- ▶ Customized Sales & Marketing Tools
- ▶ Merchant Analysis & Proposals



Agent Revenue Program

- True Revenue Sharing
- Portfolio Equity
- Multiple Revenue Streams
- Flexible Pricing Options
- Short Term Capital Funding



Agent Rewards Program

NPS offers an incentive program that allows you to earn additional income each month based upon volume, quality and retention without sacrificing future earnings.

Contact Info By Region:

1.877.290.1975

- ▶ West Coast
 - Thomas Dunn, x5509
- ▶ Northeast
 - Brian Soares, x5443
- ▶ Midwest
 - Natasha Cvijanovic, x5205
- ▶ Southeast
 - Gregory Renfroe, x1927

Insider's Report on Payments**Cool not enough to propel contactless****By Patti Murphy***The Takoma Group*

Contactless cards have allure. Apart from that, however, there doesn't seem to be enough motivation for merchants or consumers to augment use of mag stripe cards and terminals with contactless alternatives.

A new report from Aite Group LLC counts contactless terminals at about 40,000 merchant locations, and the lion's share of those (83%) are at stores operated by large multistate retailers. Among them: McDonald's Corp. (with by far the largest number of tap-and-go terminals), CVS Caremark, BP PLC gas stations, Walgreen Co., Jack in the Box Inc. and Petco Animal Supplies Inc.

Consumers who have contactless cards or key fobs number about 19 million, Aite noted. To put this number into perspective, Aite estimates that 3% of all debit cards in the hands of consumers today are contactless; among credit cards, contactless cards/devices account for less than 1% of the total.

Despite the meager penetration of contactless devices, Aite sees a future for contactless payments. Nick Holland, Analyst and author of the report (Contactless Payments and NFC in the United States: Beyond Science Fiction) expects growth in merchant acceptance points, albeit at a somewhat slower pace than champions of the cause would like.

He predicts 217,000 contactless-enabled merchants by 2014, which would increase merchant penetration to 2.5% from 0.7% today.

That seems a bit optimistic; it works out to just under 30,000 new terminals a year. During a presentation at the Northeast Acquirers Association's Winter Seminar (in chilly Vermont) in January 2008, an informal audience poll found only about four individuals offering merchants wireless solutions.

In a survey of acquirers, conducted separately by Aite in the fall of 2007, none of the firms queried ranked contactless functionality an important merchant offering. Adil Moussa, the Aite Analyst who spearheaded that survey, said he found acquirers saw offering contactless payment functionality "as a neutral benefit at best."

Research conducted by First Annapolis Consulting and presented at the NEAA event mirrors closely Aite's findings. Referencing the terminal giveaway trend, First Annapolis Consultant Ramsey Mark Elias warned that

contactless functionality may become a competitive necessity for acquirers and their partners.

"You have to have contactless terminals in your arsenal. If you don't, someone will be there to give it away for free," Elias told the group.

Although the current model for contactless payments may not survive long term, Elias suggests that near field communication (NFC) technology could become the foundation for a new contactless payments model.

NFC is a short-range, high-frequency wireless technology that is being integrated into new generations of mobile telephones. First Annapolis forecasts as many as 100 million NFC mobile phone devices could be able to support payments by 2012.

Speed, convenience, cost

The chief selling points for contactless payments are speed and convenience. And the data, on its face, seems compelling.

Aite broke down the time intervals needed to complete various payment transactions. This is in keeping with other industry data, and it's good to have at hand when discussing payments with clients and prospects.

It takes 12.5 seconds to complete a contactless card transaction, 28.5 seconds for cash, 64 seconds for checks, 48.4 seconds for credit/signature debit, 44.4 seconds for PIN debit and 15.6 seconds for biometrics-based payments.

The numbers that count most for this discussion are contactless and cash, the tender that contactless cards are supposed to replace.

Sixteen seconds, of course, is no small gain. But how much of that time savings is truly attainable for the typical merchant?

"Although a contactless card transaction is measurably faster than a cash transaction, this is essentially meaningless – both forms of payment typically involve opening a wallet, removing the card or cash, interacting with a store employee, placing of change and receipts back into the wallet and placing purchased items into a bag," Holland wrote.

"The actual speed and/or convenience of the transaction is clouded by all of the peripheral activities. This equally applies to convenience and security – consumers and merchants are unlikely to notice the advantages of a card

HONEST, ENTHUSIASTIC, RESPECTFUL, APPRECIATIVE,
KNOWLEDGEABLE, & HARDWORKING

ISN'T IT TIME YOU GOT TO KNOW VPS?



Tom Stone
COO, Co-Founder

At Vision Payment Solutions, we understand the sacrifice and commitment one needs to make in order to be successful. That's why we've built one of the best programs, and support groups in the business. We know first hand what you, the agent / ISO have grown to expect, and deserve from the company you choose to place your business with. Whether it's our focus on providing best in class service to you, our sales partner, or your merchants, we treat every relationship with the same level of commitment and care.

- Lifetime Vested Residuals
- True Revenue Sharing
- Cost Plus Pricing
- Residual Buy Back Programs
- Up – Front Production Bonuses
- Same Day Approvals
- Web Based Reporting Tools Powered by EnVision ©
- Value Add Products & Services
- Merchant Funding
- 24 x 7 Customer / Technical Support
- Multiple Front End Options

Contact us today to get to know the team that will do what it takes
to unleash your true income potential.

1-877-674-2286 x102 or jointheteam@visionpayments.com

www.visionpayments.com



YOU SELL IT. THEY BUY IT. WE PROCESS IT.

Vision Payment Solutions LLC is a registered ISO and MSP of HSBC Bank USA, National Association, Buffalo, NY.

View

transaction over other forms of payment unless explicitly pointed out to them."

Training is another critical consideration. I still cringe over the experience a colleague had trying to use a contactless terminal at a nearby QSR that apparently had not yet trained all of its employees on the new devices.

There also are hard-dollar costs to accepting contactless payments: terminals and interchange.

Holland believes terminal prices will drop to below \$100, which could prod some adoption. He and Elias both agree interchange concessions aren't likely. "The issuers won't go for it," Elias said.

I'd have to agree. With all the legal and PR attacks on interchange, neither card issuers nor the card companies are apt to accept pricing concessions.

Let's get real: If the card companies really wanted contactless card payments to take off, they would've lowered the price of entry already.

In fact, it can be argued that the card companies are undermining the case for contactless, either unwittingly or intentionally.

Have you seen those Visa Inc. commercials depicting a checkout line moving swiftly and smoothly as customer after customer uses a "contactless" Visa card, until someone comes along with cash and holds up the line? As Holland pointed out during an interview, the cards in those commercials all have mag stripes.

And what about the companies' decisions to implement signature waiver programs for low-dollar credit and debit card transactions?

"The negligible difference in time between tapping and swiping a card negates the speed value proposition for contactless cards," Holland wrote. "Furthermore, consumers are not encouraged to develop new patterns of behavior at the point of sale, instead falling back on time-tested swiping habits."

So here's the bottom line on contactless payments: They're hip, but growth will be slow.

And if you want to be a full-service partner with your merchants, include contactless terminals on your menu of offerings. 

Patti Murphy is Senior Editor of The Green Sheet and President of The Takoma Group. E-mail her at patti@greensheet.com.



AlphaCard

S e r v i c e s TM

0
Hold Times

0
Statement Fees

0
Transaction Fees

0
Reasons Not To Call Now!

WWW.THEALPHAEDGE.COM

1-866-253-2227



They promise you the world...
We give you only what's **REAL.**

- 14 years of Mutual Growth
- Turn-key POS Sales & Support
- In-House Gift/Loyalty Program
- No Hype, Real Revenue Share Program

For more Info, please contact:

POS Sales & Marketing
800.260.3388 Ext. 241 Bryan

Northeast Sales & Marketing
800.260.3388 Ext. 509 Mike

Southeast Sales & Marketing
888.701.2288 Koun

West Coast Sales & Marketing
800.979.7880 Charles

Registered MSP of HSBC Bank USA, National Association, Buffalo, NY
© 2007 United Merchant Services, Inc. All rights reserved.

UNITED Merchant Services
Bankcard Processing Company

Feature

NCR debuts SelfServ ATMs

By Tracy Kitten, Editor

ATMmarketplace.com

This story was originally published on ATMmarketplace.com Jan. 31, 2008; reprinted with permission. © 2007 NetWorld Alliance LLC. All rights reserved.

NCR Corp.'s new ATM is touted by NCR executives for its ability to "heal" itself. Last week, the company announced the launch of its SelfServ ATM, a new line that features increased functionality, an upgraded Intel dual core processor, the ability to accept bulk-check deposits, and so-called self-healing technology.

The release marks NCR's first new ATM in a decade.

"We're going on about 10 years now since the release of the Personas range," said Brian Bailey, Vice President of Financial Marketing for NCR. "The good news was *that* range was one of the most successful deployed. We have nearly 500,000 of those ATMs installed worldwide."

Bailey said NCR hopes the SelfServ family will build on the Personas line's success.

Automatic reboot

One of the SelfServ's core features, the ability to self-heal, is its ability to recover from a system failure.

"We believed we could improve and increase both the availability and the reliability of the ATM, so what we spent a lot of time doing was looking at what causes downtime," Bailey said.

The primary culprit of downtime, he said, is software failures, which could often be repaired through a simple reboot. As a result, the new SelfServ family has been equipped with an automatic failsafe mechanism that can detect when an ATM is malfunctioning and cause that ATM to reboot.

"Several of the vendors have spent time on management tools and preventative maintenance, but what we're talking about here is a little different," Bailey said. "We're giving the ATM a chance to know that it's down, before a tech would even have to come out. Actually, we're taking it one step further – to eliminate any remote intervention needed."

Bailey said the self-healing technology can significantly reduce downtime related to "soft" failures such as blue screens.

"Some soft failures can take between three and four hours

to repair," he said. "With self-healing technology, we can cut that time to between 10 and 20 minutes."

Increased functionality

The SelfServ also features a host of progressive functionalities, Bailey said. SelfServ ATMs can be configured to offer services such as bill payment, funds transfer, mobile phone top-up, and the dispense of coupons, vouchers and mini-statements. It uses dual-sided thermal-receipt technology and offers a dual receipt-roll option, all in response to the ever-growing consumer demand for proof of deposit, Bailey said.

But how unique is the new SelfServ line?

It is a new full ATM line designed for a global banking and retail market, and it is the first ATM line NCR has introduced in 10 years. But NCR competitors Diebold Inc. and Wincor Nixdorf International also have in recent years introduced new lines that purport to offer similar advantages.

Last week, executives from Diebold celebrated the fifth anniversary of Diebold's Opteva ATM family, an ATM line that Diebold executives say has stood the test of time.

"When we designed Opteva, we designed it with the globe in mind," said Ken Justice, Diebold's Vice President of Global Product Marketing and Management. "Diebold had made several acquisitions in the late '90s/early '00s, and in many of those countries, the companies had their own ATM products.

"We had to work through all of that to make a single offering for all of our customers – so we had to come up with something that was globally appealing.

"We also used a 2.0 platform that allowed us to bundle what we could offer for any country, and that allowed us to be flexible and grow."

Justice said Opteva's open architecture made it appealing to customers because of the ease it offers for upgrades and adoption of emerging technologies.



NCR SelfServ 22



PAYMENT.

IT'S NOT THE ONLY THING
WE BRING TO THE TABLE.



TablePAY, powered by the V^x 670. The VeriFone V^x 670 is a powerful handheld payment device that maximizes profit, security and efficiency — at every table. With the V^x 670, credit and debit card payments are processed securely and efficiently in one step, ON THE SPOT. And the card never leaves the customer's sight, which means less risk of fraud and more table turnover for increased revenues. By lowering transaction costs, reducing fraud and saving time, the VeriFone V^x 670 gives restaurants a competitive edge with the latest in pay-at-the-table technology.

BRING MORE TO THE TABLE WITH TABLEPAY:

- Lower costs and transaction fees
- Increase payment security and reduce the risk of fraud
- Improve operations efficiency and turn tables quickly



© 2008 VeriFone, Inc. All rights reserved.

Learn more about the VeriFone V^x 670 at www.verifonezone.com,
or contact us at Tablepay@verifone.com

Feature

"The variability in how you can configure it has allowed us to penetrate and work with customers [in other countries] we hadn't previously been able to sell to," he said. "In the U.S. five years ago, bankers were thinking about how to improve their operational efficiencies, trying to figure out how to migrate transactions from the teller line to the self-service line.

"We knew at the time that there were regulatory changes, like Check 21, that were taking place that related to truncating checks, so we were able to incorporate scanning into the environment and combine what customers wanted. In China and other parts of Asia-Pacific, cash recycling took off pretty quickly.

"Cash-recycling hasn't taken off here yet, but I think it will. And when it does, we'll be ready for that, because we prepared for it in China. So we have the capabilities to meet some geographies now and then meet some needs later."

Wincor Nixdorf shares similar sentiment for its ProCash ATM line, part of its ProClassic Enterprise suite, released in 2000.

The company continues to build on its open architecture, which it said continues to garner attention and attract new customers throughout the world.

At Wincor World this week, Wincor Nixdorf said it continues to build on its ProClassic suite, bringing in and incorporating new channels, such as the mobile channel, with the ATM and the branch.

Again, Wincor pushes its multivendor capabilities, which some experts in the

market say will give it a marketing edge as it works to compete with NCR and Diebold on a global scale.

Alenka Grealish, Managing Director of Banking for Boston-based Celent LLC, would not compare NCR's technology with that of Diebold and Wincor, but she said all the bells and whistles of the new line pale in comparison to the simple fact that it offers bulk deposits – technology that isn't necessarily unique.

Both Diebold and Wincor have similar technology; NCR also offers bulk deposit/intelligent deposit on its Personas ATM line.

"It is the bulk-check acceptor which enables a whole segment of branch visitors – small businesses and single owner/operators who receive as payment checks and normally have to stand in line or have to dash before the branch closes – to be able to switch from that to self service via the ATM," she said.

But Bailey said he expects the new line to offer much more than mere check or bulk-note deposit, and he expects its diverse abilities to prove advantageous over time.

"This is not a product release for one specific market," he said. "This is a globally deployable range that has many options. NCR is really focused on delivering self-service transactions across all industries, and we are seeing more and more interest outside the financial industry.

"One of our customers is a telecommunications customer who is using billpay and intelligent deposit to serve its customers. We want to broaden our reach, and with this new line, we can meet the needs of many customers."

Note: Travis K. Kircher contributed to this article. 

Network Merchants...
Payment Gateway

the **PERFECT FIT**

PRIVATE BRANDING

No setup fee

Full on Support

ESTABLISH YOUR CREDIBILITY

AGGRESSIVE PRICING

99.9% FIRST CALL RESOLUTION

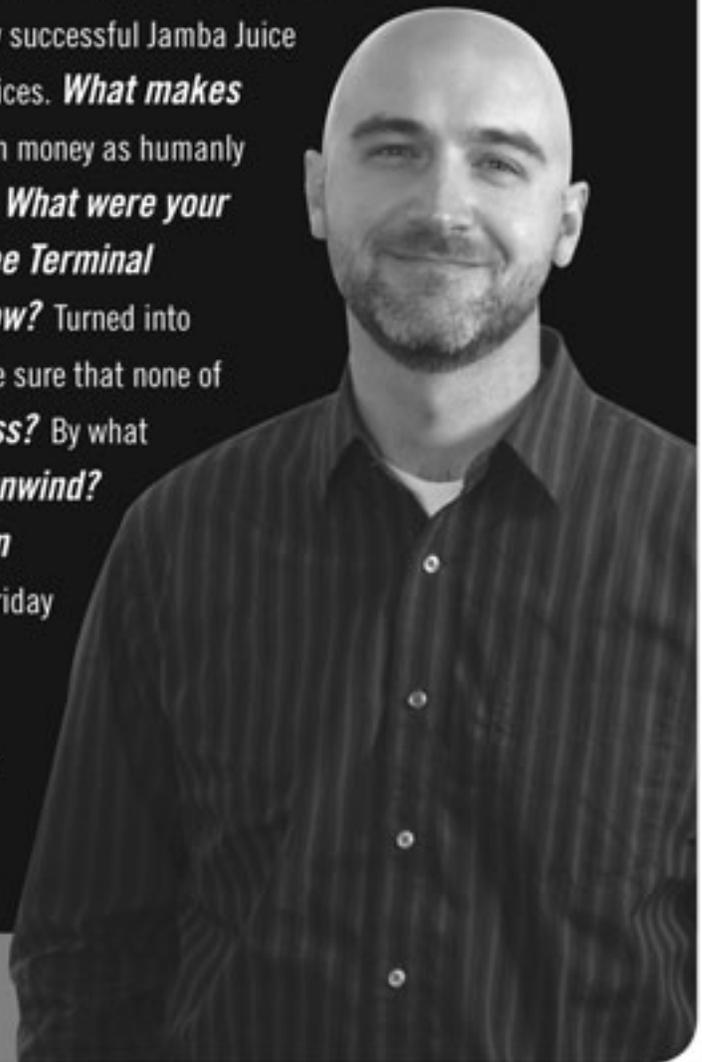
to find your perfect fit visit:
www.networkmerchants.com NETWORKMERCHANTS

Link to original: <http://atmmarketplace.com/article.php?id=9616&na=1>

GET THE REAL STORY.

REAL REPS. REAL SUCCESS.

How you stay ahead of the curve? I read – A LOT. **What's the smartest business decision you ever made?** Selling my very successful Jamba Juice franchises and entering the world of Total Merchant Services. **What makes your business great?** Being willing to spend as much money as humanly possible on marketing rather than spending it on myself. **What were your residuals before the Total Merchant Services Free Terminal Placement Program?** Molehills. **Your residuals now?** Turned into mountains. **What's your hidden talent?** I try to make sure that none of my talents are hidden! **How do you measure success?** By what I am able to give back to my community. **How do you unwind?** Spending time with my children. **How do you maintain your work/life balance?** I am available Monday to Friday from 9am to 5pm. If you need something outside those hours, I will be happy to talk to you about it the next morning. **What are your favorite words of wisdom?** The harder the course the more rewarding the triumph.



Ben Tolman

Business Credo: Advertise, advertise, advertise!



total merchant services
payment solutions for your business

Start writing your success story today!
Join the team with a proven track record.

Check out Total Merchant Services program details at www.upfrontandresiduals.com
or call us toll-free at 1-888-84-TOTAL ext. 9411

IndustryLeader

A glowing payments gem

We hear it all the time: Life is about balance. The key to happiness and good health is finding a way to level your responsibilities as an employee, parent, spouse, friend and so forth. Marla Knutson, President of TransFirst's Financial Institutions division, uses this to her advantage.

Knutson has more than 24 years' experience in the banking and financial services industry. She specializes in product and sales management and marketing development. At TransFirst, she is responsible for developing and implementing business growth strategies and industry partnerships, as well as managing the national sales team and all national sales and distribution points with financial institutions.

In April 1999, Knutson started at TranFirst as the Vice President of Sales. She has been at the helm of financial institutions since 2002. When she first started with this company, her job was more on a regional level. Now, she's a national player.

The transition from one tier to the other was smooth for Knutson. "Sales is where it's at," she said. Business is about retaining customers or expanding to gain new customers. Knowing this, she feels her background helps her achieve business goals.

Along with her extensive experience, getting customers to understand business is part of her job's charm. "I love working with people," she said.

Knutson's people personality has sprouted efforts outside of TransFirst. She is a volunteer and industry activist, serving on the retail banking committee for the New York Bankers Association of New York State. She is also a member of the Women Networking in Electronic Transactions board of directors.

Earlier this year, Knutson received the Electronic Transactions Association Member of the Year award. She is very active in ETA, serving on several committees such as government relations, industry relations and finance. She also chaired ETA's Strategic Leadership Forum and has been a member of the board of directors for the past four years.

It can be difficult for Knutson to make time for all these efforts, as well as carry out her duties at TransFirst. But

"I believe you must have integrity and the ability to collaborate with people from all walks of life, backgrounds, with varying personalities. You have to be a strategic thinker and innovative with the self-assurance to go against the norm and not do something everyone else is doing."

- Marla Knutson
President of TransFirst's
Financial Institutions division

she enjoys the constant rush of moving from one act to another. "I make the time," she said. "The job always comes first. The company is supportive of those entities and encourages us to take part as well."

Calling answered

Knutson didn't always want to be in the banking industry. In fact, her mind was far from it. "I was going to be a veterinarian," she said. During her freshman year at Iowa State University, she set out to fulfill her high school dream.

The shift to business began when Knutson found herself enjoying business and marketing classes more than science. So, she changed her career path and earned a bachelor's degree in finance with a minor in marketing.

Directly out of college, she found a job as a loan officer trainee for a small bank in Iowa. "I was kind of excited because I earned my officer status right out of college, which was a rarity back then," she said. She got involved in the card industry by approving credit card applications.

Balancing act

With all of the extracurricular activities based on her career, where does Knutson's personal life fit in? "It's tough, but I'm fortunate to work for a company that understands both work and personal time is important," she said.

Knutson has two sons, one in college and the other in high school. Since her children are older, having time for family while working is "at an easier point." But, she doesn't congratulate herself on being a working mom.

Does your processor supply you with Qualified Appointments?

Are you in front of enough prospects? Or are you sitting at home with piles of free terminals but no one to give them away to?

Call IBC we will put you where you belong... In front of merchants.



800.827.4880
Ask for David lafrate ext. 222
www.intlbancard.com

* Subject to qualifications

IBC Provides

Daily Appointments (not leads) supplied by our own in house Call Center for YOU

Weekly Commissions

Medical Benefits *

Mobile Technician Vehicle*

Free Marketing Materials

Proposal Preparation Support

Training at Your Location

Per Deal Signing Bonus

Lifetime Residuals



Free terminals with no prospects = 0 money for you!

See the difference with IBC

IndustryLeader

"I don't think just women have to juggle work and family," Knutson said. "I think everyone has to juggle work and family." Granted, it was more difficult to find time when her children were younger, but many homes consist of working parents.

"I try to balance my time by setting priorities and following through on them," Knutson said. "Sometimes a business matter may take precedence over a personal matter and vice versa."

When work beckons, it can call Knutson away from home. She spends 50% to 70% of her time on the road. "Jets and hotels, they're good friends of mine," she said.

Measuring up

While some gauge accomplishments in dollars or square footage, Knutson has a different yardstick. "If you are able to do your best and give 100%, then you are a success," she said.

Knutson also recognizes that treating customers well and being able to meet their needs is on the direct path to achievement. "Each time you keep your customers happy and deliver great results, it's a success," she said. While learning new skills can help one become more successful, there are some attributes that can't be taught, according to Knutson.

"I believe you must have integrity and the ability to collaborate with people from all walks of life, backgrounds, with varying personalities," she said. "You have to be a strategic thinker and innovative with the self-assurance to go against the norm and not do something everyone else is doing."

Staying positive

Knutson has endeavored to improve the industry and is quick to acknowledge others' efforts. "I think the industry has evolved with a lot of work and innovation by a diverse

share of individuals," she said. "The market drives change. As business and technology changes, we will continue to change with it." For example, Knutson has worked with the ETA to create training programs and set policies.

Knutson believes the industry is sufficiently regulated; she is concerned about the potential involvement of government and regulatory entities but has faith in industry implemented regulations.

"I believe the card Associations have done a good job in creating standards and have the best understanding of our industry," she said.

With the ETA, Knutson and others are striving to ensure the government and regulatory entities understand our industry, and she is optimistic. "The good news is that they've been open to the education process," she said.



NAOPP

TOWN HALL MEETING

TUESDAY, MARCH 25, 2008



BRIDGING THE GAP

**Southeast Acquirers Association
(SEAA) ANNUAL CONFERENCE
Sheraton New Orleans Hotel**

Anyone interested in the development of an Education/Certification program and standardized training for all levels within the Payment Processing Industry is invited.

After receiving hundreds of responses to a recent survey, National Association of Payment Professionals (NAOPP) recognizes a need within the industry. We invite all who are interested to participate in discussing the results of the survey and the future implementation of this Certification program.

**Come join our Town Hall Meeting
and make your voice heard**

**RSVP to Anna Solomon at: annas@fasttransact.com
by March 15, 2008. Visit us online at www.naopp.com**

Are You Open to Other

Opportunities?

- ❖ Lifetime residuals
- ❖ Most competitive revenue share
- ❖ Upfront Bonus Plans
- ❖ Residual buyback
- ❖ Agent loan program
- ❖ Dedicated relationship managers
- ❖ Customer service & Tech support in multiple languages
- ❖ A company with instant credibility
- ❖ One of the highest approval rates
- ❖ Same day approvals & Live TIDs
- ❖ Faxed & Online Applications
- ❖ Next day funding available
- ❖ Multiple platforms available
- ❖ Free training
- ❖ Over \$30 billion processed annually

Take Advantage of this
Money Making Opportunity!



GET STARTED TODAY

1-888-519-9466

VISIT US ONLINE

www.ipayment-agent-iso.com

ISO@ipaymentinc.com

IndustryLeader

Searching for talent

It takes more than industry knowledge to get hired by Knutson or become her partner. "I look at personality traits to define who someone really is," Knutson said. "It is more important to me that they provide eye contact, have enthusiasm and have the ability to work with people. Personality traits are hard to change, where industry knowledge can be taught."

Knutson suggests companies review potential employees' skills as they relate to the open position. If sales agents are happy and successful making sales calls in the field, they may not be satisfied or last long sitting at a desk day in and

day out. The same applies to those looking for partners.

"What I look for in a business partner is someone who wants to work with you toward the same goal and objective – improve their business or to help them grow – and will be open to your expertise and consultative approach in the merchant business," Knutson said.

Looking back

Knutson's time in the industry has afforded her the chance to see advancements in the payments industry. "When I started, everything was on paper, and we were just starting to move merchants to electronic processing," she said.

"There were very few levels of interchange, and the technology was in its infancy. ISOs were new, as most merchant business was sold by financial institutions."

Another example is hardly any women held senior positions at banks 25 years ago. Knutson has seen many doors open for women to move up in the banking ranks. "I think there are definitely a lot more women in the industry," she said.

Knutson's theory for women finding a place in the industry is the ability for payments to branch out.

"The [payments] industry has separated itself from banking and become its own industry," she said. "It provides opportunities for anyone wanting to persevere."

Knutson is proud of the accomplishments she's racked up in her career. "Anyone can do it if you have a passion for the industry and work hard," she said. She's not afraid to do something different. In this business, she says finding a niche is part of survival.

Recalling the beginning of her career and how the industry has developed, Knutson paused for a moment. "I sound like a fossil," she said. Others would just call her a jewel. 

Cut this out. Tuck it to the center of your business plan.

“The proposition that the sun is in the center and does not revolve about the earth is foolish, absurd, false in theology and heretical.”

- THE INQUISITION,
ON GALILEO'S PROPOSALS

Know Better.™

Know the payments network that understands your universe. Challenge old ways of thinking with clear communication and genuine partnership.


 DiscoverNetwork.com

Company Profile



myARCworld Inc.

ISO/MLS contact:

Business Development Division
 Phone: 877-ARC-6500 (877-272-6500)
 Fax: 877-ARC-6595
 E-mail: info@myarcworld.com

Company address:

360 McKenna Ave.
 New Braunfels, TX 78130
 Phone: 877-ARC-6500
 Fax: 877-ARC-6595
 Web site: www.myarcworld.com

ISO/MLS benefits:

- Additional products and services to cross-sell to new and existing customers
- Ability to build long-term client relationships
- Upfront revenues on initial sales, recurring residuals
- Lower pricing
- Web site for customer sales and service

One company, one source

Businesses are conceived in a variety of ways and shaped by a multiplicity of influences. But sometimes *the* idea, the big one, presents itself organically. For example, Zach Godfrey and Brad Yuchinski founded All Resources Consulting Group LLC in 2004 and they soon learned merchants wanted them to supply more than just credit card processing.

Clients trusted Godfrey and Yuchinski enough to ask them if they knew anyone who could sell them computers, handle information technology, design logos, supply print products, create radio spots, and provide promotional products and banners. Though their company didn't sell any of those items at the time, Godfrey and Yuchinski cared about their clients and wanted to do more.

Also, both men realized they were leaving significant money on the table by not addressing needs beyond processing. So in late 2007, myARCworld Inc. was formed to better reflect their desire to expand commitments to clients and prospects. "After over 20 years in the consulting industry, we decided to start bringing the product and service in-house to start earning revenues off of them," Godfrey said.

ARC is an abbreviation of All Resources Consulting and stands for "bridging a gap." MyARCworld was created to be an all encompassing solution for businesses; its scope goes beyond traditional

merchant services. Godfrey is the company's President and Chief Executive Officer, and Yuchinski is Chief Operating Officer.

Disappearing gap

MyARCworld is designed to bring new products, services and technology to merchants through its "one company, one source" full business solution. Godfrey and Yuchinski tapped their own expertise to provide a complete array of equipment and technical support to help merchants get their businesses up and running smoothly.

And after 20 years of working in the merchant services, consulting and wireless industries, Godfrey has found his calling. "What a great feeling it is to be doing what you believe you were meant to do: making an impact in helping your customer's succeed," he said.

In addition to PC software and e-commerce solutions, automated teller machines, and card processing terminals, myARCworld offers a variety of other services and products, including:

- Cash registers
- Web design and hosting
- Graphic design and printing services
- Office furniture
- Security systems
- Custom gift cards
- Discount drug benefits cards
- Refurbished computers
- Cell phone accessories

Company Profile

Under this umbrella, myARCworld provides competitive volume pricing. According to Godfrey, the company's technological advances effectively harness the growing demands for an industry seeking comprehensive business solutions, allowing the company to provide needed products and services to nearly every vertical market.

MyARCworld's complete solution may benefit not only the merchants but also the agents who serve them. "By being a total business solution to our clients, myARCworld experiences repeat business throughout the year, creating relationships and recurring revenues for our direct agents on all products and services," Godfrey said.

Innovative edge

Rather than offer what he considers superfluous items, Godfrey is determined to provide merchants with the tools necessary to best benefit their businesses.

In fact, it was Godfrey's competitors who inadvertently helped him with the idea. Like many others in the industry, he noticed the recent trend of companies offering free products to entice agents and merchants to work with them. Godfrey received ads for free terminals, accounting software and even vacations.

Godfrey disagreed with this approach. When he received a postcard promoting a free cruise, he thought, "If you are starting a new business, do you need to be going on vacation?"

MyARCworld strives to keep prices competitive through its national outsourcing relationships with major vendors as well as its in-house services. The company has negotiated national pricing based upon overall volume, not by the size of each order. The savings of paying national prices versus retail are passed on to clients, allowing all parties to compete with larger entities.

MyARCworld does not, however, outsource information. "We are all about educating our customers," Godfrey said. "If you give them the proper tools and information, they will never leave. I tell them exactly what our margins are and how we can charge this low rate and still be profitable. They appreciate the upfront honesty."

In 2006, myARCworld relocated from San Antonio to New Braunfels, Texas, to be more centrally located. As a national company, this was paramount to Godfrey. "This new location is also in the heart of one of the fastest growing regions in the country: the San Antonio/Austin corridor," Godfrey said.

"In addition to national agents served, this location allows myARCworld a strong base of several million people to market on a direct basis," he added. The next phase of growth will come from attracting ISOs and merchant level salespeople (MLSs) on a national level.

MyARCworld plans to do this by providing higher immediate income and recurring revenue streams for its new partners. New headquarters have just been renovated, and over the next year the company plans to add 50 to 75 new team members.

Establishing ample new headquarters in New Braunfels' storied Rivermill development is part of myARCworld's master plan for the next three to five years, which also includes creating a space for incubator businesses. With the first phase of renovations just completed, myARCworld has moved into its new digs.

Rockin' opportunity

MyARCworld sells direct through ISO and MLS channels, associations, franchises, and banks. Its staff comprises self-motivated people who have an entrepreneurial spirit. They work with MLSs who appreciate how technology can enhance an agent's business.

MyARCworld is designed to be a viable option for MLSs who wish to provide merchants additional services and boost their current and recurring revenue. And it aims to help MLSs profit by accommodating merchants who may need Web design and hosting, graphic design, e-commerce solutions, financing, printing, promotional products, insurance, or just about anything else.

"Agents can enhance initial income and return to old customers for the sale of other needed business and marketing products and services required on a recurring basis," Godfrey said.

MyARCworld's MLSs are compensated with buy rates. The company pays commissions, as well as ongoing residuals. Since Godfrey himself was a sales agent, he understands some of the frustrations MLSs encounter. MLSs don't have time to waste, so Godfrey streamlined his process to avoid aggravation.

"That is why we spent so much money on the back-end of our operating systems to make sure agents don't have the headache," Godfrey said. "We take care of our partners."

MLSs can choose how involved they wish to be in the sale. The onus is on them to determine how much money they make. Agents who prefer not to sell services earn a straight 10% referral fee. In addition, myARCworld can provide free POS terminal programs for its ISOs and MLSs.

To assist merchants who are interested in more commitment, ISOs and MLSs can become affiliates or partners and have co-branded or myARCworld-branded Web sites. ISO and MLS partners earn up to 30% of the suggested retail sales price of most commodities and services. ISOs and MLSs also earn up to 70% on credit card processing, depending on volume.

Your merchants need more than a regular credit card terminal...



They need a Complete POS System,
with integrated credit card processing.

ISOs/Agents: Offer your merchants a complete POS System from a company who does everything except sell it for you.

- You Sell It; We Handle Installation, Training and Support
- We Provide Collateral, Training, Demos and Local Leads*
- Integrated credit card processing is included with software
- Additional residual streams from technical support packages
- ISOs: This program is a perfect rollout to your Agents
- 24/7 Unlimited Customer/Technical Support*

Call 1.877.296.3446

**cyndigo**

You Sell It! We Install, Train, and Service It!



Company Profile

All MLSs have access to myARCworld's interactive Web site, www.myarcworld.com. The site provides real-time reporting of jobs, clients and residuals. Agents can also use the site to instantly communicate directly with myARCworld departments.

While it is not required that MLSs are exclusively myARCworld agents, Godfrey said, "We would prefer to have credit card processing also. That is the ideal situation. We prefer they join up with us and be a partner so we can pay them more."

Back-end bonanza

MyARCworld also provides financing services. "Even though we had suppliers and could provide all these services, it kept coming back to cash," Godfrey recalled. He wondered how a new business, low on cash and capital, would be able to afford to get started.

Then, one morning about 2 a.m., he remembered the advertising mailer that offered a free cruise and recalled how off target it was for his audience. He started myARCworld to cater to the goals and aspirations of his clients with solutions specifically tailored to them. "It is in our best interest to make the business owner's visions and dreams come true," he said.

So, Godfrey found a way to get businesses the funds necessary to purchase the services they need. "An average \$99 lease for 48 months will fund about \$3,200, but those kinds of leases are now rare," Godfrey said. "Once the lease was approved and the contract confirmed, the MLS received a lump sum payment from the leasing company after the first merchant billing cycle.

"The MLS put that \$3,200 in their pocket, and the sale was closed. Now, myARCworld's financing enables clients to secure the monies required for other necessities, giving them the equivalent of that \$3,200 back to spend on custom pens, T-shirts, Web site design, banners, business cards, radio ads, whatever they need to get their business up and running.

"And our company, along with agents who partner with us, can assist them with all of those items, and the residual stream is several times higher on the back-end. Why shouldn't a client take advantage of tangible assets to capture the additional money their business needs?"

Passionate dedication

Godfrey's career began as it does for many merchant services professionals, earning income from terminal sales.

Though he quickly became the leading sales rep in his state, he found a downside. "I was moving 40 to 60 units a month, and I was paid an average of \$350 per terminal," he said. "But I had no clue about residuals."

While it may seem that Godfrey was destined to start myARCworld, this doesn't mean it didn't take a significant amount of time and energy. "It's not easy," Godfrey said. "It didn't come together overnight. We have spent four-and-a-half years putting this together. I've got an incredible team around me."

MyARCworld aspires to provide quality merchandise and customer support in a cost-effective and timely manner. For now, Godfrey and Yuchinski are focused on their clients and agent partners, but they believe the effect of myARCworld will be felt throughout the industry.

"MyARCworld is changing the way everyone is thinking," Godfrey said. "We are doing what everyone has talked about for a long time. I am living my dream now, making my clients' visions and dreams a reality." 



Cash advances at rates so low, they are actually loans!

From \$150,000 to \$3 Million
Rates starting at 6%
Big money, low rates, high commissions


CREDIT CASH
Working capital for companies that accept credit cards

212-688-2600
www.Credit-Cash.com

A minimum of \$200,000 a month in credit card sales is required

WHY SETTLE FOR JUST MERCHANT SERVICES RESIDUALS?

**FREE
TERMINAL
PROGRAM**

JOIN THE ISO PROGRAM THAT MAXIMIZES YOUR EARNING POTENTIAL!

TERMINAL RESIDUALS	THEIRS	OURS
CREDIT CARD PROCESSING	✓	✓
CUSTOM GIFT CARDS	✓	✓
PREPAID PHONE CARDS	-	✓
PREPAID WIRELESS	-	✓
BILL PAYMENT	-	✓
POINT OF SALE REGISTER SYSTEMS	-	✓
RELOADABLE STORED VALUE CARDS	-	✓

\$\$\$ MAKE MORE MONEY TODAY! \$\$\$



**ALL IN ONE
APPLICATION!!**
NO EXTRA PAPERWORK TO FILL OUT.

FOR MORE INFORMATION, PLEASE CALL
888-622-7043

BLACKSTONE MERCHANT SERVICES, INC.; PATENT PROTECTED; ADDITIONAL PATENTS PENDING. Copyright © 2007 Blackstone Merchant Services, Inc. All Rights Reserved. All trademarks, logos, and subsidiary, parent, or affiliate company names and other materials are subject to the intellectual property rights of Blackstone Merchant Services, Inc., its subsidiaries and affiliates, and their respective licensors and licensees. These materials may not be copied for commercial use, reverse engineered, decompiled, or disassembled, nor may these materials be modified or redistributed in any form.

Blackstone Merchant Services is a registered ISO of BancorpSouth Bank, Tupelo, MS

BLACKSTONE
MERCHANT SERVICES, INC.

visit us online at: www.blackstonemerchant.com



Beacon shining on MLSs

The payments industry is always evolving. Laws and regulations governing financial services are in a state of flux and new technologies are debuted at warp speed. It seems that once a merchant level salesperson (MLS) obtains any sort of mastery, the landscape changes, making it difficult to stay abreast.

The National Association of Payment Professionals (NAOPP) aims to help members stay a few steps ahead of the payments curve by keeping them up-to-date on changes happening within the industry. "Wherever payments happen, that's where we want to be," the association's Web site declares.

Founded in 2003, NAOPP's mission is to provide education, benefits, representation and certification to sales professionals, particularly MLSs, in the United States and Canada. According to Craig Lesser, President of NAOPP, the association was constructed with the interest of helping an estimated 15,000 MLSs in the industry.

"We are a professional organization dedicated to promoting education and ethics of the industry," Lesser said.

The association's Web site is equipped with a list of upcoming events, along with downloadable content in the membership area. Those with access are able to view and print out past presentations given at various industry conferences. The Web site appears to be a necessity for NAOPP members. In 2007, it received roughly 210,000 hits.

Certified fresh

NAOPP aims to stand apart from other associations with the creation of an MLS certification program. The association's objective is to attract membership by developing valuable training programs and ultimately create and administer an MLS certification program.

"We are the only [association] that is looking to educate from a professional standpoint and to move toward a certification program," Lesser said. "All the others are geared toward the registered ISO. No one is for the street level sales merchant."

NAOPP's vision is to produce training modules that lead to a certification test to earn MLS credentials. Agents would then be able to approach prospects and say they are certified MLSs. Although the program is in the preliminary stages, Lesser said the project is progressing.

In December 2007, NAOPP conducted a membership survey to determine what types of training members wanted and preferred. Through an analysis of those results, the association created four interactive modules. Working in conjunction with the regional acquirers associations, these will be presented throughout 2008 and 2009.

The first module, entitled "What do I need to know to be a legal sales rep in the industry," will be presented at the Midwest Acquirers Association's annual conference July 21 to 25, 2008.

Each module will culminate in an MLS certification exam, which the NAOPP board projects will be presented and administered at an Electronic Transactions Association event in 2009.

Sneak peek at perks

NAOPP does not hold member meetings, but it does offer benefits with each membership. These include:

- Educational opportunities at each of the regional acquirers association meetings
- Traditional health insurance at group rates with savings of up to 60%
- Health savings and tax-advantaged accounts
- Discounted legal advice and counsel from industry experts
- Retirement investment plans
- Discounted registration to industry events

Membership privileges are divided into five categories: MLSs, individual ISOs, organizational ISOs, correspondents and vendors. The annual membership fee is \$99.

MLSs of all experience levels can benefit from the educational opportunities NAOPP provides. Through webinars, hands-on learning experiences and seminars, NAOPP members gain access to some of the payments industry's leading marketing and legal minds.

NAOPP is constantly looking for deals to offer its members. Starting in June 2007, members will be able to receive cash rebates on equipment leasing through Barclay Square Leasing Inc. Barclay will issue a \$25 rebate for every lease funded by a NAOPP member.

The association also has arrangements with the ETA to provide the following to NAOPP members: ETA's member pricing when registering to attend ETA University, which offers classes that address key facets of the industry



MADE FRESH DAILY

AFTER MORE THAN 30 YEARS SERVING ISOs, BANKS AND THEIR CLIENTS,
WE'VE GOT THE RECIPE DOWN.

SIMPLY OFFER THE BEST QUALITY PRODUCT AND SERVICE AT A FAIR PRICE.

GCF DELIVERS

Sure we keep over 6,000 SKUs in stock – rolls, ribbons, terminals and more. But we also have over 60,000 square feet of raw materials and machinery at the ready.

Whether you need custom rolls or forms, or just want to make sure your merchants have the highest quality product available direct from the manufacturer when they need it, wherever they need it – GCFs got your answer.

Give Teresa or Sandy a call and we can have your GCFDirect™ account up and online in no time.

1.888.GCF.NEWS

WHERE FORMS FOLLOW FUNCTION

Feature

to expand knowledge and expertise; discounts to fee-based regional acquirers associations; one-year subscription to *Transaction Trends*; and a discount on the ETA's Encyclopedia of Terminology.

All agents can benefit from having an experienced legal eye review their contracts with ISOs, banks and processors. Members receive discounted legal representation from industry expert, Paul A. Rianda, who has more than a decade of experience. NAOPP recognizes it can be difficult for smaller agent offices to advertise their services and compete with larger organizations.

Therefore, the association has teamed with Nancy Drexler to offer members

a free marketing consultation. Drexler, Vice President of Marketing for SignaPay Ltd. and a member of the NAOPP board of directors, has more than 25 years of marketing experience and can assist MLSs as they prepare ads, brochures and sales materials.

All members are eligible to receive a complimentary review of a marketing piece. Health coverage might be hard to obtain when running your own business, especially during the startup phase.

In addition to offering group rates, members have access to supplemental insurance through Hewitt & Associates Inc. and underwritten by Colonial Life & Accident Insurance Co. Members also have access to other insurances covering cancer, short-term disability and life.

Dental insurance is offered through Long Island Planning Group Ltd. and underwritten by Aflac. Policies can cover basic, preventive and major dental benefits.

Is this for you?

NAOPP strives to create opportunities for education and enhancement, as well as access to topnotch networking opportunities, and it does it all as a nonprofit organization.

The association officers are volunteers who give their time, energy and expertise because they believe in the value and future of MLSs.

With so many regulations to keep up with, MLSs need an extra eye to watch out for evolving issues. NAOPP wants to be that additional guide in an effort to keep MLSs on top of their game, thus giving the merchants reassurance that their businesses are in good hands.

NAOPP encourages MLSs interested in learning more about the association to browse the Web site at www.naopp.com.

For additional information, call Lesser at 262-613-4142 or e-mail him at calesser@naopp.com. 

goes
where
others
can't.



transactions | without boundaries





The MTT 1510
fits the Mobile Merchant

WAY Systems developed the smallest POS in the industry to provide mobile merchants with a tool they can use to build their business. The MTT 1510 gives merchants "transactions without boundaries," with the power to accept payment anywhere, anytime.

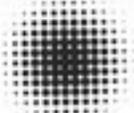
1.877.300.7757

National Processing Company
5100 Interchange Way, Suite 100
Louisville, KY 40229



accessor  WAY Systems, Inc. is the exclusive worldwide licensee for point-of-sale merchant POS solutions based on granted patents held by Pacific Commerce, Inc. (PCI) 8916(P2). The patents cover communication method and apparatus improvements for all USB, GPRS, and 3G enabled POS devices used for authorizing payment transactions.

THE NEW 30



A Company
(555) 555 - 5555

www.aweburl.com

Call
Rita Francis
(866) 429-8080
to get one of
the new 30
Resource
Guide ads.

*Quantity
is limited!
Call Now!*

Resource Guide

COMPLETE POS SYSTEMS

Cardex
877-286-2448

A Company
(555) 555 - 5555
www.aweburl.com

CONSULTING AND ADVISORY SERVICES

Alan Ellis Attorney at Law
614-942-0995
First Annapolis Consulting
443-885-8000
www.firstannapolis.com
Ingraham Berkland Consultants, Inc.
833-637-4010

DEBIT TRANSACTION PROCESSING

Global Payments Inc.
800-801-8952
www.globalpaymentsinc.com

EQUIPMENT

ATV Services
714-999-8966
www.atv.com.net

BANKNET

713-629-0905
www.bank.net
Budget Seminars and Repair
888-549-2910
CardWare International
www.cardware.com

CENTRAL POINT RESOURCES
Central Point Resources
1800-935-7644
www.centralpointresources.com

General Credit Service, Inc.
800-325-1158
www.gcfinc.com

Imprint
800-252-1742
www.imprint-us.com

J&S POS Dept
877-388-7274
www.jposdept.com

Magik, Inc.
800-769-8820
www.magik.com

POS Portal
888-275-7288
www.posportal.com

The Phoenix Group
800-355-7627

A Company
555) 555 - 5555
www.aweburl.com

POS
A Company
555) 555 - 5555
www.aweburl.com

POS Acquiring Solutions
(Formerly Vital Processing)
800-886-1999
www.vitalacquiring.com

VerFone
800-VERPHONE

FINANCING

America's Microloan
888) CASH 456
www.AmericasMicroloan.com

FINANCING FOR ISDS

ISD Funding
800-781-5007
www.isdfunding.com

RESOURCE FINANCE COMPANY
888) 211-0114
www.resourcefr.com

FREE ELECTRONIC CHECK RECOVERY

ACCESS CHEK
800-746-CHEK
www.accesschek.com

DEBIT / LOYALTY CARD PROGRAMS

Cardex Processing Systems
800-885-0018

Electronic Payments (EP)
800-960-0520 x221
www.epforcards.com

FLEXIFUND
800-280-3388

Global eDraw, Inc. (GDI)
877-484-3825
www.globaldrawing.com

SAPE IT TECHNOLOGY
800-754-7348 x118
www.sape.com

HIGH RISK

A/P Solutions
800-713-0198
www.apolutions.com

International Merchant Solutions
800-313-2055 v105
www.iffm.com

ISO RELATIONSHIPS AVAILABLE

America's Payment Systems
800-502-6374
BluePay Inc.
800-579-6880
www.BluePay.com

On track with a new SAQ

The payments industry's increasing, and necessary, focus on data security has caused significant grumbling about the Payment Card Industry (PCI) Data Security Standard (DSS), but a new set of questionnaires for merchants to use with PCI self-assessments could alleviate some of the irritation.

The PCI Security Standards Council (SSC), which is charged with managing the PCI DSS, PCI PIN Entry Device Security Requirements and the Payment Application (PA) DSS, has updated its Self Assessment Questionnaire (SAQ).

The SAQ is an essential validation tool used by merchants and service providers to demonstrate compliance with the PCI DSS.

The revamped SAQ is designed to simplify and streamline the assessment process and aid small and mid-size merchants who are not required to have on-site PCI compliance assessments. The new SAQ comes in four updated versions tailored specifically for different categories of

card acceptors. The upside is that many merchants will no longer have to answer questions about card processing and security systems that don't apply to them.

Conversely, the questions probe harder for weak spots in payment processing software applications – a vulnerable area that some experts believe hasn't received proper attention thus far.

The updated SAQ also aims to bring self-assessments in line with version 1.1 of the PCI standards.

"Inconsistencies between the SAQ and the DSS 1.1 have been addressed," said a PCI SSC representative.

PCI SSC General Manager Bob Russo said with the introduction of the updated SAQ, "merchants will now have a better understanding for the steps necessary to secure their payment data and comply with the PCI DSS." The new SAQ is available now at www.pcisecuritystandards.org/tech/saq.htm. Its four distinct versions include:

- **SAQ A:** Designed to address requirements applicable to merchants who have outsourced all of their payment card data storage, processing and transmission functions
- **SAQ B:** Created for merchants who still process card transactions with imprinters or use standalone, dial-up terminals only
- **SAQ C:** Constructed to focus on merchants whose payment application systems are connected to the Internet
- **SAQ D:** Designed to address requirements relevant to all service providers defined by a payment brand as eligible to complete an SAQ and those merchants who do not fall under the types addressed by versions A, B or C.

The PCI SSC's Web site also contains comprehensive guides and a list of links to help merchants and their service providers better navigate through PCI's murky waters. ☐

Turbulent negotiations for Hypercom, Ingenico

In an exchange of publicly disclosed letters, Phoenix-based Hypercom Corp. and Ingenico, headquartered in Neuilly sur Seine, France, are maneuvering over a possible merger. The rival POS equipment manufacturers are titans, ranking just behind industry leader VeriFone.



need faster service?

We provide: Repair & Refurbishment of POS equipment
Download & Blind Ship per request

We sell: New / Refurbished equipment
Accessories / Supplies

COMPETITIVE PRICING - FAST TURN AROUND ON REPAIR

email: martinle@attpos.net
web: www.attpos.net
Californians: WALK-IN WELCOME

888-454-1210



AGENT UP FRONT COMMISSION

on myARCworld Business Packages

\$1,500

Plus Industry Bonuses, Residuals and Commissions!

Why walk away from any PROSPECT when you have so much more to offer?

- Complete Business Solutions
- Unique Financing Options
- New Business Packages
- Marketing & Branding
- Credit Card Processing
- Web Design & Hosting
- E-commerce Solutions
- Graphic & Print Design
- Print Services
- Promotional Products
- VOIP
- Payroll & Human Resources
- Legal Products
- Fleet Purchase Program
- Cell Phones & Accessories
- Insurance
- Free Prescription Discount Card
- Furniture and Much More...

**Become a
myARCworld
ISO/Agent
or Reseller
today at
myARCworld.com!**



877.272.6500

BONUSES PAID
On EVERY Application!

REWARD YOURSELF!

Maximize Your Profitability! Take Advantage of our 5¢ Authorization Fee!

Turn this...



Into this...



Call Today.
You'll See the Difference!

- Fleet Cards, FuelMan, Write Express & Voyager
- Bonuses paid on EVERY Application (No Quotas or Gimmicks)
- Petroleum, Pay @ the Pump with Gilbarco, Ruby & Dresser Wayne
- Multiple Platforms
- Lifetime Residuals
- Faxed Applications
- Free Equipment
- Merchant Loans
- Gift Cards
- Check Guarantee
- Free Marketing Materials

FREE
TERMINAL
PROGRAM!

Yours to Sell,
Lease or Give-Away!
The choice is yours!



SHARED REVENUE PROGRAM

- Earn Residuals Off Interchange and all Bankcard Revenue Streams
- Make 65% with only 10 Approved Merchant Applications Per Month
- Ask How You Can Make As Much As 80%

BUY RATE PROGRAM

- 1.59% for Qualified Credit Cards
- 1.25% for Qualified Debit Cards
- No Monthly Minimums
- No Annual Fees
- No Batch Fees



RELIANT
PROCESSING SERVICES
(877) 650-1222 ext. 101
sales@ReliantProcessingServices.com
www.ReliantProcessingServices.com

On Feb. 5, 2008, Philippe Lazare, Ingenico's Chief Executive Officer, sent a letter to Hypercom's board of directors, offering to acquire Hypercom for \$6.25 per share in cash, reportedly worth approximately \$332 million in total. But the offer was conditional on Hypercom's abandonment of its attempt to acquire POS terminal maker Thales e-Transactions S.A., a subsidiary of French aerospace and information technology giant Thales.

On Feb. 8, 2008, Ingenico made the letter public. In addition, Lazare issued this statement:

"We believe our offer [to Hypercom] provides a compelling value proposition for the Hypercom shareholders.

"Unfortunately, even though we have provided the company with evidence of our ability to finance the transaction and requested customary due diligence, Hypercom has been uncooperative with regards to a reasonable path forward.

"We are prepared to move quickly to execute on a transaction, but are not interested in proceeding if Hypercom consummates its proposed acquisition of Thales.

"We believe that a transaction between Ingenico and Hypercom would create significant value for the shareholders of both companies and urge the Hypercom board of directors to consider it carefully."

In response to Ingenico's letter, Norman Stout, Chairman of the Board of Hypercom, sent a letter back to Lazare on Feb. 11, 2008, stating:

"We are disappointed with your letter today, especially since we discussed our position with you over the weekend, agreed to begin negotiations, forwarded a draft confidentiality agreement to you, sent preliminary terms of a deal with the draft agreement, and expressly made ourselves available to you throughout the day. We heard nothing from you until you issued your letter at the close of market.

"Your insistence on behaving as if this were a hostile overture and playing this out in the public arena causes us to question your motivations in making this proposal."

Stout's letter went on to state that Ingenico had "already filed suit against our financing partner to attempt to block our acquisition of Thales S.A.'s e-transactions business."

The letter referred to the December 2007 announcement that Hypercom had entered into negotiations to buy Thales e-Transactions, a deal reportedly worth \$120 million. According to the letter, Hypercom has put down a \$10 million deposit to secure the offer.

"The potential harm to our shareholders of our failing to pursue the acquisition of the e-transactions business

could not be more real," Stout said. "We received a letter from Thales today [Feb. 11, 2008] stating that they may abort our transaction, retain our deposit and seek other remedies if we do not sign the Stock Purchase Agreement by 8 p.m. Phoenix time on Wednesday, Feb. 13, 2008.

"Unless we sign this agreement by then, we are in jeopardy of losing our \$10 million and exposing ourselves to litigation."

Stout added that in discussions with Ingenico, his company's intent has been clear. "We want to maximize value for our shareholders. ... The e-transactions business has significant strategic value to our shareholders, and we would only put it in jeopardy if there was certainty of an agreement that had greater value. The e-transactions acquisition is certain. The Ingenico conditional inquiry is far from certain.

"We want you to remove the threat of suit your counsel has made against Hypercom, not because we believe there is merit in the threat, but because it is a barrier to healthy and productive discussions."

Despite rocky communications thus far, Stout said Hypercom is open to further discussions with Ingenico.



INDUSTRY-BEST PRICING
LARGEST INDEPENDENT SUPPLIER
ENCRYPTION & DEPLOYMENT
EXPEDITED REPAIRS
REPLACEMENTS
REFURBISHED UNITS
TOP-RATED CUSTOMER SERVICE

CENTRAL
We've had this area covered since Day One.

When we first opened our doors in 2003, Banks and ISOs in the Midwest were right in our backyard. And they quickly came to appreciate our intense focus on customer service and incredibly low pricing. Soon, we became the industry's largest independent P.O.S. distributor and the only one with distribution contracts with every major manufacturer.

THE PHOENIX GROUP
1-866-559-7627 • WWW.PHOENIXGROUPOS.COM

RevolutionCard, Fifth Third stir the processing pot

RevolutionCard, launched by Revolution Money in September 2007, recently signed its first merchant-processing agreement with Fifth Third Processing Solutions.

The RevolutionCard, a PIN-based interchange-free card, can now be accepted by Fifth Third Processing Solutions' merchant customers across the United States, through Fifth Third's Jeanie network.

"Fifth Third is particularly relevant to us now for two reasons," said Jason Hogg, Chief Executive Officer and founder of Revolution Money. "First, they are a very innovative organization. And they provide us the foundation to rapidly increase our merchant base and to work with other acquirers and large independent retailers."

RevolutionCard is accepted by over 150,000 retailer sites, but the company's goal is to reach 1 million by the end of 2008, Hogg said.

"One of the keys to rapidly expanding our base is our ability to seamlessly integrate with our partners," Hogg said.

"When I say 1 million merchants, that's not a pipe dream. We are well on our way. Our partnership with Fifth Third Processing Solutions was the first critical step."

Under the agreement, Fifth Third will provide gateway processing services that will enable other merchants and ATM processors to also efficiently connect to Revolution Money and to offer the RevolutionCard to their merchant customers.

RevolutionCard has unique attributes. "This is MasterCard meets PayPal without the charges," Hogg said.

"I saw three pressure points in the industry," he added. "From a consumer's standpoint there was a growing concern about identity theft.

"From a merchant's standpoint there was great and growing frustration by interchange increases – increases of 300% – and that frustration was shared by both online and offline retailers.

"And third, there was a lot of payment fragmentation. You used to have to have one debit card and one credit

FIELD GUIDE SEMINAR IS COMING TO NEW ORLEANS

"The Practical Field Guide
to ISO Sales Success"

FIELDGUIDE
ENTERPRISES, LLC
WWW.GOFIELDGUIDE.COM



Monday, March 24, 2008

**Sheraton New Orleans Hotel
500 Canal Street • New Orleans**

REGISTER TODAY AT
WWW.SOUTHEASTACQUIRERS.COM

Agenda includes:

What is ISO Sales Success? *By Mark Dunn*
Lead Generation and Filling the Sales Pipeline *By Mark Gorge*
Check Processing as a Major Source of New Revenues *By Caroline Marino*
Winning Bankcard Sales Strategies in a Competitive Environment *By Juan Ortiz*
Today's Challenge: Hiring, Training and Keeping Good Salespeople *By Matt Clyne*
Improve Your Close Ratio with Proposal Selling *By Mark Dunn*
Merchant Retention - It's easier to keep them than to sell new ones *By Mary Wingham*



card and a PayPal account and another stored value card. It seemed obvious that there was a need for one thing to address all those needs."

According to Revolution Money, its product reduces merchants' credit card fees by up to 80%, and its PIN-based system reduces unauthorized transactions.

RevolutionCard charges merchants 0.5% of the sale price per transaction processed – much lower than the 1.9% average charged by traditional credit card companies.

The customer name and account number is not embossed on the card which, the company said, helps prevent identity theft. Consumers can preload their cards with up to \$15,000 (loaded electronically from the user's bank account), and interest rates are pegged to the cardholder's credit rating.

Other cards charge 2% to 8% for online transfers of money; RevolutionCard online payments are free, according to the company.

Revolution Money receives no income from person-to-person payments but sees this service as a way to win users. "The free money exchange for peer-to-peer transactions will help gain rapid proliferation of people on the platform," Hogg said.

He would not reveal the number of Revolution cardholders but said the company has experienced "significant rapid consumer acceptance."

Hogg reported that RevolutionCard has a number of deals in the works with vertical market partners to offer incentives to users. He cited a pending cable company partnership that may offer consumers free premium services in exchange for paying their monthly bills with the RevolutionCard.

Revolution Money is a subsidiary of Revolution LLC, which is headed by Steve Case, the founder of America Online Inc. Another AOL alumnus, Ted Leonsis, is Revolution Money's Chairman.

Board members include former Treasury Secretary Lawrence Summers; David Pottruck, the former CEO of Charles Schwab Corp.; Franklin Raines, the former CEO of Fannie Mae and former Director of the Office of Management and Budget; and Jason Hogg's father, Russell Hogg, the former President and CEO of MasterCard Worldwide.

Revolution Money is also backed by \$50 million in venture capital from financial powerhouses like Citigroup, Morgan Stanley, and Deutsche Bank AG.

Hogg said the timing of its September 2007 launch was "fortuitous, given the state of the economy. Many

merchants will find that interchange-free payment solutions have a positive and significant effect on their bottom line."

Revolution Money plans additional partnerships with acquirers in the near future. ■

State bill clarifies breach obligations

California merchants and their ISOs must adhere to the Payment Card Industry Data Security Standard. But they may soon have to contend with Senate Bill 364 as well.

On Jan. 31, 2008, with a 30 to 7 vote on the floor of the California State Senate in favor of SB 364, the state moved closer to strengthening its data breach notification law.

It defines what information merchants must make publicly available if consumers' personal data are compromised in a breach.

SB 364 is meant to set data security standards for merchants to follow, and to then make required information

INDUSTRY-BEST PRICING
LARGEST INDEPENDENT SUPPLIER
ENCRYPTION & DEPLOYMENT
EXPEDITED REPAIRS
REPLACEMENTS
REFURBISHED UNITS
TOP-RATED CUSTOMER SERVICE

EAST

Up and down an easy reach from our 65,000 square foot St. Louis warehouse.

It didn't take long for word to spread that The Phoenix Group offered the best customer service, the timeliest response and the best prices. And not just for P.O.S. products and supplies, but the full gamut of services: deployment and secured encryption, expedited repairs and recertification, overnight replacements, and everything else Banks and ISOs need to prosper.

THE PHOENIX GROUP
1-866-559-7627 • WWW.PHOENIXGROUPOS.COM

News

available to consumers and state agencies as well, including law enforcement, to track and halt possible patterns of abuse.

California passed the initial security breach notification law in 2002, a combination of two bills – SB 1386 and Assembly Bill 700 – authored respectively by State Senator Steve Peace, D-El Cajon, and State Senator Joe Simitian, D-Palo Alto. That law went into effect on Jan. 1, 2003.

"The law has worked surprisingly well because it is simplicity itself," said Simitian in a speech on the floor of the Senate before the SB 364 vote on Jan. 31, 2008.



DISCOVER
THE ALPHA EDGE TODAY!

Zero Hold Times • Zero Statement Fees • Zero Transaction Fees

Call NOW! 1-866-253-2227

AlphaCard
 S e r v i c e s TM

www.thealphaedge.com

"It says that whether a governmental entity or a business holds your data [and then] loses that data, it has to tell you so you can take steps to protect yourself.

"That simple tool has meant that millions of American consumers have known when their personal had been disclosed and they were at risk.

"Also it means there has been a powerful incentive on both government and business to improve their data security."

But the law failed to address what specific information public agencies, businesses or persons subject to that law needed to make public to consumers possibly affected by a security breach.

Thus, breach notification letters often lacked important information, such as the date of the breach or type of information that was compromised, leaving consumers in the dark about how to respond to the breach or what to do to protect themselves from identity theft.

Furthermore, there was no centralized location for the reporting of security breaches, meaning there was no way to assess or improve existing California security breach laws based on patterns of criminal activity or changing consumer practices.

SB 364 is designed to:

- Establish what security breach information must be divulged to affected consumers
- Direct the Office of Information Security and Privacy Protection at the Department of Consumer Affairs to collect, maintain and report security breaches to the California legislature
- Require public agencies, businesses and others to submit sample copies of their breach notification letters to OISPP

According to Simitian, the bill:

- Gives consumers more information to protect themselves from identity fraud
- Gives businesses greater clarity about what their obligations are when making a data breach notification to consumers
- Through the central repository of data breach information, gives law enforcement another tool for the fight against identity theft

Lawmakers removed the provision that would have information about every breach publicly posted on a Web site. It was reportedly not economically feasible in California's current budget crisis. Merchants will only have to supply OISPP with sample data breach notification letters. Actual data breach notices will not be posted.

With the successful passage of SB 364 in the California State Senate, the bill now moves to the Assembly, where SB 364 will be further debated and voted upon. If it passes the Assembly with a majority vote, the bill will then go to the governor's desk, where it will either be vetoed or signed into law.

Similar changes to data breach notification laws have already been made in Michigan, New Hampshire, North Carolina and New Jersey. ■

Mobile moves up payments line

Plastic cards are starting to lose their grip on the payments world. According to Juniper Research LLC, mobile phone users will reach over 612 million and generate more than \$587 billion financial transactions in 2011, with mobile payments generating \$22 billion of that amount.

The report, released in January 2008, found that mobile phones have extreme potential as financial services tools. "A combination of increased user demand and a desire from all sections of the ... ecosystem to deliver intelligent applications and services has created an atmosphere that is both creative and pragmatic," said Alan Good, the report's author.

An ABI Research study found that more than 419 million near field communication (NFC) chipsets will be shipped by 2012. It also stated that NFC mobile transactions are becoming more attractive to the public transportation arena.

In addition, according to a recent Aite Group LLC report, 2.5% of merchant locations in the United States will be contactless-enabled by 2014, steadily climbing from 0.5% in 2008.

However, Aite predicts cash will remain the dominant form of payment in the United States for at least the next six years. "This is attributable largely to merchant trepidation of interchange costs on low-value transactions," the report stated. ■

Jazz up your game at SEAA

If you are in the electronics payments industry and would like to sell to, learn from or network with the feet on the street, the Southeast Acquirers Association aims to help you do that and more at its annual meeting.

The two-day conference will be held March 24 to 26, 2008, at the Sheraton New Orleans Hotel in New Orleans. The goal of this year's event is three-fold: to address hot topics causing anxiety and ire within the industry, help some Katrina victims and have fun.

The SEAA, founded in 2000, is an independent association open to all acquiring bankcard professionals. It was established to educate the ISOs and merchant level salespeople (MLs) by keeping them informed about the industry's

INDUSTRY-BEST PRICING
LARGEST INDEPENDENT SUPPLIER
ENCRYPTION & DEPLOYMENT
EXPEDITED REPAIRS
REPLACEMENTS
REFURBISHED UNITS
TOP-RATED CUSTOMER SERVICE

AND NOW WEST
With the opening of our Sacramento, California Distribution Center!

With the opening of our new West Coast Distribution Center in California, western state Banks and ISOs can now take full advantage of everything The Phoenix Group has become famous for – industry-best prices, services, and support. And because we're now close and convenient, it can all be delivered a full day or two earlier.

THE PHOENIX GROUP
1-866-559-7627 • WWW.PHOENIXGROUPOS.COM

News

latest trends and regulatory changes.

The SEAA conference is designed to be a venue where exhibitors can get the word out about their products and services. Over 70 vendors will participate.

Dee Karawadra, the founder of Impact PaySystem in Memphis, Tenn., and newest SEAA board member, spoke about this year's conference site. "There are several reasons we chose New Orleans, but the number one reason, of course, was to give back, to do some kind of service for the city," he said.

On the last day of the seminar, March 26, volunteers will have the opportunity to paint a school or clean up a city park. "We'll provide lunch and snacks," Karawadra said. "It's a great mingling factor, and a great chance to get away from the showroom, give people a chance to talk one-on-one and do some real networking."

Karawadra said he is a perfect example of why this show is so helpful. He didn't have industry knowledge or relationships with the right vendors before he attended his first SEAA conference. "I went to that show 5, 6 years ago and met so many people in the industry," he said. He still relies on each of the vendor relationships he formed then.

Each year, the SEAA's advisory board members, who represent all facets of the payments industry, suggest topics that are ripe for discussion. The spotlight this year is on Payment Card Industry (PCI) Data Security Standard (DSS) compliance. "PCI used to have the mentality that it only affects the larger merchants, but that's not the case anymore," Karawadra noted. Getting the word out to mid-size merchants is a conference priority.

Breakout sessions are charged with offering fresh insights that will lead to better-educated MLSs who are able to produce more merchant accounts. Cash advance and interchange will also be covered, and forums will convene at which MLSs can air concerns and get questions answered.

In addition, the National Association of Payment Professionals, an organization that caters exclusively to MLSs, will conduct a town hall meeting that addresses issues raised from a survey of 300 industry professionals.

As for Karawadra, he can't wait to return to New Orleans. "The night life is awesome, from jazz bands to every kind of club you can imagine," he said. Regarding the service portion of the seminar, he said, "A lot of people in this industry have made a lot of money, so it's kind of time to give back." ☐

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



©2007, First Data Corporation. All Rights Reserved.



*Call for Details and
Start Saving Today!*

800-897-7850

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE

**For 30 years,
the NPC brand has
lead the industry
through...**

Experience

**NPC Senior Management has
over 300 years combined
industry experience.**

Reliability

**NPC pays out over \$11 million
in on-time residuals and
lease funding every month.**

Integrity

**The bankcard industry is constantly
looking to NPC officers and ISOs
for information and guidance.**

Scale

**NPC is the largest acquirer
dedicated to the
ISO Business Model.**



NPC[®]
**Where you *Always*
want to be.**

New!

Upfront Cash

**Health Care
Allowance**

**Merchant Cash
Advance**

**Free
Equipment**

**Call TODAY!
1-877-300-7757**



NPC[®] America's Payment Systems Authority

You Have the *RIGHT* to **SUCCEED**

As a merchant services professional, you have rights. The right to be empowered in an industry that is growing increasingly competitive every day. At EVO, we invest in your future to help you achieve your business goals. We know there are other processors that you can choose to do business with. That is why we strive to be your exclusive partner and give you the respect that you have earned.

TO LEARN MORE ABOUT YOUR RIGHTS,

CALL JIM FINK

AT

1-800-CARDSWIPE

(227-3794) ext. 7800

or visit us online at

WWW.GOEVO.COM

Know Your Rights

1. The right to a fair agreement and a competitive compensation plan.
2. The right to be informed.
3. The right to be treated in a professional and courteous manner.
4. The right to receive your residual payments on-time.
5. The right to give your residuals to a beneficiary.
6. The right to a guaranteed residual buyout.
7. The right to access leading technology.
8. The right to consistent service levels.
9. The right to partner with an organization where integrity comes first.
10. The right to your peace of mind.



MERCHANT SERVICES

10 years ago in The Green Sheet ...

February 23, 1998 Issue 98:02:02

The Green Sheet

News and Advisory Service for ISOs in the Financial Services Industry

Inside This Issue

1. Enthusiasm and Optimism—a Fresh Wind Blowing Among ISOs
2. Check Fraud Fighters
3. A New Market for an Established Payment Method
4. More on Y2K
5. Year 2000 an "Act of God"?
6. Will that be Check or Charge for that Broken Arm?
7. Letters to the Editor
8. Global Acquires ECIS
9. NOWA Acquires Two Portfolios
10. Bank Acquisitions Everywhere!
11. Equipment Companies Merge
12. The Resource Guide
13. New Product Introduction
14. Knowledge is Power!
15. Connections
16. Reality Checked
17. Improve Your Presentations
18. The Wisdom of Involvement

Enthusiasm and Optimism—a Fresh Wind Blowing Among ISOs

Having just completed the third of several Green Sheet seminars planned for early 1998, I am blown away by the energy that filled these rooms and the excitement of the people who attended. While it is true that the subject matter and direction of this nine-hour event is strongly influenced by requests from new ISOs and those who are new to the industry, the conference attendance has been an equal percentage of new players and experienced old timers.

When one considers the marketplace for 1998 and beyond, it is really not that difficult if you have been an ISO who has been in the business for a decade or so) to realize a lot of competition exists today. Banks are back in the bankcard acceptance business in a very serious way; they are reacting aggressively to the loss of customers and the fact that residual incomes are more difficult to maintain than every before. While these deterrents are real, it is also true that many new doors are opening.

This new direction is the subject of The Green Sheet, Inc.'s "Creating Wealth as an ISO" seminar, and it began with the creation of the seminar itself. Imagine creating a five-year event and taking it to seven cities in a five-month period, so that it can reach as large a number of ISOs as possible. Previously,

finances and isolation have been impediments to ISOs' voices being heard, leaving them feeling disfranchised from much of what is happening in the industry.

This dilemma led to the second element of the seminars—to create a healthy discourse among the attendees. This is facilitated by bringing together opposing views and products, and by scheduling as much content as possible into this one day, including a working lunch and endless discussions after the event. In addition, there is a very aggressive Q & A process throughout.

What some of the attendees are saying about "Creating Wealth as an ISO"

"This was one of the best run and most useful one-day meetings I have ever attended. Major league good job!"

"The Green Sheet did a great job in putting this together. The industry needs organizations like this."

"The program content was extremely valuable."

"The presentation material is fantastic!"

"Great presentation, learned a lot. Hope to come back next year."

"I see your seminar as one of the most beneficial vehicles offered to the ISOs, Merchant Banks, etc. I have ever witnessed. This seminar is a wonderful tool. I see that you are bringing a cohesiveness to this business that has never been accomplished."

We will be experimenting with the format and the speakers throughout this series to try and push the barriers for what will work and what can be done better. As a whole, I find the direction for

bankcards, debit, smart cards, and checks a filling meal. Add to that announcements of new POS equipment directions and players, as well as Internet commerce and a number of selling opportunities and niche marketing ideas, and you have the icing on the cake.

Attending "Creating Wealth as an ISO" may be just the thing you need to jump-start your enthusiasm about our industry or perhaps you can motivate someone else. In any event, I hope to see you in one of the upcoming cities.

1998 Seminar Schedule:

Chicago, IL	March 5
San Francisco, CA	April 30
Orlando, FL	May 14
Dallas, TX	May 28

8:00am-6:00pm

To register for any of our upcoming seminars call The Green Sheet, Inc., at 800-757-4441.

Check Fraud Fighters

In an effort to fight check fraud, (which has grown to \$12 billion per year), US Check Company, Inc., and NeoMedia Technologies, Inc., have joined forces to create what they call the first fraud-proof, intelligent documents. The documents combine NeoMedia's SecureDocs™ technology with US Check's UV SmartIt, a non-visible ink overlay technology for authentication and document image processing.

"The addition of NeoMedia Technologies' secure document technology and associated soft-

- Concerns about Y2K prompted the Nevada Legislature to pass a law defining the software-related problems of accounting for the years 2000 and beyond as an "Act of God."
- Medic Computer Systems tested a way for health care patients to make their insurance co-payments with a credit card.

Medic's goal was to eliminate the \$1.8 billion in annual bad debt accrued by Medic's health care providers.

- International Verifact Inc. merged with Checkmate Electronic Inc. to become IVI Checkmate Corp., making the entity North America's third largest electronic payments company.

Among IVI's subsidiaries was IVI-Ingenco Inc., a Latin American distribution company jointly owned by France-based Ingenco, which was expected to become the principle shareholder in IVI.

WordSearch

Put on your thinking caps, and find all the words listed below ... we've even started it for you.
Words will be horizontal, vertical, diagonal and even backwards! Have fun.

O M E N T O R K O I R E S F F I P S U W
 N O I S I C E D Y A M X W I T R L V L O
 T Y O N C W A M U P R E S I D E N T C D
 I J Y T K E Y F O B I C E Q S U R E D B
 S E R T E V M U Z N R T M T Q R K I S S
 I D E S T O R E X F E O D S I A L X C N
 D C Y F S X S B I U K Y G R T N E U R O
 M O B I L E D C R N G E I W U D G P E I
 A L R D W J C O N S U M E R V E C T E T
 P D G E X E C U T I V E G B U P Y L N C
 X C U E P W N S E D E P N R E W B P O E
 S A S A L E S C M A C R O W N A E A B L
 K L G E W A Z W Y N N K I X D L R R S L
 I L S W P O A G X M U T T P S L S T I O
 M I W E M I T R E V O K A C L E P N R C
 M D O X T E A T R U B U C K E T A E O N
 I H F E C L S E D F P C A X D P C R Y Z
 N Y R B U Y R A T E M I V Q P U E Z S E
 G U D R S V R I T Z E K A H S D N A H M
 W E L C U F I R M W A R E X E H T O V U

BOUNCE
 BUCKET
 BUY RATE
 COLD CALL
 COLLECTIONS
 CONSUMER
 CYBERSPACE
 DECISION
 E-STORE
 EURO

EXECUTIVE
 FIRMWARE
 HANDSHAKE
 KEY FOB
 LCD SCREEN
 MEETING
 MENTOR
 MOBILE
 MONEY
 OVERTIME

PARTNER
 PRESIDENT
 SALES
 SKIMMING
 SPIFF
 SYSTEM
 TICKETS
 VACATION
 WAITER
 WALLET

GET THE REAL STORY.

What's your inspiration? My beautiful wife and four kids. **What's your aspiration?** I want to spend my summers vacationing with my kids while they are still young. **How do you unwind?** I surf behind my Calabria and teach surfing in Idaho. **What were your residuals before the Total Merchant Services Free Terminal Placement Program?** M.I.A. **Your residuals now?** I'm embarrassed to say because you would be jealous. **How do you stay ahead of the curve?** I stay on top of Google® AdWords and Yahoo!® search marketing because that is the future of this business. **Best decision you ever made?** Marrying my wife. **How do you measure success?** Hugs and kisses from my four kids. **What are your favorite words of wisdom?** It is easier to make more than it is to get your wife to spend less!

REAL REPS. REAL SUCCESS.

ONE-ON-ONE WITH OUR TOP SALES REPS.



Kevin Kennedy

Business Credo: Keep it as simple as possible – and it doesn't get any more simple than FREE!

Start writing your success story today!
Join the team with a proven track record.

Check out Total Merchant Services program details at
www.upfrontandresiduals.com or call us toll-free at
1-888-84-TOTAL ext. 9411



total merchant services
payment solutions for your business

Introducing a product that
will help you open doors to
the medical industry...

**Online real-time
Health Insurance
Eligibility!**

*No Software to install
No Integration issues
User-friendly format
Agent & ISO programs*

Call today to set-up a live demo...

**(877) 251-0778
Ext 1546**



cash advance from page 1

But while the court case freed companies from the threat of litigation or paying patent royalties, the liquidity crisis drove others out.

Glenn Goldman, CEO of AdvanceMe, said there are more competitors in the market than there were two years ago and fewer than six months ago. "Cash providers are squeezed from both sides," he said.

"When they suffer defaults, they lose cash flow, and as a result, their funders charge more, require they put up more capital themselves or take away funding altogether," he added. Thus, providers that do not have their own capital have probably met with difficulty.

Significantly, experiences with the economic downturn in the last 90 to 120 days have negated perceptions that the industry has wide margins and plenty of room for error.

Recession wins, recession woes

Given current economic conditions, it's likely organic business growth – which occurs when existing customers prosper and grow – will not be particularly robust in 2008.

"As a result, we are seeing our processing partners look to our product to create what we call footprint growth: generating more revenue from existing customers," Goldman said. "We generate more income for our partners – their commissions – but also, with our product, merchants must stay with their processing partner for the duration, averaging 27 months, which greatly extends the average processing life."

Goldman said AdvanceMe has seen a marked increase in applications, but simultaneously, the company's approval rate has dropped a few percentage points. "You would expect approval rates to drop in this kind of economy," he said.

AdvanceMe funds merchants with a Fair Isaac Corp. (FICO) score as low as 411 or as high as 817. "The recession won't change that on the lower end, but we are seeing more merchants with high FICOs applying," Goldman said.

Goldin expects the recession will spur increased demand for cash advance services. "Merchants who could take out loans against the value of their home will have a harder time getting needed cash that way, and they'll turn to merchant cash advances," he said. "They'll be better credit qualified applicants."

"But there will also be merchants who are hurt by the recession that will be higher-risk and will take longer to repay or even be driven out of business. Hopefully, those two trends will balance each other out, but it's a crapshoot."

In addition, the subprime lending industry crisis has driven a large number of former subprime mortgage brokers into the industry.

"I get calls every day," Goldin said. "We want to be sure that people entering the industry aren't motivated just by a quick buck."

"We are already starting to see some of these brokers who can't find a funding company to still work with them after a couple of months because the bad debt on their paper is so high."

The adolescent merchant cash advance industry is grappling with growth issues, too.

"During 2007 we saw a bidding war between merchant cash advance companies to attract new sales agents and ISOs to resell their product," Goldin said. Many of those new cash advance companies were inexperienced and had a steep learning curve.

"After factoring in the bad debt associated with the product and the quality of deals submitted by certain agents, many merchant cash advance companies have come to the conclusion they can't make money by paying the ISO commissions they were paying," Goldin noted.

"So I expect we'll see lower commissions during 2008. You can't stay in business funding bad deals."

"In the second and third quarters of 2007, we walked away from a lot of business because we couldn't rationalize the terms being offered merchants. That discipline paid off in the fourth quarter when we grew 75% and closed out a record year."

Changing economic conditions have led American Microloan to change its commission structure; it lowered its referral commission from 4% to 3% and dropped its residual commission from 0.2% to 0.08%. "We monitor our accounts diligently, and we've tightened our underwriting," Chung said.

Gardner said he saw many companies trying to "buy business with high upfront compensation. But I don't think they realized what they were getting into, and over the last few months, we've seen several competitors who didn't have their own capital close down."

North American Bancard hasn't changed its compensation structure. "But we always rewarded against on both the front- and the back-ends," Gardner said. "The agents get the majority of their compensation, of course, on activation."

"But they also received something on completion. We're not talking about 30-year mortgages here. On average the

CoverStory

window is six months. That way our agents share in our long term success."

Stephen Sheinbaum, CEO of Merchant Cash & Capital, has observed a "groundswell" of funders who offer more reasonable commissions and demand a better quality application.

"And the smarter ISOs are taking more of a long-term approach," he said. "Is it better to earn \$1.50 now, but the funder goes out of business, or take \$1 now and know you'll still be working with the funder in three years?"

"A fair allocation of risk and reward is simply better all the way around."

Fraud expansion, fraud detection

Chung has also seen two or more funding companies overlap funding for the same merchant. "No one can sustain that level of debt," he said. "Eventually it will bankrupt the merchant."

"Funding companies have to be on the lookout for that and check to be sure that the previous funding has been repaid. It's not good for the merchants; it's not good for the funders. Sooner or later it will go bad for everyone."

Application fraud is already on the rise. "From an underwriting standpoint, you really need to be utilizing your 'A' game," Gardner said. "You can really take a loss if you don't successfully filter out fraud."

North American Bancard instituted a number of fraud detection procedures that include sending stealth shoppers equipped with camera phones to do random checks of inventory or count the number of POS terminals. The company also has a rigorous identity fraud detection process.

The growing understanding of the merchant cash advance business has made it easier to sell because merchants no longer need much explanation of how it works. But it has a downside.

"Unscrupulous agents have been coaching merchants on how to abuse the system: installing two or more terminals and running only a fraction of the purchases through the designated terminal, for example," Sheinbaum said.

Loans denied, cash approved

A number of cash advance providers have come to believe that the agents who thrive are those who lead with cash advance rather than processing.

ITS TIME TO PUT MARGIN BACK IN YOUR BUSINESS

The most sophisticated all-in-one solution on the market today is here. With its numerous ports, you can add further value to the customer relationship by offering additional premium services like: Debit, Check, Gift/Loyalty, Contactless, and more. With its remote updating capability, you install it once, and you never have to touch it again. Add in the fact that it's available in both Dial-Up and IP and back it with an unbeatable three year warranty; this terminal sells itself.

This truly is an Agent Protected Solution that can help quell the margin erosion and put money in your pocket.

What are you waiting for? Call Fred Couch at 800.726.2117 ext. 1156.

 **electronic
merchant
systems**
www.emscorporate.com

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

MSI

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



JOIN 1-800-BANKCARD TODAY!

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

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

CoverStory

"It's a fabulous way to prospect," Gardner noted. "Imagine a restaurant owner who does not have access to bank financing, and you ask for the opportunity to meet with them by providing a free terminal or a lower rate in comparison to providing a 100K in working capital? Which offer do you think will open that door faster?"

Gardner also cited an 80-plus percent renewal ratio, which fosters low attrition and more incremental revenue.

Sheinbaum added that while the feet-on-the-street approach still works, many of the most successful agents also either develop relationships with channel partners or invest in direct marketing, online lead generation, and search engine optimization techniques.

"The most successful are those who understand their customers, and understand their customers businesses," Goldman said. "I know it's not sexy, but that is still fundamental for success."

The biggest criticism the industry faces is the very high cost merchants pay for cash. And those who are eligible for traditional bank loans would probably be better off going that route.

But traditional banks are not meeting the needs of small businesses that might have few material assets but healthy receivables – mostly pledged through credit card debt.

And retailers with strong but seasonal sales may prefer a merchant cash advance because traditional loans are paid back monthly in even amounts, whereas with a cash advance, merchants' payments are proportional to their sales. They pay more in strong sales months and less in weak ones.

"No one is denying that this is expensive capital," Gardner said. "The point is for some merchants, it's the only capital they may be able to get. It's a fraction of the cost of a consumer payday advance."

Gardner has a repeat customer that obtained cash advances to expand his pizza franchise. "He told me that he considered it much less expensive than his previous friends and family funding," Gardner said. "When you fund that way you often give away a piece of your business. The 35% he gets here can be bought out in time, and he still owns 100% of his business. Independence is important to entrepreneurs."

2008 practices, predictions

American Microloan's growth has remained steady, and strong, at 50% a year. Chung doesn't anticipate that changing in 2008, though he said the default rate for the industry on the whole has risen sharply over the past couple of years. He anticipates the funders that survive the recession will be

those that underwrite carefully and monitor their accounts consistently.

Sheinbaum said he is "bullish" on 2008 for Merchant Cash & Capital, but "it could get a little Darwinian for the industry. And that's probably a good thing overall."

"It takes a challenging economy to weed out the stronger players and test their business models," Goldman noted.

Goldin said 2008 "could go either way, but I think overall it will be a positive year for the merchant cash advance industry. Demand for the product will continue to grow, especially with the recent credit crunch.

"It may be harder for agents to get deals approved and some small, inexperienced companies may go under or be acquired.

"But in the long term it will be more beneficial for both the sales agent or ISO and the merchant cash advance industry."

Goldin and other industry leaders are forming a nonprofit trade association for the merchant cash advance industry, which they hope to debut soon. They are in the process of establishing best practices to protect merchants and cash providers.

"It's important for the industry for cash advance companies to have a 'MATCH list,' to combat the serious problem of fraud," Sheinbaum said. MATCH derives from the Member Alert to Control High-Risk database. It contains information on merchants who have been terminated for cause.

"Successful cash advance providers must have three things: access to competitively priced funds; solid scoring and underwriting models; and the most critical of all, a fundamental understanding of best practices," Goldman said.

"You must know your customer; understand his business; and never, ever, supply more capital than they can support ... and not one dollar more."

AdvanceMe created and posted a white paper on best practices entitled Know Your Customer and Other Guidelines for Responsible Merchant Cash Advance Providers at www.mcabestpractices.com/documents/WhitePaper_June2007.pdf.

Cash advance is clearly a growing trend in the payments industry. But, down the road, will cash advance reach a saturation point at which the value proposition to ISOs and MLSs is no longer a winning proposition?

If so, a different trend will likely take hold, and time will tell what that will be. ■



You PROFIT

from our principles

United Bank Card, Inc. (UBC) is the processing partner you can depend on to help your office grow. We have designed our entire ISO program with the purpose of helping you to achieve your sales goals, maximize your profitability and realize your office's full potential.

United Bank Card has an established reputation for helping our ISO/MLS partners develop profitable merchant portfolios. We paid out over \$20 million in residuals, bonuses and commissions in 2006 and our program continues to improve.

HOW?

It's simple. United Bank Card stays ahead of the competition by listening to our ISO/MSP partners and enabling them to close every deal with unparalleled sales tools. We provide you with the most comprehensive assortment of merchant service offerings available as well as the highest level of support.

WHY?

United Bank Card works with you to ensure your success. With online account reporting, dedicated Relationship Managers and 24 hour customer service and technical support, it is no wonder that our program is preferred by over 1,600 ISO partners.

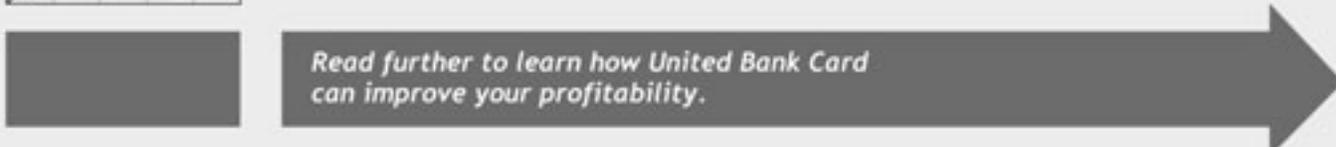
Additionally, we do not compromise your interests by putting ourselves in direct competition with our ISO partners. Unlike many competing organizations, our corporate website does not market directly to merchants or encourage them to bypass the independent sales channel. Instead of competition, United Bank Card provides you with a variety of revenue generating programs to help you increase your merchant portfolio and profit from our principles!



United Bank Card



*Read further to learn how United Bank Card
can improve your profitability.*



SOME COMPANIES STAND OUT FOR OBVIOUS REASONS...

United Bank Card is widely recognized as a payment processing leader and continues to set the standard for exceptional ISO programs within the industry. United Bank Card has achieved this position as a result of the tremendous success of our sales partners, and in return we are dedicated to helping you maximize your profitability. We offer you incredibly low transaction fees, free equipment that can be sold or leased while keeping 100% of the profit, multiple value-added programs and a variety of bonuses.

LOWEST TRANSACTION FEES IN THE INDUSTRY

3 CENT

TRANSACTION FEES

IP transactions are even lower at 2 cents per transaction!

Residual splits of up to 65%!

Maximize your profitability with the lowest transaction fees in the industry and take advantage of our unheard of revenue splits of up to 65%! Our low processing fees and high revenue splits will help you make the most of your merchant portfolio and increase your monthly residual income.

VALUE ADDED SERVICES

- 25 FREE gift cards for all of your merchants
- FREE Ingenico eN Check 2500 check reader with check services application
- FREE VIVOpay 4000 contactless reader for qualifying merchants
- WAY Systems mobile transaction terminals for \$199
- Merchant Cash Advance Program
- Registered ISO/MSP Program - United Bank Card pays your registration fees!

UNBEATABLE BONUS PROGRAMS*

Combine your bonuses with free terminals that you can sell, lease or place free of charge and keep all of the profits!

- Earn up to \$455 in bonus money per deal per week!
- Earn up to \$6,000 in quarterly bonuses!
- Earn up to \$25,000 in bonus money annually!
- Receive a \$500 health insurance allowance!

NEW!

- Conversion Bonus
- American Express Bonus & Residuals
- Discover Residuals
- Interactive Merchant System Bonus & Residual

NEW!

■ Nationwide Petroleum Program

Let us help you take advantage of the ever-growing petroleum market. As an agent of United Bank Card, you will have the ability to offer pay-at-the-pump processing as well as Fleet Card, Wright Express and Voyager payments.

- Nationwide Sales, Service and Support for POS Systems



NOW OFFERING AMERICAN EXPRESS CARD ISSUING!

Issue your merchants American Express business cards through UBC and earn residuals and bonuses!

Give your merchants the ability to apply for an American Express business card conveniently from our merchant application. United Bank Card's card issuing program enables you to offer your merchants the opportunity to earn American Express Business Rewards and to receive a bonus from every approved account.

To learn more about United Bank Card, contact:

Brian Jones, Executive Vice President Sales and Marketing: 800-201-0461 x 136

Jonathan Brandon, National Sales Manager East: 800-201-0461 x 145

Max Sinovoi, National Sales Manager West: 800-201-0461 x 219

or log on to www.isoprogram.com for more details

ENHANCED! FREE EQUIPMENT PROGRAM

Why buy equipment when United Bank Card provides you with state-of-the-art terminals for free?

United Bank Card launched the original free terminal placement initiative and it continues to be the program of choice. With our enhanced Free Equipment Program, you have the option of placing terminals for free or you can sell/lease a brand new piece of equipment at whatever price you want and keep 100% of the profit!

OPTION 1 – FREE PLACEMENTS!



Nurit 8500x



Hypercom T4100



Nurit 8000 Wireless

This is the same popular program which has been sold by our partners since the launch of the Free Terminal Program in November 2004. However, in addition to the Nurit 8500x, you now have the ability to offer the Hypercom T4100 and the Nurit 8000 wireless terminal** for free.

OPTION 2 – PLACE, SELL OR LEASE AND RETAIN 100% OF THE PROFIT!



New!
Nurit 2085



Comstar CHARGE
ANYwhere Wireless



New!
Hypercom T7Plus



WAY Systems
MTT

Four completely free terminals! For every merchant application you submit, you will be able to choose from four advanced terminals that are yours to sell, lease or give away free of charge. You will be able to place, sell or lease a new Nurit 2085, Hypercom T7Plus, WAY Systems MTT or Comstar Wireless unit at whatever price you want and keep 100% of the profit.

**Inc.
500**

2005 | 2006 | 2007

United Bank Card is a top 40 merchant acquirer with an impeccable reputation of excellence in the payment processing industry. United Bank Card provides payment services to over 80,000 businesses throughout the country and processes in excess of 7 billion dollars annually. We commit 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 and find out how our dynamic programs can improve your sales performance and increase your earnings!

*All bonus programs are subject to terms and conditions. Please contact United Bank Card for details.
**Subject to terms and conditions. Please contact United Bank Card for details.

United Bank Card 

Education

StreetSmartsSM

Proudly presented by



Back to basics

By Dee Karawadra

Impact PaySystem

I have written about finding niches. But being a merchant level salesperson (MLS) requires discipline, and after a while, many lose their initiative and form bad habits.

Knocking on doors, keeping a business-card file, following up, traveling to fresh locales and getting referrals are tasks every ISO and MLS should do routinely.

Mike Anderson, imhogwyld on GS Online's MLS Forum, stated, "Treat it like the opportunity it is; work it like a job (something I think far too few do)."

So buckle up, and let's go back to the basics.

Knock on doors

I used to get nervous on sales calls. My palms would sweat, and I would stumble over my words. I found the key is to get a merchant's attention in the first few seconds. I always had some cheesy line to break the ice. Establishing rapport right away usually makes it easy to lead into credit card processing questions.

Knocking on doors is the best way to fill your pipeline. When I used to sell door-to-door, if I skipped a week of knocking, I could always tell because lackluster results would reflect my neglect. I'm often asked whether it's possible to still write 20 deals a month. The answer is yes.

Are you going to be able to close a deal in one visit? Not always. But you will build your pipeline. It may just trickle initially, but as time goes on, the flow of deals will surge.

Follow up

The key to closing deals is following up. I always went

Education index

Ted Svoronos	74
Nancy Drexler	76
Adam Atlas	80
David Mertz	84

through business cards I collected and followed up weekly until I got a firm yes or no.

For each phone call or visit, I would make notes on the back of the prospect's card. I would note any information I got (business owner is off because it's her birthday, on vacation, kids baseball tournament, funeral).

I would then use that information when I finally reached the owner. After a few calls, you usually start building rapport with decision-makers and get closer to closing deals.

Following up is the most important part of a sales cycle. Credit card processing is often the least of merchants' concerns. Many other day-to-day factors occupy their minds. It is our job to remind them just how crucial selecting the right credit card processing partner is to their prosperity.

You don't have to be a pest. Just calling and letting them know you are checking on them helps close deals. And once a deal is ready to close, don't talk your way out of it. Start the application process right away.

MLS Forum member Alexs stated, "One of my first accounts, the guy had to tell me to start filling out the app. You have to always assume the sale is going forward."

Get referrals

This is something so many MLSs don't do. It is amazing how many merchant accounts I have signed because I

Don't Lose Sight

Money Tree
Merchant Services is
constantly focused
on one thing ...
your success!

"With Money Tree's Free Terminal program, I can offer card acceptance to merchants who are currently processing, and to those who had not considered accepting credit cards because of high start up costs when owning or leasing equipment. I sign more new accounts than ever before, and my residuals keep growing faster than I could have imagined."

T.Lee, CA

More Options.
More Choices.
More Revenue Streams.
More Opportunities.
More Bonuses.
More Money.

NEW! Discover Card Residuals. NEW! FREE External Hypercom Pin Pad.

FREE TO YOU!

Brand New • Hypercom T4100 • T4100 and Magtek Check Imager
• T4100 with Vivotech 4000 Contactless Reader

FREE MERCHANT PLACEMENT!

Brand New • Hypercom T4100 • T4100 and Magtek Check Imager
• T4100 with Vivotech 4000 Contactless Reader • NURIT 8000 GPRS Wireless

FREE Encryption | FREE Deployment | FREE Merchant Training | FREE Shipping



RELIABILITY • INTEGRITY • STABILITY
Call Money Tree Services Today 1-800-582-2502 Ext.2
www.moneytreerewards.com

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

It is amazing how many merchant accounts I have signed because I asked for referrals. There are shopping centers where I have every merchant except the anchor grocery store. This is as a result of asking for referrals.

asked for referrals. There are shopping centers where I have every merchant except the anchor grocery store. This is as a result of asking for referrals.

Sometimes you have to say something like, Do you know who owns the video store next door? This spurs their thinking and usually provides a few good leads.

And remember, when following up on the leads, mention the person who referred you to them, as well as the fact that your mutual friend just signed up with you. By creating a "keeping up with the Joneses" effect, you are more likely to close deals.

Travel

Are you tired of working the same area again and again? Then travel. Within an hour's drive from Memphis, there are plenty of small towns to visit, and they don't get

swarmed by salespeople. I have signed accounts all over, because I travel. In addition, on every vacation, I attempt to get at least one account. I have sold on cruises and airplanes; at dinner parties, bars, and my kids' cheerleading practices and competitions; in doctors' offices and restrooms – the list goes on and on.

You have to be in sales mode all the time. Stop at every banner that reads "coming soon" or "under new management." Hunt for sales everywhere. Most MLSs can write business anywhere. And geographic diversification strengthens portfolios.

When I asked MLS Forum members what they considered to be their basics, I got thoughtful responses. Coach Bob Schoenbauer of Capitol Payment System stated, "Good shoes."

"Basics, as they say in baseball, are pitching and catching," Jeff Fortney wrote. "You need to remember the steps that generate business, prioritize those steps and execute them every day. ... Stop chasing windmills. Concentrate on the bread and butter of your business."

George "C" Ciubotaru advised, "Never speak badly about your competitors. ... Establish an interpersonal relationship with your potential client before discussing business. ... Educate your potential clients even if you know that you are not going to get the sale at that moment. ... Never think about how much you are going to make before walking into the appointment. ... Answer your phone. ... Call customers back, and follow-up. ... Look the part."

No matter what your approach, don't lose your basics. The basics will help you thrive. The beauty is you can pick, choose and customize your own basics. Use some of the ideas above, and create your own – if you don't already have them in hand.

Safari Njema. Safe journey. 🚗

Dee Karawadra is the founder, Chief Executive Officer and President of Impact PaySystem, based in Memphis, Tenn. He and his team have a wealth of knowledge on the merchant services industry, with a niche in the petroleum market. Dee's experience on the street as an agent has guided him in laying a foundation for an agent program that is both straightforward and lucrative for his agents. Contact him at 877-251-0778 or dee@impactpaysystem.com.

Residual Buyout Program

We buy all kinds of credit card processing portfolios.

- ✓ 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 & Large Portfolios



Call
Darrin Ginsberg
949.200.7474
portfolio@buyresiduals.com
www.buyresiduals.com

"plug in" to *unplug* your profits

iMAX Bancard now offers you a payment gateway plug-in for



Through this plug-in, you'll retain ownership of your QuickBooks'

Merchants, while giving them more power over their processing account like:

- process payments from invoices
- automatically create payments
- process recurring payments
- import transaction data
- process returns and voids

- all while using their wireless devices!!

As with all our products, we bring you the best selling opportunities with the best service in the industry.

It's sales...only better.

Expect instant approvals, lifetime residuals that you own, faxed apps, instant live merchants, file builds in seconds, the industry's highest merchant approval rate, Internet gateway access tools and reporting, sales training with in-house support and so much more. Why wait? Call today to find out how to become an iMAX Bancard Valued Representative.

plus...

- 5 cent auth costs
- 80% residuals
- \$300 approval bonuses
- portfolio purchases
- and more!!!



iMAX
BANCARD NETWORK

Education (continued)

Merchant tutoring time



By Ted Svoronos

Group ISO

The industry is going through a drastic change. Offering a good rate, cash advance and equipment is no longer enough to push forward the growth, expansion and viability that ISOs and merchant level salespeople (MLSs) are striving for.

As ISOs and MLSs, we have to do something different to stand out; we need to bring a more complete meaning to the term ISO.

ISOs and MLSs have to become knowledgeable industry experts to gain business and keep merchants. Not only should industry professionals give merchants either the possibility of accepting credit cards or better rates, but they should also be consultants to their merchants and assist them with their business needs whenever possible.

Merchants greatly appreciate the value of extra attention. This, in turn, cements loyalty that cannot be fractured by cheaper rates from other ISOs or MLSs.

Offering a less expensive deal is not enough to significantly grow any business today; it doesn't impress

merchants like it used to. Merchants are demanding more. ISOs need to add value to their offerings and drive it to the MLSs, all the way down to the merchants.

So, old practices aside, what is the variable that ISOs and MLSs need to attract merchants? This complex equation has only one solution: additional education.

Learning curve

The industry has been talking about educating merchants in many different arenas. Today, a good portion of seasoned merchants are well-educated when it comes to rates, services and what they are looking for because they are being solicited by countless organizations. So, now we have to set the bar higher.

As payments professionals, we have to build an arsenal of value added services to educate our agents, partners and merchants on how the e-commerce food chain functions.

So, when we sign merchants, we should take the time to truly teach them about anything having to do with e-commerce and business. This could range from Web site design, security, compliancy, regulations, processing, chargebacks and so forth.

When we do this, merchants will know who to call if they have any questions, comments or concerns regarding their general business or processing operations. And, they will be able to better understand the e-commerce and processing space, as well as everything attached to it.

Education is enlightening. Merchants will begin to truly comprehend why they need to do certain things, what compliancy is and how it works to their benefit. Being proactive is the best way to drastically minimize any challenges that may arise, and teaching merchants can be seen as

a safety measure to keep business flowing smoothly.

Extra credit

Our merchants not only look at us as payment providers but as their confidants. They need MLSs who will give them consultancy and advisory services, and put their troubles at ease. They should be able to contact us at any time, and when they do, we should assist them in instituting the best practices for their businesses.

A well-constructed risk department that constantly monitors portfolios and signals a corresponding agent when an issue or challenge arises can be instrumental to assisting merchants. Risk departments have been very well-accepted by merchants: They want knowledgeable industry professionals in these areas to tell them what to do and how to execute it so as to keep their businesses viable and profitable.

The payments industry as a whole should be heading into the era of education. As industry professionals, we need to raise our standards. There should be a desire to teach merchants more to help them bring in substantial business. A high level of commitment to education truly is the key to bringing a merchant on board.

As regulations, methods of payment, rates and products evolve, this message should be clearly conveyed from the ISO all the way to the merchant. MLSs can no longer rely on state-of-the-art equipment and cash advances. To have a brighter payments future, a little education will go a long way. 📖

Theodore Svoronos is a certified e-Commerce Consultant and certified Fraud Examiner for Group ISO. He has been in the e-commerce industry for eight years. Contact him at ted@groupiso.com.



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

or contact us at

Tel: 1-201-944-5200

Fax: 1-201-944-3233

email: info@otiamerica.com



Education (continued)

Marketing 101

Recruiting is an art form

By Nancy Drexler

SignaPay Ltd.

Most ISOs, acquirers and processors know their business is only as good as their feet on the street. Unfortunately, competing for qualified merchant level salespeople (MLSs) has led many businesses to become pathetic versions of auto salespeople: cooing promises, painting scenes of workplace paradise and running as many cheesy ads as the budget can handle.

The result is an industry inundated with MLSs who don't understand what they are selling and make false assurances to merchants. Then they disappear into other industries, leaving behind disillusioned, angry merchants who are crying for regulation.

We, as payments professionals, can begin to change this right now simply by understanding that recruiting is marketing. Recruiting good sales reps means understanding what kind of people will succeed in our industry and then finding them. You are targeting a select market. You are looking for qualified candidates to notice your opportunity, understand it and respond to it.

Recruiting is competitive. You have to be willing to invest money and time to find choice candidates. You have to identify the best places to reach these candidates and make your company and your message stand out.

Branch out

Monster.com isn't the only bigwig in town. Here are alternatives to consider when advertising open positions:

- Your company's Web site
- Local newspapers
- Job fairs
- Professional associations
- Universities
- Craigslist (www.craigslist.net)
- LinkedIn Corp. (www.linkedin.com)
- Meetup Inc. (www.meetup.com)

Usually, the best MLSs will be inherently good networkers, and there are countless networking opportunities today that can help you find them. Online networking Web sites such as MySpace.com, Facebook and ClassmatesOnline.com are a few potential places to look.

Also, take advantage of your employees; they can be a great resource. Each one is connected in various ways

to different groups of people, all of whom make up potential employee or referral groups. Current employees know the ins and outs of your business and what it takes to succeed.

This makes them best qualified to communicate this information to others. Make it rewarding for them to recruit other employees by offering incentives such as cash bonuses.

When I talk to sales offices about recruiting MLSs, most of them mention Monster as their top choice, followed by craigslist. Interestingly, although many companies have found Monster very helpful, there are quite a few who haven't received satisfying results from the employment search engine. How can Monster work so well for some and so poorly for others?

It isn't Monster that doesn't deliver results – it is your advertising. A good recruitment ad must:

- Attract attention
- Stand out
- Deliver benefits
- Give pertinent details
- Earn a response

Make it catchy

Look at how your company presents open positions to internal and external candidates. Would you take this job? Would you want your spouse or child to take it? Do you sound like any insurance company or mortgage broker or, even worse, some kind of pyramid marketing scheme?

Look closely at your job description. Most ads are filled with nonsensical words that can be a complete turnoff for great candidates; they are written in stilted language that can confuse readers about what the company is looking for. Or, they overstate the obvious like, "good communication skills are crucial."

Have you ever seen a job description that asked for poor communication skills?

Good job descriptions showcase companies and the opportunities they present in ways that instill excitement. At the same time, they must be genuine. The better you understand your candidate pool and your ideal prospect, the better you will be able to write job descriptions that appeal to the applicants you want.

Remember, other recruiters are trying to reach the same



Introducing a New Concept
in Payment Processing:

Earn Percentage Points Instead of Basis Points

FastCapital
The New Leader in Merchant Funding

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

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

Call **Fast Capital** today at:

1-800-952-1494

and start earning more money. What a concept!

www.fastcapital.com
sales@fastcapital.com

Education

people, and most candidates are seeing multiple job opportunities with little information about why they should work for one company instead of another.

Be bold

Headlines for any type of advertisement should be attention-getting, create an interest in the opportunity and motivate the reader to act.

If the headline is clever, it will make your position stand out and provoke potential employees to read the body of the ad. The most effective way to grab your targets' attention is by getting them excited.

If you want candidates to apply in person, send résumés, click on a link or send references, motivate them to do so. Create an immediate urge to act by appealing to emotions. Headlines that provoke feelings of curiosity, urgency or excitement get the best responses.

Carefully choose your headline's language. Your goal is to quickly grab attention and make people want to read more. The best headlines are short and direct; limit them to 10 words or less.

Once you've generated interest, describe the benefits of the position. People always want to know what's in it for

them. Try to answer these questions:

- What will candidates gain?
- Why should they take action?
- Should they e-mail or fax résumés?
- Are there opportunities for advancement?
- Are there health benefits and a 401(k) plan?

Also, in a positive way, address the downsides of the open position. We all know that effective MLSs must be good at handling rejection, overcoming negativity and establishing relationships with busy people who brush them off at first. If there are quotas or costs involved, make that clear upfront rather than face a disheartened, angry MLS after two months of training on the job.

Seek perfection

An online ad containing only three sentences and contact information is a complete waste. Your ad needs to provide concise, compelling information about the position and the opportunity.

However, don't write a novel. If readers find one thing that turns them off (which could be the fact that you talk too much), they're gone. Remember, you are describing an environment in which your candidate will spend a good deal of time.

Forget about graphics; you don't need to make your ad fancy. The only eye-catcher you need is the headline. But *please* proof your ad carefully, and have someone else look over it, too. Typos, spelling errors and grammatical mistakes are unprofessional; candidates will question the viability of your company if your ad is riddled with mistakes.

The success of advertising is often a factor of repetition. Saying something once is not as powerful as saying it three or more times. Most advertising sites offer volume discounts; take advantage of these.

Think about forming an advertising co-operative. SignaPay Ltd., for instance, buys a variety of ad space in bulk and makes it available to our ISOs at the discount cost. (Their growth, after all, is ours.) They also let us know which ads have been most successful, and we share this information with our ISO partners. Lastly, we run our own national recruitment ads and pass on good candidates to the appropriate local ISOs.

Obviously, the more ads you run, the better your chance of success. But running more ads does not make up for running poor ads. Use marketing savvy to recruit MLSs, and your efforts will be much more fruitful. 📧

Nancy Drexler is the Vice President, Marketing for SignaPay Ltd., an ISO headquartered in Dallas. Reach her at nancyd@signapay.net.

**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

Empower Your Phone To Do More...Securely



Make a call, Check e-mails, Get directions
or Process Credit Card Transactions Instantly
with Charge Anywhere® -Smartphone Edition

 Comstar Interactive's Charge Anywhere mobile software solution is Visa Payment Application Best Practices (PABP) validated and transforms Smartphones and PDAs into secure wireless POS terminals. It's the perfect solution for anyone conducting business within a mobile environment.

PCI Level I Certified

- ▶ Use with BlackBerry, Treo and Pocket PC Smartphones ◀
- ▶ Windows Mobile 5.0+ and Palm 5.48+ ◀
- ▶ Quick and Easy Over the Air (OTA) Downloads ◀
- ▶ VISA PABP Compliant via ComsGate™ Payment Gateway ◀

◀ **Download Your 60 Day Free Trial Now!** ▶
Visit www.comstarinteractive.com



If you use QuickBooks® financial software, No Problem. Charge Anywhere POS software, designed for QuickBooks, eliminates time-consuming data entry and automatically imports transaction data from your PDA to your QuickBooks program.



Education (continued)

Legal ease

Portfolio sale pitfalls

By Adam Atlas

Attorney at Law

Most of you, as ISOs and merchant level salespeople (MLSs), intend to sell your merchant portfolios at some point. And even those who are quite content to continue prospecting and pitching to win more accounts fantasize about how much their residual stream could fetch on the market.

In the course of representing both buyers and sellers of portfolios, I

how it sees those assignments actually working.

2. Just window-shopping: For buyers, the most frustrating part of looking for portfolios is meeting sellers who act like they want to sell, but when it comes time to start negotiating in earnest, it turns out they're just looking for an objective evaluation of their portfolio.

Some sellers also have an inflated perception of the value of their portfolios. This ultimately gets in the way of them ever selling

whenever possible. When negotiating a sale that would require moving merchants, as an alternative, consider also negotiating a sale of your residual stream.

If you factor in the number of merchants you would lose when moving the portfolio, you might find that the two transactions are more similar than you previously thought.

4. No plan of deconversion: In an ideal world, an ISO moving merchants from one bank to another would have a face-to-face meeting six months before closing the deal with the outgoing bank, the incoming bank, and each of their processors and gateways to establish a plan of deconversion.

In the real world, there often is no time for that luxury. So, do as much planning as possible before you move a single merchant. Do testing.

Everything will take longer than expected, and complications will always arise. All parties should act reasonably and accommodate the time needed to move the portfolio in question.

5. Change of deconversion plan: Sometimes, after agreeing upon a plan of deconversion, the parties learn that it is useless in the field.

Here, the parties need to be reasonable and accommodate the needs of the party selling the portfolio to either allow more time to execute the existing plan or otherwise amend the plan to accommodate actual conditions.

Parties that are intransigent at moments of crisis will simply

All parties should act reasonably and accommodate the time needed to move the portfolio in question.

have seen the numerous pitfalls that arise in many portfolio sale transactions. I'll describe eight of these in the hopes that my efforts will help you avoid them.

1. No sale permitted under the contract: Some ISOs and MLSs are shocked to learn, after years of toiling to build a residual stream, that their agreement does not permit them to assign or otherwise sell the value they have built up.

Most processors will agree to some kind of permission to effect an assignment, but such negotiations can take a long time and can end up costing the seller in terms of exit fees the outgoing processor may wish to charge.

To be safe, make sure your ISO agreement has some rights of assignment of residuals or merchants, and periodically discuss with your processor

out. And some buyers are merely fishing for information and lack the intent or ability to accomplish a buyout.

Whether you are a buyer or seller, don't mislead other parties into thinking you are more serious than you are. The industry is a small community, and acting in anything less than a forthright manner might diminish the value of your business.

3. Moving merchants instead of residuals: While many ISOs seek the right to actually deconvert merchants and move the corresponding merchant identification numbers to another acquiring bank, it is often better to simply sell a residual stream to an ISO that is already selling for the bank wishing to acquire the portfolio.

Moving merchants from one bank to another should be avoided



Tribul Merchant Services LLC...has the power to
Make your Business Worth the Change!



We created Tribul Merchant Services LLC in an effort to evolve with our merchants and to put the business owner at the forefront of our industry.

OUR SUITE OF PRODUCTS INCLUDE:

- ◆ Credit and ATM/Debit Card Processing
- ◆ Top Check Guarantee Program in the nation
- ◆ Prepaid Services and Products
- ◆ Gift and Loyalty Programs
- ◆ High Risk Processing and Petroleum Products
- ◆ ACH Program
- ◆ ATM Sales and Leasing
- ◆ E-Commerce and Web Hosting
- ◆ #1 Unsecured Cash Advance Program

Discounted Rates as low as
1.39%



Join our team to begin processing with new clarity and with a vision that will prosper. Have no regrets with Tribul. We will deliver.



Call today! 1-866-602-0996
Speak to Patrick Burke x6252
or Dale Laszig of UFirst x6543

Start saving money when you process with Tribul today!

www.TribulOnline.com

Tribul Merchant Services LLC, is a registered ISO/MSP in association with Bank Of America, N.A. Charlotte, NC



Need a Cash Advance, but can't get one? Tribul Cash can help you!

How Tribul Cash Saved Jimmy's Restaurant From Going Out Of Business:

"Last month there was a fire in my restaurant's kitchen and all but one oven was destroyed, leaving the working conditions irreparable! I needed \$20,000 to rebuild my business and to meet payroll, or I would be forced to shut-down. I had nowhere to go until I found out about Tribul Cash. I was rejected by other lenders because I am in a "high-risk" industry; however Tribul Cash accepted me because my business processes credit cards. In just 72 hours, after speaking to a funding specialist, I was wired the money I needed and regained all hope. Thank you Tribul Cash for keeping me in business."

- Jimmy Diagiacamo, Jimmy's Restaurant
Bailey, Colorado

If your business accepts credit cards and needs an unsecured cash advance, call now, 1-866-868-4011 and receive cash as fast as 72 hours!

- Receive \$2,000 - \$100,000 (up to \$500,000, subject approval)
- No fixed payment schedule
- No interest
- Quick approval



CALL US TODAY!
1-866-868-4011
www.TribulCash.com

Education



damage their goodwill in the industry, not to mention possibly do wrong by ISOs that have serviced them for years.

6. Attrition during deconversion: Imagine that an ISO walks into Bob's Auto Body and says, "Bob, I'm moving my business to a new bank; I'd sure like to bring your account with me." Bob replies, "You wish! Get lost. I'll be glad to work with someone else."

Inevitably, a portion of the merchants you wish to move won't follow you. Having a good relationship with them and pitching them on the advantages to the move will help any ISO retain a greater percentage of merchants during this kind of transition.

7. Nonsolicitation obligations violated: Anyone who pays a significant sum for your merchants will not want you to solicit those merchants to end their processing agreements after the sale. This is common sense. But unscrupulous sales organizations sell portfolios only to try to take back what they have sold.

Needless to say, intentionally moving merchants in blatant violation of a nonsolicitation obligation is a "capital crime" in our industry.

Despite the seriousness of the offense, this kind of wrong happens all too often. An ISO that is in blatant and intentional violation of its nonsolicitation obligations will not get much mercy from the aggrieved processor – or from the courts.

8. Delays in payment: If your selling price is a multiple of your monthly residuals, and the buyer takes a month to pay you after closing the sale, it's as if you sold at a lower multiple. So, when selling, carefully plan the timing of the sale and the payment terms.

Some buyers, especially on smaller purchases, drag out payments long past their due dates. Consider taking post-dated checks for all payments, so you have some tangible promise to pay in addition to the wording of the purchase and sale agreement.

You should, of course, keep in mind the business aspects of building and selling a portfolio: the number of merchants, the volume of processing, profitability, attrition, the nature of merchants and so forth.

And always have selling on your mind – from the moment you start shopping for an ISO deal. ■

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.

Collect \$200
Signing Bonus!

FREE WEBSITE
ALLY

CHECK
PROCESSING
STREET

HEALTH BENEFIT
ALLOWANCE



COLLECT \$500

FREE TERMINAL
BLVD.

Collect \$200
Signing Bonus!

TRAINING
WEBINARS WAY

RESIDUALS
ROAD

JUMP 2 STEPS AHEAD!
YOU JUST GOT
A FREE WEBSITE!



CASH ADVANCE
PARKWAY

ONLINE
RESIDUALS
LANE

60%
ONGOING
residuals
JUMP 2 STEPS AHEAD!

Collect \$200
Signing Bonus!

CONVERSION
BONUS COURT

HEALTH BENEFIT
HIGHWAY

LIFETIME
RESIDUALS ROAD

CASH
ADVANCE

COLLECT 6% OF
WHAT YOUR
MERCHANT
BORROWS

Collect \$200
Signing Bonus!

6X
conversion
BONUS

JUMP 2 STEPS AHEAD!

CUSTOMER
SUPPORT COURT

LEASING LANE



JUMP 2 STEPS AHEAD!
YOU JUST GOT
FREE PRODUCT SLICKS!

GIFT CARD
AVENUE

FREE
TERMINAL!
JUMP 2 STEPS AHEAD!

Pass GO and collect \$200!

Sign up with Merchant Warehouse and
submit 1 deal by March 31, 2008 and
receive a \$200 signing bonus.

MerchantWarehouse[®]

CAPITAL BANKCARD[®] ISO NETWORK

1-800-743-8047 www.merchantwarehouse.com/iso

Education (continued)

ISO compliance challenge

By David Mertz

Compliance Security Partners LLC

Here is a mantra that bears repeating: From the merchant level salesperson to the acquiring ISO, and at every step in the chain, confidential personal identification or identity information (PII) is stored, processed and/or transmitted. And, each party in the chain needs to take the proper steps to protect this data from unauthorized access.

My last article, "Acquiring compliance," *The Green Sheet*, Jan. 28, 2008, issue 08:01:02, focused on Federal Trade Commission requirements for protecting PII. In summary, the FTC has determined the failure to take "reasonable and appropriate" steps to protect confidential data is an unfair business practice and subject to FTC oversight.

ISOs are required to protect PII from unauthorized access, maintain the accuracy of data in their custody and have an incident response plan. Penalties can range from 20 years of biannual security audits with FTC review to significant monetary sanctions.

So, let's review what PII and PHI mean.

PII includes any combination of a person's name and the following data: credit card numbers, date of birth, Social Security number, driver's license number and financial account numbers. Phone numbers and e-mail addresses are excluded from this list because of their presence in the public domain (though some federal and state legislation include one or both in their definitions of PII).

In addition, two subsets of PII have relevance to the payments industry: A Social Security number itself – without any other link to the person who has been assigned to it – is considered PII, and a payment card industry-branded card number, without any other link to the cardholder, is considered PII.

Protected health care information (PHI) includes any combination of a person's name or other identifiable information (think PII data) and health care records. This includes any type of medical treatment, diagnosis, equipment and so forth that has been prescribed, purchased or received by the individual.

GLBA's long arms

Passed in 1999, the Gramm-Leach-Bliley Act (GLBA) was designed to reform the banking, investment and insurance industries. A provision of this legislation requires financial institutions to protect PII data. Does this apply to the ISO community since ISOs are not financial institutions? Yes.

Determining whether an ISO is impacted by the data privacy requirements of the GLBA can be confusing. The FTC is charged by the GLBA (along with federal and state banking, investment and insurance regulators) with the enforcement of the GLBA's data privacy provisions. The FTC has interpreted "financial institution" to mean "all businesses, regardless of size, that are significantly engaged in providing financial products or services.

"This includes, for example, check-cashing businesses, payday lenders, mortgage brokers, nonbank lenders, personal property or real estate appraisers, professional tax preparers, and courier services," the FTC stated. "The safeguards rule also applies to companies like credit reporting agencies and ATM [automated teller machine] operators that receive information about the customers of other financial institutions.

"In addition to developing their own safeguards, companies covered by the rule are responsible for taking steps to ensure that their affiliates and service providers safeguard customer information in their care."

A second factor that needs examination is whose data is being stored, processed or transmitted. The GLBA only applies to consumer activity. It does not apply to business-to-business activity.

For example, if a business, even a sole proprietorship, is applying for a merchant account, the PII data on the application and the PII data the ISO may retain in client records (electronic or paper) does not receive protection under the GLBA.

However, transaction data – which contains cardholder data – is covered under the GLBA. If an ISO processes, stores or transmits full card number data, the GLBA would apply (similar to the activities of ATM networks or operators).

When would an ISO receive a full card number? A few possible scenarios are when the ISO has a risk department monitoring cardholder activity for transaction irregularities; the ISO operates a payment gateway; or the ISO offers customer service support to merchants experiencing transaction difficulties. The FTC has adopted two relevant rules for the protection of PII:

- The Financial Privacy Rule
- The Safeguards Rule

FTC's rules for safety, privacy

The Financial Privacy Rule defines what an ISO impacted by GLBA must do when collecting PII and what must be disclosed to consumers. The FTC stated the rule "governs



Select the right tools. Understand the landscape.
Hit your business targets.

Chase Paymentech makes business easier for ISOs.

As an ISO, sometimes you can feel like you're out there on your own. Selling and providing outstanding service to your customers is hard. Working with the right partner can make all the difference. Chase Paymentech offers business consulting, profitability reporting, training consoles, marketing programs, and much more to help you reach your business goals. Combine those elements with reliable payment processing solutions from a name your clients can trust, and you've got a winning formula.

Ready to make business easier? To become a Chase Paymentech ISO or an agent of a registered Chase Paymentech ISO, call **888.849.8980** or visit **chasepaymentech.com/partners**

CHASE  **Paymentech™**

Potential ISOs subject to credit approval. All approved ISOs must register annually with Visa® and MasterCard®. Registration fees apply.

Education

the collection and disclosure of customers' personal financial information by financial institutions. It also applies to companies, whether or not they are financial institutions, who receive such information."

The Financial Privacy Rule, as it applies to ISOs, is focused exclusively on the protections required of PII data; the cardholder's issuing bank is responsible for the privacy disclosure requirements of the Financial Privacy Rule of the GLBA. The steps ISOs must take to protect PII are defined in the Safeguards Rule.

The Safeguards Rule sets forth what must be done to protect data from unauthorized access. The rule requires impacted ISOs to take a number of steps to protect the PII with which they have been entrusted. And it requires a written information security plan that is appropriate to the following:

- Company size and complexity
- Nature and scope of its activities
- Sensitivity of the customer information it handles

An ISO's written plan must include:

- Designation of one or more employees to coordinate its information security program
- Identification and assessment of the risks to customer information in each relevant area of the company's operation, and evaluation of the effectiveness of the current safeguards for controlling these risks

- Design and implementation of a safeguards program, and regular monitoring and testing of it
- Selection of service providers that can maintain appropriate safeguards – making sure contracts require providers to maintain safeguards – and overseeing their handling of customer information
- Evaluation and adjustment of the program in light of relevant circumstances, including changes in the firm's business or operations, or the results of security testing and monitoring

In addition, the ISO may not disclose cardholder data to any third party which is outside of the entities involved in facilitating the consumer transaction. Pretexting, the practice of obtaining PII under "false pretenses," is also prohibited under GLBA.

GLBA's penalty punch

GLBA penalties are significant: Not only can the penalties be applied to an ISO, they can also apply to an ISO's officers. The GLBA describes applicable penalties as follows:

"The financial institution shall be subject to a civil penalty of not more than \$100,000 for each violation; and the officers and directors of the financial institution shall be subject to, and personally liable for, a civil penalty of not more than \$10,000 for each violation. Also, fines in accordance with Title 18 of the United States Code or imprisonment for not more than five years, or both."

Future articles will further explore areas in which ISO offices are impacted by the FTC, as well as cover other federal rules and regulations. ☐



**simple.
reliable.
affordable.**

**All-In-One Wireless Payment
Solutions Without the Premium Cost**

- PCI-PED, EMV Level 1&2 compliant
- Go from mobile to retail with our modular modems
- Accept credit, debit, gift, loyalty, stored value, check, and cash payments
- Process payments through terminals, laptops, PDAs and mobile phones

 **BLUE BAMBOO**

For more information, please contact
sales@bluebamboo.com

www.bluebamboo.com

David Mertz is the founding partner of Compliance Security Partners LLC. He has spent the last four years working with merchants and service providers to meet Payment Card Industry Data Security Standard compliance. For more information, e-mail dave@csp-mw.com.

For a Limited
Time Only

\$0

Set Up Fee*

**EXPRESS
check21**



Let **expresscheck21™** open more doors for you!

Your clients will love our brand new web-based solution that allows them to deposit ALL their paper checks ...without ever leaving their office!

expresscheck21™ is fast, secure, and convenient. All it requires is internet access, one of our desktop scanners, and a personal computer. All types of U.S. checks can be processed in a client's back-office where they are scanned and electronically deposited into their bank account. No more time consuming bank visits, multiple register scanners, AND high bank NSF fees!

Be a pioneer. Empower yourself with a cutting-edge solution that truly benefits your clients...

and opens more doors for you!

For more information or web demo, please call or email:

1-888-313-7842

sales@securepaymentsystems.com

*Secure Payment Systems (SPS) will waive the \$95.00 client set-up fee for signed contracts received through June 30, 2007. ISOs, however, may choose to charge the client a set-up fee, which will be paid back to the ISO by SPS.

www.securepaymentsystems.com

SECURE
payment systems

E-book Review

The fight for security: Adapting to new threats

By Chris Yaldezian et al
Sterling Commerce

A sterling take on data breaches

Data breaches can seriously impact a firm's bottom line. Monetary costs, along with adverse effects on shareholder value and reputation, are enormous. Financial service professionals, including ISOs and merchant level salespeople, have a compelling reason to effectively thwart data theft.

As an aid to this endeavor, Chris Yaldezian, a Marketing Executive and Financial Services Consultant for Sterling Commerce, collaborated with colleagues at Sterling

Commerce to create the e-book entitled *The Fight for Security: Adapting to New Threats*.

In this 39-page e-book, the Sterling team underscores the shortcomings of traditional file transfer protocol (FTP)-based transmissions. They assert that the problem with FTP is that it has no built-in security or reliability features. Subsequently, many companies report problems with a significant percentage – as much as 80% – of their file transfer operations.

Resulting theft due to FTP and data transfer vulnerabilities has led to substantial financial losses, and the bank-card industry has been looking for answers; one result has been implementation of the Payment Card Industry (PCI) Data Security Standard (DSS), a framework of 12 rigorous security requirements.

The PCI Security Standards Council is responsible for developing and overseeing the PCI DSS. The e-book reiterates that the goal is to reduce the risk of Internet attacks using a variety of means, including data security best practices, firewall configuration, antivirus software and data encryption.

The problem is many merchants and processors are still not clear on how to meet the PCI requirements. The e-book reports that, according to data security provider VeriSign Inc., the 10 most commonly failed PCI requirements and the percentage of noncompliance for each are:

- Protect stored data, 79%
- Regularly test security systems and processes, 74%
- Assign a unique identifier to each person with computer access, 71%
- Track and monitor all access to network resources and cardholder data, 71%
- Install and maintain a firewall configuration to protect data, 66%
- Do not use vendor supplied defaults for system passwords and other security parameters, 62%
- Maintain a policy that addresses information security, 60%
- Restrict physical access to cardholder data, 59%
- Develop and maintain secure systems and applications, 56%

eProcessingNetwork
Financial Software Payments Module

Available Through
eProcessingNetwork

**Now Supporting Imaged Check Processing
Through Your Favorite Check/ACH Processor**

Supported Hardware
MAGTEK
Mini Swipe Reader USB MICRImage™

Merchants Utilize Their Existing Processor Relationships To Process Credit Card And Check Transactions **FROM DIRECTLY WITHIN** QuickBooks® Pro, QuickBooks® Premier And QuickBooks® Enterprise Solutions. • Apply Payment To Open Invoices. • Imports Internet, POS, Mobile and Recurring Transactions Processed Through eProcessingNetwork Directly Into QuickBooks®. • Supports MagTek® USB Swiper For **SWIPED CREDIT CARD RATES** and MagTek® MICRImage™ For **IMAGED CHECK/ACH** Transactions. • Merchants Can Use One Credit Card Merchant Account and One Check/ACH Merchant Account For All Sales Channels.

Offering MLSs MORE Ways To Make MORE Money!

Independent Payment Gateway

Visit **www.eProcessingNetwork.Com**
Or Give Us a Call At **1-800-971-0997**

PAYPROTEC

payment processing technologies

2.5x Payment
up front **Program**

MORE INFO AT:

WWW.PPTAGENT.COM

BookReview

Business. Anywhere. Anytime
with...



USAePay

VERIFIED MasterCard.
by VISA SecureCode.

PCI Certified Payment Gateway

*... Where Business is Done
in Real Time.*

Solutions For:

- » eCommerce/Mo/To
- » Retail
- » Mobile Processing
- » Small to Enterprise Merchants
- » QuickBooks®
- » Multi-Currency Processing

1-866-490-0042

www.usaepay.com | resellers@usaepay.com

- Encrypt transmission of cardholder data and sensitive information across public networks, 45%

The Sterling team points to a widespread belief that encrypting data transfers via FTP is a viable data security solution, and moving data via FTP is growing, even though the technology has inherent vulnerabilities. Thus, data is exposed to external attacks such as eavesdropping, packet sniffing (extracting the numbers in an electronic transaction), denial-of-service attacks and unauthorized access.

So, how can companies transfer increasingly large and complex files safely and efficiently? The e-book emphasizes that strategies and techniques need to be tailored to each organization's unique processing environment and suggests a comprehensive managed file transfer (MFT) solution. A versatile MFT can put full control into information technology (IT) staff's hands, it states.

The Sterling team also points out that it is critical for an MFT framework to facilitate smooth, secure file transfers and end-to-end visibility, which provides a centralized view of all file transfer activities. This can improve performance, resource utilization, customer satisfaction and service level agreements compliance.

Further, according to the e-book, it is essential to have an infrastructure where IT is aware of all file transfers and has the ability to act on any problem. Then, administrators are alerted to problems early enough to solve them before a delivery window is missed or a service agreement is violated.

And, reliable MFTs reportedly let managers view network topologies, monitor server capacities, and set event triggers to ensure each phase of a complex transfer occurs on time and successfully. This provides the ability to audit data movement activities and see who moved what, when and how.

The sale of fraudulently obtained information over the Internet is growing exponentially. It is a lucrative pursuit for a tenacious new breed of cyber criminals who are making identity theft the crime of the 21st century.

It is difficult to measure the benefits derived from data security measures until a breach occurs. But by then it may be too late.

When focusing on the return on investment, the cost of lax data protection may be going out of business. A major security incident could easily drive an organization into bankruptcy. This e-book offers a proactive approach in securing data to avoid becoming the next breach-nightmare headline. To access the book, visit <http://sm.ebookhost.net/btn/sterling/1>. 



At TriSource Solutions,
we **GUARANTEE**
your satisfaction!

That's right, if you aren't satisfied with our program for any reason, we'll let you move your accounts or we'll buy out your portfolio!

We're so confident that you'll find the processing relationship you've been looking for with TriSource Solutions, we'll give you 100% portability if we don't meet your expectations. **No questions asked.**

Come experience the difference with TriSource Solutions:

- Same day application approval and account boarding
- Interchange and buy rates at pass-through
- Proprietary in-house backend processing platform
- Residuals paid by the 10th, paid right!
- Service inquiries handled quickly and correctly...*the first time!*
- Qualify for free MSP/ISO registration and renewal
- Wide range of merchant billing options
- No-fee access to our in-house marketing and creative staff.

Call Tom Dunn at (410) 592-7485
or Henry Harp at (706) 562-1974
www.TriSourceSolutions.com

TriSource[™]
SOLUTIONS_{LLC}

SATISFACTION GUARANTEED. PERIOD.

POScript

ShortStack

A **medical-cannabis vending machine** was installed at Herbal Nutrition Center in Los Angeles. The machine, bolted to the floor, takes a special prepaid card loaded with a patient's medical dosage and preferred strain of marijuana. ... BlingNation debuted Blinger, a **personal automated teller** machine that completes tasks such as money transfers, paying bills and money requests. ... Toktumi Inc. now offers a **PC-based phone system** that lets customers use a regular corded or cordless telephone with their computers. ... Xerox Corp. launched its most **affordable color laser printer** that produces up to 12 pages per minute. ... According to IDC, the growing number of small and mid-sized businesses using the Internet will encourage greater use of hosted and **software-as-a-service solutions**. ... Encompass, HP-Interex EMEA and ITUG consolidated to form the community of **users of enterprise HP products** and services. The companies will offer peer networking, as well as exchanging information about HP's technologies and solutions. ... First National Bank of Omaha unveiled a new branch design in an **effort to enhance human interaction**. Features include a virtual koi pond, iris scanning for safe deposit box access, an automated teller machine that scans checks and prints images, and a gourmet coffee bar. ... Singapore-based BuzzCity is now officially running a **mobile social networking service** called myGamma (www.mygamma.com) in the United States, after quietly launching a trial run in 2007. ... Lloyds TSB launched a multimillion-pound contactless payment trial to determine if it's feasible to maintain a completely **cash-free** environment at the **London 2012 Olympics**. The plan is to give spectators and participants one card that provides stadium access and handles transactions in and around the event. ... Borders Inc., partnered with Lulu, now offers **self-publishing** on its Web site. Customers are able to purchase editing and packing bundles ranging from \$50 to \$500.

MLScapes

An applicant was filling out a job application. When he came to the question, "Have you ever been arrested?" he wrote, "No."

The next question, intended for people who had answered in the affirmative to the previous question, was "Why?"

The applicant answered it anyway: "Never got caught."



Source: jokesaround.com

ISO-Q test

Which of the following statements is true?

1. The New York State Banking Department released a consumer alert advising that entering a PIN code in reverse at an automated teller machine will not notify police.
2. In 2007, a popular line of POS terminals was recalled because swiping magnetic stripe cards across several models in this line caused enough sparks to catch fire.
3. Hundreds of merchant level salespeople are working undercover to catch and report to the proper authorities merchants who are noncompliant with the Payment Card Industry Data Security Standard.

The first statement is correct.

Loopy laws

It's Ar-kan-saw, folks. Saying the Natural State's name any other way while within its borders is against the law.

Biz bytes

An alpha is the measure of a residual risk.

A kappa is the ratio the dollar price range of an option will increase when implied volatility goes up 1%.



Selling the Right Solution could make you \$5000 per account upfront

Introducing Optio Solutions

One of the biggest challenges businesses face today is slow paying accounts and delinquent debt. Optio Solutions is the first collection company to focus on the payments industry with debt-management services to offer your merchants. Your merchants will enjoy the control and flexibility that our easy to use program offers, while maintaining valued client relationships.

The Optio ISO Sales Advantage

- Market to your existing merchants
- Target new businesses: health clubs, agencies, utilities, medical groups and many more...
- B2B opportunities
- Stand out from the crowd with this unique solution in your product suite

Increase Your Earning Potential

- Earn generous commissions upfront
- Ongoing residual potential
- Renewal commissions



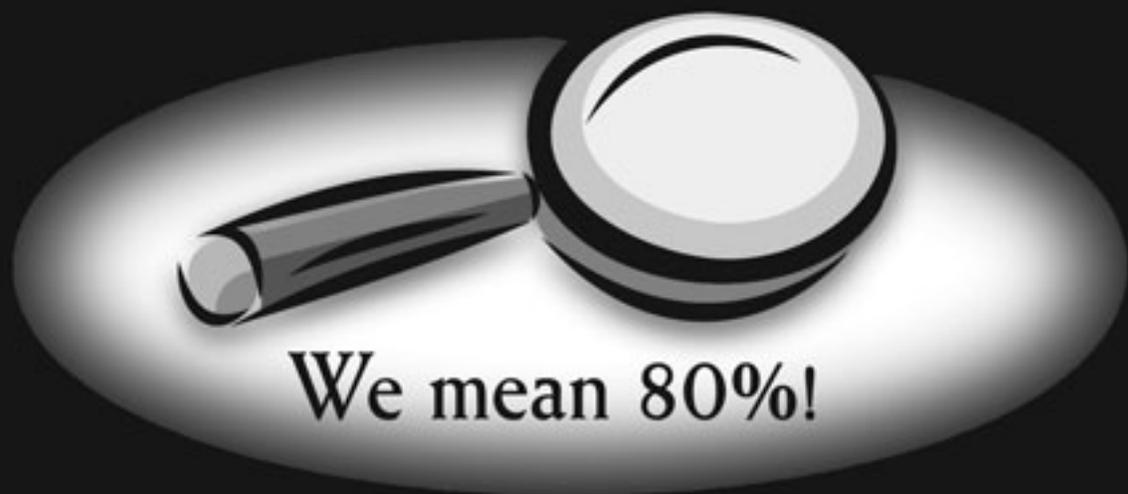
(800) 654-2365
partners@cross-check.com
www.optiosolutions.com

The Best Choice for Profit Recovery

Now available through CrossCheck, Inc.

Question:

Ask the others 80% of What?



WWW.EQUITYCOMMERCE.COM

866.790.3995

Equity Commerce L.P. is associated with Bank of America, N.A.

NewProducts

Online survival in the PCI wilderness

Product: PCI Toolkit

Company: CSRSI: The Payment Advisors

Merchants are increasingly aware of the Payment Card Industry (PCI) Data Security Standard (DSS) intended to protect customer card data from theft. Perhaps a majority of merchants realize they have to be PCI compliant, even if they're only a mom-and-pop operation working a knuckle buster and a shoe box full of receipts.

But, for many, the 12 requirements set down by the card Associations read like the mind-numbing fine print at the bottom of a credit card application.

As a value added service for their merchant clients, ISOs and merchant level salespeople (MLSs) might turn to the PCI Toolkit, an online service developed by CSRSI: The Payment Advisors to help guide merchants through the necessary steps of PCI compliance.

According to CSRSI's founder and Executive Vice President, Ross Federgreen, the online PCI Toolkit is a one-of-a-kind service backed up by an intuitive user interface.

The online PCI Toolkit is a Web site service that merchants sign up for through their ISO or MLS.

After login, a merchant is led through a series of logic-driven questions in order to satisfy the often

confusing queries of the PCI DSS Self-Assessment Questionnaire (SAQ), a self-assessment that all merchants who accept payment cards are mandated to perform every year.

First the toolkit determines how the merchant handles electronic transactions – such as by a POS terminal or online – and tailors the questions to fit those criteria.

Then the system presents the merchant a series of questions one at a time, the answers to which account for every facet of the SAQ.



PCI Toolkit benefits:

- ENABLES MANDATED COMPLIANCE
- REDUCES COST OF COMPLIANCE UP TO 90%
 - REDUCES TIME TO COMPLIANCE
 - USER FRIENDLY
 - UNDERSTANDABLE
 - EASY TO IMPLEMENT
 - SIGNIFICANT VALUE

Unlike the SAQ itself, the questions in the toolkit are worded simply and intelligibly so that most merchants, regardless of their technical background or expertise in PCI, can answer the questions with yes, no or I don't know.

Methodically, step by step, the user interface asks the merchant questions. The answer to one question logically gives rise to the next. In this logic tree, if

the merchant does not know the answer to a particular question, the merchant can skip it and go to the next question.

The unanswered question is sent to the back of the logic tree. But the question will always return, and it will be presented up to three times. And if it's skipped the third time, the question will be put on a task list.

To help the merchant avoid mistakes – and reassure the ISO that the merchant is answering the questions honestly – questions are repeated, but phrased differently, like a polite prosecutor cross-examining a witness in a court of law.

But the questions are less a grilling and more of a

NewProducts

search to determine how far along merchants are toward PCI compliance.

Along the way, merchants will likely learn much about the various aspects of compliance – and their own businesses – as they answer the questions, since links are provided for the terminology that appears in each question.

Clicking on a link takes the merchant to a concisely worded definition of the term. Appropriate tips and explanations are also provided to help merchants better understand the complexities of PCI.

The service also functions like an online form filler that automates the tedious labor of filling out a consumer's personal information when making an online purchase.

As each question is answered, the toolkit simultaneously populates all SAQ questions pertinent to that response, saving the merchant the time and the headache of having to duplicate the same information across many questions.

As the toolkit guides the merchant through the SAQ, the service compiles a customized task list that addresses critical issues the merchant must address in order to gain compliance.

The merchant can tackle any issue on that list in any order. And when the issue has been resolved, the toolkit automatically updates the SAQ to include the amended information.

In this way, the online PCI Toolkit is immersive and interactive and lets merchants proceed at their own pace.

The toolkit also assists merchants in the area of the quarterly network security scan required under PCI DSS. Merchants who have terminal-based POS systems or who have no Internet connectivity do not have to perform this task.

But all other merchants do, which means contracting with an approved scanning vendor (ASV) to fulfill this PCI mandate.

According to Federgreen, the online PCI Toolkit is designed to be ASV-neutral. Therefore, it is compatible with all ASV companies – a feature, said Federgreen, that is unique to the toolkit.

So merchants who are required to perform quarterly security scans can use the toolkit without upsetting their established relationships with ASV vendors.

But that is only the merchant side of the equation, since the PCI toolkit is just as much a tool for ISOs as well.

Since the card Associations have put merchant PCI compliance squarely on the shoulders of the merchants' acquirers (it is the ISO/acquirer/merchant bank that is fined by Visa Inc. and MasterCard Worldwide if a merchant is noncompliant, not the merchant), it is incumbent on ISOs to keep abreast of their merchants' progress toward meeting the PCI standards.

ISOs are under pressure from their sponsoring banks to better manage their merchant client portfolios. If an ISO cannot bring its merchants in line with PCI compliance, the ISO is in jeopardy of being dropped by its acquiring bank altogether.

So ISOs must closely monitor and control their merchants' progress toward compliance.

The PCI Toolkit allows ISOs to monitor merchants' activities in the PCI arena. On a live, real-time basis, parties can determine which questions the merchants have answered, which questions have not been answered and the time-frame for when the activities under question took place.

All merchant actions when using the online PCI Toolkit are time-stamped. This way, acquirers can derive valuable information on any given merchant's PCI status.

Thus, the toolkit helps ISOs manage and assess the risk level of every merchant in their portfolios. According

Lease Source —————

Your best source for **POS Leasing**

- Best Rates
- Same Day Funding
- Equipment Upgrades
- Guaranteed Approvals
- 90 Minute Turnaround
- 48 Month Leases on Wireless
- No Verbal Verification Program
- Faxable and PDF Leases Accepted and Funded

Lease Source
The proven leader in
POS Leasing
LSI
Lease Source, Inc.

877 – 690 – 4882
www.gotolsi.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 Forgiione, President - ext. 1410
Stephanie DeLeve, VP of Sales - ext. 1430

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

NewProducts

to Federgreen, some ISOs have expressed concern that merchants might dump their ISOs if required to answer PCI's SAQ.

"But there is no place [for the merchant] to hide," Federgreen said. And, anyway, ISOs want "solid, well-performing merchants, not rogue merchants not playing by the rule book."

Merchant retention is at the forefront of every ISO's business strategy. Federgreen pointed out that the online toolkit can be used to persuade merchants that the ISOs they have partnered with are truly dedicated to the financial and regulatory well-being of their merchants.

Additionally, the service can be used as a marketing device for new merchants, showing potential clients that the merchants already under an ISO's banner are compliant, or well on their way to becoming so – a community that like-minded merchants would desire to join.

In addition, for the appraisal of the market value of an ISO's portfolio, the toolkit can demonstrate that an ISO whose portfolio shows a preponderance of PCI compliant merchants will command a higher selling price.

According to Federgreen, the online toolkit is an improvement over CSRSI's hardcopy version, which was published a year ago.

Unlike the book, the online toolkit can be quickly updated when rules and regulations are changed or new ones imposed.

On Feb. 6, 2008, for instance, a new, updated version of the SAQ, called SAQ 1.1, was released by the PCI Security Standards Council.

The toolkit is only available to ISOs. Based upon the size of an ISO's portfolio, the price per MID (merchant identification) can range from \$3.70 to under \$2 per month.

The service can then be sold at markup to the merchant, thereby creating a new revenue stream for ISOs and MLSs. For more information, contact Federgreen at rfedergreen@csrsi.com. 

CSRSI: The Payment Advisors

866-462-7774, ext. 1
www.csrsi.com

A DIRECT BANK Relationship

877.635.3570



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



www.hbms.com

Confused About Which



80% Program to Select?

Unlike the Johnny come lately's and industry copycats we've been paying 80% over true cost since 2004. For us, it's not some sales gimmick or teaser program.....It's all we've ever done.

- Real Contractual Ownership/You Own the Network
- New 5 cent Network Transactional Cost
- 23 cent Online Debit Cost w/No Additional Interchange Fees
- New ATM Program Paying Up To 34 Cents Backend Interchange
- BC/BS Health Insurance w/Dental Available To All Owners

JOIN THE ELITE 100 CLUB

Since we can only have 100 partner/owners we decided to only recruit the best MLS's in the industry. This doesn't always mean the highest producers. We put quality before volume. Character before profits. We just want the best people. We believe success will always follow leaders that portray these qualities. Are you ready to join the Elite 100 Club? Don't hesitate and be number 101.



Empowering the MLS for Success

MLS Direct Network®

"A Debt Free Company Preserving Our Residuals For Our Future"

877-972-0700 www.mlsglobalnetwork.com

3 years minimum industry experience required

Registered ISO/MSP of Chase Paymentech & Harris, N.A.

Win at Processor Pursuit. Choose First American.



Processor PURSUIT

What makes First American
different from other processors?

- A) Proprietary Front-end and Back-end Systems
- B) Extensive In-House Product Line
- C) 24/7 In-House Customer Service & Help Desk
- D) Customized Sales and Marketing Support
- E) All of the Above

Providing quality in-house solutions and partnerships since 1990.

When you join First American, you partner with a processor that has all the in-house products and services you need to win the game. Contact us today at 1-866-Go-4-FAPS.



Your Partner for Quality Payment Solutions

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

sales@first-american.net www.first-american.net

Inspiration

WaterCoolerWisdom:

There is no personal charm so great as the charm of a cheerful temperament.

- Henry Van Dyke

The art of charm

A merchant level salesperson (MLS) might wonder why a rival MLS is closing all the big deals, leaving the competition in the dust. What's that MLS's secret? It may be the MLS is employing the subtle art of mimicry.

Mimicry can be defined as the ability to imitate an individual's speech or mannerisms. Skillful comedians use it to make fun of people – in other words, to mock them. But mimicry does not have to be derisive; it can be applied by the adroit sales rep to build rapport with potential clients and persuade them to sign deal after deal.

Under the microscope

Psychologists have been studying the art of persuasion for over a century, analyzing a wide range of activities, from the effects of propaganda on whole populations to the techniques of door-to-door salespeople.

Scientists have found that many factors come into play to influence a group or an individual's perception of a directed message. On a personal level, people are strongly receptive to the unspoken, subtle elements that come into play when one person interacts with another.

Social bonding, for instance, is highly dependent on the synchronized and unconscious give and take of words and gestures that creates a current of good will between individuals.

Top salespeople in the payments industry likely have known about the tool of mimicry and how to use it to board new clients and take accounts away from the competition.

Monkey see, monkey do

Here are some techniques you, as ISOs and MLSs, can use to prompt almost instantaneous cooperation with prospective merchants during that all-important first meeting.

- Be conscious of body language. If prospects lean back in their chairs, do that. If they lean forward on their elbows, follow their lead.
- Watch your voice cadence. Loud, animated bursts



can be off-putting to a merchant. Conversely, using a low, soft tone with people whose voices are strong and confident may cause them discomfort. Ease and confidence tailored to each presentation puts others equally at ease.

- Mirror your would-be customer's posture and movements with a one- to two-second delay. If they cross their legs or touch their hair, wait two seconds and do the same.
- Before your first meeting, find out as much as possible about a prospective client before you visit, including professional needs and business concerns. Then go in with a story about yourself being in a similar predicament.
- Smiles and nods are contagious. Be amiable as you discuss your products and services. Showing genuine interest in what you are selling helps potential merchants feel strongly about your product when they recognize that you are truly invested in it.
- Be careful not to mimic immediately. The few seconds' time lag causes the mirroring to go unnoticed and most times makes you come across as warm and convincing.

Inspiration



**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**

Striking a pose

It's a delicate balance to get it right, but salespeople who are good at mimicry and practice these techniques in a conscious manner will learn, after a while, to do it intuitively.

Move like a synchronized swimmer through the waters of conversation, and you can eliminate any suspicion that you are using mimicry to persuade or seduce.

Psychologists have found that these techniques are especially effective because you, the mimic, have a stake in the success of the product or service being sold. This can serve to assuage customers' fears and help them be more enthusiastic as well.

By the end of the interview, clients may even be convinced that your value-adds are something they can't live without.

Subtle mimicry can hypnotize and, if executed correctly, put you immediately on the same wavelength with your merchant. Scientists have shown that it draws on and activates brainwaves involved in feelings of empathy and compassion.

Doing it right

When you mimic in a good way, it communicates a sense of delight and pleasure. Furthermore, positive mimicry may instill a sort of social high that can be a boon to your sales.

A pleasant conversation underscored with subconscious reinforcements will certainly give you a better chance with potential clients; they will not be feeling the sense of desperation or forcefulness merchants normally associate with sales professionals.

Of course, sometimes social mimicry can go awry. But by staying within appropriate social parameters, you avoid what can be misconstrued as mockery.

When successfully executed, clients won't recoil from your discreet mimicking of speech and body language, and a strong social bond may develop in those first crucial moments of a sales call.

The rules change if there is a wide cultural gap between two people, but for most, restrained mimicry becomes a form of flattery, the physical dance of charm itself. And when it works, an MLS won't have to resort to that old standby – the foot in the door.

Good Selling!SM

Paul H. Green, President and CEO

DateBook

Visit www.greensheet.com/tradeshows.htm for more events and a year-at-a-glance event chart.



Electronic Retailers Association

eRetailer Summit (formerly Mid-Winter Conference and Trade Expo)

Highlights: The conference will give experts the opportunity to gather and exchange knowledge in profitability and innovation to help ensure e-retailers have the tools and information needed to succeed at competitive levels.

Full registration includes admission to exhibit hall, education sessions, breakfast, lunch and receptions for both days.

When: March 2 – 4, 2008

Where: Intercontinental Hotel, Miami

Registration: Visit www.retailing.org.



Institute for International Research

Prepaid Card Expo

Highlights: This expo will offer attendees the chance to discover the strengths and weaknesses of alternative payment solutions. It will also teach how to recognize international opportunities, and how consumers and businesses are using prepaid as an important revenue generator. Some speakers will relay lessons learned after a security breach, and will give inside tips on how to strengthen antifraud and security controls.

More than 2,000 people are expected to attend the event, providing opportunities to share ideas and network with other professionals, as well as check out many exhibitors.

When: March 3 – 5, 2008

Where: Rio All-Suite Hotel & Casino, Las Vegas

Registration: Visit www.iirusa.com/prepaidcardexpo.



Western Payments Alliance

2008 Basics of ACH Receiving Workshop

Highlights: This basic level course is geared toward those who are in automated clearing house (ACH) or branch operations, call center staff, customer service, and anyone new to ACH. The full-day course, located at several West Coast locations, focuses on ACH transactions from the Receiving Depository Financial Institution (RDFI) point of view.

Patty Presta, accredited ACH Professional and Vice President of Education at Western Payments Alliance, will discuss such topics as key ACH concepts and processes, rule and regulatory resources for RDFI compliance, ACH exception handling processes, and electronic check applications. Due to high security measures, those attending the workshop in San Francisco are required to bring a picture identification card.

When: March 4, 2008

Where: Atrium Hotel, Irvine, Calif.

Registration: Visit www.wespay.org, or call 415-373-1188.

When: March 5, 2008

Where: Sheraton Pasadena Hotel, Pasadena, Calif.

Registration: Visit www.wespay.org, or call 415-373-1188.

When: March 12, 2008

Where: Portland Airport Courtyard, Portland, Ore.

Registration: Visit www.wespay.org, or call 415-373-1188.

When: March 19, 2008

Where: Hilton Sacramento Arden West, Sacramento

Registration: Visit www.wespay.org, or call 415-373-1188

When: March 20, 2008

Where: Federal Reserve Bank of San Francisco, San Francisco

Registration: Visit www.wespay.org, or call 415-373-1188.



Association for Financial Professionals

Payments Forum

Highlights: This forum will unveil techniques on overcoming challenges when implementing electronic payments.

The "how-to" session focuses on important payments issues facing corporate financial professionals. The two-day conference will feature small roundtable sessions with corporate practitioners in addition to in-depth lectures that include topics such as check conversion and new developments in international payments.

This conference caters to those dealing with automated clearing house, cards, check imaging or check conversion, global payments, and so forth.

There are also optional seminars – E-Payments: Instruments and Processes; and Financial Risk: Identification, Measurement and Management Techniques – available before and after the forum.

When: March 9 – 11, 2008

Where: Sheraton Wild Horse Pass Resort, Chandler, Ariz.

Registration: Visit www.afponline.org, or call 301-907-2862.



SourceMedia Inc.

Best Practices in Retail Financial Services Symposium

Highlights: This 13th annual event is an opportunity for attendees to receive answers to questions about strategizing and changes in retail finance. Keynote speakers will address growth, brand management, operating effectiveness, delivery and distribution channels, risk management and compliance, among other topics.

When: March 9 – 11, 2008

Where: Sawgrass Marriott Resort and Spa, Ponte Vedra, Fla.

Registration: Visit www.sourcemediaconferences.com/Retail08.

DateBook

**ACA International***Credit & Collection Business Academy 2008*

Highlights: The event offers more than 20 hours of learning and professional opportunities. A faculty of industry experts will speak about operations, ethics, sales, compliance, persuasion, security and privacy issues, legal matters, state and federal laws, and management.

By attending this conference you can earn industry-specific credentials and certificates to contribute to your own knowledge and the growth of business.

When: March 9 – 12, 2008

Where: The Marriott, Delray Beach, Fla.

Registration: Visit www.acainternational.org/events.

**Merchant Acquirer Committee***2008 MAC Annual Conference*

Highlights: The Merchant Acquirer Committee conference is an informative three-day conference full of networking opportunities. The theme for the inaugural event is beating the odds on fraud.

MAC will have keynote speakers from the Federal Trade Commission and federal law enforcement. Numerous breakout

sessions will focus on topics such as card Associations and the trends of fraud within the industry.

Some topics will include basic and advanced underwriting, fraud risk training and a hacking demonstration.

Representatives from MasterCard Worldwide will be on hand Friday to give the company's point of view on the Member Alert to Control High-Risk database. Breakfast and lunch for attendees will be provided daily in the exhibit hall.

When: March 19 – 21, 2008

Where: Rivera Hotel & Casino, Las Vegas

Registration: Visit www.macmember.org/conf.asp, or e-mail deanar@bizla.rr.com.

**Southeast Acquirers Association***2008 Conference*

Highlights: This two-day seminar provides educational opportunities and information on hot issues of concern to the payments industry's feet on the street.

The event includes networking opportunities with vendors and attendees. The exhibit hall features many of the leading bank-card processors, equipment manufacturers, leasing companies and others.

**APRIVA**

PROVING THE POSSIBILITIES

You're protected with Apriva's patented technology and end-to-end security. Apriva is the wireless gateway service with more choices, greater flexibility and leading edge security.

- Only Apriva offers certified security
- All Apriva products include a full suite of built-in security features
- We achieved both PCI and PTS certification
- Fastest secure transaction time on the market at under four seconds
- We offer an automated secure deployment process
- PLUS - You'll receive a host of real-time reporting and management tools and a variety of innovative wireless products



To learn more call 480.421.1210, e-mail pos@apriva.com or click www.apriva.com.

Also in the mix are breakout sessions and panel discussions led by industry leaders, as well as a panel offering merchants' perspectives.

In addition, attendees have the option of volunteering after the conference to contribute to New Orleans' cleanup efforts.

When: March 24 – 26, 2008

Where: Sheraton New Orleans Hotel, New Orleans

Registration: Visit www.southeastacquirers.com/conference.



SourceMedia Inc.

20th Annual Card Forum & Expo

Highlights: The Card Forum & Expo caters to a variety of payments industry professionals. The forum will explore the impact of changes in traditional business architectures, and how emerging payment systems can provide increased competition and opportunity.

This year's topics will include trends in debit, credit and pre-paid; marketing and branding strategy case studies; risk and fraud; merchant trends; new product development; and alternative payments.

Keynote speakers will be Steve Boehm, President of Wachovia Card Services, a division of Wachovia Corp.; Terri O'Neil, Executive Vice President of Citi Cards, a

division of Citigroup Inc.; and David Evans, founder of Market Platform Dynamics.

When: April 6 – 8, 2008

Where: Doral Golf Resort & Spa, Miami

Registration: Visit www.sourcemediaconferences.com/CFE08, or call 212-803-6578.



Electronic Transactions Association

2008 Annual Meeting and Expo

Highlights: The Electronic Transactions Association's annual expo, which includes more than 175 exhibitors, is a place to connect with partners, clients and colleagues.

The conference includes educational sessions covering a range of issues, information on the latest products and services available, special events for networking, and opportunities to further drive business.

Attendees must register for the event before making reservations at the Mandalay Bay Resort & Casino in Las Vegas.

When: April 15 – 17, 2008

Where: Mandalay Bay Resort & Casino, Las Vegas

Registration: Visit www.electran.org/content/view/135/118.

INGENICO,
The Secure & Affordable
WIRELESS ADVANTAGE

- ✓ A complete solution offering either Bluetooth, WiFi or GPRS communications
- ✓ UNICAPT 32 architecture leverages application technology to lower costs
- ✓ Pay@Table, pay at the game, or pay anywhere
- ✓ The freedom to choose a cost-effective solution that meets your needs
- ✓ Easy to install, easy to support

HOSPITALITY
CAR WASHES
SPA / SALONS
DELIVERY SERVICES
SERVICE CONTRACTORS
RETAILERS

Call **INGENICO** Today
For Your Wireless
Transaction Needs

USA 1-800-252-1140
CANADA 1-800-295-8491
www.ingenico-us.com

2008 calendar of events

To add your event to this calendar, e-mail a press release to press@greensheet.com. Please include the name, date and location of the event, as well as highlights of planned activities and registration contact information.

2008 Event	Date	Location	Web site
Electronic Retailers Association eRetailer Summit	March 2 - 4	Miami	www.retailing.org
Institute for International Research, Prepaid Card Expo	March 3 - 5	Las Vegas	www.ifirusa.com/prepaidcardexpo
Western Payments Alliance, Basics of ACH Receiving Workshop	March 4	Irvine, Calif.	www.wespay.org
Western Payments Alliance, Basics of ACH Receiving Workshop	March 5	Pasadena, Calif.	www.wespay.org
Association for Financial Professionals, Payments Forum	March 9 - 11	Phoenix	www.afponline.org
SourceMedia Inc., Best Practices in Retail Financial Service Symposium	March 9 - 11	Ponte Vedra, Fla.	www.sourcemediaconferences.com
ACA International, Credit & Collection Business Academy 2008	March 9 - 12	Delray Beach, Fla.	www.acainternational.org/events
Western Payments Alliance, Basics of ACH Receiving Workshop	March 12	Portland, Ore.	www.wespay.org
Merchant Acquirer Committee, 2008 MAC Annual Conference	March 19 - 21	Las Vegas	www.macmember.org/conf.asp
Western Payments Alliance, Basics of ACH Receiving Workshop	March 19	Sacramento	www.wespay.org
Western Payments Alliance, Basics of ACH Receiving Workshop	March 20	San Francisco	www.wespay.org
Southeast Acquirers Association, Sixth Annual Conference	March 24 - 26	New Orleans	www.southeastacquirers.com
SourceMedia Inc., 20th Annual Card Forum & Expo	April 6 - 8	Miami	www.sourcemediaconferences.com
Electronic Transactions Association, Annual Meeting and Expo	April 15 - 17	Las Vegas	www.electran.org
Intele-Card, Expo: The Prepaid Show	April 22 - 24	Edison, N.J.	www.intelecardexpo.com
Smart Card Alliance, CTST The Americas 2008	May 12 - 15	Orlando, Fla.	www.sourcemediaconferences.com
SourceMedia, CTST Conference and Exhibition	May 13 - 15	Orlando, Fla.	www.sourcemediaconferences.com
NACHA - The Electronic Payments Association, Payments 2008	May 18 - 21	Las Vegas	www.nacha.org
Midwest Acquirers Association, Annual Conference	July 21 - 25	St. Louis	www.midwestacquirers.com
WesPay, 2008 Payments Symposium	Sept. 7 - 9	Las Vegas	www.wespay.org
ETA, Strategic Leadership and Networking Forum	Oct. 21 - 23	Chicago	www.electran.org

SOUTHEAST
ACQUIRERS ASSOCIATION



March 23 - March 27



April 15 - April 17

MWAA
Midwest Acquirers Association

July 21 - July 25



We'll Show You The Way...

Customer Service

- Zero Hold Time
- 24/7 Customer Service
- Award Winning Service

Technical Support

- Terminals In/Out Same Day
- 24/7 Customer Service
- Zero Hold Time

Agent Relations

- Your Own Personal ISO Rep
- 3 Hour Merchant Numbers
- We Approve All Deals

- TSYS Acquiring Solutions
- All Front/Back End TSYS
- Paid On **All Income** Streams

Own Your Own Agent/ISO Program



(800) 863 - 5995

ResourceGuide

To add your company to our expanding listing, call 866-429-8080 today.

ACH - Check 21 BOC

Check 21 Direct

(888) 477-4510
www.check21direct.com

Creative Cash Flow Solutions

(866) 691-0666 x166
www.ilovechecks.com



ACH - PROCESSING SERVICES

BluePay Inc

(866) 579-6690
www.BluePay.com

Creative Cash Flow Solutions

(866) 691-0666 x166
www.ilovechecks.com

Smart Payment Solutions

(800) 320-7258
www.smartpaymentsolutions.com

AGE / ID & OFAC VERIFICATION

ID Chex

(800) 327-0291
www.IDCheX.net

ATM / SCRIP ISOs LOOKING FOR AGENTS

Access 1

(866) 764-5951 x207



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
www.cbintel.com

BANKS LOOKING FOR AGENTS

BluePay Inc

(866) 579-6690
www.BluePay.com

Comerica Merchant Services

(800) 790-2670

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

Redwood Merchant Services

(707) 569-1127
www.redwoodmercantservice.com

BANKS LOOKING FOR ISOs / MSPs

Global ISO, LLC

(800) 757-1538
www.giso.com

Group ISO, Inc.

(800) 960-0135
www.groupiso.com

Integrity Payment Systems

(888) 477-4500
www.integritypaymentsystems.com

CANADA CC CASH ADVANCE LOOKING FOR AGENTS

Rock Solid Funding Solutions

(888) 519-2525

CHECK COLLECTIONS

CybrCollect, Inc

(888) 340-9205
www.getmychecks.com

CHECK GUARANTEE / VERIFICATION

CrossCheck, Inc.

(800) 654-2365

EZCheck

(800) 797-5302
www.ezchk.com

Global eTelecom, Inc. (GETI)

(877) 454-3835
www.checktraining.com

Global Payments Inc.

(800) 801-9552
www.globalpaymentsinc.com

Secur-Chex

(866) 464-3277

COMPLETE POS SYSTEMS

Cyndigo

(877) 296-3446

Choose the right partner

Having the right support in business is as valuable as getting the deal

Join CREDOMATIC's Partner Solutions Program.

As a partner, you will be able to offer merchants a complete set of custom integrated payment solutions, with liberal underwriting and same day activation, all while earning more cash benefits.

Partner Benefits:

- On time residuals-paid monthly
- 50-70% TRUE profit sharing on all processing revenue
- NO BIN fees, NO risk fees. NO downgrade surcharges
- Upfront and Residual income on all payment services
- 1% conversion bonus-up to \$1000.00 per account
- Activation bonuses-up to \$350.00 per account
- 5% commission on merchant cash advances

Merchant Solutions:

- Same day funding option on all transactions settled by 1 a.m. (EST)
- Multiple billing options
- Free terminal placement and account activation
- A complete suite of TSYS (Vital) Payment Solutions
- All services (credit/debit, checks, gift cards, and cash advances) billed on one statement and settled through a single deposit
- State-of-the-art web-based touch screen POS solution

With Credomatic, it's always possible



For almost 30 years, we have been continuously forging profitable relationships. Join our Partner Solutions Program **today**. For more information, go to www.credomaticpartner.com or call us at 1.888.82AGENT (1.888.822.4368)



Partner
GE Money

CREDOMATIC is a registered ISO/MSP of BAC Florida Bank. BAC Florida Bank is an affiliate of CREDOMATIC.



CREDOMATIC

Member BAC | CREDOMATIC Financial Network

ResourceGuide

**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

DEBIT TRANSACTION PROCESSING

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

EQUIPMENT

ATT Services
(714) 999-9566
www.attpos.net

BANCNET
(713) 629-0906
www.banc.net

Budget Terminals and Repair
(985) 649-2910

CardWare International
(740) 522-2150



CENTRAL POINT
RESOURCES

**Central Point
Resources**

(800) 935-7844
www.centralpointresources.com

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
www.posportal.com

TEERTRONICS
(800) 856-2030

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

FINANCING FOR ISOS

ISO Funding
(800) 781-5007
www.isofunding.com



**RESOURCE FINANCE
COMPANY**

(866) 211-0114
www.resourcefinance.com

**FREE ELECTRONIC
CHECK RECOVERY**

ACCESS CHEX
(866) 746-CHEX
www.accesschex.com

GIFT / LOYALTY CARD PROGRAMS

Electronic Payments (EPI)
(800) 966-5520 x221
www.epigiftcards.com

FLEXGIFT/UMSI
(800) 260-3388

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.giftcardtraining.com

SWIPE IT TECHNOLOGY
(888) 794-7348 X116
www.swipeit.com

HIGH RISK

AVP Solutions
(800) 719-9198
www.avpsolutions.com

International Merchant Solutions
(800) 313-2265 x106
www.officialims.com



NTC
NATIONAL TRANSACTION CORPORATION

**NATIONAL
TRANSACTION CORP.**

(888) 996-2273
www.nationaltransaction.com

ISO RELATIONSHIPS AVAILABLE

AmericaOne Payment Systems
(888) 502-6374

BluePay Inc
(866) 579-6690
www.BluePay.com

CoCard Marketing Group
(800) 882-1352
www.cocard.net

Comdata Processing Systems
(866) 806-5016

Electronic Payments (EPI)
(800) 966-5520 x223
www.epiprogram.com

EVO Merchant Services
(800) CARDSWIPE x7800

First American Payment Sys.
(866) GO4 FAPS
www.first-american.net

80 • 20

...with a free terminal.

*The first 80/20 split program
to include free terminal placement*

Call us today to discuss your *customized* Agent Program.

Signature

8360 Melrose Avenue
Third Floor
Los Angeles, CA 90069
888-334-2284 www.sigagents.com

ResourceGuide

Frontline Processing Corp.
(866) 651-3068

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Global ISO, LLC
(800) 757-1538
www.giso.com

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

Group ISO, Inc.
(800) 960-0135
www.groupiso.com

iPayment Inc.
(888) 519-9466
www.ipaymentinc.com

MSI-Merchant Services, Inc.
(800) 351-2591

North American Bancard
(800) BANCARD x1001

NOVA Information Systems
(800) 819-6019 x6
www.novainfo.com

IRN Payment Systems
(800) 366-1388 x210
www.partner-america.com

Total Merchant Services
(888) 84-TOTAL x9727
www.upfrontandresiduals.com

United Bank Card (UBC)
(800) 201-0461

ISOs / BANKS PURCHASING ATM PORTFOLIOS

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

ISOs / BANKS PURCHASING MERCHANT PORTFOLIOS

AmericaOne Payment Systems
(888) 502-6374

BluePay Inc
(866) 579-6690
www.BluePay.com

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Hampton Technology Ventures
(516) 896-3100 x100
www.hamptontv.com

iMax Bancard
(866) 702-8801
www.imaxbancard.com

Merchant Portfolios.Com
(866) 448-1885 x308
www.MerchantPortfolios.com

North American Bancard
(800) BANCARD x1001

NOVA Information Systems
(800) 819-6019 x6
www.novainfo.com

Total Merchant Services
(888) 84-TOTAL x9727
www.upfrontandresiduals.com

ISO / POS DEALER LOOKING FOR AGENTS

CoreTranz Business Services
(877) 443-4455
www.coretranz.com

ISOs / PROCESSORS SEEKING SALES EMPLOYEES

iMax Bancard Network
(866) 702-8801
www.imaxbancard.com

ISOs LOOKING FOR AGENTS

Advanced Merchant Services, Inc
(888) 355-VISA (8472)
www.amspartner.com

AmericaOne Payment Systems
(888) 502-6374

BluePay Inc
(866) 579-6690
www.BluePay.com

Cyndigo
(877) 296-3446

Electronic Payments (EPI)
(800) 996-5520 x223
www.epiprogram.com

EVO Merchant Services
(800) CARDSWIPE x7800

EXS-Electronic Exchange Sys.
(800) 949-2021
www.exspartner.com

First American Payment Sys.
(866) 604-FAPS
www.first-american.net

Frontline Processing Corp.
(866) 651-3068

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Group ISO, Inc
(800) 960-0135
www.groupiso.com

iMax Bancard
(866) 702-8801
www.imaxbancard.com

Impact Paysystems
(866) 884-5544 x1555

Innovative Merchant Solutions
(800) 397-0707

iPayment Inc.
(888) 519-9466
www.ipaymentinc.com

Merchant\$ Select Service\$ Inc.
(800) 636-9385
www.merchantselectservices.com

Merchants' Choice Card Services
(800) 478-9367 x5
www.mccs-corp.com

Money Tree Merchant Services
(800) 582-2502 x2
www.moneytreerewards.com

MSI-Merchant Services, Inc.
(800) 537-8741

Netcom PaySystem
(800) 875-6680

North American Bancard
(888) 229-5229

Premier Payment Systems
(630) 932-1661
www.ppsbankcard.com



Premium Card Solutions
A Payment Solutions Company

Premium Card Solutions
(888) 780-9595
www.premiumcardsolutions.com



SOME MAY CALL THIS A
SYMBOL OF STRENGTH

OUR CLIENTS CALL THIS

A THE CUTTER
ADVANTAGE.™

With over twenty-five years of unparalleled client success stories, shouldn't you consider the Cutter financial advantage? From superior portfolio valuation to unmatched speed-of-service, David Daily and the team of Cutter professionals continue to build an impressive trust-based reputation for providing clients with maximum value from the purchase of Agent/ISO residual streams and merchant portfolios.

Call or email today and join the thousands of sales agents and ISOs who consider Cutter financial their first call for successful acquisitions.



CUTTERLLC
WWW.CUTTERFINANCIAL.COM

304 Gainsway Court, Franklin, TN 37069

Phone: 615.604.3886

davidd@cutterfinancial.com

ResourceGuide



Reliant Processing Services
(877) 650-1222 x101
www.reliantprocessingservices.com



BARCLAY SQUARE LEASING, INC
(866) 396-2754
www.barclaysquareleasing.com

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

PAYMENT GATEWAY

APRIVA
(480) 421-1210
www.apriva.com



INTERNET PAYMENT PROCESSING
(847) 327-9870 x17
www.ezic.com



Network Merchants, Inc.
(800) 617-4850
www.nmi.com

ProCharge
(800) 966-5520 x221

USA ePay
(866) USA-ePay
www.usaepay.com

Signature Card Services
(888) 334-2284
www.signaturecard.com

TIPS Merchant Services Inc.
(866) 856-4232
www.tipsmerchantservices.com

Total Merchant Services
(888) 84-TOTAL x9727
www.upfrontandresiduals.com

United Bank Card
(800) 201-0461 x 136

United Merchant Services, Inc.
(800) 260-3388

Xenex Merchant Services
(888) 918-4409 x511

LEASING

A-1 Leasing
(888) 222-0348 x3012
www.A-1leasing.com

ABC Leasing
(877) 222-9929



American P.O.S. Leasing Corp.
(800) 349-6516
www.poslease.com

First Data Global Leasing
(800) 897-7850

GlobalTech Leasing, Inc
(800) 414-7654
www.globaltechleasing.com

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

TimePayment Corp.
(877) 938-5231
www.timepaymentcorp.com

LENS / KEYPADS / POWER SUPPLIES

Sierra Enterprises
(866) 677-6064

MERCHANT CASH ADVANCE / PORTFOLIO PURCHASERS

E-Commerce Exchange OC
(800) 418-9285 x210



HOT

New Program!

GET NOTICED ***Business Reply Card Ads***

***Call Danielle Thorpe
at 707-586-4737
or Rita Francis
at 866-429-8080***

- Full color***
- 2-sided***



The Green Sheet Inc.
www.greensheet.com

ResourceGuide

**PAYMENT GATEWAY /
SERVERS / ISPs**

BluePay Inc
(866) 579-6690
www.BluePay.com

eProcessingNetwork.com
(800) 971-0997
www.eProcessingNetwork.com

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Network Merchants
(800) 617-4850
www.networkmerchants.com

USAePay
(866) USAePay (872-3729)

POS CHECK CONVERSION

CrossCheck, Inc.
(800) 654-2365

EZCheck
(800) 797-5302
www.ezchk.com

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.checktraining.com

Secur-Chex
(866) 464-3277

**POS CREDIT CARD
EQUIPMENT REPAIR**

ATT Services
(714) 999-9566
www.attpos.net



New Image P.O.S.
(954) 581-6200
www.newimagepos.com

TEERTRONICS
(800) 856-2030

POS SUPPLIES

CardWare International
(740) 522-2150

Central Point Resources
(800) 935-7844
www.centralpointresources.com

General Credit Forms, Inc.
(800) 325-1158
www.gcfinc.com

TSYS Acquiring Solutions
(Formerly Vital Processing)
(800) 686-1999
www.tsysacquiring.com

**PROCESSORS
LOOKING FOR ISOs**

Comdata Processing Systems
(866) 806-5016

First National Merchant Solutions
(800) 354-3988
www.fnms.com

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

NOVA Information Systems
(800) 819-6019 x6
www.novainfo.com



TSYS Acquiring Solutions
(Formerly Vital Processing)
(480) 333-7799
www.tsysacquiring.com

SITE SURVEYS

PRN, Inc.
(800) 676-1422
www.prn-inc.com

Spectrum Field Services
(800) 700-1701 x286
www.spectrumfsi.com

**SUPPORT DESK FOR POS
TERMINALS & PC SOFTWARE**

CardWare International
(740) 522-2150

TSYS Acquiring Solutions
(Formerly Vital Processing)
(800) 686-1999
www.tsysacquiring.com

**TELEMARKETING /
LEAD GENERATION****WIRELESS RETAIL /
KEYED PROCESSING**

eProcessingNetwork.com
(800) 971-0997
www.eProcessingNetwork.com

USA ePay
(866) USA-epay
www.usaepay.com

WordSearch
Solution from page 59

Q M E N T O R K O I R E S P P I P S U W
N O I S I C E D V A M X W I T R L V L O
T Y O N C W A M U P R E S I D E N T C D
I J Y T K E Y F O B I C E Q S U R E D B
S E R T E V M U Z N R T M T Q R K I S S
I D E S T O R E X P E Q D S I A L X C N
D C Y P S X S B I U R Y G R T N E U R O
M O B I L E D C R N G E I W U D G P E I
A L R D W J C O N S U M E R V E C T E T
P D G E X E C U T I V E G B U P Y L N C
X C U E P W N S E D E P P R E W B P O E
S A S A L E S C M A C R O W N A E A B L L
K L G E W A Z W Y N N K I X D L R R S L
I L S W P O A G X M U T T P S L S T I O
M I W E N I T R E V O K A C L E P N R C
M D O X T E A T R U B U C K E T A B O N
I N P E C L S E D F P C A X D P C R Y Z
N Y R O U Y K A T E M I V Q P U E Z S E
G U D R S Y R I T Z E K A H S D N A H M
W E L C U F I R M W A R E X E H T O V U

**ONE MINUTE OF READING COULD
LEAD TO CAREER PROSPERITY!**



We are aggressively looking to employ professional sales partners for specific territories. Salary, commissions, health insurance and many more benefits go with the position.

We recognize that ISOs and processors are constantly recruiting you to join their organizations but we believe that CCS has created a working environment that will make you more successful. It is built on trust, creativity, integrity and certainly support.

We do not believe in gimmicks to lure you to CCS; rather, we provide exciting programs that include lead generation and appointment setting. This and much more will result in a long term partnership.

The attached link to *The Green Sheet* article, written several years ago (<http://www.greensheet.com/cprofiles/chargecardsystems.html>), will provide a better understanding of our philosophy and strengths. While we have experienced exponential growth since then, our core values remain.

We look forward to hearing from you; following our discussion, and assuming there is mutual interest, we will host you in our corporate headquarters in Boca Raton, Florida, all expenses paid. You will meet our key personnel and explore further this unique opportunity to help you achieve the success to which you aspire.

Very truly yours,

A handwritten signature in black ink, appearing to read 'A. Andreozzi Sr.'.

Anthony Andreozzi Sr.
President

A handwritten signature in black ink, appearing to read 'Jeffrey Shavitz'.

Jeffrey Shavitz
Executive Vice President

1515 South Federal Hwy., Ste. 106 Boca Raton, FL 33432
Office (888) 505-2273 • Fax (888) 505-5444 • www.chargecardsystems.com
Visa/MC • Amex • Discover • ATM/ Debit • Checks • Gift Cards • POS Terminals • Software and E-Commerce Solutions

Call Jeffrey Shavitz, 888-505-2273 x205
jshavitz@chargecardsystems.com
www.chargecardsystems.com

AdvertiserIndex

2GS LLC.....	72	Innovative Merchant Solutions.....	13
Advanced Payment Services.....	15	International Bancard.....	33
Alpha Card Services Inc.....	26, 52	iPayment Inc.....	35
AmericaOne Payment Systems.....	9	JR's POS Depot.....	20
Apriva Inc.....	104	Lease Source Inc.....	96
ATT Services.....	46	Merchant Warehouse.....	83
Authorize.Net.....	10	MLS Direct Network.....	99
Blackstone Merchant Services Inc.....	41	Money Movers of America.....	17
Blue Bamboo.....	86	Money Tree Merchant Services.....	71
Charge Card Systems.....	117	MSI NJ.....	19
Chase Paymentech Solutions.....	85	MSI NJ 1-800-Bancard.....	65
CoCard Marketing Group.....	11	myARCworld Inc.....	47
Comstar Interactive.....	79	NAOPP.....	34
Credit Cash.....	40	National Transaction.....	78
Credomatic.....	109	Nationwide Payment Solutions.....	23
Cutter LLC.....	113	Network Merchants Inc.....	30
Cyndigo.....	39	North American Bancard.....	2, 6, 7
Discover Financial Services.....	36	NPC.....	55
Electronic Merchant Systems.....	12, 64	Optio Solutions LLC.....	93
Electronic Payment Systems.....	107	OTI America.....	75
Electronic Payments Inc. (EPI).....	119	Paypro Tec.....	89
eProcessing Network LLC.....	88	POS Portal Inc.....	102
Equity Commerce.....	94	Reliant Processing Services.....	48
EVO Merchant Services.....	56, 57	Secure Payment Systems.....	87
EXS - Electronic Exchange Systems.....	21	Signature Card Services.....	111
EZCheck.....	18	Southeast Acquirers Association.....	22
Flrst Funds.....	16	The Phoenix Group.....	49, 51, 53
Fast Capital Inc.....	77	Total Merchant Services.....	31, 60, 61
Field Guide Enterprises.....	50	Tribul Merchant Services.....	81
First American Payment Systems.....	100	Trisource Solutions/Central Bancard LLC.....	91
First Data Global Leasing.....	54	United Bank Card Inc.....	67, 68, 69
General Credit Forms.....	43	United Cash Solutions.....	97
Humboldt Merchant Services.....	98	United Merchant Services.....	27
Hypercom Corp.....	120	USA ePay.....	90
Imax Bancard.....	73	VeriFone.....	29
Impact MD/Impact Payscale.....	62	Vision Payment Solutions.....	25
Ingenico.....	105	WAY Systems.....	44



... THERE WAS AN AD THAT HAD A GUY HOLDING A TERMINAL AND HE WAS WEARING A SPORT COAT AND THE PRICE WAS LIKE \$149 OR SOMETHING AND IT WAS BACK IN THE SUMMER. WHAT WAS THE COMPANY'S PHONE NUMBER ON THAT AD?

FREE PDF ARCHIVES OF ISSUES BACK TO OCTOBER 2001 (ISSUE 01:10:01). LOCATE PREVIOUS ADS, OR RESEARCH YOUR COMPANY'S AD HISTORY.

WWW.GREENSHEET.COM





**Pump Up
Your Profits**

FUELING YOUR FUTURE

With Electronic Payments as your full service acquirer, you can now take advantage of the wide open convenient and pay-at-the-pump market that previously was closed to many ISOs and MLS. With EPI, you have access to 6 different front-end networks and the ability to process supermarket POS and inside/outside pay-at-the-pump.

Our team of ISO support staff knows this market and can help you with pricing proposals, IP/satellite/dial processing options, datacap/datawire setups, and various POS configurations for sales inside the store and outside at the pump. And with Electronic Cash Systems, you even have a turnkey ATM solution at your fingertips for valuable ATM placements and reprograms!

Get Started Today!
Call **1.800.966.5520 x223**
or visit **www.epiprogram.com**



- ▶ **Process Fleet Cards such as FuelMan[®], Wright Express[®] and Voyager[®]**
- ▶ **Full Service Fuel Program – Inside and Out**
- ▶ **3 Day Wright Express and 2 Day Voyager Settlement**
- ▶ **ATM Machine Placements/Reprograms**

Never let a sale go by way of the competition! EPI has a ISO support staff dedicated to helping you with all your pay-at-the-pump sales and installs.



www.epiprogram.com

1.800.966.5520 x223

THE T42 AND YOU

COUNTERTOP



- ↳ PCI PED APPROVED
- ↳ SIMPLER PLATFORM
- ↳ MERCHANT RETENTION



T4210
Dial



T4220
IP & Dial



T4230
GPRS & Dial

Introducing Hypercom's new T4200 Family:

Putting You in First Place.

Introducing the broad new Optimum T4200 family of countertop POS devices. Now you pick the terminal that fits your needs perfectly, from dial-up models, to IP-and-dial versions, to wireless with dial backup. At last, here are payment devices that put you first, with the strength of a common development platform and user interface. Provide simpler solutions faster than ever before!



Modular Components



Privacy Shield



15ips+ Printer



Smart Card Reader



Small Form Factor

Visit www.hypercom.com today to see how the Optimum T4200 Family is changing the point of service. The T42 and you....a winning combination.

HYPERCOM

www.hypercom.com/gs