



The Green Sheet

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

November 10, 2003

Issue 03:11:01

Publishing Excellence Since 1983

Inside This Issue:

News

Industry Update	8
Trade Association News	16
First American Payment Systems Acquires CMS	70
U.S. DOJ Files Suit to Block First Data/Concord EFS Merger	71
Regional Clearing Houses to Consolidate	81

Views

Advances In Wireless Portable Payment Terminals By Michelle Graff.....	20
--	----

Features

Industry Leaders: Steve Eazell

Steve Eazell's Secret for Success?
A Passion for Payments

24

White Papers:

• New Technologies Mean Upgrades
and Revenue Opportunities in
ATM Market

35

• History's Lesson: How the Global
Economy Can Benefit From
Non-cash Payments
By Eric Thomson

41

Education

Street Smarts:

Meetings of the MLS Mind
By Ed Freedman

54

Visa's Agent Registration in a Nutshell
By David H. Press

60

The Importance of Value-added Training
By Peter Scharnell

64

Interchange Untangled - Part 3

68

New Products

New Tranax Triple DES-
Compliant ATMs

83

POS Terminal Makes Merchant
Move to EMV Like Magic

84

Company Profile

Retail Decisions, Inc.

75

Inspiration

Financial Statements: A Critical Part
of Your Business Plan

87

Safety Nets and Lightning in a Bottle ..

87

Departments

Forum

6

Datebook.....

88

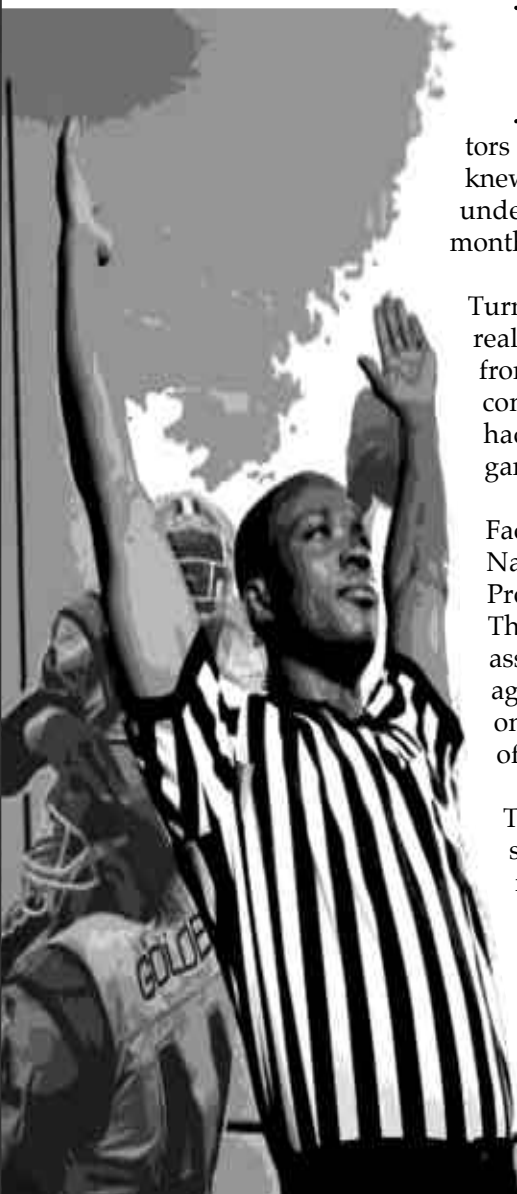
Resource Guide

90

Index to Advertisers

94

NAOPP Kickoff Event Scored!



In late February 2003, a few ambitious people convened in Tampa, Fla. to discuss the formation of an association for independent sales contractors in the financial services industry. They knew the task ahead of them was no small undertaking, and certainly the next eight months proved them right—and then some.

Turning what's been a concept for so long into reality is never easy. Building an organization from the ground up meant organizers had to come up with not only a playbook, they also had to get the players to agree on an overall game plan. The process hasn't been simple.

Facing fourth and long, organizers of the National Association of Payment Professionals (NAOPP) dug deep and rallied. They proved that their hopes of forming an association specifically for independent sales agents would most certainly materialize, and on October 10, 2003, the group held its first official membership meeting.

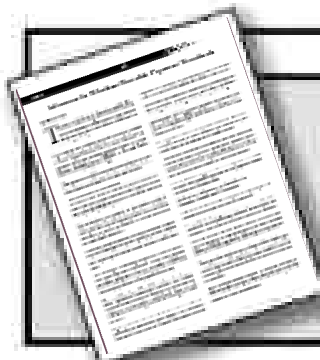
The successful event was highlighted by several key plays including a very respectable attendee turnout and the introduction of an interim Board of Directors to the membership.

Recognizing the need for and importance of an association for independent sales reps, several industry leaders showed their support and participated



See NAOPP on Page 51

Notable Quote:



When the right providers partner to deliver the best possible solutions, wireless-enabled terminals will become more and more mainstream; the expectation is that they will achieve a 30% to 35% acceptance rate among retailers.

See Story on page 20

Ingenico... An Exciting New Way To Boost

PROFITS

With Vital Class A Certification

VITAL
MERCHANT SERVICES™

ELITE 712™

- Vital Class A Certified
- Value-Priced
- Feature Rich Multi-Application
- Bilingual
- Multi-Merchant
- Backed by the World's Largest Terminal Supplier

Ingenico and Vital Merchant Services solutions generate excitement. Exciting new terminals, software and first class support.

 **ing@nico**

1-800-252-1140 ext.2359
email: TSO@TNGENTCO-US.COM

PREPARE TO BE EXCITED BY CALLING
VITAL MERCHANT SERVICES

1-800-348-1700
www.vitalps.com

Dear Green Sheet Reader,

We are striving to keep delivery of The Green Sheet and GSQ reliable and FREE to our subscribers. We are converting to a new mailing process in response to rising postage costs. This requires us to verify our readership, so we must request a signed confirmation for each individual subscription.

Please do your part -- sign and return this postage-paid form. Or if you'd rather, fax the **signed** form to 707-586-4747.

We must receive your **signed** subscription confirmation **no later than December 1, 2003** to guarantee your subscription will continue uninterrupted. Thank you for your continued partnership with us. We pledge to continue supporting you with unsurpassed industry coverage and services.

Good Selling!



Paul Green

YES, I want to continue receiving
The Green Sheet, the semi-monthly
magazine for the payment processing
industry, **absolutely FREE!**

Affix mailing label here

-or- Print Full Name As Appears on Envelope

Signature

Date

Fax this SIGNED form to 707-586-4747 or mail -
postage-paid. Please make any necessary
corrections to the mailing address.

STEP 1: FOLD THIS EDGE INWARD FIRST

City/State/Zip:

Address:

Company:

Name:

Any revisions to the mailing information? Please indicate below:

FOLD

FOLD

DON'T MISS A SINGLE ISSUE.
RENEW TODAY!

Sign and mail this form today to keep
The Green Sheet Coming . . .

STEP 2: FOLD THIS EDGE TO COVER MAILING REVISION PANEL

STAPLE [] HERE



- » Neal Anderson-NGA Enterprises
- » John Arato-MagTek
- » Adam Atlas-Attorney at Law
- » Penny L. Baker-National Bankcard Systems
- » Clinton Baller-PayNet Merchant Services
- » John Beebe-Global eTelecom
- » Stacy Bell-Advanced Payment Tech
- » Audrey Blackmon-POS Portal
- » Shannon Byrne-Paradata Systems
- » Robert Carr-Heartland Payment Systems
- » Steve Christianson-TransPay Processing
- » Rob Connelly-VeriFone
- » Wayne Damron-Lynk Systems
- » Steve Eazell-Secure Payment Systems
- » Mike English-Ingenico
- » W. Ross Federgreen-CSRSI
- » Ed Freedman-Total Merchant Services
- » Patrick Gaines-LML Payment Systems
- » Marc Gardner-North American Bancard
- » Alan Gitles-Landmark Merchant Solutions
- » Russ Goebel-Retriever
- » Larry Henry-L. Henry Enterprises
- » Ginger Hollowell-Electronic Money
- » Jared Isaacman-United Bank Card
- » Robert Joyce-Alliance Payment Systems
- » Allen Kopelman-Nationwide Payment Systems
- » Lee Ladd-LADCO Leasing
- » Vaden Landers-iPayment
- » Gary La Tulippe-Schmooze
- » Mitch Lau-Money Tree Services
- » Lisa Lersner-Golden Eagle Leasing
- » Dan Lewis-ABANCO International
- » Douglas Mack-Card Payment Systems
- » James Marchese-IRN Payment Systems
- » Paul Martaus-Martaus & Assoc.
- » David McMackin-AmericaOne Payment Systems
- » Doug McNary-First Data Merchant Services
- » Patti Murphy-The Takoma Group
- » Steve Norell-US Merchant Services
- » Anthony Ogden-Bankcard Law.com
- » Christopher O'Hara-Profitcentric
- » Paul Oswald-NOVA Information Systems
- » Bill Pittman-RichSolutions
- » David Press-Integrity Bankcard Consultants
- » Brian Rogers-PurchasingPower
- » Stuart Rosenbaum-U.S. Merchant Systems
- » Charles Salyer-GlobalTech Leasing
- » Dave Siembieda-CrossCheck
- » Matthew Swinnerton-Merchant Services Direct
- » Dan D. Wolfe-Barons Financial Group



The Green Sheet

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

Editor in Chief:

Paul H. Greenpaul@greensheet.com

General Manager:

Julie O'Ryan-Dempseyjulie@greensheet.com

Contributing Editors:

Adam Atlasatlas@adamatlas.com

Patti Murphypatti@greensheet.com

Senior Staff Writers:

Juliette Campeaujuliec@greensheet.com

Karen Conversekaren@greensheet.com

Contributing Writers:

John H. Beebejohn@globaletelecom.com

Steve Eazellseazell@securepaymentsystems.com

Lin Fellermanlfellerman@securepaymentsystems.com

Ed Freedmaned@totalmerchantservices.com

Michelle Graff.....Michelle_graff@verifone.com

Jared Isaacmanjared@unitedbankcard.com

David H. Pressdhp@integritybankcard.net

Peter Scharnellpeter.scharnell@exsprocessing.com

Eric Thomsoneric.thomson@profitsource.us

Layout/Graphics/Illustration:

Troy Vera.....troy@greensheet.com

Sales Supervisor:

Danielle Thorpedanielle@greensheet.com

Circulation Manager:

Kate Gillespiekate@greensheet.com

Production:

Hudson Printing Company

Correspondence:

The Green Sheet, Inc.

800-757-4441 • Fax: 707-586-4747

6145 State Farm Drive, Rohnert Park, CA 94928

Send Press Releases to:press@greensheet.com

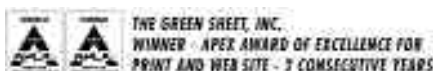
Send your Questions,

Comments and Feedback togreensheet@greensheet.com

The Green Sheet is FREE to MLS / ISO / MSP Sales Professionals.* If you are not an MLS/ISO/MSP as defined below, an annual subscription fee of \$125 includes 24 issues of The Green Sheet and 4 issues of GSQ. To subscribe, visit www.greensheet.com * Any Sales Professional who sells financial services to the retail merchant marketplace.

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

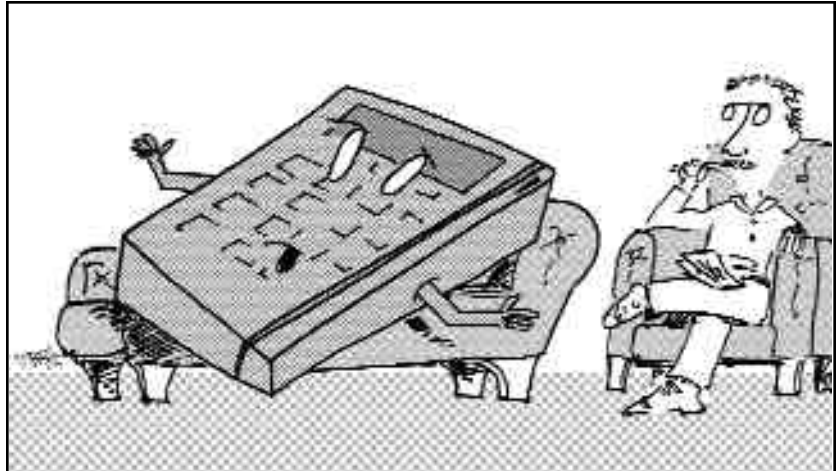
Copyright © The Green Sheet, Inc., 2003. All rights reserved.

Affiliations:



FORUM

PROUDLY SPONSORED BY



Well, doc, being called a 'little gray box' all these years has really messed with my self-esteem.

More Anniversary Wishes

Paul,

Just a short note to thank you for your new book. Also, I had the pleasure of reading and reminiscing over, "Is It 20 Years Already?" Can it really be that long ago??? AMCOR was the second ISO relationship I had and one I treasured. Both of us can truly say, "I remember you when..." I also got a kick out of reading our old friend Chuck Burtzloff's comments. Then, you had to remind me of that fine company, Peachtree. Oh well, we both survived. I hope the next twenty years will be as much fun and memorable.

Continued success,
Lee Ladd

I love you guys. You do a great job! I was just talking to one of my sales staff, and they asked if the GS has gotten bigger. I said, "Definitely." And the ads have gotten much better (more professional) than five years ago when I started working with you guys. Congrats on your anniversary. Keep up the good work! See you on the road.

Audrey Blackmon, POS Portal

Looking for ISO Rankings

Does The Green Sheet do a ranking of the top ISO organizations based on merchant portfolio size? I am looking for the latest one.

James M. Nickerson
Global Communications/PR Manager
VeriFone, Inc.

James,

The last "ranking" we attempted was in our GSQ v5n3, July 2002. This was our most recent 'Feet on the Street' issue. You can view this online at <http://www.greensheet.com/gsq/Secured-/gsqv5n3.pdf> Hope this helps!

Editor

Chargeback Question

We've found the article by David H. Press on "How to Prevent Chargebacks and, if Necessary, Defend Them" [The Green Sheet, October 13, 2003, issue 03:10:01] very interesting. I have one question, though.

It is mentioned in the article that if a merchant has more than 50 transactions and 50 chargebacks, plus a 1% ration of consumer dispute chargeback-to-interchange volume, the merchant will be identified as a High Risk Chargeback Merchant.

What is the time frame for those 50 transactions, 50 chargebacks and 1% ratio? Is it a rolling time frame or a fixed time frame?

A short explanation on the above will be helpful to us in educating our merchants.

Thank you for your time,
Ronel Schoeman
Global Access/CTI

Ronel,

Chargebacks are counted on a monthly basis. A merchant that meets or exceeds the thresholds for consecutive months will be subject to increasing fines for each month that it exceeds the thresholds and eventually will be permanently prohibited from participating in the Card Association program.

If you have any additional questions feel free to contact me.

David H. Press,
Principal and President
Integrity Bankcard Consultants, Inc.
630-637-4010
dhp@integritybankcard.net

MONEY + POWER = SUCCESS



There is more opportunity at NAB. More ways to profit, more ways to build your career. Look at all we have to offer, and start building a brighter future today.

\$3000 Signing Bonus, Conversion Bonus & Residuals

NO Catch! We'll pay you \$3000 once you have 30 merchants in your portfolio! You'll receive 1% of your merchant's average monthly processing volume on conversion deals. Plus you will receive your monthly residuals each and every month!!!

Complete Medical Benefits Plan

The first program of its kind in the industry, offering Medical, Dental, Vision, Life and Long Term Care Insurance, because we don't just care about profits - we care about your well being.

"Click Here I Agree" Online Application & Customized Mirrored Website

Our online merchant application is completely customizable, and easy to use. No signatures, no mailing, no faxing! Now, with NAB you can link to the Online application through your own NAB mirrored website, where each agent has control of pricing and equipment options.

Online Agent Information Center & 24hr Agent Infoline

We created a powerful online resource for real-time merchant status, residual reports, lease approval information, download instructions, marketing tools, and more... and when you're out of the office, on the road, you can access all your account information via telephone with our 24hr Agent Infoline.

**We offer our Agents
the power to succeed.
It's that simple.**

NorthAmerican
BANCARD

To find out more visit
www.GONAB.com or call:

1-800-BANCARD
EXT.1015 2 2 6 2 2 7 3

North American Bancard is a registered ISO/MSP of HSBC Bank USA Inc, Buffalo, NY

If your current processing partner isn't giving you all the tools you need to succeed, call NAB today!



INDUSTRY UPDATE

PROUDLY SPONSORED BY



NEWS

BofA Buying FleetBoston

The third largest bank in the U.S., **Bank of America Corp.**, announced it is buying the seventh largest bank, **FleetBoston Financial Corp.**, in an all-stock transaction valued at \$43 billion. By merging, the corporations will create the second largest bank in the U.S. (Citigroup is the top bank). The deal is expected to close in the second quarter 2004.

The combined bank will employ about 180,000 people, run 5,669 banking offices and 16,551 ATMs, and control 9.8% of U.S. bank deposits, Reuters reported. It will serve 33 million retail and 2.5 million business customers in 29 states and 34 other countries, handle 15% of the debit card market and manage \$456 billion in assets.

GDP Jumps in Third Quarter

The U.S. economy grew at an annual rate of 7.2% in the third quarter of 2003, according to advance estimates of real **gross domestic product (GDP)** from the U.S. **Department of Commerce's Bureau of Economic Analysis (BEA)**. The growth was largest in nearly two decades.

The BEA report shows a substantial increase from the previous quarter, when GDP grew 3.3%. Major contributors to the Q3 increase include personal consumption expenditures (PCE), equipment and software, residen-

tial fixed investment and exports. The BEA will release Q3 "preliminary" estimates, based on more comprehensive data, on Nov. 25, 2003.

Senate Approves Anti-spam Bill

The **U.S. Senate** approved (97 to 0) the first-ever federal **anti-spam legislation**, the Washington Post reported. The bill, sponsored by Sens. Conrad Burns (R-Mont.) and Ron Wyden (D-Ore.), seeks to block e-mail messages that market financial scams, fraudulent body-enhancement products and pornography.

The legislation would also make it a crime for spammers to disguise their identity and the locations of computers they use to send junk e-mail.

The bill would preempt all anti-spam laws at the state level. It would also prohibit individuals or companies from suing spammers—only providers of e-mail accounts, such as Yahoo, Microsoft, EarthLink and America Online would be allowed to sue.

Give the Gift of Napster

Online music provider **Napster** is back—the company just released the free software Napster 2.0; its download music service is also now up and running. Napster will be offering prepaid Napster gift cards (15 songs for \$14.85) in more than 14,000 leading U.S. retail stores in mid-November.

The Napster gift card enables consumers to give the gift of online music and legally download music and burn CDs without the use of a credit card.



- ▶ **Oakland** has become the latest city in California to ban **Wal-Mart "supercenters."** Beginning in 2004, Wal-Mart plans to open 40 of its supercenters in California over the next four years.
- ▶ The Conference Board's **Consumer Confidence Index**, which declined last month, advanced in October. The Index now stands at 81.1, up from 77.0 in September 2003.
- ▶ Many **major U.S. retailers** saw their biggest gain in sales in 18 months in September 2003. Wal-Mart, Sears, Roebuck and Co. and Target Corp. posted sales growth above expectations. The Bank of Tokyo-Mitsubishi said the retail sector showed its largest monthly sales increase since March 2002.

Introducing the AmericaOne® Merchant Acquisition Program™

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

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

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

AmericaOne
PAYMENT SYSTEMS

(888) 502-6374 • email: iso@americaoneps.com • www.americaoneps.com

One American Business® (100) Plus • San Jose, CA 95111 • TopRank National Association, Charlotte, NC Member #776

© Copyright 2003 AmericaOne Payment Systems, Inc.



ANNOUNCEMENTS

SPS Certifies VeriFone Products

Secure Payment Systems (SPS) has certified **VeriFone, Inc.**'s Omni 3750 line of terminals for processing checks and gift cards and VeriFone's check imager, the CR 1000.

WeatherMaster ATM Certified

Lynk Systems, Inc. certified **Qualtex Corp.**'s WeatherMaster ATM, a through-the-wall, weather-resistant product.

NACHA Issues Top 50 ACH Receivers

For the first time, **NACHA – The Electronic Payments Association** has issued a list of the top 50 largest receiving financial institutions of automated clearing house (ACH) payments, covering 2002 ACH payment volume.

Bank of America Corp. topped the list with more than 507 million payments of received ACH volume in 2002. Navy Federal Credit Union of Merrifield, Va. and State Employees Credit Union of Raleigh, NC made the list at numbers 18 and 41, respectively, with received ACH volume of 43 million and 14.7 million, respectively.

These were the first two credit unions to be named in a NACHA-compiled list.

PARTNERSHIPS

Knight Ridder to Process with Certegy

Certegy Inc. is providing **Knight Ridder** with full check warranty and ACH/electronic check processing for telephone orders for classified ads, subscriptions and advertising at three Knight Ridder-owned locations—the Fort Worth Star Telegram, the Columbus Ledger-Enquirer and The Miami Herald. The media company is using Certegy's 'PayNet Checks by Phone' service.

Cynergy Helping Agents Grow Business

Cynergy Data has joined forces with **Resource Finance Company (RFC)** to create a new borrowing program for Cynergy sales agents and ISOs. The program is called **CynergyLoanSolutions**, and it provides sales reps with working capital to help them grow their business so they don't have to sell their portfolios. The program offers loans in amounts of up to ten times the current monthly residual amount. Loans are secured and repaid by debiting from an agent's monthly residuals; once the loan is paid off, agents own 100% of their original residuals plus 100% of the growth.

DAS Signs Four New Banks

Diversified Acquiring Solutions Sales Corp. Inc. (DAS) announced several new merchant partnerships with banks. DAS has partnered with **Wayne Bank** in Pennsylvania for an agent merchant processing program. Wayne Bank is a subsidiary of Norwood Financial Corp. and a \$370 million financial institution.

DAS has also partnered with **First National Bank of Fairfield, Citizens State Bank and Ronan State Bank**—all located in Montana. Through the agent partner program, the banks will identify opportunities for merchant bankcard processing, assist merchants with the application process and set pricing. DAS will process merchant applications, perform credit underwriting and service merchants' processing relationships.

EXS to Process for MYOB Software

Electronic Exchange Systems (EXS) will be the credit card processing engine for **MYOB US, Inc.**'s small business management and accounting software, MYOB Plus and AccountEdge. Using MYOB applications, a business owner can create sales and authorize credit cards in one step. To date, MYOB offers the only accounting software for credit card processing for both Windows and Macintosh.

MYOB US, Inc. is a subsidiary of MYOB Limited,

BARCLAY SQUARE LEASING, INC.

Dedicated to Outstanding Customer Service

We make leasing easy!

Providing:

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

MICRO TICKET FINANCING FOR
VENDORS OF ALL SIZES

Barclay Square is your leasing solution!

Call Us Toll Free:

1 • 8 6 6 • 3 9 6 • 2 7 5 4

FAST, FRIENDLY & FREE



FAST

- Approvals
- Turn-around

FRIENDLY

- Support Team
- Merchant Agreement

FREE

- Installations for Hardware & Software
- Shipping

We Grow by Helping You to Grow.



GLOBAL
ELECTRONIC TECHNOLOGY

www.gettrx.com

877-GET-4ISO

8 7 7 - 4 3 8 - 4 4 7 6

 VeriFone. Recognized Partner of VeriFone

©2003 GET all rights reserved.



Australia and one of the MYOB Group of companies with affiliates and publishing partners worldwide.

Humboldt Offering Dynamic Currency Conversion

Humboldt Merchant Services, LP is offering a dynamic currency conversion solution, powered by **Planet Payment** to its merchant customers. The service enables e-commerce merchants to earn additional revenue from transactions and foreign shoppers to review the price of a transaction in their local currency in real time. Typically, most cardholders don't know the price (in their own currency) or the conversion rate of a transaction until they receive their statement at the end of the month from their credit card provider.

PayPoint and NACS Partner

First Data Corp., its subsidiary, **PayPoint**, and **The National Association of Convenience Stores** have partnered to create a new program designed to reduce card-processing fees for convenience store and petroleum marketers. The companies believe they can reduce fees by offering processing efficiencies and the aggregation of transactions with NACS members and others (retailers participating in the program will continue to incur

interchange rates established by the card associations). All convenience store retailers may participate. The target market for the program is small to mid-size chains without major brand affiliations and fewer than 200 stores.

Family Dollar Sells PRE Solutions Items

PRE Solutions, Inc. will provide prepaid products and services to more than 5,000 **Family Dollar Stores, Inc.** stores by the end of 2003. Family Dollar stores will sell prepaid wireless services from ALLTEL, AT&T Wireless, Cingular, TracFone, T-Mobile and Verizon and a series of prepaid phone card products from AT&T.

ACQUISITIONS

Moneris Buys Value-Add Provider

Payment processor **Moneris Solutions Corp.** will acquire **Ernex Marketing Technologies** from RBC Financial Group. Terms of the deal were not disclosed. Ernex provides loyalty programs, stored-value gift cards and electronic marketing solutions for merchants. Moneris and Ernex have been partners for more than three years.

NetBank and FTI to Merge

NetBank, Inc., parent company of Internet bank NetBank, will acquire **Financial Technologies, Inc.** (FTI) for \$16 million in cash and \$1 million worth of restricted stock. FTI provides ATM services for non-bank retail businesses and has more than 4,300 ATMs in operation across the U.S. Pending regulatory approval, FTI will operate as a subsidiary of NetBank. The companies expect the transaction to close in the fourth quarter 2003.

Vital Acquires Merlin Solutions

Vital Processing Services acquired a majority interest in **Merlin Solutions, L.L.C.** Merlin Solutions will continue to operate from its headquarters in Fredrick, Md., with the same management team and employees who handle dispute processing. Terms of the deal were not disclosed. Merlin Solutions provides outsourced dispute processing services to acquirers and their merchant customers. It offers services such as sales draft retrieval requests through chargebacks, reversals, re-presentments to compliance, arbitration, collection services and customer support.

APPOINTMENTS

Hochwimmer on Global Access Board

Global Access Corp. appointed **Georg Hochwimmer**,

BEE

appreciated.

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

500 Bees = Mini Cooper, VW Bug, or Toyota Camry or \$25,000 CASH
400 Bees = 10 Day Vacation to the Caribbean or Europe for 2 or \$12,000 CASH
250 Bees = In-Home Theater or 3 day trip to Disney World for 4 or \$5,000 CASH
100 Bees = Laptop or Desktop Computer with Flat screen or \$1,500 CASH
50 Bees = Nikon Digital Camera or Sony 15" Flat Screen TV or \$500 CASH

WHAT ELSE IS BUZZING AT BPS?

BEE Club Electronic Check Conversion Guarantee Program, Buy Rate 1.12% + 50.16.
 Interest: 100% online application, no wet signatures ever needed + High Risk Department
 • Guaranteed Sale Lease Program • A/R • A/C Program • BIL. CARDGTR • Loyalty Program

• Monthly Minimum Income	Retail Buy Rate	Auto/Warrant Buy Rate
• Mid/Non-Qualified Income	1.47% + 50.16	1.92% + 50.22
• Statement Fee Income		
• Transaction Fee Income		
• A/R, Discover, Divers Residual Incomes		
• No Charge Reprints of Installations		

BI-LINGUAL SERVICE/TECH SUPPORT

1-877-272-3500

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

CONCORD TERMINALS
TURN POINT-OF-SALE INTO POINT-OF-PROFIT.



**CONCORD TERMINAL SOLUTIONS
MAKE THE SALE**

- The **IDLogix C100** hand-held puts the power of ID and age validation in the palm of the hand.
- The versatile **Ingenico e-Touch 3100** SSL-ready touch screen solution uses the Internet to maximize speed and minimize cost.
- The compact **VeriFone Omni 3750** SSL-ready terminal runs multiple applications using the power of the Internet.
- The **DECISION CHECK_{net} MICR** provides real-time account status for check acceptance decisions.

From delis to department stores, Concord has the right terminal solution at the right price. Our plug-and-play terminals are easy to install and even easier to use, packing performance and processing into compact devices. And because they're from Concord, you can support more than electronic payment transactions. Value-added features retailers want, like gift and loyalty cards, EBT, check and age verification, are built in. Plus, user-friendly displays simplify clerk training and reduce costly errors. All of which makes Concord the single solution source.



LEADING COMMERCE.

1-800-211-6855
XISO 476

www.concordefs.com

Ph.D. as an independent member of its Board of Directors. Hochwimmer is a noted business consultant and academic responsible for aiding in the development of several highly profitable companies throughout Europe. He serves on the Board of Directors of Maxxio Technologies AG; Lokando AG; and Prevero AG. He is Managing Director of Bluespectrum GmbH and he previously served as Managing Director of General Research GmbH.

First Data Elects Two Board Members

Daniel P. Burnham and **Jack M. Greenberg** have been named to **First Data Corp.**'s Board of Directors. Burnham is Chairman of the Board of Directors for Raytheon, and Greenberg is the retired Chairman and CEO of McDonald's Corp.

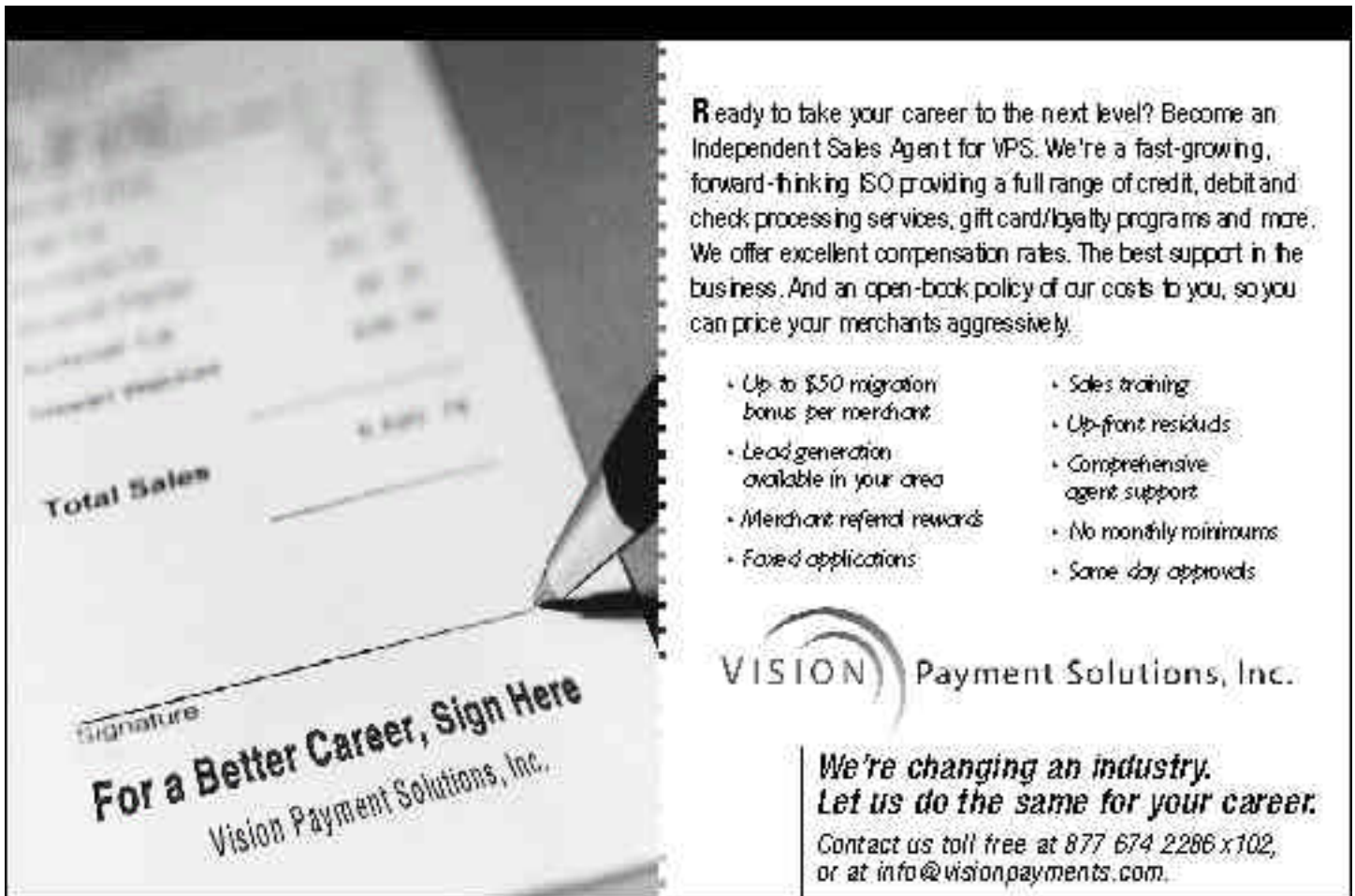
Burnham served as CEO of Raytheon and also as President and COO. He spent 16 years with Allied Signal and worked 11 years at Carborundum Company. He is Chairman of the National Minority Supplier Development Council and a member of the President's National Security Telecommunications Advisory Committee, the Aerospace Industries Association, the Business Council, FleetBoston Financial Corp.'s Board of Directors and the Board of the Congressional Medal of Honor Foundation.

Greenberg served at McDonald's for 21 years. Before joining McDonald's, he was the Director of Tax Services for the Midwest region and the Chicago offices of Arthur Young & Company. He currently is on the board of Abbott Laboratories, Allstate Corp. and Hasbro Inc. and on the board of trustees of DePaul University, Ronald McDonald House Charities, Institute of International Education, The Field Museum, The Chicago Community Trust and the Chicago Symphony Orchestra.

Asofsky Joins Planet Payment as CFO

Planet Payment, part of Planet Group, Inc. and its subsidiaries, hired **Seth F. Asofsky** as CFO. Asofsky has more than 18 years of experience in originating and executing public and private equity, merger and acquisitions, debt and structured finance transactions. He most recently served at ThinkEquity Partners. Prior to ThinkEquity, Asofsky was a Vice President with SG Cowen's Technology Investment Banking Group.

He also worked at SG Cowen's Client Management Americas Group, Société Générale's International Corporate Group and Midwest Large Corporate Group, and First Republic Bank's Oil and Gas Special Credits Division. ■



Ready to take your career to the next level? Become an Independent Sales Agent for VPS. We're a fast-growing, forward-thinking ISO providing a full range of credit, debit and check processing services, gift card/loyalty programs and more. We offer excellent compensation rates. The best support in the business. And an open-book policy of our costs to you, so you can price your merchants aggressively.

- Up to \$50 migration bonus per merchant
- Lead generation available in your area
- Merchant referral rewards
- Fixed applications
- Sales training
- Up-front residuals
- Comprehensive agent support
- No monthly minimums
- Same day approvals

VISION Payment Solutions, Inc.

We're changing an industry. Let us do the same for your career.

Contact us toll free at 877 674 2286 x102, or at info@visionpayments.com.

NURIT 3010
• Wireless

NURIT 2085

NURIT 8000

- Wireless
- Multi App
- TCP/IP

CROSS PLATFORM COMPATIBILITY

NURIT 8100

NURIT 8320

- Secure
- Multi App
- TCP/IP

NURIT 3020

- Multi App
- TCP/IP

...*simply the best*



**Buy More...
Get More!**

Join Lipman's Value Incentive Program Today!
www.mynurit.com

Lipman
Data Acquisition Solutions™

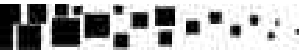
50 Gordon Drive
Syosset, NY 11701
800.454.7626
www.lipmanusa.com

It's really quite simple. All NURIT terminals are created to be backward and forward compatible. This means that once you **learn one**, you know **them all!**

CPC means:

- Simple to use and simple to sell
- Reduced training time
- Support only one vendor platform
- Single development kit

NURIT's dedication to ensuring that its terminals are cross platform compatible *quite simply means...*
More Sales & Reduced Cost of Ownership!



TRADE ASSOCIATION NEWS

PROUDLY SPONSORED BY



By Julie O'Ryan-Dempsey

General Manager, The Green Sheet, Inc.....

Attending many of this past year's trade shows has enabled me to meet many of our readers in person. I know your names and have spoken to hundreds of you on the phone or through e-mail during the 10 years I've worked with Paul Green, so it's been a pleasure to meet so many of you face to face and become more closely acquainted at these industry events.

I look forward to seeing more of you at the regional acquirers meetings next year. These conferences serve important purposes for everyone in the industry. They provide opportunities to expand your knowledge and network in ways the larger conferences might not.

As a media sponsor, The Green Sheet encourages all Merchant Level Salespeople to attend meetings in your region. We are actively assisting in the formation of associations in the western and southwestern regions of the country, in addition to supporting all of the existing organizations: the Northeast, Southeast and Midwest Acquirers Associations. If you are interested in sponsoring a regional acquirers' association in your area, please contact me at julie@greensheet.com.

Southeast Acquirers Association Meeting Wrap-up

The Southeast Acquirers Association (SEAA) held its third Annual Meeting in Orlando, Fla. October 8 - 9, 2003. This meeting was a great success with more than 300 participants sharing industry information and learning about the latest technology.

The Green Sheet sponsored the conference's preview event Welcome Reception at the Rosen Centre, and it was very rewarding to see so many familiar faces there. The reception took place the evening before the general session began; many of the vendors were there setting up their displays, and many meeting participants were also in attendance early.

The program assembled by the SEAA Board for the general session was varied and interesting. Philip Hurst, Ph.D., a motivational speaker and author, gave an entertaining presentation. His book, "The Hit Man," was included in the registration packet, which gave participants some background reading. This "business novel"

looks at management styles and ways to motivate staff to help keep companies profitable; the information is provided in an easy-to-read format.

The agenda included representatives from Paymentech, Global eTelecom, Visa USA, American Express, CrossCheck and Certegy. Each of the presentations and panel discussions focused on the information needs of MLSs.

The Vendor Expo was well organized and well attended. The SEAA modeled the expo area on the "level playing-field" formula implemented at the Northeast Acquirers Association meeting, where every vendor is limited to a table top display to place the focus on networking and not on elaborate booth design.

Vendors and attendees reported this was a highly successful meeting. The comment I heard most often was, "I got my questions answered!" The SEAA Board is succeeding in its mission of education and sharing information.

The next SEAA conference will be held in Atlanta in the fall of 2004. The Green Sheet looks forward to working with the SEAA in support of this event. For more information visit www.southeastacquirers.com.

UPCOMING EVENTS

Northeast Acquirers Association

NEAA 2004 Winter Seminar And Outing
February 4 - 5, 2004
Grand Summit Hotel
Mount Snow, Vt.
www.northeastacquirers.com

The NEAA will host its annual winter seminar and vendor expo in February 2004. Vendor space is usually limited and on a first-come basis.

Plan to book your registration and hotel arrangements early for this very popular event. While the agenda is currently in formation, mark your calendars now and start planning. Skiing and snowmobiling will be available in lieu of golf. Check the NEAA Web site for more information and registration.

See what people are saying about CMS now...



Certified Merchant Services has taken tremendous strides to set the standard of what the ideal processor should be with their ongoing commitment to ethics, integrity, customer service and agent support. In the electronic payments industry today, I cannot think of a better place to be than with CMS.

Mary F. Dees
President Elect, Electronic Transaction Association
General Manager, Certified Merchant Services

Certified Merchant Services is one of the most solid and reliable processors in the industry today, as evidenced by their unwavering commitment to excellence. If I were an Independent Sales Office, I would have no hesitation partnering with CMS.

Scott Rutledge
President
The Phoenix Group

I have been an agent with CMS for the last three years, and during that time, I've always been impressed with the professionalism and assistance given me by CMS Agent Support. I want everyone to know what great, caring people we have working for us at CMS.

Michael G.
Agent

Discover the CMS Advantage Today

- Customized Agent Programs available
- Multiple Residual Streams
- Statement Fee revenue
- Terminal deployment, installation, merchant training options available
- .0288 lease factors (no first and last month)
- Online status reports
- Universal All-In-One Application
- No Liability/No Risk
- Faxed Applications
- Same Day Approvals
- Full Disclosure Policy
- Clear and Conspicuous Merchant Agreement
- Prompt and Responsive Customer Service and Agent Support

In order to better serve our merchants and agents, CMS has spent the last year developing a proprietary data management program that enables us to handle customer service concerns and agent support needs faster than ever before. Now, more than ever, the ideal choice for your processing needs is Certified Merchant Services. Call us today to experience what others are saying.

ElectroCheck

Current Promotion
1% Discount Rate / 20¢ Transaction Fee

electrogift www.cms.com

Current Promotion
0% Discount Rate / 0¢ Transaction Fee

877.309.1099
www.certifiedmerchantservices.com

CMS
Certified Merchant Services
A Division of Commerce Development

© 2003 Certified Merchant Services, Ltd.



The Green Sheet is a media sponsor of the NEAA meeting. Watch for further announcements and information on the meeting in the Green Sheet online's Trade Show Directory and in upcoming Green Sheet issues.

NACHA-The Electronic Payments Association

Payments 2004

March 21 - 24, 2004

Washington State Convention and Trade Center, Seattle

www.nacha.org

Preliminary plans for this annual event already include more than 120 sessions and workshops featuring user case studies, the latest research results and essential elements for creating new services while adopting new risk management techniques for your payments programs.

Session topics planned include:

- How do corporations and financial institutions stem the growing tide of unauthorized and fraudulent debits to corporate accounts?
- Which will emerge as the market leader for electrification: check conversion via ARC or check image exchange?

Electronic Transactions Association

2004 ETA Annual Meeting and Expo

April 20 - 22, 2004

MGM Grand

Las Vegas

www.electran.org

Plans are already underway for the 2004 ETA Annual Meeting and Expo scheduled to take place April 20 - 22 at the MGM Grand in Las Vegas. The expo hall has 50,000 square feet of prime exhibit space, comfortably accommodating nearly 250 booths. This is the best opportunity for MLSs to see the breadth and depth of the payment processing industry under one roof.

The new exhibitor prospectus and space applications are now available online. All revised rates and restrictions apply. Please visit www.electran.org/annual/Exhibit/index.htm for details.

For more information about exhibiting at the 2004 ETA Expo contact Beth Kennan by phone 301-984-9450 ext. 18, or e-mail bethkennan@conferencemanagers.com.

Attendee registration and hotel information are also available on the ETA Web site at www.electran.org. ■

For the first time, Member Service Providers (MSPs) can sell LYNK's premier line of Payment Services

True cost-plus pricing

Auto-approval policy

Online application

Credit, debit, EBT, check, gift, loyalty, fleet, Web and more...

24-hour turnaround

No liability/risk

Single source provider, point of sale to settlement

Multiple revenue streams

Outstanding customer service - average hold time of 25 seconds.

For more information about LYNK's MSP program, contact Tom Della Badia at 1-866-MSP-LYNK (677-5965) or Mike Bratton at 1-877-777-6707

LYNK
866.MSP.LYNK
(677.5965)

www.lynksystems.com



1-866-MSP-LYNK
(677-5965)

1-866-MSP-LYNK
(677-5965)



WE DELIVER

COUNT ON US TO FULFILL ALL YOUR MERCHANT SERVICING NEEDS

► HIGHER QUALITY AND LOWER COSTS IN ONE COMPLETE RESOURCE:

From POS equipment, supplies and deployment to on-line order management, Vital Merchant Services has what it takes to keep your business moving. Our responsive support team can get your merchants what they need, when they need it.

Regardless of your payment processor, Vital Merchant Services is ready to fulfill any and all of your POS equipment needs. You can rely on VMS to support you with the best customer service in the industry and most extensive equipment inventory.

► OUR CAPABILITIES INCLUDE:

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

► QUALITY EQUIPMENT FROM:

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

**CALL VITAL MERCHANT SERVICES AT 800.348.1700
OUR SALES REPS ARE READY AND WAITING TO ASSIST YOU**





Advances In Wireless Portable Payment Terminals

By Michelle Graff

VeriFone, Inc.

The payment industry is changing rapidly. New wireless solutions designed for mobile merchants not only represent a large portion of the changing landscape, but they're also helping MLSs tap into new areas of opportunity.

For instance, any currently installed wireless terminals will need to be replaced within the next couple of years as Cellular Digital Packet Data (CDPD) networks are replaced with new wireless networks based on Code-Division Multiple Access (CDMA) or General Packet Radio Service (GPRS) technology.

That represents a 100% turnover opportunity, not to mention the new market opportunities created by solutions that deliver transactions in less than five seconds.

The Wireless IP Revolution

The introduction of Internet Protocol (IP)-based technologies at the point of sale is arguably one of the most important technological advancements to touch the payments industry in the past few years.

This technology now extends to the wireless world. It offers significant benefits to a broad spectrum of retailers and opens the way to targeting several discrete market segments, for which the benefits of mobile transactions are particularly attractive.

Providing portable payment solutions designed for environments that have a genuine need for secure, wireless and even remote transactions will unlock new opportunities, especially in markets where landlines aren't available.

The challenges confronting truly mobile, wireless terminals have now been surmounted. Today, many retailers are taking advantage of a new generation of high-performance, totally secure, portable payment solutions that are changing the face of the payments industry.

The versatility of open IP-enabled wireless networks provides significant advantages; retailers and service providers alike can enjoy a flexibility of choice, selecting whatever next-generation packet-based data network suits their needs and requirements for coverage—CDMA or GPRS.

High-speed data networks offer faster and more efficient processing of transactions than legacy CDPD solutions;

transaction times over an IP-based data packet network average 2 to 5 seconds, in comparison to the 15 to 30 seconds or more found in traditional mobile environments.

In addition, the 'always on' capability of IP eradicates the time consuming connect process and offers significant advantages to market segments where speed is king.

Additionally, TCP/IP protocol enables the overlay of a Secure Socket Layer (SSL) capability, providing point-to-point security that begins at the terminal and ends with the acquiring host.

So, regardless of how many Virtual Private Networks (VPNs), cellular or open networks the transaction proceeds through, the transaction is totally secure.

This makes IP-enabled POS terminals the ideal choice for mobile merchants, including restaurants, take-out businesses, taxi services, home sales, fairs and conventions, stadium and arena sales, airport or mall vendors, resorts and temporary lanes opened by traditional retailers.

Indeed, IP-technology can act as a catalyst for new POS solutions that provide rapid returns for payment service providers and retailers alike.

Delivering Advantage to Retailers in Ecuador, Brazil and Wisconsin

Let's look at a few real-life examples of early adopters of wireless technologies from around the world.

In rapidly developing economies, many new retail establishments are implementing wireless technologies and generating new types of significant savings for retailers.

In South America, the San Marino Mall in Ecuador is the first in the world to take advantage of the Wi-Fi (wireless Ethernet) 802.11b standard to deliver fast, secure transactions to more than 250 merchants and their customers.

There are other environments where mobile wireless terminals have a valid application. In many parts of the world, large sections of the population have no access to banking services because they are in remote or dispersed geographies.

With portable wireless devices, it becomes possible to deliver banking services without the need to invest in the same infrastructure that exists for the delivery of such services in urban environments.



You want assurance that your residual check is coming from a leader in the industry—

a results oriented company that has over 35 years of merchant processing experience – an organization with a proven record of success. It's time to partner with a processor that has the reputation, scale and service levels to provide the most competitive program to your merchant customers.

Our ISO's enjoy the best rates in the industry, ongoing sales support and training, along with a dedicated client service representative to manage your day-to-day concerns. See for yourself why NPC has the best and most loyal ISO partners in the industry. There's a reason why it's called the Partner Program.

- NPC Sure Lease Program with factors as low as .0295
- Quick and easy approval on over 300 merchant types
- Award-winning merchant support 24-hours-a-day
- Deployment/Download/Merchant training capabilities
- High risk/MOTO/Internet/Wireless solutions
- Debit, EBT, check imaging, along with gift and loyalty
- Application via fax or PDF
- Competitive equipment pricing and class "A" support for VeriFone®, Hypercom® and Nuri®
- Lead generation/business development programs
- NPC Access™ offers online Internet reporting for both ISO's and merchants
- Comprehensive ISO training program



Wireless terminals are now operational in open-air markets, which typically don't provide telephone or power lines. Cash and checks are usually the only payment options; or vendors will use 'knuckle-busters' to capture credit card information, and without online authorization, fraud is a fact of life.

The new service extends the convenience of electronic payments to a market segment traditionally excluded. Vendors can now process debit and credit transactions using portable terminals that complete transactions in less than three seconds.

In Brazil's largest open-air market, real-time transaction functionality has already paid dividends by reducing fraud at the point of sale; one kiosk owner reports savings of more than \$400 in one month, attributed to a reduction in fraud.

Wireless technologies are also gaining strongholds in larger, established economies. In North America, the state of Wisconsin uses VeriFone Omni 3600 wireless payment terminals to process electronic benefits transfer (EBT) cards at Fondy Farmers Market in Milwaukee.

Vendors can accept electronic food stamp benefits in exchange for fresh fruits and vegetables, making it easy for low-income families to include healthy foods in their diets.

Open air and other traditional markets are no longer off-limits to those benefiting from card-based payments. By using robust CDMA-based wireless technology, merchants can deliver fast, secure and reliable transactions to their customers.


New Payment Horizons

While the concept of leveraging IP

technology for payments is still in its infancy, manufacturers have already introduced the first fully IP-enabled terminals.

As the price of wireless terminals falls, and the rollout of broadband communications accelerates, there will be a massive movement toward these devices.

When the right providers partner to deliver the best possible solutions, wireless-enabled terminals will become more and more mainstream; the expectation is that they will achieve a 30% to 35% acceptance rate among retailers.

The future for mobile payment terminals looks to be exciting, with plenty of golden money-making opportunities. 

Michelle Graff is Director of Global Marketing for VeriFone.



Join the leader!

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

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

NOVA
INFORMATION SYSTEMS TM

IN3VAM10-01103

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

Maximize profitability on every deal with the MSI Super Agent Program.



- **Faxed Applications**
- **Guaranteed Faxed Leasing**
- **Same Day LIVE Merchant Numbers**
- **1.49 % Buy Rate and Interchange Profitability Program**
- **.0288 Leasing Factor (no first & last)**

The innovators of some of the most profitable ISO Programs in the industry are at it again. This time with a program that promises to "Maximize Profitability" with the MSI Super Agent Program.

The MSI Super Agent Program promises to give you more of what you need to succeed in today's bankcard industry...

Starting with a \$2,500 Bonus Offer!

Call 1-800-288-8472 today and speak to Rich, George or Joyce to find out how you can join the Super Agent program:

Rich Lopez - ext. 912 - rich@msihq.com

George Mayo - ext. 923 - george@msihq.com

Joyce Seubatan - ext. 925 - joyce@msihq.com

All contacts are kept strictly confidential.



Merchant Services Inc.

Phone 1-800-288-8472 • Fax 908-622-1219
2204 Morris Ave. • Union, NJ • 07083
www.merchantservices.com



Steve Eazell's Secret for Success? A Passion for Payments

One constant in Steve Eazell's varied career has been his ability to quickly get the feel for a given situation, absorb what he needs to and then put his stamp on that experience, making it all his own.

His soft-spoken, relaxed demeanor doesn't really hint at everything he has accomplished in life so far, but after you talk with Eazell even for just a bit, you know he's one of those people in whom there is more than meets the eye.

He makes it sound as if his move from being president of a highly successful printing business, to a stint in acting, to selling merchant account services, to being a high level executive in one of the country's most successful check and gift card service providers is perfectly natural, as if everybody else in the industry followed a similar career path. In the process of going from Point A to all those beyond, he's had a pretty interesting time.

One more thing is certain: Eazell understands and is extremely passionate about the merchant acquiring business—and especially how it relates to sales organizations. Since joining Secure Payment Systems (SPS) as National Sales and Marketing Director in 2001, Eazell has combined this passion with proven abilities and experience to play a pivotal role in helping the company become a leading provider of check and gift card services. He said he's accomplished this through what he calls, "getting down to the business of listening," and paying attention.

"I have learned this business from some of the very best," Eazell said. "I have learned that if you are listening to what the 'feet on the street' are saying, and to what the merchants themselves are telling you, you are going to have the opportunity to create solutions."

"One of the reasons I chose to work at SPS is Lin Fellerman, the company's founder and CEO. Lin really gets this business. He understands the risk numbers better than anyone I've ever met, he understands the need for diversified product, but most importantly he understands that the lifeblood of this industry begins and ends with customers, retail/wholesale merchants as well as the sales representatives who are out in the trenches trying to get by, one day at a time. It's really very simple: give them what they want, and the rest comes naturally."

Throughout his never-dull career, Eazell said he's learned a lot over the years, which gives him a unique perspective to oversee and motivate sales people. That's exactly what others have seen in him, too, and it's part of the reason



he's enjoyed great success working with MLSs/ISOs and other sales teams.

"Steve brings us quite a broad sales background in payment services and transaction processing that encompasses credit and checks as well as industry-specific programs," Fellerman said. "The one thing that really stands out is that he can be relentless, a real bulldog, in acquiring and negotiating deals or independent sales groups. This 'never-say-die' attitude is probably the one quality that stands out above the rest. Obviously, the entire SPS team, especially me, is pleased with the results," he said.

Eazell feels that part of the secret to developing sales programs and establishing the teams to implement them is understanding the sales psyche. His extensive background and experience may be part of the reason he's so good at it.

He grew up in Southern California, the oldest of seven children. "It was a fun environment. Having a large family teaches a lot of life lessons, too. Not only did I find that I really enjoy having people around, I found that I had to be able to operate in the midst of chaos," Eazell said.

Attending local parochial schools through high school gave him considerable discipline. "It schooled me in what really matters in life—character, which includes morals and integrity, which are highly important everywhere and in this industry especially," he said.

While attending California State University, Fullerton, Eazell worked at an electronics chain store where he had his indoctrination into sales. "I had a lot of fun selling, and I made great money. I realized then that I had a natural ability to sell, it was then that I knew what I wanted to do."

Eazell had other interests competing for his attention at that time, though. After college, he ran a fairly profitable print shop for five years with one of his brothers. His passion for being on stage eventually drew him to New York



Best Payment Solutions

**Your partner for
better merchant
processing**

Our focus is on your success

Best Payment Solutions was recently acquired by National Processing Company (NPC), the second largest merchant acquirer in the world. While our name has changed, the service and quality you have come to expect has not.

Best Payment Solutions remains focused on the success of its customers and providing unparalleled service for all merchant types. Combining our reputation and experience with the strength and reliability of NPC, it's clear that Best Payment Solutions is your partner for the future – and the **best** choice for your business.

Voted
**Best
ISO
of the
Year**

by Boston Street Magazine

AN NPC COMPANY
An NPC Company

We're taking leasing to the next level!

"Aren't all micro-ticket equipment leasing companies the same?" We think not! At Northern Leasing Systems, leasing with us is simply easier! Our lease structures are flexible. And we're revolutionizing the way leases are handled...by streamlining your process to approval. Who else makes it this easy for you?

- Online Application
- Immediate Credit Response
- Live Response, No Voice Mail
- Custom Management Reports

WE STRIVE FOR SERVICE WITH A SMILE...

Our goal is to give you added value and exceptional service as a client of NLSI. You can expect our best effort every time. Exceeding your expectations is how we've built our business. See for yourself.

For better service than you're getting right now, call toll-free 888.660.2361. We look forward to your call.



Northern Leasing Systems, Inc.

Excelling at service. Exceeding expectations.

132 West 31st Street, 14th Floor, New York, NY 10001-5096 888.660.2361
www.northernleasing.com

YOUR SMILE.





City to pursue an acting career.

Eazell had acted in plays through high school and college and took some improv classes in Hollywood, but wanted something more serious. "After selling my business, I had a little money saved, went to New York and attended the American Academy of Dramatic Arts, whose alumni include Robert Redford, Jason Robards and Fred Astaire," he said.

Eazell spent a year in New York studying and embracing the New York lifestyle—and getting a taste of real life. "Acting prepared me for everyday life. It taught me never to take myself too seriously; that opportunity is not always going to go your way. However, since most actors really don't survive doing what they love to do, I had to find something else that I loved to do that paid a little better."

He returned to Southern California, where his fiancée lived, and continued to act for a while. After another stint at printing, he said an old friend from his improv classes offered to tutor him in the mortgage banking business. It was around this time one of Eazell's brothers was having a lot of success in a new business venture selling credit card processing for a merchant bank. The two went out on calls together, touting what in those days was the brand new way to accept credit cards.

"I took that job and never looked back," Eazell recalled. "My brother Jim gave me my first look at the overwhelming opportunities that lay ahead in this business. We would go out together on calls, share duties and split the commissions. We did extremely well. I learned then that the merchant level salesperson really is the heart and

soul of this business. Merchants tell you things at this level that no one else gets a chance to really hear," he said.

The two went out on their own, although Jim eventually left the business, but has just recently come back.

Merchant acquiring has changed quite a bit since Eazell entered the field in the mid 80's.

Not only have the terminals and services changed, but the way they're presented to merchants has changed dramatically.

"Back then, most new retailers just trusted their banks to take care of their merchant services needs," he said. "Since most banks couldn't figure out how to get merchant customers into the banks, the whole process got lost in the shuffle. They

APS

Advanced Payment Services

We guarantee this is the best ISO/MSP Program

**One to three hour live merchant numbers
No Application Fee**

No minimum monthly fees to merchant

No annual fees to merchant

Amex, Diners, Discover Commissions

No Liability to Sales Group

한국인 세일즈 그룹 모집합니다

- 한인 ISO/MSP를 위한 특별 마케팅 프로그램
- 현 주는 신규 ISO/MSP를 위한 특별 보너스 제공
- 간담회 고객 서비스와 TECH SUPPORT.
- 팩스 신청서 접수와
- 최상의 리츠 프로그램 제공.

**CALL 1-800-414-4286 AND ASK FOR MYRVIN GARNETT OR
EMAIL AGENTINFO@ADVANCEDPAYMENTS.NET**

Lifetime vested residuals

Liberal underwriting

*Over 300 types of businesses
automatic approval*

Daily detailed status reports

24/7 Live Customer Service

Free start up kits

Support 98% of terminals

Loyalty Card program

Residual Buyout Program

Faxed Applications Accepted

1.51% Buy Rate 100% above

\$4000 Bonus program

5¢ + Interchange 100% above

Will you be ready for the New Security Mandates?

Be prepared with the new **PINpad 1000SE**

Latest Security

- Triple DES
- DUKPT and Master/Session

Latest Look and Feel

- Modern, sleek design
- Large rubber keys improve usability

Legendary Reliability

- Fully backward compatible
- VeriFone quality
- Low cost, not low budget!



VeriFone's PINpad 1000SE
Next Generation of the Best Selling
PINpad in the World! Available NOW!

Is the device you deploy approved?
Check the Visa Web Site for details.

Visa Approved
PIN Entry Device

www.visa.com/pln

 **VeriFone**

1-800-verifone www.verifone.com



really missed the big picture. To them it was nothing more than a means to an end, just a tool to get the rest of the merchants' business," Eazell said.

"The entire ISO world, including me, was willing to visit the merchant sites—we had an entirely different skew on the whole process altogether. Merchant services were all we were selling, the world was our oyster and we were willing to go that extra mile.

"I knew merchant acquiring was ready to explode. The merchant world was looking for this. It was a refreshing take—'Someone's going to service me?' was their response. Imagine that! I didn't realize it at the time, but I and many other MLSs were part of history. After all, once we hit the streets, the whole merchant acquiring world hasn't been the same, has it? I mean, to me, the banks truly had the market cornered, but some things don't change. The fact is that some banks can be so unrelenting and rigid in the way they do business; somehow I think they still just don't get it."

While times have changed since then, and the scope of products and services available for MLSs to sell to merchants has changed the way they both do business, developing business partnerships and overseeing sales teams has not. Managing sales people can involve a lot of motivational skills, according to Eazell.

"Very few people are self-motivated," he said. "Sometimes you have to get them out of bed, fed, clothed and out on the street and then help close the deal. They need someone who understands the art of the deal, someone who understands the attitude and level of activity necessary to close business day after day."

Eazell is able to share a wealth of experience and understanding with his sales teams. Over nearly two

decades, he has worked with some of the biggest companies and most influential people in the industry and helped establish several innovative systems and programs.

"I knew I enjoyed this business, and all this time, I was basically selling," he said. "I made some connections, worked with some great people and gained a lot of knowledge. I was very fortunate to have some really great people mentor me throughout my career."

MTSI, one of the first national providers of debit services in the United States, hired Eazell to develop and run its ISO channel. The company's system incorporated a proprietary terminal with a PIN pad to process the transactions.

"These 'green machines' were revolutionary. There really was no one offering point-of-sale debit on a national scale, and I was fortunate to be part of this pioneering venture," he said.

Eazell took what he learned to a different level by working next with PayPoint, (at that time) a wholly owned subsidiary of Atlantic Richfield Corp. (ARCO), the oil company that had pioneered point-of-sale debit in California. This was before national networks existed—everything was regional then, he said.

"PayPoint really owned the California regional debit card market and because of our regional brand awareness, many large businesses including banks and retailers had come to us to do their total processing. They hired me to run the reseller channel and put me in charge of three accounts: Bank of America, NDFC (a Chico, Calif.-based ISO) and Certified Grocers of California, which serviced most of all the independent grocery stores in the state," Eazell said.

"I learned a great deal more than I

ever thought I would by working with these three accounts. I learned about credit and debit card processing, about ATMs and about checks. I gained an understanding of risk and transaction processing on a much grander scale. There was so much to learn at that time."

Ken Boekhaus, VP of Sales at PayPoint, was the one who hired Eazell. "Steve has an incredible passion for this business. I truly believe that his understanding of the ISO sales channel, combined with his industry knowledge and expertise have helped him become one of the industry's leaders.

"He possesses an incredible ability to make key contacts and maintain them throughout his tenure in this business. He was a tremendous help to me while in my employ as well as afterward in helping me with his extensive base of influence," Boekhaus said.

Working at PayPoint paved the way for Eazell to learn all about another type of payment—one that would prove to be the key to his future. "Working with grocery stores taught me about checks," he said. "I learned more about the ins and outs of checks in one afternoon than in all my previous years. It was quite a day." He's quick to add though, "I've learned a little bit more since then."

Eazell has put his experience to work since then helping MLSs/ISOs and bank sales reps become more productive. His resumé includes serving as a sales manager or consultant for organizations including Go Software, The National Bankcard Association and CrossCheck, where under the guidance of Paul Green, his learning curve was "like going to school everyday, with cross training in the business across the board."

CrossCheck's location in Rohnert Park, in Northern California, meant long commutes on Mondays and Fridays for Eazell from his home in

WE don't compromise our PIN pad design, so you won't be compromised with your customer.



e^N-Crypt 100
PIN PAD

**SPECIAL
PROMOTION PRICE
THROUGH TASQ**

\$69

It's by DESIGN

Ingenico has an enviable record of outstanding PIN Pad performance. In the last 11 years there is not one documented case of Ingenico PIN Pad compromise.

Can you say that about the PIN Pad you are using?

Check out the outstanding features and reliability of Ingenico's e^N-Crypt 100 PIN Pad and then call Tasq to find out how easy it is to eliminate the risk and embarrassment of PIN Pad compromise.

- Elevated display allows easier viewing by customers
- Easy-to-read, "non-scrolling" 2-line, 16-character display
- Rubberized keys improve tactile and product performance
- Supports multiple key management schemes including DUKPT and Master/Session
- Utilize your existing Veri-one MKIXOR key injection device to load the e^N-Crypt 100
- Proprietary security chip prevents physical attack and reverse engineering
- The e^N-Crypt 100 cannot be manually modified
- Meantime to failure – minimum 5 years
- First pass test rates in excess of 99%
- Actual equipment failure rates are .005%
- PIN encryption failure rates lower than .003%
- Color match option available for the Omni 3200

Call Your Tasq Rep Today!



www.tasq.com 1-800-827-8297



www.ingenico-us.com



Orange County, south of Los Angeles. After several months of those twice-weekly trips between home and work, Eazell moved north with his wife and daughter, where they still live (in an ironically reverse situation, Secure Payment Systems' headquarters are located in San Diego).

Eazell moved next to eFunds Corp. In building the ISO channel for its remarketing division, he met Lin Fellerman. Not long afterward, Fellerman hired Eazell to run the independent sales program for his company, Secure Payment Systems.

Eazell said the combination of their respective areas of expertise has proven to be "a match made in heaven. Lin is a numbers guy, a product guy, very analytical and very focused on managing risk. He's been in the check business for over 25

years, including a 20-year stint with Telecredit/Equifax Check Services (now Certegy Check Services), where he served as President for many years. His experience gelled really well with my broad-based background in sales and the ISO market."

Eazell believes that his success at SPS is no fluke and that SPS is headed for great things. He may be right, considering that SPS has become one of the industry's premier providers of value-added services, which have taken on a pivotal role in offering opportunities for profitability to the average bankcard service provider.

"We're in the catbird seat, so to speak. I have yet to find a finer mix of people, opportunity and timing in my entire career. I am again watching history unfold; this is monumen-

tal. Banks, ISOs and MLSs have begun to recognize how important these services are to their bottom line, and we are positioned perfectly to bring it to them," Eazell said.

You could say that one more constant in Steve Eazell's career has been his ability to be in the right place at the right time, staying one step ahead of everyone else.

He's been part of the development and growth of services, products, companies and an entire industry. That good fortune probably has a lot to do with the fact that he really enjoys the work.

"I'm very passionate about this business," Eazell said. "I fell in love with it when my brother took me on board, and I've immersed myself in it ever since." ■

CASH-IN
ON *Success!*

- Revolutionary Owner-Operated Structure!
- Residuals From All P.O.S. Transactions, Even Cash!
- Unique Profit Improvement Program For Your Merchants!
- Like Being In Business For Yourself But Not By Yourself!
- Beat The House At Their Own Game!

Don't Gamble Your Future!

Ask Us What We Can Do For You!


CoCard Marketing Group, LLC
1-866-230-6300



Going In The Right Direction?

Owning your own check guarantee business is your road to success. CrossCheck offers private-label programs and equity-sharing partnerships with complete portability. We'll let you run the show and reap the rewards. What's more, we provide sales support, training, 24/7 customer service for your merchants and the latest in check guarantee technology, including conversion and Internet checks.

We'll make it happen for you. Contact us today for more information.



800-654-2365
partners@cross-check.com
www.cross-check.com

PAYING LIFETIME RESIDUALS FOR OVER 20 YEARS



Bankcard Agents Wanted

What's in it for you?

YOU Need ...

The ability to quickly and properly set up your merchants.

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

YOU Demand...

High quality service for your merchants.

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

YOU Require...

Multiple recurring sources of revenue:

Frontline offers residual incomes from:

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

YOU Desire...

A quality relationship for your long term processing goals.

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

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



**FRONTLINE
PROCESSING**

@the center of it all...

...to learn more about

What's In It For You

contact us at:

866-651-3068 Ext 133 or email
clk@frontlineprocessing.com

676 Ferguson Avenue, Bozeman, MT 59718

www.frontlineprocessing.com

Representing IISBC USA

WHITE PAPER

REVIEWED BY

Eric Thomson

New Technologies Mean Upgrades and Revenue Opportunities in ATM Market

Research Report: The Future of Self-Service in the Delivery of Financial Services
Authors: Absolute Systems, Microsoft, Diebold and ATM Industry Association
Date: September 17, 2003
Length: 7 pages
Relevance Rating: Medium-High
Web Address: www.absolutesys.com/docs/white_paper_future_of_self_service.pdf

A few years ago, IBM announced it would no longer support OS/2, the operating system on which the majority of the world's ATMs run. Since then, Microsoft has invested considerable resources toward becoming the operating system of choice.

It has developed Web services capabilities with open standards that promise a new array of opportunities for generating revenue and reducing costs of delivering financial services on self-service platforms.

Three technology firms and the trade association for the ATM industry contributed information for this white paper.

The changes outlined in this document will affect banks and retailers alike; as merchants and bankers deploy technically advanced devices, repeat customer traffic and new income streams will be generated.

Executive Summary

The document addresses the authors' objective by moving through the following topics:

Business Case Metrics: Cost to Income Ratio

There are two ways to create value from self-service technology:

1. Reduce the cost of delivering financial transactions to the consumer relative to the cost of alternative methods for serving that same customer.

2. Increase the revenue generated without increasing costs.

Various factors influence the ability to optimize these two objectives including bank and payment network regulations; these regulations concern surcharge and interchange fee sharing, and the degree to which secure Internet connectivity can expand the range of services available on self-service devices.

Consumers' levels of sophistication will dictate the degree to which services offered are transactional in nature (un-banked services) or information intensive (advisory services).

Setting the Standard for Quality and Integrity

BUDGET TERMINALS & Repair

SIMPLY THE BEST

T7P F 256K \$185

Tranz 460 \$179

Talento 1-1 \$195

T330 /P350 Combo \$174

Pin Pad 1000 - \$49 - S8 Pin Pad - \$64

In Stock

NURIT 2085/2090/3010

OMNI 3200 - TALENTO 2UD - HYP T77

Completely Refurbished
ONE YEAR WARRANTY

985-649-2910

Free Ground Shipping w/orders over \$195.00

We accept Cashiers Check, Visa and Master card

www.budgetterminals.com

User name: save / Password: Money



The Y2K of Self-Service

ATM owners will soon face several decisions: They'll have to upgrade their machines to comply with new encryption standards and transition them to other operating systems. They'll also need to consider the investment requirements and make necessary equipment changes within certain timeframes.

IBM's decision to stop supporting OS/2 means self-service platforms will have to be moved to other operating systems like Linux or Windows. The debit card network mandates on 3DES PIN pad encryption compliance (to protect the industry from debit card and PIN skimming fraud) present another technological challenge.

Also driving the necessity for upgrades are the EMV specifications and card replacement deadlines published by the bankcard industry and the open-system standards allowing device owners independence from hardware vendors.

These various business drivers are creating a technology refresh across the installed base of more than 350,000 ATMs. They're also providing justification for further deployments of devices that can both reduce traditional service delivery costs and generate incremental income.

Multi-channel Servicing/Tracking of Customers

Banks and retailers service their customers through a growing number of channels, such as branch/teller and POS/retail locations, service centers for phone customers, Internet Web sites and self-service devices such as ATMs or kiosks.

Each of these points of contact has access to central inventory and transaction record databases that are accessed and updated as a result of serving the customer. The customer then expects that across these different channels, bank or retail personnel will be current on the last series of transactions and ready to execute new transactions or purchases based on this history.

ATMs have lacked the ability to interact with different channel databases, and the technical skills necessary to maintain their functionality were proprietary (IBM OS/2) in nature. This led to increased risks in the form of key-person dependencies. The new open software platforms not only remove this risk, they also create opportunities for organizations to enjoy software re-use across different channels, which speeds the time to market for new products and services.

Customer Relationship Management

A single database, fed from different channel-access devices, provides banks and retailers with the founda-



**Since 1984 -
Confidence
you can take
to the bank!**

Reasons why more ISO/Agent's want to market our CHECK GUARANTEE services:

WHY CHECK AMERICA'S CHECK SERVICE IS BETTER THAN THE REST!

- No Statement Fees
- No Transaction Fees
- No Communication Fees
- Reimbursements Twice a month
- Free Itemized Billing Statements
- Instant Merchant Account Activation
- Nearly 20 Years industry experience
- State of the art check protection services from an industry leader
- Customized turn-key solutions designed to meet your individual requirements
- Credit Card Processing
- Equipment Sale / Lease / Rental



**\$125
Signing Bonus
per account!**

ISO/AGENT BENEFITS

- \$125 Signing Bonus per account
- Life-time Residuals
- Customized programs
- Quick and Efficient Customer Service
- Dedicated Sales Support
- Effective Lead generation program
- One of the easiest check guarantee services to market

TO LEARN MORE CALL SUNNY KUMAR at (800) 243-2548



**CHECK AMERICA[®]
CORPORATION**

600 Enterprise Drive, Oak Brook, IL

Toll Free: 800-243-2548 / Email: info@checkamerica.net / Web: www.checkamerica.net

Increasing your revenues is our goal too

Your goal is making money, and you do it well. As an Authorize.Net reseller you'll have more time to drive your business thanks to our free customer service. That's right, Authorize.Net's exceptional customer service team provides free support to all resellers and merchants. So concentrate on increasing your sales and let us take care of the rest!

Free customer service

... just one more reason why Authorize.Net should be your gateway of choice.

- Dedicated reseller account managers
- Dedicated client service managers for enterprise level accounts
- Extensive industry knowledge including HTML, scripting languages and Internet protocols
- Phone, email and chat support available 7 days a week, 363 days a year
- Plus, competitive buy rates and dependable residual

Authorize.Net[®]
Where the World Transacts

Contact us to become an Authorize.Net Reseller...

- www.authorize.net
- email: newresellers@authorize.net
- phone: 866-437-0491





tion for a "single view of the customer." When they can anticipate and offer new services targeted for different life stages, those services have a higher acceptance probability. The term coined for this process is Customer Relationship Management (CRM).

Thanks to technological upgrades, new opportunities for CRM in the self-service channel will soon be available. The possibilities include:

- Channel personalization resulting from observing customer usage patterns and modification of the service delivery process. For instance, based on their transaction history, cardholders could be prompted to choose which type of transaction they would prefer to start with after the PIN verification has been completed.
- Targeted messages during transaction wait times that express appreciation for past services, deposits or purchases, or offer new products that naturally complement prior purchases.
- Enable customers to express their preferences and tailor transaction sets to their individual tastes.
- Using the ATM channel as a pro-active lead-generator to trigger other channels within the organization. For example, customers who make large deposits would be offered investment product information.

New Revenue Generators

Some of the new revenue sources being deployed across enriched ATM terminal platforms include:

- Top-up of cellular phone time or stored value gift cards.
- High-impact advertising with full color video screen and sound capabilities or Web access for order fulfillment.
- Short-term micro loans based on pre-scoring when a cash withdrawal is declined for insufficient funds.
- Token-dispensing services for ticketing, coupon printing, stamps, etc.

Smart Card Business Drivers

Chip cards deliver two primary benefits to the ATM channel:

1. Customer/PIN authentication can be performed at the card level as opposed to requiring the sending and receiving of a central validation message. This means quicker access to menu options and makes off-line processing on a limited transaction set possible. These capabilities result in faster transactions, which allow the servicing of more customers on a smaller network.
2. Smart cards are also able to store value, thus allowing cash withdrawals to be delivered at kiosks or through mobile wireless devices without the need for physical currency dispensers.

The Web ATM

The suite of functions available on ATMs is about to

move out of the routine transaction set (balance inquiry, deposit, withdrawal and transfer) toward advisory services.

The new service offerings will be content oriented and time dependent, and will gradually involve longer running sessions such as tax or investment advice and sales processes.

Traditional ATM front-end switches supported by debit card processors were never designed to handle these types of interactions.

Web-enabled ATMs will leverage new software options and enable banks and retailers to establish core competencies on new open platforms.

These functionally rich platforms, with targeted, intelligent offers and compressed transaction times, will gradually raise customers' expectation levels.

When that happens, and customers get used to the new services, they will find it very difficult to take their business to a location that offers only traditional ATM transactions. That translates into reduced churn, increased loyalty and a sustainable competitive advantage. ■

Web Sites for More Information

www.greensheet.com/gsq/Secured-/gsqv6n3.pdf

ATMs Through History, September 2003, GSQ. An excellent overview of ATM industry leaders, statistics, history and expert predictions.

www.ncr.com/media_information/newslist.htm

NCR announces new turn-key offering of ATM services to large retailers.

www.kiosks.org/finance/atms

The ATM Self-Service directory of vendors as published on the Kiosk trade association's Web site.

www.kiosks.org/finance/unbanked

Un-banked financial services directory of vendors as published on the Kiosk trade association's Web site.

www.kiosks.org/711factsheet.html

7-Eleven Vcom terminal fact sheet.

Eric Thomson is Executive Vice President of Profit Source Advisors. He can be reached at eric.thomson@profitsource.us.

Identity



Step out of the shadows and into your own identity.

Your running your own company, you've developed a business model that works, isn't it time you got the credit for it?

Gain your own identity - become a Cynergy Data "Executive Partner."

With innovative account database management, corporate branding capabilities and a unique sponsorship program, Cynergy Data can help your business reach heights that were before unattainable. Providing all the tools you need to ensure merchant ownership from start to finish, Cynergy Data remains the back-office operation, while you are the company the merchant knows. Your company, your name, your identity.

Cynergy Data's Executive Partner Program gives you:

- Merchant Entry and Monitoring Control
- A Voice in Underwriting and Risk Management Decisions
- Customized Merchant Application
- Dedicated Hierarchy
- Customized Merchant Statements
- Corporate Website Availability

Step out of your acquirer's shadow. Call Cynergy Data today at 1-800-933-0064 Ext. 5940 to learn more about our Executive Partner opportunities.



TEERTRONICS

LOVE THIS PRICE?

Contact us for
other specials
we currently have!



\$149.⁰⁰

Refurbished Trans 330 / Printer 250
Including Stand and One Year Warranty

Quality

Quality is more than a word to us at Teertronics, it's a way of doing business. Our products, our service - even the way our people treat you - all display a commitment to the quality that has made us the industry leader we are.

Credit Card Equipment Sales and Service

3707 Skylane Drive
Suite 101
Carrollton, Texas 75006
800-856-2030
972-735-8880
fax 972-735-0789
Since 1991

Join our email list for
unpublished specials!
www.teertronics.com

THALES
Authorized Repair Facility

Lipman
Authorized Repair Facility

HYPERCOM
Certified Repair Facility

VeriFone
Recommended Repair Facility

History's Lesson: How the Global Economy Can Benefit From Non-cash Payments

Research Report: The Virtuous Circle: Electronic Payments and Economic Growth
Authors: Visa International and Global Insight, Inc.
Date: June 2003
Length: 31 pages
Relevance Rating: High
Web Address: http://www.corporate.visa.com/mc/documentdownloads/downloads/virtuouscircle_062303.pdf

As a student of payment technology white papers, I couldn't help but wonder why Visa decided to issue this first-in-a-series of white papers. The second page of the white paper held the answer to my question.

The premise behind this document is that efficient payment systems translate directly into higher standards of living and benefits across society. And not surprisingly, I read, "...the most efficient vehicle for maximizing [benefits is] the self-regulating, joint venture model represented by member associations such as Visa International."

The next twenty pages of the white paper present a historical and economic argument for the need of governments (especially those of underdeveloped countries) to accelerate the transition from relying on cash and checks to using electronic payment methods maintained by Visa.

While the document might stretch the reader's imagination by claiming that payment systems alone can raise a country's standard of living, it does contain a number of insights that help explain the behavior of major payment processors such as First Data Corp. and Total Systems (TSYS).

Executive Summary

Major payment processors and other large financial institutions are turning their attention to the deployment of electronic payments internationally. The Visa white paper suggests that the motivation behind these actions might lie in the fact that "as much as 70% of the world's population" is unbanked. And moving these individuals and

their household assets into a country's banking system would create multiplier effects resulting from the increased lending and investment opportunities they generate within an economy. This logic is further strengthened by the efficiency of digital payments over physical payments. With large capital investments already made to create the global electronic payment networks, the incremental cost of processing additional transactions would shrink over time.

This places more and more pressure on underdeveloped countries to encourage their constituents to replace paper (currency and checks) with plastic. It fuels a ROI for deploying to retailers interfaces to the Internet and new terminals; it also places smart cards in the hands of consumers.

History's Lesson About Payments

Let's put these arguments in perspective. The white paper's first chapter describes payment lessons learned from history. As societies evolve, they seek more efficient and convenient forms of payment exchange: barter was followed by coin and currency, which was followed by electronic payments.

In the evolution of payments, there has been a consistent set of drivers: lower cost and more convenience. The "golden rule" tends to operate in payments as in most other aspects of economic life: "He that has the gold, rules." Visa International is confident that its payment offerings will prevail based on the historical lesson that consumers faced with payment alternatives migrate to the cheapest and easiest to handle.

Lower Cost, Higher Value

The next chapter delves into greater detail regarding the current mix of payment options and how electronic payments benefit both buyers and sellers. Visa believes that parties on both sides of the transaction are looking for increased convenience and security, which electronic payments can provide consistently better than checks and cash.

The flexibility of electronic payments enables the design



of card service offerings such as 'pay in advance' (stored value), 'pay now' (debit) or 'pay later' (credit). These capabilities allow plastic cards to be molded around major payment categories such as payroll, government benefit transfers, large ticket purchases, recurring payments and small value transfers.

By using cards instead of cash, consumers and merchants can also benefit from improved security. Lost or stolen cards are replaceable; lost or stolen cash is not. Authorization and guarantees supported by regulations to resolve dispute resolution are significant benefits to all parties in a payment transfer. And sellers of merchandise or services understand the reduced risks associated with theft or loss when electronics replace cash receipts.

The Big Picture

In the chapter titled 'The Big Picture,' the authors of the white paper explore the potential benefits that could be gained if electronic payments used in the twenty most advanced countries are overlaid on the rest of the world.

Here the strongest argument is that cash-based economies are experiencing a serious drag on their standard of living, which is caused by the variable cost nature of this type of payment method. In contrast, global electronic

payment networks basically operate on a fixed-cost platform, with smaller and smaller unit costs as they scale to larger volume loads. The more transaction volume moving through an electronic network, the lower the average cost per transaction. The white paper compares individual countries to show these differences can be as much as four times greater for cash compared with plastic.

The credibility of this argument is stretched when the differences expand to such a degree that an accelerator effect takes hold and significant increases of incremental spending take place. This is because of the efficiencies of electronic payments. It is hard to imagine that electronic payments, even in countries like the U.S. (where they represent less than 20% of total payments), could be generating upwards of \$10 trillion of additional GDP, this white paper reports.

The white paper authors use this argument to encourage government policy-makers to foster electronic payments over cash/check payments. They also begin to diverge from their earlier research findings by encouraging governments to step in and set policy in favor of one method of payment (card based by joint-ventures such as Visa) over another, rather than letting the marketplace make this decision in its day-to-day behavior.

Also, the tenacity of cash transactions is notable in the white paper's payment mix charts, but is conveniently ignored in its conclusion. One chart analyzes and projects payments from 1997 to 2010. Throughout this time period, the percentage of cash transaction remains virtually constant at greater than 40%.


With all the discussion about fixed and variable costs, the realities of interchange fees dictate that the use of bankcards such as Visa or MasterCard is not efficient for purchases made below \$10. The implied assumption is that electronic payments will not have a serious effect upon this large segment of payments. The emerging technology of micro-payments was simply not considered in the scope of this document—probably because "joint ventures such as Visa" haven't conceived of a means of delivering these transactions within their current business model.

Excerpts from this Research Report

- "Ultimately, consumers determine what form of money is most desirable—people simply substitute cheaper and more convenient forms of money for expensive and inconvenient forms. It is ultimately through this substitution in use that new money forms embed themselves in the marketplace."
- "Through shared investments, the Visa association created a global system to authorize transactions, clear and settle electronic payments, codify operating regulations to protect consumers and merchants alike, and set


Is your Merchant Provider Headed in the
RIGHT DIRECTION?

877-635-3570 WEST COAST



866-279-8553 EAST COAST

<http://www.hbms.com>



HUMBOLDT MERCHANT SERVICES
A Member of The Summit Group of Nevada, Reno, NV

the better choice...

United Bank Card



www.unitedbankcard.com

800-201-0461

ISO / Agent Program Highlights

- ✓ Interchange Pricing
- ✓ Income on All Revenue Streams
- ✓ Online Merchant Application
- ✓ Faxed Merchant Applications
- ✓ Same-Day Approvals
- ✓ Interactive ISO System
- ✓ Customized Programs
- ✓ Discounted Terminals
- ✓ Leasing, Gift Cards
- ✓ Check Guarantee
- ✓ \$3000* Signing Bonus
- ✓ Direct Leasing with
LFG a division of



United Bank Card has built a solid reputation for unsurpassed pricing, support and integrity in the payment processing industry. With in-house underwriting, unrivaled customer service, technical support, same-day auto-approvals, deployment and risk management, UBC has set a NEW standard as a fast, accurate and hands-on transaction processor. Welcome to the first ISO / MSP level program with no risk, liability or registration fees.

* Call Brian Jones at 800-201-0461 x136 for more information.

EQ

The evolution has arrived. The original Merchant Services, Inc. has evolved. **Call us EVO.**

Not just a name change, a new standard in the merchant acquiring industry. Business at the speed of light. Service that breaks the mold. Results that reshape your future. Join the revolution in merchant services:

- 7.5¢ transaction fee—includes interchange
 - Canadian merchant accounts accepted—only at EVO!
 - Buy Rate & Revenue Sharing Programs
 - Highest conversion bonuses around
 - \$3,000 signing bonus
 - Free Gift Card Program for every merchant
 - Free Deployment
 - Free Pin Pad Encryption
 - Free Starter Kits
 - Free EVO PowerCenter—real-time online management system for ISOs and merchants
 - Merchant approvals & complete set-up for installation in 30 minutes or less
 - Faxed merchant apps accepted—no originals or pictures
 - Online Merchant Application
 - No Liability, No Risk, No Minimums
 - Benefit from EVO's buying power and purchase equipment at our cost
 - Guaranteed Fax Leasing Program—tiered or flat rates available
 - Vested lifetime residuals
 - Bin sponsorship/Registration
 - Portfolio acquisitions
 - Visa/MasterCard/Debit/Gift/EBT/Check Conversion all on one terminal
-

EVO Payment Systems. The next evolution in merchant services.

**Call Jim Fink @ 1.800.CARDSWIPE ext. 7800
or visit www.goevo.com**

MSI. The 15-year **EVO**lution continues.



interoperability standards to ensure that, unlike cash and cheques, a Visa card could be used anywhere in the world."

Benefits to Buyers

- The convenience of global acceptance, a wide range of payment options and enhanced financial management tools
- Enhanced security and reduced liability for stolen or misused cards
- Consumer protection through an established system of dispute resolution
- Convenient and immediate access to funds on deposit via debit cards
- Accessibility to immediate credit

Benefits to Sellers

- Speed and security of the transaction processing chain—from verification and authorization to clearing and settlement
- Freedom from more costly labor, materials and accounting services required in paper-based processing
- Better management of cash flow, inventory and financial planning because of swift bank payment
- Incremental purchasing power on the part of the consumer
- Cost and risk savings by eliminating the need to run an in-house credit facility

A critical challenge for many economies is drawing more people—and their capital—into the banking system. The question for policy-makers is: How do we get more people under the big economic tent? ■

Web Sites for More Information

www.greensheet.com/CheckStudy/ConsumerSurvey.htm

The Green Sheet, U.S. Consumer Survey of Payments, 1999.

www.mastercardbusiness.com/assets/resource_center/whitepapers/one_card_2000.pdf

One Card Programs Continue to Gain Momentum, Deloitte and Touche. A study commissioned by MasterCard to explore the requirements of corporate card programs.

http://webevents.broadcast.com/ibm/fss/payments/docs/062303_FSS_Payment.pdf

Cashing in on Retail Payments, June 2003, IBM Institute for Business Value. IBM's perspective on the importance of payments for the banking industry and various projections of possible changes.

Eric Thomson is Executive Vice President of Profit Source Advisors, LLC. He can be reached at eric.thomson@profitsource.us.



WATCH YOUR PORTFOLIO GROW!

UP TO
\$5,000.00
SIGNING BONUS

AGENT PROGRAM

- Life-time Vested Residuals
- No Monthly Minimum
- In-house Loyalty / Gift Card Program
- High Residual Potential
- Low Buy Rates – 100% Above
- No Liability
- Faxed Applications – Same Day MID & TID
- Internet Access to Merchant Portfolio
- Dedicated Multi-Lingual Services

ISO PROGRAM

- True Interchange + 10 Cents
- Underwriting Capability
- Instant Merchant Set Up Through I-APP
- Real Time Transaction Access
- No Liability
- Customized Applications*

*For Registered ISOs with Application Commitment

Equipment Rental

Electronic Check Conversion

Gift / Loyalty Card

Leasing

Deployment Svcs

We Are Actively Seeking Sales Partners

Contact Us at 800 – 260 – 3388 Option #9





BOB ACCEPTS CHECKS...NOW

Because Bob has the industry's first and only "Real-Time" Check Debit Processing System.

CHECKING SECURITY FOR MERCHANT'S. CHECKING INCOME FOR YOU.

Now your merchants can accept checks without the risk, and now you earn real check residuals...100% above a buy rate on every transaction.

Paid On Signing approves checks in 9 seconds...deposits the money in 48 hours...for pennies per check, no discount rate, including guarantee..."REAL-TIME."

Paid On Signing is a Payment Option Solutions product for ISOs and Acquirers, Processors or Agent Banks.

Ask us about our "Free" loaner equipment program for qualified ISOs and Merchants.

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



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

888.767.7674
516.408.7058 (FAX)

WWW.PAYMENTOPTIONSOLUTIONS.COM

GET READY.



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

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

UPFRONT BONUS

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

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

RESIDUAL INCOME

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

FREE SERVICES

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

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

1-888-84TOTAL, ext. 411

WWW.UPFRONTANDRESIDUALS.COM

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



total merchant services

payment solutions for your business

the
time
is
now



Introducing
the Future of
Electronic
Payment
Processing...



Merchant Management Systems

Meeting the
Needs of
Tomorrow's
Merchants by
Creating
Careers Today.

MMS's focus is to remember yesterday and today to create tomorrow. Our nine years of experience in the Electronic Payments Industry provides us with the unique ability to understand exactly what you need to make your career successful. Your merchants are our priority and your key to a financial future; this is why we have built a company powered by our Customer Service and Technical Support. With rates that are not only competitive but also flexible, cutting edge technology and most of all vision to be the right choice for your career in the Electronic Payments Processing Industry

For more information,
contact one of the
following at
1-800-795-6899:

Pat Reed
President & CEO
Ext. 101
Cell: (606) 232-5199

Mike Reed
V. President & COO
Ext. 102
Cell: (606) 232-0317

Nikki Adams
V. President of Operations
Ext. 201
Cell: (606) 232-0319

Benefits of MMS

- Two types of Agent Programs
- Liberal Approvals.
- Fax Applications, Same Day Approvals and Deployment.
- No application fees or set-up charges.
- Guarantee Leasing, Check Conversion, and Gift & Loyalty Programs.
- Lifetime Vested Residuals and Residual Buyout Programs.
- 24x7x365 Live Customer & Technical Support from a Help Desk that cares about your merchants.



Merchant Management Systems

Working to be your
global partner.

NAOPP from Page 1

in the daylong conference. The meeting's sessions covered operational issues such as membership development and continued the debate on various policy and purpose topics.

The conference also included panel discussions relevant to the industry; panel members included industry representatives and a legal expert.

Planners were very encouraged with the results of the first NAOPP membership meeting. More than 50 people attended, extending their stays in Orlando by a day, directly following the Southeast Acquirers Association conference at the Rosen Centre. As of press time, membership in NAOPP is more than 40 people.

But what these numbers don't illustrate is the nationwide and industry-wide interest in this association. Independent agents and contractors have long felt unrepresented in the financial services industry. For example, some feel that other organizations are better suited to serving larger companies; expensive fees for association membership and trade show registration can be prohibitive for independent salespeople.

NAOPP started from scratch, formed with the intention of serving needs of Merchant Level Salespeople. The organization's purpose is to improve the way MLSs work by providing opportunities for education and forums for discussion and setting industry standards.

At the initial planning conference held last February, organizers decided on a few details. They chose a name, established bylaws and defined a mission statement: *This organization shall exist for all those selling in the Payment Processing industry, by providing Education,*

Benefits, Liaison/Representation and Certification.

In February, The Green Sheet spoke with organizer Steve Norell about his hopes for the then-unnamed group ("New Association's Aspiration: Pave the Way to Street Savvy," Feb. 10, 2003, issue 03:02:01). What he said then seems to be coming true as NAOPP moves ahead and plans for the future of an independent, affordable association.

One of the association's goals, then and now, is to add credibility and professionalism to the industry. Training and certification are elements that have been missing for the estimated 24,000 to 28,000 MLSs, Norell said.

Providing MLSs with information and opportunities for education will raise the standards by which they will all work. Direct contact between vendors and agents also increases the quality of information to which MLSs have access, he said.

The current interim officers all attended the meeting in Orlando and were happy to answer questions concerning the fledgling organization. They are:

- President-Steve Norell
- Vice President-Bill Paul
- Secretary-Carmen Carrero
- Treasurer-Keri Golden
- Director-Andy Pitts
- Director-Neil Mink
- Advisor-Chuck Saden

Since February, NAOPP has filed incorporation papers as a 501(c)(3) not-for-profit corporation; the charter and by-laws have been filed with the Delaware Secretary of State.

The interim Board is comprised of representatives from sponsoring companies and is in place until a permanent one is elected by the organization's membership, although no timetable for this transition has been set. (The NAOPP by-laws stipulate that the majority of the voting members of the Board of Directors must be MLSs in order to

protect the interests of the people the organization was created to help.)

The entire meeting, moderated by Cory Saftler, Integrated Leasing, was conducted in an interactive discussion format and resulted in some very interesting Q&A. Speakers were limited to brief presentations.

Mary Dees, President of Electronic Transactions Association (ETA), was the first speaker and she addressed the different roles ETA and NAOPP play in the industry. ETA is chartered as an association of vendor companies, while NAOPP is a professional trade association for individuals.

In a very positive step forward, Dees addressed ways ETA could work with NAOPP on behalf of MLSs. She offered to work with ETA to make the ISO regulations published by Visa and MasterCard readily available to NAOPP members.

Dees also discussed her role as court-appointed receiver for CMS, responding to several questions from the floor and clarifying some details that have been misunderstood in the marketplace.

At the conclusion of her remarks, one meeting participant apologized for statements that had been posted to The Green Sheet's MLS Forum, stunning everyone in the room. Others concurred, and invited Dees to come back into the Forum. The consensus of the attendees is that neither the ETA nor Dees is in any way "the enemy." [GS applauds this development.]

Ben Huddleston, a corporate attorney with Nashville, Tenn.-based firm Waller Lansden Dortch & Davis, fielded questions during the meeting's next segment. Huddleston has worked extensively for more than 10 years with participants in



the electronic transactions industry, dealing with contract issues, mergers and acquisitions and initial public offerings for various companies in the industry.

During this portion of the meeting, Huddleston discussed several areas of concern for MLSs, including issues involving corporate organization, non-compete clauses, portability of merchant portfolios and the protection of the revenue stream.

The session provided a good overview of the most common legal issues in the industry and underscored the importance of using legal counsel with industry-specific experience when facing significant issues.

Two more panel discussions were held during the day concerning equipment and check guarantee/conversion. Lipman, Thales and Hypercom were each represented, but VeriFone was notably absent from the equipment panel. Discussions centered on what was coming next and addressed questions relating to wireless performance and multi-MID capability.

The check guarantee/conversion panel included Steve Eazell, Secure Payment Systems, and Tim Hutchinson, Western Clearing. They briefly addressed the reality of conversion transaction processing, with and without


check guarantee.

A drive to increase membership in NAOPP was the meeting's true success: a majority of the meeting's participants became members or sponsor-members. The push is on to build membership in the MLS segment in order to move the organization to the next level. The Green Sheet will be involved in supporting NAOPP in all its endeavors.

The success of this first meeting proved there is enough interest to move ahead with plans for the future. NAOPP intends to continue holding its membership meetings in the open Q&A format.

The Board is currently exploring opportunities to piggyback onto the regional acquirers association meetings; plans are currently underway for a meeting in February 2004 coordinated with the Northeast Acquirers Association event (see related story on page 16).

In keeping with the mandate to keep participation in NAOPP affordable, membership fees have been set at \$25.

For more information on YOUR organization visit the Web site at www.naopp.com. Look for news and information on NAOPP in upcoming issues of The Green Sheet. 

FREE GATEWAY SOFTWARE TO ANY ISO'S OR WEB DESIGNERS THE BETTER ALTERNATIVE TO AUTHORIZENET!

Pay-Me-Now

PAYMENT GATEWAY .com
AND VIRTUAL TERMINAL

Pay-Me-Now offers several Sales Opportunities to ISO's and Web Designers, which allows you to give a Free copy of Pay-Me-Now to any of your customers. No more paying \$25-\$95 or more per copy. Pay-Me-Now includes ACH service for every merchant approved for a merchant account.

Earn Lifetime Residual Income each time you give away Pay-Me-Now to your customers. Pay-Me-Now is integrated with many shopping carts and integration into your customer's website is easy. Merchants can also use


our Virtual Terminal from any web browser. Pay-Me-Now is certified on most platforms including FDC, Global, Paymentech, and Vital. (See website for details)

Pay-Me-Now has Affiliate, Reseller, and Private Label Opportunities available. Don't buy another copy of Authorizenet, Plug N Pay, Linkpoint, or any other Gateway software when Pay-Me-Now will give it to you for FREE.



Contact Darrin Ginsberg at **1-800-223-4097**
darrin@PayMeNow.com • www.PayMeNow.com





You've Got to Crawl Before You Can Walk.

**Is your current
processor stuck
at this level?**

At First American Payment Systems, we've spent more than 13 years developing and growing our business. Hundreds of First American sales representatives have found First American's agent program to be a secure path towards long-term income.

Quit taking baby steps—Call today and let us put our knowledge, experience and skills to work for you.

Member Bank: KeyBank National Association, Cleveland, Ohio Member FDIC

Quality Solutions. Predictable Results.

Call Steve Robins, Sr. VP of Sales & Marketing

1-866-Go4-FAPS

(1-866-464-3277)

email: stever@first-american.net



Meetings of the MLS Mind

The phenomenon continues. My previous column highlighted the Midwest Acquirers Association (MWAA) conference, and this column will continue to look at the extraordinary movement taking place all over the country: the regional acquirer associations' meetings. I've said it before, and I'll say it again: This is a resource well worth your time and effort.

I just returned from the third annual Southeast Acquirers Association (SEAA) meeting, which was held October 8 – 9, 2003 in Orlando, Fla. The first official meeting of the National Association of Payment Professionals (NAOPP), held Oct. 10 in Orlando, followed the SEAA's conference. What an extraordinary experience to witness the birth of a resource forum for Merchant Level Salespeople.

The organizers of SEAA and NAOPP should be very proud of what they accomplished at these gatherings.

"The 2003 Annual Southeast Acquirers meeting was a huge success," Judy Foster of Thales e-Transactions, Inc. said. "Over 300 participants shared information and education. The SEAA looks forward to an even more successful meeting next October 2004 in Atlanta, Georgia."

Highlights from the SEAA conference included panel discussions on timely topics such as fraud at the point of sale, check conversion lockbox opportunities and quick service restaurant opportunities.

One presenter was motivational speaker Philip Hurst, Ph.D., who spoke on self-improvement and how to stay properly motivated each and every day. Each attendee received a copy of his latest book, "The Hit Man," about staff motivation and management styles.

A panel on electronic check conversion was informative and sometimes electrified with lively discussion from representatives from CrossCheck, Retriever and Certegy.

The vendor hall served as a great networking forum where attendees could spend hours with leading vendors

and gather information on the latest services and new technologies.

I was honored to be part of the SEAA as a guest speaker. After my presentation, I was walking through the conference hall, when someone passing me said in a familiar tone, "Hey, Ed." I stopped to return the greeting, thinking I must know this person. I said, "Hi, do I know you?" He responded, "No, but I read your column and feel like I know you."

He also said he thought I was making a valuable contribution to MLSs and the industry as a whole, and he encouraged me to keep writing and keep speaking. His comments were heartwarming and much appreciated. Thank you.

In order to hear from others who also attended these two significant events, I posted the following on The Green Sheet online's MLS Forum after the conferences:

"The recent SEAA annual meeting and NAOPP conference in Orlando were hits...or were they? For all those MLSs who attended either event, I'd love to get your feedback. What were the highs? What were the lows? What did you enjoy most about the events? What didn't you like about them? Would you attend future events? Please be sure to include your name and affiliation if you want to be acknowledged in 'Street Smarts.' As always, thanks for your support."

Here's what came back...

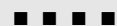
"I'm an MLS and attended both the SEAA and NAOPP meetings in Orlando. Both events were hits in my opinion. Having the chance to talk, listen and learn from

Education Index

David H. Press
60



Peter Scharnell
64



Interchange Untangled
68

**MERCHANT OWNERSHIP
LIFETIME RESIDUALS**

**WE DO OUR OWN :
RISK
UNDERWRITING
TECHNICAL SUPPORT
CUSTOMER SERVICE
PROGRAMMING
MID / TID NUMBERS**

RESIDUALS PAID ON :

100% OVER 1.43%

100% OVER 2.29%

STATEMENT FEE INCOME

MINIMUM FEE INCOME

BUNDLED RATES

DEBIT INCOME

TRANSACTION FEE INCOME

EQUIPMENT WARRANTY INCOME

CHECK GUARANTEE PLANS

CHECK CONVERSION INCOME

WE WANT YOU!

**AGENTS
& ISOS**



NO APPLICATION FEES

3 HOUR APPROVALS

FAXED APPLICATIONS OKAY

E-COMMERCE SOLUTIONS

'NO' TURNDOWN LEASING

WIRELESS SOLUTIONS

GREAT LEASING RATES

ONLINE REPORTING

PAID IMMEDIATELY

eps

Electronic Payment Systems

800-863-5995

WWW.EPS.NA.COM



leaders in this industry such as yourself was the highlight of the meeting for me. It would be worth the trip to just spend the time in the hallways and lounge talking over a drink with all you guys.

"I liked the question and answer portion of the meetings more than anything else. Talking with the vendors at the booths was a fantastic opportunity to get acquainted with different companies or with people we already work with but hadn't had the chance to meet.

"I will do everything possible to attend future events such as this and recommend to everyone who's never been to do the same next time. It's the best investment you can make in your future and so much fun meeting everyone."

- Neil

"The SEAA was a good show, the trade show floor was much better than last year's. I got to meet with vendors and talk with them. I learned some new things about checks and made some good contacts. The presenters in the other room were not very well attended.

"It seemed more people were outside. Ed, your talk was good; American Express made a good presentation. The check panel was o.k. The motivational speaker was very good.

"I wish that some of the presentations on checks or whatever the subjects were more sales oriented, but I guess no one wants to give out secrets??? How to sell some of these products would be a better topic or how to network.

"Overall it was the third time I have been to this event, and I will keep attending them and the ETA. I missed the NAOPP meeting, and I hope that it works. The concept is good."

- cc guy, South Florida

"I attended both [meetings] last week in Orlando, and they were both outstanding. In my opinion, the SEAA has a lot of great speakers, including yourself, and great interaction with vendors and the initial NAOPP meeting was very well organized and informative. Keep up the great work to all involved."

- jcreegan, Boca Raton, Florida

If there was anything negative to report about the SEAA conference, it was that there were not many MLSs in attendance at the breakout sessions and educational meetings. The vendor hall was packed, but why weren't the general sessions?

Join one of the largest...and fastest-growing... direct sales forces in the industry!

- Earn up to \$14K in ramp-up bonuses during first six months employment.
- Residuals from Day One...and for the lifetime of the account, with full vesting in just five years.
- Full medical/dental/vision benefits including 401K with company match.
- Online merchant contracts result in faster approvals, fewer pended deals and speedier commissions - which are paid weekly.
- Password-protected Website provides a 24/7 portal into everything Lynk - from online payroll information to tracking the status of a deal to downloading the latest product information.
- Dedicated Sales Support coordinators provide personalized assistance on everything from checking the status of a deal to ensuring a terminal was shipped to a merchant's location.
- Centralized lead tracking system will help you capitalize on opportunities.

Build your own team. Sales Management opportunities available throughout the country!

Call 866.514.LYNK or email our Sales Recruiter at srecruiter@lynksystems.com

Lynk

NOW THERE'S NO NEED TO WAIT FOR YOUR THALES ORDER

INTRODUCING

THE PHOENIX GROUP'S

Sure Ship

**Thales
Talento T-ONE
Guaranteed
IN-STOCK!**

**Thales
Artema Mobile
Guaranteed
IN-STOCK!**

**CALL NOW FOR NEW
AGGRESSIVE PRICING!**

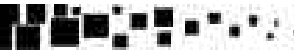
**Thales
Talento T-IPP
Guaranteed
IN-STOCK!**



79 Hubble Drive, Suite 102 St. Charles, MO 63304
Call Scott Rutledge today: 866-559-7627 Fax 636-329-1710

Or e-mail us for more information:
scott@phoenixgroup.com or charc@phoenixgroup.com

**IF WE DON'T
HAVE YOUR
THALES ORDER
IN STOCK YOUR
NEXT ORDER'S
GROUND
SHIPPING WILL
BE FREE!**



Overall, though, the SEAA meeting was a fabulous, informative well-organized event with good sponsorship. All the vendors with whom you need to work and establish relationships were present to help educate MLSs. The problem was that not enough of you showed up to take advantage of this opportunity.

Are you out there? Are you hearing me? I have said it before, and I'll say it again: You can lead MLSs to water, but you can't make them drink.

One of the primary purposes of this column is to inform MLSs. But since some of you are not listening, let me say it one more time: Attend these types of events! I commend those of you who do attend, but I will continue to remind you until all MLSs hear my words and act on them.

As I have stated in the past regarding the MWA meeting (and it certainly holds true for the SEAA and NAOPP meetings), it is admirable that industry leaders are going out of their way to make events like these possible.

They have responded to a common wish among MLSs, which is a need for locally hosted trade shows, conferences and training events with great vendors and great speakers.

The vendors are seriously looking for opportunities to meet with the people who drive the business, namely the Merchant Level Salesperson. It is evident that vendors are willing to provide the resources to make these events really worthwhile. But if you do not show up, these types of opportunities will disappear.

To stay ahead of the curve and achieve success, MLSs need to stay informed about new products and services available in the marketplace, at least on a semi-annual or annual basis. The only way to achieve this is to attend these conferences. If you don't heed this advice, your business will slip while your competitor's business will grow.

The next SEAA event is scheduled for the end of October 2004 in Atlanta. All of the details will be posted on their Web site: www.southeastacquirers.com.

As far as the NAOPP meeting, the highlight for me was that this organization has gotten off the ground. If you are a MLS and are not cheering, read on.

NAOPP's mission statement is clear: *"This organization shall exist for all those selling in the payment processing industry by providing education, benefits, liaison/representation and certification."*

As stated on the NAOPP Web site, in the payment processing industry, the delivery of products and services to merchants depends on MLSs. For those who know what it's like to sell and service payment products, NAOPP is your new voice.

While existing associations are geared to product vendors and manufacturers, MLSs have formed NAOPP for their own benefit.

Anyone involved directly in selling and servicing merchant accounts realizes that within the sales organization, there is often a "disconnect" between the sales force at the street level and the decision makers at the top. NAOPP intends to help bridge the gap between the two groups.

The organization believes, as do I, that a better-educated MLS will provide merchants with better service, reduce ISO training costs and submit higher-quality business to leasing companies and processors.

Have you joined NAOPP yet? If not, why? Membership costs only \$25. Go to www.NAOPP.com right now, and sign up. Remember, there is strength in numbers. Let's see how many of us can unite and make a positive impact on this industry.

As always, I'd love to hear from you. Please send your feedback on this topic (and any others) to streetsmarts@totalmerchantservices.com. My next column will discuss running advertisements in The Green Sheet—what works and what doesn't.

Please continue to look for my posts on The Green Sheet MLS Forum. I welcome all of your responses and will include them in future columns. ■

"A mind is a terrible thing to waste."

– United Negro College Fund, Inc.

I'll see you next time where the rubber meets the road.

Ed Freedman is founder and President/CEO of Total Merchant Services, one of the fastest-growing credit card merchant account acquirers in the nation. Ed is the driving force behind all business development activity as well as the execution of Total Merchant Services' marketing plan, including recruiting and training independent sales offices and establishing strategic alliance partnerships with leading vendors, so that Total Merchant Services can provide its customers with the highest quality and most reliable services available.

To learn more about Total Merchant Services, visit www.totalmerchantservices.com. To learn more about partnering with Total Merchant Services, visit www.upfrontandresiduals.com or contact Ed directly at ed@totalmerchantservices.com



Isn't it time you felt good about your POS supplier?

Over the past year, The Phoenix Group has accomplished something quite rare in today's POS industry: we've made our customers feel good about their decision to partner with us. We have consistently kept a **large inventory** of the products and supplies they want, and we have reliably **deployed and shipped** their orders **on-time**, every time. But incredibly, thanks to our **lower overhead**, we've done it all while offering **better pricing** across the board. So if you're looking for a POS supplier **dedicated to superior service** and the growth of your business, call The Phoenix Group today. And feel better tomorrow.



79 Hubble Drive, Suite 102 • St. Charles, MO 63304
Call Scott Rutledge today at 866-559-7627 • Fax 636-329-1710
Or e-mail us for more information: scott@phoenixgrouppos.com or chris@phoenixgrouppos.com



▶▶ EDUCATION [CONTINUED]

Visa's Agent Registration in a Nutshell

By David H. Press

Integrity Bankcard Consultants, Inc.

Integrity Bankcard has fielded many questions recently from our Independent Sales Organization and member clients concerned with registration requirements for Visa's Agent Registration Program. Visa has fined numerous members lately for failure to follow Agent Registration Program regulations.

Of note were cases in which agent Web sites referred to ISOs that were not registered with the member. We have also noticed numerous agent Web sites that are not in compliance with other aspects of the program's regulations.

Visa created its Agent Registration Program through which members are required to register all ISOs, Third-Party Servicers (TPSs) and Independent Contractors (ICs) contracted to perform bankcard related services. Visa

U.S.A. actively enforces the Agent Registration Program requirements.

The purpose of the Agent Registration Program is to:

- Increase member awareness of the risks associated with third parties
- Ensure that members control and track the activity of their registered third parties
- Enable Visa to monitor industry trends and/or individual third parties

Relevant Definitions

Agent Reference File - A historical file maintained by Visa U.S.A. which contains company names, addresses, principal information and quarterly activity information for ISOs, TPSs and ICs. Third parties listed on the Agent Reference File perform any of the following services on behalf of a Visa member:

- merchant solicitation, sales or service
- cardholder solicitation and service
- response processing for Visa program solicitations
- transaction processing and data capture

Independent Sales Organization (ISO) - A non-member organization or individual whose bankcard-related business relationship with a member is either merchant solicitation, sales or service and/or cardholder solicitation.

Independent Contractor (IC) - An individual 1099 employee of either a member or an ISO whose bankcard-related business relationship is with a member or an ISO and whose activities involve merchant solicitation, sales or services, and/or cardholder solicitation services using its own name.

(Note: If independent contractors of a registered ISO identify themselves as part of the ISO in the marketplace via business cards, letterhead, Web sites etc., the contractors do not have to register with Visa. The compensation method is not a factor.)

To register a third-party ISO or IC, members must complete the "Independent Sales Organization/Third-Party Servicer/Independent Contractor Registration" form (*Visa U.S.A. Operating Regulations, Exhibit VV*) and send it to Visa's Membership and Records Administration for processing. Upon completion of the registration process, all registration information will be housed in the Agent Reference File.

FTI Value Added Partners Make More & Sell More

- Generate multiple revenue streams selling a variety of products
 - ATMs
 - Prepaid Cellular Service
 - Multiple Prepaid Long Distance Plans
 - Check Cashing
 - Electronic Check Conversion
 - Guaranteed Payroll Check Cashing
- Residual streams are guaranteed
- Sales leads provided to qualified Value Added Partners

Buy a Triton 9100

\$2799*

and make up to
32¢ per withdrawal

www.fti.biz

866.450.9815

Extension 8873



FTI

*Not valid for the 1-800-4088-7831 or 1-800-4088-7831

DON'T LET A GOOD THING PASS YOU BY.

IT'S NOT EVERY DAY THE PERFECT OPPORTUNITY PRESENTS ITSELF. BUT TODAY IS NOT EVERY DAY... TODAY YOU HAVE A CHOICE THAT WILL TURN EVERY DAY INTO THE PERFECT OPPORTUNITY.

**WHY?
BECAUSE YOU
HAVE A UNIQUE
OPPORTUNITY TO
JOIN FORCES WITH A
COMPANY ON THE
GROUND FLOOR...
ONE THAT'S BUILDING
THE MOMENTUM
TO TAKE US
ALL TO THE LIMIT,
AND BEYOND.**



WE'VE DONE IT BEFORE ~ AND WE'LL DO IT AGAIN. WHERE WILL YOU BE WHEN IT HAPPENS?

AS A CBL REPRESENTATIVE YOU'LL ENJOY THE BENEFITS OF -

- INTERCHANGE AT PASS THROUGH** ♦ **RESIDUAL REVENUE ON FEES** ~
- INCLUDING: MID/NON TRANSACTION FEES, STATEMENT, T&E,**
- CHARGEBACKS, RETRIEVALS & DEBIT** ♦
- NO APPLICATION FEES** ♦ **AMEX / DISCOVER ACCOUNT BONUS** ♦
- 100% VESTED LIFETIME RESIDUALS** ♦ **LIBERAL UNDERWRITING** ♦
- GUARANTEED EQUIPMENT LEASING** ♦
- FAST TURNAROUND - 99% OF APPS APPROVED SAME DAY** ♦
- IN-HOUSE PROCESSING CENTER** ♦ **DIRECT RELATIONSHIPS** ♦
- INTERNET & WIRELESS** ♦ **NATIONAL EBT & DEBIT** ♦ **AND MUCH MORE!**

**CALL TODAY
AND NEGOTIATE
YOUR OWN
DEAL!!!**

CentralBANCARD™ LLC

The center of your success begins here.

866.797.2317
www.centralbancard.com



Initial and Annual Registration Fees

Initial Registration Fees

Type of Organization	Amount	Assessment
Independent Sales Organization	\$5,000	per relationship
Independent Contractor	\$1,000	per relationship

Annual Registration Fees

Independent Sales Organization	\$2,500	per relationship
Independent Contractor	\$500	per relationship

Pre-Registration Compliance Requirements

There are three steps members must take before submitting the Exhibit VV to Visa.

1. Query the Agent Reference File

Contact Visa U.S.A. Membership and Records Administration via telephone or fax. If the organization is registered with current relationships, the number of relationships and the dates initiated will be provided. (The names of members with current relationships will not be disclosed.)

If a third party's relationship with another member has been discontinued for any reason, the inquiring member will be referred to the member with the former relationship for additional information. No other information will be given, and no derogatory information will be kept on the Agent Reference File.

2. Conduct a background investigation

The member must perform a background check of the third party, including verification of financial responsibility of the principals to ensure that there is no significant derogatory information.

Although it is not required by the *Visa U.S.A. Operating Regulations*, the investigation may include information regarding all individuals holding stock in the third party, criminal background checks on all principals and information on prior business relationships.

3. Conduct site and inventory inspections

The member must perform a site inspection of the third party's business location, including verification of inventory, if applicable, and review the solicitation or sales materials.

Each member must ensure that any use of the Visa Card Program Marks by its third parties are in compliance with *Visa U.S.A. Operating Regulations*. In any calendar year, a member will *not* be required to pay both the initial and the annual fee. Members failing to comply with the requirements of Visa's Agent Registration Program will be fined for infractions including:

- Noncompliance with the regulations requiring all members to perform the necessary steps prior to contracting with an ISO, IC or Third-Party Servicer (query the Agent Reference File; conduct a background investigation of the third party; perform a site and inventory inspection).

- Noncompliance with Visa rules which requires all members to register and pay fees for all ISOs, ICs, or Third-Party Servicers providing services on their behalf. In addition, members must notify Visa of any change in the relationship within three business days.

If a member is found to be in violation of the Agent Registration Program and a fine has been assessed, the member must immediately correct the violation by either registering the ISO, IC or third-party servicer as required or notifying Visa U.S.A. of the corrective measures taken.

Agent Registration Program fines are as follows:


- \$10,000 for the first infraction
- \$20,000 for the second infraction in a five-year period
- \$50,000 for the third infraction in a five-year period

Member Identification

Any correspondence, supplies or solicitation materials (including those to be used for broadcast, audio and Internet solicitation) must prominently identify the member's name and location. In addition, all Visa members must ensure that all solicitation material distributed by registered third parties comply with the following guidelines:

- The member's name and city must be prominently identified adjacent to the Visa marks
- The third party must be identified as a representative of the Visa member
- All solicitation materials must clearly disclose that any merchant agreement is between the Visa member and the individual merchant

This is particularly true for ICs who identify themselves in the marketplace as part of a registered ISO via business cards, letterhead, Web sites, etc. The ISO needs to control and monitor the use of all materials used by these contractors and agents to ensure that only proper materials are being used.

ISOs must also control and monitor the sub-ISOs and ICs that submit business to them to ensure that proper materials are used and appropriately registered with Visa. 

David H. Press is Principal and President of Integrity Bankcard Consultants, Inc. Phone him at 630-637-4010, e-mail dhp@integritybankcard.net or visit www.integritybankcard.net



HyperWare® Has it.

HyperWare's POS restaurant and lodging module fully supports fine, casual, fast-casual and quick-serve dining.

- Targeted advertising messages on receipts
- Wide receipts which make for easier signature
- Variety of management and server-level reports
- Various payment options for split tickets and check conversions
- Multi-application capabilities with gift, loyalty and more...

IF HYPERWARE DOESN'T HAVE IT, YOU DON'T NEED IT.



www.hypercom.com

innovation. results. leadership.



►► EDUCATION [CONTINUED]

The Importance of Value-added Training

By Peter Scharnell

Electronic Exchange Systems

In recent articles, we have discussed the importance of value-added products and services for growing and retaining a merchant base. We've talked about how adding two or three of these products, in addition to providing merchant processing services, can drastically increase your chances of retaining merchants and build your residual income stream.

But before you begin selling value-added products and services, you should educate yourself on the latest and greatest products available in the market.

So where can you get training on all the value-added solutions? Hopefully, you only have to look as far as your processor.

MSPs/ISOs should provide their agents with ongoing training and value-added education. It's true that agents can work directly with various value-added providers or vendors and believe me, there are many to choose from.

But it makes more sense—economically and organizationally—for a processor to provide a suite of solutions to its agents and ISOs. That way, agents have one contact for all of their value-added needs and one provider for training and educational programs.

In this article, we'll explore some of the best ways that today's ISOs provide training for their agents.

Regional Conferences

You can't say enough positive things about live training. Most of the larger and more successful ISOs host at least one regional conference for their agents. Typically, this is a two- or three-day event where all of the agents get together with value-added service providers.

These conferences give agents the opportunity to gain in-depth knowledge on all the features and benefits of the different solutions and how and why they should sell them.

Agents can meet the provider, ask questions, get hands-on demonstrations and role-play with other agents. This kind of training works because it caters to the different ways people learn: by seeing, hearing and doing.

The only drawbacks to regional conferences are the expense and the actual time it takes out of your selling schedule. However, they are a great way to increase your knowledge of the industry and network with your colleagues.

You can find out what other agents are selling in their neck of the woods and how they are selling it.

Dedicated Trainers

If you can't make it to the regional conferences, the next best thing is to have trainers come to you. More and more value-added service providers are using dedicated trainers to help educate ISOs and MLSs on how to sell their products and services.

Introducing...
Terminal Super Store
COM

The nation's leading distributor of name brand credit card terminals, accessories and supplies at discounted prices.

Our tremendous buying power allows us to pass these savings on to you, our customer. Whether you are a large office, or a small office, you will not find better prices anywhere!

Designed exclusively for the payment processing industry...

Visit our website and register for specials

www.terminalsuperstore.com

VeriFone

"The Gloves Come Off"

We're coming out swinging! Check out this incredible ISO program!

Signing Bonus: \$3,000, \$4,000, \$5,000, or more!

- \$3,000, \$4,000, \$5,000 or more signing bonus, you decide!
- Unlimited signing bonus, up to \$100 per account in the first 90-days.
- Revenue share in more than 20 fee categories, including interchange, trans fees, mid and non-qual.
- Reprogram bonus, up to \$200 per account.
- 0.0299 lease rate with Lease Finance Group, a division of CIT.
- Lead generation programs.
- Stock option plan.
- Residual buyouts.
- Merchant "FREE" equipment upgrades.
- Online reporting. Live Agent Support.
- Same day approvals available.
- Training bonuses and overrides.
- Co-op advertising program.
- Merchant incentives - give away airfare for two!

For details, contact us at:

800.655.8767
Ext. 262



**U.S. MERCHANT
SYSTEMS**

Newark, CA
www.usms.com



**HOT NEW PRODUCT
TO DRIVE TERMINAL SALES!**

**Medical Benefits
Verification**

for doctors and hospitals.

Bonded with POS equipment.

**Earn \$1,000
or more per sale!**

Call for details.

Counterfeit Detector



Detects counterfeit ISO mag, credit cards,
driver licenses, traveler's checks and more.
\$299 Retail Value. Call now and

GET A FREE DEMO UNIT
Give away FREE to your
potential prospects!




There are a lot of value-added solutions out there, and many are very similar to others. Most independent agents are too busy to research all of the available offerings in the market and pick the best provider.

That's why the best value-added providers have trainers who will visit you in order to ensure that their solution is understood and more importantly, differentiated from competitors' products and services.

For instance, I've heard many people say that a POS terminal is just a box. But educated sales agents who demonstrate the value and cost-saving features of a specific terminal can often sell it to merchants over a less expensive model.


In order to sell value rather than price, you must know how to physically demonstrate to merchants how to operate the equipment. Dedicated trainers are the best people to show you how to do this.

They eat, sleep and breathe their product line and are chomping at the bit to show you how their products are better than the competition's products. All serious agents should check with their ISO/MSP to inquire about having access to dedicated trainers.



*Where you,
the customer,
always comes first!*

- Competitive Rates**
- POS terminals**
- Virtual terminals**
- Software**
- Fast approval turn-around**



*With friendly service and
on-line applications*

Please visit our website:
A-1Leasing.com

Or call us toll-free:
888-222-0348

Phone and Web-based Training

Maybe you're in a geographically challenged area, and you can't make it to all of the regional training; or you're extremely busy selling and can't justify taking time out of your hectic work week. No problem—technology comes to the rescue!

Phone and Web-based training are increasingly popular and cost effective ways to train sales representatives remotely. Using a phone/Web-conference bridge is a powerful and interactive way to learn about new products and services. Just think of it as a virtual regional conference.


Service providers can organize 10 to 20 agents from all over the country and demonstrate their offerings interactively over the Internet.

After the presentation, trainers often open up a forum for discussion and answer specific questions from agents. And all of this can take place in less than an hour.

A good ISO/MSP will also provide an extensive Web site that offers presentations, proposals, product information, brochures, interactive tutorials and agreements. The site should allow agents access to the information whenever they need it.

By developing a good phone/Web-based training program and offering a comprehensive Web site resource, ISOs/MSPs empower their agents to become better and more knowledgeable salespeople.

The best way to educate yourself on value-added products and services is to incorporate a good mix of hands-on training, phone/Web-based training and individual practice. Successful agents spend time familiarizing themselves with all of the ins and outs of each offering.

This is what will separate you from other agents who simply focus on rates and equipment sales. These agents are missing the real value of building, growing and maintaining their merchant base through value-added products. 

Peter Scharnell is VP Marketing for Electronic Exchange Systems (EXS), a national provider of merchant processing solutions. Founded in 1991, EXS offers ISO partner programs, innovative pricing, a complete product line, monthly phone/Web training, quarterly seminars and most of all credibility.

For more information, please visit www.exsprocessing.com, or e-mail Peter at peter.scharnell@exsprocessing.com



It's All About People

Most companies *desire* to provide consistent and reliable support to their ISOs.
Most companies *desire* to give their ISOs the products and programs they need to succeed.
The question is, "How can companies move beyond *desire* and actually *deliver*?"

People.

Unless a company has the best people, they can't deliver.
They can't deliver the best products, the best services, or the best support.

We know there are excellent people throughout this industry.
But at Integrity Payment Systems we know we have the *best* people.

Perhaps the best of any company in this magazine. And we *know* that's a bold statement.

Find out why our ISO partners know we have the best people.
Find out what it's like to have a processor that really delivers. Call 888-477-4500.



▶▶ EDUCATION [CONTINUED]

Interchange Untangled – Part 3

This is the third article in a series written in response to numerous reader requests for definitions of the various interchange levels. We are working with several industry experts to explain the interchange "buckets" and how transactions are assigned to the processing levels. For the most current rates, please refer to the table distributed with the August 25, 2003 issue of *The Green Sheet*.

Visa CPS Retail Rate - Tier II

CPS (Custom Payment Service) Retail is the most common rate qualification for merchants that perform transactions in a face-to-face environment. To qualify for this rate:

- The cardholder, card, merchant and card-reading point-of-sale (POS) device must all be present at the time of the sale.
- The card must be swiped for authorization, and the full, unaltered contents of the magnetic stripe must be sent for authorization.
- Only one authorization is allowed per transaction.
- The transaction must be settled within 24 hours of the

transaction date.

- The merchant must obtain an authorized signature on the receipt.
- Restaurant transactions must be settled within 20% of the authorized amount in order to allow for tip adjustments.

Visa CPS Retail Check Card Rate

(This is the Visa debit card product.)

This transaction must meet all the same CPS Retail requirements as the Tier II transaction. The only difference is that cardholders make the transaction with a Visa-branded check card linked to their bank accounts and not to a credit line such as a standard credit card.

Visa CPS Retail Rate - Tier I – Select Merchants

For a transaction to qualify for this rate, the cardholder must use a Visa-branded credit card to make the purchase, and the transaction must meet all the same CPS Retail criteria as Tier II transactions.

The merchant must meet specific monthly and annual processing volume requirements set by Visa. In a twelve-month period, the merchant must process at least 45 million CPS Retail credit transactions resulting in \$1.5 billion in gross sales volume.

MasterCard Merit 3 Rate

Merit 3 is the most common rate qualification for merchants that perform transactions in a face-to-face environment. To qualify for this rate:

- The cardholder, card, merchant and card-reading POS device must be present at the time of the sale.
- The card must be swiped for authorization, and the full, unaltered contents of the magnetic stripe must be sent for authorization.
- Only one authorization is allowed per transaction, and the transaction must be settled within 24 hours of the transaction date.
- The merchant must obtain an authorized signature on the receipt.
- Restaurant transactions must be within 25% of the authorized amount; all other transactions must be within 10% of the authorized amount.
- Hotel and Car Rental transactions where the magnetic stripe was read and where the required T&E (Travel and Entertainment) data (check-in/check-out date, folio number, etc.) will qualify if settled within 24 hours of the transaction date, which is also the check out date.



ABC LEASING, INC.

"POS Leasing Solutions for the 21st Century"

**Quick Approvals
Happier Vendors**

One of the Best Rates in the Industry

"A" Leases as low as .0279

"B" Leases as low as .0285

Home for Small & Medium size ISO's

Toll Free: 1-877-222-9929

VENDORS!

EXPAND YOUR PROFITS!

WE DO SOFTWARE LEASES NOW!

Call us for our best rates and details



Jimmy couldn't handle
the weekly residuals from
PaySystems

can you ???

**Introducing an industry first - weekly agent residual payouts!
Become a PaySystems agent today and start getting paid weekly!
Plus earn a signing bonus of up to \$300 per account***

**PaySystems Agent Program
Offers You:**

- Weekly residual payments
- \$300 signing bonus per account*
- Guaranteed lowest buy rates & highest payouts
- 100% underwriting approval
(high risk and offshore merchants welcome)
- Same day account setup and activation
- Real-time residuals reporting
- Dedicated, professional agent support

PaySystems is a premier payment processor that offers complete and innovative payment solutions to merchants worldwide. With over 200 employees and offices in the US, Canada, Germany and the UK, we are committed to ensuring the ongoing success and profitability of our agents.

**Call Patrick Huynh, Director of Agent/ISO Program,
today to learn more:**

1.866.467.2688

**Payment Processing Solutions for POS,
Internet and MOTO Merchants:**

- Credit cards
- Debit cards
- Gift & loyalty cards
- Check conversion & guarantee
- Leasing & equipment sales

***Call now for more details!**





First American Payment Systems Acquires CMS

Fort Worth, Texas-based First American Payment Systems, L.P. acquired Plano, Texas-based Certified Merchant Services Ltd. (CMS) on October 27, 2003. The terms of the transaction were not disclosed.

First American, founded in 1990, acquired CMS through its partnership with Lindsay Goldberg & Bessemer L.P, a New York-based private equity firm with more than \$2 billion of committed capital. First American partnered with the firm in April 2003.

Both First American and CMS provide electronic transaction processing services to merchants. CMS services more than 30,000 small and mid-size merchants in the U.S. through a sales network of 175 agents.

"This acquisition is another building block in the business strategy and growth objectives of First American Payment Systems L.P.," Neil Randel, President and CEO of First American said in a statement.

In September 2003, First American hired mergers and acquisitions specialist Stephen D. Kane to assist in pursuing its growth strategy.

Kane was integrally involved in the final negotiations of the deal.

"The proximity of the two companies made it easy to relocate from one facility to another," Randel said. "We're even expanding the CMS facility in Addison, Texas."

First American estimated that the combined companies would process approximately \$4 billion in Visa/MasterCard transactions in

2003 and would provide services for more than 63,000 U.S. merchants.

"CMS' aggressive sales engine combined with First American's excellence in service will make a great company," said Mary Dees, President of Creditranz.com and current ETA President.

CMS settled a dispute with the FTC in late December 2002 over allegations of "unfair and deceptive business practices" and then took great steps to improve its business under the guidance of Dees; she acted as sole Receiver for CMS through the later part of the FTC investigation and was appointed General Manager of CMS at the time of the settlement.

Dees said she will serve as a consultant to the combined companies.



Hot Machine ----- Hot Price!

Refurbished Lipman Factory 2085s, just \$239



It's all about quality, it's all about price. . .

- All-in-One 2085 Terminal Printer
- Easy Key Pad Operation
- Large Bright-Lit Display
- Includes Manual & Manager Card
- Reliable Thermal Printer
- Black Factory Case
- Clear Paper Cover
- One Year Warranty

*Bancnet Can Blind Ship to Your Merchant Direct
Call for Details on our Fast-Trac® Deployment*

BANCNET

Pure POS Intelligence

New and Refurbished POS Equipment
Certified Repair Facility - Fast 2-Day Repairs
First-Class Customer Service - No Voice Mail
Web-based Order Entry, Brochures and User Guides

Fast Trac® Deployment - Blind Shipping
Terminal Downloads / Pin Pad Injection
Same Day Shipping by 6:00 PM CST
Extended Hours of Operation: 7-7 M-F

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

U.S. DOJ Files Suit to Block First Data/Concord EFS Merger



The U.S. Department of Justice Antitrust Division and seven states filed a lawsuit seeking to block First Data Corp.'s proposed \$7.8 billion acquisition of competitor Concord EFS, Inc. The DOJ said the merger would reduce competition among PIN debit networks and increase prices for debit card transactions.

First Data and Concord EFS operate the NYCE and STAR debit networks, respectively (NYCE is the third largest and STAR is the largest). By joining these two networks, analysts have speculated that the combined companies would then have about 70% control of the market.

First Data said the DOJ's complaint focuses on the proposed merger of the two networks, but is limited to the alleged market for PIN debit services at the point-of-sale.

"It seems that the DOJ has either misinterpreted or ignored both rapidly changing industry dynamics as well

as a common-sense interpretation of a marketplace that clearly encompasses both PIN and signature debit," Charlie Fote, First Data Chairman and CEO said in a statement.

"For instance, they seem to have ignored recent wins by competitors for some of the largest banks in the U.S."

"I find it ironic that the DOJ is acting against a transaction where the combined company would handle less than 45% of PIN debit transactions, when only two years ago, the DOJ approved Concord's acquisition of STAR, which resulted in Concord handling approximately 60% of exactly the same transactions," Fote said.

Days before the DOJ filed the lawsuit, Wells Fargo & Co. said it would not renew its contract with Concord EFS, which processes transactions for the bank's estimated 15 million debit card accounts through its STAR network. Wells Fargo selected Visa's PLUS network instead.

PAID ADVERTISEMENT

Own your Own Check Conversion Business!



IS YOUR BUSINESS PROTECTED?

ElectCheck is the most aggressively priced check services program on the market today. ElectCheck is providing businesses with the tools to protect themselves from fraudulent checks and high fees they may incur normally by accepting checks and other forms of payment. ElectCheck can help increase a business's profitability while reducing costs at the same time.

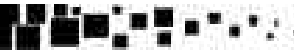
Check Conversion : ElectCheck provides easy back office conversion of paper checks to electronic debits for faster processing. Checks received at the point of sale can be readily converted on the spot to electronic transactions for instant processing.

Check Guarantee : Greatly increase the likelihood of payment of NSF checks with automated, immediate electronic representation that eliminates the costly delays of traditional re-processing, often as much as 10-14 days.

Check Verification : ElectCheck compares the check writers information to a nationwide fraudulent Check Database.

Ownership : Commissions On Statement Fee Income, Transaction Fee Income, Discount Fee Income . We stock all types of equipment check readers and imagers of all makes and models. Call and find out how you can qualify to have your own Private Lable Check Guarantee Program. **BE YOUR OWN BOSS! Call Today.**

For More Information call : 800.863.5995 or visit us at www.electcheckplus.com



Concord EFS' contract with Wells Fargo expires in 2004, the Wall Street Journal reported. And as many as nine of Concord's contracts with top banks are up for renewal at the end of 2004.

Wells Fargo will also use Visa's Interlink network for processing point-of-sale transactions and will still continue to issue Visa-branded credit and debit cards.

First Data announced its acquisition strategy in April 2003. It has long argued that the merger would enable it to better compete with Visa and MasterCard's signature-based debit card networks (First Data has only a quarter of signature-based debit market share). First Data also claims that it would provide consumers and merchants with greater choices in the PIN debit market.

The DOJ's complaint, filed on Oct. 23, stated that PIN debit networks are becoming a more important method of payment for consumers and retailers because "PIN debit is the least expensive, most efficient and most secure form of card payment." In 2002, consumers used PIN debit networks to pay for \$150 billion in goods and services, the DOJ stated.

"If allowed to proceed, this merger of two of the three

largest PIN debit networks will lead to higher prices to merchants, forcing them to pass on those price increases to many consumers throughout the United States in the form of higher prices for general merchandise," R. Hewitt Pate, Assistant Attorney General in charge of the Department's Antitrust Division said in a statement.

"In filing this lawsuit, the Department is seeking to preserve the benefits to American consumers of competition among PIN debit networks."

The DOJ and the seven states filed the civil antitrust lawsuit in the U.S. District Court in Washington, D.C. The participating states are Connecticut, Illinois, Louisiana, Massachusetts, New York, Ohio and Texas and the District of Columbia.

The news probably came as a surprise to First Data, which has remained confident that the deal would close before the end of 2003. In the third quarter, First Data trimmed 740 jobs in anticipation of an upcoming consolidation with Concord EFS.

Strangely, on October 9, 2003, the DOJ informed the Federal Deposit Insurance Corporation (FDIC), that the application from First Financial Bank, whose parent is First Data, to purchase certain assets and assume liability to pay certain deposits of Concord EFS National Bank would not have a "significantly adverse effect on competition."

In an interview with The Denver Post, Fote said that First Data is "a little confused on the whole issue." He also said that First Data has no plans to sell NYCE.

Analysts have long speculated that First Data will have to purge its NYCE network in order for the deal to be approved.

In October, Hispanic groups opposing the merger, such as the Latino Coalition and the Hispanic Business Roundtable, sent a letter to the DOJ stating that the deal "will adversely affect competition and result in higher prices and fewer services." The groups are concerned that the combined companies will give First Data's Western Union division even more control over the \$20 billion Latin America money transfer market.

Shareholders of First Data and Concord EFS approved the merger plans at separate meetings on October 28.

A hearing on the DOJ's motion for a preliminary injunction is scheduled to begin Dec. 15, 2003. U.S. District Court Judge Rosemary Collyer entered a scheduling order in the litigation. ■


Resource Finance Company
the working capital solution

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

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

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

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



Our ISO Pricing is customer tailored just for you.

We understand that every one of your selling situations is unique...that is why our pricing is customer tailored... just for you...on a one-to-one basis.

PartnerAmerica eliminates the risk, restrictions and minimums. We guarantee 100% lifetime residuals, customized payment solutions and complete support... for virtually any type of merchant.

It is what has made us successful for over 15 years.

Want customer tailoring that makes sense for you?
Call us today.

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



PARTNERAMERICA™

An ISO First

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

IT PAYS TO PARTNER WITH PARTNERAMERICA.



Join a Sales Driven Organization and Catch the Next Wave of Rewards!



With over 100 years of combined **industry experience** on our management team, it's easy to reach your goals.

Bill Higgins	President / CEO	18 yrs
Joseph Natoli	Executive VP/Director	14 yrs
Jim Oberman	Director	18 yrs
Eric Turille	COO	27 yrs
Allen Berryman	CFO	16 yrs
Russ Goebel	VP of Sales	10 yrs

Retriever pays \$2 Million in on time residuals **EVERY** month to our Sales Organizations.

Now is the time to become one of the Retriever Top Producers and join us for an all expense paid trip to Maui, Hawaii in early 2004.

Call today to become a part of the leading Sales Driven Organization in the industry.
800-376-3399

 **Retriever**
America's Payment Systems Authority
www.retrieveronline.com

Lease program funded by Lease Finance Group, a division of CIT.

COMPANY PROFILE ◀◀◀



Retail Decisions, Inc.

MLS contact:
Jeff Foster, Executive Vice President,
North America Sales
Phone: 401-228-2383

Company address:
Retail Decisions, Inc. (ReD USA)
100 Village Court
Hazlet, NJ 07730
Phone: 732-888-0088
Fax: 732-888-4396
Web site: www.red-usa.com

- Benefits:**
- Maximizes good card-not-present sales and customer buying experience
 - Minimizes losses, chargebacks, related surcharges and fines
 - Minimizes customer dissatisfaction and insult rate
 - Avoid the possibility of merchants losing their right to accept payment cards

Managing Risk and Maximizing Value in e-Commerce

More and more consumers around the world purchase goods over the Internet every year, and as e-commerce sales increase so does the rate of fraud. Merchants who accept card-not-present payments are especially at risk to fraudulent activity; they need a solution to manage this risk—one that minimizes the number of fraudulent transactions and maximizes the valid ones.

"We use the term 'risk management' more than 'fraud prevention,'" said Xavier Kris, CEO of Retail Decisions, Inc. "Because there's really only one way to completely cut out fraud and that is to not process *any* transactions at all."

Obviously, this is an unacceptable solution for merchants, so where can they turn to for help in their fight against credit card schemes?

Hazlet, N.J.-based Retail Decisions (ReD USA), Inc., a subsidiary of Retail Decisions plc in the United Kingdom, provides automated, risk management services and offers ebitGuard, a fully customized, fully managed fraud-screening service designed to control fraudulent and disputed transactions for merchants who operate in card-not-present environments such as the Internet, cashless vending and telephone ordering.

"We've found that many merchants

have tried to do this themselves internally," Kris said. "They put together a rule set that is somewhat draconian in its approach, and they end up rejecting far too many transactions that would otherwise be good."

Retail Decisions, Inc. (formerly Transaction Billing Resources), was founded in January 2000 as a demerger from the Card Clear Group. Card Clear had acquired U.S.-based Transaction Billing Resources (TBR) in 1997.

TBR provided risk management services for telecommunications companies, such as AT&T, that allowed consumers and businesses to make long distance calls using a credit card. AT&T is still one of ReD's customers today.

"Those credit card-initiated long distance calls were really the first card-not-present transactions," Kris said.

With its ebitGuard service, ReD uses several different "non-intrusive" methodologies to detect fraud, and this allows them to place recommendations on individual transactions on a real-time basis—typically in less than half a second.

ReD's solution references screening databases that contain more than 75 million known fraudulent, compromised or excessively 'chargebacked' credit card numbers. ebitGuard also has a component that predicts the



probability of a certain transaction being fraudulent. A team of experienced risk analysts monitors and manages the service 24/7 and provides support on an ongoing basis regardless of the client's physical location.

ReD applies its various fraud prevention technologies and payment processing services through the entire payment cycle: from payment gateway, authorization and risk management, to settlement and chargeback processing.

ebitGuard is implemented as an application service provider (ASP) model, so the solution is fully managed by ReD. Kris said many clients are up and running within 24 hours; no training is necessary because it's a fully managed, outsourced service.

Each ebitGuard deployment is fully customized, so ReD will tailor mer-

chants' solutions according to the vertical market in which they operate; what types of products and services they sell; what types of sub clients they have; and if they are an ISO or a merchant aggregator.

Merchant aggregators, or "master merchants," are e-commerce merchants through which other e-commerce merchants process their transactions. In some instances, master merchants may hold the merchant agreements with processors and banks. One example is GSI Commerce (a customer of ReD). Some of GSI's "sub merchants" include The Palm Store, Kmart.com and The Sports Authority.

"When a merchant or ISO approaches us and says they need to reduce their fraud problem, we analyze that merchant's data, and we create specific rules and specific processes to enable that merchant to reduce their

specific fraud problem below their targeted level," Kris said.

ebitGuard also helps minimize "customer insult" rates and reduce the amount of manual review of suspicious transactions taking place.

Many card-not-present merchants train their staffs to watch for certain types of transactions (for instance, those with large dollar amounts) and to call customers to make sure they are the ones who really ordered the items. In some instances, orders don't get reviewed for days.

Kris said this process often disturbs the consumer because it negates the whole purpose of purchasing on the Web, which typically serves as a means to instant gratification. Customers purchase something and think their order is on its way, but in reality the order has yet to be reviewed by the merchant, Kris said.



IT'S YOUR CALL!

- You determine the pricing and profitability
- Earn residuals on all revenue streams
- Bonus money on all new merchant activations
- 24 hour funding for your merchants
- Powered by First Data

MAKE THE CALL TODAY!

(888) 505-2273

Joe Creegan, Ext. 207



CHARGE CARD SYSTEMS
POWERED BY FIRST DATA

www.chargecardsystems.com

"We view fraud as a collaborative issue, and it's in everyone's best interest to reduce it."

Xavier Kris, CEO of Retail Decisions, Inc.

ReD has a long and impressive list of online retail customers, including Register.com, Foot Locker, RealNetworks, Virgin Mobile, Tesco and Wal-Mart. The majority of ReD's customers in the U.S. are card-not-present retailers.

Some of its banking and finance customers include GE Capital, Standard Bank, HSBC, NatWest, Barclays, Lloyds TSB and the Royal Bank of Canada. All major banks in the UK and South Africa use ReD's solutions.

"We view fraud as a collaborative issue, and it's in everyone's best interest to reduce it," Kris said. "That's why we have so many retail, telephony and banking customers on a global basis because they work in tandem, and more often than not, they work in tandem through us as their trusted third party in order to reduce fraud."

ReD is truly a global organization. The company's headquarters are in London, and it has a major presence in North America. It also has operations in South Africa and

Australia and partners in Japan and South America.

ReD employs approximately 220 people worldwide, including 65 in the U.S. In 2002, the company reported revenue of £28.4 million (USD \$48 million), an increase of 28% over the previous year.

Over the past two years, ReD has been busy carrying out an aggressive acquisition strategy.

In 2001, the company acquired NestorCommerce, developers of the PRISM suite of advanced risk management solutions for payment card issuers and acquirers.

In 2002, ReD acquired Austin, Texas-based Paysolv consulting group and re-launched it as ReD Consulting. ReD Consulting is an IT management consulting firm dedicated exclusively to serving payment providers around the world. The group has relationships with 350 clients in 40 countries.

THE PCCHARGE ALLIANCE!

VERSATILE! POWERFUL! SECURE!

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

GO software
an **ROI** company

Made in the USA!

Express Pro Debit



ReD also acquired Paymentplus LLC and its LiveProcessor technology in 2002. LiveProcessor combines online, call center, retail and automated telephone transactions into a single service.

Since acquiring Paymentplus, ReD has gained as customers Buy.com, Netflix and several other high-transaction volume online merchants.

The company has several strategic partners with many large-scale organizations in the global payments market. For example, Paymenttech offers ReD's ebitGuard service to its merchant customers. Montreal-based PaySystems Corp. also recently selected ebitGuard to help protect its online merchants.

"With our substantial base of domestic and international merchants, PaySystems needed a risk management partner with experience and

expertise in preventing fraud on a global level," Kevin Lavigne, Director of Risk Management for PaySystems said in a statement.

"Retail Decisions' ebitGuard service offers us a proven, effective fraud prevention service for online payments—wherever the transaction originates from."

ReD also has an alliance with Chase Merchant Services. Like Paymenttech, Chase markets ReD's ebitGuard to its merchant customers who accept card-not-present payments and who have problems with fraudulent purchases and the resulting chargebacks. Chase refers its merchants to ReD for electronic payment processing using ReD's LiveProcessor technology.

In its partnership with Chase, ReD recently added Dynamic Currency Conversion (DCC) to the ebitGuard

solution. DCC allows e-commerce merchants to guarantee prices in local currencies, which eliminates most risks associated with currency conversion. It also eliminates card issuer and association conversion fees. ReD and Chase will market the new service to Chase Merchant Services' 84,000 merchants.

In 2002, ReD said it checked more than 1.5 billion card transactions and prevented more than 1 million card fraud attempts in the UK alone.

"It's a matter of creating balance and trade-offs between maximizing the number of good transactions and minimizing the number of bad transactions," Kris said. "And that's what the ebitGuard service delivers for each of our clients." ■



ELECTRONIC EXCHANGE SYSTEMS

"Success Through Teamwork"

The EXS Advantage:

The new and improved EXS offers ISO partner programs, innovative pricing, a complete value-added product line, monthly phone training, quarterly seminars, and most of all - credibility

- Founded in 1991
- MSP Buy Rate Program
- ISO / Partnership Program
- Complete Suite of Value-Added Products
- Online Reporting Tools
- Ongoing Training & Seminars
- 100% Vested Lifetime Residuals
- Dedicated Sales Support
- Same Day Approvals
- Faxed Applications

Maximize your earning potential by partnering with EXS, a proven leader

CALL: (888) 949-2021 East Coast
CALL: (800) 949-2021 West Coast
www.exsprocessing.com

Implement Check Conversion with confidence using MagTek's MICRImage

The latest solution from the industry leader designed to help your organization build incremental profits.

In business for over 30 years, MagTek understands the importance of providing the highest level of accuracy in reading the MICR line leading to successful check conversion transactions. To date, we have installed over 1,000,000 MagTek MICR check readers in the USA!

We have now taken our MICR technology to the next level and have incorporated state-of-the-art CHECK IMAGING capabilities. We are proud to offer the MICRImage solution.



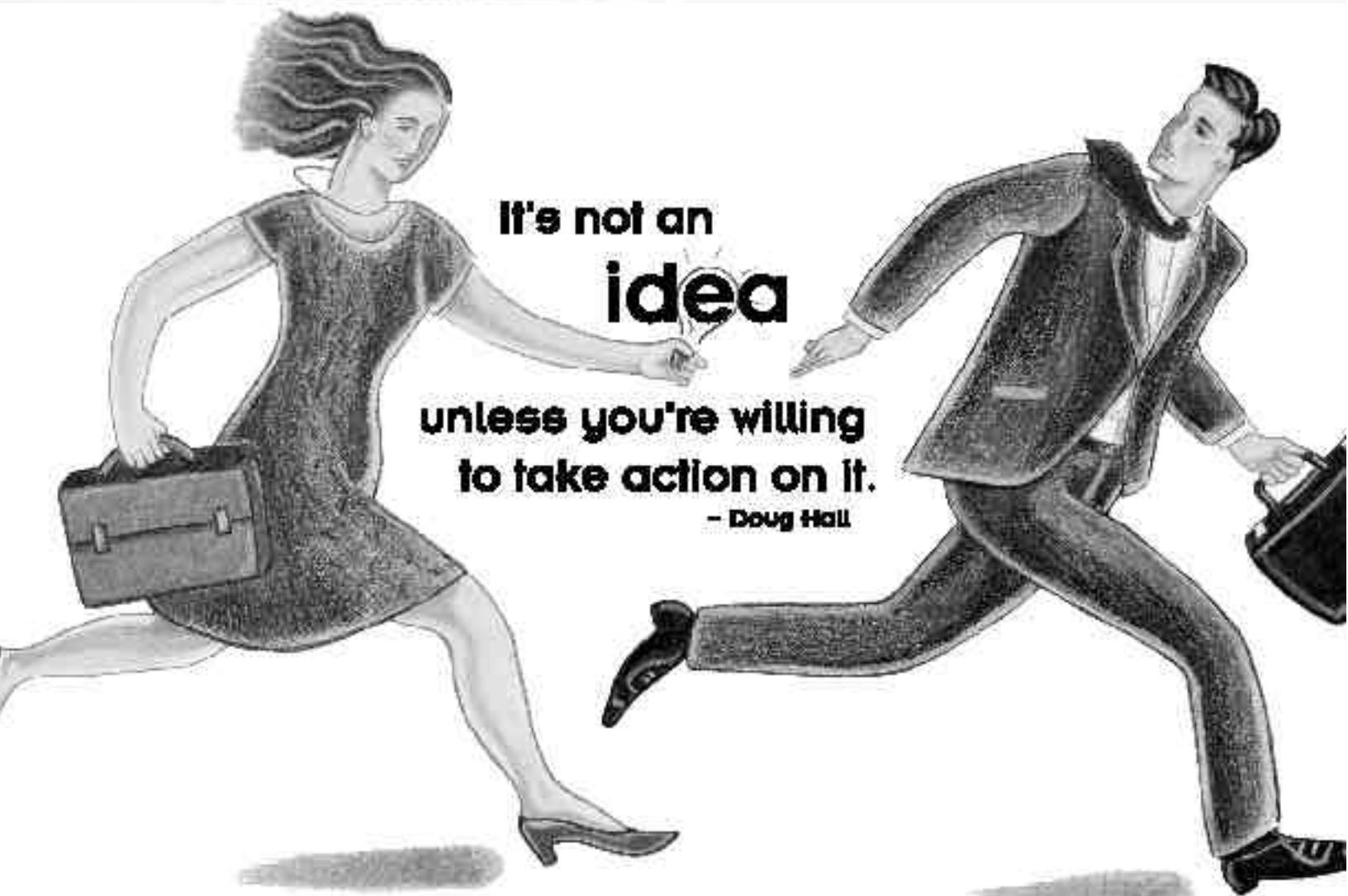
- MICRImage is capable of interfacing with the most popular POS terminals in the market.
- MICRImage's combination of design, function and price provide the best solution for PDP, ARC, and RCK applications.
- The high image quality is ideal for reviewing check information when processing NSF checks and administrative returns.
- The check image files are created with a standard file format that can be used with most image archival systems.
- Optional 3 Track Magnetic Strip reader can be used to read any ISO encoded magnetic stripe card including driver's licenses to further reduce the risk for check conversion at the POS.

Rely on the strength and reliability of MagTek products, skillfully built in Carson, California.

800-421-8602



National Association Of Payment Professionals



It's not an
idea

unless you're willing
to take action on it.

- Doug Hall

BECOME A MEMBER TODAY!

VISIT WWW.NAOPP.COM

**NOW AND JOIN FOR THE
LOW, INTRODUCTORY RATE
OF ONLY \$25.00*.**

*Our objective is to be the go-to
resource for the Payment
Professionals on the street.*

*Through NAOPP training
and education, the MLS can
increase their knowledge, improve
their sales skills and elevate their
level of professionalism.*

** Vendor and Sponsor memberships also available at a different rate*

Regional Clearing Houses to Consolidate

The two largest check clearing houses in the U.S. have signed an agreement to join their regional systems. The proposal clears the way for the formation of one national check clearing and settlement organization.

The Clearing House and Western Payments Alliance intend to merge their respective East and West Coast-based functions in anticipation of the passage of Check 21 legislation. The proposal reflects recent changes in banking, such as the shift in infrastructure from regional to national, and from paper to electronic processing.

By some estimates, paper check volume is declining 3% to 5% annually, and proponents behind the merger say no financial institution can afford to be complacent. Proactive management of the migration from paper to electronic payments is crucial.

"This is really a big deal," said Patti Murphy, President of the Takoma Group and Contributing Editor of The Green Sheet. "These are the two largest—and New York is also the oldest—clearing houses in the country. It's also worth noting that The Clearing House is in the process of 'merg-

ing' with the Chicago Clearing House, another oldie in a major banking town.

"NY, or The Clearing House, is the organization behind SVPCo, which operates the biggest exchange network for electronic check presentment (ECP). ECP gets a big push from Check 21 and eliminates the need for time-critical shuttling of checks across town and across the country.

"The clearing houses were originally established to simplify check exchanges in a transportation-dependent check exchange system. That need subsides with Check 21 and ECP, but there remains the need for a clearing house-type structure to govern the exchanges—whether by trucks or planes or by way of the ether—and to facilitate settlement. This is a very logical, forward-looking step, the wave of the future," Murphy said.

The Clearing House, through the National Check Exchange, processes 4 million transactions per day totaling \$7.8 billion for its 35 participating members in the Northeast. WesPay clears more than 7 million transactions totaling \$7 billion daily for its 21 participants, located primarily in the western U.S. ■

Get it Right!

The right terminals at the right place

Certified by all major processors

- **Protect the POS**
Meets latest security requirements
- **Integrated PINpad**
- **Generate additional revenue**
Room for check, gift, loyalty and age verification



Omni 3750



Omni 3740



P.O.S. DEPOT
877-999-7374

Banking on Smart Cards – You Decide!

VeriFone's Omni 3750 – Integrated Smart Card or Omni 3740 – Smart Card Ready



THE OMNI 3200SE & PINPAD 1000SE

**IT'S THE PERFECT HOLIDAY PACKAGE FOR YOU AND YOUR CUSTOMERS
AT AN UNBEATABLE PRICE.**

Upgrade to the **Omni 3200SE** and **PINpad 1000SE*** before the holiday rush. Smaller, better and faster, it's VeriFone's most popular terminal, and it's now available through Vital Merchant Services at an unbeatable price while supplies last. Face the holidays head-on with the terminal of choice.



► THE VERIFONE SOLUTION FEATURES:

- Supports Triple DES & PED security requirements
- Faster transaction processing
- Clam shell printer features "drop-in" paper loading
- 1 MB memory allowing for additional value-added applications
- Full backward compatibility with Omni 3200 and SoftPay software
- PINpad's large, hard-rubber keys improve usability

**CALL VITAL MERCHANT SERVICES TODAY AT 800.348.1700
AND RESERVE YOUR ORDER AT THIS INCREDIBLY LOW PRICE! ****

*Omni 3200SE and PINpad 1000SE must be purchased together to receive discount.

**Existing clients, please call your VMS Account Managers to place your specific orders and take advantage of this tremendous offer!
Product stands not included.





NEW PRODUCTS ◀ ◀ ◀

McHenry Savings Bank in Richmond, IL just added an MBS5000 to its network. "A brand new MBS5000 provided us with a sun-viewable color monitor, the ability to change marketing ads via dial-up and resolved 3DES compliance issues, all for significantly less than what it would have cost to replace our aged ATMs through our original manufacturer," Bryan Rush, Vice President of Checking Computer Operations at McHenry Savings Bank said in a statement.

Tranax Technologies, Inc.

44320 Nobel Drive
 Fremont, CA 94538
 888-340-2484
 www.tranax.com

New Tranax Triple DES-Compliant ATMs

Product: MBS5000 Series of ATMs

Company: Tranax Technologies, Inc.

Do you know of any credit unions or community banks operating ATMs that are not compliant with the new Triple DES (3DES) encryption standard? If so, these machines will soon need to be replaced, and Tranax Technologies has just released its series of banking ATMs, the MBS5000 series, designed especially with financial institutions in mind.

The first of the MBS5000 models, the MBS5000DS (drive-up, side access), was designed to be a 3DES-compliant replacement option for the NCR 5088 ATM. Tranax's ATM can be installed in any NCR 5088 kiosk or other drive-up location with little or no modification.

These ATMs include security features such as an encrypting PIN pad (EPP), UL291 level-one ATM certification and an approximate weight of 1,000 lbs.

The MBS5000 ATMs also have sun-viewable monitors and stainless steel keypads. The body of the ATMs can fit on a 36" island and can be retrofitted into a Slimline kiosk with minimal modification, the company said. The ATMs connect through either a modem or Ethernet card.



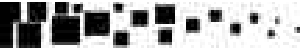
*Providing
Total
Check
Solutions*

Ron Williams, Chris Brundage, and the team at GETI would like to thank our ISO's and Business Partners for making us #1!

We value these relationships and will continue to provide the best electronic check services in the industry.

Subscribe to the GETI newsletter for the latest updates!

For additional details contact Global eTelecom at 1-877-454-3835 ext 202 or sales@globaltelecom.com



POS Terminal Makes Merchant Move to EMV Like Magic

Product: PRESTO 210p

Company: *Intellect International, N.V.*

There's a sleek new point-of-sale device in town—it's coming all the way from down under—and your merchants might think it well worth the trip. Melbourne, Australia-based Intellect designed the product called the PRESTO 210p attended transaction device.

Intellect developed the PRESTO 210p to help merchants transition affordably from a magnetic card reader to an EMV, or smart card, infrastructure when needed. The product comes with a magnetic card reader that reads track 1 + 2 or track 2 + 3 and an EMV certified-smart card reader. It has a 32-bit processor, and its memory holds 256KB of RAM (or up to 4MB battery-backed memory) and 1 to 4 MB of Flash memory. It also has a thermal receipt printer that prints 384 dots per line.

The device displays 2 characters x 20 characters with an optional 64 x 128 pixel graphic with backlit LCD screen. Intellect also offers various opportunities for merchant

branding. Merchants can have the PRESTO's keypad branded; custom logos and a graphic screen option allow merchants to place a logo or image where customers will see it the most. The PRESTO 210p is EMV 2000 and VISA PED2004 certified.

Intellect designs and develops electronic payment and smart card solutions. Its products range from secure payment, smart card and mobile payment terminals to personal payment and financial systems solutions.

The PRESTO 210p is available for ordering. General Credit Forms, Inc. and payment processor GMS Worldwide, LLC (a member service provider of JPMorgan Chase) are both offering the product in the U.S. It's also being sold in Australia, the UK, Belgium and Mexico.

Intellect International, N.V.

USA office
1462 Grand Prairie Drive
New Lenox, IL 60451
815-463-1302
www.intellect.be

Are you missing out on easy profit?

posbuy COM

Here's how the program works:

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

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

DEAL OF THE MONTH!

VeriFone
Tranz 460
Refurbished: \$165



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

Prices based upon availability

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



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

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

They've even made getting started easy.

Just call **1-800-797-5302 ext. 313.**

Or email **ezsales@ezchk.com.**



It's Time...

Act Now!

For Health Insurance

Our Competitors Are Nervous –
And It's Making You Money!

You Have Something To Offer Merchants That The
Competition Is Only Dreaming About!

Health Insurance For You and Your Merchants!

- **IT'S TIME** for Sterling Advantage, a program that offers group insurance rates for your family, employees – and now your Merchants! Through Sterling Advantage, coverage can be obtained for:

- Health Insurance
- Life Insurance
- Fixed Rate Vision Plan
- Disability Insurance
- Discount Pharmacy Plan
- Fixed Rate Dental Plan

Sterling Advantage is a powerful sales tool that will open doors and land accounts. Sales partners already with Sterling are raving about the results.

We want to be your payment processing partner and offer many benefits in addition to Sterling Advantage.

Call Today To Learn More:

- **OUR PEOPLE** make the difference! Every employee of Sterling is hired for their leadership skills and servant's heart. We have one of the most experienced teams in payment technology. We truly care and want to earn your respect.
- **OUR TECHNOLOGY** makes selling a snap! And makes merchant retention a breeze!
- **OUR PHILOSOPHY** that YOU are the customer. After all, you dictate where a merchant account is placed. And part of taking care of you means we must take excellent care of your merchants.

Please call today to learn more, toll free **877-887-7784**

Joyce Leiser Ext. 132
Rusty Martz Ext. 131
Ellen Hudec Ext. 103



Where Old-Fashioned Customer Service Meets Leading-Edge Payment Technology

VALUE technology SERVICE

www.SterlingPayment.com

WATER COOLER WISDOM

***"Lack of money is no obstacle.
Lack of an idea is an obstacle."***

— Ken Hakuta

INSPIRATION ◀ ◀ ◀

Financial Statements: A Critical Part of Your Business Plan

Fifth article in a series on developing an overall business plan

One of the final—and most important—steps in preparing your business plan is the development of your financial statements. This step is crucial if you want your plan to attract investors; they will study this part of the plan carefully to see if your business is viable.

Looking at your business from a numbers standpoint can help you identify weak areas in your overall business plan, too.

A financial plan contains three specific sections: an income statement, a cash flow analysis and a balance sheet. It also includes a brief analysis of each of these sections. Finally, your financial plan should include a definition of any assumptions upon which it is based, including projected revenue, increased costs, etc.

The income statement can also be described as the budget. The first section should include your income projections. Remember to include all sources, such as revenue from sales, interest, etc.

List your anticipated expenses after the income projections. Expenses include costs of goods, payroll, taxes, etc., and should be grouped into separate categories, such as cost of goods, administration and taxes.

Preparing your projections and expenses will enable you to conclude the income statement with your bottom line. At this point you can discuss profit or loss.

The income statement should project out over a period of three to five years. If you are in an established business, be sure to include historical data for up to the last three years.

The second section is the cash flow statement. Here, the categories should be the same as in the income statement,

but you will also include time frames for each item, projecting when you will receive revenue and when you will need to pay expenses. This statement will assist you in planning for your expenses.

The last statement to prepare is the balance sheet, which lists all of the business assets and liabilities and presents a picture of the business at a given moment.

Seeking the advice of a CPA may be necessary to help you in preparing these statements. However, by conducting some research and showing a little diligence, you may be able to prepare them on your own. There are many resources available on the Internet and at your local library to educate you on this process.

Next issue: Putting it all together

Safety Nets and Lightning in a Bottle

Fifth article in a series on creating an effective ad campaign

A copy of the publication in which your well-crafted ad is running lands in your in-box. With great anticipation, you scan the ad index, locate your masterpiece and flip to the right spot. As you rapidly turn the pages, will your feelings about your ad turn to elation or dread?

You and your design team have spent considerable energy and money coming up with an attention-grabbing, sharp looking ad that communicates your focused message. You've done everything correctly: following the publication's production specifications and giving them everything they need to get your ad just right.

But there it is in print, right down the middle of the smiling guy's face: a black smudge. Or maybe he's slightly out of focus or not centered on the page where you intended him to be.

Unfortunately, there are circumstances beyond the publication's control that can affect your ad's appearance. Fortunately, this doesn't happen very often, and there are



Bluetooth Americas 2003

Fifth Annual Conference

Highlights: This conference is dedicated to stimulating Bluetooth adoption in the American market and will enable attendees to learn, network and secure new business. Participation by the industry's key players and top-level speakers including Apple, Bluetooth SIG, Palm, Texas Instruments, IXI Mobile and more. The program will offer a detailed level of technical content but will also focus on aspects of commercial deployment. Gain insider information on complete technical specs and applications and learn how to maximize business opportunities. By looking at extensive case studies, participants will be able to implement those lessons in real-world applications. The event also includes a separate expo area where dozens of vendors will be on hand to demonstrate and talk about the latest solutions for deploying Bluetooth products and applications.

When: December 9 – 11, 2003

Where: San Jose Convention Center, San Jose, Calif.

Registration Information: Visit www.ibctelecoms.com/bluetoothamericas. Attend the Expo free of charge.

National Retail Federation

93rd Annual Convention and Expo

Highlights: The theme for this year's annual convention is "Everything Retail" and the NRF will bring together people from across the entire industry. Nine tracks will focus on various topics within the retail world: Financial, technology and retail strategies; visuals, merchandising and store design; and marketing, human resources and supply chain tracks will cover areas relevant to MLSS. Gift cards, leveraging RFID and ePC technologies, online retailing and wireless solutions are among program topics to be discussed. Three "Super Sessions" will include panel discussions by industry experts on 2003 benchmarks and best practices and innovations and predictions for 2004; assessing and managing the supplier/retailer relationship; and the keynote address by Wal-Mart President and CEO, H. Lee Scott. The scope of this year's expo has been expanded and will include over 400 vendors and suppliers showing their wares; exhibition information is available by calling 202-626-8111.

When: January 11 – 14, 2004

Where: Jacob K. Javits Center, New York City

Registration Information: Fees vary by NRF membership status, events attended and registration date. Register by Nov. 21, 2003 to receive discounted rate. Visit www.nrf.com/annual04 or call 202-626-8148.

ways to resolve these problems.

Even if everything looked fine through the production process on your end and at the publication, issues at the print shop can ruin the best-planned design. For instance, oversights in the ad's design might not be apparent until it appears in print.

An ad's poor positioning on the page might result from errors made using the design software—for example, an image you intended to bleed off the page instead gets cut off. Fuzzy images might be caused by incorrect resolution or mistakes with color profiles that no one along the way could detect until it's too late.

Things can happen at the print shop, too. Printers on deadline will run with what they're given; when printing a four-color publication, for example, they might make a color decision on the spot that results in a washed-out image.


Printing press maintenance is also very important. Lines, smudges, blobs and bleed-throughs are the results of dirt on the press, scratched rollers or plates or too much ink on the press.

If your ad doesn't look like you expected it to in print, remember that cooler heads prevail. Call the publication to see if they can give you an explanation. Call your art department or agency to make sure they followed the specifications exactly.

These steps are critical in determining how to resolve the matter. Remember, you signed an advertising contract, which should clarify matters for both parties in instances like these.

Hopefully, you're hearing rave reviews on the ad. Kudos to you and your designers! Ask people what elements stand out for them. Humor, glamour and technology touch people in different ways, and if you've managed to capture lightning in a bottle, take advantage of it while you can.

Consistency is very important in maintaining brand image and recognition; a good overall campaign will "speak" to readers. Change your design often, but maintain your image. Track the number of calls you receive and the interest that's generated when different ads run—lightning can strike more than once.

Good Selling!

 Paul H. Green

Do you want to sell something other than...



5 Services In One Terminal:

- VISA/MasterCard
- Check Conversion
- Debit Card
- Gift Card
- Signature Capture



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

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

- 1.53% Buy Rate
- 20 cent trans fee
- Mid and non-qualified revenue
- Check Conversion/Guarantee at 1%
- Faxed Applications/Same day deployment
- Inexpensive gift card pricing
- Net lease funding, no out-of-pocket
- One Terminal-5 services, Fully Loaded Residuals
- VISA/MASTERCARD Credit Card processing
- Non-Bank card processing (Amex, Discover, Diners, etc)
- Debit Card processing
- Electronic Check Conversion/Guarantee
- Gift and Loyalty programs, 50 card minimum
- Electronic Signature Capture included at no extra fee

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

Please contact: BOB COCHRAN 866.231.2030 ext 2334 / DAN LEWIS 866.231.2030 ext 2347 / TONY ASHE 866.231.2030 ext 2345

ABANCO^{LLC}

INTERNATIONAL *Tomorrow's Payment Solutions Today*

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

EFS National Bank Memphis, TN. Fleet National Bank Providence, RI

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



RESOURCE GUIDE

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

ATM/SCRIP ISOs LOOKING FOR AGENTS

Access ATM

(866) 874-0384

Access to Money

(888) 501-5246

ATM Merchant Systems

(888) 878-8166

Data Capture Systems, Inc.

(800) 888-1431

NationalLink

(800) 363-9835

BANKS LOOKING FOR AGENTS

Redwood Merchant Services

(800) 528-6661

BANKS LOOKING FOR ISOs/MSPs

Best Payment Solutions

(866) 289-2265

CentralBancard

(866) 797-2317

Chase Merchant Services, LLC

(800) 622-2626 x86016

Comerica Merchant Services

(800) 790-2670

First American Pymt Sys

(866) G04 FAPS

Group ISO

(800) 960-0135

Humboldt Merchant Services, L.P.

(877) 635-3570

Integrity Payment Systems

(888) 447-4500

National Processing Co.

(800) 672-1964 x 7684

Redwood Merchant Services

(800) 528-6661

Retriever Payment Systems

(800) 376-3399

CHECK DRAFTING SERVICES

CFI Group

(888) FON-CHEX

Checks by Phone/By Web

(561) 998-9020

CHECK GUARANTEE/ VERIFICATION

Abanco Intl., LLC

(866) 231-2030 x2347

CrossCheck, Inc.

(800) 654-2365

EZCheck

(800) 797-5302 x303

Global eTelecom, Inc. (GETI)

(877) 454-3835

Global Payments

(800) 638-4600 x888

Nationwide Check Services

(800) 910-2265

Red Check Investments

(877) 238-0415

Secur-Chex

(866) 464-3272

COMPLIANCE/ PIN ENCRYPTION

INFORMATION EXCHANGE, INC.

(888) GO-INFOX

CONSULTING AND ADVISORY SERVICES

Adam Atlas Attorney at Law

(514) 842-0886

First Annapolis Consulting

(410) 855-8500

Integrity Bankcard Consultants, Inc.

(800) 816-4224

Service Dimensions, Inc.

(800) 578-3800

Strategic Mgt. Partners, LLC

(800) 886-4465

CREDIT CARD CASH ADVANCE

POS Payment Systems

(718) 548-4630

DEBIT TRANSACTION PROCESSING

Cashlane

(800) 325-2862

Global Payments, Inc.

(800) 801-9552

EFT-ACH SETTLEMENT SERVICES

Intercept Corporation

(800) 378-3328

Universal Payment Solutions

(877) 889-7500

EQUIPMENT

Abanco Intl., LLC

(866) 231-2030 x2347

BANCNET

(713) 629-0906

Bartlett Info Tech Svcs, LLC

(901) 384-6151

CardWare International

(740) 522-2150

General Credit Forms, Inc.

(800) 325-1158

Global Payments

(800) 801-9552

Ingenico

(800) 252-1140

Lipman USA, Inc.

(516) 484-9898

MIST

(866) 955-6478

MLT & Assoc., Inc. Plastic Refurb

(775) 358-2922

Nationwide Check Services

(800) 910-2265

POSPortal, Inc.

(866) 276-7289

TASQ Technology

(800) 827-8297

Teertronics, Inc.

(800) 856-2030

Vital Merchant Services

(800) 348-1700

FREE ELECTRONIC CHECK RECOVERY

CheckAGAIN

(800) 666-5222

Check Recovery Systems

(800) 721-0930

Chexcollect.com

(866) 691-0666

Gulf Management Sys., Inc.

(800) 947-3156

GIFT/LOYALTY CARD PROGRAMS

POS Payment Systems

(718) 548-4630

TENDERCARD

(800) 383-8280 x202

ISO RELATIONSHIPS AVAILABLE

Abanco Intl., LLC

(866) 231-2030 x2347

AmericaOne Payment Sys

(888) 502-6374

BioPay Biometric Payment Systems

(866) 324-6729

Business Payment Systems

(877) 700-7947 x242

CentralBancard

(866) 797-2317

CoCard Marketing Group

(800) 882-1352

Cynergy Data

(800) 933-0064 x5710

EVO Payment Systems

(800) CARDSWIPE x7800

First American Payment Systems

(866) G04 FAPS

First Data Merchant Services

(866) FDMS-ISO

FMBS

(800) 966-5641

Global Payments, Inc.

(800) 801-9552

INTRODUCING 1-800-BANKCARD POWERED BY MSI.

Instant Approvals

No Original Application or Pictures Needed

Online & Faxed Applications

Same Day Merchant Approvals

1-800 BankCard

powered by MSI

Faxed Leases No Originals Needed

Multiple Guaranteed Leasing Programs Available

Direct 24 Hour Lease Funding via ACH

Call 1-800-BankCard
(1-800-226-5227) today and ask
for George Mayo at ext. 923 or
Rich Lopez at ext. 912

Plus these other great features

- 1.53% retail & profit share program
- Real-time online status reporting
- No liability or risk
- Check truncation on all terminal types
- FREE in-house equipment deployment
- FREE equipment shipping

NO OTHER ISO PROGRAM GIVES YOU MORE.

MSI

Merchant Services Inc.

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

1-800-BankCard offers



products and services. Direct leasing services provided by Lease Finance Group
Provident Bank of Cincinnati, Ohio

**Group ISO**

(800) 960-0135

Lynk Systems, Inc.

(866) MSP-LYNK

MSI-MerchantServices, Inc.

(800) 351-2591 x9-23

Nationwide Check Services

(800) 910-2265

Partner-America.com

(800) 366-1388

Total Merchant Services

(888) 84-TOTAL x 315

United Bank Card (UBC)

(800) 201-0461

**ISOS/BANKS
PURCHASING ATM
PORTFOLIOS****FTI**

(866) 450-9815 x22

**ISOs/BANKS PURCHASING
MERCHANT PORTFOLIOS****AmericaOne Payment Sys**

(888) 502-6374

CentralBancard

(866) 797-2317

Chase Merchant Services, LLC

(800) 622-2626 x86016

Concord EFS, Inc.

(800) 778-4804

EVO Payment Systems

(800) CARDSWIPE x7855

Global Payments Inc.

(416) 847-4477

PaySystems Corporation

(514) 227-6894 x407

Southwest Financial Services, Inc.

(800) 841-0090

Total Merchant Services

(888) 84-TOTAL x 315

**ISOs LOOKING
FOR AGENTS****Abanco Intl., LLC**

(866) 231-2030 x2347

Aliant Financial Services

(877) 377-0788

AmericaOne Payment Sys

(888) 502-6374

Approval Payment Solutions, Inc.

(888) 311-7248

ATS/CoCard

(877) 334-0272

Bancard Payment Systems

(866) 783-7200

Best Payment Solutions

(866) 289-2265

Business Payment Systems

(877) 700-7947 x242

CentralBancard

(866) 797-2317

Certified Merchant Services

(800) 732-7099

Comerica Merchant Services

(800) 790-2670

Concord EFS, Inc.

(800) 778-4804

Cynergy Data

(800) 933-0064 x 5710

E-Commerce Exchange

(800) 748-6318

EVO Payment Systems

(800) CARDSWIPE x7800

EXS Electronic Exchange Sys.

(800) 949-2021

First American Payment Systems

(866) GO4 FAPS

First Card Merchant Services

(800) 404-9118

FMBS

(800) 966-5641

Innovative Merchant**Solutions**

(800) 397-0707

IRN PAYMENT SYSTEMS

(800) 366-1388

Merchant Processing Inc.

(800) 605-5581 x7791

MSI-MerchantServices, Inc.

(800) 537-8741 x9-12

National Processing Co.

(800) 672-1964 x7655

Nationwide Check Services

(800) 910-2265

Netcom Data Southern Corp.

(800) 875-6680

Orion Payment Systems

(877) 941-6500

Preferred Card Services, Inc.

(800) 656-0077 x16

Signature Card Services

(888) 334-2284

Total Merchant Services

(888) 84-TOTAL x 315

Transaction Payment Systems

(800) 999-8674 x309

United Merchant Services

(800) 260-3388 x236

Worldwide Merchant Services

(800) 847-2662

Xenex Merchant Services

(888) 918-4409

LEADS GENERATORS**Hot Leads Xpress**

(866) 244-2593

LEASING**Abanco Intl., LLC**

(866) 231-2030 x2347

ABCLeasing

(877) 222-9929

Allied Leasing Corp.

(877) 71-LEASE

American P.O.S. Leasing Corp.

(800) 349-6516

BARCLAY SQUARE LEASING, INC

(866) 396-2754

First Leasing Corporation

(888) 748-7100

First Manhattan

(800) 220-5125

GlobalTech Leasing, Inc.

(800) 414-7654 x 3002

Golden Eagle Leasing, Inc.

(800) WE LEASE

Integrated Leasing Corp.

(800) 398-9701

LADCO Leasing

(800) 678-8666

Lease Finance Group*A Division of CIT*

(888) 588-6213

Leasecomm Corp.

(800) 515-5327

MERCHANTS LEASING SYSTEMS

(877) 642-7649

Merimac Capital

(866) 464-3277

Nationwide Check Services

(800) 910-2265

Northern Leasing Sys., Inc.

(800) 683-5433

Signature Leasing, LLC

(877) 642-7649

TASQ Technology

(800) 827-8297

LOYALTY CARDS**FLEXGIFT/UMSI**

(800) 260-3388 x236

POS CHECK CONVERSION**Abanco Intl., LLC**

(866) 231-2030 x2347

B-CHeX

(877) 700-7947 x242

CrossCheck, Inc.

(800) 654-2365

E-Chex

(877) 474-8924

ElectCheck Plus

(800) 863-5995

EZCheck

(800) 797-5302 x303

Global eTelecom, Inc. (GETI)

(877) 454-3835

Nationwide Check Services

(800) 910-2265

Secur-Chex

(866) 464-3272

POS SUPPLIES**CardWare International**

(740) 522-2150

General Credit Forms, Inc.

(800) 325-1158

TASQ Technology

(800) 827-8297

Vital Merchant Services

(800) 348-1700

**PROCESSORS
LOOKING FOR ISOs****First Data Merchant Services**

(866) FDMS-ISO

Global Payments

(800) 801-9552

Lynk Systems, Inc.

(866) MSP-LYNK

National Processing Company

(800) 672-1964 x4883

**CONCORD EFS_{NET} MAXIMIZES THE POWER OF THE INTERNET.
THE SPEED OF A LEASED LINE AT THE COST OF DIAL-UP.**



It's a rare day when the nation's leading QSRs agree on anything. But more and more are seeing eye-to-eye when it comes to selecting Concord's EFSnet for their payment processing needs. Why? Speed and price. The innovative, Internet-based solution provided by EFSnet gives retailers payment processing that's faster. Plus, retailers using EFSnet get premier support. No wonder new market segments are increasingly embracing electronic payments with the EFSnet solution. Find out for yourself. For more information, call 1.800.211.6855 xISO (476) or visit www.concordefs.com.

**Electronic Transactions
Made Simple.**

- Faster than dial-up, and less expensive than leased line and satellite options
- Uses existing Internet connection
- Levels the processing playing field for small retailers
- Increased sales opportunities from untapped market segments
- SSL encryption-ready terminals available
- Online, real-time reporting



LEADING COMMERCE.

1-800-211-6855
xISO (476)

www.concordefs.com



INDEX TO ADVERTISERS:

2GS, LLC	52
A-1 Leasing	66
ABANCO International	89
ABC Leasing	68
Advanced Payment Services	28
AmericaOne Payment Systems	9
Authorize.net	37
Bancnet Corporation	70
Barclay Square Leasing	10
Best Payment Solutions	25
BUDGET Terminals & Repair	35
Business Payment Systems	12
Central Bancard	61
Certified Merchant Services	17
Charge Card Systems	76
Check America	36
CoCard Marketing Group	32
CrossCheck	33
Cynergy Data	39
Electronic Payment Systems	55
Electronic Payment Systems II	71
EVO Payment Systems	44, 45
EZCheck	85
First American Payment Systems	53
Frontline Processing	34
FTI	60
Global Electronic Technology	11
Global eTelecom	83
GO Software	77
Humboldt Merchant Services	42
Hypercom	63
Hypercom II	96
Ingenico	2
Integrity Payment Systems	67
IRN/PartnerAmerica	73
JR's P.O.S. Depot	81
Lipman USA	15
Lynk Systems, Inc.	56
Lynk Systems Inc. II	18
Magtek	79
Merchant Management Systems	50
MSI-NJ	23
MSI-NJ 1-800-BankCard	91
NAOPP	80
North American Bancard	7
Northern Leasing	26, 27
NOVA Information Systems	22
NPC	21
Payment Option Solutions	47
PaySystems Corp.	69
POS Portal	84
Resource Finance Group	72
Retriever Payment Systems	74
Sterling Payment Technologies	86
Star Systems	13, 93
TASQ Technology	95
TASQ Technology II	31
Teertronics	40
Terminal Superstore	64
The Phoenix Group	57, 59
Total Merchant Services	48, 49
U.S. Merchant Systems	65
United Bank Card	43
United Merchant Services	46
VeriFone	29
Vision Payment Solutions	14
Vital Merchant Services	19
Vital Merchant Services II	82

Paymentech
(888) 849-8980

REAL-TIME CHECK / CREDIT CARD PROCESSING

E-Commerce Exchange
(800) 748-6318
eProcessingNetwork.com
(800) 971-0997
USAePay.com
(866) USAePay (872-3729)

REAL-TIME CHECK / DEBIT PROCESSING

Payment Option Sol., LLC
(888) 767-7674

SITE SURVEYS

Property Resource Network Inc.
(800) 676-1422

SUPPORT DESK FOR POS TERMINALS & PC SOFTWARE

CardWare International
(740) 522-2150
TASQ Technology
(800) 827-8297
Vital Merchant Services
(800) 348-1700



- Have You Moved?
- Do You Have a Correction to our Database?

Visit www.greensheet.com and complete the convenient form.

GSQ BACK ISSUES ONLY \$1.45*



Missing some from your library?

Including Check Studies!

order at greensheet.com/gsq

*Subject to availability, plus shipping

If you think Equipment Sales Representatives are all the same. . .



... your relationship isn't with TASQ.

As the payment industry's leading outsource provider, TASQ not only has the size and resources to handle all your equipment needs, but a commitment to personalized customer service that keeps us in the number one position. We take the time to understand you & your business.

"You're our most important customer."



800-827-8297
www.tasq.com

- New and Refurbished Equipment Sales
- Pin Pad Injection
- Supply Sales
- Equipment Repair

EQUIPMENT SALES REPRESENTATIVES

ISABEL BISHOP

Phone: 800-827-8297, Ext. 3038
Email: ibishop@tasq.com
Territory: FL, IA, KS, NE, OK, TX

KRISTIN HARVEY-BRYSON

Phone: 800-827-8297, Ext. 3063
Email: kharvey@tasq.com
Territory: Southern CA, NV

JENNIFER GONZALES

Phone: 800-827-8297, Ext. 3077
Email: jgonzales@tasq.com
Territory: AK, AZ, CO, MO, IO, HI, MT, NM, NC, ND, OH, UT, SC, SD, WA, WY

MARYANN BALDEZ

Phone: 800-827-8297, Ext. 3002
Email: mbaldez@tasq.com
Territory: AL, AR, GA, IL, IN, KY, LA, MI, MN, MS, TN, WI

SCHUYLER KENNEDY

Phone: 800-827-8297, Ext. 3016
Email: skennedy@tasq.com
Territory: CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, VT, VA, DC, WV

KRIS MATSON

Phone: 800-827-8297, Ext 3084
Email: kmatson@tasq.com
Territory: Northern CA, OR



HyperWare[®]

The payment industry's only
multi-faceted, modular
POS software application

MULTI-FUNCTION FEATURES

Multi-function Applications Support:

- Retail
 - Restaurant
 - Healthcare
 - Lodging
 - C-Store/Petro
 - QSR
 - EBT
- Handles up to 16 different merchants simultaneously
 - Split-dial up to 8 different hosts with 16 supported card types
 - Meets requirements for secure, PIN-based debit transactions
 - American Express PIP functionality

PROVIDE REVENUE GENERATING OPPORTUNITIES

Check Conversion/Authorization:

- Cortegy
- Cross Check
- Global e-Telecom
- NCN
- Secure Payment Systems
- CheckCare
- Electrocheck
- Nationwide
- Payment Options Solutions
- Telecheck ECA

Gift and Loyalty:

- Datamark
- Stored Value Systems
- Smart Transaction Systems
- Transaction Payment Systems
- Tendercard
- ValueLink
- Valutec

Certified by:

- Bank of America
- Fifth/Third Bank
- Global Payments
- NOVA
- Paymentech
- ConcordEFS
- First Data
- Lynk
- NPC
- Vital

...and other major processors



www.hypercom.com

innovation. results. leadership