

we HAVE ur
RESIDUAL
CHECK
SEND MORE
DEALS Or ELSE.



Don't let this
happen to you!

MerchantWarehouse

At Merchant Warehouse, we make sure you get paid on time, every time. Every ISO gets our Guaranteed Lifetime Residuals Pledge and can designate their ongoing residuals to whomever they wish! **Along with our new 6X conversion bonus, that's some strong financial piece of mind.**

Call 1-800-743-8047 today or visit: www.merchantwarehouse.com/iso

MerchantWarehouse.com is a registered service provider for the following FDIC-insured banks: BancorpSouth-Tupelo MS, US Bank-Minneapolis MN, JPMorganChase Bank -Hicksville NY, and HSEC Bank USA-Buffalo NY American Express and Discover require separate approval.

2.6¢ per
transaction

+1 BASIS POINT

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

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

This is the best cost structure in the marketplace.

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

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

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

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

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

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



total merchant services

payment solutions for your business

www.upfrontandresiduals.com



FUEL YOUR RESIDUALS WITH PETROLEUM PROCESSING

United Bank Card has established one of the most accessible petroleum processing programs in the payments industry. We can provide you with the tools you need to approach gas stations and C-Stores with confidence and come away successful from every deal.

PROGRAM DETAILS

- \$0.05 transaction fees
- Offer high speed transactions
- Approach a high transaction volume market
- Knowledgeable technical support

FULL CERTIFICATION ON MULTIPLE PLATFORMS

- Paymentech
- Buypass
- Alliance Data Systems

CERTIFIED WITH MULTIPLE SITE CONTROLLERS

- Ruby
- AutoGas Regal
- Gasboy
- Pinnacle
- Retailix
- Gilbarco
- CCIStech
- Multiforce (Fuelforce)
- Radiant Sargent/Epsilon
- Syntech (Fuelmaster)

OFFER FLEET CARD ACCEPTANCE WITH RESIDUALS!

- Wright Express (WEX)
- Visa Fleet
- Voyager
- MasterCard Fleet

ADD PETROLEUM PROCESSING TO YOUR MERCHANT SERVICES TODAY!

Our low prices and comprehensive service will allow you to take advantage of a lucrative and growing market! Contact United Bank Card today to find out how you can enhance your merchant service offerings with petroleum and pay-at-pump processing!

To learn more, contact: Brian S. Jones, EVP Sales & Marketing: 800-201-0461 x 136
Jonathan Brandon, National Sales Manager East: 800-201-0461 x 145
Max Sinovoi, National Sales Manager West: 800-201-0461 x 219
or log on to www.isoprogram.com



2005 | 2006 | 2007





News

Industry Update.....	14
Hats in the ring for ETA awards.....	52
All clear for Intuit, ECHO merger.....	54
California chomps on gift card leftovers.....	56
Acquiring today, a shapshot.....	57
L60 at odds with Pipeline.....	58
EC interchange ruling: Merchants applaud, MC digs in.....	58
Swipe 'n shred, self-service fraud foiler.....	62

Features

Triton layoffs changes, challenges By Tracy Kitten, Contributor ATMmarketplace.com.....	24
AgentTalkSM: Terence Van Horn Divine industry spirit.....	42

Views

Hot, hotter contactless and mobile By David Talach VeriFone.....	30
--	----

Education

Street SmartsSM: Winter profit-land By Dee Karawadra Impact PaySystem.....	74
Drill down to the fine print By Jeff Fortney Clearant LLC.....	78
B2B and B2G: The road ahead By Aaron Bills 3Delta Systems Inc.....	80
POS system power By Maxwell Sinovoi United Bank Card Inc.....	84
Interviewing for quality By Curt Hensley CSH Consulting.....	88
PCI compliance: Don't forget the little guys By Ken Musante Humboldt Merchant Services.....	92

January 14, 2008 • Issue 08:01:01

Health care: When will payments stake its claim?

Like prospectors mining their claims, payments industry professionals know gold awaits in the health care sector; they just don't know when they're going to strike it rich. Boston-based research and consulting firm Celent LLC estimated that consumers spent a whopping \$250 billion on out-of-pocket health care costs in 2007. \$242 billion of that total was paid for with traditional payment methods: checks, cash, and credit and debit cards.

The remaining \$8 billion was accounted for by health care cards – flexible spending accounts (FSAs), health savings accounts (HSAs) and health reimbursement accounts (HRAs) – tied to either employer-funded accounts or demand deposit accounts (DDA) such as savings or checking accounts.

Celent predicts that if only 10% of that \$242 billion migrates to electronic health care payments, with an assumed average interchange rate of 1.5% per transaction, the payments industry can expect to reap \$363 million annually, not including processing fees, finance charges and other revenue streams.

The CDH model

The sweeping changes taking place in the health care sector are driving this migration away from paper-based payments and toward electronic payments. Health care costs in the United States are skyrocketing, employees are increasingly unwilling to fund expensive benefits packages, and consumers have been forced to pay for more and more of their own health care.

U.S. Census Bureau data shows consumers can expect to pay over \$1,000 annually in out-of-pocket health care costs by 2012, up from under \$800 in 2002.

With this shift away from a third party payer model – with insurance companies footing the bill – to a first payer or consumer directed health care (CDH) model, health care providers are forced to collect from individual consumers, not from insurance companies.

That's where payments comes in. As doctors' offices and the emergency rooms function more like retail environments, patients will swipe their payment cards at the POS and doctors will know in real-time if consumers have the funds available to pay for particular procedures.

But we are not there yet. Although electronic payments promises to benefit everyone in the health care sector by reducing overhead costs and time spent managing the paper-based information flow, shrinking settlement times with insurers, creating greater transparency in health care costs for consumers, and giving consumers greater control over their health care, many factors have hindered this implementation.

Health care payments abroad

For one thing, providers and consumers have not been educated as to the benefits of

**We're not out to
conquer the world.
Just the industry.**



NorthAmerican
BANCARD

A Better Opportunity. A Brighter Future.

**NAB Introduces an Unbeatable Selection
of Industry-Leading FREE Wireless Terminals.**



FREE

VeriFone V*670

The smallest all-in-one wireless handheld payment device with an integrated printer in the world. The V*670 opens profitable new market opportunities - such as paying at the table!



FREE

Nurit 8000 GPRS

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

More Choices. Better Service. More Ways to Profit.

\$100 ACTIVATION BONUS !PAID DAILY!

Don't need FREE Equipment? Get an Additional \$100 Bonus!

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

Advisory Board

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

 **Notable Quote**

Contrary to popular belief, technical skills are not the primary reason why new hires fail; poor interpersonal skills dominate the list, flaws which many managers admit were overlooked during the interview process. ... If an employee alienates co-workers, lacks drive and has the wrong personality for the job, do technical skills really matter?
- See story on Page 88



**Inside this issue:
CONTINUED**

Company Profile

Credit Cash

Resource-full lender35

New Products

Eco-friendly two-sided receipt printing 101
Wireless terminal for mobile pros..... 103

Inspiration

Clean slate, new fate 107

Departments

Forum5
Datebook..... 110
Resource Guide 116
Advertiser Index 126

Miscellaneous

Sarcasm Sells – Editorial cartoon5
QSGS: Quick Summary Green Sheet..... 8
Bottom Lines 14
ISOMetrics 96
POScript 98
Water Cooler Wisdom 107
Word Search..... 109



The Green Sheet Inc. — Winner
APEX Awards for Publication Excellence
in print and on line 6 consecutive years.
Plus, One of America's 2004, 2006 & 2007

Affiliations:





Hey there,

Thanks for reading. We have some exciting new stuff going on in The Green Sheet in 2008. Keep your eyes on the Web site, too - www.greensheet.com.

This is going to be another great year. Remember, you can always come to us with ideas and questions.

Take some time to look at past issues if you are new to the industry, and get in the mix on GS Online's MLS Forum.

Take it easy. We'll keep doing what we do: listening to what you want and giving you what you need. Happy new year and, as always,

Good Selling!



The Green Sheet Inc.
www.greensheet.com

President and CEO:

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

General Manager and Chief Operating Officer:

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

CFO/Vice President Human Resources & Accounting:

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

Managing Editor:

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

Senior Editor:

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

Associate Editor:

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

Staff Writers:

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

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

Dan Watkins.....dan@greensheet.com

Junior Staff Writer:

Adrienne Smith.....adrienne@greensheet.com

Art Director:

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

Advertising Sales:

Danielle Thorpe, Advertising Sales Director.....danielle@greensheet.com

Rita Francis, Account Executive.....rita@greensheet.com

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

Production:

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

Circulation:

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

Correspondence:

The Green Sheet, Inc.

800-757-4441 • Fax: 707-586-4747

6145 State Farm Drive, Rohnert Park, CA 94928

Send your questions,

comments and feedback to.....greensheet@greensheet.com

Send press releases to.....press@greensheet.com

NOTE - Please do not send PDF versions of press releases.

Print Production:

Hudson Printing Company

Contributing Writers:

Aaron Bills.....abills@3dsi.com

Jeff Fortney.....jeff@clearent.com

Curt Hensley.....curth@cshconsulting.com

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

Ken Musante.....kmusante@hbms.com

Maxwell Sinovoi.....msinovoi@unitedbankcard.com

David Talach.....david_talach@verifone.com

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

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

Forum

Proudly sponsored by



Sarcasm Sells



The idea was inspired by my grandpappy's cigarettes ... roll-your-own receipt paper.
I sell you 100 feet of paper and two dozen spindles: Just imagine the savings!

Getting the "FACTA"s straight

This note came in regarding "Receipts still reveal too much" by David Mertz, which we published Dec. 26, 2007, in issue 07:12:02. It is followed by Mr. Mertz's response:

I believe there's a little confusion on what the Fair and Accurate Transactions Act of 2003 (FACTA) requires. The merchant copy can still have full card number and expiration date, although it's not a good idea. FACTA states, "Except as otherwise provided in this subsection, no person that accepts credit cards or debit cards for the transaction of business shall print more than the last five digits of the card number or the expiration date upon any receipt provided to the cardholder at the point of the sale or transaction."

Additional information on FACTA is on the Web at www.ftc.gov/bcp/edu/pubs/business/alerts/alt007.shtm.

Lucas Zaichkowsky
Developer Support
Mercury Payment Systems

Lucas,

Someone else pointed this out as well. It has much to do with interpretation. Two types of receipts are printed at the POS. The first is the NCR receipt. No confusion there: Since both contain exactly the same information, neither can contain the full card number.

However, confusion comes in when two separate receipts are printed – one that the merchant keeps with the cardholders signature and one that the cardholder keeps. In this scenario, many POS systems print the full card number on the merchant receipt and a truncated PAN on the cardholder's receipt, and merchants believe this meets FACTA.

However, it comes down to the interpretation of the word "provided." If, in this second scenario, the POS system generates a receipt with a full PAN, which is then signed by the cardholder, I interpret this as providing the cardholder with a receipt – even if the receipt is given back to the merchant. It is still a merchant providing a receipt that has a full PAN to the consumer – even if it

is for a signature, and the receipt is being returned to the merchant for safekeeping. Further, there are many times when the receipt presented to the cardholder for signature does not get signed and is kept by the cardholder. This happens as a result of confusion, distraction or other circumstances at the POS. Again, this would be a clear violation of FACTA.

The other thing to look at is the next paragraph in the act. The exception. This is for handwritten or imprinted sale transactions only. The intent of the law, based on this paragraph, is to limit the presence of card numbers on receipts to systems where it is impossible to do otherwise – this pertains both to merchant and cardholder receipts.

For electronic POS systems, there is no business reason to justify the printing of card numbers on any receipt – whether it is maintained by the merchant or the cardholder. The continuing practice of doing so is exposing merchants to significant liabilities both under FACTA and the Payment Card Industry Data Security Standard.

With the numerous lawsuits pending regarding FACTA violations around the country, a complaint will be filed (if not done already) in federal court regarding merchant receipts. The merchant who receives the complaint will surely argue that the merchant copy of the receipt does not meet the definition of "provided" under FACTA. It will be interesting to see if the court agrees with this position. Thank you for writing to me. Please feel free to write me at any time.

David Mertz
Partner, Compliance Security Partners LLC

Call us, write us

Would you like us to cover a particular topic? Is there someone you consider an Industry Leader? Did you like or dislike a recent article in *The Green Sheet*? What do you think of our latest GSQ? E-mail your comments and feedback to greensheet@greensheet.com or call us at 800-757-4441.



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

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

NorthAmerican
BANCARD

A Better Opportunity. A Brighter Future.

Wireless Terminals

FREE



VeriFone V670

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

FREE



Nurit 8000 GPRS

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

FREE



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

Call or visit us online today!

Premium Terminals

FREE



Plus FREE PIN PADI

Premium Solution VeriFone V^570

Dual communication ports
& Smart Card ready.

FREE



Plus FREE PIN PADI

Check Solution VeriFone V^570 & CR 1000i

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

FREE



Hypercom T7Plus

Advanced retail countertop
POS terminal.



FREE
Tap & Go
Device

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

If you charge one you share in it!

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

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

Up to \$750 Conversion Bonus!

Get paid 1.5% of the actual monthly
processing on every merchant. If the
merchant processed \$50,000, then you
receive a \$750 bonus. !!!Paid Daily!!!

\$200 Approval Bonus

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

Don't Need Free Equipment?

Get an additional \$100 Bonus!

\$3,000 Signing Bonus

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

Health Benefits Plan

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

More Solutions

FREE



Desktop Solution
PC Charge

FREE



Internet Solution
Authorize.Net

No one in the
industry offers a
larger selection of

FREE
Terminal Solutions!

No one in the
industry offers a

BETTER
Compensation
Program!

QSGS

YOUR NEWS IN A HURRY

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

Cover Story

Health care: When will payments stake its claim?

Like prospectors mining their claims, payments industry professionals know gold awaits in the health care sector. Hundreds of billions of dollars are spent annually on out-of-pocket health care costs. But only a fraction of those transactions are done with health care payment cards. So, when are the feet on the street going to strike it rich?

Page 1

Feature

Triton layoffs changes, challenges

From ATMMarketplace.com. Layoffs at Long Beach, Miss.-based Triton Systems didn't come as a shock to the ATM world. Falling profit margins, fierce price gouging and the relative maturity of the off-premises ATM space in the United States have taken their toll. Some industry insiders say the changes were inevitable and will be good for the company.

Page 24

View

Hot, hotter contactless and mobile

Experienced payments professionals tend to steer away from declaring this is the year of (add technology of choice). And retailers are typically very conservative when it comes to adopting new technology, while consumers often shrug at the latest wonders. Nonetheless, it does seem like contactless payment is really taking hold.

Page 30

Feature

Divine industry spirit

As a child, Terence Van Horn dreamed of being a millionaire. Raised by a single mom who taught him the value of money and hard work, he quickly learned the meaning of ambition. In this interview, Van Horn discusses his strategies for achieving business goals, why he makes a point to follow up with merchants and his desire to be financially free.

Page 44

News

Hats in the ring for ETA awards

The Electronic Transactions Association, an international trade association representing companies that offer electronic processing products and services, is hosting its annual awards ceremony this spring. And it's time to submit names for this year's nominees.

Page 52

News

All clear for Intuit, ECHO merger

Intuit Inc. intended to complete the purchase of Electronic Clearing House Inc. in the first quarter of 2007. However, the deal went south after ECHO disclosed its involvement in a federal probe regarding Internet gambling. But the year ended well for both companies: a second pass at the agreement was confirmed in December 2007.

Page 54

News

EC interchange ruling: Merchants applaud, MC digs in

It's a coup, of sorts, for merchants and their allies in the battle against the big-name card brands' pricing strategies. In a ruling handed down last month, the European Commission said certain interchange rates for MasterCard- and Maestro-branded credit and debit card payments violate EC rules, which are roughly equivalent to fair competition laws in the United States.

Page 58

How to Succeed in Today's Marketplace

A Great Opportunity for You to Grow

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

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

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



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

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

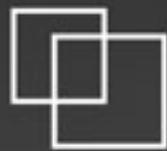
Join the winning team with over 20 successful regional offices currently in place. Call us today to learn about an opportunity you won't find anywhere else!

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

1.888.502.6374

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

AmericaOne
MERCHANT SERVICES, INC.



Powering Your Portfolio

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

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

866-437-0491

www.authorize.net

Authorize.Net
a **CyberSource** solution

News

**California chomps
on gift card leftovers**

On Jan. 1, 2008, California Senate Bill 250 went into effect. The bill requires merchants to reimburse consumers for the unused remainder of gift cards with a balance of \$10 or less. SB 250 applies to private label gift cards sold after Jan. 1, 1997. It affects cards issued by retailers such as Barnes & Noble Inc., Best Buy Co. Inc. and Wal-Mart Stores Inc.

Page 56

Education

**Street SmartsSM:
Winter profit-land**

Winter is often a bleak time for residuals (excluding those generated by retailers catering to holiday shoppers). However, arctic blasts bring a surge in activity for some businesses. From snow ploughs to heating oil, the weather creates a need for unique services. Courting these sectors could keep your residuals from taking a nosedive along with the thermometer.

Page 74

News

Acquiring today, a snapshot

It's no surprise to learn 73% of leading ISOs and acquirers intend to boost their investments in sales. But in a market where new products continually emerge, an equally large number of organizations (73%) have no plans to increase product investments. The question is, why?

Page 57

Education

**B2B and B2G:
The road ahead**

Want to earn more this year? The business-to-business marketplace is one of the fastest growing verticals in our industry. Growth opportunities also abound in the business-to-government (B2G) market. Here are tips on how to play the B2B and B2G game.

Page 80

So, you're comfortable with your residual stream, huh?

Just how big of a bite is your ISO taking?



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

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

COCARD

A Whole New Kind of Company

www.cocard.net

800-882-1352

QSGS

Education

POS system power

On a macro level, POS systems facilitate the way merchants manage their businesses, not just their credit card transactions. POS terminals were introduced to the marketplace as a computerized replacement for cash registers. Today, POS systems do far more; they are rich with new features. Offering them could make you rich in new business.

Page 84

Education

Interviewing for quality

Thriving in the merchant services business isn't easy; just ask any ISO owner or agent. When your hard work does pay off, you'll probably have to expand your operation to achieve an even higher level of success. Hiring decisions will eventually become the key to continued success. Here is some insight on how to weed out the best candidate from the dozens of applicants.

Page 88

Education

**PCI compliance:
Don't forget the little guys**

Most industry veterans understand they must be compliant with the Payment Card Industry (PCI) Data Security Standard (DSS). But this can be complicated, difficult and expensive. For the past few years, so much focus has been on larger merchants that it has crowded out the applicability of PCI to the majority of merchants: level 4.

Page 92

Inspiration

Clean slate, new fate

Resolving to be a better employee, boss, parent, friend, spouse and human being are all admirable goals that can be set at any time. But excuses for not taking action lurk in every corner. Most of us have put off improving ourselves until the new year. And now that January is here, it's time to face some cold, hard truths. And then get in gear.

Page 107



AlphaCard

S e r v i c e s TM



WWW.THEALPHAEDGE.COM

1-866-253-2227

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

-Michael Mucciacciaro, Baltimore

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

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

IMS and QuickBooks: It's got people talking.

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

- Scott Hausmann, Minneapolis



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

- Todd Eichner, Los Angeles

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

- Keith Pollins, San Diego

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

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

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



Industry Update

Proudly sponsored by



NEWS

VeriFone delays earnings restatement

VeriFone, whose inventory accounting errors led to an overstatement of 2007 earnings reports, conceded it needs more time to complete the restatement of its 2007 annual report to the U.S. Securities and Exchange Commission.

In early December 2007, the San Jose, Calif.-based POS terminal maker said it would file its restatement in January 2008. However, later that month, VeriFone filed an extension with the commission to extend the due date for filing the restatement to March 2008. VeriFone also acknowledged that it may need even more time.

VeriFone indicated its accounting errors occurred when it was forced to manually enter inventory to make up for shortcomings in its automated accounting system. Double-booking of inventory hence occurred, causing the company to believe its inventory was larger and costs were lower than was actually the case. Based on this incorrect information, VeriFone believed its profit margins were higher than they were.

VeriFone's audit committee has hired independent counsel Simpson Thacher & Bartlett LLC and a forensic accounting team from Navigant Consulting Inc. to investigate the cause of the accounting errors. On news of the delay in VeriFone's earnings restatement, VeriFone's stock tumbled 15%.

Weak security puts card data at risk

An online survey by **Gartner Inc.** found that \$3.2 billion was lost in 2007 from phishing attacks, affecting 3.6 million U.S. adults. The study revealed the amount of stolen debit card and other bank account credentials is increasing because of weak security.

Criminals have advanced their methods of attaining debit card and bank account information, the study stated. Gartner urges companies and individuals to subscribe to anti-malware services to detect and prevent phishing attacks.

NACHA goes mobile, adds member

NACHA – **The Electronic Payments Association** has developed **Mobile Banking Work Group** to cultivate an automated clearing house (ACH) payment strategy for mobile banking. The group's participants will include representatives recruited from NACHA's council.

Mobile Banking will focus on objectives such as assessing the NACHA Operating Rules and accommodating mobile banking and payments, identifying authorization and authentication, identifying security characteristics and requirements, and assessing systemic barriers in the ACH network. NACHA deemed **Regions Financial Corp.** a direct financial institution member. The association now has 45 direct members. They consist of 26 financial institutions and 19 regional payment associations representing more than 11,000 depository financial institutions across the United States.

BOTTOM
LINES

HEADLINES
FROM THE
RETAIL
WORLD

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

- According to a study by **The Nielsen Co.**, 60% of U.S. consumers ranked good value as the top factor when choosing a grocery store; 85% of global consumers agreed.
- **MasterCard Advisors LLC's** SpendingPulse report showed specialty apparel was up 1.4% for the 2007 holiday shopping season. Women's apparel declined 2.4%, while men's attire rose 2.3%.
- In an online study by **American Marketing Association**, 47% of respondents indicated they would visit a social networking Web site for coupons or gift ideas. Only 22% would be willing to read or write a review on such a site.



Advanced Payment Services

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

We Pay 125% Over Buy Rate Plus Bonuses*

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

No minimum amount of applications needed to qualify for this program

No liability, No monthly minimum fees, No annual fees

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

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



JOINAPS.COM

Proud Sponsor of Steven Wallace & RWI Racing Inc.

Faxed applications

Same day live merchant numbers

Instantly updated web based status reports

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

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

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



Tired of running around
for equipment and supplies?

Contact POS Portal...
for ONE STOP Shopping!

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

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

POS
PORTAL

CALL TOLL-FREE
866.276.7289
sales@posportal.com

TJX settles with bank majority

TJX Companies Inc. entered a settlement agreement with six of the seven banks and bankers associations that filed suit in regard to a card data security breach in 2007. The six banks – Massachusetts Bankers Association, Maine Association of Community Banks, Eagle Bank, Connecticut Bankers Association, Saugusbank and Collinsville Savings Society – will dismiss all claims under this agreement.

This comes after the data breach lawsuit filed against TJX was transferred to a Massachusetts State Court by a federal judge.

ANNOUNCEMENTS

Capital One, NetSpend to pursue prepaid

Capital One Financial Corp. and NetSpend Holdings Inc., a leading retail marketer of prepaid debit cards, have mutually agreed to terminate their previously announced acquisition agreement. Instead, they've decided to expand their existing strategy. Capital One plans to acquire interest in NetSpend, and together, they will jointly pursue the distribution of prepaid card products through various mainstream retailers.

"We believe that Capital One's termination of its agreement to acquire NetSpend was prompted by the loss of a major NetSpend distributor, accounting for close to 50% of its transaction volume by our own estimates," said Gwenn Bezard, Research Director for Aite Group LLC. "We view this termination as a blow to NetSpend and good news for its direct competitor, Green Dot."

"NetSpend's troubles are a powerful reminder of how dependent upon retail distributors prepaid card marketers have become. It should serve as a reminder to prepaid marketers of the imperative necessity of developing a multitude of distribution channels, including focusing more on reaching out directly to customers through mail and the Internet."

Discover revamps site

Discover Financial Services launched its redesigned Web site, www.discover.com, which now offers customers a simplified experience in selecting Discover Card products and services. The Web site's self-service design is intended to motivate engagement and enhance the customers' online experience. New tools, such as the "Help Me Choose" function, help consumers select cards that are appropriate for their needs.

Fast Transact on fast track

The *Business Examiner's* recent award ceremony recognized Fast Transact Inc., a credit card processing service and Internet protocol solutions company, as the



MONEY MOVERS OF AMERICA, INC.

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



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

With MMOA you have....

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

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

The Salesgenie.com™ Database Suite

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



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

Salesgenie.com™
Unlimited Sales Leads

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



Contact ISO/Agent Services 800.815.4360

www.mmoa.us



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

Industry Update

second fastest growing company of 2007 for Washington State's South Sound area businesses.

Heartland's team wins hardware

The Eastern Technology Council's Technology Company CEO of the Year award was given to Bob Carr, Heartland Payment Systems Inc.'s Chairman and Chief Executive Officer. The association supports expansion of entrepreneurial companies located in the Greater Philadelphia region.

In addition, *Selling Power* magazine's 2007 Sales Excellence Awards named Irina Haydon, an Executive Director of Sales and Service for Heartland, the Sales Director of the Year. Haydon was honored for her contribution to the company's continued growth and management of its sales force in 10 states. She competed against five other finalists from organizations across the United States. Also, Heartland was named the Financial Services Sales Organization of the Year in the Best Run Sales Organization category by *Selling Power*.

Seasonal sales swell

According to MasterCard Advisors LLC's SpendingPulse report, retail sales between the day after Thanksgiving and Dec. 24, 2007, rose by a seasonally adjusted 3.6%

over the same period in 2006. The report focused on four categories: electronics, specialty apparel, e-commerce and luxury items.

E-commerce had a growth of approximately 30% on Black Friday and provided a solid start to the season, finishing with an overall year over year growth rate of 22.4%. SpendingPulse data indicated higher gas prices, coupled with severe weather in certain regions, could have helped to push e-commerce sales this year.

PARTNERSHIPS

ACI pens deal with IBM

ACI Worldwide Inc. signed a definitive agreement with IBM for a new strategic alliance. Pending on agreement, ACI will execute a new generation of ACI software integrated on IBM's System Z platform for the security of global financial clients. IBM will assist ACI with the software and offer sales incentives on IBM products and services.

"We are delighted to launch this transformational alliance with IBM," said Philip G. Heasley, CEO for ACI. "The partnership provides ACI with an opportunity to extend our reach among the world's top 2,000 banks, where System Z is the leading platform, and helps IBM expand their footprint in the payments arena."

AmEx, First Data to offer merchant solutions

American Express Co. and First Data Corp. signed an agreement in which First Data will offer AmEx Card acceptance as part of a solution for merchants. New merchants who sign up for the program will receive the all-in-one solution with the convenience of a single source for statements, settlement and customer service for all major card brands. Merchants new to AmEx's card acceptance will be offered it in the second quarter of 2008.

Heartland, Encore unite

Heartland entered an exclusive agreement with Encore LLC, a private lending company. The partnership will offer Heartland customers alternative working capital loans with guaranteed annual percentage rates not to exceed 30%. Encore will be Heartland's preferred provider of loans and will offer its products exclusively to qualified Heartland customers – many of which are small and mid-sized businesses. Heartland will not be compensated when its customers purchase these loan products.

NCR, ViVOtech team up

NCR Corp. and ViVOtech Inc. have introduced a suite of contactless POS terminals. These solutions are designed

eProcessing Network
Anywhere Merchants Do Business™

**TECHNOID
OR
TECHNOPHOBES?**

**If YOU Are Afraid of Technology
Imagine How Afraid Technology Is Of YOU!**

**WE CAN HELP With One-On-One
Merchant & Reseller Support
Internet, Mobile, POS
and Accounting Software
Transaction Processing**

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

You Supply the Briefcase.



Build your own ISO plan at MSI.



MSI

**Merchant
Services Inc.**

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

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

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

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

Industry Update

to enable mobile and contactless payment at a variety of customer touch points, including restaurant drive-thru, diner's table and retail checkout. The terminals will be demonstrated at the National Retail Federation's Annual Convention & Expo, Jan. 13 to 16, in New York.

AQUISITIONS

EPI dominates domains

Electronic Payments Inc. completed a series of transactions to acquire Web site names such as *procharge.com* and *electronicpayments.com* from their owners. "The acquisition of these domains will contribute to the strengthening of our branding efforts for EPI and will further solidify the brand of Electronic Payments in the marketplace," said Michael Nardy, Founder and CEO of Electronic Payments. ProCharge, EPI's processing plugin for Quickbooks, will continue to market through the use of the *procharge.com* domain name. EPI had previously used *elecpayments.com*, as its domain for Web site and e-mail. EPI will now begin using *www.electronicpayments.com* as its domain.

Pipeline to gain three companies

Pipeline Data Inc. signed a letter of intent to acquire

Innovative Resource Alliance and **Merchant Services Network** in exchange for up to 25.7 million shares of Pipeline's common stock. In addition to its 5,000 merchants, IRA has issued letters of intent to purchase approximately 15,000 more. Once merged, Pipeline Data/IRA will acquire **COCARD Marketing Group LLC**, which services over 25,000 merchants, primarily small and medium-sized retail accounts. The merger agreement to acquire COCARD, for approximately \$101 million in cash, was entered into on Oct. 22, 2007.

APPOINTMENTS

PaymentsNation elects new board

PaymentsNation, formerly National Clearing House/Payment Resource One, named five payments professionals to serve on its board of directors for the 2008 to 2009 term. The new members include: **Robert Coyan**, Senior Vice President, Corporate One Federal Credit Union; **Margaret d'Emery**, Executive Vice President, Guaranty Bank & Trust Co.; **Karen Marshall**, Senior Vice President, Operations Division, Sterling Bancshares Inc.; **Pete Pritts**, President and CEO, First Corporate Credit Union; and **Connie Rose**, Senior Vice President of National City Corp. Newly elected board officers include **Andrew Wied**, **Kade Peterson**, **Tracy Haynes**

A Real ISO Relationship

Seize the Opportunity. Gain Results.



- Excellent marketing support and training
- Residual splits based on performance
- Fast and easy merchant application process
- Value-add proprietary technology



Consistent
Committed
Integrity



For more information about Direct Technology Innovations and our ISO Program call Aaron Slominski at 800-724-7000 Ext. 464 or send email to aaron@directtec.com.

www.directtec.com • www.swipeandgo.com • www.clicktogo.com

GET READY!

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



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

We're giving away terminals & cash!

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

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

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

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

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



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

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



FREEBIE #3 -
Nurit 8000 GPRS
Wireless Terminal

EXS
ELECTRONIC EXCHANGE SYSTEMS

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

With EXS, you're free to make as much money as you can. Call 1-888-949-2021 or visit www.exspartner.com today!

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

Industry Update

and **Jody Beck**. The executive committee consists of **James Lansing**, **Mike Litzau** and **Jennifer Sittler**.

Drexler reunites with Martillo

Nancy Drexler has moved from New York to Dallas to become Vice President of Marketing for **SignaPay**, an ISO founded by Drexler's former boss **John Martillo**.

Most recently Drexler was President of Marketing **Moguls**. Previously, she worked with Martillo when she was Marketing Director for **Cynergy Data**, a company Martillo co-founded and served as President.

PayPal adds to executive team

PayPal hired four industry veterans to help drive the company's continued global growth.

The new members of the executive leadership team include **Mary Anne Gillespie**, Vice President of Sales; **Barry Herstein**, Chief Marketing Officer; **Robert Mansell**, Vice President of Product Development, and **Jack Stephenson**, Senior Vice President of Strategy and New Ventures.

Gallagher to grow Merchant e-Solutions

Merchant e-Solutions Inc. appointed **Kevin Gallagher** as

General Manager of its e-commerce business. Gallagher has more than 14 years' payment processing experience, most recently as a Senior Vice President at **Chase Paymentech Solutions**. He is now charged with developing and growing the **MeS e-Commerce** business through direct merchant sales and channel partnerships.

Greene joins Vesta

Rich Greene joined **Vesta Corp.**, a payment solutions company, as Chief Technology Officer. Greene will direct Vesta's engineering, quality assurance, information technology, program management and information security.

Noblett named to Fast Transact board

Fast Transact Inc. appointed **Paul W. Noblett** to its board of directors. Noblett has been in the transaction services industry for more than 30 years. Previously General Manager of **MasterCard's** operations, Noblett is the sixth addition to **Fast Transact's** board.

It's westward-ho for Swift

CO-OP Financial Services designated **Kim Swift** as National Relationship Manager. Swift will oversee CO-OP's Western U.S. client relations with existing members as well as identify growth opportunities. 



APRIVA
PROVING THE POSSIBILITIES

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

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

SELL SMARTER

Using Wireless Point of Sale

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

For more information call 480.421.1210, email pos@apriva.com or click www.apriva.com.

© Copyright 2006 Apriva. All rights reserved.

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

With the opening of our new Distribution Center in Sacramento, California,



We now have the whole market covered.

When we first opened our doors in 2003, Banks and ISOs in the Central and Eastern parts of the United States were right in our backyard, and they quickly came to appreciate our intense focus on making their business lives easier and more profitable. We offered the best customer service, the timeliest response, and the absolute lowest prices. And not just for products and supplies, but the full gamut of services: deployment and secured encryption, expedited repairs and recertification, overnight replacements, and everything else you need to prosper. Soon, we became the industry's largest independent P.O.S. distributor and the only one with distribution contracts with every major manufacturer.

Today, our backyard is a whole lot bigger. With the opening of our new Distribution Center in California, Western state Banks and ISOs can now take full advantage of everything The Phoenix Group is famous for. And because we're so close and convenient, it can all be delivered a full day or two earlier.

So wherever you are on the map, call The Phoenix Group today.

THE PHOENIX GROUP

1-866-559-7627 • WWW.PHOENIXGROUPOS.COM

Triton layoffs changes, challenges

By Tracy Kitten, Contributor

ATMmarketplace.com

This story was originally published on ATMmarketplace.com Dec. 6, 2007; reprinted with permission. © 2007 NetWorld Alliance LLC. All rights reserved.

Last week's layoffs at Long Beach, Miss.-based Triton Systems didn't come as a shock to the ATM world. Falling profit margins, fierce price gouging and the relative maturity of the off-premises ATM space in the United States have taken their toll.

Phil Suitt, President of independent ATM sales organization ATM Ventures, is based in Spring, Texas, and has been Triton's No. 1 value-added reseller for the last three years.

He said Triton's decision to restructure was a good one and one that has likely secured its business in the United States – at least for a little while.

"I think changes had to occur at Triton at some point in time," Suitt said. "I think the depressed selling point of

ATMs just accelerated Triton's fiscal situation. There were some missteps at Triton – quality has been an issue for some time. And that hurt its ability to be competitive, which also was probably a contributing factor as it related to their market share."

Dover Corp., the \$6.5 billion New York-based company that owns Triton, announced plans to cut Triton's workforce in early November. Triton is expected to post million-dollar losses for the fourth quarter of the year.

The good news, Suitt said, is that a great deal of change has occurred since the hiring of Chief Executive Officer Bill Johnson, who joined the company in August.

Triton has touted Johnson for his strengths in manufacturing and operations logistics.

"I think Triton will recover well, and I think they will do much, much better," Suitt said. "I think they'll be competitive." No doubt, say some, the company's restructuring is a reflection of Dover pulling in the reins.

Sam Ditzion, President and CEO of Boston-based Tremont Capital Group, a strategic-planning and merger and acquisition consultancy that advises ATM companies, said the changes at Triton reflect a larger dynamic.

"This kind of change in the industry is what everyone is talking about right now," said Ditzion, who points out that Triton's losses for the fourth quarter are expected to be between \$3 million and \$5 million.

"We see it with all of the manufacturing players in the nonbank [ISO] sector. There has been a pricing war in the nonbank ATM market for some time now."

One need only look back a few months to see the parallel Ditzion is drawing. In early August, Newark, Calif.-based Tranax Technologies Inc. said it planned to lay off and shuffle employees to improve efficiency.

"We moved people around," said Bill Dunn, Tranax's Vice President of Sales. "We had to have more engineers; and in doing that, we reduced our staff. We couldn't have, nor did we need, dual function, so we kind of merged engineering and the technical side together.

"We also changed our marketing side a bit. We decided we couldn't spend [money] like we used to, with all of the tradeshow, the lavish distributor meeting and so on. Those are a thing of the past."

The last couple of years have been tough for ISOs and the manufacturers that serve them, Dunn said.

Fresh is Best!

Industry News
Delivered Daily

News From the Wire
www.greensheet.com

"Feed Your Career Well."

GREEN SHEET
Ready to Enjoy!
GS Since 1983
Quality & Freshness

Experts agree. Reading The Green Sheet significantly increases your wealth.

Advertising will boost your immunity to bankruptcy.*

*We need more on this. And help you get there.



night drinking hot
cocoa. If interested,
respond to screen
name "lonely-heart".

Personals

Industry leader,
Boston, seeking
ISOs for long-term
relationship. No
strings attached.
Call "Gav" at
1-800-743-8047

M, 39, in search of
SF to be partner and
dancing companion.
I'll show you around
the dancefloor!

Too many bad dates with your current ISO?

With our Health Benefits Allowance, Lifetime Residuals, 60% rev share and 6X conversion bonus, you'll never need to worry if you could do better. We even have the personality to go along with the looks!

MerchantWarehouse®

Call 1-800-743-8047 or visit www.merchantwarehouse.com/iso

MerchantWarehouse.com is a registered service provider for the following FDIC-insured banks: BancorpSouth-Tupelo MS, US Bank-Minneapolis MN, JPMorganChase Bank -Hicksville NY, and HSBC Bank USA-Buffalo NY American Express and Discover require separate approval.

Feature

"The industry has suffered a lot this past year – there's no question," he said.

"And it happened because of 'dumping' – when you sell things for a price below what they are worth. It kind of made people step back and look at how we run our business." Long story short: "Everybody had to get more efficient," Dunn said.

And though Dunn pointed out that Triton's layoffs were more "massive" than Tranax's, he said the layoffs will likely strengthen Triton.

Of Triton's 400 or so U.S. employees, about 15% were reportedly let go. Tranax, which has 70 employees, let between 17% and 18% of its workforce go in August.

"They let more people go than we even have in our company," Dunn said. "But I don't think it's all doom and gloom. The good news is that you have two manufacturers in this space that recognize the changes taking place and did things to address it. Triton and Tranax are not only gearing up for today, but also for the future."

For Tranax, that gearing for the future includes a focus on multifunction ATMs. For Triton, it includes a renewed focus on core retail products and markets.

GREYSTONE
InAdvance

Turning the
Cash Advance Industry
Upside Down!

8% Upfront
3% On Payments

Include the merchant account and receive
up to 70% of the revenue share!

866-813-0616
x4720

Greystone InAdvance, Inc. Benefits Subject to Change.

GREYSTONE
COMMERCIAL
FINANCE

Brian Kett, Triton's President, said 2007 marked the first year Triton had to think about strategic growth since being hit by Hurricane Katrina in August 2005 – an act of nature that knocked Triton's facilities out of business for a good two weeks.

That knock, coupled with increasing competitiveness in the North American ATM market, pushed Triton to change.

"We've been a market leader in the U.S. retail market and in other countries for some time now, and we've decided to refocus on that core business," Kett said.

"We're looking at the retail business and the banking business in Africa, Australia, the U.K., Mexico and Canada – those markets where we have broad-based support."

He said the company also plans to focus on "select" Asian markets. "The last time we really repositioned ourselves was [2001] when the core retail market dropped after the fall out of CCC [Credit Card Center]," which in 2001 filed for bankruptcy and pulled down with it Carrollton, Texas-based Tidel Engineering LP, now EasyPoint ATM LLC. Tidel had been ISO CCC's largest ATM supplier.

"We repositioned ourselves as a result of what's happening in the market," Kett said. "We see this as a similar time and as part of the evolution of the market."

Lessons learned

Once a dominant force in the industry, the former Tidel Engineering, since its sale to NCR Corp. in February 2006, has flown under the radar.

Some in the industry argue that's because the once-mighty retail ATM force – which during its heyday stood beside Triton and Tranax – is now a noncompetitor in the U.S. retail market.

But Brad Lozier, NCR's Vice President of Product Management for NCR's Financial Solutions division, said price-gouging has hurt the retail market, and it's been a practice NCR (and EasyPoint) has steered clear of – hence its apparent fall from the U.S. market.

"To me, in this environment, it's a thin margin to begin with," Lozier said. "The margins in this ISO market are thin, and then with the price decreases, it hurts everyone."

Lozier points to thin profit margins, maturity of the U.S. market, and price-cutting and ISO consolidation as three factors that have contributed to manufacturing cuts.

"I think the actions that Triton took were just inevitable, and I think a return to regular pricing is inevitable as well," he said.



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

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

For more Info, please contact:

POS Sales & Marketing
800.260.3388 Ext. 241 Bryan

Northeast Sales & Marketing
800.260.3388 Ext. 509 Mike

Southeast Sales & Marketing
888.701.2288 Koun

West Coast Sales & Marketing
800.979.7880 Charles

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

UNITED Merchant Services
Bankcard Processing Company

Feature

Ditzion is somewhat unsure. And that's because Ditzion sees a fifth factor – Nautilus Hyosung's market entrance. Ditzion said Hyosung, which is owned and backed by \$5.6 billion Seoul, Korea-based Hyosung Corp., has shaken the U.S. retail market since it opened its Texas base in June.

A larger force

Ditzion said Nautilus Hyosung has been able to undercut Tranax and Triton on pricing. And since its break in January 2007 from Tranax, which had worked as Nautilus Hyosung's U.S. ATM distributor, Nautilus Hyosung has gained a significant place in the U.S. market.

"They have aggressively gone into this business," Ditzion said. "It would be hard to not jump ship from anyone else and go to them.

"They have a good product, lower pricing and better perks to distribute. But on the flip side, one of the weaknesses they have is that their parts are very expensive, so if the machine does break and you have to get parts, it's expensive to fix."

But Ditzion said the high cost of parts is less of a concern for ISOs that focus on selling ATMs versus owning ATMs, since replacing parts isn't something they worry about after a machine is sold to a merchant.

Carlos Siewczynski, Vice President of Retail Self-Service for Nautilus Hyosung's U.S. base, said Nautilus Hyosung has sold more than 11,000 units in the United States since opening its U.S. base. The company also has built its number of U.S. distributors, which now total 100.

Companies with back-up

The future remains uncertain for ATM manufacturers that focus on the nonbank ISO business, Ditzion said.

All are feeling margin pressures as a result of the pricing war, but those with the backing of large, publicly traded companies will likely find a way to survive.

Triton with Dover, NCR EasyPoint with NCR, and Nautilus Hyosung with Hyosung all have solid backing. How Tranax, which is out on its own, will fare remains to be seen, Ditzion said. "Tranax is trying to differentiate, and that could work for them," he said.

"Tranax had been experiencing strong growth prior to its separation from Hyosung, and because Tranax doesn't have the backing that the other companies have, it will be interesting to see how they perform." ■

Link to original: www.atmmarketplace.com/article.php?id=9480



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

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

The EMS Advantage

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

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

What are you waiting for?
Call Fred Couch at 800.726.2117
or email fcouch@emscorporate.com

800.726.2117  **electronic merchant systems**

100% Net Profit

**No Games
No Gimmicks
No Bull\$#*!**

**This is not a buy rate program!
\$.07 cent transaction cost
\$2.00 statement cost**



800.597.5004
www.radiusfinancialinc.com

Hot, hotter contactless and mobile

By David Talach

VeriFone

Experienced payments professionals tend to steer away from declaring this is the year of (add technology of choice). As most of us know, retailers are typically very conservative when it comes to adopting new technology, while consumers often shrug at the latest wonders.

Nonetheless, it does seem like contactless payment is really taking hold.

MasterCard Worldwide recently reported that it distributed more than 20 million devices for its PayPass contactless cards that contain a magnetic stripe, an embedded computer chip and an antenna. Approximately 80,000 merchants in 20 countries now accept this form of payment.

That's all well and fine, but more important were MasterCard's survey results of consumer attitudes regarding contactless payments:

- About half of respondents (49%) were likely to use

a contactless card if provided one by their financial institution.

- Those likely to use the technology (47%) cited convenience as the greatest benefit.
- Additional security, speed and ease appeal to customers.

Those results are pretty amazing, considering only a relatively small percentage of consumers actually have contactless cards and there has been relatively little in the way of public education about the benefits. With card issuance, merchant acceptance and deployment growing and consumer awareness increasing, the question is no longer if contactless will take off; it's a question of when.

High-speed chase

Adding a contactless payment option to the POS offers significant advantages for merchants who believe speed and convenience are instrumental to maintaining customer loyalty and maximizing revenue during peak hours.

For example, speedy payment acceptance at a quick service sandwich shop during the lunchtime rush can mean accommodating additional customers who might otherwise leave when they see a queue.

Aberdeen Group Inc., a market research company, recently surveyed 225 companies using contactless payment in a variety of retail environments. Aberdeen concluded that "best in class" implementers were experiencing tangible benefits:

- Eighty-six percent improved their total number of transactions.
- The average checkout time was 1.9 minutes.
- More than 80% of customers were "extremely satisfied" with their contactless payment service.

The benefits of contactless payment for consumers and retailers were proven in numerous implementations.

According to the Smart Card Alliance, a review of various studies indicated contactless payment reduced customer time at the POS by 30% to 40%. Contactless transactions were 63% faster than cash transactions and 53% faster than traditional credit card transactions.

"These increases in speed and convenience result in greater sales volumes and increased customer spending," the SCA stated. "Customers spend about 20% to 30% more when using contactless payment devices than when they use cash."

Chained melody

Dozens of large chains, including CVS Caremark and McDonald's Corp., have taken notice and implemented

Got Appointments?

DRG Telemarketing, Inc.
High Quality Telemarketing Since 1989

- Appointment Scheduling for both Merchant and Cash Advance Leads
- Thorough Understanding of ISO/MLS Needs
- Full DNC Compliance
- US Based Call Center
- Free List Consultation
- Free Scripting and Set-up
- Flexible Payment Options
- No Long Term Contracts

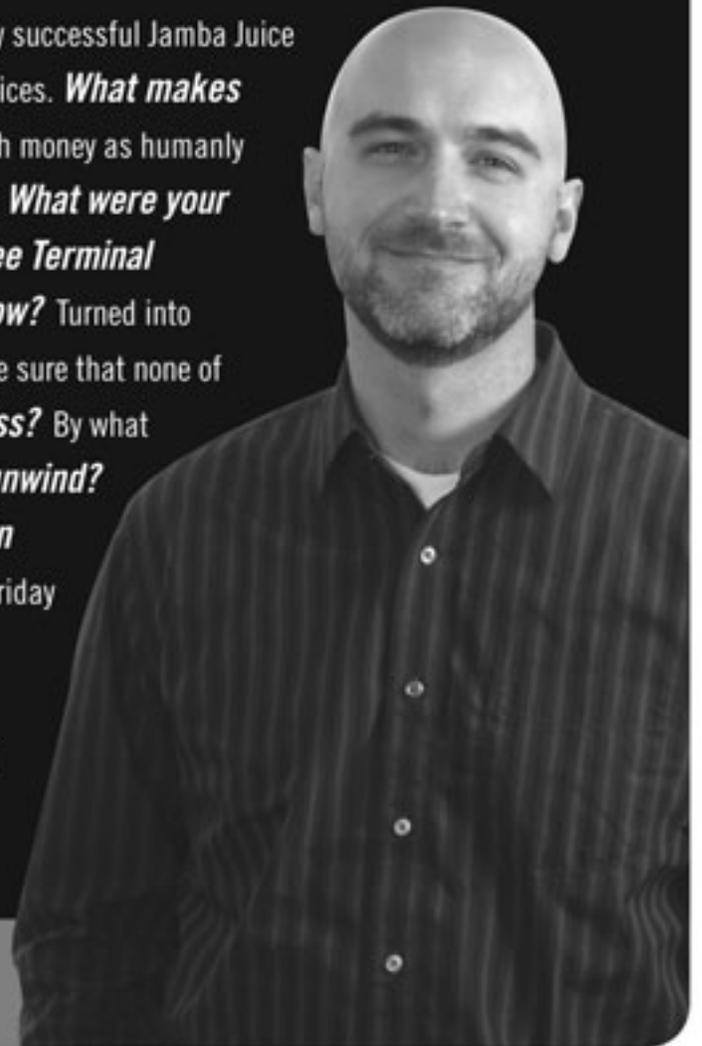
DRG
TELEMARKETING, INC.
America's Premier Lead
Generation Service

1-800-998-8707 (X117)

GET THE REAL STORY.

REAL REPS. REAL SUCCESS.

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



Ben Tolman

Business Credo: Advertise, advertise, advertise!



total merchant services
payment solutions for your business

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

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

View

nationwide rollouts. Today, just about every major retailer ordering payment solutions is requiring, at minimum, the ability to allow conversion to or addition of contactless capabilities in the future.

One of the most alluring attributes of today's contactless payment standards is the compatibility with near field communications (NFC). This technology is at the heart of almost all mobile phone-based payment pilots popping up everywhere these days. "Contactless payments and loyalty programs driven by mobile phones of customers present an opportunity for expanding the consumer payments horizon to a whole new level of convenience," Aberdeen stated.

NFC-equipped cell phones offer the potential of easy-to-store, easy-to-use electronic wallets that can hold and organize all payment accounts for consumers. NFC-equipped devices – and they don't have to be phones; they can be any devices equipped with contactless capability – could really change the way consumers execute payments at the POS.

Today's typical consumers have more payment and loyalty cards than room in their wallet. With electronic wallets, card accounts can be activated over the air so consumers don't even have to touch a piece of plastic if they don't want to.

Great divide

The biggest hang-up over NFC is how the mobile network operators and payment networks are going to split fees for conducting the transaction. At some point, they will all come to realize the key issue is sharing in a growing market, rather than holding out for total control.

In the meantime, cards and card readers continue to roll out the door. As ISOs and merchant level salespeople connect each new merchant with contactless capabilities, they're laying the infrastructure for mobile payments. So not only are the feet on the street creating new, immediate sales, but they're also setting the stage to be players as more opportunities arise.

Contactless certainly seems to have gained a base level of support. Once consumers become accustomed to a new payment mechanism, they begin to expect it everywhere.

This will increase retailers' willingness to bite the bullet and equip their checkout lanes with the technology. The alternative is to watch their most valuable customers take their business to someone willing to accommodate them. ☐

David Talach is Director, Global Product Management, with VeriFone. He can be reached at david_talach@verifone.com.

**Free to attendees who register before Jan. 18
with a room reservation**

Northeast Acquirers Association



2008 WINTER SEMINAR
January 29-31, 2008 at Mount Snow, Vermont.

The only conference this year in the Northeast

The oldest MLS event

Hot topics that impact your business

Snow Barn event sponsored by Northern Leasing

Join The NEAA in picturesque Mount Snow, Vermont for our 2008 Winter Seminar and Outing. The NEAA is the foremost educational forum for financial institutions and every ISO/MSP/MLS in the acquiring industry. Our events are widely recognized for their educational value, top vendors exhibiting and exciting recreational activities and this seminar will prove to be the best yet!

NEAA: A Tradition of Excellence

The Northeast Acquirers Association (NEAA), founded by dedicated experts over 20 years ago, has established itself as a foremost educational institution for ISO/MSPs in the acquiring industry. The NEAA is a non-member not-for-profit association that is best known for the informative and stimulating seminars it hosts on a biannual basis.

DON'T MISS THIS ONE-OF-A-KIND EVENT!

For information and registration material,
please visit our website www.northeastacquirers.com



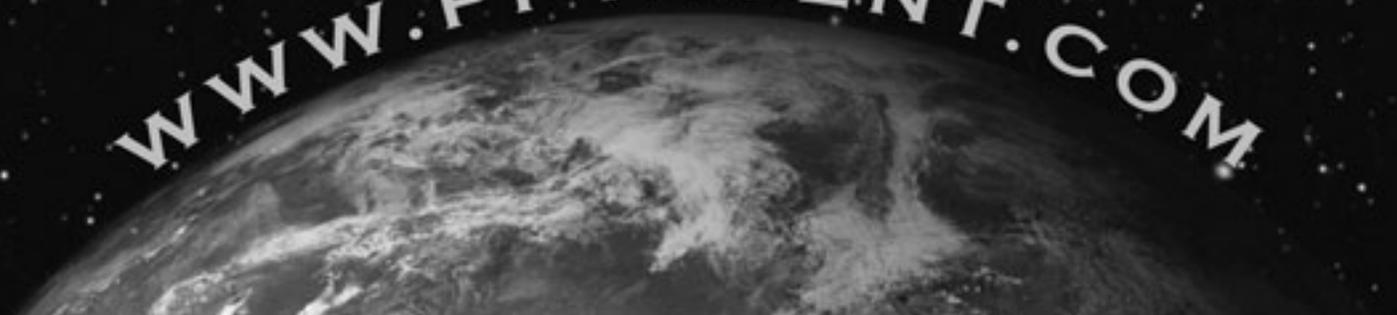
PAYPROTEC

payment processing technologies

2.5x *Payment*
up front *Program*

MORE INFO AT:

WWW.PPTAGENT.COM



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



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

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

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

Call 1.877.296.3446

**cyndigo**

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



Company Profile



Credit Cash

ISO/MLS contact:

Paul A. Ficalora
 Vice President Marketing Director
 Phone: 212-688-2600 ext. 308
 Fax 212-838-4820
 E-mail: paulf@credit-cash.com

Company address:

505 Park Ave.
 New York, NY 10022
 Phone: 212-688-2600
 Fax 212-838-4820
 Web site: www.credit-cash.com

ISO/MLS Benefits:

- Secure larger deals
- Retain processing income
- Reduce merchant attrition
- Increase sales agent retention
- Earn commissions on each product

Resource-full lender

When it comes to merchant loans, an inverse relationship usually exists between merchant size and risk. The smaller the merchant, the larger the perceived risk; the larger the merchant, the lower the risk.

However, when it comes to the amount borrowed, this is not the case; large merchants borrow substantial amounts of money.

So, it makes sense – at least on paper – to get in the business of loaning money to bigger merchants. There is less risk, and the funding amounts are larger. Therefore, the revenue from the loan will be considerable.

However, there is a reason few companies are willing to lend significant sums to merchants: It takes money – and lots of it. Most lenders don't have such resources, so they focus on smaller merchants. It is more work, but still profitable.

Most likely, if a company has the means to offer a \$3 million loan to a credit-worthy large merchant, it will. Credit Cash extends credit to larger merchants only and has the resources to assist clients whose monthly credit card volume is at least \$200,000.

It provides working capital and funds a maximum of a company's average monthly credit card sales amount, offering amounts from \$150,000 to \$3 million.

This is of interest to ISOs and merchant level salespeople (MLSs) because agents who work with

Credit Cash can typically earn better commissions for less legwork.

Credit Cash is comfortable providing sizeable loans to the large-business segment. In fact, through its affiliate firm Entrepreneur Growth Capital, it has been lending to this niche since 1937. Credit Cash managers have a combined 100 years of experience in this business, and their clients represent more than \$500 million in annual sales.

One of the advantages agents enjoy with Credit Cash is the ability to simultaneously work with smaller merchants.

"Because our target markets are larger merchants, we do not compete with other cash advance companies," said Paul A. Ficalora, Vice President Marketing Director of Credit Cash.

"Processors, ISOs and MLSs can maintain their existing cash advance relationships and utilize Credit Cash for their larger merchants."

Untapped market

Unlike other funding options developed in the payments industry over the last five or six years, such as the purchase of future credit card receivables, Credit Cash adheres to true loan processes.

It also reviews account receivables, inventory, equipment and real estate. Another advantage for agents and their clients is merchants and other clients do not need to change processors.

Ficalora noted that many of Credit

Company Profile

WHO WOULD HAVE EVER
THOUGHT OF ...

**NATIONAL
WEST CHECK
PROVIDERS OF
TENNESSEE, LLC**



**MARCUS DID, USING THE
ISO/MLS/MSP
COMPANY NAME
GENERATOR
ON WWW.GREENSHEET.COM.
TRY IT OUT TODAY!**

Credit Cash is also a solution for businesses that have considered mortgage refinancing, but due to the recent tightening of the mortgage market, either can't or don't wish to pursue that avenue.

Cash's clients borrow funds in addition to a bank loan, while some use the company instead of going through a bank.

"[Clients] may want to grow and know they shouldn't or can't go back to the banker," he said. "We are a good option for them. We fill in. We subordinate to the bank, and we don't interfere with that relationship."

Seasonal businesses, such as restaurants and stores in vacation destinations, are particularly well-suited to borrow funds from Credit Cash.

Often it can be difficult for these types of businesses to secure additional funding, because they have low cash flow during off season months.

In these cases, when a bank loan or additional funding from investors is either not ideal or impossible, Credit Cash can be a viable solution that pleases owners, as well as investors and creditors.

Credit Cash is also a solution for businesses that have considered mortgage refinancing, but due to the recent tightening of the mortgage market, either can't or don't wish to pursue that avenue.

Also, mortgage refinancing takes time that many businesses don't have. Credit Cash typically supplies funds within 10 days of receiving all the appropriate paperwork.

Appealing numbers

In terms of funding options, larger merchants typically are more experienced than their smaller competitors. "Others focus on small merchants and charge high rates," Ficalora said.

"As you get to the larger merchants they say, 'We are bigger, more savvy. We know enough not to pay those kind of rates.' This is a new sales product, to a new group."

Credit Cash rates are 1% per month, so a six-month loan is 6%, 12 months is 12% and so forth. Terms are from six

the X factor!

when it comes to **mobile payment solutions...eXperience counts!**

with more **eXperience** developing advanced "future proof" payment solutions **EXaDigm** gives you...

- highly secure, truly modular, PC-based mobile payment terminal
- offering more features than any other terminal available today
- with unparalleled **eXcellence** in service and support
- for the same price (if not better) than the others

so what?

retain merchants longer | **increase** residuals faster | **grow** your portfolio value sooner!

what the others can only promise, **EXaDigm** delivers!



CompanyProfile

to 24 months. Repayment is typically 3% to 15% of credit card sales. Merchants can either pay a percentage of credit card sales or a fixed daily payment.

Credit Cash uses a variety of channels to generate sales, including referrals, an inside sales force, brokers, processors, ISOs and MLSs. "This is another vehicle and source of income," Ficalora said. "Agents are always looking for valued added products for added income."

ISOs can customize the Credit Cash application with their com-

There are many ways to measure customer service. You can study surveys ... or look at an existing client roster. In the case of Credit Cash, 100% of its customers have renewed their loans.

pany name, so the process appears seamless to the client.

Credit Cash pays its agents a 10% commission on new loans and 5% on renewals. For example, if an agent brought in a merchant who borrowed \$1 million for a 10-month loan, Credit Cash would earn \$100,000, and the agent would earn \$10,000 of that.

Full return

There are many ways to measure customer service. You can study surveys, ask people for recommendations or look at an existing client roster.

In the case of Credit Cash, 100% of its customers have renewed their loans. "After three generations of being in the lending business, we understand customer service," Ficalora said.

This renewal rate is not only good for Credit Cash, but also for the agents who brought in those accounts, as they earn 5% commission on each renewal. Credit Cash makes it easy for clients to renew loan applications. "Once they've paid 50% of the loan, they become eligible to renew," Ficalora said. "Our average commission is \$5,000."

Not only is it important for MLSs to hold on to valuable accounts, it is also essential for ISOs to reduce attrition within their sales force.

If an office has a stellar sales agent, it doesn't want him or her to be enticed away by a competing ISO. By offering a unique and lucrative product, Credit Cash strives to help ISOs attract and *retain* valuable agents. 

CHA-CHING
RING IN THE NEW YEAR
HIT YOUR PCI PAYDAY
AND CASH IN NOW

By Selling VeriFone PCI Approved Solutions!
 Act Now to Get Unbelievable Rebates From Select Authorized Resellers

Limited Time Rebates*	PURCHASE BY DECEMBER 31, 2007 FOR BIGGEST SAVINGS	PURCHASE BETWEEN JANUARY 1-15, 2008	PURCHASE BETWEEN JANUARY 16 - 31, 2008
All wireless solutions and all variants of the V* 570	\$50 per device	\$40 per device	\$30 per device

NURIT 8020 V* 670 V* 610 V* 570

Learn About Additional Ways to Win Big at
www.verifonezone.com

Get Great Rebates From These Authorized Resellers

TASQ TECHNOLOGY THE PHOENIX GROUP POS PORTAL

 VeriFone
 THE WAY TO PAY™

* Terms and conditions apply. For rebate program details, please contact one of the authorized resellers named above. VeriFone reserves the right to terminate and/or change promotion without notice.



You PROFIT

from our principles

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

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

HOW?

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

WHY?

United Bank Card works with you to ensure your success. With online account reporting, dedicated Relationship Managers and 24 hour customer service and technical support, it is no wonder that our program is preferred by over 1,200 ISO partners.

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



United Bank Card



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



SOME COMPANIES STAND OUT FOR OBVIOUS REASONS...

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

LOWEST TRANSACTION FEES IN THE INDUSTRY

3 CENT

TRANSACTION FEES

IP transactions are even lower at 2 cents per transaction!

Residual splits of up to 65%!

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

VALUE ADDED SERVICES

- 25 FREE gift cards for all of your merchants
- FREE Ingenico eN Check 2500 check reader with check services application
- FREE VIVOPay 4000 contactless reader for qualifying merchants
- Merchant Cash Advance Program
- Registered ISO/MSP Program - United Bank Card pays your registration fees!

UNBEATABLE BONUS PROGRAMS*

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

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

NEW!

- Conversion Bonus
- American Express Bonus
- Discover Bonus
- Interactive Merchant System Bonus

NEW!

■ Nationwide Petroleum Program

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

■ Nationwide Sales, Service and Support for POS Systems



NOW OFFERING AMERICAN EXPRESS CARD ISSUING!

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

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

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

To learn more about United Bank Card, contact:
Brian Jones, Executive Vice President Sales and Marketing: 800-201-0461 x 136
Jonathan Brandon, National Sales Manager East: 800-201-0461 x 145
Max Sinovoi, National Sales Manager West: 800-201-0461 x 219
or log on to www.isoprogram.com for more details

ENHANCED! FREE EQUIPMENT PROGRAM

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

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

OPTION 1 – FREE PLACEMENTS!



Nurit 8320



Hypercom T4100

This is the same popular program which has been sold by our partners since the launch of the Free Terminal Program in November 2004. However, in addition to the Nurit 8320, you now have the ability to offer a second state-of-the-art terminal, the Hypercom T4100.

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



New!
Nurit 2085



Comstar CHARGE
ANYwhere Wireless



New!
Hypercom T7Plus



WAY Systems
MTT

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

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



United Bank Card is a top 40 merchant acquirer with an impeccable reputation of excellence in the payment processing industry. United Bank Card provides payment services to over 75,000 businesses throughout the country and processes in excess of 6 billion dollars annually. We commit our resources to helping our ISO and MLS partners succeed and give them the tools they need to maximize their sales. United Bank Card has set the standard for innovation and our programs will continue to provide our agents with a competitive edge. Contact United Bank Card and find out how our dynamic programs can improve your sales performance and increase your earnings!

United Bank Card 

AgenTalkSM

Divine industry spirit

As a child, Terence Van Horn dreamed of being a millionaire. Raised by a single mother who taught him the value of money and hard work, he quickly learned the meaning of ambition. Van Horn found his way to the payments industry through a mentor, and he believes getting advice from a trusted expert is a crucial ingredient to success for all merchant level salespeople (MLSs).

Now a Merchant Advocate and Chief Executive Officer of the Van Horn Group, he is currently building his own sales training module to educate MLSs.

Recently, he saved a stranger who was experiencing a seizure on a crowded Manhattan street. This encounter changed his life and led him on a religious journey to become an ordained minister, albeit one who listens to 50 Cent and the Red Hot Chili Peppers.

In this interview, Van Horn discusses his strategies for achieving business goals, why he makes a point to follow up with merchants and his desire to be financially free.

The Green Sheet: How long have you been in this business and why did you choose this profession?

Terence Van Horn: I've been in the payment processing industry since 2001. I didn't choose this profession, it chose me.

I always knew that residual income and multiple streams of revenue was the only way that I would be able to live financially free, this profession picked me up by both lapels and shook the heck out of me. I still get nervous twitches just thinking of that run in with destiny.

GS: When did you know you'd be able to succeed in this business?

TVH: I knew that I would be able to succeed in this business after meeting and receiving the best training from Bob Carr, Judy Altenburg and Richard Ross of Heartland Payment Systems Inc.

I understood that I was the only variable in the mathematical equation of success. I knew that after receiving their information, coupled with my activity, that I would definitely be able to meet and exceed my goals in life through this opportunity.

GS: What business/profession were you in before?

TVH: I was business partners with NFL (National Football League) Hall of Fame quarterback Fran Tarkenton, where we offered small business consulting packages in the marketplace.

I provided businesses access to a team of attorneys that specialized in every area of law, marketing, financial and tax professionals to be at their disposal for a monthly recurring or annual fee.

I believed this to be the greatest opportunity in the world until I met my mentor, Lennox Armstrong. He taught me everything I needed to know to get started. I quit my job and worked with him. My first two weeks in the business, I signed 13 deals; I was on fire.

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

TVH: I like knowing that my children will not have to depend on someone for a job when they get older. I know they will have the opportunity to be whatever they desire and won't be dream-restricted because I can't afford to support them.

Lease Source

Your best source for

POS Leasing

Best Rates

Same Day Funding

Equipment Upgrades

Guaranteed Approvals

90 Minute Turnaround

48 Month Leases on Wireless

No Verbal Verification Program

Faxable and PDF Leases Accepted and Funded

Lease Source

The proven leader in

POS Leasing

LSI
Lease Source Inc.

877 – 690 – 4882

www.gotolsi.com



CALPIAN

**\$6,600,000 acquisition
of a merchant
portfolio to create
liquidity for a U.S. ISO.**



CALPIAN

Financiers to the Industry™

866-574-4450

www.calpian.com

The Clear Choice for Acquiring Financing

CALPIAN

**\$54,140 acquisition
of a merchant
portfolio to create
liquidity for a U.S. ISO.**



CALPIAN

Financiers to the Industry™

866-574-4450

www.calpian.com

The Clear Choice for Acquiring Financing

CALPIAN

**\$50,126 acquisition
of a merchant
portfolio to create
liquidity for a U.S. ISO.**



CALPIAN

Financiers to the Industry™

866-574-4450

www.calpian.com

The Clear Choice for Acquiring Financing

CALPIAN

**\$83,185 acquisition
of a merchant
portfolio to create
liquidity for a U.S. ISO.**



CALPIAN

Financiers to the Industry™

866-574-4450

www.calpian.com

The Clear Choice for Acquiring Financing

AgentTalk

There have been times where I walked away from being an agent, put my hat up and decided to work for an ISO, even though I knew inside that I could do it on my own.

Something always happened, though. I'd realize I knew more about sales than my manager, I was getting residuals for only "x" number of months, could be fired for any reason, could not offer the best solution to my clients, and so forth.

I realized the only difference between me and the company I was working for was that they were registered and they had paid someone to create all of their marketing and training.

This has been the most challenging part of my career, knowing when to stop looking for someone else to help and hire me and learning and committing to doing that for myself.

GS: Describe a typical day in your life.

TVH: My day starts at about 6:30 a.m. by sifting through *The Green Sheet* and looking at interesting topics on GS Online's MLS Forum.

The MLS Forum is the best way for the independent

worker to have a connection to thousands of other individuals with like minds.

With people like Coach Bob, Mike Nardy, Jared Isaacman, Anna Solomon, Slick Streetman and Dee Karawadra, you really feel like you have friends out there who care about your success.

I add content to my Web site (www.vhgagents.net) and send and reply to e-mails from the previous day. I catch up on whatever online reading that I may have bookmarked. By 9:30 a.m. to 10:30 a.m., I'm out the door on my way to an appointment or to give a proposal.

If I don't have any appointments, then I'm knocking on doors, meeting new merchants, building rapport, probing and getting the merchant statement. I'm out in the field for five, six or eight hours per day.

Once back in the office, I send in my completed apps, input contact information and prepare for where I need to be tomorrow.

Even if I'm home as early as 6 p.m., I spend the rest of my entire day on the computer working on my Web site, glued to *The Green Sheet*, or completing the last phase of my PowerPoint training modules for my future sales force.

What Are You Doing Instead of Selling?



Still submitting paper applications?

Yeah right, and I'm still using a typewriter and sending my mail at the post office.

Join the future, United Payment Services has exclusive rights to the revolutionary Merchant Application Acceptance System (M.A.A.S).

No Paperwork! No Signatures!

Signing merchants is as easy as shopping online, for you and your merchants.

\$200 Signing Bonus (per account)

- 4 hour merchant approvals
- Generous commission structure
- Personal account manager
- Health insurance and Auto allowances
- Large bonus structure

PLUS

- Conversion bonuses
- Free equipment- including wireless terminals
- Liberal underwriting guidelines



1-800-680-6434

United Payment Services is a registered ISO/MSP of BancorpSouth Bank, Tupelo, MS. American Express and Discover require separate approval

Does your company supply you with Qualified Appointments?

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

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



IBC Provides

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

Weekly Commissions

Medical Benefits *

Mobile Technician Vehicle*

Free Marketing Materials

Proposal Preparation Support

Training at Your Location



800.827.4880

Ask for David Iafate ext. 222

www.intlbancard.com

* Subject to qualifications



**Free terminals with no prospects
= 0 money for you!**

See the difference with IBC

AgenTalk

GS: Do you set personal and business goals for yourself? If so, what are they? What steps are you taking now to ensure you'll reach them?

TVH: One of my personal goals was to stop smoking. I smoked a pack of cigarettes a day for the last two years, and I recently went cold turkey and quit.

Most of the challenges in life are usually internal. It is one heck of a battle overcoming that scared, lazy, weak person inside of you. It is very important to set goals for yourself.

How else would you know if you've gotten "there" if you never wrote down what or where "there" is?

A few business goals and the steps I'm taking to ensure I get "there" are:

- Getting registered. I have decided to submit 90% of all my deals to only one processor per year. This will guarantee that I build a stronger relationship and foundation in negotiating.
- Closing at least 35 deals per month. In order to accomplish this, I must have a daily method of operation. I must do the same thing every day and strive to produce better results today than I did yesterday.
- To never lose a client again. I feel that it is certainly possible to keep more than 96% of my clients. There are only a few reasons why a client leaves us, and most of those reasons can be prevented.

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

TVH: It's been the acquiring of knowledge. I have been successful in constantly finding new ways to build a better business model through my everlasting hunger of making tomorrow have more of an impact than today.

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

TVH: It wasn't funny when it occurred, but when I was new to the industry a merchant asked me what my company's interchange rate was. I told him that we didn't have interchange; we just have qualified, mid-qualified and nonqualified.

GS: Have you ever lost or almost lost a residual stream?

TVH: I lost a residual stream of \$650 from one merchant after signing him up, because I never followed up.

When I found out my competition gracefully took him away, the only thing I could do was apologize and promise it would never happen again. It was too late though, and I lost him for good. That was the last time I lost a merchant based on something that I neglected to do. The fortune is in the follow up.

GS: What are you doing to ensure that your clients are compliant with the Payment Card Industry Data Security Standard?

TVH: I send them documentation when it is made available. I also have a merchant forum that all of my clients can log into from my Web site that keeps them abreast of everything.

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

TVH: My sales style is consultative; I have a question-based selling approach. It's about how well you ask open-ended questions and how well you are able

Network Merchants...
Payment Gateway

the **PERFECT FIT**

PRIVATE BRANDING

No setup fee

Full on Support

ESTABLISH YOUR CREDIBILITY

AGGRESSIVE PRICING

99.9% FIRST CALL RESOLUTION

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



**ADVERTISE IN GSQ?
WHAT'S IN IT FOR ME?**

- REACH THOUSANDS OF READERS IN FULL COLOR
- ISSUE-SPECIFIC TARGET MARKETING
- DISTRIBUTED AT INDUSTRY EVENTS
- ONLINE PDF ARCHIVES

GSQ

www.greensheet.com/gsq

**CALL DANIELLE THORPE AT (707) 586-4737
OR RITA FRANCIS AT (866) 429-8080 TODAY!**

AgentTalk

to quietly listen, no matter how bad you want to say something.

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

TVH: It forces the MLS to become an educational powerhouse. Your merchants must look at you as more than a credit card person and as a consultant that has various solutions to their problems.

GS: How do you generate leads?

TVH: I ask every merchant for at least five referrals. Even if I didn't sell them or ever get a merchant statement, I always ask for referrals.

GS: How do you explain interchange rates to prospects?

TVH: Some will never understand, so just make sure you fully explain qualified, mid-qualified and nonqualified.

For those savvy merchants who can comprehend, I just explain that there is a different cost associated with each type of card you bring in. One of the many factors that differentiate each card type is risk.

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

NTC
NATIONAL TRANSACTION CORPORATION

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

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

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

I then will be able to give them examples of risk associated with certain card types and let them understand how and why more risk equates to a higher cost.

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

TVH: I do a mental recap to see if I missed or ignored something. I also ask the merchant, "What is it that is stopping me from earning your business today?" The merchant will be honest and tell you. It could be price, service, ease of conversion and so on.

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

TVH: I believe that one day we will be a cashless society. And within the next 10 years we will see only three or four major nationwide banks, and there will probably be less than two to three processors.

I think one day there will be no need for feet on the street as technology advances, portfolios are bought, companies merge, ISOs are bought out, and so forth.

GS: How should MLSs go about choosing their ISO partner?

TVH: They need an attorney who can clearly explain in detail what they need to know before they sign. They need to know that anything is or should be negotiable, especially if both parties are bringing something to the table.

I would recommend that they have a mentor or success coach to give them that extra push needed for them to be successful after signing. I would even suggest they schedule a conference call with the owner of the company.

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

TVH: *The Green Sheet* is a publication that I depend on to stay up-to-date on what's happening in my industry. *The Green Sheet* is responsible for my becoming an ISO.

GS: Any advice for newcomers?

TVH: Find a mentor in this industry; perhaps, sign under this person so you can make money while learning.

You need someone to show you the ropes and be honest with you. There are so many angles to this wonderful industry, I wish I would have had in the past what I am prepared to give now.

GS: What hobby or hobbies do you enjoy?

TVH: I am an Internet junkie, I love to listen to music, write poetry and read books for positive mental development. 📖

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

Experience

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

Reliability

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

Integrity

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

Scale

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



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

New!

Upfront Cash

**Health Care
Allowance**

**Merchant Cash
Advance**

**Free
Equipment**

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



NPC[®]

America's Payment Systems Authority

Are You Being Served Residual Slop?

What's in Your Residuals?



Do you sometimes get the feeling that your processor is now serving you "Mystery Meat" for your monthly residuals? Tired of paying BIN or Risk fees? Sick of the "Miscellaneous" deductions on your reports each and every month? Wondering if your expenses are taken off gross or net profits? Waiting longer and longer to get paid?

With **Electronic Payments** as your processor, you have access to every batch and transaction your merchants have run, every Interchange category those transactions have fallen into, and access to a PDF of your merchants' statements each month. Your residuals are paid on the 10th and now with the Discover Network Acquiring program from EPI, you can earn more residuals by receiving the markup charged over Discover Network Acquirer Interchange Fees!

*Get ready to make a move in the right direction and select **Electronic Payments** as your processor today!*

➤ **ZERO BIN
or Risk Fees**

➤ **4 Cent
Transaction Fees**

➤ **More Bonus
Programs**

➤ **Unparalleled
Residual Reporting**

➤ **ProCharge™
Accounting Plugin**

www.epiprogram.com



DISCOVER
NETWORK

INTRODUCING DISCOVER NETWORK ACQUIRING **Earn MORE Residuals!**

EPI is a Discover Network Acquirer and allows your office to now control and set the rates charged for accepting Discover Network cards. In addition, you can earn the markup above acquirer Interchange charged on Discover Network transactions, increasing your residuals tremendously. Get on board today with this great program!

- *Control and set discount fees charged to your merchants for Discover Network acceptance*
- *One consolidated statement for all card types*
- *Earn a markup above Discover Network Acquirer Interchange rates*

Get Started Today!
Call **1.800.966.5520 x221**
or visit **www.epiprogram.com**



ELECTRONIC
PAYMENTS

Call Now 1.800.966.5520 x221

Hats in the ring for ETA awards

The Electronic Transactions Association, an international trade association representing companies that offer electronic processing products and services, is hosting its annual awards ceremony this spring. Award recipients will be announced at the President's Dinner during ETA's Annual Meeting & Expo April 15, 2008, held at the Mandalay Bay Resort & Casino in Las Vegas.

The Expo is a place to network with partners, clients and colleagues, as well as take in many exhibitors and gain information about new products and services. New this year, attendees must register for the conference to make reservations at the Mandalay Bay Resort. Once registration is completed, recipients will receive a reference number that must be given to the hotel reservations desk to reserve a room.

Industry leaders are nominated for awards by their colleagues and honored by the ETA for a job well done. Names of candidates must be received by Feb. 4, 2008, to be considered. Nominations can be completed online at www.electran.org/content/view/245/173.

The six awards under consideration for 2008 are Business Partner of the Year, Committee of the Year, Committee Volunteer, Distinguished Payments Professional, Member of the Year and Technology Innovation. Guidelines for selecting nominees are as follows:

The Business Partner award is specifically designed for a company that is currently an ETA member and has shown extreme levels of support in an effort to further the association's success. To receive the Committee of the Year award, nominees must be ETA members that have had a large impact on the association. This is evidenced by their effort, spirit and accomplishments, which have added to ETA's value.

Appropriate candidates for the Committee Volunteer award are those who have dedicated time and effort to their committee of choice this year, reaching above and beyond the norms. The Distinguished Payments Professional award is presented to an individual who has influenced and implemented industry trends. This individual must be a leader who is respected by associates and regularly contributes to the success of the payments industry.

The Member of the Year award's recipient is based on an individual's leadership skills. This candidate will be a volunteer from an ETA member company who has strongly



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

Will you get yours?

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



80%/20%

Revenue Share

The first.

The most.

The best.



EQUITY
COMMERCE, L.P.[®]

"Growing With Equity"

866.790.3995

WWW.EQUITYCOMMERCE.COM

Equity Commerce L.P. is associated with Bank of America, N.A.





TEERTRONICS
Equipment New & Refurbished

800-856-2030

Refurb 2085
129.00
-case price-

Refurb T-7PT
119.00
-case price-

Refurb CR600
39.00
-case price-

Teertronics
Is NOW
accepting
keys for all
of your
encryption
injection
needs!

972-735-8880
www.teertronics.com

supported the association's advancement. A member company whose use of technology has increased profitability and made great advances within the industry is eligible to be considered for the Technology Innovation award.

Winners' names will be kept confidential until the night of the ceremony. ☐

All clear for Intuit, ECHO merger

The beginning of 2007 looked bright for small-business software giant Intuit Inc. when it intended to complete the purchase of Electronic Clearing House Inc. in the first quarter. But the deal quickly went south after ECHO disclosed its involvement in a federal probe regarding Internet gambling. But the year ended well for both companies; a second pass at the agreement was confirmed in December 2007.

Intuit, the originator of financial software such as QuickBooks, Quicken and TurboTax, signed an agreement to acquire ECHO. Intuit will pay \$17 for each share of ECHO's common stock, including shares issued upon exercise of options. The total purchase price is approximately \$131 million, fully diluted.

With the merger, Intuit will have the opportunity to expand its payment offerings by providing check services to customers. It will also be able to offer such solutions to merchants as automated clearing house (ACH); debit, credit and gift cards; and check verification, collection, guarantee and conversion.

"ECHO's leading technology solution and team of payment industry professionals, coupled with Intuit's focus on easy to use solutions, will help the combined company to deliver new and innovative products to customers," said Chuck Harris, ECHO's Chief Executive Officer. In the previous acquisition attempt, Intuit agreed to pay \$18.75 per share for ECHO stock, bringing the purchase total to \$142 million. However, the agreement was terminated in March 2007 after ECHO settled a federal Internet gambling investigation to the tune of \$2.3 million. (For more information, see "Intuit - Echo kaput, fed crackdown afoot," *The Green Sheet*, April 9, 2007, issue 07:04:01.)

ECHO paid the settlement as a nonprosecution offer for its hand in processing Internet wallets, which allowed consumers to use funds to participate in online gambling. When the Unlawful Internet Gambling Enforcement Act was signed into law in October 2006, ECHO stopped most of its business with such Internet sites and has since ceased all interaction with such sites. Since then, ECHO has refocused the nature of its business, concentrating on compliance with government laws, as well as continued growth. With the changes, ECHO and Intuit agreed that conditions were stable for a successful acquisition.

"Since our last discussions with ECHO, we've continued to survey the market and believe today, as we did then, that ECHO is a great strategic fit for Intuit," said Brad Smith, Senior Vice President and General Manager of Intuit. "We expect ECHO's technology and operational assets will help us accelerate Intuit's growth and strengthen our expanding small business ecosystem that includes the fast-growing payments space." The new agreement is expected to close in the first quarter of 2008 and will be subject to regular reviews, ECHO shareholder approval and other routine closing conditions. Once it has closed officially, ECHO's stock will stop trading and the company will become a fully owned subsidiary of Intuit. The proposed acquisition was approved by both companies' boards of directors. ☐

it's a new year. get new value.

What better time to join forces with a company who will truly value you as an asset? With iMAX Bancard, you can grow your residuals and your client base. You'll receive the support and the tools necessary to close the deal. When you sign on, you can choose a higher up-front bonus or a higher residual rate. Sign the merchants you want and get paid the same day to your account.

plus...

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



EXPECT INSTANT APPROVALS,
LIFETIME RESIDUALS THAT YOU OWN,
FAXED APPS, INSTANT LIVE MERCHANTS,
FILE BUILDS IN SECONDS, THE INDUSTRY'S
HIGHEST MERCHANT APPROVAL RATE,
INTERNET GATEWAY ACCESS TOOLS AND
REPORTING, SALES TRAINING WITH IN-HOUSE
SUPPORT AND SO MUCH MORE. WHY WAIT?
CALL TODAY TO FIND OUT HOW TO BECOME
AN iMAX BANCARD VALUED REPRESENTATIVE.

SALES.....ONLY BETTER.
866.702.8801

iMAX[®]
BANCARD NETWORK

www.imaxbancard.com ♦ www.imaxbancard.com ♦ www.imaxbancard.com

iMAX Bancard Network is a registered ISO/MSP of BancorpSouth Bank, Tupelo, MS.

California chomps on gift card leftovers



n Jan. 1, 2008, California Senate Bill 250 went into effect. The bill requires merchants to reimburse consumers for the unused remainder of gift cards with a balance of \$10 or less.

SB 250, sponsored by Sen. Ellen Corbett, D-San Leandro, and signed into law by Gov. Arnold Schwarzenegger on Oct. 13, 2007, applies to private label gift cards sold after Jan. 1, 1997. It affects cards issued by retailers such as Barnes

& Noble Inc., Best Buy Co. Inc. and Wal-Mart Stores Inc.

Network branded cards issued by Visa Inc, MasterCard Worldwide, American Express Co and Discover Financial Services, with the requisite card Association logo on them, are not beholden to the California law since card networks fall under federal statutes.

SB 250 amends Section 1749.5 of the California Civil Code, adding the \$10 redemption provision to language that forbids expiration dates on certain types of gift cards sold in California.

"This was a straightforward bill that made sense for consumers," said Sen. Corbett in October 2007. "Last year, \$8.2 billion went unspent in gift cards." According to Corbett, between 2005 and 2006, Home Depot U.S.A. Inc. and Best Buy Co. Inc. claimed \$43 million each in unredeemed gift card amounts.

Limited Brands (makers of Victoria's Secret lingerie) pocketed \$30 million, while Nordstrom Inc. made an \$8 million profit and Michaels Stores Inc. made \$7 million.

Darby Kernan, Deputy Chief of Staff for Sen. Corbett, said SB 250 is "the strictest in the nation" in imposing its \$10 threshold on the redemption of unused gift cards, favoring consumers over retailers.

Policies regarding unredeemed gift cards vary from state to state. According to Kernan, Montana and Washington state impose a \$5 maximum amount on gift cards that can be redeemed for cash, and Vermont allows consumers to cash out gift cards when only \$1 is left on the card.

In SB 250, an unredeemed gift card is any private label gift card purchased after Jan. 1, 1997. The individual purchaser, not the retailer, controls if and when the gift card will be redeemed. In California, there are no expiration dates on gift cards.

Does your leasing provider:

1. Cap you on hardware, software and ATMs?
2. Take too long to return your approvals?
3. Restrict equipment for your customers to lease?
4. Take too long to provide financing?

If your answer is "Yes"
to any of the questions
above you need to call...



A-1 Leasing Offers

- POS, software and ATMs
- Leases from \$700 – 250,000
- Approvals in hours not days
- Same-day funding
- Faxable leasing
- NO manufacturer restrictions

A-1 Leasing provides
you with leasing options
others cannot or
are unable to –
call Brad at
888-222-0348 ext 3012.



Kernan does not believe California retailers will be upset at the new law. Kernan stated that the original unused amount written into the bill was \$20.

Retailers balked at that amount but were content with the reduction to the \$10 limit. Every state has laws regarding unclaimed property, called escheatment laws, whereby funds from unused bank accounts, unclaimed safety-deposit boxes and uncashed checks go into state coffers.

In recent years, the rising popularity of gift cards has made state treasurers revisit state escheat laws because of the huge revenue involved in the unclaimed amounts of gift cards for merchants. Industry experts say California is seen as a bellweather state for trends affecting the payments industry. 

Acquiring today, a shapshot

Sales is the core of acquiring. So, it shouldn't be surprising to learn that 73% of leading ISOs and acquirers intend to boost their investments in sales. It might surprise some folks, however, that in a market where new products continually emerge,

an equally large number of organizations (73%) have no plans to increase product investments.

Fewer than two in 10, for example, consider mobile payments support an important factor in acquiring new merchant accounts; 82% see mobile payments as neutral or not at all important in account acquisition. These are some of the insights gleaned from new research by Aite Group. The consultancy held a recent webinar – titled The State of the Merchant Acquiring Industry – to showcase its latest research, and *The Green Sheet* was invited to attend.

The research, directed by Aite Analyst Adil Moussa, demonstrates just how difficult it can be to examine merchant acquiring trends. Moussa surveyed companies representing the top 80 acquirers, but responses came from just 11 of them. Moussa conceded the sample was small. "But we think these results are representative of the industry on these issues," he said.

Here are some highlights from the data presented during the Dec. 18 webinar:

- Margin compression is the biggest challenge facing the market; 73% of respondents said it was a top challenge for them.
- More than half of all transactions in 2006 were

**CHECK GUARANTEE & CONVERSION
FOR MOBILE MERCHANTS...**

No EQUIPMENT REQUIRED !

**TELE-DEBIT CHECK GUARANTEE
AND CONVERSION**

 Global eTelecom, Inc.

www.CheckTraining.com
www.GiftCardTraining.com

877-454-3835

sales@globaletelecom.com

News

acquired from merchants with annual sales below \$50,000.

- On average, it takes an acquirer 4.2 months of active selling to replace a lost merchant account.
- ISOs and acquirers spent on average \$200,000 on PCI compliance in 2006.
- The product ISOs and acquirers expect to see the most demand for over the next 24 months are partnerships for issuing branded prepaid cards; 36% see demand growing for these.
- Just 29% of merchants use the Web to access account statements today; only 2% use the Web to contact ISOs acquirers about customer service matters.

"There's a huge opportunity to shift merchants away from face to face or telephone contact to a more automated form of interaction," Moussa said. ☐

L60 at odds with Pipeline

Arizona holding company L60 Inc. filed a complaint against Pipeline Data Inc. in Maricopa County Superior Court in Phoenix, alleging the payment software provider failed to pay

over \$1.5 million as part of a merger agreement between Pipeline and Valadata Inc., a payment processor for the restaurant industry. L60, the sole shareholder of Valadata, entered a merger agreement with Quincy, Mass.-based Pipeline on July 10, 2006, in which Pipeline was to purchase Valadata and merge it with its wholly owned subsidiary Valadata Inc.

Pipeline agreed to pay L60 roughly \$7 million in three installments: an initial amount of approximately \$5.4 million at closing and then two subsequent installments – each in the amount of \$782,631 – to be paid upon the first and second anniversaries of the closing date.

L60 claimed Pipeline paid the initial installment, but failed to pay the second portion when due.

According to the complaint filed in September 2007, L60 received a letter from Pipeline in August of that year stating Pipeline was no longer obligated to pay L60 further installments.

L60 is seeking the combined amount of the second and third installments it allegedly is owed – over \$1.5 million – as well as interest accumulated on the unpaid amount after July 10, 2007.

Furthermore, as a result of the alleged breach of contract, L60 believes it is entitled to reclaim possession of the approximately 8,000 retail merchant accounts owned by Valadata at the time of the merger.

L60 also stated in the complaint that, in the 2006 merger agreement, Pipeline agreed to remit to L60 75% of the revenue received from two account portfolios after Pipeline had serviced those accounts for one year. L60 alleged Pipeline has not remitted that revenue. ☐

EC interchange ruling: Merchants applaud, MC digs in

It's a coup, of sorts, for merchants and their allies in the battle against the big-name card brands' pricing strategies. In a ruling handed down last month, the European Commission said certain interchange rates for MasterCard- and Maestro-branded credit and debit card payments violate EC rules, which are roughly equivalent to fair competition laws in the United States.

The rates in question apply only to consumer cards, not corporate or business cards.

They affect virtually all cross-border transactions and certain domestic transactions using MasterCard and Maestro cards, according to a Dec. 18, 2007, EC announcement.

It's about time to add alternative payments!



Increase your sales by simply adding our payment solutions next to your credit card billing

ACH PROCESSING

DirectPay US

DirectPay EU

EUDEBIT

DEBIT ASIA

PAYMENT PROCESSING

www.2000charge.com
+1626.585.1814



We'll Show You The Way...

Customer Service

- Zero Hold Time
- 24/7 Customer Service
- Award Winning Service

Technical Support

- Terminals In/Out Same Day
- 24/7 Customer Service
- Zero Hold Time

Agent Relations

- Your Own Personal ISO Rep
- 3 Hour Merchant Numbers
- We Approve All Deals

- TSYS Acquiring Solutions
- All Front/Back End TSYS
- Paid On **All Income** Streams

Own Your Own Agent/ISO Program



(800) 863 - 5995

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

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

TO LEARN MORE ABOUT YOUR RIGHTS,

CALL JIM FINK

AT

1-800-CARDSWIPE

(227-3794) ext. 7800

or visit us online at

WWW.GOEVO.COM

The ISO Bill of Rights

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



MERCHANT SERVICES

News

EC Competition Commissioner Neelie Kroes described the charges, known as multilateral interchange fees (MIFs), as "among the highest in Europe, set at more than 0.50% for debit ... and more than 1% for credit card payments."

The EC has given MasterCard Worldwide six months to drop the fees, or face daily penalty assessments equal to 3.5% of its daily transaction totals.

In its statement, the EC described MasterCard's MIF as "a subsidy to its member banks [that] burdens the acquiring party with costs."

Merchant groups immediately seized on the EC ruling to push for similar legal action in the United States.

"European authorities say MasterCard is double dipping in Europe, and that's exactly what we think both MasterCard and Visa are doing in the U.S.," said Mallory Duncan, Senior Vice President and General Counsel at the National Retail Federation.

"It's time for this to stop and ... authorities here in the U.S. should take the European ruling as a signal that it's time to bring the same relief to U.S. consumers."

MasterCard appears to be digging in for a long fight.

"We are disappointed that after years of review of MasterCard Europe's transparent, default cross-border interchange fees, the commission failed to appreciate that without a mechanism to fairly share costs among all the participants

in a payment system that functions across Europe and around the globe, consumers will be hurt," said Javier Perez, President of MasterCard Europe. ☐

Swipe 'n shred, self-service fraud foiler

Underwriters Laboratories Inc., which has been testing and evaluating products to comply with safety standards for more than a century, recently certified RealTime Shredding's Self-Service Shredder.

According to RealTime, theirs is the first shredding kiosk designed specifically for consumer and business use to be given UL's stamp of approval.

Do you wonder what shredders have to do with merchant acquiring? Think value added service and security. Both can boost an ISO's or merchant level salesperson's bottom line.

In the summer of 2004, RealTime Shredding Inc. recognized an untapped market for an industrial-strength paper shredder that would be open to the public.

It landed on the idea of a shredding kiosk, where consumers could safely and securely shred their private information, rather than toss it into the dumpster for a thief to find.

The first test kiosk for The Self-Service Shredder was placed in a Colorado Springs, Colo., mall in September 2005. Early the next year, the kiosk was rolled out in several beta test markets to evaluate the public's reaction.

After further changes were made to the shredder, including customized antijam software with 5,000 lines of

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

From \$150,000 to \$3 Million

Rates starting at 6%

Big money, low rates, high commissions



CREDIT CASH

Working capital for companies that accept credit cards

212-688-2600

www.Credit-Cash.com

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

code, the kiosk was ready to go.

As of late December 2007, the Health Insurance Portability and Accountability Act and Fair and Accurate Transactions Act of 2003 compliant shredder was installed in over 50 locations, from malls to postal stores to schools to county government offices to banks, at a price tag of \$6,500 and up.

John Podrovitz, Vice President of Business Services at RealTime Shredding and the man behind engineering and programming of the kiosk, said the shredder can destroy 50 pages in 35 to 40 seconds.

"It's so quiet that customers wonder if it's even on," he said. He estimated the kiosk has a lifespan of eight to 12 years, with little maintenance required.

The kiosk can be programmed to function free of charge, or to accept a fee for so many minutes of shredding time. For instance, a business can configure the shredder at \$1 or \$2 for two minutes of shredding time.

In that time alone, Podrovitz estimates, a customer could shred 300 to 500 pages. The kiosk can be tailored to accept cash and coins, or Visa Inc.- and MasterCard Worldwide-branded bank cards.

Podrovitz noted the shredder is designed for consumers as well as businesses. By shredding confidential documents in a fast, convenient and inexpensive way, the shredder helps consumers avoid identity theft, he said.

And, for businesses, the shredders generate revenue and increase foot traffic. "[The kiosk] draws in 300 to 500 people a month" at banks, Podrovitz said.

While Shelley Froggatte, Senior Vice President of Marketing for New Frontier Bank in Greeley, Colo., did not have statistics to substantiate that claim, she said the shredder installed in the foyer of the bank has been a

great success. "We've gotten a ton of good comments on it," she said.

New Frontier offers the shredder as a free service to its customers.

According to Froggatte, the bank's administration was initially skeptical of the shredder's value.

But staff has since been won over, since the shredder brings in new customers, she said. The Self-Service Shredder shreds paper, cardboard, credit cards, paper clips, staples, CDs, DVDs and floppy disks. Is it time to talk shredding with your customers? ■

No Tricks! No Gimmicks! Just what you want!

- ☛ Revenue Share
- ☛ True Interchange Pass-Through
- ☛ Immediate Approvals & File Builds
- ☛ No Minimums
- ☛ Life Time Residuals
- ☛ Online Reporting
- ☛ Cash Advance Program
- ☛ Bi-Lingual Help Desk

**For more information call
Barry Ervi at 800-944-1399**

 **SignalPay**
www.signalpay.net

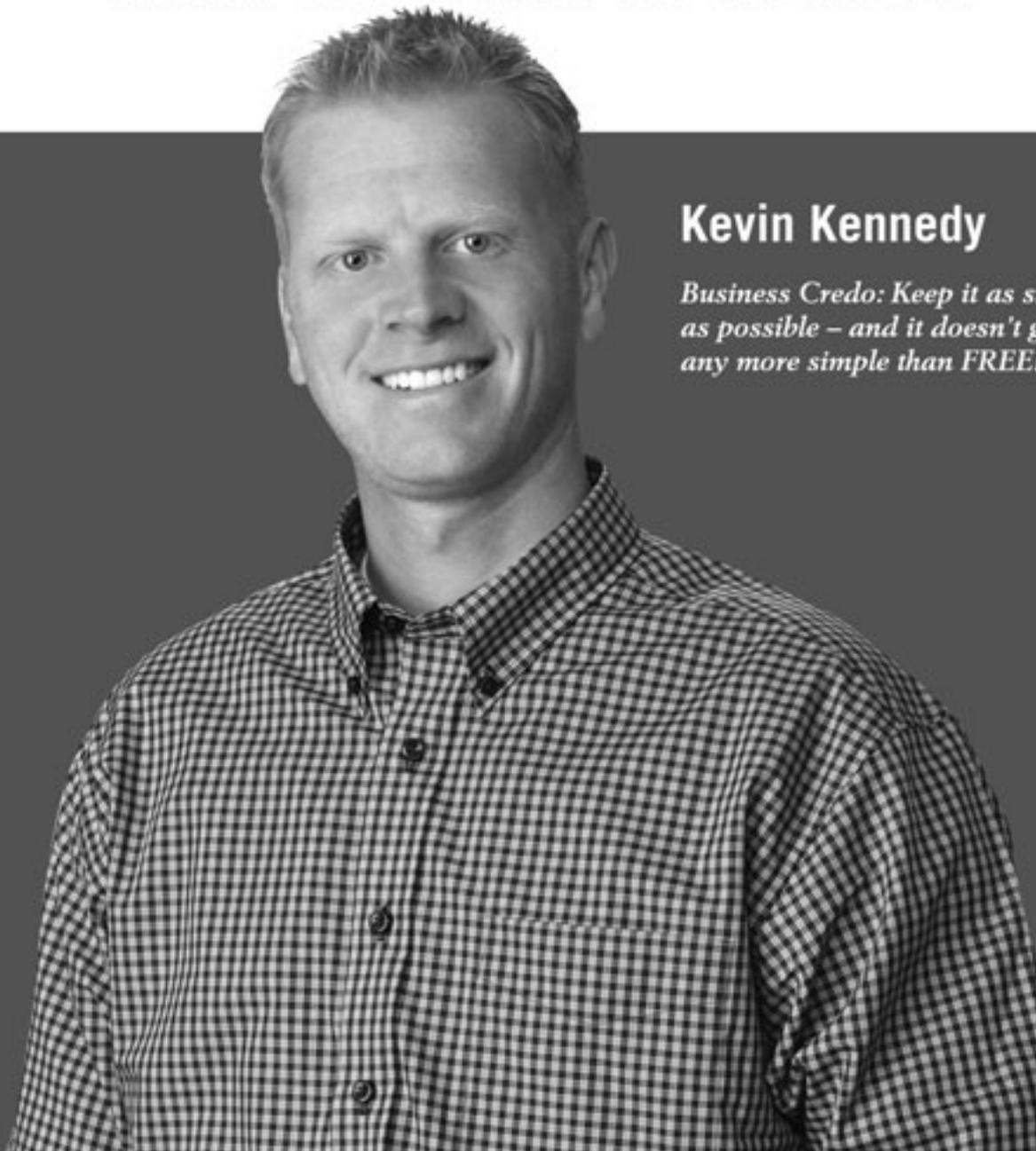
A registered ISO/MSP in association with Bank of America, N.A., Charlotte, NC

GET THE REAL STORY.

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

REAL REPS. REAL SUCCESS.

ONE-ON-ONE WITH OUR TOP SALES REPS.



Kevin Kennedy

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

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

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



total merchant services

payment solutions for your business



We do all the work. Merchants get all the credit. You look like a Rock Star!

The Assurz 100% Satisfaction Guarantee improves customer satisfaction and makes online visitors more likely to buy. Through a partnership with Assurz, you can now receive the benefits of offering this service directly to your online merchants.

- Drive revenue through increased consumer confidence.
- Offer your merchants first class customer service with an extended 90-day evaluation period and hassle-free returns.
- Easy to implement and no set up fees.

Make Money Like a Rock Star!

Contact Martin Drake at 801-331-6411
or bizdev@assurz.com.

ASSURZ

www.assurz.com



**Just what
online shopping
needed!**

© 2007 Assurz, Inc. All rights reserved.

Health care from page 1 (cont'd)

electronic payments. Also, payment entrepreneurs have found health care's obsolete payment systems hard to dislodge. Systems of communication for the transmission of health and insurance-related data back and forth between insurers, employers, providers, government agencies and financial institutions have not been put in place.

As for many sectors of electronic payments, such as in prepaid and smart cards, the United States lags behind the rest of the developed world. According to Belgium-based Eurosmart (www.eurosmart.com), an international association committed to expanding the world's smart card market, Germany has approximately 80 million health care smart cards in circulation and France has 60 million using its Sesam-Vitale system.

Even the tiny Republic of Slovenia has issued about 2 million health care cards.

In comparison, research by McLean, Va.-based consulting firm BearingPoint Inc. found that only 18.7 million Americans were enrolled in CDH plans – FSA, HRA and HSA accounts combined – in 2006, out of a total population of over 300 million.

Outside of the United States, almost every other country has a substantially state-run or state funded health care system, which facilitates implementation of electronic payments via health care cards issued to every citizen.

The United States, however, with its stratified national, state and local government structure, and with its business model being a free marketplace driven by innovation and consumer demand, is not suited to rolling out health care payment cards at a national level.

System complexity

Roadblocks toward adoption of health care payments are lack of coordination among the parties involved, the absence of product/service-level data in "carve-out" transactions, lack of terminals and hardware to facilitate payments at the point-of-service, and the overall resistance to change of the paper-dominated world of health care.

"The industry as a whole is using a methodology of paperwork as tried and true," said Ted Svoronos, Certified E-Commerce Consultant for Irvine, Calif.-based Group ISO. "They have been using this method for many years, and though it is not very efficient, it works."

Dovetailing with the industry's intransigence to going electronic, the basic infrastructure for accepting health care payment cards is not in place.

Most doctor's offices and hospitals are not equipped with terminals necessary to access a patient's electronically stored medical history, or to accept payment for medical services with a prepaid debit card tied to an FSA/HRA/HSA account.

According to Leonard Bruckman, President and Chief Executive Officer at virtual information technology firm Datazoid Inc., "For the most part, consumers who have enrolled in these [CDH] programs have the responsibility of determining and tracking eligible expenses when using a prepaid card linked to [health care] accounts. This can be a daunting, time consuming task which is beyond the reach of most consumers.

"Determining what expenses are eligible, particularly when a consumer makes a purchase that includes both eligible and noneligible expenses, can be very difficult."

Therefore, in order for payments to take off in the health care field, items purchased at mixed-use retailers such as Wal-Mart Stores Inc. or Walgreen Co. stores must be parsed or bucketed by a process called auto-substantiation.

Items covered as a qualified medical expense under a health insurance policy – such as glucose monitors or blood pressure sleeves – need to be automatically differentiated in real time at the POS from other purchases, such as toothpaste and hair conditioner.

At most pharmacies today, real time adjudication does already take place, but only for prescription drugs.

Kaushik Roy, Director of Product Marketing for Financial Services and Payments at Kabira Technologies, said the primary electronics networks are in place to handle the complex flow of information between insurer, provider and financial institution.

"It's a dynamic system," he said. "As is happening in Europe, the payment networks are enabling the exchange of financial transactions ... but insurance companies and providers need to hook up in real time. What needs to happen is that all these systems need to talk to each other."

Svoronos agreed. "Processing for this type of card program can definitely be done," he said. "But the key will be for multiple platforms to be able to talk to each other on the back end so that transactions are routed properly, safely and securely.

"The accounting protocol has to be robust and even include something such as a live dashboard feature where each employer would be able to monitor the success and use of the program by the employees or individuals. Also the employee or individuals should be able to look at his or her account and see where they stand."

The answer is in interoperability: the ability for patients, providers and payers to be able to communicate over open and accessible data networks.

"We are doing that today," said Daryl Richard, spokesper-

ISN'T IT ABOUT TIME FOR A CHANGE?

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

JOIN US TODAY!

MST **Merchant Services Inc.**

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

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



Build a custom-tailored program that fits you perfectly.

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

1-800

BankCard

JOIN 1-800-BANKCARD TODAY

Call 1-800-BankCard (1-800-226-5227) today and ask for:

Joyce Seuhbetian at ext. 5925

Rich Lopez at ext. 5912

George Mayo at ext. 5923

powered by

MSI

CoverStory

son for United Healthcare Services Inc.

The Rosetta Stone?

United Healthcare handles policies for 28 million individuals nationwide. Policy holders are given an electronic eligibility card that is network-branded with the MasterCard Worldwide logo. The card integrates an individual's medical history with insurance information.

The consumer can log on to United Healthcare's Health Insurance Portability and Accountability Act- (HIPAA) compliant Web portal (www.myuhc.com) to view his or her private account information.

According to Richard, United Healthcare has worked directly with health care providers for real-time adjudication of insurance claims at the point-of-service.

With a swipe of the patient's mag stripe eligibility card, the provider has Web access to four functionalities: whether the procedure or service is covered under the patient's plan, the patient's health record, the ability to process that claim in real time, and what if any additional expenses not covered by the plan are to be charged or debited from the patient's private DDA account.

But United Healthcare has gone a step further by starting

its own bank, Exante Bank – the only insurer to have done so, said Richard.

By bringing insurance and financial services under one roof, Richard claims it simplifies and quickens the billing process, giving a "full circle patient experience."

While United Healthcare employs the traditional mag stripe on its cards, with the cardholder's account information and medical history stored on United Healthcare's servers, the much talked about smart card technology is seen by the payments industry as the leading alternative.

Health cards based on smart chip technology have a consumer's entire medical history stored on a microchip embedded in the card.

According to a February 2007 report issued by the Smart Card Alliance, a nonprofit organization representing smart card and radio frequency identification (RFID) technology vendors, the smart health card "is distinguished from other types of cards by its ability to transport confidential data securely from cardholder to practitioner and by the convenience of providing data immediately.

"Patient information can be assessed and controlled by the patient, using a card reader connected to the provider's computer or to the consumer's computer at home."

According to the Smart Card Alliance, the main benefit of smart cards is in their interoperability.

"Smart health cards can help bridge the information and communication gaps that exist between health care providers without the prerequisite of an EMR [electronic medical record] or integration with a data exchange."

Alphabet soup

FSAs, HRAs and HSAs are the three types of health insurance accounts tied to electronic payment cards that industry experts believe have the greatest potential for growth.

FSAs are given to the employee by the employer, and are often funded through payroll deductions. The employer opens the account, and the employee funds it. FSA is a "use it or lose it" account; any funds left over at the end of the year go back to the employer. If an employee loses his or her job, the employee loses the account as well.

HRAs are similar to FSAs in that if an employee changes jobs, the employee loses the account. But HRAs differ from FSAs in one key aspect: HRAs are opened, owned and funded by the employer to reimburse employees for covered medical expenses. The employer sets the yearly contribution limit, too.

But the type of account getting the most ink is the HSA, a tax-exempt account created by an act of Congress in 2003

Residual Buyout Program

We buy all kinds of credit card processing portfolios.

- ✓ Private Party Buyer (No Red Tape)
- ✓ Close Transactions in as Few as 5 Days
- ✓ We Don't Switch Merchants From Existing Processors
- ✓ We Purchase Small & Large Portfolios

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



designed to give control back to consumers and lower health care costs.

HSA's are popular with employers because of the high deductible that an employee must pay before an employer steps in to pay for further medical expenses. A yearly contribution limit of \$2,850 has been set for an individual and \$5,650 for a family.

Unlike FSAs and HSAs, the unused funds in an HSA at the end of the year can be rolled over to the next year. Furthermore, an HSA follows an employee from job to job.

But HSAs go a step farther. "[HSAs] are like IRAs," said Kirk Hoewisch, President of HSA Bank in Sheboygan, Wisc. "Once you hit 65, you can spend it however you want."

An employee has no incentive to stop spending with an FSA or HRA account, said Hoewisch, because it isn't the employee's money.

But because HSAs are employee-funded, employees have a stake in how that money is used, are more discerning in what they use it for and are less willing to waste it.

"[HSAs] are like IRAs. Once you hit 65, you can spend it however you want."

— Kirk Hoewisch
President of HSA Bank
in Sheboygan, Wisc.

Using HSAs, said Hoewisch, insurers are "amazed at how their claims drop."

HSAs, therefore, coupled to payment cards, seem to align better with the CDH model, giving consumers greater control over their health care while at the same time reducing claims costs for payers.

Privacy concerns

The issue of privacy is perhaps the biggest stumbling block toward the broad establishment of electronic payments in health care. It is horrendous when a consumer's bank account number is stolen. But it is infinitely worse if that consumer's medical history is taken as well.

A big push toward making the system function properly almost demands that consumers' entire medical histories be stored on plastic in some form of EMR. This would free

A DIRECT BANK Relationship

877.635.3570



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

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

www.hbms.com

CoverStory

up time now involved with paperwork and the locating of medical records while at the same time decrease the amount of medical mistakes at the time of service, as in the case of an emergency room visit.

But the downside to EMRs is that they might be prone to identity theft. So what safeguards will be put in place to protect this sensitive data?

"HIPAA compliancy, KYC (know your customer) and other regulatory acts must be kept in mind while adopting this new experience with emphasis on security and compliance," Svoronos said.

"A few points to keep in mind when looking to adopt a program are ... their security measures, identity authentication and validation – to make sure that the identity of the individual has truly been vetted.

"Is this really Mr. Smith using this card program? How do you know, and is he trusted?"

"If the program is given to the individual by the employer it will be the employer's responsibility to know the true identity of the employee."

HIPAA was enacted in August 1996 to ensure that all

payers and health care providers comply with certain privacy and safety regulations concerning the storage, maintenance and transmittal of patient health care information.

The Security Rule explicitly covers electronic protected health information, as well as the steps businesses and organizations must take to be HIPAA compliant.

Svoronos mapped out what needs to take place. "[The payments industry] must take into account what information will be placed on the card, what information will be available to the health care institution, what information will be available to the merchant provider.

"Also, keeping in line with PCI [the Payment Card Industry Data Security Standard] and other industry compliancy, what information will be transferred back and forth for billing, statement and processing purposes."

Easier said than done. "Compliance is a big piece of the puzzle," Hoewisch said, "bigger than technology."

"As with anything," Svoronos said, "as long as we can bolster consumer confidence, make the experience simple and keep it very secure, I'm sure that the adoption rate will be quite favorable." ■

Cards, checks, online...
When it comes to payments, I need to know everything about everything.



I'm the guy they come to about mobile banking and what's next. To me, payments are as much fun as video games.



As long as folks keep writing checks, I'm in the check business.



Payments: We've got you covered.

Q: Okay, technology keeps changing and customer preferences are evolving. How do I make everyone happy and grow payments revenue at the same time?

A: From checks to "the new debit," you'll get the operational tools and strategic perspectives you need at BAI Transpay™ Conference & Expo. It's the only event of its kind that targets payments innovation while offering cutting edge solutions and quality networking.

Q: So, what's on the agenda?

A: Chris Anderson for starters. He's Editor-in-chief of *Wired* magazine, and his bestseller *The Long Tail: Why the Future of Business is Selling Less of More*, defines an entirely new economic model. Chris will share critical tactics that can help a payments franchise thrive and profit in today's market.

Q: Great, now what?

A: Go to www.bai.org/transpay/gs to register.

BAITRANSPAY™
CONFERENCE & EXPO

February 5-7, 2008
Gaylord Texan™ Resort & Convention Center
Grapevine/Dallas, Texas

BAI



Tribul Merchant Services LLC...has the power to
Make your Business Worth the Change!



We created Tribul Merchant Services LLC in an effort to evolve with our merchants and to put the business owner at the forefront of our industry.

OUR SUITE OF PRODUCTS INCLUDE:

- ◆ Credit and ATM/Debit Card Processing
- ◆ Top Check Guarantee Program in the nation
- ◆ Prepaid Services and Products
- ◆ Gift and Loyalty Programs
- ◆ High Risk Processing and Petroleum Products
- ◆ ACH Program
- ◆ ATM Sales and Leasing
- ◆ E-Commerce and Web Hosting
- ◆ #1 Unsecured Cash Advance Program

Discounted Rates as low as
1.39%



Join our team to begin processing with new clarity and with a vision that will prosper. Have no regrets with Tribul. We will deliver.



Call today! 1-866-602-0996
Speak to Patrick Burke x6252
or Dale Laszig of UFirst x6543

Start saving money when you process with Tribul today!

www.TribulOnline.com

Tribul Merchant Services LLC, is a registered ISO/MSP in association with Bank Of America, N.A. Charlotte, NC



Need a Cash Advance, but can't get one? Tribul Cash can help you!

How Tribul Cash Saved Jimmy's Restaurant From Going Out Of Business:

"Last month there was a fire in my restaurant's kitchen and all but one oven was destroyed, leaving the working conditions irreparable! I needed \$20,000 to rebuild my business and to meet payroll, or I would be forced to shut-down. I had nowhere to go until I found out about Tribul Cash. I was rejected by other lenders because I am in a "high-risk" industry; however Tribul Cash accepted me because my business processes credit cards. In just 72 hours, after speaking to a funding specialist, I was wired the money I needed and regained all hope. Thank you Tribul Cash for keeping me in business."

- Jimmy Diagiacamio, Jimmy's Restaurant
Bailey, Colorado

If your business accepts credit cards and needs an unsecured cash advance, call now, 1-866-868-4011 and receive cash as fast as 72 hours!



- Receive \$2,000 - \$100,000 (up to \$500,000, subject approval)
- No fixed payment schedule
- No interest
- Quick approval



CALL US TODAY!
1-866-868-4011
www.TribulCash.com

Education

StreetSmartsSM

Proudly presented by



Winter profit-land

By Dee Karawadra

Impact PaySystem

While spending the Christmas holiday in Maine, I became very familiar with what I call winter merchants. Given how winter is often a bleak time for residuals (excluding those generated by retailers catering to holiday shoppers), I was reminded of the surge in activity arctic blasts bring to some businesses. From snow ploughs to heating oil, the weather creates a need for unique services.

My father-in-law arranged a sleigh ride for the family. As I glided through the snow with my in-laws, my thoughts drifted to how winter merchants can increase transaction volume when the thermometer plummets. (I also wondered if the sleigh business we were using accepted credit cards; visions of money danced in my head until a snowball brought me back to reality.)

Winter merchants are often overlooked and even passed by intentionally by some merchant level salespeople. For example, one of our agents called, wondering why his residuals took a nosedive in November.

When we looked at his book of business, we realized it consisted entirely of restaurants in one geographical area. He had no diversity whatsoever in his portfolio. So when it got cold and people didn't feel like braving the weather to dine out, he was stuck eating canned ravioli.

I never pass up a winter merchant. They are like rain in the jungle: not much all year, but when it rains it pours. And by adding diversity to portfolios, they can prevent large fluctuations in residuals.

Hot cold-leads

Generally, winter merchants have to capitalize within a few months, as their busy season is very short. The following businesses are a good place to start prospecting:

Education index

Jeff Fortney	78
Aaron Bills	80
Maxwell Sinovoi	84
Curt Hensley	88
Ken Musante	92

- Ski slope operators or resorts: A ski resort does not have to be huge; the North is full of small, family-owned ski establishments.
- Ski shops: These are the retail world for people who love winter sports; you've got to buy skis and stylish accessories somewhere.
- Ski towns: Find a town that has a ski slope, and hit up all its specialty shops. They tend to do great in the winter due to traffic from skiers.
- Heating oil companies: These are unusual merchants with exceptional volume in the winter months. Homes are chilly, and oil is used widely for heating.
- Tire shops: New tires help people get through that snow and ice; specialty tires with winter studs are a huge seller in the North.
- Carwashes: Cold weather brings snow and ice, which means salt and sand are generously applied to the roads. This causes a big mess as well as corrosion on cars. I was amazed to see so many Northerners washing their cars in frigid weather.
- Snow removal: This is a huge business in the North. I would get in good with the "plough man" and set him up as a seasonal business. He will see the rewards of accepting credit cards, including customers requesting more frequent service.
- Bed-and-breakfasts: I can't tell you how many bed-

Don't Lose Sight

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

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

T.Lee, CA

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

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

FREE TO YOU!

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

FREE MERCHANT PLACEMENT!

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

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



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

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

StreetSmarts

Business. Anywhere. Anytime
with...



USAe pay

VERIFIED MasterCard.
by VISA SecureCode.

PCI Certified Payment Gateway

... *Where Business is Done
in Real Time.*

Solutions For:

- » eCommerce/Mo/To
- » Retail
- » Mobile Processing
- » Small to Enterprise Merchants
- » QuickBooks®
- » Multi-Currency Processing

1-866-490-0042

www.usaepay.com | resellers@usaepay.com

and-breakfasts I saw sporting No Vacancy signs. This is a booming business in the winter. And don't forget the thriving restaurants right next to all the busy little inns.

- Hot-spot regions: For those who have no idea what heating oil is (Southerners), there are a lot of "snow birds" who migrate to balmy climes when times get cold. The locales they prefer have all manner of retail and specialty shops, including nail salons, that visitors like to frequent.

Many more possibilities exist, and each area has its own niches. The important thing is not to pass by these merchants. Their volume will benefit you greatly and add some consistent value to your portfolio. At the end of the day, you will have a thriving business with consistent revenue throughout the year.

Chilly stickiness

One of our merchants in Maine is a family-run ski slope that I decided to visit over the holiday. I thought this would be a good time to frequent my customer's business and take a ski lesson.

I did learn a few good lessons from this business owner (skiing was not one of them). He told me he was very pleased with the new terminal that he purchased from my agent and that our service was great. He also said that by adding a faster terminal, he was able to get his customers through the line faster and happier. He also asked me about putting an ATM in his business.

I was excited that our service allowed him to better his business. Plus, he is now thinking outside the box. My agent not only has a loyal merchant to help him through the winter, he now can diversify even more by adding an ATM in the product mix. Once you start thinking about winter merchants, your ideas should snowball. Offer your merchants seasonal set-up (closing them down in the off season, and turning them on in the busy season).

I hope this article gets you to take action to diversify your portfolio. It may even mean that you need to add some new partners to your business so that you can accommodate merchants outside of your norm. Next winter I hope you're sitting in front of a warm fire with a cup of hot cider, reaping the benefits of a diversified portfolio. ☑

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

Card Processing – More than money, **it's more opportunity.**

There's more to processing with Comdata – more proprietary solutions, more service, more security, more experience and more possibilities. Whether your focus is credit card acquiring, credit card issuing, gift, loyalty or payroll, we have a solution to suit your needs. Our product depth, along with nearly 40 years of experience in credit card processing, allows us to respond quickly to your business needs and industry trends. Call 866-806-5016 to learn more.



www.comdata.com



Education (continued)

Drill down to the fine print

By Jeff Fortney

Clearant LLC

Contractual agreements between independent merchant level salespeople (MLSs) and their ISO partners are the foundation of healthy and profitable relationships. I'm sure you, as ISOs and MLSs, have found great partners who communicate clearly and are honest and transparent in their business dealings.

On the other hand, you may have been excited about potential partners who turned out to be too good to be true.

I am not an attorney, but in my 20-plus years in this business I have seen relationships fail when MLSs don't carefully review and consider the fundamental business terms of their contracts. The first step to understanding the implications of an agreement is understanding which terms impact the business relationship being defined by the agreement.

I've outlined a few basic concepts that bear particular attention. They are key elements of any agreement and should be reviewed carefully. Also, prior to review, it is critical to identify all schedules or exhibits referenced in the contract.

Minimum knowledge

All contracts reference specific performance expectations for each party. One example is service minimum. While the definition of minimums can vary by contract, specific instances may include minimum monthly merchant applications or minimum residual earning before payout.

If you are not clear about how minimums relate to your contract, you and your partner may

start out the relationship with different expectations.

Right to own

Vesting rights most often refer to the ownership of the residuals earned from merchants signed during the agreement term. They also can outline what could happen should the contract terminate prior to full vesting.

Vesting usually occurs at certain milestones in the relationship, or a specific time period. In the latter, it is likely there is no ownership – or full vesting – until that period has elapsed.

If the agreement is terminated, vesting issues may result in the cessation of residual payments.

Exclusive offer

There are always issues and clauses that should remain exclusive between partners. However, in your contract definition, exclusivity may mean MLSs are bound to sell only the services provided by their partners.

MLSs should have clarity about exclusivity if this clause is presented in a contract. An unclear understanding could rock an agreement's foundation.

The fix is in

In most cases, buy rate and rate minimums refer to fixed costs that must be charged to the merchant before any revenue is generated for either MLSs or their partners.

Buy rate and rate minimums could be identified as monthly minimum fees, minimum mid-qualified and nonqualified surcharges, annual fees, or other itemized merchant related charges.

Diagrams, charts welcome

Revenue share percentages may include escalation opportunities based on many factors. They

may also *exclude* certain revenue earned. If this is confusing, ask for clarification before you agree to the contract. Request that this be put in chart or diagram form if necessary.

If it isn't clear what your costs are, then you can't effectively price a merchant.

Things that make you go hmm

Consider these contractual clauses carefully and ask questions.

- What is the time period before minimums apply?
- What happens if production drops below the minimum?
- Does the failure to reach a minimum impact any other provision of the agreement?
- Can a single instance where the minimum is not reached result in termination of the agreement?

If you are still confused after receiving an explanation, there is no harm in asking for further clarification or even requesting that a provision be removed. Remember, there is no such thing as a stupid question – especially when it involves your profession and your ability to service your customers.

Contracts between MLSs and their partners should establish ground rules that define the road map of success. It is up to MLSs to make smart decisions by aligning their businesses with strong partners known for integrity. Then MLSs can focus on delivering the best merchant processing products and services that offer their customers a real value proposition. 📊

Jeff Fortney is Director of Business Development with Clearant LLC. He has more than 12 years experience in the payments industry. Contact him at jeff@clearant.com or 972-618-7340.

Don't go broke. Go Global.



- **\$90 Commission**

AND

- **Monthly Residuals**

(You receive 100% above buy rates!)

Check Guarantee – 1% rate / \$0.10 trans / \$5 mo/fee / \$10 mo/min

Check Conversion – 1% / \$0.20 / \$5 mo/fee / \$10 mo/min

ARC 90-Day In-House Finance – 1.3% / \$0.20 / \$5 mo/fee / \$10 mo/min

Payroll Guarantee – 0.6% / \$0.10 / \$5 mo/fee / \$10 mo/min

Other commission/residual plans and services available.

Sales training and marketing materials available!

GLOBAL

CHECK

Visit us at www.GLOBALCHECK.com

or call 800-988-6221

Education (continued)

B2B and B2G: The road ahead

By Aaron Bills

3Delta Systems Inc.

Want to earn more this year? ISOs and merchant level salespeople (MLs) will find ample opportunities in 2008 in the business-to-business marketplace, one of the fastest growing verticals in our industry.

Growth opportunities also abound in the business-to-government (B2G) market as the use of purchase cards, also known as p-cards, by federal employees to acquire low-cost goods from suppliers expands. The top three trends to watch for this year are:

- Greater technological change and efficiencies in the p-card market (federal government and major banks will be key drivers)
- Blending accounts payable processes with card technologies
- Greater emphasis on preventing credit card security breaches and fraud

These trends will establish the need for product expansion, as well as integration with other processes.

Government hold

As the administrative arm of the federal government, the U.S. General Services Administration (GSA) contracts all agency purchasing, travel, fleet and integrated charge card services under its GSA SmartPay program.

Billed as the world's largest government credit card program, GSA SmartPay was designed to streamline federal procurement and payment processes by replacing time consuming, paper-based purchase orders for transactions less than \$2,500 with charge cards. It also ensures faster, secure electronic reporting with greater transaction detail.

When a GSA SmartPay card account is set up, a federal agency determines what limits to set on each card profile, ranging from the dollar amount per transaction and monthly total spending limit to the total number of transactions per month and the types of businesses at which the p-card may be used. The agency also decides who should be issued p-cards, limits on use of the cards and approval procedures.

During fiscal year 2006, the GSA estimated more than 350 federal agencies and groups participated in GSA SmartPay and spent more than \$26 billion in 98 million transactions on approximately 3 million charge cards. Of this total, p-cards represented approximately \$17.8

billion in expenditures across 25 million transactions by 299,000 cardholders (the balance being travel and fleet card transactions).

Since 1998, five banks have provided credit cards to the GSA SmartPay program – Bank of America Corp., Bank One Corp. (now JPMorgan & Chase Co.), Citigroup, The Bank of New York Mellon Corp. and U.S. Bank. With their contracts expiring Nov. 29, 2008, the GSA solicited competitive bids for its next generation SmartPay 2 program and awarded new contracts to Citigroup, General Electric Capital Financial Inc., Chase and U.S. Bank. These will last until 2018 if all options are exercised.

In addition to providing GSA with expanded p-card, travel card and fleet card services over the next decade, these four banks will also be responsible for ensuring:

- Better data quality, including expanded level 3 line-item detail on card transactions, to improve information accuracy and transparency, mitigate risk and enhance federal management reporting requirements.
- Increased data and systems security, including compliance with the Federal Information Security Management Act of 2002 and Payment Card Industry (PCI) Data Security Standard (DSS).
- New payment products and services, such as pre-paid cards, contactless cards and cards in foreign currencies.
- Lower interchange rates for government-to-government transactions and reduced rates or alternative approaches for large-ticket purchases.
- Expanded, 24/7 worldwide customer service, including foreign language support for federal cardholders using their cards overseas.

In retrospect, one of the best outcomes of the GSA SmartPay program for our industry since the late 1990s has been the development of sophisticated, electronic card management reporting systems. Today, we have better tool sets, fraud controls and auditing capabilities than ever before.

In the next decade, I expect the SmartPay 2 will produce even greater card data flow as more merchants capture level 3 payment transaction data and participate in the program. Also, the program will place an emphasis on real-time event and card managements. Relative to the acquiring industries, this means more opportunities to work with suppliers in meeting these advancing needs.

Implementation process

With expanded federal p-card tools and capabilities, I

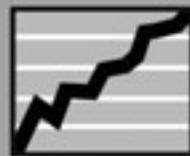
The True Cost Program

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



If Yes, Call!
888-MERCHANT

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



BCD

BankCardDepot

www.bankcarddepot.com

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

Education

predict we'll also see more flexibility and variations in electronic payment processing during 2008, along with greater integration of payment systems with embedded accounts payable processes. Electronic push-pay technologies allow buyers to automate and initiate payments to merchants over the Internet, capture level 3 line-item detail and use credit card processing networks to disburse funds securely and easily.

The payments industry remains in the early adoption phase of this process which, in many respects, resembles early p-card adoption during the 1990s. While a number of entrants are jumping in to provide push-pay technologies, it's not yet clear which of these will prevail.

Added protection

To manage payment systems in an increasingly networked and interconnected world, I expect we'll see far greater technological developments and innovation in credit card security over the next decade as the government and participating SmartPay 2 banks find better ways to protect sensitive card data against hackers.

For any organization that accepts credit and debit card payments, data breaches are among the most serious operating risks. Protecting cardholder data and complying with U.S. government and PCI rules aimed at ensur-

ing merchants keep customer payment data secure is a significant undertaking. Yet thousands of merchants still use payment technology that doesn't adequately protect card data.

Firms that sell in the B2B or B2G markets, for example, typically collect 10% or less of their gross sales from credit card transactions. But if they collect and manage sensitive card data themselves, accepting credit cards can become an enormous headache with potentially significant liabilities rather than a convenience for their customers.

To be successful in the B2B and B2G markets, ISOs must stay abreast of PCI compliance rules, know which service providers and solutions are compliant, and be able to recommend the best options for protecting sensitive customer information by merchants who store, process or transmit card account data.

Enabling merchants to transfer their customers' sensitive credit card and payment transaction data off-site where it is encrypted and stored at highly secure, PCI compliant processing centers is often the best solution. 

Aaron Bills is Chief Operating Officer and co-founder of 3Delta Systems Inc. E-mail him at abills@3dsi.com or visit www.3dsi.com for more information on secure data storage solutions.

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

EZ.

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

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

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



WHY SETTLE FOR JUST MERCHANT SERVICES RESIDUALS?

**FREE
TERMINAL
PROGRAM**

JOIN THE ISO PROGRAM THAT MAXIMIZES YOUR EARNING POTENTIAL!

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

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



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

FOR MORE INFORMATION, PLEASE CALL
888-622-7043

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

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

BLACKSTONE
MERCHANT SERVICES, INC.

visit us online at: www.blackstonemerchant.com

Education (continued)



POS system power

By Maxwell Sinovoi

United Bank Card Inc.

If I told you there is a surefire way to have far better customer retention, sell on value and not rates, have higher customer satisfaction, earn more money for yourself and your merchants, and obtain clients who in most cases do not have this product, would you be interested? If so, I will alleviate your suspense. The answer is POS systems.

On a macro level, POS systems facilitate the way merchants manage their businesses, not just their credit card transactions. POS terminals were originally introduced to the marketplace as a computerized replacement for cash registers. Today, POS systems are rich with new features.

Some of the additions allow merchants to manage inventory, record and track customer orders, enhance employee efficiency and training, provide employees a time keeping system, and customize screens that meet specific merchant requirements.

Valuable player

Most of us know more money is made when you sell on value. POS systems can bring great profit to merchants. They also can bring back significant lease revenue to all

ISOs and merchant level salespeople (MLSs) who choose to lease the systems.

With the advent of free terminals, some of the lease market was lost. POS systems have brought back the added value to merchants. Those who wouldn't blink an eye to lease a standard, run-of-the-mill credit card terminal not that long ago now prefer to lease brand new, state-of-the-art POS systems. And it doesn't break the bank.

POS systems are also great because an ISO or MLS can generally sell them for thousands of dollars. With that kind of price tag, cash advances can be sold in conjunction with a terminal sale, giving ISOs and MLSs a revenue stream on the advance as well.

Currently the penetration rate of POS systems in the retail and hospitality sectors is very small. Only a minority of the small and mid-sized retail and hospitality market actually have terminals. This leaves a huge amount of businesses that can be converted.

Win-win situation

Even the few merchants who do have POS systems are potential prospects since all current systems must be upgraded within a few years to be Payment Card Industry (PCI) Data Security Standard compliant. Many large acquirers have announced they will charge stiff fees to make current systems PCI compliant.

**How would you like to close 100% of your Prospects
100% of the time?**

Sound good?

Sound Impossible?

We have agents that experience this type of powerful success every day!
Why walk away from ANY prospect?

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

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



877.272.6500

Education

This provides ISOs and MLSs an entrée: They can market the idea of buying a brand new system for the same cost of making merchants' current, far older, less feature-rich systems compliant.

The selling and leasing of POS systems is a sales tool that is not available to every ISO and MLS. Everyone sells terminals, but how many of your ISO and MLS friends currently sell POS systems? I'm going to guess: not many.

Track star

Put yourself in the merchant's shoes for a moment. Would you prefer to know how much money you made for the day in credit card transactions, or would

it be a far better benefit to know how much money you made per hour and per sale item?

POS systems give merchants significantly more information than even the best credit card terminals.

Merchants can use this information to set their workers' shifts once they know the specific data for the busiest hours and what products sell most at various times during the day.

This data, of course, is also instrumental to managing inventory. Never before has tracking inventory been so easy for a merchant. With the touch of a button, merchants can track every item in stock and each sale.

This allows them to access crucial information to set specific promotions and fully reach out to all of their customers who have various buying habits.

Action hero

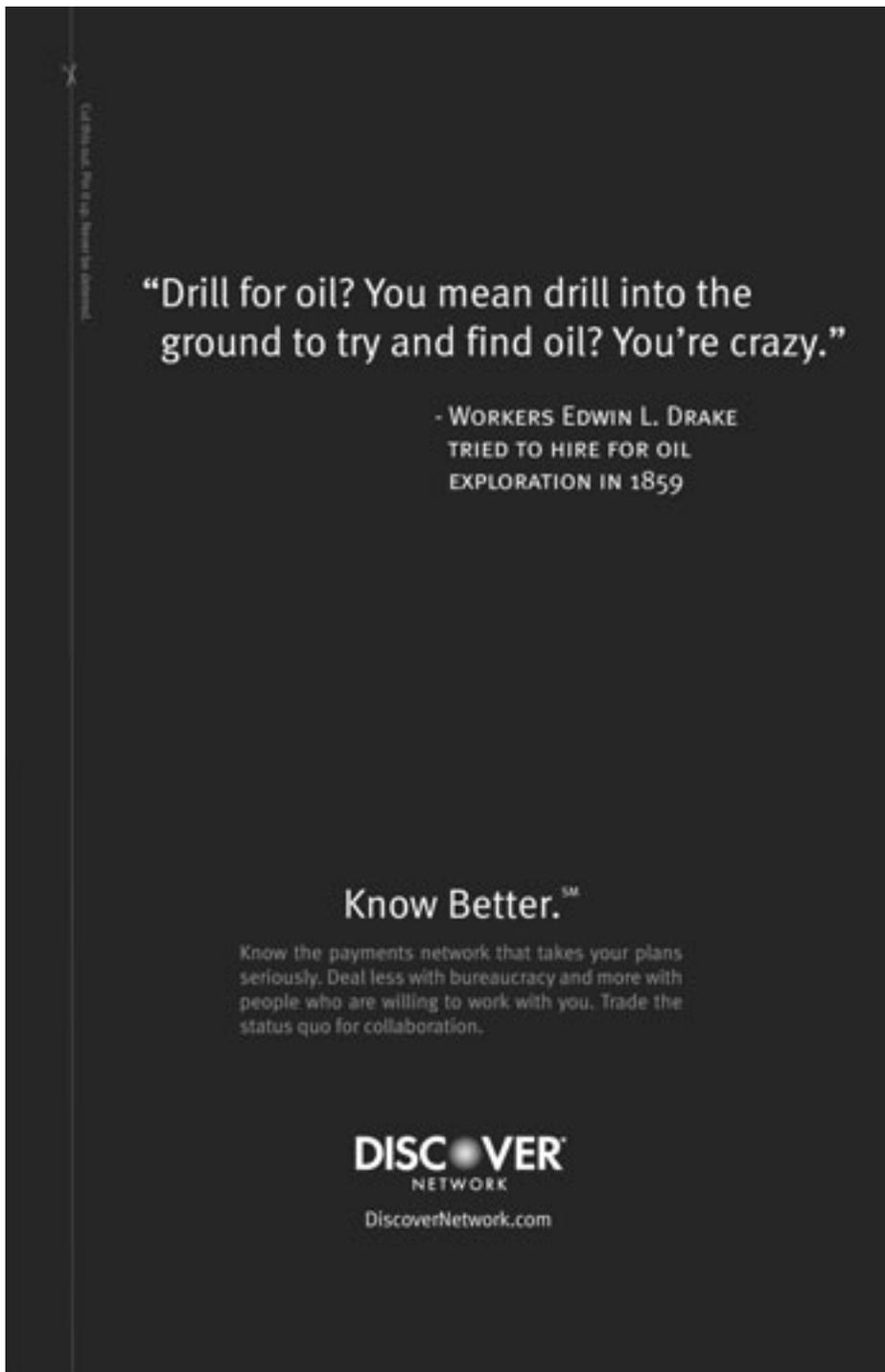
Right now I can read your mind. Don't believe me? I can prove it. You are thinking this all sounds wonderful, but supporting and training merchants on a POS system is a nightmare.

Was I right? If so, here is the best news of all: Companies exist that install, train and support merchants with new POS systems.

As if everything I just mentioned in this article wasn't enough to get the wheels turning, can you also imagine significantly reducing your customer service calls? It could give you more quality time to spend selling rather than troubleshooting.

POS systems are coming, and I think the only choice left is whether you get in on this profitable opportunity before or after everyone else. I suggest the former of the two. 

Maxwell Sinovoi is the National Sales Manager of the Western United States with United Bank Card Inc. He can be reached at msinovoi@unitedbankcard.com.



© 2011 Discover Bank. All rights reserved. See discover.com for more information.

“Drill for oil? You mean drill into the ground to try and find oil? You’re crazy.”

- WORKERS EDWIN L. DRAKE
TRIED TO HIRE FOR OIL
EXPLORATION IN 1859

Know Better.™

Know the payments network that takes your plans seriously. Deal less with bureaucracy and more with people who are willing to work with you. Trade the status quo for collaboration.

DISCOVER
NETWORK

DiscoverNetwork.com

Earn Interchange

with United Cash Solutions and ATM Sales



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

Multiple Revenue Generating Opportunities

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

ATM Purchases and Leases

Earn 100% of the profit on leases and sales

ATM Conversion/Reprogram

Earn surcharge revenue from existing ATMs

FREE Placement

Earn revenue from withdrawals with our free ATM solution

Earn Residual Income from up to Five Different Revenue Streams

Interchange Revenue

Surcharge Revenue

Monthly Service Fees Revenue

Armor Car Delivery Revenue

Cost of Cash Revenue

A Full Service ATM Solution

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

Why Limit Your Earning Potential?

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

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

1-800-698-0026

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

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

Education (continued)

Interviewing for quality

By Curt Hensley

CSH Consulting

Thriving in the merchant services business isn't easy; just ask any ISO owner or agent out there working constantly to sign merchants. When your hard work does pay off, you'll probably have to expand your operation to achieve an even higher level of success.

Hiring decisions will eventually become the key to continued success. The process can be overwhelming, depending on your hiring experience and the amount of candidates to choose from. Here is some insight on how to weed out the best candidate from the dozens of applicants.

Fault factors

According to a recent study by Leadership IQ, a training and resource center, 46% of newly hired employees will fail within 18 months, while only 19% will achieve unequivocal success.

Contrary to popular belief, technical skills are not the primary reason why new hires fail; poor interpersonal skills dominate the list, flaws which many managers admit were overlooked during the interview process.

The study also found that 26% of new hires don't succeed because they can't accept feedback; 23% are unable to understand and manage emotions; 17% lack necessary motivation to excel; 15% have the wrong temperament for the job; and only 11% lack necessary technical skills.

Typical interview processes fixate on ensuring new hires are technically competent, but the ability to be coached, emotional intelligence, motivation and temperament are much more predictive of new hires' success or failure. If an employee alienates co-workers, lacks drive and has the wrong personality for the job, do technical skills really matter?

If you are a highly perceptive and psychologically savvy interviewer, you can assess employees' likely performance on all of these issues. But the majority of managers lack both the training to accurately read and assess candidates, as well as the confidence to act even when their assessments are correct.

Structural view

The financial cost of hiring fiascos, coupled with the opportunity cost of not hiring top performers, can be millions of dollars, even for small ISOs. In today's warp speed marketplace, business survival depends

on high performance. To get those prize employees, recruiters and hiring managers must identify outstanding candidates quickly, often during the first round of interviews.

So how can you get the most out of each interview and score the very best hires for your company? Let's start with the way you arrange the interview.

The typical employment interview is only 57% accurate as a predictor of future performance, according to a Michigan State University study.

That's not a great success rate considering you could flip a coin and get 50%. The study reiterated Leadership IQ's findings that most employment interviews place too much emphasis on evaluating skills and personality, and not enough on past performance.

Our work at CSH Consulting has found the same phenomenon when working with hiring organizations.

That's why we coach managers to conduct interviews focused on what each candidate has done in the past while constantly evaluating their emotional intelligence, motivation and temperament.

An effectively structured interview can quickly uncover the common characteristics of most top performers. Here are some qualities to consider when meeting with a potential employee:

- A track record of high energy and team leadership that lead to results
- A consistent, demonstrated record of comparable past performance
- An exceptional ability to adapt and produce in a new environment

Plan execution

You can develop a profile of every candidate to measure past performance and predict future achievement with a four-question interview. This was originally created by Lou Adler, President of The Adler Group, a training and consulting firm that assists companies in obtaining more top talent by implementing performance-based hiring.

These four questions are designed to highlight candidates' past accomplishments as they relate to the position for which they are applying.

While listening to the responses, focus on the candidate's individual, team and job specific efforts. The questions themselves are designed to let you do your fact-finding while revealing the significant details of each accomplishment.



COMPLETE LINE OF IN-HOUSE

PRODUCTS

AND SERVICES

First American Payment Systems offers an extensive line of in-house products and services. And when we say in-house, we mean it. No white labels, no third parties, and no hassle. We own and operate all of our products and services, so you can count on the same high quality, friendly service that you expect from First American Payment Systems. We've been growing our business for almost 20 years, consistently building our product line to meet merchants', sales agents' and ISOs' ever-changing needs.

Our in-house products and services include:

- Credit/Debit Processing
- Secur-Chex[®] Check Conversion & Guarantee Services
- FirstAdvantage[™] Gift Cards
- FirstPay.Net[™] 2.0 E-Commerce Solutions
- Merimac Capital[®] POS Equipment Leasing
- FirstView[™] Online Merchant Reports
- FirstFund[™] ACH Processing Software
- ATM Sales and Services
- Momentum[™] and MomentumPlus[™] POS Equipment

Call us today and make yourself at home with First American.

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

recruiter@first-american.net
www.first-american.net

 **FIRST AMERICAN
PAYMENT SYSTEMS**
Your Source for Quality Payment Solutions

Education

1. What's been your most significant accomplishment in each of your past two or three jobs?

- Listen for the energy the candidate brings to the answers.
- Listen for details. How have the candidate's accomplishments impacted former employers as a whole?
- Probe for specific examples.

2. For each of your past two or three jobs, I'd like you to sketch out an organizational chart. Can you tell me about your most significant team or management achievement in those positions?

- Look for extent of control and team leadership.
- Get examples of the candidate's actual role, and the time and effort involved.
- Tune in to interpersonal challenges and the candidate's strategies for dealing with conflict.
- Listen for evidence that the candidate can successfully motivate others.

3. One of our key objectives for the person who is offered this position will be to (enter objective). Can you tell me about your most important comparable accomplishments?

- Look for job-specific competencies.
- Ask for specific details to minimize exaggeration.
- Anchor each major performance objective for the position with a past accomplishment of the candidate.

4. If you were offered this position, how would you go about implementing (describe top two or three performance objectives your organization has established for the position)?

- Listen for indications that the candidate can adapt easily.
- Look for past evidence that the candidate can contribute in a new environment.

Does this process sound simple? It is – and it takes about an hour. If you like what you hear from your candidate, here's a follow-up question to ask:

5. Although we're meeting with some other fine candidates, I believe you have a strong background. We'd like to get back to you in a few days. What are your thoughts now about this position?

This expresses your ongoing interest in the candidate. It also expands the interview to include more information about the candidate's interest in your company. You'll find this question reveals issues and ideas you will explore during your next – and more than likely final – interview with the candidate before making a decision.

If you think the candidate has the intelligence, motivation, attitude and the ability to take directions that meet the needs of your organization, and the individual's accomplishments solidify this notion, then you have truly found the right person for the job. With the candidate on board, there's no doubt your merchant services business will thrive as a result. ☑

Curt Hensley is the founder, Chief Executive Officer and President of CSH Consulting (www.cshconsulting.com), a recruiting firm exclusively focused on the payments industry. He and his leadership team have over 50 years of combined experience in recruiting and merchant acquiring. This niche focus and deeply-rooted expertise have made it possible for CSH to have placed more than 1,000 professionals over the past seven years. Contact Curt at 480-315-8800 or curth@cshconsulting.com.

**simple.
reliable.
affordable.**

**All-In-One Wireless Payment
Solutions Without the Premium Cost**

- PCI-PED, EMV Level 1&2 compliant
- Go from mobile to retail with our modular modems
- Accept credit, debit, gift, loyalty, stored value, check, and cash payments
- Process payments through terminals, laptops, PDAs and mobile phones

BLUE BAMBOO

For more information, please contact
sales@bluebamboo.com
www.bluebamboo.com

IT SEEMED LIKE A GOOD IDEA...

"Give it away and sign up more accounts."

But why am I so broke?

Maybe, I need to be selling rather than giving!

National Bankcard Systems offers real partner solutions for real businesses!

We aren't going to promise free equipment that really isn't free. You won't see us promise thousands per account, only to take it back later.

What we do promise:

- Upfront-cash.
- True revenue sharing.
- Wholesale equipment pricing.
- And one-on-one support, when You Need It!

Come see why over 200 agents have joined NBS in the past year.



Want an agent program designed for you?

Contact us at: 800.357.4984

or visit our website at:

www.MerchantAgents.com



LIFETIME RESIDUALS :: UPFRONT CASH :: WHOLESALE EQUIPMENT

National Bankcard Systems is a member service provider for:
BancorpSouth, Tupelo MS, US Bank of Minneapolis, Minneapolis MN, JP Morgan Chase Bank.

Education (continued)

PCI compliance: Don't forget the little guys

By Ken Musante

Humboldt Merchant Services

We have all heard and read about the national breaches such as the 40 million cards compromised from CardSystems Solutions Inc. or the nearly 100 million cards compromised at TJX Companies Inc.

Most industry veterans understand that to serve merchants as a third party and handle cardholder data, they must be compliant with the Payment Card Industry (PCI) Data Security Standard (DSS).

Becoming PCI compliant can be complicated, difficult and expensive. For the past few years, the industry has been pushed – practically shoved – to get in compliance, or face potential fines.

So much focus has been on larger merchants that it has crowded out the applicability to the majority of merchants.

Level by numbers

By far, the greatest number of merchants reside in the card Associations' level 4 category.

By definition, level 4 merchants are those who process fewer than 20,000 Visa Inc. or MasterCard Worldwide e-commerce transactions per year and all other merchants, regardless of acceptance channel, processing up to 1 million Visa or MasterCard transactions per year. (For more information, see "Shape up those level 4 merchants – now," by Ken Musante, *The Green Sheet*, June 25, 2007, issue 07:06:02.)

These merchants receive the least attention from the card Associations because they touch a much smaller number of cards. Breaches occur every day at level 4. In fact, TrustWave reported 62% of breaches occur at small to mid-sized merchant businesses.

Additionally, like many seen on a national level, breaches from smaller merchants are occurring at storefronts that have more valuable magnetic stripe data available.

A 2006 Merchant Link survey found 60% of bars, restaurants and lodges were not aware of the PCI DSS.

Rules run wild

If that was the case in 2006, the flurry of additional rules

has done little to clarify things for small retailers and service establishments.

The PCI Security Standards Council took the reigns of Visa's Payment Application Best Practices in November, renaming it the Payment Application Data Security Standard (PA DSS). (For more information, see "Farewell PABP, hello PA DSS," *The Green Sheet*, Nov. 26, 2007, issue 07:11:02.)

The new rules are meant to ensure merchants only use hardware and software that satisfies the PA DSS. The new requirements consist of the following:

- Effective Jan. 1, 2008, newly boarded merchants must not use known vulnerable payment applications.
- VisaNet Processors (VNPs) and agents must only certify new payment applications to their platforms that are PA DSS compliant by July 1, 2008.



- Newly boarded level 3 and level 4 merchants must be PA DSS compliant prior to being approved.

- VNPs and agents must decertify all vulnerable payment applications. Acquirers must ensure their merchants, VNPs and agents use only

PABP-compliant applications.

This information may be confusing to merchants, but you can use that uncertainty to better sell merchant services.

After all, you are not selling data security solutions; you are selling secure payment processing. Because of the complexity of both the PCI DSS and available information pertaining to it, selling secure payment processing is different than selling other services.

Thorough method

Specifically, when selling secure payment processing one must motivate, introduce, educate and close.

Merchant prospects may not even realize they have potential issues. Consequently, prospects must first be motivated to even listen to your pitch.

To do this, carry national stories to draw attention. To personalize the sales presentation, bring examples of local breaches.

Almost every community has some articles on a local



“Thank You for 25 Outstanding Years!”

As we enter our 25th year in business, CrossCheck would like to thank everyone who has made our success possible.

Our special thanks to the many ISOs who have been with us since the very beginning. Without you, “our feet on the street,” we would not be where we are today.

To our partners and ISOs who joined us along the way, thank you for sharing our vision to deliver innovative solutions to your merchants.

It’s been a pleasure to work with you. We look forward to serving your merchant needs for many years to come. Enjoy a prosperous new year.



J. David Siembieda,
President and CEO,
CrossCheck, Inc.

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

SAY *Yes* TO CHECKS®

Education

Do not confuse the merchant by trying to delineate the multitude of levels or categories. Just explain the rules for their particular category. Describe the data elements that must be secured.

breach you can easily research for your presentation. These local examples will provide greater motivation, as they involve merchants your prospects can actually relate to. Help merchants estimate the cost for a breach.



DISCOVER
THE ALPHA EDGE TODAY!

Zero Hold Times • Zero Statement Fees • Zero Transaction Fees

Call NOW! 1-866-253-2227

AlphaCard
 Services™

www.thealphaedge.com

Discuss hard dollars such as card Association fines for noncompliance, forensic analysis and lawsuits. Also, share potential soft dollars such as time expended to address and correct problems, notification law requirements, loss of customer confidence, and loss of business.

Reiterate that 80% of compromised merchants are within the level 4 category. Now your prospects will be in the right frame of mind to be educated. At this point, you can introduce PCI standards and explain the upcoming rules.

Do not confuse the merchant by trying to delineate the multitude of levels or categories. Just explain the rules for their particular category. Describe the data elements that must be secured.

Based upon a prospect's interest, you can further educate. Also, share the different media that must be secured such as hard copies, online files and temporary storage.

Educate your prospects on the difference between validation and compliance. Make sure you emphasize that you are selling secure payment processing, not a security solution.

Close the deal with your prospects by likening the costs for compliance to insurance – a fee they are familiar with and pay regularly. Integrate your solutions to merchants' payment processing. Try it, and let me know your results. Hopefully, you won't be disappointed. ☑

Ken Musante is President of Humboldt Merchant Services. Contact him by e-mail at kmusante@hbms.com or by phone at 707-269-3200.



**ARE YOU OPEN TO OTHER OPPORTUNITIES?
CONSIDER THIS:**

- Amazing Bonus plan
- \$\$\$ Per Approval
- Lifetime Residuals
- Direct Leasing (guaranteed approval)
- Faxed Applications
- Free Equipment Shipping
- The Most Competitive Rates
- The Most Competitive Revenue Share
- Same Day Approvals
- Merchant Cash Advance
- Free Training
- Residual Buyback
- One of the Highest Approval Rates In The Industry
- A Company with Instant Credibility and Brand Recognition

- Dedicated Relationship Managers
- Speedy Customer Service/Tech Support
- Free Marketing Support
- Wireless Solutions
- Multiple Platforms Available
- Over \$30 Billion Processed Annually

**CALL TODAY TO DISCUSS YOUR NEEDS
& TO SCHEDULE A TOUR OF OUR SHOWCASE FACILITY**

888 519-9466
info@ipaymentinc.com

TAKE ADVANTAGE OF THIS MONEY MAKING OPPORTUNITY...

ISOMetrics

The four charts contained herein forecast issuance and load volumes of card Association network-branded insurance cards in addition to flexible spending account (FSA) and health savings account (HSA) cards, both of which are also network-branded.

Introduced in 2002, FSAs are used for Internal Revenue Service-defined medical, dependent care or transit expenses. FSAs are often funded by employers through payroll deductions. Specialized processing of FSAs allows for real-time approval at the POS.

HSAs were launched in 2004 and are self-adjudicating; no special processing of HSA cards is required. These accounts are popular with employers because they offer a high deductible for employees (meaning they are low cost for employers).

HSAs are also popular with employees because they view these accounts not just as insurance coverage, but also as investments in their future.

Note: CAGR, which appears in two of the charts, stands for compound annual growth rate. 



Need it repaired to Manufacturer's Specifications?

Authorized Out-of-Warranty Repairs/Upgrades/Refurbishment:

▪ Verifone/Lipman ▪ Hypercom ▪ Ingenico ▪ NBS



- Web Issued RMA#s
- Authorized Trained Techs.
- Express Deployment Depot Service
- Custom SLAs (Service Level Agreements)
- ECO's/Upgrades
- Service Depot located in logistics center (Louisville, Kentucky) cheap shipping!

Call: **1-800-734-0448**

Fax: **1-502-493-3778**

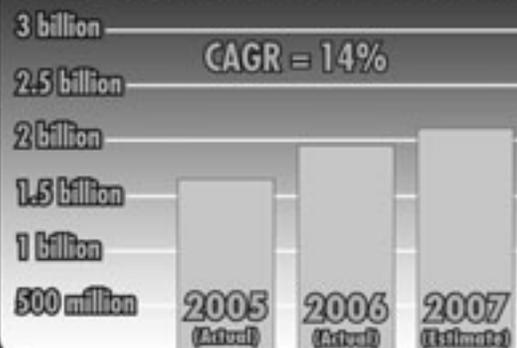


International Transaction Systems
POS, Financial & Retail Hardware Solutions

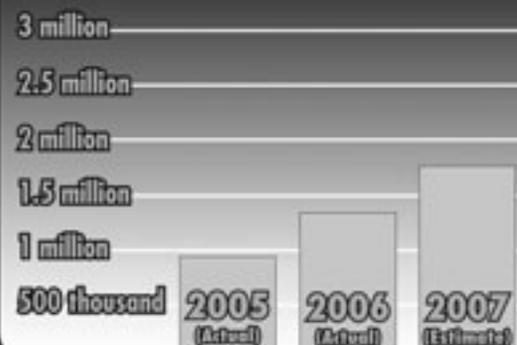
Email: shane@itssys.com

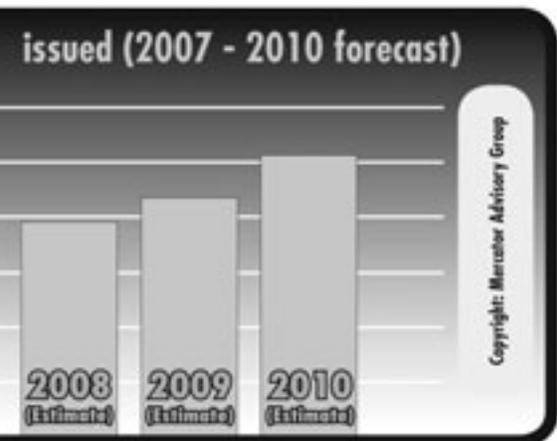
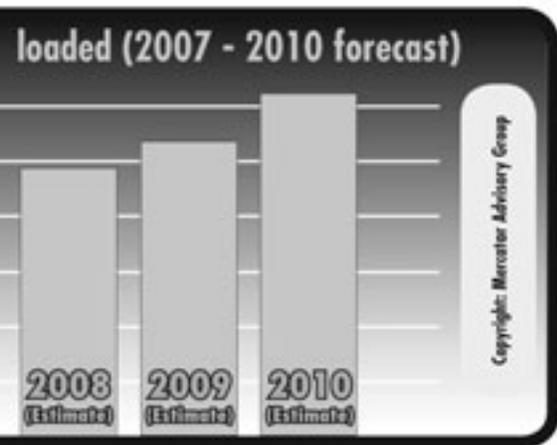
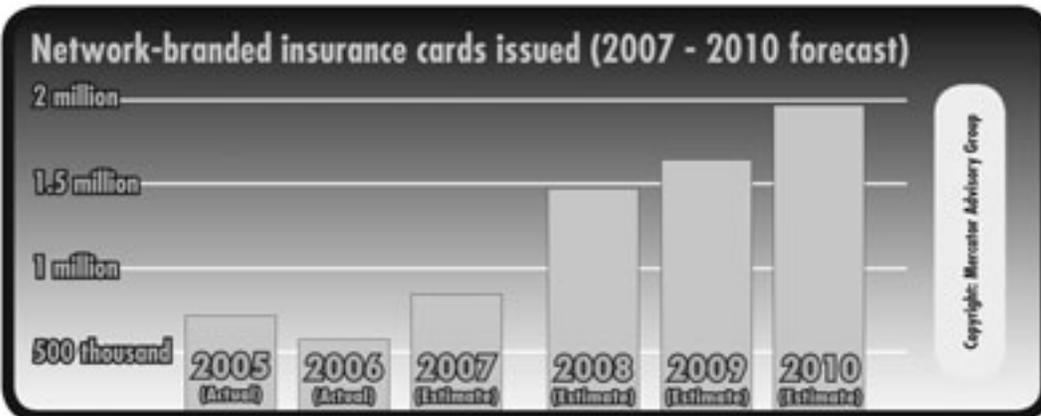
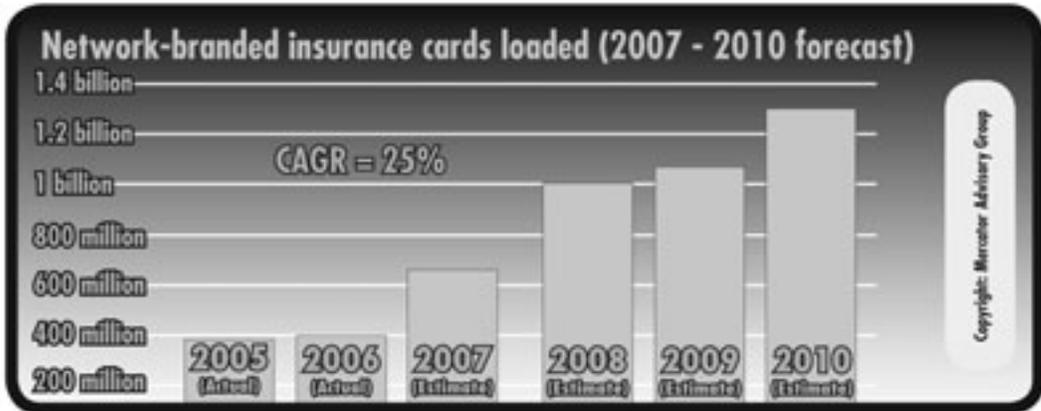
Web: www.itssystem.com

Network-branded FSA/HSA Cards



Network-branded FSA/HSA cards





Do you need cash to help your sales office grow?

ISO Funding can help!

With ISO Funding you can add to your sales team, buy inventory, plan for emergencies and focus all your energy on building your business.

It's easy to qualify.

Just sign at least 20 new merchants a month (without a free terminal program) and have an established monthly residual stream of \$10,000 or more.

Loans of up to \$200,000 are available. Rates are as low as Prime plus 2% and repayment terms of up to 4 years are available.

Don't wait. Contact ISO Funding Today!
 Call Bob Robinson at 800-781-5007
 or visit ISO Funding.com

ISO
Funding

POScript

ShortStack

In Mumbai, Atom Technologies, the digital arm of Financial Technologies, is making it possible to shop online optically. Instead of typing in numbers of credit or debit cards, Atom Cards are activated by a wave of the phone.

The Java-based mobile application works by placing the mobile phone in front of a webcam. A digital image of the card is captured and, within a few seconds, the transaction takes place.

The application is secured with a unique customer identification and PIN code provided by the customer's bank. Merchants can also request remote transaction and feed in the customer's user ID or mobile number to make a payment request.

Atom Cards is expected to hit the global market in April 2008.



ISO-Q test

Which of these statements is true?

1. The rise in radio frequency identification smart card technology in China (38% of the global market) is due to a spike in delivery of contactless national identification cards prior to the Olympics in Beijing.
2. A recent survey shows 64% of consumers would be more inclined to use cash if it had glow-in-the-dark pigments for easier access in poorly lit places.
3. Manufacturers are looking into producing credit and debit cards that use an alternative to plastic in an effort to be more eco-friendly.

The first statement is correct.

MLScapes

How can you double your money?

By folding it in half.

Source: Money-jokes.allthejokes.com

Biz bytes

A capital account is the sum of a company's capital at a particular time.

Capital allowance is the tax advantage a company is granted for money it spends on fixed assets.

Loopy laws

Stick to handshakes when greeting someone in New York to avoid arrest. It is considered disorderly conduct to place the end of your thumb against the tip of your nose and wiggle the extended fingers of that hand to say hello.



Choose the right partner

Having the right support in business is as valuable as getting the deal

Join **CREDOMATIC's Partner Solutions Program**.

As a partner, you will be able to offer merchants a complete set of custom integrated payment solutions, with liberal underwriting and same day activation, all while earning more cash benefits.

Partner Benefits:

- On time residuals-paid monthly
- 50-70% TRUE profit sharing on all processing revenue
- NO BIN fees, NO risk fees. NO downgrade surcharges
- Upfront and Residual income on all payment services
- 1% conversion bonus-up to \$1000.00 per account
- Activation bonuses-up to \$350.00 per account
- 5% commission on merchant cash advances

Merchant Solutions:

- Same day funding option on all transactions settled by 1 a.m. (EST)
- Multiple billing options
- Free terminal placement and account activation
- A complete suite of TSYS (Vital) Payment Solutions
- All services (credit/debit, checks, gift cards, and cash advances) billed on one statement and settled through a single deposit
- State-of-the-art web-based touch screen POS solution

With Credomatic, it's always possible



For almost 30 years, we have been continuously forging profitable relationships. Join our Partner Solutions Program **today**. For more information, go to www.credomaticpartner.com or call us at 1.888.82AGENT (1.888.822.4368)



GE

Partner
GE Money

CREDOMATIC is a registered ISO/MSP of BAC Florida Bank. BAC Florida Bank is an affiliate of CREDOMATIC.



CREDOMATIC



PIVOTAL
PAYMENTS

\$1,000 Bonus Per Merchant!

**The Largest Merchant Signing Bonus
Program In The Payments Industry**

**Say Goodbye To Those
Complicated ISO/Agent Programs
And Hello To Making Money!**

**Target Your Success
Join the Pivotal Team Today!**

Contact us today to get complete details
1 866-467-2688
www.isoagentprogram.com

New Products



Eco-friendly two-sided receipt printing

Product: 2ST thermal receipt printer

Company: NCR Corp.

The global marketplace is a great, big wastebasket overflowing with crumpled, forgotten receipts. But NCR Corp., the Dayton, Ohio-based self-service system provider with a history of innovation from 19th century mechanical cash registers to the invention of the LCD display in the 1960s, has developed a new and environmentally sustainable alternative to the standard one-sided receipt.

The 2ST (Two-Sided Thermal) printing technology prints on both sides of thermal receipt paper and is designed specifically for use on the NCR FastLane self-checkout system.

By printing on both sides of the receipt, 2ST saves merchants money by reducing the budget for paper rolls, not to mention savings on freight, storage, disposal and paper roll changes. NCR claims a merchant can save 25% in overall paper spend annually.

The 2ST technology also enables merchants to use the flipside of the transaction receipt to promote their brands, advertise products and engage customers more effectively through contests, surveys and in-store promotions.

Unlike paper rolls that come with preprinted advertisements, 2ST allows merchants to customize deals and special, up-to-the-minute offerings in different color combinations.

The 2ST printer is also available as a field upgrade for existing units. It is integrated directly into the system's cabinet, presenting an uncluttered, intuitive customer interface, while at the same time reducing the risk of tampering or damage to the unit.

Additionally, the printer is a winning combination for the environment, according to NCR. The company hired RMT Inc., an energy and environmental services company, to conduct research on whether 2ST would have a positive impact on the environment.

RMT found that a retail chain of 1,000 stores, each operating four NCR FastLane self-checkout units equipped with 2ST dispensing an average receipt length of 10 inches, would benefit from a 40% annual reduction in paper expenditure at self-checkout. This would save more than 100 tons of paper per year, the equivalent of 1,067 trees.

RMT also determined that the use of 2ST would increase energy and diesel fuel conservation, decrease the amount of paper dumped in landfills, and reduce carbon dioxide emissions and wastewater generation.

"Businesses worldwide are seeking ways to reduce emissions and the consumption of natural resources while enhancing their operational efficiency," said Mike Webster, NCR Vice President for Self-Service Solutions. "The use of 2ST helps contribute to these important retailer goals."

NCR will demonstrate the 2ST technology on the NCR FastLane self-checkout terminal at the 97th Annual National Retail Federation's Annual Convention and Expo, Jan. 13 to 16, 2008, at the Jacob K. Javits Convention Center in New York City. 

NCR Corp.

800-225-5627

www.ncr.com

Confused About Which



80% Program to Select?

Unlike the Johnny come lately's and industry copycats we've been paying 80% over true cost since 2004. For us, it's not some sales gimmick or teaser program.....It's all we've ever done.

- Real Contractual Ownership/You Own the Network
- New 5 cent Network Transactional Cost
- 23 cent Online Debit Cost w/No Additional Interchange Fees
- New ATM Program Paying Up To 34 Cents Backend Interchange
- BC/BS Health Insurance w/Dental Available To All Owners

JOIN THE ELITE 100 CLUB

Since we can only have 100 partner/owners we decided to only recruit the best MLS's in the industry. This doesn't always mean the highest producers. We put quality before volume. Character before profits. We just want the best people. We believe success will always follow leaders that portray these qualities. Are you ready to join the Elite 100 Club? Don't hesitate and be number 101.

MLS
DIRECT NETWORK



Empowering the MLS for Success

MLS Direct Network®

"A Debt Free Company Preserving Our Residuals For Our Future"

877-972-0700 www.mlsdirectnetwork.com

3 years minimum industry experience required

Registered ISO/MSP of Chase Paymentech & Harris, N.A.

Wireless terminal for mobile pros

Product: Blue Bamboo H50 POS terminal

Company: Blue Bamboo

Blue Bamboo's all-in-one H50 wireless POS terminal is tailored for professionals on the go: contractors, plumbers, electricians, food caterers, tow truck drivers, furniture movers, tradeshow workers, door-to-door salesmen and other mobile merchants.

Directly out of the box, the Bluetooth-enabled H50 is designed to empower merchants with a feature-rich payment device at a reasonable cost.

By swiping cards at the POS, mobile merchants benefit from time savings while increasing sales; reducing processing fees, the risk of fraud and chargebacks; and minimizing losses that occur from nonswiped transactions – all of which contribute to a rapid return on investment, according to Blue Bamboo.

The Payment Card Industry (PCI) Data Security Standard (DSS) PIN Entry Device-compliant H50 is enhanced with

real-time, online reporting features. It is also available for application protocol interface custom integration.

Blue Bamboo noted that the H50 is an ergonomic, sleek, handheld POS device engineered for portability and convenience. It is lightweight – only 15 ounces – and has a forward-facing card and PIN entry device for customers.

With its magnetic stripe and smart card readers, the H50 can process credit, debit, check, gift, loyalty and top-up payments on its GlobalPlatform Device (GPD)/STIP multi-application platform. It features a large, menu-driven, 128-by-64 pixel backlit LCD display for quick navigation through applications. It also has audio output.

The keypad has numeric, function and screen addressable keys. The thermal printer is embedded and able to print up to 12 lines per second. The printer handles 40 and 58 millimeter paper rolls; 200 receipts can be printed on a single battery.

The H50 is outfitted with a serial port, rechargeable internal battery backup, and an optimized 32-bit Java bytecode RISC processor with either 512 kilobytes or one megabyte of SRAM memory, and four to eight megabytes of Flash memory.

INGENICO,
The Secure & Affordable
WIRELESS ADVANTAGE

- ✓ A complete solution offering either Bluetooth, WIFI or GPRS communications
- ✓ UNICAPT 32 architecture leverages application technology to lower costs
- ✓ Pay@Table, pay at the game, or pay anywhere
- ✓ The freedom to choose a cost-effective solution that meets your needs
- ✓ Easy to install, easy to support

HOSPITALITY CAR WASHES SPA / SALONS DELIVERY SERVICES SERVICE CONTRACTORS RETAILERS

Call INGENICO Today
For Your Wireless
Transaction Needs

USA 1-800-252-1140
CANADA 1-800-295-8491
www.ingenico-us.com

i3070 i5100 i7780 Bluetooth i7810 WiFi i7910 GPRS

ing@nico

NewProducts

H50's optional features include support for two security authentication module cards, a software development kit and track 2 and 3 mag-stripe reader support. It can also come with a charging cradle, extra rechargeable batteries, serial cable, holster, car charger, communication modules and carrying case.

Shanghai, China-based Blue Bamboo is a division of Shera International. It claims the H50 is the first Java based GPD to achieve MasterCard Worldwide's POS terminal security (PTS) certification.

PTS, introduced by MasterCard in 2005, targets the security Internet protocol of stand-alone POS terminals. Added to the PCI DSS encryption standard, PTS ensures the necessary level of protection of transactions and customer data for merchants processing mobile payments.

Having achieved PTS approval, the H50 meets the relevant requirements of customer confidentiality, security and integrity of the data transmission, and identity authentication, according to Blue Bamboo.

"With the growth of IP-enabled transactions across cellular, local-area and personal wireless networks, ensuring system-wide security for transactions is critical for new

product development companies like ourselves," said Jason Jones, Chief Executive Officer of Blue Bamboo. 

Blue Bamboo

407-562-1992
www.bluebamboo.com



Blue Bamboo H50 POS terminal

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE

LEASING SOLUTIONS

FIRST DATA® GLOBAL LEASING

- ▶ Faxed applications accepted and funded
- ▶ Credit score notification within 2 hours of faxed application
- ▶ Funding of commenced leases within 24 hours
- ▶ Dedicated Relationship Manager



©2007, First Data Corporation. All Rights Reserved.



*Call for Details and
Start Saving Today!*

800-897-7850

COMPETITIVE RATES • CUTTING EDGE TECHNOLOGY • SUPERIOR SERVICE

Leave the Competition Behind...



The Competition is NOT as Close as it Appears

Charge Anywhere® designed for QuickBooks®

By utilizing Charge Anywhere designed for QuickBooks, merchants will be able to process credit cards directly through their QuickBooks interface!

Charge Anywhere software will stamp the invoices as paid and automatically apply payments to the customer payment screen, truly making this a fully automated solution!

The best part is YOU get to retain the processing!

Charge Anywhere designed for QuickBooks works with ANY processor certified on the ComsGate™ Gateway: CHASE Paymentech, Concord/Buypass, Global, First Data Omaha, First Data Nashville, NOVA and TSYS.

Other Software Products from Comstar:

- Charge Anywhere Web Terminal
- Charge Anywhere for POS Terminals
- Charge Anywhere for PDAs and Smartphones
- Charge Anywhere for Windows

Charge Anywhere, designed for QuickBooks supports 2005, 2006 & 2007 versions of QuickBooks Pro, Premier and Enterprise.

Also compatible with Microsoft's XP and Vista operating systems

CHARGE ★
Anywhere®

Demo and Download your Free Trial Today.
Visit www.comstarinteractive.com

designed for
QuickBooks® 

See system requirements for version information

For more information contact Corporate Sales at 1-800-211-1256 ext. 150,
or e-mail to: Sales@comstarmail.com



SOME MAY CALL THIS A
SYMBOL OF STRENGTH

OUR CLIENTS CALL THIS

A THE CUTTER
ADVANTAGE.

With over twenty-five years of unparalleled client success stories, shouldn't you consider the Cutter financial advantage? From superior portfolio valuation to unmatched speed-of-service, David Daily and the team of Cutter professionals continue to build an impressive trust-based reputation for providing clients with maximum value from the purchase of Agent/ISO residual streams and merchant portfolios.

Call or email today and join the thousands of sales agents and ISOs who consider Cutter financial their first call for successful acquisitions.



CUTTERLLC
WWW.CUTTERFINANCIAL.COM

304 Gainsway Court, Franklin, TN 37069
Phone: 615.604.3886
davidd@cutterfinancial.com

Inspiration

WaterCoolerWisdom:



Though no one can go back and make a brand new start, anyone can start now and make a brand new ending.

- Carl Bard

greater the sense of accomplishment. Decide right now you're going to stick to your resolutions no matter what. Following are some ideas to help keep you motivated.

Ask for directions

If you need assistance, ask for it. Voicing that you need help is not a sign of defeat: It's good practice, whether business or professional. There is no reason to go it alone. Ask for presentation pointers, find a mentor and work your network. If you hit a roadblock, ask some colleagues what they would do in your position.

Draw a map

Many of us choose this time to make promises to ourselves, unaware that by jotting a few more items to our ever-expanding to do lists, we add a little more stress to our everyday lives. Some common New Year's resolutions are the worst offenders:

- Lose weight.
- Sign new clients.
- Get out of debt.
- Be punctual.
- Get organized.
- Eat healthier.

The alternative is to set specific goals with explicit timelines. This will enable you to gauge your progress, whereas vague goals afford you no such benefit because you cannot visualize or measure them.

For example, don't decide to lose a lot of weight; resolve to lose 30 pounds (or a different amount appropriate for you) in three months. Don't settle on signing more clients; resolve to sign a fixed number of clients by a definite date. Don't resolve to be happier; identify what makes you happy. If it's fishing or taking more vacation days, adapt your goals to incorporate those tasks.

Drive it home

Set realistic goals. If your size 16 slacks are strangling your hips instead of gently hugging, don't resolve to be a size four by spring. It is not going to happen. Go for a more practical size 10 or 12.

If you think bread is essential to every meal, don't aim to be carb free by May. Eat just one piece of bread for lunch

Clean slate, new fate

It's that time again. We are at the beginning of a new year, another chance to start fresh, make resolutions and develop a workable plan. But what makes January 1 a better day for resolutions than, say, April 29?

Resolving to be a better employee, boss, parent, friend, spouse and human being are all admirable goals that can be set at any time. But excuses for not taking action lurk in every corner. Most of us have put off improving ourselves until the new year. And now that the last pine needle has been vacuumed, the jingle bells silenced and the noisemakers put away, it is time to face some cold, hard truths:

- You will falter.
- You will fail.
- You will get frustrated.

No, this is not being ghostwritten by Ebenezer Scrooge. It's just that failure is a part of life for everyone, especially those not fully committed to improving their circumstances.

Just because something is difficult doesn't mean you shouldn't see it to the end; the harder the challenge, the

Inspiration

or dinner, but not both. And when you do eat that bread, enjoy it as a treat.

Or, if you haven't touched free weights since freshman year in high school, don't tell yourself you're going to bench press your body weight within a month. Make a deal to up the weight amount every week by five pounds.

Steer the wheel

Set goals you can accomplish yourself. You can't control other people's behavior, so don't make your success contingent upon their actions. If you resolve to increase your merchants' sales, factors not within your control can impede you from reaching that goal.

For example, your merchants may receive bad press from a toy recall, or they may experience a dip in business due to road construction. Set goals that are dependent on your performance and commitment. Resolve to sign 25% more clients this month, get six referrals by February or sell add-on services to three merchants. Goals such as these enable you to control your success.

If you find yourself taking a detour, get back on track. There is no shame in stumbling or faltering as you head to your goal. Chances are there will be days that you can't get one prospect to meet with you.

There will be times when you have an excuse not to head to the gym. There will be other instances when you hit the snooze button two, three or seven times, inevitably causing you to arrive late to an important appointment. Setbacks will happen, but success is in what you do next.

Get up and go

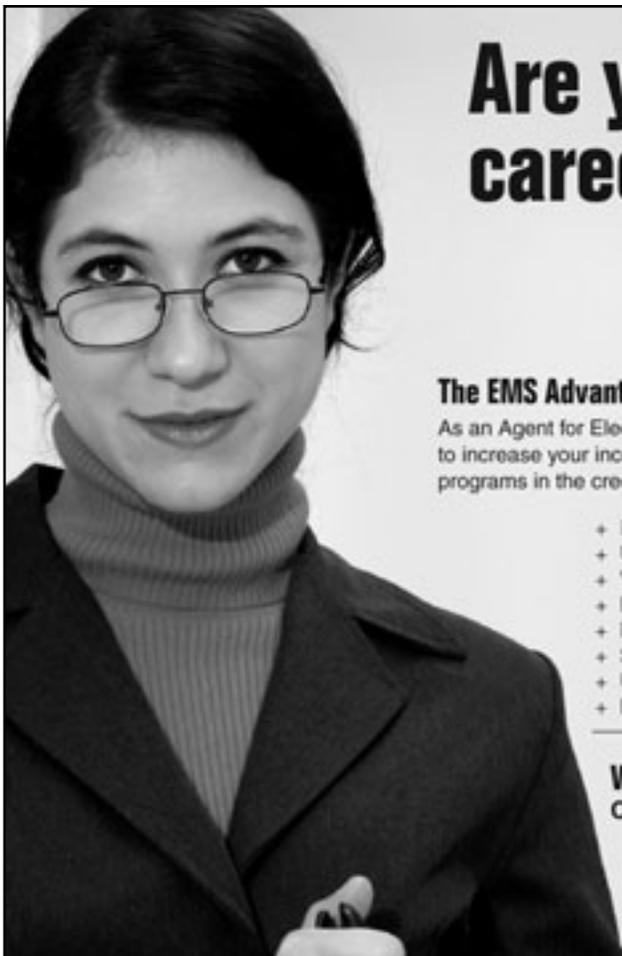
When you experience a defeat, should you throw in the towel? Should you skip the gym for an entire week, figuring you've already skipped one day, what's a few more going to hurt? No. Put the slip-up in the past where it belongs, and get back on track toward your goal.

Finally, give yourself a break. Recognize the goals you have achieved and the successes you have been able to realize. And remember, if you find yourself taking a detour along the way to becoming a better sales agent, boss, friend and just plain human being, steer yourself in the right direction and continue on a fruitful path.

Good Selling!SM



Paul H. Green, President and CEO



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

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

The EMS Advantage

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

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

What are you waiting for?

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

800.726.2117



WordSearch

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

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

THEME: EMERGING TECHNOLOGY

ANTENNA
 BANDWIDTH
 BETA TEST
 BIOMETRICS
 COMPETITION
 CONTACTLESS
 DEMO

FINGERPRINT
 HANDHELD
 INFRARED
 KEY FOB
 MOBILE
 RESEARCH
 RETINAL SCAN

RFID
 ROLLOUT
 SOFTWARE
 SPEED
 STANDARDS
 TABLESIDE

DateBook

Visit www.greensheet.com/tradeshows.htm for more events and a year-at-a-glance event chart.



Bank Administration Institute

BAI TransPay Conference and Expo

Highlights: This conference demonstrates how to target new markets, identify customers' needs in payment products and services, meet demands, and beat out the competition.

It will focus on operation, trends, management, products and risk.

Distributed capture – what it is and where it's going and legal issues involved – is expected to be a hot topic.

Speakers will include Chris Anderson, Editor-in-chief of *Wired* magazine and the author of "The Long Tail"; Mark N. Greene, Ph.D., Chief Executive Officer of Fair Isaac Corp.; and many others.

When: Feb. 5 – 7, 2008

Where: Gaylord Texan Resort & Convention Center, Grapevine, Texas

Registration: Visit www.bai.org/transpay or call 312-683-2464.



ATM Industry Association

ATMIA Conference 2008, "Rising Again"

Highlights: This conference is dedicated to business renewal in New Orleans. Its purpose is to show support for rebuilding the city two years after the Katrina disaster. It is organized to teach ATM businesses and operations how to transcend today's issues and threats.

Topics will include trends and the renewal of the ATM for the 21st century, new sources of revenue for ATM operators, and industry updates for ATMs.

A portion of each registration will be donated by ATMIA to Kingsley House.

Since 1896, Kingsley House has helped educate children, strengthen families and build communities in the New Orleans area.

When: Feb. 20 – 22, 2008

Where: New Orleans Marriott, New Orleans

Registration: Visit www.atmiaconferences.com.

Cross The Divide

At Global Payments, we understand the fear of taking risks in business.

On the other hand, we believe in going to extremes when the end result is achieving success and growth. Take a moment and inventory the benefits you receive from your current processor. Are they helping you climb to the top, or are they really weighing you down? We have a vested interest in helping you succeed and we have a concrete plan to help you reach your goals, no matter where you are on your path to success.

WHY GLOBAL PAYMENTS?

- Strong financial stability
- Worldwide payment leadership
- Broad Market Support
- Innovative Technology
- Shared BIN Program
- Access to senior management
- Trusted, secure processing environment
- Responsive Customer Care
- Multiple Payment Options

The difference in our program may surprise you!



Call 800.801.9552 or email us at ReachTheSummit@globalpay.com



transactions | without boundaries



*true
mobility*

The MTT 1581 from WAY Systems
Shown actual size.

The flutter of activity.

WAY Systems brings you the MTT 1581 - the next evolution in mobile POS terminals. The first truly mobile terminals in the industry allow your mobile merchants to take credit, debit, and their businesses to new heights.

What do we mean by truly mobile? The MTT 1581 combines the convenience of a pocket-sized, fully secure terminal that works anywhere your cell phone does.

www.waysystems.com

The next generation of products from WAY Systems:

- Works virtually anywhere
- Expansive mobile GPRS coverage
- Supports all major processors
- 24/7 customer support
- Ready to use "out of the box"
- Easy retail mobile credit and debit application
- Accept payment anywhere at anytime for transactions without boundaries



WAY Systems, Inc., is the exclusive worldwide licensee for pocket-sized merchant POS solutions based on granted patents held by Fractal Commerce, Inc. (CWO 99/96752). The patents cover communication method and apparatus improvements for all GSM, GPRS and 3G-enabled POS devices used for authenticating payment transactions.

DateBook



Electronic Retailers Association

eRetailer Summit (formerly Mid-Winter Conference and Trade Expo)

Highlights: The conference will give experts the opportunity to gather and exchange knowledge in profitability and innovation to help ensure e-retailers have the tools and information needed to succeed at competitive levels.

Full registration includes admission to exhibit hall, education sessions, breakfast, lunch and receptions for both days.

When: March 2 – 4, 2008

Where: Intercontinental Hotel, Miami

Registration: Visit www.retailing.org.



Institute for International Research

Prepaid Card Expo

Highlights: This expo will offer attendees the chance to discover the strengths and weaknesses of alternative payment solutions. It will also teach how to recognize international opportunities, and how consumers and businesses are using prepaid as an important revenue generator.

Some speakers will relay lessons learned after a security breach, and will give inside tips on how to strengthen antifraud

and security controls. More than 2,000 people are expected to attend the event, providing opportunities to share ideas and network with other professionals, as well as check out many exhibitors.

When: March 3 – 5, 2008

Where: Rio All-Suite Hotel & Casino, Las Vegas

Registration: Visit www.iirusa.com/prepaidcardexpo.



Association for Financial Professionals

Payments Forum

Highlights: This forum will unveil techniques on overcoming challenges when implementing electronic payments.

The "how-to" session focuses on important payments issues facing corporate financial professionals.

The two-day conference will feature small roundtable sessions with corporate practitioners in addition to in-depth lectures that include topics such as check conversion and new developments in international payments.

This conference caters to those dealing with automated clearing house, cards, check imaging or check conversion, global payments and so forth. There are also optional



JRS
POS DEPOT
>>> 877.999.7374

TOTAL SERVICE. INSIDE AND OUT.

Let us be the bright spot for your business. Whether you need technical support, replacement equipment or simply have a question, we're here for you. We carry the top electronic transaction equipment brand names. But more than that, we provide unrivaled

attention to detail and commitment to service. We make every effort to understand what your business needs to do to stand out from the competition and we'll do everything we can to make it shine. For more information, visit us at jrposdepot.com.



Introducing a New Concept
in Payment Processing:

Earn Percentage Points Instead of Basis Points

Fast Capital
The New Leader in Merchant Funding

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

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

Call **Fast Capital** today at:

1-800-952-1494

and start earning more money. What a concept!

www.fastcapital.com
sales@fastcapital.com

DateBook

seminars – E-Payments: Instruments and Processes; and Financial Risk: Identification, Measurement and Management Techniques – available before and after the forum.

When: March 9 – 11, 2008

Where: Sheraton Wild Horse Pass Resort, Chandler, Ariz.

Registration: Visit www.afponline.org, or call 301-907-2862.



ACA International

Credit & Collection Business Academy 2008

Highlights: The event offers more than 20 hours of learning and professional opportunities.

A faculty of industry experts will speak about operations, ethics, sales, compliance, persuasion, security and privacy issues, legal matters, state and federal laws, and management.

By attending this conference you can earn industry-specific credentials and certificates to contribute to your own knowledge and the growth of business.

When: March 9 – 12, 2008

Where: The Marriott, Delray Beach, Fla.

Registration: Visit www.acainternational.org/events.



RDM Corp.

ISO Roadshow Planning

Highlights: RDM Corp., a provider of check processing and electronic solutions, is presenting its ISO Roadshow Feb. 12 and 13, 2008, in New Jersey and Illinois, respectively.

The event is intended to educate the ISO community on the remote deposit capture (RDC) product.

It will define RDC and how it works and describe the opportunity it presents for the ISO community.

It will also discuss the size of this market, its various segments, and applicable hardware and software components.

When: Feb. 12, 2008

Where: Doubletree Hotel Newark Airport – Elizabeth, N.J.

Registration: Call 800-567-6227, or visit www.rdmcorp.com.

When: Feb. 13, 2008

Where: Doubletree Hotel Chicago O'Hare Airport – Rosemont, Ill.

Registration: Call 800-567-6227, or visit www.rdmcorp.com.

MARCH 3-5, 2008 • THE RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS

Prepaid Card Expo '08

2,400+ prepaid professionals	900+ companies	52 Dedicated Sessions	21 Case Studies	6 Unique Tracks
5 Keynote Presenters	4 Structured Workshops	3 Days	1 Gala	1 Event

Share Innovative Solutions at the World's
Largest Prepaid & Stored Value Event

Please mention code
XU2148GS

www.prepaidcardexpo.com

\$5.00 Per Hour Telemarketing!



Think it sounds too GOOD to be TRUE?

THINK AGAIN!!

**HOT Pre-Set
Appointments for ONLY
\$5.00 per hour!**

Go to
www.5dollar telemarketing.com

or call 1-800-290-8319 to find out more.

**Respond Now and learn how to get
12 hours of telemarketing for FREE!**

© 2007 5dollar telemarketing.com

Go after large ticket merchants with CONSUMER FINANCING!

Tired of offering the same old bankcard solutions (Low rates & cheap equipment)? Need something new and exciting to offer your clients and a way to get in many new doors?

- We provide a consumer financing solution for merchants that caters to most credit types. Even if your merchant already offers a consumer finance plan, you can provide them with a solution to approve more customers.
- We give you the edge when marketing to all types of larger ticket merchants. Providing clients with the ability to increase sales with financing solutions gives you a greater opportunity to earn all of their business.

**BtoC
FINANCING**

www.btocfinancing.com

© 2007 B to C Financing, a division of USMS Holdings, LLC.
All rights reserved. BC00125



Large Ticket Merchants such as:
Furniture
Jewelry
Auto Repair
Plastic Surgeons
Appliances
TV/AV Stores
Dentists
Many more!

**Call 800.290.8457 to get more information about how
to increase your sales by offering financing solutions.**

ResourceGuide

To add your company to our expanding listing, call 866-429-8080 today.

ACH - Check 21 BOC

Check 21 Direct

(888) 477-4510
www.check21direct.com

Creative Cash Flow Solutions

(866) 691-0666 x166
www.ilovechecks.com

Electronic Funds Corp.

(775) 267-0067
www.achnetwork.com



Data Capture Systems Inc.

(800) 888-1431
www.msi-sd.com

NationalLink

(800) 363-9835
www.nationallink.com

United Cash Solutions

(800) 698-0026 x1430

Redwood Merchant Services

(707) 569-1127
www.redwoodmercantservice.com

BANKS LOOKING FOR ISOs / MSPs

Global ISO, LLC

(800) 757-1538
www.giso.com

Group ISO, Inc.

(800) 960-0135
www.groupiso.com

Integrity Payment Systems

(888) 477-4500
www.integritypaymentsystems.com

CHECK COLLECTIONS

CybrCollect, Inc

(888) 340-9205
www.getmychecks.com

ACH - PROCESSING SERVICES

BluePay Inc

(866) 579-6690
www.BluePay.com

Creative Cash Flow Solutions

(866) 691-0666 x166
www.ilovechecks.com

Smart Payment Solutions

(800) 320-7258
www.smartpaymentsolutions.com

AGE / ID & OFAC VERIFICATION

ID Chex

(800) 327-0291
www.IDCheX.net

ATM / SCRIP ISOs LOOKING FOR AGENTS

Access 1

(866) 764-5951 x207

BACKGROUND INVESTIGATIONS

Commercial Business Intelligence

(888) 740-0747
www.cbintel.com

BANKS LOOKING FOR AGENTS

BluePay Inc

(866) 579-6690
www.BluePay.com

Comerica Merchant Services

(800) 790-2670

Global ISO, LLC

(800) 757-1538
www.giso.com

Group ISO, Inc.

(800) 960-0135
www.groupiso.com

Humboldt Merchant Services, L.P.

(877) 635-3570
www.hbms.com

CHECK GUARANTEE / VERIFICATION

CrossCheck, Inc.

(800) 654-2365

EZCheck

(800) 797-5302
www.ezchk.com

Global eTelecom, Inc. (GETI)

(877) 454-3835
www.checktraining.com

Global Payments Inc.

(800) 801-9552
www.globalpaymentsinc.com

Secur-Chex

(866) 464-3277

COMPLETE POS SYSTEMS

Cyndigo

(877) 296-3446



IMPACT

PAYSYSTEM

Dear Agent:



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

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

OUR PLEDGE:

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

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

Sincerely,



Dee Karawadra

HONESTY. INTEGRITY. RELIABILITY.

1-866-884-5544

www.impactISO.com

ResourceGuide

**CONSULTING AND
ADVISORY SERVICES**

Adam Atlas Attorney at Law
(514) 842-0886

First Annapolis Consulting
(410) 855-8500
www.firstannapolis.com

Integrity Bankcard Consultants, Inc.
(630) 637-4010

DEBIT TRANSACTION PROCESSING

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

EQUIPMENT

ATT Services
(714) 999-9566
www.attpos.net

BANCNET
(713) 629-0906
www.banc.net

Budget Terminals and Repair
(985) 649-2910

CardWare International
(740) 522-2150



CENTRAL POINT
RESOURCES

**Central Point
Resources**

(800) 935-7844
www.centralpointresources.com

General Credit Forms, Inc.
(800) 325-1158
www.gcfinc.com

Ingenico
(800) 252-1140
www.ingenico-us.com

JRs POS Depot
(877) 999-7374
www.jrsposdepot.com

MagTek, Inc.
(800) 788-6835
www.magtek.com

POS Portal
(866) 276-7289

TEERTRONICS
(800) 856-2030

The Phoenix Group
(866) 559-7627

TSYS Acquiring Solutions
(Formerly Vital Processing)
(800) 686-1999
www.tsysacquiring.com

VeriFone
(800) VERIFONE

FINANCING


American Microloan

(866) CASH 456
www.AmericanMicroloan.com

FINANCING FOR ISOS

ISO Funding
(800) 781-5007
www.isofunding.com



**RESOURCE FINANCE
COMPANY**

(866) 211-0114
www.resourcefinance.com

**FREE ELECTRONIC
CHECK RECOVERY**

ACCESS CHEX
(866) 746-CHEX
www.accesschex.com

GIFT / LOYALTY CARD PROGRAMS

Comdata Processing Systems
(866) 806-5016

FLEXGIFT/UMSI
(800) 260-3388

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.giftcardtraining.com

SWIPE IT TECHNOLOGY
(888) 794-7348 X116
www.swipeit.com

HIGH RISK

AVP Solutions
(800) 719-9198
www.avpsolutions.com

International Merchant Solutions
(800) 313-2265 x106
www.officialims.com

National Transaction
(888) 996-2273

ISO RELATIONSHIPS AVAILABLE

AmericaOne Payment Systems
(888) 502-6374

BluePay Inc
(866) 579-6690
www.BluePay.com

CoCard Marketing Group
(800) 882-1352
www.cocard.net

Comdata Processing Systems
(866) 806-5016

Electronic Payments, Inc. (EPI)
(800) 966-5520 x221

EVO Merchant Services
(800) CARDSWIPE x7800

First American Payment Sys.
(866) GO4 FAPS
www.first-american.net

Frontline Processing Corp.
(866) 651-3068

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Global ISO, LLC
(800) 757-1538
www.giso.com

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

Group ISO, Inc.
(800) 960-0135
www.groupiso.com

iPayment Inc.
(888) 519-9466
www.ipaymentinc.com



Start the New Year with a **cha-ching**.

with  **prosperity** plus™ partners

from Cynergy Data

Now ISOs can have the best technology and a lot of extra cash to go with it

Sign up today and get:

- Free portfolio conversion
- A revolving credit line up to 12x your average monthly residual
- Vimas—the best portfolio management technology anywhere
- Best rates in the industry
- Program administered by Cynergy Data and never by third parties

We just made a good thing even better.

Call us today to find out more.
866.ISO.HELP (476.4357) or visit us at www.cynergydata.com

Cynergy Data is a registered ISOMSP in association with Bank of America, N.A., Charlotte, NC


cynergydata
think way beyond >>>

ResourceGuide

MSI-Merchant Services, Inc.
(800) 351-2591

North American Bancard
(800) BANCARD x1001

NOVA Information Systems
(800) 819-6019 x6
www.novainfo.com

Partner-America.com
(800) 366-1388

Total Merchant Services
(888) 84-TOTAL x9715
www.upfrontandresiduals.com

United Bank Card (UBC)
(800) 201-0461

ISOs / BANKS PURCHASING ATM PORTFOLIOS

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

ISOs / BANKS PURCHASING MERCHANT PORTFOLIOS

AmericaOne Payment Systems
(888) 502-6374

BluePay Inc
(866) 579-6690
www.BluePay.com

Comdata Processing Systems
(866) 806-5016

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Hampton Technology Ventures
(516) 896-3100 x100
www.hampton.tv

iMax Bancard
(866) 702-8801
www.imaxbancard.com

North American Bancard
(800) BANCARD x1001

NOVA Information Systems
(800) 819-6019 x6
www.novainfo.com

Total Merchant Services
(888) 84-TOTAL x9715
www.upfrontandresiduals.com

ISO / POS DEALER LOOKING FOR AGENTS

CoreTranz Business Services
(877) 443-4455
www.coretranz.com

ISOs / PROCESSORS SEEKING SALES EMPLOYEES

iMax Bancard Network
(866) 702-8801
www.imaxbancard.com

ISOs LOOKING FOR AGENTS

Advanced Merchant Services, Inc
(888) 355-VISA (8472)
www.amspartner.com

AmericaOne Payment Systems
(888) 502-6374

BluePay Inc
(866) 579-6690
www.BluePay.com

Cyndigo
(877) 296-3446

East Commerce Solutions
(800) 527-5395 x202
www.eastcommercesolutions.com

EVO Merchant Services
(800) CARDSWIPE x7800

EXS-Electronic Exchange Sys.
(800) 949-2021
www.exspartner.com

First American Payment Sys.
(866) 604-FAPS
www.first-american.net

Frontline Processing Corp.
(866) 651-3068

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Group ISO, Inc
(800) 960-0135
www.groupiso.com

iMax Bancard
(866) 702-8801
www.imaxbancard.com

Impact Paysystems
(866) 884-5544 x1555

Innovative Merchant Solutions
(800) 397-0707

iPayment Inc.
(888) 519-9466
www.ipaymentinc.com

Merchant\$ Select Service\$ Inc.
(800) 636-9385
www.merchantselectservices.com

Merchants' Choice Card Services
(800) 478-9367 x5
www.mccs-corp.com

Money Tree Merchant Services
(800) 582-2502 x2
www.moneytreerewards.com

MSI-Merchant Services, Inc.
(800) 537-8741

Netcom PaySystem
(800) 875-6680

North American Bancard
(888) 229-5229

Premier Payment Systems
(630) 932-1661
www.ppsbankcard.com



Premium Card Solutions
A Payment Solutions Company

Premium Card Solutions
(888) 780-9595
www.premiumcardsolutions.com



RELIANT
PROCESSING SERVICES

Reliant Processing Services
(877) 650-1222 x101
www.reliantprocessingservices.com

Signature Card Services
(888) 334-2284
www.signaturecard.com

TIPS Merchant Services Inc.
(866) 856-4232
www.tipsmerchantservices.com

Total Merchant Services
(888) 84-TOTAL x9715
www.upfrontandresiduals.com

United Bank Card
(800) 201-0461 x 136

United Merchant Services, Inc.
(800) 260-3388

Kenex Merchant Services
(888) 918-4409 x511

Excella STX



A BENCHMARK OF EXCELLENCE
FOR SECURE ELECTRONIC
CHECK TRANSACTIONS



CHECK & ID SCANNING FEATURES

- ✓ A compact single-feed check reader and dual-sided scanner
- ✓ Supports USB 2.0 and Ethernet 100 Base-T interfaces
- ✓ ID Card scan provides option to couple image record of ID with check image
- ✓ Endorsing printer & Franking printer deter fraud by defacing check with custom message
- ✓ SHA1 digital signature available for file authentication and to ensure check image integrity
- ✓ Optional 3-Track magstripe reader with MagnePrint® card authentication technology

Excella STX offers a viable and affordable alternative to implement image capture at the earliest entry points for check payments. Excella STX also brings unprecedented security to electronic check transactions by offering innovative security features not available in other check scanners.

MagTek has available a complete line of MICR Check Readers and Scanners that offer many product options to meet and exceed the market needs for electronic check conversion applications, and the new electronic check truncations opportunities created by Check 21.

Contact MagTek for more information on Excella STX
800-788-6835 or visit us on the web at www.magtek.com

Customers First. Quality Always.

MAGTEK®
THE TECHNOLOGY BEHIND THE TRANSACTION

magtek.com



ResourceGuide

LEASING

A-1 Leasing

(888) 222-0348 x3012
www.A-1leasing.com

ABC Leasing

(877) 222-9929



**American P.O.S.
Leasing Corp.**

(800) 349-6516
www.poslease.com



**BARCLAY SQUARE
LEASING, INC**

(866) 396-2754
www.barclaysquareleasing.com

First Data Global Leasing
(800) 897-7850

GlobalTech Leasing, Inc
(800) 414-7654
www.globaltechleasing.com

International Lease Center
(800) 236-2317

LADCO Leasing
(800) 678-8666

Lease Finance Group, LLC
(888) 588-6213
www.lfgleasing.com

Lease Source Inc.
(877) 690-4882
www.gotolsi.com

LogicaLease
(888) 206-4935
www.logicalease.com

Merimac Capital
(866) 464-3277

Northern Leasing Systems, Inc.
(800) 683-5433
www.northernleasing.com

TimePayment Corp.
(877) 938-5231
www.timepaymentcorp.com

**LENS / KEYPADS /
POWER SUPPLIES**

Sierra Enterprises
(866) 677-6064

**MERCHANT CASH ADVANCE /
PORTFOLIO PURCHASERS**

E-Commerce Exchange OC
(800) 418-9285 x210

MULTI - CURRENCY PROCESSING

DCC Merchant Services
(888) 322-8632 x1805
www.DCCtoday.com

First Atlantic Commerce
(441) 294-4622
www.firstatlanticcommerce.com

**PAPER ROLLS
& RIBBON SUPPLIES / DEALERS**

THERMAL PAPER DIRECT
(877) 810-5900
www.thermalpaperdirect.com

PAYMENT GATEWAY

APRIVA
(480) 421-1210
www.apriva.com


**Network
Merchants**

**Network
Merchants, Inc.**

(800) 617-4850
www.nmi.com



USA ePay
(866) USA-epay
www.usaepay.com

**PAYMENT GATEWAY /
SERVERS / ISPs**

BluePay Inc
(866) 579-6690
www.BluePay.com

eProcessingNetwork.com
(800) 971-0997
www.eProcessingNetwork.com

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Network Merchants
(800) 617-4850
www.networkmerchants.com

USAePay
(866) USAePay (872-3729)

POS CHECK CONVERSION

CrossCheck, Inc.
(800) 654-2365

EZCheck
(800) 797-5302
www.ezchk.com

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.checktraining.com



WE KNOW HOW YOU VIEW THE WORLD

CONCISE, INFORMATIVE
NEWS AND VIEWS FOR THE
SUCCESSFUL ISO/MLS
SINCE 1983



Visit us at www.greensheet.com
Read breaking news, archived issues; participate
in the MLS Forum and more. Completely FREE!

ResourceGuide

Secur-Chex
(866) 464-3277

**POS CREDIT CARD
EQUIPMENT REPAIR**

ATT Services
(714) 999-9566
www.attpos.net



BITS
Bartlett Info Tech
Services, LLC
(901) 384-6151
www.bits-pos.com

New Image P.O.S.
(954) 581-6200
www.newimagepos.com

TEERTRONICS
(800) 856-2030

POS SUPPLIES

CardWare International
(740) 522-2150

Central Point Resources
(800) 935-7844
www.centralpointresources.com

General Credit Forms, Inc.
(800) 325-1158
www.gcfinc.com

TSYS Acquiring Solutions
(Formerly Vital Processing)
(800) 686-1999
www.tsysacquiring.com

**PROCESSORS
LOOKING FOR ISOs**

Comdata Processing Systems
(866) 806-5016

First National Merchant Solutions
(800) 354-3988
www.fnms.com

Global Payments Inc.
(800) 801-9552
www.globalpay.com

NOVA Information Systems
(800) 819-6019 x6
www.novainfo.com



NPC
National Processing
Company
(877) 300-7757
www.npc.net

TSYS Acquiring Solutions
(Formerly Vital Processing)
(480) 333-7799
www.tsysacquiring.com

SITE SURVEYS

PRN, Inc.
(800) 676-1422
www.prn-inc.com

Spectrum Field Services
(800) 700-1701 x286
www.spectrumfsi.com

**SUPPORT DESK FOR POS
TERMINALS & PC SOFTWARE**

CardWare International
(740) 522-2150

TSYS Acquiring Solutions
(Formerly Vital Processing)
(800) 686-1999
www.tsysacquiring.com

**TELEMARKETING /
LEAD GENERATION**



DRG
Telemarketing
(800) 998-8707 x117
drgtelemarketing.com/merchant.htm

**WIRELESS RETAIL /
KEYED PROCESSING**

eProcessingNetwork.com
(800) 971-0997
www.eProcessingNetwork.com

USAepay
(866) USA-epay

WordSearch
Solution from page 109

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

**ONE MINUTE OF READING COULD
LEAD TO CAREER PROSPERITY!**



We are aggressively looking to employ professional sales partners for specific territories. Salary, commissions, health insurance and many more benefits go with the position.

We recognize that ISOs and processors are constantly recruiting you to join their organizations but we believe that CCS has created a working environment that will make you more successful. It is built on trust, creativity, integrity and certainly support.

We do not believe in gimmicks to lure you to CCS; rather, we provide exciting programs that include lead generation and appointment setting. This and much more will result in a long term partnership.

The attached link to *The Green Sheet* article, written several years ago (<http://www.greensheet.com/cprofiles/chargecardsystems.html>), will provide a better understanding of our philosophy and strengths. While we have experienced exponential growth since then, our core values remain.

We look forward to hearing from you; following our discussion, and assuming there is mutual interest, we will host you in our corporate headquarters in Boca Raton, Florida, all expenses paid. You will meet our key personnel and explore further this unique opportunity to help you achieve the success to which you aspire.

Very truly yours,

A handwritten signature in black ink, appearing to read 'A. Andreozzi Sr.'.

Anthony Andreozzi Sr.
President

A handwritten signature in black ink, appearing to read 'Jeffrey Shavitz'.

Jeffrey Shavitz
Executive Vice President

1515 South Federal Hwy., Ste. 106 Boca Raton, FL 33432
Office (888) 505-2273 • Fax (888) 505-5444 • www.chargecardsystems.com
Visa/MC • Amex • Discover • ATM/ Debit • Checks • Gift Cards • POS Terminals • Software and E-Commerce Solutions

Call Jeffrey Shavitz, 888-505-2273 x205
jshavitz@chargecardsystems.com
www.chargecardsystems.com

Advertiser Index

2000Charge	58	Humboldt Merchant Services	71
2GS LLC	70	Hypercom Corp.....	128
A-1 Leasing.....	56	iMax Bancard.....	55
Advanced Payment Services.....	15	Impact PaySystem	117
Alpha Card Services Inc.	12, 94	Ingenico	103
AmericaOne Payment Systems.....	9	Innovative Merchant Solutions.....	13
Apriva Inc.....	22	International Bankcard	45
Assurz Inc.....	66	iPayment Inc.....	95
Authorize.Net.....	10	Its (USA) Corporation.....	96
B to C Financing.....	115	JRs POS Depot.....	112
BAI Transpay	72	Lease Source Inc.....	42
Bank Card Depot	81	Magtek	121
Blackstone Merchant Services	83	Merchant Warehouse	25
Blue Bamboo	90	MLS Direct Network Inc.....	102
Calpian Inc.....	43	Money Movers of America	17
Charge Card Systems.....	125	Money Tree Merchant Services	75
CoCard Marketing Group.....	11	MSI NJ.....	19
Comdata Processing	77	MSI NJ 1-800-Bankcard.....	68, 69
Comstar Interactive	105	myARCworld Inc.....	85
Credit Cash	62	National Bancard Systems.....	91
Credomatic.....	99	National Transaction	48
CrossCheck Inc.....	93	Network Merchants Inc.	46
Cutter LLC.....	106	North American Bancard	2, 6, 7
Cyndigo.....	34	Northeast Acquirers Association	32
Cynergy	119	NPC	49
Direct Technology Innovations	20	Paypro Tec.....	33
Discover Financial Services LLC.....	86	Pivotal Payments.....	100
DRG Telemarketing Inc.....	30	POS Portal Inc.....	16
Electronic Merchant Systems.....	28, 108	Prepaid Card Expo	114
Electronic Payment Systems.....	59	Radius Financial Inc.	29
Electronic Payments Inc. (EPI)	50, 51, 127	SignaPay Ltd.	63
eProcessing Network LLC.....	18	Sterling Payment	97
Equity Commerce	53	Teertronics Inc	54
EVO Merchant Services	60, 61	The Phoenix Group.....	23
ExaDigm Inc.	37	Total Merchant Services.....	31, 64, 65
EXS - Electronic Exchange Systems	21	TRIBUL.....	73
EZCheck	82	United Bank Card Inc.....	39, 40, 41
F1rst Funds.....	52	United Cash Solutions.....	87
Fast Capital Inc.....	113	United Merchant Services	27
First American Payment Systems.....	89	United Payment Service.....	44
First Data Global Leasing	104	USA ePay	76
Global Check Service.....	79	VeriFone.....	38
Global eTelecom Inc.....	57	WAY Systems.....	111
Global Payments	110	www.5dollartelemarketing.com.....	115
Greystone In Advance.....	26		



... THERE WAS AN AD THAT HAD A GUY HOLDING A TERMINAL AND HE WAS WEARING A SPORT COAT AND THE PRICE WAS LIKE \$149 OR SOMETHING AND IT WAS BACK IN THE SUMMER. WHAT WAS THE COMPANY'S PHONE NUMBER ON THAT AD?

FREE PDF ARCHIVES OF ISSUES BACK TO OCTOBER 2001 (ISSUE 01:10:01). LOCATE PREVIOUS ADS, OR RESEARCH YOUR COMPANY'S AD HISTORY.

WWW.GREENSHEET.COM





**Pump Up
Your Profits**

FUELING YOUR FUTURE

With Electronic Payments as your full service acquirer, you can now take advantage of the wide open convenient and pay-at-the-pump market that previously was closed to many ISOs and MLS. With EPI, you have access to 6 different front-end networks and the ability to process supermarket POS and inside/outside pay-at-the-pump.

Our team of ISO support staff knows this market and can help you with pricing proposals, IP/satellite/dial processing options, datacap/datawire setups, and various POS configurations for sales inside the store and outside at the pump. And with Electronic Payments, you even have a turnkey ATM solution at your fingertips for valuable ATM placements and reprograms!

Get Started Today!

Call **1.800.966.5520 x221**
or visit **www.epiprogram.com**



- ▶ **Process Fleet Cards such as FuelMan[®], Wright Express[®] and Voyager[®]**
- ▶ **Full Service Fuel Program – Inside and Out**
- ▶ **3 Day Wright Express and 2 Day Voyager Settlement**
- ▶ **ATM Machine Placements/Reprograms**

Never let a sale go by way of the competition! EPI has a ISO support staff dedicated to helping you with all your pay-at-the-pump sales and installs.



www.epiprogram.com

1.800.966.5520 x221

THE T42 AND YOU

COUNTERTOP



- ↳ PCI PED APPROVED
- ↳ SIMPLER PLATFORM
- ↳ MERCHANT RETENTION



T4210
Dial



T4220
IP & Dial



T4230
GPRS & Dial

Introducing Hypercom's new T4200 Family:

Putting You in First Place.

Introducing the broad new Optimum T4200 family of countertop POS devices. Now you pick the terminal that fits your needs perfectly, from dial-up models, to IP-and-dial versions, to wireless with dial backup. At last, here are payment devices that put you first, with the strength of a common development platform and user interface. Provide simpler solutions faster than ever before!



Modular
Components



Privacy
Shield



15ips+
Printer



Smart Card
Reader



Small Form
Factor

Visit www.hypercom.com today to see how the Optimum T4200 Family is changing the point of service. The T42 and you....a winning combination.



www.hypercom.com/gs