



News

Industry Update.....	14
HR 5546, the downside	46
Uncle Sam to get slice of payments pie.....	48
Private equity giant going public.....	54
MWAA meeting goes the distance	56

Features

Industry Leader: Linda Perry

Unfettered spirit, extraordinary success	24
---	----

First Look: Take Charge

Business Consulting LLC

The consulting guru that could.....	44
-------------------------------------	----

Views

PCI on the menu By Scott Henry VeriFone.....	28
Three-step systemization By Biff Matthews CardWare International	32

Education

Street SmartsSM

To Capitol Hill we go By Jason Felts Advanced Merchant Services.....	70
Becoming registered By Adam Atlas, Attorney at Law.....	78
Check processing diversification: Hop aboard By Christian Murray Global eTelecom Inc.	82
Invest in trust By Jeff Fortney, Clearent LLC	86
Web site optimization: A route to talent By Curt Hensley, CSH Consulting	90
Lead with communication By Daniel Wadleigh Marketing Consultant.....	94

August 11, 2008 • Issue 08:08:01

Unbanked, underbanked - untapped

In the prepaid card industry, the term *unbanked* sometimes gets confused with *underbanked*. Although prepaid cards offer both constituencies the same general basket of services, it is important to draw distinctions between the two in order to effectively target and market to them. It is also helpful to break these two distinct groups down to get an accurate sense of the largely untapped, multibillion-dollar market they represent.

The unbanked are individuals who have no banking relationships with financial institutions (FIs) – no checking accounts, no savings accounts, no lines of credit. It has been estimated that the unbanked represent 40 million households, or roughly 80 million people.

The underbanked, however, have relationships with FIs, though limited in scope. Teenagers, a significantly large segment of the underbanked, may have savings accounts or certificates of deposit, but in their parents' names. So they do not have access to the full set of services mainstream consumers enjoy. Therefore, the underbanked are considered underserved by FIs.

Hispanic underbanked

At first glance, one may label the entire Hispanic prepaid card market as unbanked. But Hispanics are diverse in the size and the depth of relationships they forge with FIs, as well as in the payment products they utilize.

What is not misunderstood, however, is the size of the Hispanic population in the United States and its resultant buying power. The U.S. Hispanic consumer market is larger than the entire economies (gross domestic product measured in U.S. dollars) of all but nine countries in the world, according to the Selig Center for Economic Growth's Multicultural Economy 2006 Report.

And the U.S. Census Bureau said the nation's Hispanic population is growing fast: In 2005, it was more than 36 million. It is expected to total 46.7 million by 2015 and to reach 58.9 million by 2025.

But according to a recent study by the Center for Financial Services Innovation (CFSI), 35 percent of all Latinos in the United States and 53 percent of all Mexican immigrants are unbanked.

The Hispanic market for alternative financial services is just the tip of the iceberg. Immigrants from around the world favor alternative payment products; so do young, low- and middle-income workers with poor credit, as well as people living away from their home countries – overseas-stationed military personnel, students and missionaries, for example.

It's a huge opportunity for ISOs and merchant level salespeople (MLSs) to offer products, such as general purpose reloadable (GPR) prepaid cards or prepaid payroll cards, that serve this market.



There's not a door
you can't open
with 2¢ pricing

IP Pricing Now Available For All IP Merchants! **2¢ IP PRICING**

With North American Bancard, you now have the freedom to offer your merchants exactly what they want with no restrictions! That means, unlike other processors, this unbelievable 2¢ rate for IP customers requires no minimum amount of transactions. Big merchants pay only 2¢. Small merchants pay only 2¢. NAB gives you the best rate and the ability to offer it to any merchant. Finally, you have the power you need to land the biggest of deals.

Industry-Best Compensation Plan:

- **Get an Interchange Revenue Split up to 65%**
- **No Annual Fee or Batch Header Fee Required!**
- **Up to \$750 Conversion Bonus!**
- **\$200 Approval Bonus!**
- **\$3,000 Signing Bonus**
- **Don't Need Free Equipment? Get \$100!**

NorthAmerican
BANCARD

Discover the difference NAB can make for you! • 1-888-229-5229 • www.GONAB.com

North American Bancard is a registered ISO/MSP of HSBC Bank USA, National Association, Buffalo, NY and Wells Fargo Bank, N.A., Walnut Creek, CA

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—Tribul Merchant Services
- » Steve Christianson—AAmonte Bankcard
- » Steve Ezell—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—Quantus Health Solutions LLC
- » Matt Golis—YapStone Inc.
- » Alex Goretsky—USA ePay
- » Curt Hensley—CSH Consulting
- » Jared Isaacman—United Bank Card Inc.
- » Kevin Jones—First American Payment Systems
- » 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.
- » Tim McWeeney—ExaDigm 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 W. Salyer—Ladco Leasing Inc.
- » Jeffrey I. Shavitz—Charge Card Systems Inc.
- » Lisa Shipley—Ingenico North America
- » Dave Siembieda—CrossCheck Inc.
- » Ted Svoronos—Group ISO
- » Scott Wagner—Humboldt Merchant Services LP
- » Matt Whitaker—Smart Payment Solutions
- » Dan D. Wolfe—Teledraft Inc.
- » Sam Zeitz—American Bancard LLC

 **Notable Quote**

The ISO and MLS channel has one advantage over traditional banks: Merchants already serve the unbanked market. Reaching them is just a matter of offering the products the unbanked need at merchant locations they already frequent.

See page 63



**Inside this issue:
CONTINUED**

Company Profiles

GreenSoft Solutions Inc.

Living compliance daily.....39

New Products

Keep alert with merchant accounts..... 97

Turbo charge PCI compliance..... 98

Inspiration

For better or worse..... 101

Departments

Forum.....5

Datebook..... 104

Resource Guide..... 106

Advertiser Index 118

Miscellaneous

Sarcasm Sells – Editorial cartoon5

QSGS: Quick Summary Green Sheet..... 8

Bottom Lines..... 14

Word Search 59

Water Cooler Wisdom 101

POScript..... 103

Affiliations:



The Green Sheet Inc. — Winner
APPEX Awards for Publisher Excellence
in print and online 8 consecutive years.
Plus, Grand Awards in 2004, 2006 & 2007

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!

 **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

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

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

Asst. VP of Production, Art Director:

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

Production:

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

Asst. VP of Advertising Sales:

Danielle Thorpe.....danielle@greensheet.com

Advertising:

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

Kat Doherty, Advertising Coordinator.....kat@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 questions, comments and feedback to.....greensheet@greensheet.com

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

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

Print Production:

Hudson Printing Company

Contributing Writers:

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

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

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

Scott Henry.....scott_henry@verifone.com

Curt Hensley.....curth@csiconsulting.com

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

Christian Murray.....cmurray@globalatelecom.com

Daniel Wadleigh.....morenewcustomers@gmail.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 GSO. 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.

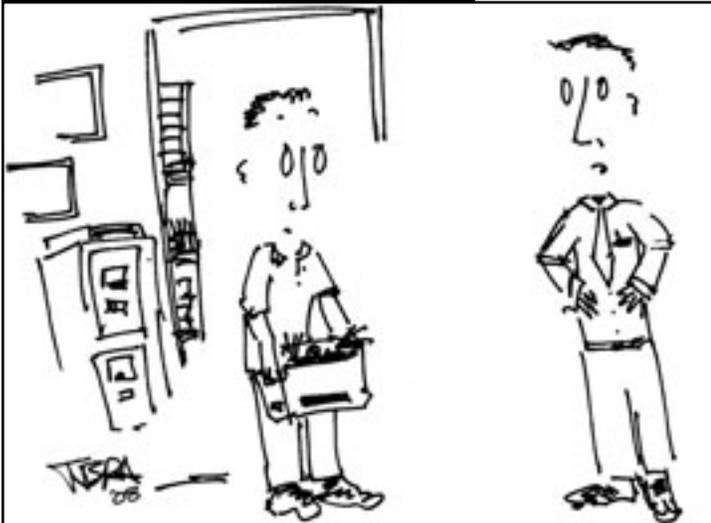
Forum

Proudly sponsored by



RELIANT
PROCESSING SERVICES

Sarcasm Sells



Since you're treating our storeroom like your son's back-to-school headquarters, I feel it's fair to at least charge you wholesale.

A quest for action

Will the *The Green Sheet* be addressing articles like "Hidden credit card fees are costing you: New legislation may mean an end to interchange fees, which cost the average family more than \$400 a year," posted July 31, 2008, on CNNMoney.com? And will *The Green Sheet* address what the National Retail Federation is successfully accomplishing in terms of government involvement for lower interchange? Just curious to see what you think about the issue and how it will affect ISOs and merchant level salespeople (MLSs).

Isaac Lay
Cyndigo

Isaac,

Thank you for your most timely question. As an educational and motivational resource for the payments industry, *The Green Sheet* helps ISOs and MLSs to be informed about the industry's structure and operations, new developments in technology and best business practices, and emerging issues of concern, including legislation that could adversely affect the feet on the street.

To that end, we have published a number of breaking news stories and educational articles devoted to these matters. In this issue alone, we are publishing two news stories addressing legislative issues, "HR 5546, the downside" and "Uncle Sam to get slice of payments pie." The first pertains to interchange and discusses the U.S. House of Representatives Judiciary Committee's recent

passage of HR 5546, the Credit Card Fair Fee Act. The second discusses the payments data reporting provision attached to the American Housing Rescue and Foreclosure Prevention Act of 2008, which was signed into law July 29. Also in this issue, *Street Smarts*SM author, Jason Felts, has devoted his entire column to these two pieces of legislation and included perspectives provided by members of GS Online's MLS Forum.

It would probably take an entire issue of *The Green Sheet* to publish all of the Forum members' views, which is not feasible. However, to get a sense of your peers' approaches to the issues at hand, click on the Forums link from our home page, and jump into the discussion. Some of the articles we've published earlier in 2008 include:

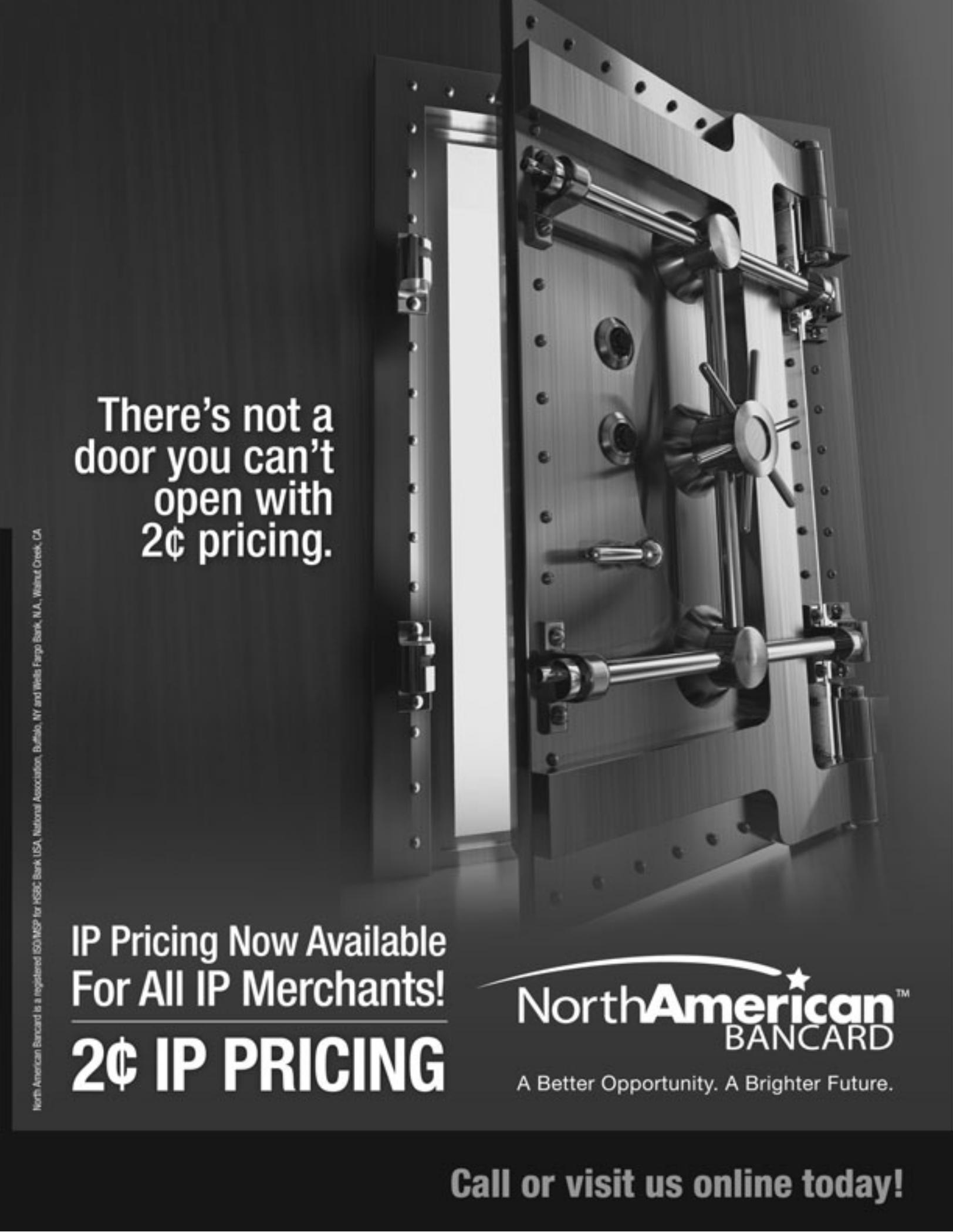
- "HR 5546 is in the House," *The Green Sheet*, July 28, 2008, issue 08:07:02
- "Approaching a crossroads," by Patti Murphy, *The Green Sheet*, July 28, 2008, issue 08:07:02
- "Companion bill targets interchange fees," *The Green Sheet*, June 23, 2008, issue 08:06:02
- "Interchange under the gun," *The Green Sheet*, May 26, 2008, issue 08:05:02
- "Lawmakers advance grip on interchange," *The Green Sheet*, March 24, 2008, issue 08:03:02
- "Vermont interchange bill a cry for change," *The Green Sheet*, March 10, 2008, issue 08:03:01
- "Interchange act coming back stronger," *The Green Sheet*, March 10, 2008, issue 08:03:01
- "Interchange debate a wakeup call," by Patti Murphy, *The Green Sheet*, Jan. 28, 2008, issue 08:01:02

In addition, we devoted an entire in-depth, quarterly to legislative issues: "2008 legislation update: What side of the law are you on?" *GSQ*, April 2008, a supplement to *The Green Sheet* issue 08:04:02. Drawing on primary research and the analyses of industry experts, the issue lists recently enacted and pending state and federal initiatives, with contact information for the legislative bodies concerned.

It also provides informed perspectives about what this slew of legislation means for acquiring businesses and their clients. This should give you a good idea of what we are doing in terms of helping to keep the payments sphere informed and engaged when it comes to matters that affect us all.

Our work complements the efforts of industry organizations, such as the Electronic Transactions Association, other trade groups and regional associations. We encourage you to get involved in such groups, so that you can help determine the substance and nature of any bills affecting the payments sphere.

Editor



There's not a
door you can't
open with
2¢ pricing.

IP Pricing Now Available
For All IP Merchants!

2¢ IP PRICING

North**American**[™]
BANCARD

A Better Opportunity. A Brighter Future.

Call or visit us online today!

Wireless Terminals

FREE



VeriFone V*670 GPRS

The smallest all-in-one handheld payment device with an integrated printer in the world.

FREE



Nurit 8020 GPRS

The Nurit 8020 is a lightweight, handheld device that enables fast, secure, error-free transactions for merchants "on the go."

FREE



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



FREE

Tap & Go
Device

Premium Terminals

FREE



Plus FREE PIN PAD!

Premium Solution VeriFone V*570

Dual communication ports
& Smart Card ready.

FREE



Plus FREE PIN PAD!

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.

More Solutions

FREE

Desktop Solution
PC Charge



FREE

Internet Solution
Authorize.Net



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.

QSGS

A quick summary of nearly all the articles in this issue to help keep you up-to-date on the latest news and hot topics in the payments industry.

Proudly sponsored by

**MERCHANT
PORTFOLIOS**
FDM

Cover Story **1**

Unbanked, underbanked - untapped

In the prepaid card industry, the term *unbanked* sometimes gets confused with *underbanked*. Although prepaid cards offer both the same general services, it is important to draw distinctions between the two in order to effectively target and market to them. It is estimated that the unbanked represent roughly 80 million people in the United States.

View **32**

Three-step systemization

In many business circles ISO doesn't mean independent sales organization; it means international standards organization. Such an organization issues requirements businesses and products must meet to gain ISO certification. This article explains how obtaining such certification can bring order to your business.

Feature **24**

Unfettered spirit, extraordinary success

Linda Perry spurns limits. "If you think there are rules about how life and work should be, you will put them around yourself and restrict yourself," she said. "If you think that there aren't rules or that the rules have changed, you can do anything." That philosophy has taken her all the way to her current position as Senior Vice President at Visa Inc.

News **46**

HR 5546, the downside

As supporters of HR 5546, the Credit Card Fair Fee Act, celebrated the House Judiciary Committee's passage of the bill, opponents, including Visa Inc., called the bill "anti-consumer" and issued a statement to point out its shortcomings. Visa's General Counsel said passage of HR 5546's passage would especially hurt small banks and credit unions.

View **28**

PCI on the menu

Restaurants are prime hunting ground for criminals intent on committing fraud. High sales volumes and the large number of individuals involved in typical transactions present multiple opportunities for data compromise – and, of course, an opportunity for ISOs and merchant level salespeople (MLSs) to educate restaurateurs and sell appropriate security solutions.

News **48**

Uncle Sam to get slice of payments pie

HR 3221, the American Housing Rescue and Foreclosure Prevention Act of 2008, was signed into law by President Bush on July 29, 2008. The new law contains a provision requiring merchant acquiring entities and third-party settlement organizations to turn over merchant credit and debit card transactions to the Internal Revenue Service.



In the end, doesn't it all come down to stability and providing for you and your family?

For those who qualify, AmericaOne offers long-term employment with salary, commissions, bonuses and benefits, all of which are far above industry standards. We're a fast-growing, employee-owned company with a lucrative stock option plan for the right individual.

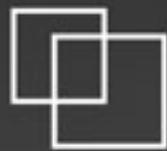
AmericaOne has 19 regional offices nationally and is currently expanding into new markets. We have sales and sales management openings for qualified individuals who have the drive and desire to be a part of something very big.



We're hiring.

Call us to schedule an interview:

(800) 503-2516



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

© 2007 CyberSource Corporation
All Rights Reserved

News

54

Private equity giant going public

Kohlberg Kravis Roberts & Co. LP, one of the world's largest alternative asset managers, and KKR Private Equity Investors LP (KPE), an equity trust limited partnership, signed an agreement in which KKR will acquire all KPE assets and liabilities. Additionally, KKR will become publicly listed on the New York Stock Exchange.

Street Smarts

70

To Capitol Hill we go

The payments industry has reached new heights: the U.S. Congress, unfortunately. A House of Representatives bill was recently passed by the House Judiciary Committee. The Credit Card Fair Fee Act of 2008 is backed by retailers, who accuse Visa Inc. and MasterCard Worldwide of levying "excessive fees."

News

56

MWAA meeting goes the distance

The Midwest Acquirers Association recently held its annual meeting in St. Louis. The event was jammed with educational sessions, an inspirational keynote address and many networking opportunities. Also, Greg Gumbel's keynote inspired a room full of payment professionals.

Education

78

Becoming registered

What is ISO registration anyway? Nearly everyone who operates an agent or ISO business and is not registered wonders, from time to time, if they should do so. Offered herein is information to help the unregistered make that decision.

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

Just how big of a bite is your ISO taking?



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

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

**COCARD**

A Whole New Kind of Company

www.cocard.net

800-882-1352

Education

82

Check processing diversification: Hop aboard

Personal paper-check volume is declining, but other types of automated clearing house and check payments are increasing. The diversification of check processing is critical to the payment processing arena, as this will enable ISOs and MLSs to capture larger margins and retain merchant business longer.

Education

94

Lead with communication

Research indicates businesses lose almost 20 percent of their customers over time. Roughly 3 percent pass away, 6 percent relocate and 10 percent are lured away by competitors. The solution? Open lines of communication between you and your merchant clients and prospects.

Education

86

Invest in trust

In definitions of trust, the term reliance often pops up. A high degree of trust has more than an indirect relationship to healthy, business-related interactions. How trustworthy are you?

Inspiration

101

For better or worse

Business relationships are like marriages. The successful ones involve honest communication, compromise, patience, understanding and the willingness to "take one for the team." This article provides tips to help lead you to silver anniversaries with clients.

SELLING

SP

PREPAID

"Get your knowledge ahead of time."

WWW.SELLINGPREPAID.COM

\$74 billion
will be loaded on network
branded prepaid cards in 2008.
By 2010, that figure is set to
skyrocket to more than
\$181 billion
— more than 50 percent
growth in two years.*

“Finally.

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

-Michael Mucciacciaro, Baltimore

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

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

IMS and QuickBooks: It's got people talking.

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

- Scott Hausmann, Minneapolis



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

- Todd Eichner, Los Angeles

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

- Keith Pollins, San Diego

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

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

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



IndustryUpdate

Proudly sponsored by



NEWS

Small business confidence bounces back

The **Discover Financial Services Small Business Watch**, a monthly index measuring the relative economic confidence of U.S. small business owners with less than five employees – a segment with 22 million businesses generating more than \$1 trillion annually – said confidence among these business owners rebounded in July. Businesses experiencing cash flow difficulties also decreased significantly.

"Given the substantial decrease in cash flow concerns that were reported this month, it's not surprising that economic confidence also rebounded with a double-digit increase," said Ryan Scully, Director of Discover's Marketing division. July statistics from the small business watch found:

- Businesses experiencing cash flow issues over the last 90 days have decreased by 9 percent.
- 17 percent of small business owners think the U.S. economy is getting better, a 9 percent increase.
- 28 percent of owners say that economic conditions for their businesses are getting better, an increase of 23 percent over June.
- 6 percent more owners plan to increase spending over the next six months on advertising, inventory and capital expenditures.

B2B last bastion for checks

Research and advisory firm **TowerGroup Inc.** published a report based on its own findings – as well as information drawn from the 2007 **Federal Reserve Payments Study** – that said checks remain an important part of the

United States' payment environment due to the difficulties in sending and receiving business-to-business (B2B) payments. B2B payments comprised nearly 60 percent of U.S. check dollar volume in 2007.

"Checks will remain an important part and increasingly high-value part of the U.S. payments landscape until all potential payees are willing and able to receive electronic payments," said Andrew Schmidt, a Research Director at TowerGroup. "Until e-payments become more readily accepted by all businesses, checks will remain the most frequently used noncash payment type in the U.S."

Visa rescinds debit card rule

As the result of a **U.S. Department of Justice** antitrust investigation, **Visa Inc.** rescinded a rule requiring merchants to treat Visa-branded debit cards differently when used as a PIN-debit card – and processed via non-Visa networks – as opposed to the same cards used as signature debit cards and processed on the Visa network.

The Justice Department said they started the investigation to determine whether the rule adversely affected competition in the debit card industry by restricting certain PIN debit transactions from taking place at the POS. The investigation focused on small-value and Internet-based transactions and whether Visa interfered with the introduction of new types of PIN debit services.

ANNOUNCEMENTS

DataMatrix offers rebate cards

DataMatrix Promotions, a division of **Giltedge InfoTech Services PVT Ltd.**, is offering **JPMorgan Chase & Co.** rebate cards as part of its suite of payment methods.

- A poll by the **Global Strategy Group LLC** showed 87 percent of consumers are more likely to buy products from retailers that are committed to environmentally friendly practices.
- The **2008 State of Retailing Online Merchandising Report** states that more than half of online retailers will focus on integrating services like third-party e-mail payment systems within the next year.
- The **National Retail Federation's** 2008 Back to School Consumer Intentions and Actions survey conducted by **BIGResearch LLC** found the average family with school-aged children will spend \$594.24 on back-to-school items in 2008, compared to \$563.49 last year. ►



BOTTOM
LINES

HEADLINES
FROM THE
RETAIL
WORLD

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

Introducing Smarter Service at Advanced Payment Services



www.joinAPS.com

"Not Harder, Just Smarter"

- Earn Residuals on Discover transactions
- Instant Approvals on Faxed Applications
- 50-70% TRUE Profit sharing on ALL processing revenue
- NO BIN fees, NO risk fees
- Instant updated web based status reports
- Same day Live Merchant Numbers
- On time residuals-paid monthly
- 24/7 Customer Service/ Technical Support
- 8% Commission on merchant cash advance
- Free Terminal placement and account activation

APS

Just Smarter!

Advanced Payment Services
Registered ISO/MSP of HSBC Bank USA Inc., Buffalo, NY

CONTACT OUR ISO/AGENT SERVICES DEPARTMENT 800-414-4286 Ext. 219

justsmarter@apscredit.com

Industry Update

DataMatrix's customers can choose prepaid debit cards, check disbursement, or both, to create customized rebate programs.

The Chase Rebate card is an alternative to paper checks and reportedly saves DataMatrix's customers the time and costs associated with check printing, bank processing, handling fees and postage.

Hypercom's solutions get certified

Hypercom Corp. and **MSC**, a wholly owned subsidiary of **Moneris Solutions Corp.**, reported Hypercom's Artema Modular unattended payment terminal with MSC's PIN Pad API received the Interac Association Chip 2.0 PIN Entry Device certification for use within the Interac Direct Payment network. MSC sells the Artema Module as the K800.

This certification from Canada's biggest electronic payments association means that integrators can use the device securely in all types of indoor and outdoor vending and ticketing machines and multimedia kiosks.

Kofax gets suite on information capture

Kofax PLC, specialists in intelligent capture and exchange solutions, introduced Kofax Transformation

Modules, a new suite of applications for Kofax Capture, an information capture platform. The suite automates the classification, sorting and separation of paper and electronic documents, then extracts and validates the data.

Metavante profits rise in second quarter

Metavante Technologies Inc. reported its second quarter 2008 revenue was up 7 percent, from \$395.7 million to \$424.8 million, compared with the second quarter of 2007. Acquisitions, higher transaction volumes and stronger professional services fueled the company's growth.

Online retailer gets ECC

MyECheck Inc., a transaction processor and alternative payments solutions company, lassoed Calif.-based **Ranger Supply Store** as a client and provided the online retailer with its comprehensive suite of electronic check processing services.

This agreement allows Ranger customers to use their checking accounts as an additional form of online payment. MyECheck's software can debit every U.S. checking account, including accounts that automated clearing house (ACH) cannot debit.

NACHA enlists Navy FCU

The **Navy Federal Credit Union**, said to be the largest credit union in the world and the 22nd largest receiving financial institution of ACH payments in the United States, enlisted with **NACHA - The Electronic Payments Association**.

NFCU brings its 3 million members and \$35 billion in assets to the relationship. Additionally, NFCU recently expanded its membership base to include all branches of the U.S. military.

Umpqua taps Fiserv for next-gen services

Roseburg, Ore.-based **Umpqua Bank**, a subsidiary of **Umpqua Holdings Corp.**, selected **Fiserv Inc.**, an information technology services company, to provide next-generation online banking and payment services to its 250,000 customers.

Fiserv will expand its partnership with Umpqua by adding the Corillian financial management banking solutions as part of a strategic initiative to enhance online customer confidence.

Unisys gets smart about currency

Unisys Corp. added SmartCash Currency Processing to its line of payment products and services.

The system complements Unisys' SmartSource Series

Sonoma
Technical Support Services

Help Desk Services
A professional solution at a competitive price!
Specializing in help desk support for the POS market - including:

- Telephone training for new merchant installations
- Help desk support for POS hardware & software
- 24 X 7, Afters Hours and Overflow Support
- Conversion Management
- On-line access to comprehensive reporting

Staffed by career associates intent on resolving your inquiries
... quickly, efficiently and completely.

Sonoma Technical Support Services
sales@sonomaservices.com
www.sonomaservices.com
866-898-3123

process
pink
BANKCARD PROCESSING

A portion of the MasterCard/Visa
credit card processing fees goes
to support the...



NATIONAL
BREAST
CANCER
FOUNDATION, INC.®

Most of us want to do more to support the causes we love, whether it is helping those less fortunate than ourselves, improving the environment or contributing to finding cures for diseases, but too often we simply do not have the time or money to give.

What if you could give back to your community without having to spend any extra time or money?

PROCESS PINK IS THE SOLUTION!

This program will enable you to support the fight against breast cancer just by doing what you do every day—running your business.

www.processpink.com

www.mmoa.us

Benefits of Participating in Process Pink:

- There is no cost for you to participate in the program.
- Save money on credit card processing costs.
- Support one of your favorite charitable organizations on an ongoing basis.
- Have the most effective and efficient processing services for your business.
- Receive excellent, dependable customer service.
- Receive recognition as a participant in the Process Pink Program.
- Know you are doing your part to make a difference in the world.
- Increase your revenue by advertising your participation in the program (sample window decal)



Program made possible by


CHASE PAYMENTECH
Strategic Partner

 MONEY MOVERS
OF AMERICA, INC.
America's Leader For Electronic Payment Processing
Registered ISO / MSP For Chase Paymentech Solutions

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



USAe pay
PCI Certified Payment Gateway
Verified by MasterCard
VISA

**Business. Anywhere,
Anytime with USAePay**

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

Solutions For:

- » **eCommerce/Mo/To**
- » **Retail Certified**
- » **Check Processing**
- » **Mobile Processing**
- » **Integrated Terminals - Exadigm**
- » **QuickBooks®**
- » **Multi-Currency Processing**
- » **Satisfaction Guarantee Program**
- » **USAePay Customer Database**
- » **Small to Enterprise Merchants**

1-866-490-0042
www.usaepay.com
resellers@usaepay.com

check image capture products, aiming to improve quality, accuracy, productivity and customer service for financial institutions.

According to Unisys, SmartCash products automatically and accurately count, verify, authenticate, sort, store and dispense currency throughout the daily transaction cycle. It includes one currency dispenser and two currency recyclers, each with capabilities to suit a variety of banking environments.

PARTNERSHIPS

Canadian processors, Advanceit team up

Advanceit Financial Corp., Canada's largest merchant cash advance organization, signed data share agreements with over 70 percent of the Canadian debit and credit card processing market.

Some of those processors include Moneris Solutions Corp., Global Payments Inc., Collective POS Ltd., Federated Payments Canada Corp., Monex Express POS Solutions Group and POS West Ltd.

Receiving merchant data directly from processors mean Advanceit merchants won't need to switch processors or bank accounts to obtain cash advances.

This partnership is also designed to allow payment processors to generate incremental revenue from their existing base and increase merchant retention with active cash advance capabilities.

Adventivity, FMT to battle Internet fraud

Processor **Adventivity Inc.** and **FMT Worldwide Pty Ltd.**, a front-end Web application developer, formed an alliance for end-to-end managed service solutions to combat card not present Internet fraud.

According to APACS, the UK payments association, UK card not present fraud losses increased 37 percent in 2007 and accounted for more than half of all card fraud losses.

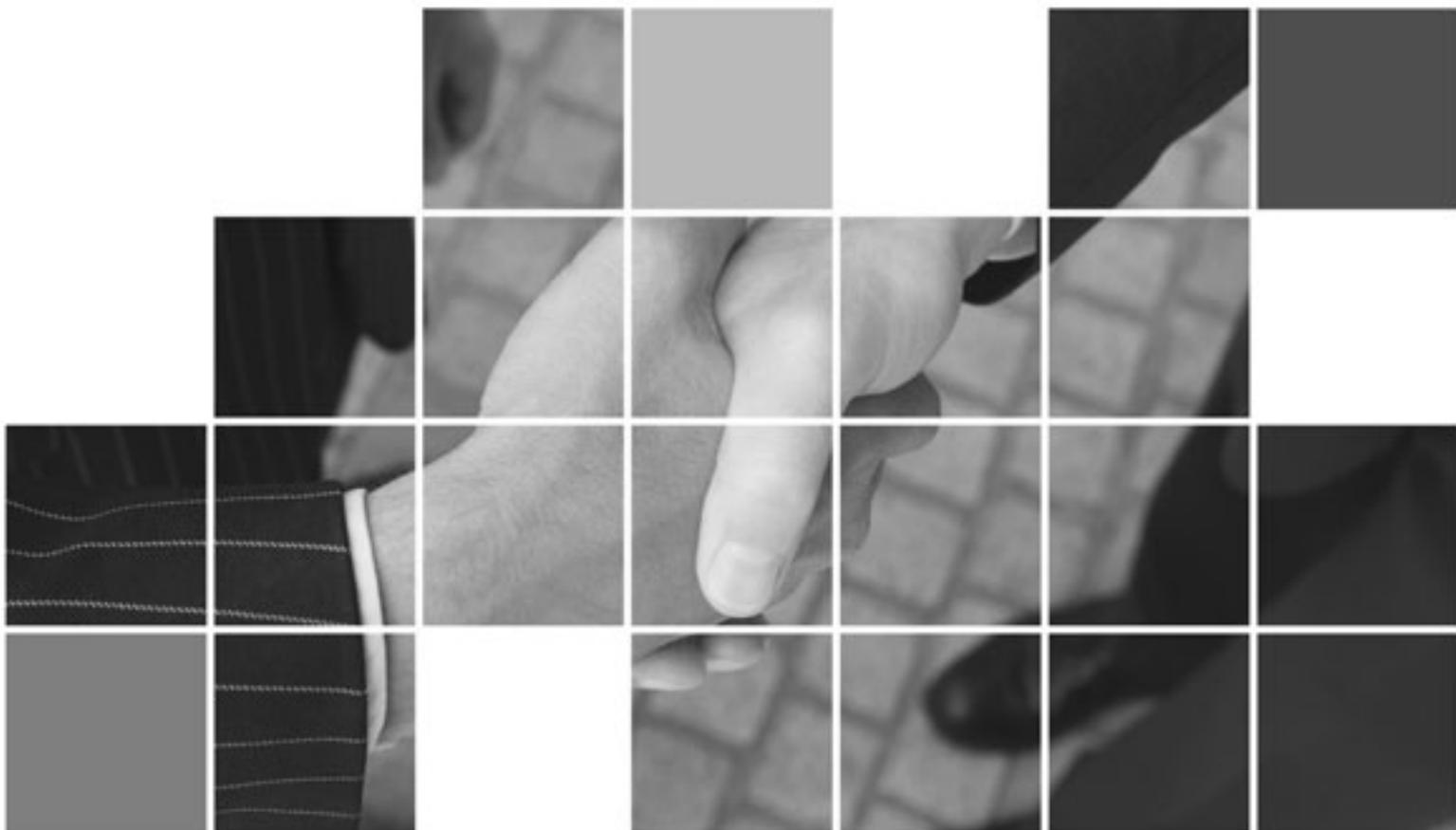
Emery Federal makes move

In an effort to grow its credit card portfolio, **Emery Federal Credit Union** moved its \$5.8 million card program to **TNB Card Services**, a division of **Town North Bank N.A.**

Through this alliance, Emery will consolidate its two credit card processors into one, enabling Emery to establish new pricing so its card products can compete with national issuers.

Emery will also offer its cardholders a customized loyalty program through **Rewards2U**, TNB's rewards pro-

**“It’s my business.
My future. That’s
why I partner
with TransFirst.”**



Trust. Innovation. Collaboration. – TRANSFIRST.

You know where you want to be, and we know how to get you there. We are TransFirst – one of the nation’s premier providers of transaction processing services and payment processing technologies. Focused on providing flexible reseller programs for both Agents and ISOs, TransFirst offers proprietary, cutting-edge technology like TransAction Central™, innovative sales tools backed by dedicated industry experts, and of course, one of the best incentive and pricing programs in the market with upfront revenue, free terminal programs*, new deal bonuses and free set-up for accounts.

**For more information, visit us at
www.TransFirst.com, or contact
us directly at 800.669.7228 or
e-mail to : ISSsales@TransFirst.com.**

 **TRANSFIRST®**
First In Secure Electronic Payments

*ISA must meet contractually agreed upon minimum to qualify.

Industry Update

gram. The credit union is evaluating other card options as well, such as the MasterCard Family Account and the MasterCard Business Card.

Global, CashLINQ stick together

Global Payments Inc. and Spokane, Wash.-based ISO **The CashLINQ Group**, extended their long-term relationship for payment processing services.

Through this new multiyear agreement, Global Payments will continue to provide CashLINQ with payment card authorization and settlement services and customized merchant support services for CashLINQ's expanding market base.

Heartland goes back to school

Heartland Payment Systems Inc. teamed up with the **Identification Systems Group (ISG)**, a supplier of ID card issuing systems for U.S. colleges and universities, to bring Heartland's campus card programs – provided through its Campus Solutions division – to institutions of higher learning nationwide.

ISG will offer its clients Heartland's OneCard System. OneCard accommodates all aspects of card technology, including student, faculty and staff ID; dining; access

control; security; vending; print control; recreation and event management; equipment rental; parking; voting; and activity verification.

RapidAdvance, Humboldt team up

RapidAdvance LLC, merchant cash advance provider in the United States, Canada and the UK, partnered with processor **Humboldt Merchant Services LP** to assist its customers with merchant cash advances. The companies will supply small and mid-sized business customers with working capital so they can expand their businesses, purchase new inventory or reduce other financial obligations.

ACQUISITIONS

EPayments controls ACH Tech

EPayments Corp., an electronic payment processing and support services company, purchased Hastings, Minn.-based **ACH Technologies Inc.** EPayments will assume control of ACH Tech and manage the company's check recovery accounts from Denver. The move will also allow ePayments to offer additional services to the newly acquired accounts, including credit card processing and electronic check conversion.

Moneris expands southern footprint

In an effort to increase its footprint in the southeastern United States, **Moneris Solutions Corp.**, Canada's largest processor, is adding **Alabama National Bancorp.** (ANB) to its portfolio.

Financial details were not disclosed. Moneris' acquisition includes 103 banking centers in Alabama, Florida and Georgia, as well as ANB's merchant portfolio.

Veracity increases merchant base

Atlanta-based **Veracity Payment Solutions Inc.** acquired **PinnaclePay Merchant Services'** merchant portfolio to increase Veracity's merchant base and expand sales distribution networks.

Cindy Stewart, President of PinnaclePay, said, "Together we can expand our industry-leading service offerings more rapidly, utilize scale to maintain competitive rates, and introduce new and innovative products. I am thrilled to be a part of the Veracity team."

Wright buys fuel card processor

Wright Express Corp., processor for the North American fleet industry, agreed to acquire the assets of **Financial Automation Ltd.**, a New Zealand-based fuel card processing solutions processor, for approximately \$9 million. The transaction is expected to close during the third quarter 2008.

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.gotosi.com



If someone offered you the key to success...

Would you take it?

Call 1-888-949-2021
or visit
www.exspartner.com



- Qualified appointments set weekly
for experienced agents
- \$200 - \$600 per account in Up Front Bonus Money
Paid WEEKLY!
- FREE terminal programs - sell, lease or place
- 2.6 cent transaction fee!
- True residual splits up to 65% on ALL residual
streams!
- Cancellation fees reimbursed up to \$295 per
merchant!

FREE SERVICES:

Wireless Activation Fees
External Hypercom PIN Pad
Authorize.net Software
Merchant Training
MagTek Check Imager
Encryption
Shipping



ELECTRONIC EXCHANGE SYSTEMS

Everything is Free and Easy!
Established & Proven Customer Service

Success begins by calling 1-888-949-2021 or visit www.exspartner.com today!

APPOINTMENTS

Nxgen names director of FIs

Merchant service provider Nxgen Payment Services Canada Corp. named **Eliza Kauder** its Director of Financial Institutions.

Kauder will oversee marketing operations pertaining to the agent bank and credit union vertical marketplace in the United States and Canada.

Keller takes on VP role

Purepay, an acquirer and operator of payment companies with locations in Tennessee, Wisconsin and Mississippi, hired **Jane Keller** as Vice President – Strategy for the Electronic Payments Division. Keller takes over a division that processes over 1 million return items annually.

Lake fills Futura's CEO, president positions

Futura Card Services, a division of Stored Value Cards, Inc. and distributor of prepaid cards to the retail and enterprise channels, named **Keven Lake** as its new Chief Executive Officer and President. Lake reports directly to Stored Value Card's board of directors.

ExaDigm tacks on two

ExaDigm Inc. appointed **Tim McWeeney**, a member of *The Green Sheet's* advisory board, as Vice President, North American Sales, and **Chase Oelkers** as Vice President, Major Account Sales. McWeeney and Oelkers bring extensive senior level sales management and business development experience to ExaDigm.

Parr pairs with Postilion

Postilion, a self-service banking company and payment processor, named **Doug Parr** as General Manager of Postilion's payment business in the Americas.

Parr brings more than 25 years of financial services technology experience to Postilion, a division of S1 Corp. Previously, Parr served as Senior Vice President, Americas, at ACI Worldwide Inc.

Wofford takes next step

Comdata Corp. promoted **Keela Wofford** to Senior Vice President, Financial Services. Wofford will manage the sales and operations aspects of Comdata's receivables financing portfolio. Wofford joined Comdata in 1993 and brings 15 years of marketing, sales and customer relations experience with her. ☐



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

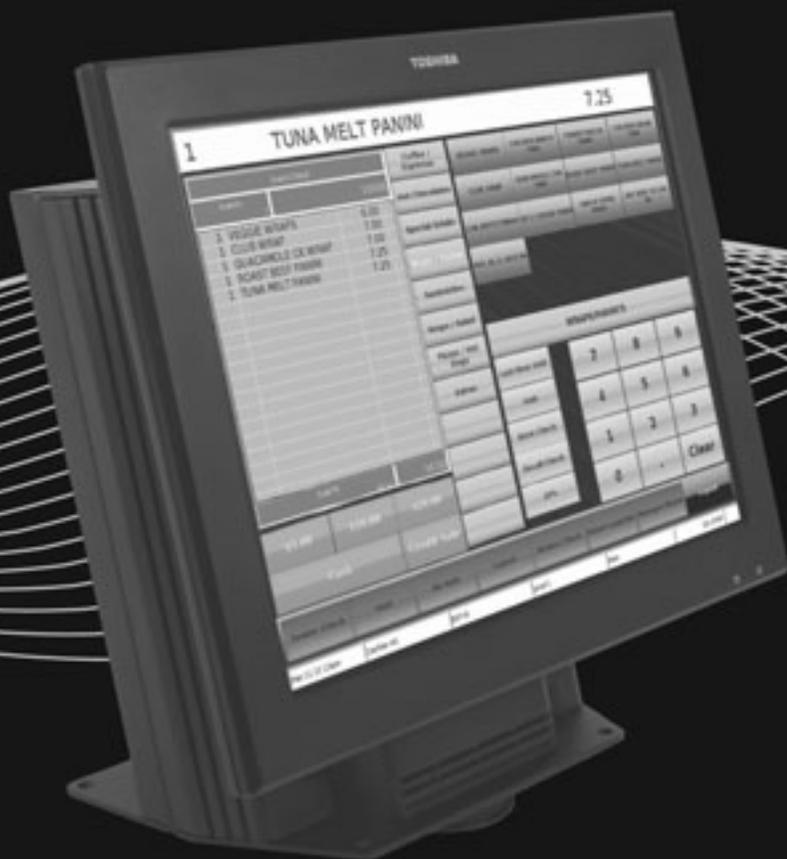
800.726.2117



electronic
merchant
systems



HARBORTOUCH



THE FUTURE IS HERE.

**Inc.
500**

2005 | 2006 | 2007

NOW AVAILABLE!

To learn more about Harbortouch POS, contact:
Brian Jones, EVP Sales and Marketing: 800-201-0461 x 136
Jonathan Brandon, National Sales Manager East: 800-201-0461 x 145
Maxwell Sinovoi, National Sales Manager West: 800-201-0461 x 219
or log on to www.fsoprogram.com

United Bank Card



IndustryLeader

Unfettered spirit, extraordinary success

Linda Perry spurns limits. "If you think there are rules about how life and work should be, you will put them around yourself and restrict yourself," she said. "If you think that there aren't rules or that the rules have changed, you can do anything."

She should know. That philosophy has taken her all the way to her current position as Senior Vice President of the Acquirer and Processor Sales Division of Client Services at Visa Inc.

As a college student, Perry was on the road to a career in education. If she was nervous as a student teacher, she did not let it show. "I decided to stand up and be in charge," she said. "If you believe in yourself, people will follow and think you are who you say you are."

However, Perry's career path veered when she noticed

a bank across the street from her apartment was hiring tellers. The recent college graduate got the job and rose through the ranks of Michigan National Bank. Looking back, she knows she made the right decision.

Up, up and away

But Perry didn't exactly close the book on English or education. "I think some of the skills of a teacher are useful in business," she said. "I have done training and writing and public speaking – all skills you learn as an English major in college."

Perry recalls the late 1970s and the early 1980s as a prime time to enter banking; the industry was enjoying steady growth due, in part, to automated teller machines. She recognized that if she was willing to volunteer on new projects, new opportunities would unfold. So, she worked on all facets of banking, including management, sales and operations.

"I was willing to move around and was not afraid to take on new responsibilities," she said. She began as a Bank Auditor in 1986 and worked her way up to Vice President of National Accounts at Michigan Bancard. "I have been working on the bankcard side of our business ever since," she added.

Perry sold and implemented the first automated clearing house debit card program in Michigan and managed a portfolio of over \$1.2 billion in merchant sales at over 5,000 locations.

Later, she spent two years as Vice President at Citigroup Inc.'s Citicorp Establishment Services. She was responsible for sales of credit card processing to major national accounts and the integration of Citicorp's purchase of the merchant acquiring business of FCC National Bank, a subsidiary of First Chicago Corp.

For the past 16 years, Perry has been on staff at Visa. She manages the sales and relationship personnel responsible for the top 12 acquiring banks, which represent more than 80 percent of Visa's sales volume. She also manages all nonmember processors, including First Data Corp. and TSYS Acquiring Solutions. "It's a tremendous challenge, and the job continues to evolve as our industry changes," she said.

Perry also created and continues to manage a group tied to acquiring and processing strategy, as well as market



Drop us a note.

Give us feedback, share an idea or travel advice to expos and conventions ... et cetera.

greensheet@greensheet.com

The distance to success is
measured by your own drive



*"Your Partner
For Success"*

For More Information
Contact: Ron Senzel
(800) 795-6899



Merchant Management Systems, Inc.
www.onlinewithmms.com



Home Of The
5 ¢ Transaction

IndustryLeader

development for all member-acquirers and nonmember-connected endpoints at Visa.

One key to Perry's success is that "can't" doesn't seem to be in her vocabulary. She always said yes to new assignments, even if she knew little about them initially. "I would say, 'I can do that,' and I just did it. I encourage other people to just try something and then try something else. ... It wasn't easy; I didn't ask permission; I just did it."

Soaring sales

When Perry worked in product management at Michigan National Bank, one of her duties was to go out on sales calls. And she was drawn to the profession. "I thought, maybe that is my skill; maybe I can sell things and be successful," she said.

She discovered the Sales and Marketing Executives International Association and "begged" her boss to send her to the Graduate School of Sales and Marketing at Syracuse University. "It was a two week, two summer program and I learned professional selling skills with the best in the country," she said. She became a Certified Sales Executive, a certification she maintains today.

"It showed me that sales is a true profession with strate-

**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

gies. You can be trained to be effective in sales just like you can be effective in finance by being trained to learn accounting. So I decided I am a professional salesperson – that is what I am."

Perry benefited from working for managers who acted as mentors. They "expected a lot and had no gender bias," she said. "Their advice was to gain as much knowledge as you can, work hard – and they rewarded that behavior." She took to heart one former boss's advice to "be the expert in your job." She now offers the same counsel to her staff. "I am always learning. I like to see my staff do the same," she said.

Perry strives to live a forthright, value-driven life. And she tells people the truth, even if it isn't what they want to hear. "What you see is what you get," she said. "I am honest with clients," which is often not an easy path to follow. "There are a lot of people who are political. I am not a good politician because I choose not to be. ... I prefer honest people who have integrity and stick with it."

Friendly skies

Perry contributes time and expertise to a number of industry groups even though, at heart, she is not "a big joiner." Since 1996 Perry has contributed to the Electronic Transactions Association as an advisory board member. Also, for the past eight years she has served on the boards of the Women Chefs and Restaurateurs Association, as well as the California Culinary Academy Educational Foundation.

In 2006, Perry co-founded Women Networking in Electronic Transactions and is a member of the organization's board. She also recently accepted an invitation to be a sponsor at Visa's Women's Affinity Group.

For Perry, life is not divided into business and personal interests. Her clients and peers are also her friends; the various organizations for which she volunteers are also her business clients; they are intertwined. "I love the interaction with all the players in our industry," she said. "I have met the smartest, most successful people, and I learn from them every day."

Perry is optimistic about our industry, even in today's tight economic market. "There is lots of opportunity for a lot of people to do well," she said. "It's all good."

Perry urges people to challenge themselves in new ways no matter where they find themselves now. "Allow yourself to be creative in what seems to be a fixed job," she said. "Try new ideas out on people; stay open to new ways to do things; find personal and professional challenges, and overcome them." Perry believes no one can stop an individual from thriving in all areas except the person himself or herself. "You shouldn't let your own prejudices cloud what you do," she said. "Then you are free to move about the world." 📷

SINCE 1994

U M S



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.6601 Bryan |
| ■ Northeast Sales & Marketing | 800.260.3388 Ext. 6602 Mike |
| ■ 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**
Payment Processing Company

PCI on the menu

By Scott Henry

VeriFone

Restaurants are prime hunting ground for criminals intent on stealing credit card numbers and personal identities. High sales volumes, complex operations and the large number of individuals involved in typical transactions present multiple opportunities for compromise of cardholder data – and, of course, an opportunity for ISOs and merchant level salespeople (MLs) to educate restaurateurs and sell appropriate security solutions.

Restaurants large and small are equally bound to comply with the Payment Card Industry (PCI) Data Security Standard (DSS). Once on the leading edge of card acceptance strategies and technologies, restaurants, in general, have slipped far behind other industries when it comes to modern payment transaction systems.

Many eateries may be using older POS systems that store cardholder data in violation of PCI DSS rules; others are using outdated card acceptance terminals that don't meet current PCI PIN entry device (PED) standards, making them easy targets for tampering.

Dining establishments are one of the few remaining environments where transactions occur out of sight of the cardholders, creating the potential for the practice known as card skimming.

According to industry estimates, more than 40 percent of all card fraud originates in restaurants. Trustwave, a leading provider of on-demand data security and PCI-compliance management solutions, reported that of the 350 incidents it investigated, more than 54 percent involved restaurants.

Under the PCI mandates, merchants are responsible for the physical security of their payment devices, as well as the actions taken by their employees. It's likely countless restaurant operators are relatively clueless regarding their responsibilities and the potential ramifications of their ignorance.

Restaurant operators need to be educated regarding their

responsibility to protect customer data so as to avoid damage to their sales and their company brands in the event of a card-account theft incident.

Helping them achieve PCI compliance represents a tremendous opportunity for ISOs and MLs to win over new customers and create trusted relationships that will lead to additional sales opportunities.

Facing PCI reality

Until recently, PCI compliance efforts were focused mainly on larger merchants classified as level 1 and level 2 by Visa Inc. But as those larger organizations have increasingly come into compliance, attention has turned to ensuring compliance among smaller organizations. Level 3 and level 4 merchants are moving into the spotlight.

In an indication of how deep the potential market is, Visa said level 4 merchants account for more than 99 percent of the merchants that accept Visa. Therefore, "cardholder data compromises affect level 4 merchants with greater frequency than level 1, 2 and 3 merchants combined," Visa said. In fact, 80 percent of identified compromises since Jan. 1, 2005, have occurred at level 4 merchants.

The PCI DSS now requires acquirers to develop risk assessment programs to identify and manage risk among their merchant populations. Under this program, acquirers may require even the smallest merchants to undergo a quarterly network scan to identify security problems.

Achieving PCI compliance

Attaining PCI compliance tends to be difficult for restaurants because the requirements can be difficult to implement, maintain and monitor. However, the payments industry has developed a wide array of new PCI-compliant products that help restaurant operators ensure secure card practices and make it easier to validate compliance.

Numerous technical and administrative tasks are associated with implementing PCI compliance. Below are some tips you can provide restaurant operators to help ease the process:

- Set clear business policies for restaurant employees regarding the processing of credit, debit and payroll

Merchant levels, a review

Following are the four merchant levels, as defined by the PCI DSS:

Level 1: All merchants, regardless of acceptance channel, who have Visa Inc. and MasterCard Worldwide transactions totaling 6 million and up per year, as well as any merchant who has experienced a data breach.

Level 2: All merchants, regardless of acceptance channel, whose Visa and MasterCard transaction total is from 1 million to 6 million per year.

Level 3: All merchants whose Visa and MasterCard e-commerce transaction total is from 20,000 to 1 million per year.

Level 4: All merchants who do not fall into the other levels, including merchants processing fewer than 20,000 Visa or MasterCard e-commerce transactions per year, as well as all other merchants processing up to 1 million Visa or MasterCard transactions per year.



Bull Points Have Arrived!

Bull Points is Tribul's bonus awards program in addition to an unmatched, highly competitive residual stream.
Each approved account currently processing with Tribul receives 1 Bull Point.

500
Bull Points

- ▶ **\$20,000** (one time payment)
▶ **A Brand New Dream Car On Us for 3 Years.**
All inclusive paid lease on an **Infiniti G35X AWD, Lexus ES350 or Lincoln MKZ.**
Lease includes 10,000 miles per year, all down payments, registration, taxes and tags—does not include insurance.

Choice of

400
Bull Points

- ▶ **\$12,000** (one-time payment)
▶ **All Inclusive 3 Year Lease on a:**
Nissan Altima, Toyota Camry or Honda Accord
Lease includes 10,000 miles per year, all down payments, registration, taxes and tags—does not include insurance
▶ **7-Day Exotic Vacation for 2 to the Atlantis Hotel in Paradise Island or to Italy**
Includes: Airfare, Hotels and \$1,000 AMX Card

Choice of

100
Bull Points

- ▶ **\$1,500** (one-time payment)
▶ **State-of-the-art Laptop**
▶ **Trip to NYC for 2**
Includes: Airfare, Lodging, Dinner and Broadway Show tickets
• Holidays not included

Choice of

250
Bull Points

- ▶ **\$5,000** (one-time payment)
▶ **5-Day Trip for 4 to one of the following destinations:**
• **Las Vegas** – Includes: Airfare, Hotel and \$500 in Casino Chips
• **Disney World** – Includes: Airfare, Hotel and Theme Park tickets
• **Anywhere in the US/Canada** –
Includes: Airfare, Hotel and \$500 AMX card • Holidays not included

Choice of

50
Bull Points

- ▶ **\$500** (one-time payment)
▶ **Trip to NYC for 1**
Includes: Airfare, Lodging, Dinner and a day at Tribul
• Holidays not included

Choice of

Termination of/changes to the Bull Points Program are at the sole discretion of Tribul Merchant Services • All awards are taxable • All points expire May, 31st 2011



1.800.821.7954



THE AMERICAN
BUSINESS AWARD
2008 Finalist

Featured Product



Waiting In Line Sucks...

...it wastes your customers' time, and it costs you money.

QLess™ is an interactive service that lets your customers use their cell phones to hold their spots in line. QLess™ also allows you to take advantage of valuable customer information and acts as a real-time CRM system that enables you to communicate with them — with surveys, promotions, etc.

Perfect for: Pharmacies • Restaurants • Doctors' offices • Retail Stores • Hotels

To learn more, please call:
800.821.7954



View

card data. Many security breaches occur within organizations, so it is critical that policies are clear to employees.

- Inform employees regularly of new or different measures being used to ensure PCI compliance. Make sure employees are up-to-date on any changes that affect the security of data being stored or transmitted.
- Keep records of how restaurants are implementing and validating PCI DSS compliance. Good records will assure that restaurants remain in good standing with the credit card companies in the event of an audit.
- Become involved in all IT decisions regarding PCI compliance implementation and validation.



COMPREHENSIVE

Our process is unique... And it works — for you.

- POS Systems
- ATM Machine Leasing
- Credit Card Equipment
- Software Licensing
- Fax and PDF Leases
- Approvals in hours
- Leases from \$700 – \$250,000
- Same Day Funding
- No Manufacturer Restrictions
- No Verbal Verification Program
- Wireless Terminals
- **\$1 Buy-Out Program**

We Do It All

Our team is multi-disciplined giving you a one-stop-source for all your needs.

Call A-1 Leasing today.



Toll Free
888 222 0348 x3012

Today's typical hospitality business uses a cash register or standalone POS terminal that sits in a fixed location. Each credit and debit card transaction requires multiple steps: The customer waits to receive the check, hands over a card, waits for it to be taken to a counter or back room, and finally is handed a receipt to sign. As consumers grow increasingly concerned about card security – and desire to use PIN debit cards – more and more merchants will be looking to accept payment at the point of service. Portable payment solutions virtually eliminate the possibility of card skimming, while increasing speed of payment and improving customer service.

A couple of years ago, in scoping out the needs of the restaurant industry, VeriFone recognized the need for purpose-built payment systems that would utilize secure wireless technologies to meet the needs of those offering table service, takeout service at the curb and even home delivery.

A key requirement was portable payment acceptance in a system that is impact-resistant and spill-resistant, not to mention easy for a server to use while dealing with trays, dishes, wine-pouring and all the other service attributes consumers expect. Wireless, PCI PED-approved systems are completely portable and allow consumers to keep their credit or debit cards in hand. The solutions improve the efficiency of servers and counter clerks, freeing up their time to focus on serving the guests instead of processing payments.

Helping restaurant operators understand these new solutions represents a gateway to new sales opportunities. Not only can you help these customers meet PCI requirements, but you can also help them achieve greater productivity and save money by taking full advantage of the lowest cost processing options. That should win you rave reviews. 📺

Scott Henry is Director, North America Product Marketing, for VeriFone. Contact him by e-mail at scott_henry@verifone.com.

Are You Open to Other

Opportunities?

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

Take Advantage of this
Money Making Opportunity!



GET STARTED TODAY

1-888-519-9466

VISIT US ONLINE

www.ipayment-agent-iso.com
ISO@ipaymentinc.com

View

Three-step systemization

By Biff Matthews

CardWare International

In the payments industry, ISO means independent sales organization, but in many business circles it may also mean international standards organization. Such an organization issues rules and requirements that businesses and products must meet in order to gain ISO certification.

Examples of quality ISO certification programs are TQM, ISO 9000, Six Sigma and others that originated in the manufacturing sector but are now widespread within the service sector. In fact, service industries now account for the highest number of ISO 9001: 2000 certificates, according to the standards organization.

The focus of ISO is documentation: doing what you say you do and supporting that commitment with continuous improvement in the quality of both the end product and the process that produced it. Some programs emphasize detection and correction; others preach prevention. Each requires substantial documentation, flow charts,

self-assessments and training, along with internal and external audits. Becoming certified may take as little as nine months; more often it's 24 to 30 months. Maintaining certification requires regular internal and external audits.

Certifiable

Achieving certification requires commitment, time and money over an extended period. Certification is always a positive. It looks great on your letterhead. But, as in life, the real benefit is the journey, not the destination.

CardWare International became certified to ISO 9000-2001 in the mid 1990s and maintained formal certification until just recently. Our staff continues to operate under the ISO 9000 principles, and the framework remains a major contributor to our success because it helps us maximize customer satisfaction and retention.

Achieving certification is a process toward systemization: Procedures are put in place that, in the end, help businesses run as efficiently and profitably as possible.

Examples of systemization

A colleague manufactures 500 electronic components, each part tailored toward client specifications. Before systemization, the company's lead time was two to four weeks. The expense of manufacturing and testing was rising as well, and the electronic technicians required hefty payment for their expertise.

Therefore, building a one-size-fits-all inventory of parts by competent, but not expert, technicians was not practical. So, over a span of 16 months, the company built a manufacturing system and semi-automated testing process that required fewer technicians.

Using the new system, hourly wage employees could build, test and package any of the 500 products within a day. Product quality increased and production costs dropped, allowing the company to reduce prices for its clients, which in turn increased sales, resulting in a considerably higher profit margin.

The company was able to systemize its business to make it run faster and better – not cheaper, just more efficient. The new system necessitated the use of better, higher-priced components, thus improving product reliability, while still permitting price reductions. Both outcomes increased customer satisfaction. What would it mean to your company if you could achieve shorter turnaround time with fewer employees?

Another colleague used a different system to design, build and manage municipal wastewater treatment plants. Her workforce is minimal for all aspects of the process. The system has made workers more accountable and directly responsible to both the company and the client. Above all, the time between concept generation and project completion was shortened.

ISO Representation Needed

If Your Primary Customer Base = Retail Merchants
+
If You Desire Above Average Commissions,
Residuals and Service Fees
+
If You've Been Looking for The Hottest
New Product To Hit The Streets

Call GiroCheck Today!
1-877-744-2432 Option 6

Our Unique service provides retail merchants the ability to cash their customer's Payroll Checks, U.S. Treasury Checks, State Assistance Checks, and Tax Return Checks in their store without having any previous Check Cashing knowledge or experience. GiroChecks Proprietary Risk Management algorithm makes ALL cash or no cash decisions for the retail merchant.

The mini-check scanner has a counter footprint of 10" x 7" and requires ZERO keyboard data entry. The only thing the retailer needs is a computer and access to DSL. The retailer operates as our agent under our multi-states check cashing licenses.

We provide merchants the mini-scanner, compliance oversight and training, a new bank account, and enrollment into the emergency scanner replacement program, all for \$34.95 a month.

Ready To Start Earning BIG \$\$\$\$

GIRO Call
CHECK **1-877-744-2432**
Option 6

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



View

Her system also improved the efficiency of wastewater plants, saving municipalities money for initial construction and system upgrades, and accelerating the permit process. Most importantly, her system raised the quality of the effluent, which dramatically reduced the amount of Environmental Protection Act-reportable incidents.

Payments industry systemization

So, how are the experiences of an electronic components maker and a wastewater treatment plant builder relevant to the payments industry? If you know me, you know I am a stickler for checklists, particularly in the sales process. That also applies to every other aspect of the acquiring business.

A checklist is a critical part of any system, be it focused on quality, operations or software development. It is documentation, process control and quality assurance, responsibility and accountability, all in one package. Systems eliminate gray areas that, left unattended, often become black holes in businesses plagued with errors, personal fiefdoms and excuses. Here are three steps for creating and sustaining successful systems:

Step 1: Understand and agree upon processes.

- a. Designate individuals to oversee process implementation, and give them full responsibility with commensurate authority. (I realize the last three words are difficult. But they are essential.)
- b. Document progress toward achieving systemization.
- c. Make sure all stakeholders are onboard with the goal of systemization.
- d. Create flow charts detailing systemization progress, including information and paperwork flows.



Choose Your Payment Gateway Wisely!

Have you heard the story about the *Fox in the Hen House*? Or better yet the story of *The Gateway that Steals Merchants*. The truth is: **A Gateway that acquires merchant accounts is a direct threat to your business.**

At NMI we do not offer merchant accounts, nor do we accept merchants directly. The only way for a merchant to utilize our service is to come through an NMI approved Affiliate Partner. This corporate policy eliminates any chance of competition between us and our ISO/MSP Partners.

So when you choose a payment gateway, be careful and don't let the Fox in the Hen House.



NETWORK MERCHANTS INC
nmi.com

CONTACT INFORMATION:
Rich Swiderski, Director of Sales
Toll Free: 1.800.617.4850
Email: rswiderski@nmi.com

- e. Use flow charts to identify and address weaknesses in the system.
- f. Edit documentation to accurately reflect the data contained in flow charts.
- g. Create schedules for regular review and updating.
- h. Distribute and train workers on system processes.
- i. Follow reviews and audits.
- j. Take corrective measures to refine the system.

Step 2: Identify and eliminate bottlenecks in process flow, along with redundant or unnecessary steps to streamline end-to-end processes.

- a. Require an in-depth understanding of the audit data, how it is received and used, and whether or not it is "required" data. Fewer data elements lead to leaner, faster processes, with less wasted data to confound good decision-making.
- b. Achieve commitment from high-level stakeholders and managers to do what is necessary with employees. Individuals committed to the company and the goal of systemization, and who are willing to evolve professionally, should be retained, reassigned and retrained if needed. The others should be fired.
- c. Resolve that nothing is sacred – no process, no person, no department, no current way of doing anything and (especially) old assumptions about how things should be done.
- d. Keep up-to-date with the progress toward systemization using charts and documents.
- e. Ask why certain aspects of the system work, as well as why others don't work.
- f. Test new steps and processes.
- g. Create new documentation and flow charts when goals are completed.
- h. Distribute documentation enterprise-wide; then train employees on the new processes.
- i. Maintain and follow system reviews or audits.

It's Time.

TIME FOR YOU TO WORK SMARTER. TIME FOR YOU MAKE SOME MONEY.



International Bancard (IBC)

- IBC sets qualified-defined appointments, not pipe dreams
- If you're happy giving away free terminals & using "pizza flyer" marketing tools, IBC is not for you
- IBC is looking for unique professionals to embark on an innovative mission
- We're looking for financial transaction services sales leaders who:
 - Enjoy working within industry verticals that deliver rewarding residual income
 - Pursue a vision beyond quick hits while developing vertical sales that deliver exponentially
 - Understand the meaning of channel partner relationship selling

IBC's foundation channel partner sales model isn't for everyone....

IBC is looking for tactical career-wise sales strategists

- *Ready to distinguish themselves and their industry*
- *Our marketing initiatives are industry defining*
- *Clockwork residual payment system is exponential*

If you're ready to set a course like never before call David lafrate 1-800-827-4880 ext 222

We're looking for a select group to help us with this industry defining process

Diafrate@intlbankcard.com ■ www.intlbankcard.com

*In Business & Finance
It's All Connected*

View

Step 3: Embrace failure and the corresponding Corrective Action Report as an opportunity to refine and improve the system.

- a. Assume the system is the cause when failures occur. The process may not have been fully vetted. The 80/20 rule is never more applicable than it is here: 80 percent of the problems are in the system.
- b. Scrutinize employee training. Failure to follow documented procedures is a training issue. But only look to human error after all other avenues have been exhausted. A well-documented, well-constructed system permits increased automation, requiring fewer technically skilled individuals, and hence fewer human errors. But if personnel problems are identified, they must be addressed.

- c. Accept that a good system is fluid and evolving. Constantly improving on it requires regular reviews, with the goal of making it run smoother and with greater integration into the overall business.

The look of success

In the end, what does the successful implementation of a system look like? Success entails:

- Streamlined, seamless processes that are fully documented
- Well-trained employees who are responsible and accountable
- New processes that are easy to follow, with no guesswork or assumptions that cloud the issue
- Shorter lead times without errors, leading to lower production costs

The result is improved product quality, lower production costs, higher profit margins, satisfied clients and happy employees.

One word of caution, however: Never permit a system to become a barrier to the goal of delivering quality products and services. Meeting customers' expectations is the minimal goal, but exceeding expectations is preferable. Systems, therefore, should never be used as an excuse for failures.

Remember, implementing a system is more about the ongoing journey than the destination. As the German writer Thomas Mann once said, "You ask, what is the use of classification, arrangement, systemization? I answer you: Order and simplification are the first steps toward the mastery of a subject – the enemy is the unknown." 

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

We've connected all the D.O.T.S.



Deployment • Ordering • Tracking • System

- Place & Track Orders **Online**
- Repair Authorization & Status **Online**
- Management Reports/History **Online**
- Manage Your Deployments & Repairs **ANYWHERE...ANYTIME!**



Equipment

All Major Manufacturers
Terminals • Wireless • Pin Pads
Multi-Lane • Check Scanning










Deployments

Downloads • Drop Shipments
Welcome Kits • Supplies
Custom Configurations





Service

On-Line Ordering • Encryptions
Certified Repairs • Exchanges
Same Day Shipping



(877) 999-7374

5249 N. Hiatus Road
Sunrise, FL 33351

www.jrposdepot.com

All company names are trademarks or registered trademarks of their respective companies.

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

AGENT UP FRONT COMMISSION

on myARCworld Business Packages

\$1,500

Plus Industry Bonuses, Residuals and Commissions!

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

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

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



877.272.6500

Company Profile



GreenSoft Solutions Inc.

ISO/MLS contact:

Terry Madden
Vice President – Strategic Markets
Phone: 816-222-1261
E-mail: tmadden@gsihosting.com

Company address:

10828 NW AirWorld Drive
Kansas City, MO 64153
Phone: 888-952-4888
Fax: 816-880-9608
Web site: www.gsihosting.com

ISO/MLS benefits:

- Microsoft Gold and PCI DSS validated
- SAS 70 Type II certified
- Procedures and systems monitored 24/7
- Flexible business plans
- Secure e-commerce transactions
- Client-centered solutions
- Supports direct connectivity to major card brand networks

Living compliance daily

For many merchants, achieving Payment Card Industry (PCI) Data Security Standard (DSS) compliance remains difficult at best. They spend most of their waking hours concentrating on the bottom line, working to make their businesses thrive. The time, money and energy required to address PCI DSS issues can overwhelm merchants and pull them away from their core functions.

Also, the PCI DSS' 12 requirements are changing and growing in complexity as products and services in the payments industry evolve. Failure to comply with the requirements can result in fines, audits and additional in-house administrative and system management costs for merchants and their acquirers.

An ever-present host

Busy with many other aspects of merchant acquirers, many ISOs and merchant level salespeople (MLs) seek partners willing to handle merchant PCI compliance full time.

They are turning to experts, such as GreenSoft Solutions Inc., to help merchants who have neither the wherewithal nor the desire to manage these matters in-house.

The demands of the PCI DSS have caused much anxiety for merchants who are afraid not only of becoming victims of cardholder data security breaches, but also of being fined for failing to meet security requirements. GSI hopes to ease those fears.

GSI specializes in managed hosting

for companies with e-commerce sites that require a high level of security. "With regard to the payments industry, GSI has developed a dedicated hosting environment specifically for those clients that require their hosted applications to be located in a PCI DSS-compliant environment," said Terry Madden, Vice President – Strategic Markets for GSI.

"Many hosting providers simply provide physical security and leave the system management up to you," Madden said. GSI performs both tasks, allowing merchants to concentrate on their core business practices rather than monitor information technology (IT) environments.

Madden added that small and large companies consider GSI a partner in helping them achieve and maintain PCI compliance.

GSI strives to understand its clients' business operations by gathering as much detail as possible.

"We believe that the more we know about our customer and what is critical to their business, the better we can support them," Madden said.

A little-known niche

In 1996, when Internet commerce was in its infancy, GSI opened its doors as an application development organization. The company developed payment applications and helped e-commerce Web sites get up and running. "We've always been in hosting," Madden said.

Most of GSI's customers were large

Company Profile

benefit-management companies, including those administering medical plans. As the use of credit and debit cards increased for doctor visits, GSI explored a new role.

"The card organizations demanded that we follow credit card compliances," Madden said. "We saw a hole in the market for high-security compliance."

GSI's philosophy is simple – get PCI DSS compliance done right. Accordingly, GSI takes a flexible business approach to optimize a plan to fit any client's needs and concentrate on client-centered solutions, Madden said.

GSI has built its credibility by receiving a number of industry certifications, and gaining authorization to support direct connectivity into the four major card brand networks.

Madden noted that GSI was the first hosting facility in the United States to be recognized as meeting Visa Inc.'s Cardholder Information Security Program security standards for managed hosting and co-location hosting.

A well-oiled machine

GSI does not sell its products and services through the ISO and MLS channel. Rather, it works in partnership with ISOs and MLSs to help merchants and processors

achieve and preserve PCI compliance. It does not compete with ISOs.

"We don't displace their business," Madden said. "We are their IT department."

Many ISOs and MLSs have their own payment applications, which must be PCI-compliant.

However, they are also busy assisting their merchant customers with all aspects of card processing services, including PCI compliance.

GSI has 72 associates – 60 are technology professionals – who are ready to handle PCI DSS issues from three separate data centers in Kansas City, Mo. GSI monitors systems and software 24/7 and provides detailed and complete analysis of that information.

"We are ensuring that they pass audits and are compliant," Madden said. "Most hosting companies aren't going to say that."

Madden also believes initial compliance for merchants can bring complacency, and the need for vigilance in maintaining PCI DSS standards is more critical now than ever before. "Our service ensures them [ISOs and merchants] that we are living compliance every day."

Partnerships with GSI can also eliminate the need for ISOs to replace existing payment application hardware or software. "If a processor already has their own application, we can work with them and make sure what they have is compliant," Madden said.

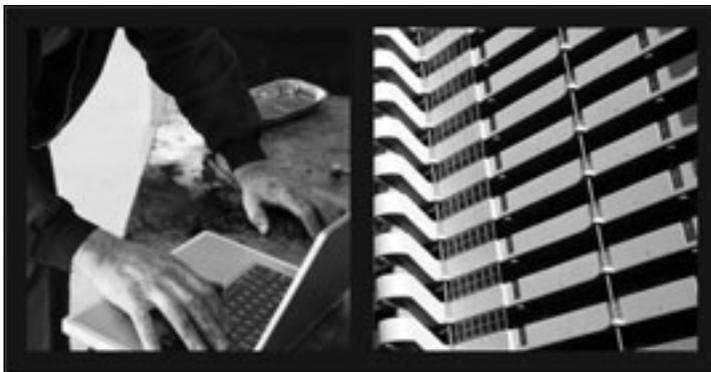
In addition, customers can consult GSI before installing new computer applications or making changes to e-commerce sites. GSI can advise businesses how to adjust operations for new business processes and demands and help them update or improve existing systems. "Some want to refresh, or they are getting something bigger and better," Madden said.

PCI compliance is a burden for companies – with or without IT staffs. Budgets are often stretched to capacity. They must meet the requirements or risk hefty fines or even the demise of their businesses.

GSI takes on a large portion of its clients' PCI responsibilities and relishes its ability to alleviate the myriad problems that can arise from noncompliance.

Assisting companies with PCI compliance and the management associated with hosting and maintaining e-commerce sites is all that GSI focuses on.

For payment professionals and merchants consumed by the card processing challenge, GSI is designed to keep PCI-induced headaches at bay. ■



- Quick decisions usually within 24 hours
- Aggressive commissions 8% upfront 3% residual
Renewal Commissions
- Aggressive pricing for higher end deals that told you
no in the past
- No processing switch required; keep your
current relationships

Contact:
 Tony Syracuse Toll Free: 866-813-0616 x4720
 Vice President of Sales Direct: 678-813-4720
 Greystone Fax: 678-813-4701
 Business Resources Corp. tsyracuse@greystonebr.com
 665 Molly Lane, Suite 130 www.greyst.com
 Woodstock, GA 30189



Time is on your side

Offer your merchants two batch out times:
1:00 a.m. (EST) with same day funding* and
9:00 p.m. (EST) for next day funding*
It's as simple as that!

Join **CREDOMATIC's Partner Solutions Program.**

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 terminals to sell/lease or place including Verifone VX510, Verifone VX570 and Hypercom T7 Plus
- Free Payment Software with Quickbooks Plug In
- A complete suite of TSYS (Vital) Payment Solutions



- Complete state-of-the-art web-based touchscreen POS solutions for restaurants (ORDYX) and retail (SELLWISE)
- All services (credit/debit, checks, gift cards, and cash advances) billed on one statement and settled through a single deposit

* Same and next day transmission of funds is guaranteed by CREDOMATIC. Actual posting of all deposits to merchant account is determined by merchant depository bank.

With Credomatic, it's always possible

For almost 30 years, we have been continuously forging profitable relationships. Join our Partner Solutions Program **today**. For more information, go to **www.credomaticpartner.com** or call us at **1.888.82AGENT (1.888.822.4368)**



Partner
GE Money

CREDOMATIC is a registered ISO/WSP of BAC Florida Bank. BAC Florida Bank is an affiliate of CREDOMATIC.

Credomatic Batch Out Times



Same day funding
1:00 a.m.



Next day funding
9:00 p.m.

Others Batch Out Time



7:00 p.m.

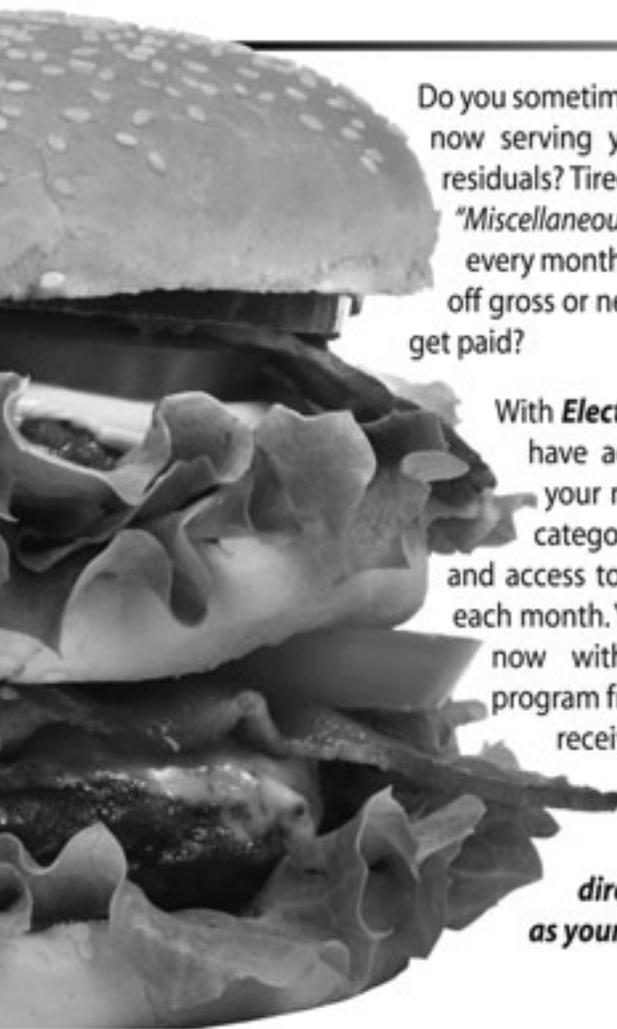


CREDOMATIC.

Member BAC | CREDOMATIC Network

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 x223**
or visit **www.epiprogram.com**



ELECTRONIC
PAYMENTS

Call Now 1.800.966.5520 x223

FIRST LOOK

The consulting guru that could

As co-founder and Chief Operating Officer for Take Charge Business Consulting LLC – a Houston-based consulting firm specializing in payments industry acquiring operations, risk management and residual payments – Deana Sellens personifies the notion of climbing the ladder to success.

"I started out as a receptionist and ended up as Assistant Vice President of Risk, Collections and Underwriting," Sellens said, recalling her first job in the payments industry: answering phones at Retriever Payments Systems, a registered merchant services provider since 1986.

"I've done call center, every aspect of operations, and then all types of risk management and underwriting solutions," Sellens said. "It was an expensive education for Retriever, but I'm a little guru now in risk and operations. Bill Higgins of Retriever gave me my entire education, and I can't thank him enough."

Sellens started TCB out of boredom and a desire to compete with consulting firms that she felt grossly over-charged ISOs. "There was no challenge in my work after all of the losses dropped to under a basis point," she said. "I have always performed consulting projects on the side. When I started getting enough clients to launch my own consulting group two years ago, I took the leap."

Scrubbed and streamlined

TCB provides a range of services including new department setups, fraud casework, risk training for staff, residual revenue error checking, system evaluation, loss reduction, agent registration, documentation and automation.

"TCB offers a 24/7 risk counseling service for newcomers into risk, and its loss reduction services are paid for as a percentage of what we save a company, so it is a win-win situation for everyone," Sellens said. The company has streamlining and automation expertise, and it focuses on the four areas of merchant credit card risk: acquiring risk, compliance, operations and residual payments.

"We can assess those [areas] and tell you where you are losing money in losses or payroll, and then we help the management team figure out where to streamline and better maintain their portfolio," Sellens said.



Take Charge Business Consulting
Delivering Significant and Measurable Results.

Take Charge Business Consulting LLC

Deana Sellens, co-founder and Chief Operating Officer
Nancy Love, co-founder and Residual Payments Consultant
P.O. Box 1348
Houston, TX 77383-1348
Phone: 713-822-4368
Fax: 800-687-2214
E-mail: dsellens@tcbconsultingonline.com
Web site: www.tcbconsultingonline.com

One of TCB's most popular services is its residual error-check reporting. "The data entry errors in this industry are rampant ... and these guys are just bombarded with mistakes," Sellens added. "We'll scrub those transactions for them and make sure they're getting paid correctly."

Tailor-made and thorough

TCB also processes monthly residual files to calculate payments for ISOs and individual reps. The service includes the production of monthly statements and error checks.

It also offers three months of free follow-up after every job. And the consultancy publishes a free loss prevention newsletter on its Web site, as well as a comprehensive list of links useful to those involved in fraud investigation and prevention.

In addition, TCB can assist ISOs who want to bring risk management operations in-house. "We don't just run, do a quick job, get the big check and then get out of there," Sellens said. "We want to make sure that these ISOs – with whom we deal exclusively – can implement tailor-made solutions we've given them. ... That's why we offer 90 days of free follow-up on every job." 📧

CAPITALIZE YOUR GAINS. CHOOSE THE RIGHT PROCESSOR.

Proprietary & Multiple Front End Platforms

BIN Relationships

Growth Capital

Ownership & Portability Rights

Over \$16 Billion in Credit Card Volume

Processor Direct Pricing



Providing Stability, Strength, Longevity, and Experience.

Call Jim Fink 1-800-CARDSWIPE (227-3794) ext.7800 or visit us online at www.goevo.com

HR 5546, the downside

As supporters of HR 5546, the Credit Card Fair Fee Act, celebrated the House Judiciary Committee's passage of the bill, opponents, including Visa Inc., called the bill "anti-consumer" and issued a statement to point out its shortcomings.

In the statement, Josh Florum, General Counsel for Visa, said, "The markup of HR 5546 only raises more questions and concerns about an already bad bill." He also said if the bill becomes law, it would "mandate unnecessary regulatory intervention into a fiercely competitive industry that is benefiting consumers, merchants and financial institutions [FIs]."

He added that passage of HR 5546 would especially hurt small banks and credit unions, since the smaller FIs rely on interchange income to support other banking services.

Legalized collusion

The U.S. Department of Justice and the Federal Trade Commission stated this legislation would reduce compe-

tion and harm consumers. In a letter sent to Rep. Lamar Smith, R-Texas, both regulatory bodies noted the bill "raises serious constitutional concerns" related to long-standing antitrust laws.

"The legislation would essentially legalize collusion among the nation's largest and most profitable retailers at the expense of consumers, community banks and credit unions," Florum said. "The retail federation wants all of the benefits of the payments system – guaranteed payment, convenience, risk management, reliability and increased sales volume – but wants to shift their cost of doing business onto the backs of consumers."

Dilemma down under

Smith cited Australia as an example of a country that adopted a similar regulatory approach. He said retailers' fees went down, profits went back into retailers' pockets, and "consumers were harmed through less choice, higher prices, fewer rewards and benefits, as well as checkout fees imposed by retailers at the checkout counter."

Ross Federgreen, founder of CSRSI, the Payment Advisors, and a member of *The Green Sheet's* advisory board, agrees that consumer costs will rise with HR 5546's passage, but that other, more significant factors are involved. The regulatory proposals on Capitol Hill address issues that are much more complex than what lawmakers are conveying to the retailers and the buying public.

"You look at the Australian experience, and, yes, the interchange went down, and consumer costs went up, and Visa is saying that the same thing is going to happen here," Federgreen said. He said he has no evidence indicating it won't happen here, and it is certainly reasonable to suggest it might. "I mean, [interchange] is squeezed down so much, there's got to be profitability in there someplace."

Federgreen feels Australia's interchange regulation set "government thresholds and a whole series of rules ... that cause costs to go down for the retailer, but the banks then passed [those additional costs] to the consumer side, and the banks' profitability actually went up."

Florum said Visa's position is that the government's intervention in such a manner creates an inherently anti-consumer and pro-retailer system. "Consumerism is a general topic – a crowd pleaser," Federgreen said. "In today's environment anything [the government] says that consumers believe will help them at the end of the day is going to carry a lot of weight."

A false god

However, Federgreen believes interchange is not the real culprit. "I think that interchange is a false god ... the real issue is downgrades and fees," he said. Downgrades are applied to transactions that do not qualify at the inter-

www.bankcardcpa.com

Does your accountant think that:

- An ISO is a perk of working for a public company?*
- An MLS is a website for looking up real estate?*
- An Interchange Fee is paid at an expressway on-ramp?*

If you were to tell your accountant you are in the acquiring industry, would the response be:

Really? I thought you sell credit card machines.

If so, consider working with a CPA firm that understands your business. Our firm has been serving ISO's and Agents for more than a decade. We can help you navigate the challenges of:

- ◆ Selling a portfolio.
- ◆ Designing employee benefits.
- ◆ Selling a business.
- ◆ Designing compensation plans.
- ◆ Making the everyday decisions that drive your business.

Mike Laird is the CPA who gets you and your business. Mike has invested years educating himself about the industry. He even attended ETA this year. Mike has already advised ISO's and Agents on portfolio sales, partner buyouts and mergers.

What has your accountant done to meet your changing needs?

PA Paul A. Dominik
1150 W Northwest Hwy, Ste A
Mount Prospect, IL 60056
Company

Michael A. Laird, CPA

847-255-7212
mlaird@bankcardcpa.com

100% Above Interchange Pass-Thru

No Buy Rate. No Split. 100% Profit.



For specific details, contact us at
www.100interchange.com
888.991.VISA

MerchantService
G R O U P

Raising the **ISO** Standard.

News

change level at which merchants submit them for processing; merchants pay a premium for those transactions.

"That's where the real costs are. Adding to that is the uncontrolled way that the system is managed on the merchants' side," he added.

It's not too late to get involved. HR 5546 heads next to the floor of the U.S. House of Representatives for a vote to determine if it will pass to the president's desk, where it may be signed into law. A date for the vote has not yet been set.

Uncle Sam to get slice of payments pie

HR 3221, the American Housing Rescue and Foreclosure Prevention Act of 2008, was signed into law by President Bush on July 29, 2008. The new law contains a provision requiring merchant acquiring entities and third-party settlement organizations to turn over merchant credit and debit card transactions to the Internal Revenue Service. It will take effect Dec. 31, 2010.

The major outline of the provision compels acquirers to report to the IRS the aggregate dollar amounts of credit and debit card transactions for each merchant who has more than \$20,000 in transactions and more than 200 transactions per year. Additionally, reports must be filed using the merchants' taxpayer identification number (TIN).

Reportedly, this provision was incorporated into three other bills unrelated to the payments industry and touted as a way to pay for the bills – including the 2008 Farm Bill (Public Law Version 6124), the 2007 Energy Bill (HR 6) and the Joint Economic Committee's 2001 Alternative Minimum Tax for Individuals – in the hopes that one of them would pass.

ETA hard at work

The Electronic Transactions Association actively opposed reporting merchant transaction data to the IRS and joined other groups to enlighten Congress about the problems such a provision would create.

"ETA recognized that this proposal would create serious problems for the acquiring industry as soon as we became aware of it, and we monitored its status, knowing that eventually it might show up as an offset in a spending bill," said Carla Balakgie, Chief Executive Officer of the ETA.

80 • 20

...with a free terminal.

*The first 80/20 split program
to include free terminal placement*

Call us today to discuss your
customized Agent Program.

Signature

8360 Melrose Avenue
Third Floor
Los Angeles, CA 90069
888-334-2284 www.sigagents.com



**watch your pockets
get greener.**

with Cynergy Prosperity Plus™ Partners

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



News

"When it started to get traction in late spring, the ETA joined with several other organizations, including the American Banking Association, The Financial Services Roundtable and the U.S. Chamber of Commerce, to oppose it."

ETA submitted testimony to the House Small Business Committee, conducted several meetings with congressional staff and even delivered letters – signed by more than 50 ETA member companies – to members of Congress. Additionally, 1,200 individual letters were sent to Congress by individuals using grass-roots tools on the ETA Web site.

Balakie added that ETA members are disappointed the merchant card information reporting requirement made it into the housing bill, but because it is so high profile and had so much bipartisan support, there was simply too much momentum behind it to stop it from being passed.

Headaches ahead

Now that the law has passed, it will be assigned to the U.S. Department of the Treasury (the parent organization of the IRS) for implementation. According to an industry insider, the Treasury Department will decide the actual reporting mechanism insofar as when to file the reports, how they will be reported and how often; moreover, it

will meet with industry experts to determine the best way to structure the regulations.

Once the Treasury Department suggests implementation of regulations that make sense in terms of IRS parameters, it will issue what is known as a Notice of Proposed Rule. This notice, said the insider, is a first draft of the regulations submitted for public comment, typically available for only 60 days. At that time, comments and suggestions about rules, deadlines, or expenses are encouraged.

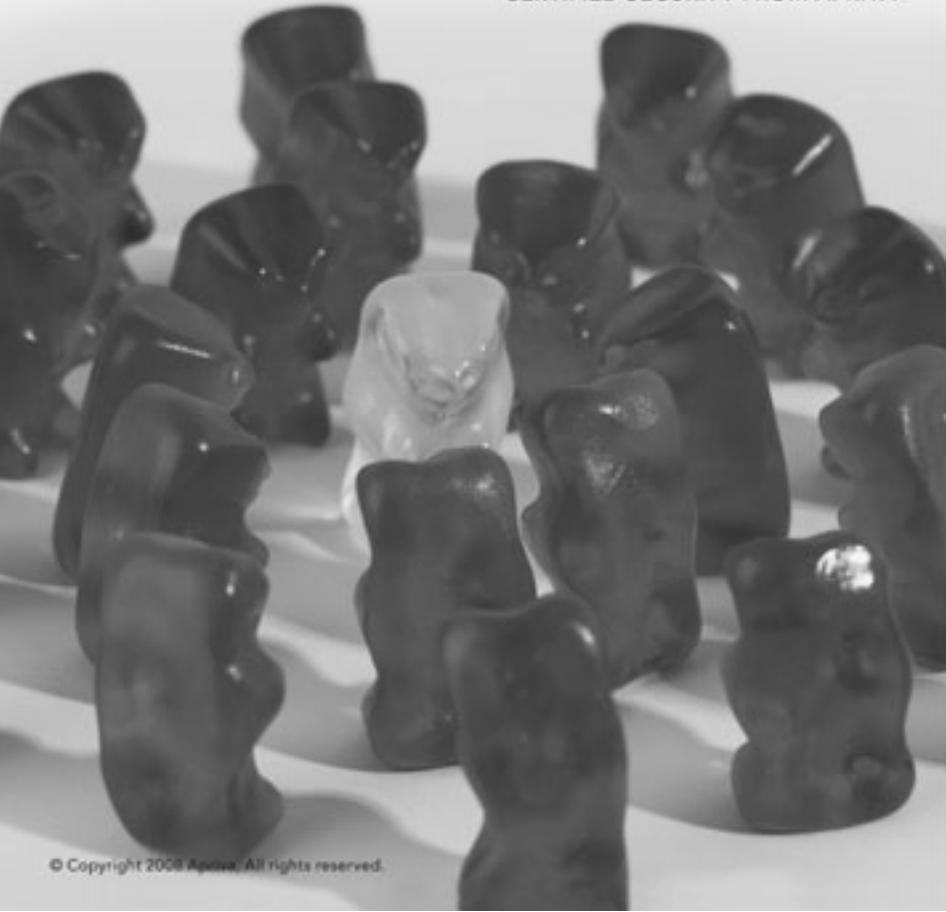
After the proposed rule notice comes out and the Treasury Department closes the public comment window, the ETA plans to publish a copy of the rules and solicit comments from acquirers, processors and ISOs about the adverse effects of these proposed rules on the payments industry. Treasury will then make a final ruling based on those suggestions and apprehensions.

Reportedly, a congressman once said businesses don't pay taxes, consumers do. However, directly after it takes effect in 2010, the acquiring banks will incur the initial expenses.

According to the insider, part of that expense is that IRS reports must now be filed by the TIN, something ISOs don't presently do. Now ISOs will have to get the TIN

SECURITY MATTERS

CERTIFIED SECURITY FROM APRIVA



© Copyright 2008 Apriva. All rights reserved.

APRIVA

PROVING THE POSSIBILITIES



Apriva's patented technology provides end-to-end security.

- The "Certified Secure" logo ensures you have Apriva products
- Apriva is the only payment gateway that has achieved MasterCard POS Terminal Security Certification
- Trust Apriva to offer the most secure and comprehensive wireless solution available
- **PLUS** - You'll receive a host of real-time reporting and management tools to simplify your deployment and support processes

Apriva is the secure payment solution with more choices, greater flexibility and leading edge security.

To learn more call 480.421.1210, e-mail pos@apriva.com or click www.apriva.com.



SOME MAY CALL THIS
A SYMBOL OF SPEED

OUR CLIENTS CALL THIS

THE CUTTER
ADVANTAGE™

Whether a \$1,000 dollar or \$100 million dollar portfolio, speed of performance is often the critical difference in an Agent/ISO taking full advantage of either a short-term sale or long-term income development opportunity - especially in a volatile marketplace. That's why - coupled with quick access to robust financing - Cutter accelerates transaction closure with cash-to-clients in a fraction of the time of those in the industry that are less-experienced and financially less-empowered.

Call today and join the thousands of Agents and ISOs who rely upon the Cutter team's superior speed in providing maximum value for residual streams and merchant portfolios.



CUTTERLLC
WWW.CUTTERFINANCIAL.COM

304 Gainsway Court, Franklin, TN 37069

Phone: 615.604.3886

davidd@cutterfinancial.com

News

information, install the programming to go through these transactions, figure out which transaction is from which merchant, match that up to the merchants' TIN, then aggregate it that way.

The insider said matching transactions to TINs will create problems for ISOs. It will be an expensive undertaking to figure out how to secure data and sequester it in a way that doesn't increase the vulnerability of that data. In addition, the law requires that some mechanism must be developed and installed to prevent transactions from being counted twice.

This provision was devised for cases in which a payment is split by the proces-

sor. ISOs will now have to go back through transaction streams and identify all transactions, match them with the merchant's TIN, and ensure it doesn't get double counted.

Subsequently, ISOs and acquirers may have to absorb all the costs associated with collection, processing, storage and security of very sensitive merchant account data.

These additional costs, according to the ETA, will ultimately be passed to each successive link in the payment transactions chain.

The processors and acquiring banks will pass their costs to their ISOs, who will pass the additional costs to the merchants, and from there to consumers.

All hands on deck

The ETA thinks it is unlikely any real movement on the law and the Treasury Department's rules implementation of HR 3221 will happen until 2009 – under a new presidential administration and Treasury Secretary.

The ETA's main objective and the Notice of Proposed Rule submission is to get the word out to the payment professionals' community and encourage them to voice their concerns.

"The passage of the law and the signing of it by President Bush is not what we wanted to see and was not the outcome we were after," said Thomas Goldsmith, Director of Communications and Public Relations for the ETA.

"This is an opportunity for the ETA to play a role in mitigating at least some of the effects of this legislation.

"By working with the Treasury Department to make sure that the regulations they draft at least minimize the burden on the acquiring industry.

"We plan to play an active role in that regulatory progress and we will keep

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

HELPING YOU ACHIEVE YOUR AMERICAN DREAM



AMERICA'S PAYMENT SYSTEMS AUTHORITY

EXPERIENCE AND SCALE

NPC'S SENIOR MANAGEMENT TEAM HAS OVER 300 YEARS OF COMBINED INDUSTRY EXPERIENCE. NPC IS THE LARGEST ACQUIRER DEDICATED EXCLUSIVELY TO THE ISO BUSINESS MODEL.

RELIABILITY AND FLEXIBILITY

NPC PAYS OUT OVER \$11 MILLION IN RESIDUALS AND LEASE FUNDING, ON-TIME, EVERY MONTH AND OFFERS A VARIETY OF COMPETITIVE PRICING OPTIONS TO SUIT YOUR BUSINESS NEEDS.

UNRIVALED ISO SUPPORT

THE NPC G.E.M. TEAM (GOING THE EXTRA MILE), WHO PROVIDES DEDICATED SUPPORT TO OUR ISO'S, FEATURES ZERO HOLD TIME AND ZERO VOICE MAIL FOR IMMEDIATE RESPONSE TO YOUR IMPORTANT CALLS.

SUPERIOR PRODUCTS AND OUTSTANDING SERVICE

NPC OFFERS A VARIETY OF PROCESSING SOLUTIONS AND SUPPLEMENTAL REVENUE OPPORTUNITIES, PARTNERING WITH INDUSTRY LEADERS TO DELIVER THE LATEST METHODS OF PAYMENT ACCEPTANCE AND PROCESSING TECHNOLOGIES.

UPFRONT CASH • HEALTH CARE ALLOWANCE
MERCHANT CASH ADVANCE • FREE EQUIPMENT

START YOUR AMERICAN DREAM TODAY
877-300-7757 • ISOSALES@NPC.NET

WWW.NPC.NET

News

our members informed of progress on the regulations and alert them to participate in the process when it's appropriate."

Private equity giant going public

Kohlberg Kravis Roberts & Co. LP, one of the world's largest alternative asset managers, and KKR Private Equity Investors LP (KPE), an equity trust limited partnership that invests its assets in private equity and investment opportunities identified by KKR, signed an agreement in which KKR will acquire all assets and assumption of liabilities of KPE.

In conjunction with this transaction, KKR will become publicly listed on the New York Stock Exchange under the symbol KKR. Industry sources indicate the initial public offering (IPO) could generate between \$12 billion and \$15 billion.

Under the agreement, KPE investors will turn over their KPE assets to KKR in exchange for equity interests in KKR; KPE will be delisted from the Euronext Amsterdam stock

exchange. This move comes less than a year after KKR made some of the largest acquisitions in the company's 32-year history, including a \$29 billion deal for First Data Corp. and a \$45 billion merger agreement and privatization of Dallas-based TXU Corp., in the summer of 2007.

As of Sept. 30, 2007, KKR's equity investments were valued at over \$86 billion. KKR has 46 companies in its portfolio in which it invested over \$39 billion.

Executives exempt from profit

When the merger is completed, current KPE investors will own 21 percent of the equity in the newly combined business. The remaining 79 percent will be retained by KKR executives. Additionally, none of KKR's existing owners will be allowed to sell shares of KKR or otherwise receive any net proceeds or cash in connection with the IPO for six to eight years.

In a released statement, Henry R. Kravis, co-founder of KKR, said, "This transaction offers substantial benefits for KPE unitholders, and it builds KKR for the long-term.

"Going forward, KPE unitholders will benefit by being owners in a diversified asset management business that generates regular distribution of cash earnings.



CARSIDE.
AN EASY WALK TO
HIGHER REVENUES.

CarsidePAY, powered by the V® 670 with GPRS. This powerful handheld payment device helps to maximize sales just a few steps away from the restaurant door. The ON THE SPOT solution offers secure credit and debit card processing since the card never leaves the customer's sight. Secure transactions, easy implementation and lower costs all add up to one thing - better business.

HELP MAXIMIZE SERVICE AND SALES - CARSIDE

- Offer merchants an easy-to-implement carside solution
- Increase merchant peace-of-mind with secure transactions
- Lower merchant transaction fees and costs by offering PIN debit

Learn more about the VeriFone V® 670 at www.verifone.com/carside

VeriFone
THE WAY TO PAY™

© 2008 VeriFone, Inc. All rights reserved.

To order call:
The Phoenix Group at 866.559.7627,
POS Portal at 866.276.7289 (option 1)
or your VeriFone sales representative.

Are your Sales flat –lined?



Let Impact MD revive it!

Online real-time Health Insurance Eligibility!

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

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

(877) 251- 0778 Extension 1546

Open doors to the medical market...



Worried about the Economy? Diversify!

Petroleum



Impact PaySystem specializes in niche markets that Reduces Attrition, Increases Revenue, & Open Doors...

- Full Training in each niche market
- Full support of each niche market
- Health Insurance Benefit
- \$.06 on all Impact MD and Medical Merchants
- Straight forward pricing with true split
- Full support of all POS, Lodging, and Dining software



Lodging

QSR



Restaurants

Medical



(877) 251- 0778

Ext. 1537



News

"For KKR, this transaction provides us with additional capital for our business.

"Moving forward with a public listing will allow KKR to do what we do best – grow companies around the world and produce solid returns for our investors from a larger platform and a deeper capital base."

Partnership promotes liquidity

When asked how he thought its portfolio of companies would benefit by KKR's IPO, George R. Roberts, KKR's other co-founder, added, "Through our listing on the New York Stock Exchange, KPE holders will have access to a broader investor base in a significantly more liquid market ... and unitholders will benefit from a far more diverse income stream than they do today."

KPE was created in May 2006 to enable certain public market investors, including financial institutions and qualified individuals, to participate in certain KKR investments.

The independent directors of KPE said this transaction "will create a partnership with a more diverse asset base in terms of strategies, geographies and companies ... and facilitate the purchase and sale of stock in a more liquid market."

KKR expects to complete the transaction during the fourth quarter 2008.

Until then, KPE shares will continue to trade on Euronext. KKR said this transaction will have no effect on KKR's strategy or operations, or on how the firm works with its portfolio companies.

MWAA meeting goes the distance

The Midwest Acquirers Association held its annual meeting July 23 and 24, 2008, in St. Louis, Mo. The event was jammed with educational sessions, an inspirational keynote address and many networking opportunities.

Wednesday started off with the very popular Field Guide for ISOs seminar. As usual, Mark Dunn put together a well-thought-out program containing essential educational information for all merchant level salespeople (MLs). This event alone is well worth attending.

Inspiring words

Later, Greg Gumbel, a three-time Emmy award winner



**NO SUITS, NO TIES,
NO DRESS SHOES!**

5th Annual Conference ISOs in Paradise!



September 24th – 25th
**Doubletree Paradise
Valley Resort
Scottsdale, AZ**

Here's a sneak peek at a few topics that will be presented this year:

- How Big Do I Want To Be? The Pros & Cons of becoming a BIG ISO
- Check 21/RDC Generating Revenue in the 21st Century
- Defining and Executing A Compelling Sales Strategy

FREE!
FIELD GUIDE FOR ISOs
TO ALL REGISTERED ATTENDEES

WSAA
Western States
Acquirers Association

For more information, contact WSAA President Ken Elderts at (951) 775-9099. Register online at www.westernstatesacquirers.com

and current sportscaster for CBS, inspired a room full of payment professionals.

His keynote focused on his experience at the 1994 Olympics and the incredible efforts athletes make to achieve their dreams. This was followed by a reception with the vendors.

The evening wrapped up with a party sponsored by Electronic Merchant Systems. It included dinner, an open bar and entertainment. It was followed by United Bank Card's Texas Hold'Em Charity Casino Night.

Thursday began with a talk by Tony Abruzzio, Senior Vice President, Global Payments Inc. His presentation addressed the changing environment facing the payments industry. This was followed by more networking time in the exhibit hall.

Paul Martaus of Martaus & Associates gave the next presentation. Martaus ruminated on the challenges facing ISOs and MLSs this year, including the economy and upcoming legislation.

Targeted sessions

After lunch came educational breakout sessions, which were divided into two tracks: one of interest to ISOs and

processors; the other dedicated to MLSs.

MLS sessions included a presentation about contract negotiations by Mary Winingham of TSYS Acquiring Solutions and Adam Atlas, Attorney at Law. Next was a panel discussion about closing merchant sales.

Finally, Beth Horowitz, Vice President of Product Management for Discover Network spoke about driving customer loyalty through products and services.

Thursday afternoon, the MWAA presented its Lifetime Achievement Award to Kim Fitzsimmons, the President of Independent Sales Services for First Data Commercial Services, a division of First Data Corp. Fitzsimmons is the fifth recipient of this prestigious award.

After accepting the award, Fitzsimmons closed the meeting with a discussion on using data as a new currency in the marketplace.

She pointed out the value of data already collected by ISOs, processors and MLSs and made suggestions on ways to use it wisely. If you have never attended an acquirers meeting, do so. For a nominal price, you can obtain a wealth of information and make valuable, long-lasting business connections. ☑



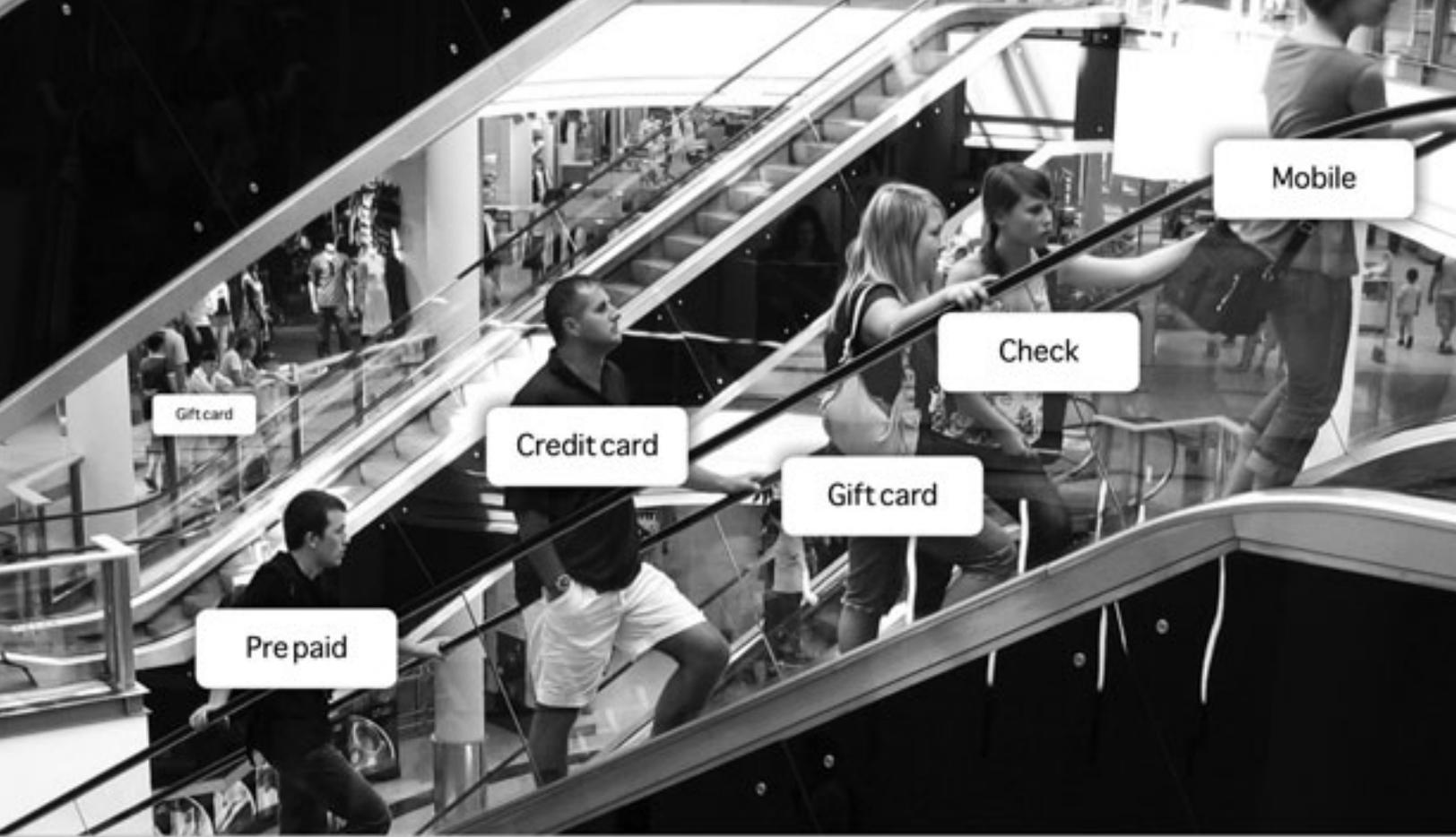
at
TriSource
 Solutions,
 we
GUARANTEE
 your satisfaction!

**satisfaction
 guaranteed
 100% portability**

That's right, if you aren't satisfied with our program for any reason, we'll let you move your accounts or we'll buy out your portfolio!
 We're so confident that you'll find the processing relationship you've been looking for with TriSource Solutions, we'll give you 100% portability if we don't meet your expectations. *No questions asked.*

Call Bret Baumann at (512) 829-4094,
 Tom Dunn at (410) 592-7485 or
 Henry Harp at (706) 562-1974
www.TriSourceSolutions.com

TriSource
 SOLUTIONS LLC
 SATISFACTION GUARANTEED. PERIOD.



WE KNOW HOW YOU VIEW THE WORLD

**CONCISE, INFORMATIVE
NEWS AND VIEWS FOR THE
SUCCESSFUL ISO/MLS
SINCE 1983**

Debit card



**Visit us at www.greensheet.com
Read breaking news, archived issues; participate
in the MLS Forum and more. Completely FREE!**

Cash

Mobile

Smart card

WordSearch

Ready for a challenge? Find all the words listed below ... we've even started it for you.
Words will be horizontal, vertical, diagonal and even backward. Have fun!

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

ACCOMPLISH
 BILINGUAL
 BREAKTHROUGH
 CELL PHONE
 CHEAP
 CONSULTANT
 EARNINGS

ERGONOMICS
 EXPENSES
 GATEWAY
 INTEREST RATE
 INTERVIEW
 LCD SCREEN
 LEASE

PHISHING
 PROMOTION
 RESEARCH
 SOFTWARE
 STANDARDS
 TELECONFERENCE

GET THE REAL STORY.

What makes you good sales agents? Having the same regard for each customer, no matter how big or small. **Why do merchants choose you?** We always put ourselves in their shoes. We know what it's like to get the runaround and our service is always up-front. **What's your aspiration?** To build long-term financial security for our kids. And to enjoy some of the finer things today, by earning well above the average. **Chris, what's your inspiration?** I grew up relatively poor compared to many of my friends in high school. I think seeing their much nicer homes and nice vacations, etc. definitely made an impression. **Monica, how do you maintain your work/life balance?** I leave work at the office and the computer off at home, otherwise I get sucked into the email trap! **What were your residuals before the TMS Free Terminal Placement Program?** Average. **Residuals now?** Way above average! **What's the best decision you ever made?** Joining Total Merchant Services as sales partners. **What's your greatest accomplishment?** Our family. **Your perfect weekend?** Being with the kids at the beach.

REAL REPS. REAL SUCCESS.

ONE-ON-ONE WITH OUR TOP SALES REPS.

Chris and Monica Collins

Business Credo: Give a lot to get a little.



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



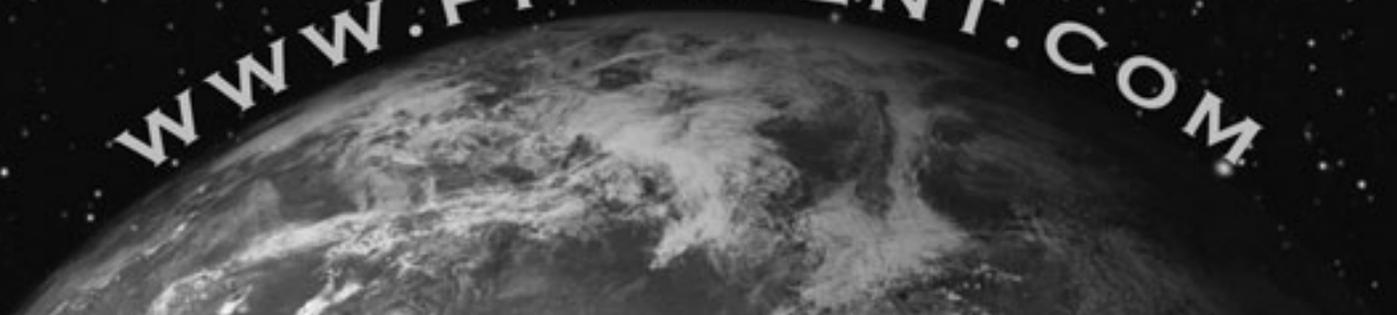
PAYPROTEC

payment processing technologies

2.5x *Payment*
up front *Program*

MORE INFO AT:

WWW.PPTAGENT.COM



Un(der)banked from page 1

Profit potential

Experts differ on just how large this market really is.

CFSI reported that 20 percent of all U.S. households are unbanked. That's about 22.2 million families. Add to that the 19.4 percent of all U.S. families that are underbanked – that's another 22 million families.

BearingPoint, a management and technology consulting firm, projects an even higher figure – 28 million unbanked U.S. households and 44.7 million underbanked U.S. households.

Because the breadwinners for unbanked families are typically considered to be low-income wage earners, they are often overlooked by traditional FIs. But CFSI said such families will spend at least \$13 billion on more than 340 million alternative financial service transactions – each year. In the Celent LLC research study, *Where the Banks Aren't: Nontraditional/Nonbank Advances in Branded Prepaid Cards*, Celent Analyst Red Gillen estimated GPR cards for the unbanked population is a potential \$31 billion market.

Data compiled by CFSI and the Federal Reserve Bank of New York showed the average prepaid card user loads or reloads approximately \$180 a month, uses a prepaid card 3.5 times at the POS monthly, and spends about \$40 each time. The average user spends 92 percent of the initially loaded amount in the first 30 days and the remaining soon after. Also, POS transactions are more common than automated teller machine withdrawals.

"Should average load amounts rise as this population shifts from the early adoption stage to mainstream acceptance, the market size will be even more immense, with the potential for card spending at \$192 billion," Gillen stated.

By any measure, this is a huge untapped market.

"In coming years, sheer size and rapid growth will place the prepaid market at the forefront of the competition among card processors," said Gwenn Bézard, Aite Group LLC Research Director. "No other payment product enjoys such tremendous growth opportunity within and outside the United States."

Wide-open eyes

The financial services industry is starting to take notice. In July 2008, MasterCard Worldwide launched a marketing campaign aimed at a Hispanic audience. The effort included TV commercials on Spanish language stations in 11 key markets and a revamped Spanish-language Web site.

"Hispanics comprise the fastest-growing population in the U.S., and as a brand it is important for us to develop

a genuine connection with them," said Chris Jogis, Vice President, U.S. Brand Development, MasterCard, in a prepared statement.

"According to MasterCard research, 75 percent of Hispanics say that cash is their preferred method of payment. We would like to provide Hispanics with information on the benefits of credit and debit MasterCard for their everyday purchases, from convenience and earning rewards to building credit scores and record keeping," Jogis said.

The un-target

FIs have begun targeting these markets. The underbanked are easier for FIs to reach since they already have some connection with banks, although their accounts tend to be marginally profitable.

The unbanked, however, with no relationships with FIs whatsoever, are a little trickier to find and bring into the traditional banking fold.

But many unbanked consumers are already familiar with prepaid cards in the form of phone cards, bus passes or state benefit cards.

The ISO and MLS channel has one advantage over traditional banks: Merchants already serve the unbanked market. Reaching them is just a matter of offering the products the unbanked need at merchant locations they already frequent.

And according to Harry Smith, Vice President of Marketing at Stored Value Cards Inc., the retailers the unbanked favor are often local mom-and-pop shops, not the big box retailers.

"Based upon our field studies and internal sales data, we have learned that the prepaid category is more accustomed to doing business in their local communities, which are more convenient to them than large chain locations," Smith said. "People need to have confidence in the person they're handing over their money to if they're going to get a chip of plastic in exchange.

"The Wal-Marts don't always train their employees to understand how these cards work, so they don't exactly exude confidence," Smith added.

"People prefer a face they know; the relationship with a local merchant helps build consumer confidence to allow the merchants to serve as an alternative banking outlet."

Smith pointed out that, while buying a Slurpee and conducting financial matters at the same time may seem incongruous to people accustomed to traditional banking, that's largely a cultural distinction.

If, every week, one wants to cash a paycheck and convert

CoverStory

it to something more secure than cash or, every other week, transfer money to family living in another country, the convenience of doing it in the same place one buys phone cards or groceries has obvious appeal.

Banks, on the other hand, are often inconvenient or uncomfortable environments for the unbanked. Nearby convenience stores tend to have better business hours than local banks for the unbanked and, perhaps, a friendlier atmosphere as well.

Choice opportunity

Selecting the right prepaid company with which to partner is the hardest and most important thing ISOs and MLSs must do – much like choosing an acquirer, said Al Urcuyo, Chairman and Chief Executive Officer of CardMarte LLC.

"You want to know how the payment system works – is it robust enough to give you real-time reports and to pay commissions to everyone along the chain who requires one?" Urcuyo said. "You want to know that the systems are designed from a prepaid perspective, that it's not a retrofitted credit system; the cards may look the same, but the processes are fundamentally different.

"And you want to be sure that they are following all the

regulations, and there are lots of them, and that the sponsoring bank is an expert in the field, so that you don't get the rug pulled out from under you."

The last point may be the hardest requirement to fulfill.

"The industry is a like a gold rush right now: People are rushing to get into it without realizing just how sophisticated you need to be to stay abreast of all the regulations," Urcuyo said. "One of the challenges is that this industry is not credit; it is prepaid, but it is regulated like credit.

"It's not just the Patriot Act; it seems like every acronym in the U.S. is watching this space, and every state and country may have different regulations that affect it, as well," Urcuyo added. "Until the laws change to reflect prepaid, rather than credit, it is very complex to operate in this space."

Urcuyo suggested ISOs and MLSs target specific unbanked markets and get to know them well. "There is a broad range of products," he said. "Prepaid cards for missionaries or students may be sold in different channels than those for immigrants or people who use prepaid to reduce the risk of identify theft."

Prepaid payroll cards may end up in the same consumers' hands as merchant-sold GPR cards, but the two card types have different functions and different uses.

Urcuyo explained that, for immigrants in the Hispanic community, "the product that at the end of the day gets them really excited is one that lets them send money home easiest and safest, and with the fewest fees."

Even that's not as easy as it may seem. Legally, many cards can't be sent to other countries. And many U.S.-issued cards are impractical to use abroad. CardMarte has established partnerships with institutions in many Latin American countries to overcome those hurdles.

Although GPR cards sell well in many channels, the best ISO penetration is through smaller merchants in lower income Hispanic neighborhoods, according to Urcuyo.

Implementing GPR card programs may mean upfront training for merchant employees, but GPR cards have an added benefit to merchants: In addition to commissions earned each time the cards are loaded and reloaded, the cards help bring customers back into stores regularly, encouraging loyalty and impulse purchases.

Feature-rich cards

It is reasonable to assume a percentage of unbanked immigrants lack formal education. But that doesn't mean they're unsophisticated about the features they want in their cards. Many developing countries have bypassed land lines altogether, and households rely on communication through wireless mobile phones.

Borrow Against Your Residuals

We also buy portfolios.

Private Party (No Red Tape)

Close Transactions in as few as 5 Days

We Don't Switch Merchants from Existing Processors

We Buy Portfolios & Make Loans

We Purchase Small & Large Portfolios

Call Darrin Ginsberg

949.200.7474

portfolio@buyresiduals.com
buyresiduals.com



Christmas Arrives Early This Year!



\$145

AQUA



\$199

i5100
Dual-Comm

BONUS
TRIPLE
APRIVA
POINTS



\$549

i7910
Wireless



**FREE SHIPPING* &
\$2 PIN PAD ENCRYPTION**

Ingenico and TASQ have teamed up to deliver you some special pricing and incentives from July 21 through Sept. 30, 2008. Purchase any Ingenico 7910 and receive free shipping plus \$2 PIN Pad encryption. Buy 10 or more AQUA or i5100 terminals and these qualify for the free shipping and \$2 PIN Pad encryption as well. As an added bonus, activate an i7910 with Apriva and receive triple Apriva Points during this promotion.

While other companies are increasing shipping costs and reducing their services, Ingenico and TASQ are leading the way with dependable, knowledgeable and economical solutions to improve your business. Who says Christmas doesn't arrive early this year?

*UPS Ground shipping only. Faster shipping available at an extra cost.

Don't miss out, call TASQ today.

1-800-827-8297



TASQ
TECHNOLOGY

USA 1-800-252-1140
CANADA 1-800-295-8491
www.ingenico-us.com

CoverStory

Urcuyo said popular features of CardMarte's products are the ability to check balances and transfer money between cards via mobile phones.

"I'm convinced that the two biggest emerging markets are prepaid financial products and telecommunications," Urcuyo said. "That's why we pay attention to both."

Edo Interactive pays attention to another segment – underbanked teenagers.

"Our first card product is facecard, targeting millennials or Gen Ys," said Ed Braswell, CEO at edo Interactive. "There are about 82 million of these young folks – men and women – with about 200 billion of discretionary spending [per year], that primarily originates from allowances, payroll services, gift card features.

"And so what we wanted to do with facecard is create a nontraditional banking product for our card members."

Facecard was launched in July 2008. It offers advertiser-issued "prewards" (cash deposits retailers load on cards to encourage shopping at those retailers), online balance records and a peer-to-peer payment system, so facecard members can electronically share funds with friends and family. (Parents can upload allowances directly onto

cards, friends can repay debts to other friends through the cards and so forth.)

Another segment growing in popularity is prepaid debit cards used by employers. Payroll cards and benefits pay-out cards are ideal for employers with large unbanked workforces, whether that be foreign workers, or temporary and seasonal workers.

According to the Celent study *Payroll Cards: A Direct Deposit Solution for the Unbanked*, it costs employers \$1.90 on average to cut a paycheck in-house.

But direct deposit of salaries to bank accounts can reduce the cost of issuing checks by approximately 65 percent.

However, companies with high percentages of unbanked employees, such as agricultural and food service businesses or maintenance and construction companies, often find many employees cannot take advantage of direct deposit.

In lieu of checking or savings accounts, prepaid debit card payroll systems can be used for unbanked employees. And once the initial prepaid debit payroll cards are issued, all employer-employee payments are made electronically, saving large-scale employers significant payroll processing expenses.

In Celent's branded prepaid card study, Gillen suggested that, as the retail channel reaches saturation, more GPR cards will be packaged as portable payroll cards.

"Given that payroll direct deposit is one of the 'stickiest' features of GPR cards, working with employers to offer payroll cards is a highly attractive market strategy that encroaches upon retail banks' strengths," Gillen said.

"Players that will succeed will therefore be those nontraditional/nonbanks that have existing relationships with employers."

Prepaid payoff

It's not always an easy market to be in as an issuer, Urcuyo said, but he pointed out, "It's sure nice that at least one market is still growing."

As industry players gain more insight into the financial needs of the unbanked and underbanked, prepaid cards will increasingly be desired by these populations as an alternative banking tool, making prepaid cards and services an ideal way to tap into this growing market.

Prepaid cards are already seen as a desirable alternative banking tool by many underbanked and unbanked individuals; their enthusiasm for these products will only increase. And prepaid products may become the ideal instrument for payment professionals to use to tap into this growing market. ■

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)



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

**Inc.
500**

2005 | 2006 | 2007

\$

\$

\$

\$

\$

THE SKY'S
THE
LIMIT

YOU have the POWER with the most lucrative ISO Program available.

United Bank Card has redesigned its ISO Program to give you even more opportunities to increase earnings. Now benefit from improved bonus programs and a vast array of products and services specially tailored to create a more profitable partnership. United Bank Card has earned a reputation for consistently setting the standard in innovation and this is no exception. With these initiatives, the sky is truly the limit when it comes to increased earnings!

UP TO 70% REVENUE SPLITS!

3¢ DIAL/2¢ IP TRANSACTION FEES!

UP TO 40X GUARANTEED BUY OUTS!

UP TO \$2,200 CONVERSION BONUSES!

PER MERCHANT - PAID WEEKLY

PLUS

Free Equipment Program

In-house Gift & Loyalty Card Program

Harbortouch POS Systems

Nationwide Petroleum Program

Merchant Cash Advance Program

Registered ISO/MSP Program

In-house 24.7 Customer Service and Tech Support

Dedicated Relationship Managers

Outstanding Bonus Programs

United Bank Card, Inc. is a top 40 merchant acquirer with an impeccable reputation of excellence in the payment processing industry. UBC provides payment services to over 100,000 businesses throughout the country and processes in excess of 9 billion dollars annually. Consistently recognized for being at the forefront of innovation, our programs will continue to provide our agents with a competitive edge.

Contact United Bank Card now to find out how our dynamic programs can improve your sales performance and increase your earnings!

To learn more about United Bank Card, contact:

Brian Jones, EVP 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

United Bank Card



Education StreetSmartsSM

Proudly presented by



To Capitol Hill we go

By Jason Felts

Advanced Merchant Services

The payments industry has reached new heights: the U.S. Congress, unfortunately. A House of Representatives bill proposed by Rep. John Conyers, D-Mich., and Rep. Chris Cannon, R-Utah, was recently passed by the House Judiciary Committee on a 19 to 16 vote.

The Credit Card Fair Fee Act of 2008, HR 5546, is backed by retailers, who accuse Visa Inc. and MasterCard Worldwide of levying "excessive fees."

For most, reading the document would likely affect them like a triple-shot of sleeping medication. However, payment professionals are beginning to understand the potential impact of such bills, assuming they are passed into law.

As initially written, HR 5546 would enable retailers to engage in collective negotiations with processors of any electronic payment service with significant market power over the terms and fees for access to that system. If the retailers and processors do not reach a voluntary agreement, the matter would be brought before a panel of three expert judges appointed by the Department of Justice Antitrust Division and the Federal Trade Commission.

These judges would investigate the terms, fees, termination penalties and market conditions for the bankcard industry. They would then order a mandatory settlement conference. If the retailers and processors failed to reach an agreement during the conference, the judges would conduct a hearing at which each side would present its final offer of all terms, fees and so forth.

The judges would then select the offer that most closely represented the fees and terms that would be negotiated

Education index

Adam Atlas	78
Christian Murray	82
Jeff Fortney	86
Curt Hensley	90
Daniel Wadleigh	94

in a fair and competitive market. The judges' decision would govern access to the electronic payment system for three years but could be superseded at any time by a voluntary agreement concluded between retailers and providers.

This essentially allows the government, or judges, who may or may not have a full understanding of our industry, to price-fix.

If you think this wouldn't impact your portfolio, consider this: The National Retail Federation is the world's largest retail trade association. Its membership comprises all retail formats and channels of distribution, including department, specialty, discount, catalog, independent, drug and grocery stores; Internet retailers; and the industry's key trading partners of retail goods and services.

The NRF represents an industry with more than 1.6 million U.S. retail companies, more than 25 million employees – about one in five American workers – and 2007 sales of \$4.5 trillion. As the industry umbrella group, the NRF also represents over 100 states, national and international retail associations and certainly many merchants within the portfolio of every merchant level salesperson (MLS).

If and when the NRF negotiates on behalf of its member-

Spring 2008

For Immediate Release!

This spring marks my 24th anniversary in the Bankcard business, and I am celebrating the event by announcing the appointment of Scott Tucker as Money Tree's National Sales Manager!

Since 1984 we have serviced our Sales Partners in a manner which reflects the understanding, admiration, and respect we have for you. We continue that tradition by adding Scott to our team. Before Money Tree, he worked closely with agents and ISO's as the National Bankcard Sales Manager for National Bank of the Redwoods, formerly one of the top acquiring banks in the country. His knowledge of building referral sources, agent banks, associations, interchange, and new merchant proposals will take you and your business to the next level.

If you know Scott, then you know of his honesty, integrity, and knowledge. If you don't know Scott, now is the time to get acquainted! Find out how Scott can help you achieve your goals!



*Mitch Lau, President
Money Tree Merchant Services*



"I have more than 20 years of direct sales experience at the executive level, and am dedicated to helping Money Tree's agent offices reach their maximum sales potential through street level marketing and personalized training. How can I assist your business? Call me today."

Scott Tucker
National Sales Manager
800-582-2502 ext.112
scott@moneytree1.com
www.moneytreerewards.com



StreetSmarts

ship, every MLS, ISO, merchant service provider, processor and card brand will be affected.

The industry speaks out

The major card brands, the Electronic Transactions Association and other industry trade groups have indicated they are opposed to this legislation. I searched many discussion threads on GS Online's MLS Forum and culled the following thoughts from more than 50 pages of posts to illuminate what the feet on the street have to say about the issue:

In my humble opinion, this bill is well on the way to being defeated. This has become more about politics for Durbin than anything else. I do not believe that his ideas will in any way help merchants. I am not speaking about the Wal-Marts; I am speaking of the small and medium-size businesses that most MLSs deal with.

Most small merchants can't be bothered to fill out a new app let alone stand in front of three judges or government employees and argue their case. Knowing how merchants think is an important piece of the puzzle.

Durbin made a huge mistake. ... In addition to removing the judge arbitration panel, Conyers included an amendment that would require merchants to pass on any interchange savings they reach under its provisions to customers or employees. – Diego

I want to believe that not a single bill will be passed. However, the odds are

likely that at least one or more will. The Conyers Bill was predicted "never to get out of committee." It did. It is now predicted to not go for a full vote. It will.

In the middle of a failing economy with banks closing, our Congress ran this bill through the committee process in record time for this type of bill. No one should ever welcome more government regulation.

The Merchants Trade Association, with hundreds of lobbyists, gained momentum as ISOs and MLSs sat on the sidelines. Ultimately, the problems – and the loss of income – will be pushed down to us, but we have a chance to change this if we act now. – Mike Maxon

Tens of millions being spent by the fed to save retailers a couple tenths of a percent. I am sure the consumers would like to see this effort directed at big oil and energy companies.

I wouldn't think this would offer enough brownie points for the effort. How about some of these guys putting their hands back in their own pockets. My utility bill has gone up 87 percent in the last 18 months – not an exaggeration. – Coach Bob

Fine. They regulate the fee. Then we are all playing on a level playing ground. Great. Now I build a portfolio of merchants that I can earn only a max of, say, 30 basis points instead of, say, 80. I give merchants an additional option: I will invoice them monthly for the extra 50 basis points, and they get my service. – K-Wags

The bill states the merchant must pass along the savings to customers and/or employees which, of course, is an impossible task to track and prove, not to mention the fact that the merchants want the savings going to their bottom line, not to the consumer.



Vendors are our Formula for Success!

International Lease Center would like to thank you for your continued support.

Competitive Rates! Amazing Service!

800.236.2317
www.ileasecenter.com



INTERNATIONAL LEASE CENTER



***We Empower our Partners to Make
All the Right Moves For Success!***

If we had to use one word to define what separates AMS from all the others it would be....*Relationship.*

Our commitment to our Partners success is proven everyday as we Empower them to *Sell More!*

Need a strategy to *Sell More?* Call Today!

You Can Reach Me, Jason Felts, at:

1.888.355.VISA (8472)

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

StreetSmarts

Also causing the bill problems are the enforcement issues: fear that the costs will simply be passed along to the consumers, who will lose rewards and get hit with higher interest rates and fees on the issuing side. This type of bill in Australia failed and is causing problems there. No doubt the ISOs should view this as a possible threat; however, it is far from over and far from law. – Approved

From a business standpoint, ISOs and MLSs have nothing to fear in regards to job security. No one wants to change the current system as it is. The problems all stem from complaints made by merchants who think they are paying too much in fees. We are at a point where we need to do a little self-evaluation. Many ideas are being introduced: price controls, licensing, etc.

Again, we have to look at ourselves and think about all the folks out there selling processing who knowingly take advantage of merchants by not disclosing all the proper information, including downgrades, mid- and non-qual and bill-back.

The super-ISOs need to understand this also because even some of the big boys are no better than the used car salesman when they start applying their "unique" type of fee calculations. – Guardino & Associates

I believe we will come out of this much stronger and finally understand the importance of selling a total package of products and living up to our role as financial payment advisers/consultants. Little will change when it comes to interchanges dollars and cents, but I do see change coming in the way we do business.

The whole legislative initiative and merchant lobbying campaign is about a merchant's cost for accessing bankcard payment systems. Who determines that cost? Acquirers, ISOs and MLSs.

Interchange has been mangled and spun to refer to something it is not. Interchange is what acquiring banks pay issuing banks for clearing and settlement. What is at issue here is not interchange. It is your revenue, most directly.

Between the various pieces of legislation and the merchant class actions, the acquiring industry faces considerable challenges that will need to be confronted. There are many voices here on the Forum and elsewhere that have been saying this all along.

So, will acquirers, ISOs and MLSs ultimately be the sole targets? Probably not. I'm coming to believe that, if regulation happens, and price controls end up being part of

A DIRECT BANK Relationship



quotes prices in specific foreign currencies with **Pay in Your Currency™** & Multi-Currency Pricing (MCP)



enables merchants to convert future Visa, MasterCard, and Discover sales into **Cash Now!**



offers merchants ecare credit card payment solutions including **Wireless ePay!**

- ▶ 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

877.635.3570
www.hbms.com



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

Reminder:

Note to Self: Call Equity Commerce



**Equity Commerce for a true
80/20 split!**



WWW.EQUITYCOMMERCE.COM

866.790.3995

Equity Commerce, L.P., a registered ISO/MSP in association with Bank of America, N.A., Charlotte, NC

StreetSmarts

it, interchange very well could be reduced, capped – have the tar taken out of it. – Merc/David Fish

I would like to thank all members of the MLS Forum for sharing their views. My hope is that we will all come to a clearer understanding of the potential impact associated with government regulations, controls and interference.

While some isolated business practices could stand being reviewed, such as revenue-based early termination fees, reverse bill-back and the like, we should never embrace or welcome government interference.

Also, the merchant bankcard information reporting legislation recently passed

into law as part of the American Housing Rescue and Foreclosure Prevention Act of 2008 (HR 3221).

The requirement was included as a revenue offset in this high-profile legislation, which includes assistance for financially-strapped homeowners and a potential bail-out for mortgage giants Fannie Mae and Freddie Mac.

Beginning Dec. 31, 2010, acquirers must report to the Internal Revenue Service the aggregate dollar amounts of credit and debit card transactions for each merchant having more than \$20,000 in transactions and more than 200 transactions per year.

Reporting will have to be done by taxpayer identification number. In certain cases, acquirers may also have to subject merchants to backup withholding. The Electronic Transactions Association has actively opposed this reporting provision, but it has now switched its focus to see that our industry has maximum influence in terms of how the law will be implemented.

Will our businesses be affected by all of this? Sure they will. However, we enjoy a thriving industry that is critical and necessary to millions of merchants.

There will always be a place for street level salespeople. So, let's all stay involved as we focus on moving full steam ahead toward accomplishing our goals of creating increasingly dynamic portfolios that will stand the test of time. 📺

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

Cut it out. Pin it up. Answer the door.

“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

DON'T SETTLE FOR LESS.

With iMax Bancard, you're more than just a number. You are the driving force that makes our business a success - and our programs are designed to give you what you need to maximize your profits.

As an iMax Bancard Representative, you'll get your residuals on time, every time. And we offer you more support, more tools, more training, and your choice of higher bonuses or higher residual rates.

And now enjoy our new *FREE TERMINAL PROGRAM* as well as the introduction of MAXPORT, our new Agent Portal - your gateway to the tools, technology, and resources you need to succeed.

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

plus...

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

SALES.....ONLY BETTER.
866.702.8801

iMAX[®]
BANCARD NETWORK

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

Education (continued)

Legal ease

Becoming registered

By Adam Atlas

Attorney at Law

What is ISO registration anyway? Nearly everyone who operates an agent or ISO business and is not registered wonders, from time to time, if they should do so. Offered herein is information to help the unregistered make that decision.

What do the card networks say about registration? You need not read more than one ISO, agent, or merchant agreement to know that the rules of Visa Inc. and MasterCard Worldwide are the laws of the land in the merchant services business. Their rules are available on the Internet; they can also be accessed under the documents tab at www.adamatlas.com.

You probably have better things to do than read hundreds of pages of rules. So here is an excerpt of the Visa rule that pertains to registration:

"1.6.F.4.a: If materials displaying Visa-owned marks are used, a member [meaning the acquiring bank] must ensure that:

- The member is prominently identified by name and city adjacent to the Visa-owned marks.
- The material does not identify the third party [meaning the ISO or agent business], unless such organization or individual is prominently identified as a representative of the member, as specified in Section 1.11.A.5.c [meaning the ISO is registered]."

In plain English, the rule means an ISO cannot use its own name unless that name is registered with Visa. Many other provisions in these rules address the question of registration as well, but this one is perhaps most relevant in regard to it.

How to register

All merchant level salespeople who have direct relationships with banks, processors or registered ISOs may apply for registration. The application process takes about six weeks and depends on the level of support agents receive from their affiliated organizations, as well as the financial and business status of applicants.

The initial registration fee is approximately \$10,000. Once agents are registered, an annual fee of about \$2,000 is charged. Criteria, timelines and fees vary from acquirer

to acquirer, so consult your bank, processor or ISO for appropriate registration guidelines.

Benefits of registering

Being a registered ISO gives you the right to solicit merchants under your own name. If you are not registered, as stated in the rule quoted above, you may not refer to Visa as the sponsoring brand in relation to your own company name.

If you've been in the payments industry for any length of time, you probably realize it's virtually impossible to sell merchant services without being backed by a card network. Once registered, however, you can then build your own brand to distinguish yourself and the services you provide from your competitors.

For some organizations, being able to use their own name is not important. For others it is. If you are not registered, you must operate under the name of the registered entity for which you sell.

Visa's general fines, at a glance

Violation	Fine
First violation of regulation	Warning letter with specific date for correction and \$5,000 fine
Second violation of same regulation in a 12-month period after notification of first violation	\$10,000 fine
Third violation of same regulation in a 12-month period after notification of first violation	\$25,000 fine
Fourth violation of same regulation in a 12-month period after notification of first violation and assessed during each month the violation remains uncorrected	\$50,000 fine
No correction of violation within a 12-month period.	Additional fine equal to all fines levied during that 12 month period; Visa may consider the violation as willful and assess additional fines, as specified in Section 1.10.E

Source: Visa's Operating Regulations, May 15, 2008

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

the X factor²!

eXperience the 2 most important things your payment terminal should be helping you do!

gain

new merchants faster

retain

existing merchants longer

how?

it's simple! build the most innovative, future proof payment terminals that are...

- **easily** upgradable at minimal cost
- **intuitive**, user-friendly, simple to set-up & deploy
- **packaged** with industry leading service & support

what the others can only promise, EXaDigm delivers!



■ Countertop Solutions



■ Mobile Solutions



■ Cellular Wireless Plans



the X factor²...eXperience delivering the payment terminals that help grow the value of your portfolio today.

To learn more contact ExaDigm at 1.866.375.8764 or register for a free live demo at www.exadigm.com/livedemo.jsp

Education (continued)

Value-added workshop

Check processing diversification: Hop aboard

By Christian Murray

Global eTelecom Inc.

Personal paper-check volume is declining, but other types of automated clearing house (ACH) and check payments are increasing. This is a result of emerging technology, new laws passed by the federal government, consumer spending habits and market trends.

The diversification of check processing is critical to the payment processing arena, as this will enable ISOs and merchant level salespeople (MLSs) to capture larger margins and retain merchant business longer.

Following are several check solutions that are gaining momentum:

- Remote deposit capture (RDC) allows checks to be remotely deposited into banks using check images.
- Checks by Web is integrated into merchant Web sites or ISO virtual terminals.
- Checks by phone is initiated through inbound call centers, utility companies and bill payment providers.
- Back office conversion enables checks to be converted in back office environments.
- Internet video recording-based conversion, a solution for mobile merchants, enables processing via cell phones.
- Accounts receivable lockbox is employed by merchants who receive checks in the mail or at drop box locations.
- Recurring debit allows merchants to initiate recurring, monthly ACH payments from clients.

An especially popular solution picking up speed is RDC, which became legal with the 2004 implementation of the Check Clearing for the 21st Century Act (known as Check 21).

RDC adoption has exploded within banks and other financial institutions; there is plenty of opportunity to implement this product across all market spheres. Businesses can use RDC to scan checks for processing and eliminate trips to the bank. The solution also cuts down on lost or misplaced checks and enables fast, accurate check posting to customer accounts.

RDC is changing the way many larger commercial enterprises accept payments. They are realizing significantly

reduced operating costs and bank transaction fees, as well as improved funds availability. For ISOs and MLSs, the RDC market is virtually untapped, but merchants are beginning to employ RDC to enhance sales, and this solution will increasingly impact sales strategies and marketing efforts within our industry.

What does this mean to me?

By offering new check processing solutions, you can expect increased profits, higher volume, better retention, more diverse product offering and the ability to separate your ISO from competitors targeting the same merchants.

The key challenge is training agents on the unique prospecting techniques that are required to find clients who need these types of solutions.

Market conditions and spending trends are impacting everyone's volume and bottom line more severely than in the past. Finding unique angles and strategies for developing a more diverse and profitable portfolio continues to be the big challenge for ISOs and MLSs today.

Sales offices that can find ways to shift focus and sales initiatives to adapt to these trends will stay on top.

ISOs and MLSs will earn much larger streams of income selling check solutions. Many feet on the street are shaving bankcard rates just above interchange to capture merchant business. It is clear they can make much more if they sell check processing services.

Typical ISO or MLS profit for check conversion services can range from 30 to more than 80 basis points. This healthy return is no longer possible solely with bankcard processing.

What are the challenges?

Many ISOs and MLSs have not pushed check services because of the following beliefs and perceptions:

- Checks are on the decline and are not important to merchants.
- The payments industry's core initiative is bankcard processing; other value added services are not as important.
- ISOs and MLSs have lost merchant relationships when check processors have not funded their merchants.
- Check processors are not proactive and do not provide ongoing training or sales material.



**Just 20 of our merchants
saved \$1.7 million
in less than two years
by switching to
American Microloan.**

Enough said.

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

Let us help you finance your merchants with the lowest cost product on the market — \$10,000 for only \$1,200 (vs. \$3,525).

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

For detailed comparisons, visit www.AmericanMicroloan.com

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



American Microloan

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

Education

- It is hard to train the agents to understand and sell the multiple types of check processing services.
- Typical ISO and MLS target merchants are not inclined to accept checks.

Some of these challenges are, in fact, substantive issues for many. It's important to identify and uncover them upfront before you begin any future initiative to push check services sales. The main goal is to mitigate all obstacles so that your efforts are more effective and yield higher results.

Another challenge is to reprogram your sales force to think check and not just bankcard. This mindset starts with upper management and trickles down to everyone else. Without the top executives onboard, overall sales efforts will eventually fizzle out.

For some, this transition will be easy; for others it will not. It's important to go after merchants who will use check services. If your sales team is selling restaurants or retail only, they will struggle to find a satisfactory volume of check deals.

If needed, assign a core group to research and target merchants who would be a good fit for the various check processing solutions you intend to offer. And to find deals, agents will need to shift some prospecting time to

nontraditional merchant types and explore a diversity of back office environments.

How can I get started?

The first step is to become educated on the many benefits of check processing diversification – for you and your merchant prospects and customers. After you have identified the advantages and benefits, the next step is to create an action plan.

- Call a meeting with your sales team to discuss the types of merchants they are already targeting.
- Evaluate your portfolio to determine what types of merchants could use particular check services.
- Review your current check vendor(s) and request updated material and pricing; make sure your partners are ready to help with training and ongoing sales efforts.
- Develop check sales and marketing materials that will help your team both in the field and over the phone.
- Make it clear to the team that this initiative is a priority and that you want results.
- Implement an aggressive compensation plan for MLSs that motivates them to sell check services.
- Implement a system that tracks and measures efforts of the sales team; uncover and eliminate all obstacles you encounter.

Shifting any sales efforts away from bankcard can be painful if not done with precision. But the results will be rewarding. Additional revenues that ensue will show that selling check services is critical to expansion within the ever-shifting payments industry.

It may be true that some merchants neither need nor want check processing services. However, many merchants who are not being pitched these services are, in fact, interested in them. Not continually cross-selling or even mentioning that these services are available opens up access for another provider to slide in, offer check processing, and take your merchant business away.

In the United States, consumer and business checking accounts will always include paper checks as a form of payment. Checks are not going away and will always be used and accepted by a substantial base of customers and merchants. It's time to make selling check services a larger part of your ongoing efforts – today and into the future. 📄

Christian Murray is the Director of Business Development for Global eTelecom Inc. He has more than 12 years' experience within the payments industry. GETI provides check processing and gift and loyalty solutions. For more information, visit www.checktraining.com and www.giftcardtraining.com, or contact Christian directly at 877-454-3835 or cmurray@globaletelecom.com.

Change YOUR Point Of View
Plug Into The Right Solution

eProcessingNetwork
everywhere-ProcessingNetwork

Internet
Mobile
Point Of Sale
Small Business
Financial Software

Advanced Recurring
✓ Reporting ✓ Control ✓ Branding
✓ Sales Training and lots more...

**No Payment Gateway Offers MLSs More
Portfolio Control and More Ways to Make Money**

www.eProcessingNetwork.Com
Reseller@eProcessingNetwork.Com 800-296-4810



You'll make a thousand dollars up-front, plus 90% residuals,
free health insurance, dry cleaning, valet parking and turndown service...

By the way, what time did you want your wake-up call?

Let's be realistic...

We're tired of seeing other's impossible promises, because in the end, we know it's all hype.

At NBS we don't do wake-up calls, but we'll arrange your first appointment!

The NBS Promise:

- Up-front cash!
- True revenue sharing!
- Wholesale equipment pricing!
- Lead setting!
- And, one-on-one support, when you need it!

National Bankcard Systems offers real partner solutions for real businesses!

To setup your custom agent program,
Contact us at: 800.357.4984
or Visit our website: MerchantAgents.com



LIFETIME RESIDUALS :: UP-FRONT CASH :: LEAD SETTING :: WHOLESALE EQUIPMENT

National Bankcard Systems is a member service provider for:
BancorpSouth, Tupelo MS, US Bank of Minneapolis, Minneapolis MN, and Wells Fargo Bank, N.A., Walnut Creek, CA.

Education (continued)

Invest in trust

By Jeff Fortney

Clearent LLC

Trust is a word often bandied about in the payments industry. How can businesses prosper if they don't have the trust of their employees and customers? But, like most valuable things, trust is a commodity that is hard to come by.

In definitions of trust, the key term *reliance* often pops up. Merchant level salespeople (MLSs) rely on their processing partners to deliver on promises – to be honest and forthright, and to place no obstacles in the way of sales growth. In turn, processors rely on MLSs to be honest with merchants, to promise and then to not only deliver, but over-deliver, on service and support.

A high degree of trust has more than an indirect relationship to healthy, business-related interactions. Statistics have proven that consumers will forgo cheaper-priced services and pay more for those offered by businesses and people they trust. Building and keeping trusting relationships nurtures repeat business, putting a steady stream of money in merchants' pockets.

What is more, the trust sales reps build with merchants spills over to merchants' business partners, friends, acquaintances, even other merchants. The spread of an agent's good name and trustworthiness is the best type of marketing: It's free, and it leads to new business which, in turn, leads to more new business.

Therefore, trust is an essential component to doing business. It must become a part of every ISO's and MLS's business plan. Follow these steps to establish and nurture trusting business relationships.

Expect transparency

ISOs and MLSs have certain expectations when they select processing partners. Transparency – upfront, honest business dealings – should be the most important expectation.

All fees and terms should be clearly defined before agents sign contracts with processors, and vice versa. Agreements between agents and processors are not designed to benefit only one partner or the other; they are designed to benefit both.

During contract reviews, consider this question: Does any section, chapter or sentence differ from the initial verbal understanding? If so, ask that the apparent discrepancy be clarified or changed. In short, each party's expectations should be clearly defined.

When examining fee structures, ask questions. Make no assumptions. If a particular fee seems out of place, or a figure looks confusing on the page, ask for clarification. Possible discrepancies in contracts will have a material impact on profits, so get informed on what is being charged.

Due diligence and careful examination of contracts before signing on the dotted line can keep misunderstandings from growing into the cancer of distrust.

Think about consequences

Newton's law applies to all business dealings – for every action there is an equal and opposite reaction. In agreements between agents and merchants, ISOs and MLSs should consider the consequences to merchants. Short-term profits often come at the expense of long-term trust.

For example, it may be easy to "forget" to mention mid-qualified and nonqualified rates to merchants, or to not mention early termination fees or annual fees. However, once merchants are impacted by these fees, they lose trust in their reps, opening the door for them to go elsewhere for processing.

And dissatisfied merchants will talk to other merchants about what wasn't disclosed in contracts.

Peel. Press. Profit.

Our new multi-terminal paper cover decal acts like a billboard to help build your business. This decal features high-quality digital reproduction. Best of all, it's an inexpensive product customized just for you!

- NO die charge
- NO film or plate cost
- Fits most widely-used terminals
- High quality logo reproduction

Promote your business on every terminal you place. Send us your logo and we do the rest!



GB Frank
international

For Information or ordering: 888-332-2577

www.gbfrank.com

Win at Processor Pursuit. Choose First American.



Processor
PURSUIT

First American offers an extensive line of in-house products and services?

First American offers an extensive line of in-house products and services designed to meet the specific needs of your merchants. Don't settle with a provider that forces you to seek outside sources when it's all in-house at First American! We can mix and match our products to make the perfect processing plan for your merchants at fair and affordable rates.

- Credit, Debit, EBT
- Secur-Chex® Check Services
- FirstAdvantage™ Gift Cards
- Merimac Capital® Equipment Leasing
- FirstPay.Net™ E-commerce Solutions
- FirstView™ Online Reporting
- FirstFund™ ACH Processing
- ATM Sales and Placements

YES or **NO**

...providing quality in-house solutions... and partnerships since 1990.

 **FIRST AMERICAN
PAYMENT SYSTEMS**

Your Partner for Quality Payment Solutions

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

sales@first-american.net www.first-american.net

Education

Be trustworthy

Agent actions toward merchants should clearly demonstrate honesty and integrity. The easiest way to be trusted is to do what you promise to do. And, if for any reason you cannot fulfill a promise, inform the merchant involved and provide an explanation. Otherwise, trust will degenerate.

The straightforward approach is crucially important when dealing with merchants. But don't forget merchant relationships with processors. Though merchants have direct relationships with agents, they also have indirect relationships with processors. So understand processors' distinct approaches to merchants and the types of support and customer service they are willing or able to provide.

Tell the truth

Yes, always be truthful, even if it hurts. It means that any lie, no matter how small, chips away at trust levels. Don't purposely withhold any information from merchants. While failing to provide information may not be considered technically lying, it's still not full disclosure. Honesty in all business dealings builds trust.

Admit mistakes and say you're sorry

Everyone makes mistakes. But when you err, take

responsibility. Apologize and fix the problem. A sincere, "Sorry, I will get it fixed," and remedial action will go miles toward maintaining trust through even the most difficult times.

Be timely

Don't put off notifying clients of distressing news. Delays in this regard are almost as egregious as outright lies; they often make situations worse. Disclosing bad news immediately may be painful, but it offers a better chance of making the trauma short-term and transitory. But the breach a delay may cause in business relationships may be irreparable.

Communicate

Good communication is the lifeblood of trusting relationships. Clients don't have to be your best friends, but they must be respected and always told the truth.

Trust is earned, not given. Processors must earn the trust of ISOs and MLSs who, in turn, must earn the trust of merchants. But once earned, the value to all participants will far exceed the effort invested. ☐

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



AlphaCard

S e r v i c e s TM

0
Hold Times

0
Statement Fees

0
Transaction Fees

0
Reasons Not To Call Now!

WWW.THEALPHAEDGE.COM

1-866-253-2227



PCI Compliant Solutions at a Great Price!

PCI PED device

PCI PABP application v.2.0.0

PCI Level 1 DSS gateway

Level 4 merchant solution

New Secure Wireless POS Terminal

GPRS Terminal, Only \$499⁰⁰/₁₀₀

Included:

- ✓ 12 Months of Wireless Airtime - FREE*
- ✓ 12 Months of Wireless Gateway Service - FREE*
- ✓ PCI PABP Compliant Software Application - FREE*

CALL NOW or VISIT OUR WEBSITE FOR MORE INFO:

1-800- 211-1256 x150
sales@chargeanywhere.com

**Rules and Limitations Apply*

WWW.CHARGEANYWHERE.COM/SPECTRA.HTM

CHARGE 
Anywhere[®]
Empowering Payments[®]

Education (continued)

Web site optimization: A route to talent

By Curt Hensley

CSH Consulting

Have you ever wondered how many searches are done each month for job-related keywords on Google? I knew it was a huge number, but I was surprised to see it was over 100 million searches in June 2008 alone – especially considering June is typically a slow month for recruiting and job searching.

The use of key words and overall Web site optimization affect almost every aspect of any growing merchant services business. It's easy to realize you will get more business if your Web site comes up when merchants do a search for "credit card processing services."

Many don't realize keyword optimization can also be an important factor in finding talent.

Historically, search engines haven't publicized numbers on how many specific searches are done for targeted keywords. But recently Google changed its external keyword research tool to reveal monthly search number totals, including the average number of searches for exact keywords.

This helps to spotlight exactly how much job- and career-related search activity is happening each month on Google.

Illuminating data

If you would like to access this free tool on Google, visit <https://adwords.google.com/select/KeywordToolExternal>. I pulled up interesting data using this tool. The following charts reflect one month's worth of search data:

Top career areas sought

Career area	Number of searches
Sales	2.2 million
Customer service.....	1 million
Administrative.....	823,000
Accounting.....	673,000
Human resource.....	673,000
Nursing	673,000
Finance.....	368,000
Legal	301,000

Top job locations sought

Location	Number of searches
Georgia.....	2.7 million

Illinois.....	2.2 million
Arizona	1.5 million
Massachusetts.....	1.5 million
Michigan	1.5 million
New Jersey	1.5 million
Chicago.....	823,000
Dallas.....	673,000
San Diego.....	550,000

After just a little playing with this Google keyword research tool, you'll see how gigantic the opportunity is for employers who optimize their Web site career and job content, so as to drive Google users directly to their career sites.

If you've read many of my previous articles in *The Green Sheet*, you will recall that looking for passive job seekers is a common theme I highlight because it is an important aspect of growing an organization.

Optimizing your Web site so that your job opportunities come up when specific merchant services-related terms are typed in can be a resource to attract these passive job seekers.

Here's additional data on keyword searches pertaining to our industry. These figures are based on searches done in June 2008 alone:

Top payments industry search topics

Keyword or phrase	Number of searches
Credit card processing	246,000
Interchange	165,000
Accept credit card.....	90,500
Merchant acquiring.....	5,400
Credit card jobs.....	3,600
Merchant credit card processing.....	3,100
Transaction processing jobs.....	210

Try it for yourself. Do a search on Google for one of your own job titles and see if you can find your job mentioned online.

You can see that the number of searches for industry specific jobs isn't astronomical, but there were a ton of searches for industry buzzwords like "interchange." If your Web site were optimized properly, your job would have come up when the 165,000 interchange-related searches were done. This can be an effective way to draw potential employees who aren't even looking for a job when they use Google to look up information.

payment
alliance

international

the road to success starts **now**



quality

reliability

experienced management

full product suite

Enjoy the ride, we'll deal with the bumps



Hassle free ISO relationship management

Aggressive revenue share programs

Full suite of payments solutions (Payments processing, ATM services)

Top industry management

On time residuals

We will customize your program, call today!

Contact Dennis Hamilton for more information

1-866-440-8671

Education

While most corporate career sites look flashy and are designed for employer branding, such efforts can in many cases decrease the likelihood of career site optimization. Using flash animations, pop-up windows, pull-down selections and frames could make your site very stimulating for users, but it could also make your site very difficult to find.

Unfortunately, search engine optimization is a difficult task. Most employers' job content is buried behind a keyword search engine, which is good for candidates who know what they're looking for. But Google won't execute a specific keyword search on its own. So potential job candidates will never see the job opening if they don't know what, specifically, to search for.

Landing pages

Another issue with getting your career site found by Google (using job content only) is that jobs likely go on and off your career site daily, which makes it difficult to obtain a higher placement ranking with the search engines using job content, which is very dynamic.

It's actually more advantageous for employers to develop talent landing pages, which contain profiles for specific hiring need areas and stay online constantly (whether they have open jobs in those categories or not), so that Google can always find that page. The content within these "talent landing pages" contains information about open jobs that match the listed profiles.

If you're a smaller organization, like many ISOs, you should be able to

create job-description pages on your Web site with HyperText Markup Language, the most common language used to create Web pages (talk to your webmaster).

However, larger merchant services companies with hiring needs in several categories and multiple locations will need to seek an alternative with more features.

If this applies to you, try a solution that can interface with your applicant tracking system and automatically pull open jobs into these pages. This solution should then route candidates back to your applicant tracking system when they want to apply for a job.

This provides candidates with the best possible experience and allows for the Web site to still have all the bells and whistles you paid for. Even more importantly, this gets you placed high up in the search engine rankings on Google and other search engines.

(By the way, this is not unlike the tactics job boards use to do their search engine marketing, but rarely do we see employers using the same strategy in their interactive marketing).

You can cut your recruiting costs dramatically by driving active and passive candidates directly to your career site, using either search engine optimization or search engine marketing. Now is an ideal time to get started. Fall is coming faster than you think. If you want your job openings to land on the first page of a related Google search by October, take action right away. 

Curt Hensley is the founder, Chief Executive Officer and President of CSH Consulting, a recruiting firm exclusively focused on the payments industry. He and his leadership team have over 50 years of combined experience recruiting in the merchant acquiring arena. They recently placed their 1,200th payments industry professional since their inception eight years ago. Contact him at 480-315-8800 or curth@cshconsulting.com.

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



Haven't Been to the Gym Lately?

Why wait? Open the door to financial fitness starting today.

Introducing Recurring Billing Service from CrossCheck.

Sports and fitness centers, membership organizations and businesses that rely on recurring billing cycles can now automate the process with our electronic check conversion program. Our online client portal makes it easy to manage billing cycles and customer information.

The ISO Workout Advantage

- Ongoing residual income
- Untapped market segment
- Improves client billing efficiency
- Prevents late payments and collection calls
- Saves time, reduces trips to the bank

To start your financial fitness plan, contact us:
800-654-2365
partners@cross-check.com
www.cross-check.com



SAY *Yes* TO CHECKS®
Paying lifetime residuals for over 25 years

Education (continued)

Lead with communication

By Daniel Wadleigh

Marketing Consultant

Research indicates businesses will lose almost 20 percent of their customers over time. Roughly 3 percent will pass away, 6 percent will relocate and 10 percent will be lured away by the competition.

Of the 10 percent who bail, 93 percent won't even tell you.

What this means for you, as ISOs and merchant level salespeople (MLSs), is you must devise business strategies that will not only maintain existing customer relationships but will also continually replenish your merchant base.

The solution? Open lines of communication between you and individuals in your target market are essential in gaining and retaining business. And employing tried-and-true techniques can help you in this regard.

If you think communicating with leads means only sending out newsletters or making phone calls monthly to ask if merchants are ready to select you as their merchant services provider, you are shortchanging yourself – short- and long-term.

Instead, make every effort to become a fixture in merchants' day-to-day activities; otherwise they will go elsewhere for processing.

Go fishing

You must ask merchants three important questions:

1. What's going on with your customers?
2. What do your customers want in the way of products and services?
3. When will you be ready to buy processing?

Once those questions are answered, dive into the marketing strategies best suited to each particular merchant.

Bait the rod

People love getting stuff for free, or at a discount, so entice current and potential customers by sending coupons that double as surveys. In this form of marketing, retailers receive a discount and, in return, ISOs and MLSs receive valuable information about their businesses – data you can use in gaining and retaining valuable processing contracts.

Squeezed for time or money? Try a market research questionnaire. To lure customers, offer discounts to be redeemed once questionnaires are filled out and returned.

Tie in useful rewards such as free auto-responder reports or other added values to keep merchants engaged and interested in your propositions.

Begin greetings to leads with a few sentences along these lines:

Dear (insert customer name),

We need your help with an extremely important detail about (insert the issue you're concerned with).

If you can provide some information, we will reward you with a free (insert product or service you intend to use as a reward).

In whatever form you deliver questionnaires – electronic or hard copy – 80 percent of your message should contain information that will be of use to the recipients, with the remaining 20 percent devoted to the freebie or discount being offered.

And don't use this tool to try to close sales; it makes merchants wary of your motives and puts you in a bad light.

Another sound tactic is to call on potential clients. Instead of cold calling, think of it as happy calling. This communication method is the most productive because, more often than not, it tells merchants their business is important to you.

You can't always visit your merchants, so phone calls are the next best thing. An empathetic voice could be the difference between a new customer and one who runs off to the competition. Pairing the happy call technique with postcards or e-mails is a winning combination.

Reel 'em in

Once communication pathways are open, work diligently to keep them that way. Whatever mode of communication works best, make sure the questions you ask merchants return the most effective responses.

Don't ask questions that result in only yes or no answers. Instead, encourage merchants to express their opinions fully.

This will show customers old and new that they are valued partners, as well as give you valuable insights into merchants' business operations.

Ongoing communication will dissolve any suspicion merchants may feel toward you and strengthen customer loyalty in the long run.

The result will be increased acquisition and decreased attrition in your merchant portfolio, which means a more secure future for you. 

Daniel Wadleigh is a veteran marketing consultant in the payments industry. He offers an educational program that is available on a PowerPoint presentation and designed to help ISOs elevate themselves above the competition. For more information, contact Daniel at 512-803-0956.

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



80%

High Performance MLS

True 80% Residual Payout Since 2004

The services our partners provide their merchants are honest, genuine and simple, too. Competitive pricing, top-of-the-industry processors, and unbeatable 24/7 service.

- | | |
|--|----------------------------|
| • Actual Stock Ownership & Account Ownership | • 23 Cent Flat Rate Debit |
| • True Pass-Through Interchange Cost | • BC/BS Insurance w/Dental |
| • Direct Processor Access & Reporting | • Zero Hold Times |
| • 5 Cent Network Cost | • Zero Debt |

Build a network, build an ownership portfolio, and build your profits.

* Minimum of five years verifiable industry experience required.

MLS
DIRECT NETWORK

(877) 972-0700

www.mlsglobalnetwork.com

Registered ISO/MSP of Chase Paymentech & Harris, N.A.

NewProducts

Keep alert with merchant accounts

Product: MercuryAlerts

Company: Mercury Payment Systems LLC

ISOs and merchant level salespeople (MLSs) are all too familiar with that handful of merchants in their portfolios who cause them the most grief. Maybe certain merchants forget to close their batch payments every day, or electronic transactions at their businesses are downgraded a little too often.

Based on such complaints, the brain trust at Mercury Payment Systems LLC developed MercuryAlerts, an e-mail notification service that alerts its ISO and MLS resellers to processing problems with their merchants.

If batch payments are open too long, or excessive and potentially fraudulent purchase amounts are transacted, or merchants are key-entering card numbers too often at the POS – which may mean merchants are operating faulty POS terminals – resellers will know about it within a day with MercuryAlerts, the company noted.

The system is customizable to reseller preferences. Resellers control the parameters of the alerts – what types of problems or trends MercuryAlerts should track for any given merchant. Resellers also control who receives the e-mail notifications – if they want alerts delivered to certain merchants only.

"I think bottom line, [MercuryAlerts] is a powerful tool that can detect processing irregularities, ... and that enables resellers to proactively provide excellent customer service that no one else can deliver," said Wendy Graham, Mercury's Media Relations Manager.

For example, one Mercury reseller was working with a large grocery store chain. One of about 100 stores in the chain was causing problems because it was not closing its batches consistently, causing processing snafus and major headaches for the reseller.

"And so when he heard about MercuryAlerts, he immediately signed up just for this merchant, and he had his settings to be notified every 48 hours," Graham said. "And he did get a notification that this problem-child store had forgotten to close their batch again. So he immediately went back in and customized the settings for 24 hours.

"He gets a daily notice on this store because he doesn't want it to get out of control like it did the last time. A perfect example of how, for a particular store, you can get a daily update."

Fraud flagger

MercuryAlerts also functions as a risk mitigation tool. The system can tabulate the amount of transactions keyed into a POS terminal. If someone is "manually typing in all these card numbers in through the POS, they can get notifications if it exceeds a certain percent," said Glen McDaniel, Director of Software Development at Mercury.

The system was only recently taken out of beta testing and has already been effective in flagging "employee issues" involving workers who tried to put money on their own cards, McDaniel stated. MercuryAlerts notified resellers "when that was actually happening," he said.

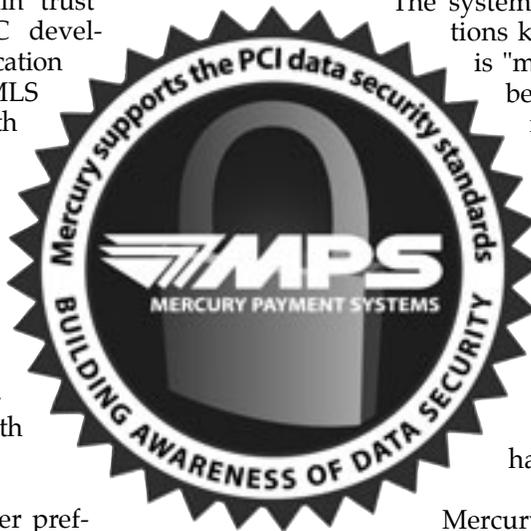
MercuryAlerts is a free, value-added service that comes bundled with the Durango, Colo.-based processor's other processing capabilities. According to Mercury, the e-mail notification feature is a first-in-class product, with no competitors offering a similar service.

"The feedback has just been extraordinary," said Kyle Ouzts, Reseller Channel Manager at Mercury. "This feature allows our resellers to differentiate themselves from the competition, as well as merchants to partner with a processor who's going to bring value-added services to assist with getting the best processing value for their buck." 

Mercury Payment Systems LLC

800-846-4472

www.mercurypay.com



NewProducts

Turbo charge PCI compliance

Product: TurboPCI

Company: TurboPCI Inc.

The Payment Card Industry (PCI) Security Standards Council (SSC) has mandated that all businesses that accept plastic must be PCI Data Security Standard (DSS) compliant.

That means global corporations all the way down to mom-and-pop shops must comply with PCI DSS.

But according to Dr. Suzanne Miller, Senior Partner at TurboPCI Inc., a division of Compliance & Audit Group Inc., small businesses, which represent about 95 percent of all merchants in the United States, don't have a clue about PCI DSS.

"A, they have no concept that they need to do this, and, B, if they do, they don't understand it," Miller said.

That is where TurboPCI comes in. It is both an online service and a hardcopy workbook that leads merchants step-by-step through the PCI DSS – not only providing



education about what merchants need to do to gain compliance, but also how to do it.

"For example, one of the [PCI] requirements is that you have an inventory of all media containing cardholder data," Miller said. "So what we've said is step one, look around your business and identify every sheet of paper that has a credit card number on it.

"Determine if you have floppy discs, backup tapes, anything that could contain a credit card number.

**AN UNBEATABLE
SOLUTION AT ONE
UNBELIEVABLE PRICE**

\$249 DIAL UP/IP
BACK-LIT
\$279 WITH 3 YEAR NO FAULT REPLACEMENT WARRANTY

The most sophisticated all-in-one solution on the market today is here. With its numerous ports, you can add further value to the customer relationship by offering additional premium services like: Debit, Check, Gift/Loyalty, Contactless, and more, SIMULTANEOUSLY! With its remote updating capability, you install it once, and you never have to touch it again. Add in the fact that it's a dual communication terminal, both Dial-Up and IP, and has a back-lit keypad; this is one unbeatable terminal at one unbelievable price.

PUT MARGIN BACK IN YOUR BUSINESS
This Agent Protected Solution can help quell the margin erosion and put money in your pocket.

Call Fred Couch Today
800.726.2117
ext. 1156

"Now that you've identified it all, decide if you need to keep it. If you need to keep it, if it's paper, you put it in a container, mark confidential on it and then store it in a lockable closet.

"And then we have a form where they fill out that they have box 1, box 2, box 3, the date that they put it in the storage room."

Similarly, if merchants decide to destroy cardholder data, TurboPCI tells them how to go about it and how to document it.

As a Qualified Security Assessor (QSA) since 2003, TurboPCI understands the burden PCI DSS has placed on ISOs in making sure their merchants reach and maintain PCI compliance.

So TurboPCI also provides reporting features that keep ISOs and acquirers updated on which merchants are compliant and which ones aren't.

"So imagine an ISO that has 10,000 merchants and now they have 10,000 [security assessment] questionnaires sitting on their desk," Miller said. "And they're going to have to report out on all of them? I don't think that's going to happen."

TurboPCI is able to sift out the "problem" merchants so acquirers can focus their efforts on them.

Pain point mitigation

Miller's team also understands that acquirers are in "a lot of pain right now," she said, because they don't know how to get all their merchants PCI compliant. So the QSA is offering acquirers a deal.

"If we have a substantial amount of the acquirers' merchants who have signed up for TurboPCI, we provide all of the service to the acquirers at no cost," Miller said. And merchants will be charged less than \$100 a year for TurboPCI.

Additionally, Miller said acquirers themselves are required to attain level 1 PCI DSS compliance, which requires a yearly security audit.

The QSA will supply that audit to acquirers free of charge, "if you give us your merchants," Miller said. ■

TurboPCI Inc.

407-282-1300
www.turbopci.com

Ohhh, yeah!



Both with Guarantee!

877-454-3835

www.CheckTraining.com

Sales@GlobaleTelecom.com

www.GiftCardTraining.com

Global eTelecom, Inc. 



**Target Your Success
with Pivotal Payments
\$1,000 per Merchant Program**

**Contact us today
to get complete details.**

1 866 467-2688

www.isoagentprogram.com

**No limits.
No caps.
Weekly payments.**

**The most lucrative program
available today!**

Inspiration

WaterCoolerWisdom:

**Shared joy is a double joy;
shared sorrow is half a sorrow.**

- Swedish proverb

For better or worse

Business relationships are like marriages. The successful ones involve honest communication, compromise, patience, understanding and the willingness to "take one for the team" once in a while.

Relationships can be relatively easy to maintain during prosperous times. If there is plenty of money coming in to fund day-to-day operations and pursue new opportunities, maintaining a healthy, mutually rewarding relationship can be a snap.

When the money is flowing in, all affected parties feel secure.

The strong survive

However, all relationships are tested during times of stress and uncertainty. This is when sacrifices are made and new priorities come to the fore. Tough decisions and actions are necessary.

During such times, strong relationships tend to endure and weaker ones are likely to self-destruct.

We are currently experiencing a time of stress-inducing uncertainty. Our economy is hurting, and our entire country is feeling the pain.

Food costs are rising, home prices are falling; gas prices are up, the stock market is down. And some of you, as ISOs and merchant level salespeople, are feeling the pinch.

Patience is tested

During boom times, business partners and customers are



more patient and more forgiving of mistakes. They may be fine with waiting five or 10 minutes for you to arrive for a meeting; they may not mind if it takes you a day to return a phone call or e-mail.

But when stress levels peak, waiting for your attention can become a much larger issue.

Less than stellar service can be interpreted as disrespectful and selfish. Seemingly unimportant items can become much more significant.

Groundwork pays off

The good news is that if you have been nurturing your relationships during the good times, your years of hard work will now pay off.

It may be difficult to recognize this if your business expenses are rising and your residual payments are stagnating. But it's true.

Today is your lucky day because you are retaining your clients and partners, while those who didn't bother to build strong relationships are losing business as their partners jump ship in search of someone who truly cares about their welfare.

Inspiration

Service is crucial

This does not mean you can now take your merchants and key business partners for granted. In fact, you will have to work even harder to ensure that those you depend on for your prosperity stick with you through possible lean times ahead.

Look for ways to show merchants their money is being well spent on your services. Offer more than the minimum.

For example, if a customer asks you a question pertaining to a pressing problem, don't simply answer it; offer to help implement a solution. Follow up to make sure the issue is resolved, and don't forget to ask if you can help with anything else.

Sharing makes a difference

Be on the lookout for information that may be of use to your partners and clients, and share what you discover with them. Perhaps you have a customer who found an innovative way to save a few dollars. Share the idea with others and see if they can implement it as well.

Good listeners thrive

And when you think you've done everything you can

for your professional sphere, remember, you can always listen and show empathy.

Let merchants talk about their woes. And if you can't fix a particular problem, communicate that you understand, and convey that you would do something to help if you could. Sometimes being a good sounding board is the key to being an effective business partner.

Prosperity will return

All relationships have their ups and downs. So, hang in there like intrepid old-timers who live wisely and love deeply enough to dance at their golden wedding anniversaries.

When the economy improves, and it will, you and your partners will be poised to celebrate with your customers, help their businesses grow and provide the additional services that will be needed to meet their expanding needs.

Good Selling!SM



Paul H. Green, President and CEO

How do I select a company who can provide the best Remote Deposit Capture Service for my clients?

EZ.

Turn to EZCheck®. With it's unique EZDeposit Service, you can offer any prospect a complete turnkey remote deposit capture solution.

- ✓ Unlimited markets, prospects and residual opportunities
- ✓ All check types can be processed
- ✓ Web based service with imager
- ✓ EZ pricing, EZ paperwork, EZ set-up

Let EZCheck® show you how EZDeposit can help you expand sales.

Call EZCheck® today at 1-800-797-5302, ext. 3313
or email ezsales@ezchk.com.

EZ
EZCheck™

www.ezchk.com

POScript

ShortStack

Hasbro Inc. sued the creators of **Scrabulous**, an **unlicensed copycat** of Hasbro's Scrabble found on social networking site Facebook. ... NASA satellites discovered that **substorms of magnetic energy** cause the aurora borealis, or Northern Lights. ... From a chunk of 70-million-year-old sandstone, Asia-Pacific scientists uncovered **the fossil of a Tarbosaurus**, a relative of the giant Tyrannosaurus rex. The ancient specimen, believed to have **died at age 5**, measured about six-and-a-half feet long. ... World leaders at the June 2008 G-8 summit in Tokyo committed their countries to a **voluntary 50 percent reduction** in greenhouse gases worldwide by 2050. ... A University of Wisconsin-Madison study found **grade school girls equaled boys** in math aptitude; it attributed the finding to an increase in girls taking advanced mathematics courses. ... The U.S. Secret Service asked the federal government for **an extra \$9.5 million** to cover unexpected costs of protecting presidential candidates in the 2008 election year. ... Toyota Motor Sales U.S.A. Inc. **raised the price of its Prius hybrid** by \$500 for the 2009 model. ... The U.S. Geological Survey estimated the **Arctic contains 90 billion barrels** of untapped crude oil, representing close to 13 percent of the world's undiscovered oil supply. ... No splashdown will take place for the **first Russian-European manned spacecraft** designed for trips to the moon and back, as the craft will set down on Earth using thrusters. ... Attack code that exploits flaws in the Internet's addressing system have begun circulating online; security experts warn this could **embolden phishing scammers**. ... A Gartner Inc. analyst predicts **the death of the computer mouse** in the next three to five years. The replacement? Touch screens and face recognition technology. ... A recent morning-commute **burp in London's Oyster card** electronic transportation fare system caused card users to be overcharged. Although transit authorities said cardholders were reimbursed and the problem was resolved by noon, the **disruption could cost the city** hundreds of thousands of pounds. ... **New high-tech Speedo U.S.A.-designed LZR swimsuits** are predicted to help Olympians break records during the 2008 Summer Olympics in Beijing. ... **A new search engine called Cuil** (pronounced "cool") is positioning itself as a competitor to Google; it claims to have three times the size of Google's database and a friendlier user interface.

MLScapes

Here's what they're saying on GS Online's MLS Forum:

Strangers are just friends you haven't met yet. Get out there and meet new folks.
– Mike Hock, "SinkorSwim"

The bold don't live forever, but the timid never live at all.
– Rick White, "hipoint"

Knowledge is power only if people want it, and only if you have the knowledge.
– Dyson Barnett, "DLLB"

ISO-Q Test

Which of the following statements is correct?

1. Despite gloomy reports about biometrics technology, a research group predicts payments using biometrics will more than double by 2013.
2. Unlike devices equipped with radio frequency identification technology, mobile devices that support near field communication technology sport antennas.
3. Remote deposit capture technology is not able to read handwritten check amounts.

The first statement is correct.

Biz bytes

An angel investor is an individual who invests in a business venture, providing capital for start-ups or business expansion.

An angel syndicate is a group of angel investors who, by banding together, can invest more money into businesses than an individual investor.

Loopy laws

In Arkansas, the Arkansas River's high-water mark is not permitted to be above the Main Street bridge in downtown Little Rock.



DateBook

Visit www.greensheet.com/tradeshows.htm for more events and a year-at-a-glance event chart.



The Prepaid Press

The Prepaid Press Expo'08

Highlights: This Roman forum-themed event will focus on the latest market trends in the prepaid industry, including the calling card, prepaid wireless and payments processing arenas.

The exhibit hall will have a unique layout to maximize the interaction of exhibitors and attendees and feature an imperial rostrum, a center stage for product demonstrations, and prize drawings. TppExpo'08 has conference tracks designed to maximize the experience for participants, presenters and attendees. Attendees will learn from industry experts, be able to attend all the sessions for a single track and still spend time viewing exhibits and networking.

When: Aug. 19 – 21, 2008

Where: Caesars Palace, Las Vegas

Registration: Visit www.prepaidpressexpo.com.



Western Payments Alliance

2008 Payments Symposium

Highlights: WesPay's seventh annual event brings leading

industry experts together to share their insights and stimulate an exchange of ideas on challenges facing the payments industry.

This event facilitates networking between financial services decision makers and solutions providers. The symposium will examine electronic payments issues and trends, as well as feature keynote addresses, panel discussions and specific topics for each day.

More than 300 senior-level managers and payments professionals and approximately 30 corporate exhibitors are expected to participate.

When: Sept. 7 – 9, 2008

Where: Harrah's Las Vegas Hotel and Casino, Las Vegas

Registration: Visit www.wespay.org.



BlueStar

Vartech Conference 2008

Highlights: This combination conference and tradeshow strives to unite value added reseller (VAR) partners, industry manufacturers and BlueStar employees in a constructive forum that enables

When it comes to advertising, we agree ...

High visibility gets your phone ringing!

Advertise in

G S Q

Distributed at all major industry
events and meetings.

Call us today!
Ad reservations closing soon!

DANIELLE THORPE
707-586-4737 DIRECT

OR RITA FRANCIS
866-429-8080 DIRECT



VARs to cultivate rewarding relationships with hardware manufacturers and software solutions providers.

The event is said to be the number one tradeshow in the United States for vendors and resellers of POS equipment, auto identification, mobility and radio frequency identification technologies.

Activities will include one-on-one product demonstrations in the exhibit hall, seminar sessions presented by industry experts and numerous networking opportunities at evening events.

When: Sept. 15 – 17, 2008

Where: Loews Royal Pacific Resort at Universal Orlando, Fla.

Registration: Visit www.bluestarvartech.com.



Western States Acquirers Association 2008 Annual Conference

Highlights: WSAA's fifth annual show will take place in an elegant and expansive resort setting with stunning desert views.

The board of directors is taking suggestions for topics and subjects to place on the agenda in order to offer a range of timely, pertinent and useful material. Please offer suggestions to Ken Elderts, President of WSAA, at 951-302-3517 or at ken.elderts@westernstatesacquirers.com.

When: Sept. 23 – 25, 2008

Where: Doubletree Paradise Valley Resort, Scottsdale, Ariz.

Registration: Visit www.sourcemediaconferences.com, or call 800-803-3424 or 212-803-6093.



SourceMedia Inc.

ATM Debit and Prepaid Forum

Highlights: This event, in its 16th year, focuses on the three distinct market segments – ATM, debit and prepaid – with an added track on emerging payments designed for executives from banks, other financial institutions and nontraditional bank-card issuers. Special features include happy hour networking, hands-on interactive workshops and dinner with conference Chairperson Tony Hayes.

Topics include decoupled debit, next generation ATMs and multipurpose kiosks, the future of cash, direct electronic payments, the underbanked, signature versus PIN debit, debit risk management, and loyalty and prepaid products. An early bird special with reduced registration fees expires July 25, 2008.

When: Oct. 5 – 7, 2008

Where: Sheraton Wild Horse Pass Resort and Spa, Chandler, Ariz.

Registration: Visit www.sourcemediaconferences.com, or call 800-803-3424 or 212-803-6093.



First Data® Global Leasing Solutions

- Faxed applications accepted and funded
- Credit score notification within 2 hours of faxed application
- Funding of commenced leases within 24 hours
- Dedicated Relationship Manager

Competitive Rates • Cutting Edge Technology • Superior Service



Call for Details and Start Saving Today!

800-897-7850

ResourceGuide

To add your company to our expanding listing, call 866-429-8080 today.

ACH - Check 21 BOC

Creative Cash Flow Solutions
(866) 691-0666 x166
www.ilovechecks.com



Global eTelecom, Inc. (GETI)
(877) 454-3835
www.checktraining.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) 875-6680
www.IDCheX.net

ATM / SCRIP ISOs LOOKING FOR AGENTS

Access 1
(866) 764-5951 x207



Data Capture Systems Inc.
(800) 888-1431
www.msi-sd.com

NationalLink
(800) 363-9835
www.nationallink.com

United Cash Solutions
(800) 698-0026 x1430

BANKS LOOKING FOR AGENTS

BluePay Inc
(866) 579-6690
www.BluePay.com

Comerica Merchant Services
(800) 790-2670



Group ISO, Inc.
(800) 960-0135
www.groupiso.com

Humboldt Merchant Services, L.P.
(877) 635-3570
www.hbms.com

Redwood Merchant Services
(707) 569-1127
www.redwoodmercantservice.com

BANKS LOOKING FOR ISOs / MSPs



Group ISO, Inc.
(800) 960-0135
www.groupiso.com

Integrity Payment Systems
(888) 477-4500
www.integritypaymentsystems.com

CANADA CC CASH ADVANCE LOOKING FOR AGENTS

Rock Solid Funding Solutions
(888) 519-2525

CASH ADVANCE LOOKING FOR AGENTS



CHECK COLLECTIONS

CybrCollect, Inc
(888) 340-9205
www.getmychecks.com

**LOWER PRICES. MORE INVENTORY.
EXCEPTIONAL SERVICE.**



POS Portal EQUIPMENT SALES

...and introducing SHORT TERM RENTALS!

**A great solution for
merchants who need a
credit card terminal for
the short term,
no minimum terms.**

POS equipment sales,
rentals, leases, repairs,
deployment services

Distribution centers in
Sacramento, CA and
Louisville, KY

Next-Day delivery for
orders placed before
8:00PM ET (M-F)

Customer service
available from 8:00AM to
8:00PM ET (M-F)

E-MAIL or CALL for more information:

EQUIPMENT SALES: sales@posportal.com or 1.866.276.7289 OPTION 1

SHORT TERM RENTALS: tnawara@posportal.com or 916.563.0111 EXT. 210

www.posportal.com

ResourceGuide

**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

**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
www.integritybankcard.net

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



General Credit Forms, Inc.
(800) 325-1158
www.gcfinc.com

Ingenico
(800) 252-1140
www.ingenico-us.com

JRs POS Depot
(877) 999-7374
www.jrsposdepot.com

MagTek, Inc.
(800) 788-6835
www.magtek.com

POS Portal
(866) 276-7289
www.posportal.com

The Phoenix Group
(866) 559-7627



VeriFone
(800) VERIFONE

FINANCING**FINANCING FOR ISOS**

ISO Funding
(800) 781-5007
www.isofunding.com

**FREE ELECTRONIC
CHECK RECOVERY**

ACCESS CHEX
(866) 746-CHEX
www.accesschex.com

GIFT / LOYALTY CARD PROGRAMS

Electronic Payments (EPI)
(800) 966-5520 x221
www.epigiftcards.com

FLEXGIFT/LUMSI
(800) 260-3388

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.giftcardtraining.com

HIGH RISK

AVP Solutions
(800) 719-9198
www.avpsolutions.com

International Merchant Solutions
(800) 313-2265 x106
www.officialims.com

What's black and white and GREEN all over?



all  **tronic**.com
environmental progress through a paperless innovation



ISO RELATIONSHIPS AVAILABLE

AmericaOne LLC

(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

Elavon

(800) 819-6019 x6
www.elavon.com

Electronic Payments (EPI)

(800) 966-5520 x223
www.epiprogram.com

EVO Merchant Services

(800) CARDSWIPE x7800

First American Payment Sys.

(866) GO4 FAPS
www.first-american.net

Global Electronic Technology, Inc (GET)

(877) GET 4ISO
www.gettrx.com



Global Payments Inc.

(800) 801-9552
www.globalpaymentsinc.com

Group ISO, Inc.

(800) 960-0135
www.groupiso.com



MSI-Merchant Services, Inc.

(800) 351-2591

North American Bancard

(800) BANCARD x1001

IRN Payment Systems

(800) 366-1388 x210
www.partner-america.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 LLC

(888) 502-6374

BluePay Inc

(866) 579-6690
www.BluePay.com

Elavon

(800) 819-6019 x6
www.elavon.com

Global Electronic Technology, Inc (GET)

(877) GET 4ISO
www.gettrx.com

iMax Bancard

(866) 702-8801
www.imaxbancard.com

Merchant Portfolios.Com

(866) 448-1885 x308
www.MerchantPortfolios.com

North American Bancard

(800) BANCARD x1001



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 LLC

(888) 502-6374

BluePay Inc

(866) 579-6690
www.BluePay.com

Cyndigo

(877) 296-3446

Electronic Payments (EPI)

(800) 996-5520 x223
www.epiprogram.com

EVO Merchant Services

(800) CARDSWIPE x7800

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



With Two Shipping Locations to Choose From

Saving Time & Money Is the Only Choice



We'll ship from our Eastern or Western facilities to speed your terminals to you as quickly as possible—at the best price possible. In some cases, you could get delivery next day for the price of ground! This is in addition to all of the other great services from TSYS Acquiring Solutions.

- >> Managed PCI Upgrade Programs
- >> Lease/Rental Programs
- >> Flexible Merchant Payment Options
- >> Dedicated Account Managers

- >> Downloads and Injections
- >> Repair and Replacement
- >> Terminal Supplies
- >> Multiple Revenue Stream Opportunities

To place an order, or to learn more about how we can help you simplify terminal deployment, give us a call at **800.686.1999 ext. 3016**, or e-mail us at acq-equipsales@tsys.com.

Every Second. Every Hour. Every Day.™
Impeccable Performance Delivered.™

TSYS Acquiring Solutions

www.tsysacquiring.com

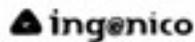
TSYS Acquiring Solutions offers a comprehensive inventory of the latest POS terminal solutions from the leading manufacturers



EXADIGM



HYPERCOM



ingenico



MAGTEK



Verifone

ResourceGuide

Group ISO, Inc

(800) 960-0135
www.groupiso.com

iMax Bancard

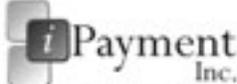
(866) 702-8801
www.imaxbancard.com

Impact Paysystems

(866) 884-5544 x1555

Innovative Merchant Solutions

(800) 397-0707



iPayment Inc.
(888) 519-9466
www.ipayment-agent-iso.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
www.netcomsouthern.com

North American Bancard

(888) 229-5229

Premier Payment Systems

(630) 932-1661
www.ppsbankcard.com



Premium Card Solutions
(888) 780-9595
www.premiumcardsolutions.com



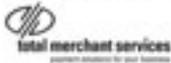
Reliant Processing Services
(877) 650-1222 x101
www.reliantprocessingservices.com

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 x9727
www.upfrontandresiduals.com

United Bank Card

(800) 201-0461 x 136

United Merchant Services, Inc.

(800) 260-3388



VMS (888) 902-6227
www.getvms.com

Xenex Merchant Services

(888) 918-4409 x511

LEASING


A-1 Leasing
(888) 222-0348 x 3012
www.A-1leasing.com

American P.O.S. Leasing Corp.
(800) 349-6516



BARCLAY SQUARE LEASING, INC
(866) 396-2754
www.barclaysquareleasing.com

First Data Global Leasing

(800) 897-7850

International Lease Center

(800) 236-2317

LADCO Leasing

(800) 678-8666

Lease Finance Group, LLC

(888) 588-6213
www.lfleasing.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

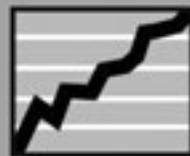
The True Cost Program

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



If Yes, Call!
888-MERCHANT

612 Wheelers Farm Road
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

ResourceGuide

OFFSHORE BANKS LOOKING FOR ISOs**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



ProCharge
(800) 966-5520 x221

USA ePay
(866) 490-0042
www.usaepay.com

PAYMENT GATEWAY / SERVERS / ISPs

BluePay Inc
(866) 579-6690
www.BluePay.com

eProcessingNetwork.com
(800) 296-4810
www.eProcessingNetwork.com

Global Electronic Technology, Inc (GET)
(877) GET 4ISO
www.gettrx.com

Network Merchants
(800) 617-4850
www.networkmerchants.com

PCI DSS COMPLIANCE**POS CHECK CONVERSION**

CrossCheck, Inc.
(800) 654-2365

EZCheck
(800) 797-5302
www.ezchk.com

Global eTelecom, Inc. (GETI)
(877) 454-3835
www.checktraining.com

Secur-Chex
(866) 464-3277

POS CREDIT CARD EQUIPMENT REPAIR

ATT Services
(714) 999-9566
www.attpos.net



New Image P.O.S.
(954) 581-6200
www.newimagepos.com

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

PRIVATE PARTIES PURCHASING PORTFOLIOS

2GS
(949) 200-7474
www.buyresiduals.com

PROCESSORS LOOKING FOR ISOs

Comdata Processing Systems
(866) 806-5016

Elavon
(800) 819-6019 x6
www.elavon.com

First National Merchant Solutions
(800) 354-3988
www.fnms.com

Global Payments Inc.
(800) 801-9552
www.globalpaymentsinc.com

Money Isn't Everything. Unless it's Yours.

mortgage
car payment
groceries
loans
vacation
retirement
tuition
college fund



SAFE. SOLID. SECURE.
MerchantWarehouse[®]

CAPITAL BANKCARD[®] ISO NETWORK

6x Upfront Conversion Bonus and 60% Ongoing Residuals

1-800-743-8047 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.



NPC
National Processing
Company
(877) 300-7757
www.npc.net

TSYS Acquiring Solutions
(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

**TELEMARKETING /
LEAD GENERATION**



DRG
Telemarketing
(800) 998-8707 x117
drgtelemarketing.com/merchant.htm

**WIRELESS RETAIL /
KEYED PROCESSING**

eProcessingNetwork.com
(800) 296-4810
www.eProcessingNetwork.com

USAePay
(866) 490-0042
www.usaepay.com

WordSearch
Solution From Page 59

WFC KHOPBEGATEWAYQAOS
USHOELXMR COSTCUTTIEG
BGR CNEREFNOCLETTOSFO
EFAERRABMUHNOITNENDM
RIP HISHINGOCDRESEARCH
GKPOXRAVEKDXWPOVOCFDDU
OVERSBAQUYBMYXENCISY
NKCTZRPXIETYEOIOOECB
OSBDNLEIEIKHGOUGHMMRU
MDNITIRUDJPREZYIPXET
IGNBREAKTHROUGHSLHEP
DGOWOOWEROPOEFTIGNS
SPLECHTISDRADNATSEPJ
LPTIYDFEDBOCELLPHONE
SI AVOROSIDMHEBOMXJCO
HANRQISZDVOBILINGUAL
INTERESTRATECUTLPUDI
ZEPTUTGNISITREVDAGPT
KANNLYSISCONSULTANTG
IMULMSPBZENAVDAHSAC

LESS THAN 50¢ PER MONTH

UPGRADE, STEP UP
Be at the top!

JUST RELEASED in The Green Sheet



WHAT'S IN IT FOR ME INC.
(800) 757-4441
www.wiifm.org

What's in it for me? With an RGXL box, you'll get a chance to tell readers about your business. It's what you're all about. It's a marketing tool to pitch your product or service

NEW, LARGER
Resource Guide
listing - RGXL

5 lines of text
3 RGXL listings, top
of each category

SPACE is limited!

Call Rita Francis 866-429-8080
or Danielle Thorpe at 707-586-4737

1.9

¢

per transaction



ALL Retail, MOTO, Internet

Unlike Our Competition

Charge Card Systems believes a low transaction fee will help you seal the deal. There are no restrictions. With CCS, you will have the opportunity to generate more accounts and earn greater income.

Charge Card Systems offers:

- Activation and Conversion Bonuses up to \$700
- Residuals up to 70%
- Access to 9 Platforms including First Data, Chase Paymentech, Buypass, Vital and Global
- 12 Hour Funding
- Versatile Pay – Exclusive Total Payment Portal
- Earn Residuals on Discover Transactions
- Processing for High-Risk Merchants
- Cash Advance Programs
- ACH through Check 21
- Salary and Health Benefits
- American Express Residuals (Fall 2008)



888.505.2273 ext. 205
Jeffrey Shavitz, Executive Vice President
jshavitz@chargecardsystems.com

AdvertiserIndex

2GS LLC.....	64	Humboldt Merchant Services	74
A-1 Leasing.....	30	Hypercom Corp.....	120
Advanced Merchant Services	73	iMax Bancard.....	77
Advanced Payment Services	15	Impact MD/Impact PaySystem.....	55
Alpha Card Services Inc.	52, 88	Ingenico	65
American Microloan.....	83	Innovative Merchant Solutions.....	13
AmericaOne Payment Systems.....	9	International Bancard	35
Apriva Inc.....	50	International Leasing	72
Authorize.Net.....	10	iPayment Inc.	31
Bank Card Depot	113	JRs POS Depot.....	36
Blackstone Merchant Services	95	Lease Source Inc.....	20
Charge Anywhere, LLC.....	89	Merchant Management.....	25
Charge Card Systems.....	117	Merchant Service Group.....	47
CoCard Marketing Group.....	11	Merchant Warehouse	115
Comdata Processing	33	MLS Direct Network Inc.....	96
Credit Cash	92	Money Movers of America.....	17
Credomatic.....	41	Money Tree Merchant Services	71
CrossCheck Inc.....	93	myARCworld Inc.....	38
Cutter LLC.....	51	National Bankcard Systems	85
Cyndigo	109	National Transaction.....	26
Cynergy Data.....	49	Network Merchants.....	34
Discover Network.....	76	North American Bancard	2, 6, 7
DRG Telemarketing Inc.....	66	NPC	53
Electronic Merchant Systems.....	22, 98	Paul Dominik & Co. CPA.....	46
Electronic Payment Systems.....	67	Payment Alliance International.....	91
Electronic Payments Inc.....	42, 43, 119	Paypro Tec.....	62
eProcessing Network LLC.....	84	Pivotal Payments.....	100
Equity Commerce	75	POS Portal Inc.....	107
EVO Merchant Services	45	Signature Card Services.....	48
ExaDigm Inc.	81	Sonoma Technical Support Services	16
EXS - Electronic Exchange Systems	21	The Phoenix Group.....	79
EZCheck	102	Total Merchant Services.....	60, 61
First American Payment Systems.....	87	TransFirst.....	19
First Data Global Leasing	105	TRIBUL.....	29
GB Frank International	86	TriSource Solutions LLC	57
GiroCheck Financial Inc.	32	TSYS Acquiring Solutions	111
Global Check Service.....	37	United Bank Card Inc.....	68, 69
Global eTelecom Inc.....	99	United Merchant Services	27
Global Payments	80	USA ePay	18
Greystone Business Resources.....	40	VeriFone.....	54
Harbortouch	23	WSAA	56



... THERE WAS AN AD THAT HAD A GUY HOLDING A TERMINAL AND HE WAS WEARING A SPORT COAT AND THE PRICE WAS LIKE \$149 OR SOMETHING AND IT WAS BACK IN THE SUMMER. WHAT WAS THE COMPANY'S PHONE NUMBER ON THAT AD?

FREE PDF ARCHIVES OF ISSUES BACK TO OCTOBER 2001 (ISSUE 01:10:01). LOCATE PREVIOUS ADS, OR RESEARCH YOUR COMPANY'S AD HISTORY.

WWW.GREENSHEET.COM





**Pump Up
Your Profits**

FUELING YOUR FUTURE

With Electronic Payments as your full service acquirer, you can now take advantage of the wide open convenient and pay-at-the-pump market that previously was closed to many ISOs and MLS. With EPI, you have access to 6 different front-end networks and the ability to process supermarket POS and inside/outside pay-at-the-pump.

Our team of ISO support staff knows this market and can help you with pricing proposals, IP/satellite/dial processing options, datacap/datawire setups, and various POS configurations for sales inside the store and outside at the pump. And with Electronic Cash Systems, you even have a turnkey ATM solution at your fingertips for valuable ATM placements and reprograms!

Get Started Today!
Call **1.800.966.5520 x223**
or visit **www.epiprogram.com**



- ▶ **Process Fleet Cards such as FuelMan[®], Wright Express[®] and Voyager[®]**
- ▶ **Full Service Fuel Program – Inside and Out**
- ▶ **3 Day Wright Express and 2 Day Voyager Settlement**
- ▶ **ATM Machine Placements/Reprograms**

Never let a sale go by way of the competition! EPI has a ISO support staff dedicated to helping you with all your pay-at-the-pump sales and installs.



www.epiprogram.com

1.800.966.5520 x223

Introducing the new PCI-PED Optimum® T4200 Family

Starting right now, there's a whole new line of high-performance countertop POS devices. The Optimum® T4200 family from Hypercom is the next generation of sleek, powerful, adaptable payment terminals. Choose from two communication options:

Now available through
the following distributor
partners

TASQ
TECHNOLOGY



JRS
POS DEPOT

POS
PORTAL

Optimum T4210

Optimum T4220



Now Class A Certified on:

Heartland
PAYMENT SYSTEMS
The Right Solution - The Best Total Experience

NPC

FIFTH THIRD
PROCESSING SOLUTIONS

WORLDWIDE MERCHANT SERVICES
THE POWER OF GLOBAL PAYMENTS

CHASE
Paymenttech

GLOBAL
PAYMENTS

Class B Plus - Omaha
FIRST DATA

Elavon
FIRST AMERICAN
PAYMENT SYSTEMS

Class A Certifications
Coming Soon!

RBSlynk

TSYS

Nashville
FIRST DATA

globalpayments

TRANSFIRST
First to Secure Electronic Payments

UNITED Merchant Services

ERN

High-speed dial-up or power-packed and secure Ethernet IP
with dial back-up — both using one tool kit and user interface
for ease of support and migration.

 **Optimum**

Now you can simplify support,
move transactions faster and
more securely than ever, and satisfy the needs of customers across the
board. All from Hypercom, the first name in Trusted Transactions.

 **HYPERCOM**

www.hypercom.com

A man in a dark suit and tie is walking away from the viewer through a white doorway. He is carrying a black briefcase in his right hand. The background is a vibrant blue and purple digital tunnel with glowing lines and a bright light at the end, suggesting a path to a new technology or solution.

There's not a door
you can't open
with 2¢ pricing

IP Pricing Now Available For All IP Merchants! **2¢ IP PRICING**

With North American Bancard, you now have the freedom to offer your merchants exactly what they want with no restrictions! That means, unlike other processors, this unbelievable 2¢ rate for IP customers requires no minimum amount of transactions. Big merchants pay only 2¢. Small merchants pay only 2¢. NAB gives you the best rate and the ability to offer it to any merchant. Finally, you have the power you need to land the biggest of deals.

Industry-Best Compensation Plan:

- Get an Interchange Revenue Split up to 65%.
- No Annual Fee or Batch Header Fee Required!
- Up to \$750 Conversion Bonus!
- \$200 Approval Bonus!
- \$3,000 Signing Bonus.
- Don't Need Free Equipment? Get \$100!

NorthAmerican
BANCARD

Discover the difference NAB can make for you! • 1-888-229-5229 • www.GONAB.com

North American Bancard is a registered ISO/MSP of HSBC Bank USA, National Association, Buffalo, NY and Wells Fargo Bank, N.A., Walnut Creek, CA

2¢

Now Available for All IP Merchants!



No Restrictions! All Merchants Qualify!

This is exactly what you've been waiting for. With great rates for every merchant, NAB puts the biggest deals right at your fingertips. And with the industry-best compensation plan, there's never been a better time to join the NAB team.

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

If you charge one, you share in it!

Up to \$750 Conversion Bonus!

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

\$200 Approval Bonus

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

Don't Need Free Equipment?

Get an additional \$100 Bonus!

\$3,000 Signing Bonus

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

Health Benefits Plan

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

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

**Discover the difference
NAB can make for you!**

**1-888-229-5229
www.GONAB.com**

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

**NorthAmerican[™]
BANCARD**

A Better Opportunity. A Brighter Future.

**IF
YOU
CAN
READ
THIS
YOU
CAN EARN
HIGHER COMMISSIONS.**

HELL, EVEN IF YOU CAN'T.

TAKE A GOOD LOOK AT THIS



Now that Total Merchant Services has partnered with AdvanceMe, you won't believe your eyes...

Everyone knows that Total Merchant Services has the best compensation plan – with free terminal programs, upfront bonus payments, and it's amazing residual commission program.

AdvanceMe has the best and most flexible merchant cash advance program in the business.

Together, we now have the most-lucrative commission payment program in the business — for any sales partner setting up a merchant with a merchant cash advance.

You saw that right — more money for you

Total Merchant Services is paying a 6% - 8% commission on the initial merchant cash advance — and up to 5% on renewals.

So easy you can do it with your eyes closed!

You don't have to do anything to receive commissions on subsequent merchant cash advances. AdvanceMe will initiate and handle the renewal and YOU collect the commissions.

Seeing green already?

We thought that might happen.

**STOP WHAT YOU'RE DOING RIGHT NOW.
START SENDING ALL YOUR
MERCHANT CASH ADVANCE DEALS TO US.**

For more information on our program,
call (888) 848-6825, ext. 9411
or visit us at www.upfrontandresiduals.com.



HARBORTOUCH



THE FUTURE IS HERE.

Inc.
500

2005 | 2006 | 2007

NOW AVAILABLE!

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

United Bank Card



INC100_060808



HARBORTOUCH

A unique sales opportunity from the industry's leading payment solutions innovator!

Lowest pricing in the industry for the highest quality POS system

- Sell below the competition's cost and still earn impressive commissions

Guaranteed leasing program

- Revitalize your revenues from equipment leases which represent approximately 70% of all deals

Industry leading customer service and technical support infrastructure

- On site installation and merchant training
- 24 hour support
- Retail and hospitality software customization
- Remote support and offsite database backup

Designed for durability

- Unlike standard PCs, which last 2-3 years, the average lifespan of a Harbortouch POS System is 7-9 years

The ultimate merchant retention opportunity

- Reduce account attrition by integrating a business management solution at your merchant locations

Payment technology is improving rapidly, businesses are expecting more from their merchant service providers and the ability to offer a complete and affordable POS solution will give you a strategic edge over your competition!

Contact Harbortouch POS today and take advantage of the most advanced and lucrative sales opportunity in the payments industry!



NOW AVAILABLE!

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

United Bank Card

