



# The Green Sheet

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

July 12, 2004  
Issue 04:07:01

Publishing Excellence Since 1983

## Inside This Issue:

### News

Industry Update .....	8
End of Food Stamps Marks New Era for EBT.....	18
MasterCard and Wal-Mart Settle Debit Dispute.....	18
2004 Expo & Tradeshow Calendar .....	25
The OI' Secret Phishing Hole Just Ain't What It Used to Be .....	50
Check Printers Feeling Downside of Electronic Payments .....	86

### Features

#### Trade Association News:

Associations Coming Through With Events, Education and Benefits .....	20
IP Is Growing Option for ATMs From ATMMarketplace.com.....	33

#### AgentTalk:

Networking Skills Have Fueled This Sales Professional's Success By Matthew Swinnerton .....	82
---	----

#### Book Review: The 80% Minority

What Women Want .....	88
-----------------------	----

### Views

Understanding the Real Benefits of Wireless By Paul Rasori .....	26
---	----

### Education

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

Street Smarts Welcomes First Guest Columnist By Ed Freedman .....	60
June Winner Selected for "Street Smarts" Contest.....	66
Beware the "Phishermen" By David H. Press.....	68
If You Want to Make the Green, Think Greenhorns By Garry O'Neil .....	72
Marketing 101: eMarketing for the eDummy By Nancy Drexler.....	76

### New Products

A New Level of Terminal Management .....	91
New VeriFone PINPad Hits the Market .....	93

### Company Profile

Collective Dynamics, LLC.....	41
-------------------------------	----

### Inspiration

Tap Into Your Creativity .....	95
--------------------------------	----

### Departments

Forum .....	5
Datebook .....	96
Resource Guide .....	98
Index to Advertisers .....	102



## Women are Making Payments Happen

Can it be said, to paraphrase the adage, that behind every great industry, there are women? Probably not, when you consider the fact that women have only begun to make headway into influential high-level corporate positions over the past twenty years or so.

One exception is the electronic payment processing industry, which has emerged along a similar timeline. New technologies and systems change the way transactions are handled, creating the need for companies that provide the diversity of products and services needed to make the industry run.

The atmosphere of continual change in payments has also created opportunities for women. A young and growing industry seems to have been an excellent springboard for women, allowing them to spread their professional wings and soar.

You might not be fully aware of their presence or their accomplishments. When you look closely, though, you'll see a number of women leading companies and associations or serving in senior executive positions and definitely making an impact.

Is it a coincidence that women have found in payments a niche in which to excel? Does the nature of this industry—always evolving and moving forward—make it an easier venue in which women can have successful, meaningful careers?



See Women in Payments on Page 54

### Notable Quote:

We all break out in a cold sweat when someone mentions the phrase "cold calling." There's no task less desirable for salespeople than making hundreds of calls to merchants who don't want to talk to them. It's a humbling, confidence-eroding, tedious job. But it's also the most important job a sales rep can do.

See story on page 60



# ***ISOs & VARs, Improve Your Earning Potential with Ingenico.***



**Elite 710™**

*Ingenico has put together a powerful and rewarding ISO and VAR program that improves your earning potential. These programs are designed to be flexible, dynamic and above all profitable!*

#### **FOR THE ISO:**

- ISOs can make more money selling value-added applications vs. only selling payment
- Best-of-Breed, ready-to-load applications
- Gift, loyalty, age verification, Time & Attendance, check and more
- Increase merchant retention through a single multi-application POS device
- Gain market share through differentiation

#### **FOR THE VAR:**

- Speed development time through existing program modules and user friendly development environment
- Training on Application Development Tools takes under 2 days
- Exclusive UNICAPT® application architecture is proven, secure and robust
- One UNICAPT application runs on all Elite terminals
- Multi-App integrity is secured via hardware and software eliminating corruption or mishandling of data

**To find out more call 1-866-MULT-APP  
[www.ingenico-us.com](http://www.ingenico-us.com)**

 **ing@nico**

*Real Products... Real Solutions... Real Performance.*



**HIGH EARNINGS  
AHEAD**



- » Tony Abruzzio-GO Software
- » John Arato-MagTek
- » Adam Atlas-Attorney at Law
- » Penny L. Baker-National Bankcard Systems
- » Clinton Baller-PayNet Merchant Services
- » John Beebe-Beebe Communications
- » Audrey Blackmon-POS Portal
- » Shannon Byrne-Paradata Systems
- » Robert Carr-Hearthland Payment Systems
- » Sam Chanin-Business Payment Solutions
- » Steve Christianson-Transpay-USA
- » Rob Connelly-VeriFone
- » Wayne Damron-Lynk Systems
- » Steve Eazell-Secure Payment Systems
- » Mike English-Ingenco
- » W. Ross Federgreen-CSRSI
- » Jim Fink-EVO Merchant Services
- » Ed Freedman-Total Merchant Services
- » Marc Gardner-North American Bancard
- » Alan Gittles-Landmark Merchant Solutions
- » Russ Goebel-Retriever
- » Larry Henry-L. Henry Enterprises
- » Ginger Hollowell-Electronic Money
- » Jared Isaacman-United Bank Card
- » Robert Joyce-Alliance Payment Systems
- » Allen Kopelman-Nationwide Payment Systems
- » Sara Krieger-Northern Leasing Systems
- » Lee Ladd-LADCO Leasing
- » Jack Lance-Valutec Card Solutions
- » Gary La Tulippe-Schmooze
- » Mitch Lau-Money Tree Services
- » Mitchell Levy-Cynergy Data
- » Dan Lewis-ABANCO International
- » Lisa Lersner-Consultant
- » Douglas Mack-Card Payment Systems
- » Paul Martaus-Martaus & Assoc.
- » David McMackin-AmericaOne Payment Systems
- » Doug McNary-First Data Merchant Services
- » Patti Murphy-The Takoma Group
- » Steve Norell-US Merchant Services
- » Paul Oswald-NOVA Information Systems
- » David T. Parlin-ATM Exchange
- » Bill Pittman-TPI Software
- » David Press-Integrity Bankcard Consultants
- » Charles Salyer-GlobalTech Leasing
- » Lisa Shipley-Hypercom
- » Dave Siembieda-CrossCheck
- » Matthew Swinnerton-Merchant Services Direct
- » Jeff Thorness-ACH Direct
- » Scott Wagner-GO Direct Merchant Services
- » Dan D. Wolfe-Barons Financial Group



# The Green Sheet

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

## Editor in Chief:

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

## General Manager:

Julie O'Ryan .....julie@greensheet.com

## Contributing Editors:

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

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

## Senior Staff Writers:

Juliette Campeau .....juliec@greensheet.com

Karen Converse .....karen@greensheet.com

## Staff Writer:

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

## Contributing Writers:

Nancy Drexler .....nancyd@cynergydata.com

Ed Freedman .....ed@totalmerchantservices.com

Garry O'Neill .....garry.oneil@exsprocessing.com

David H. Press .....dhp@integritybankcard.net

Paul Rasori .....paul\_rasori@verifone.com

Matthew Swinnerton .....matt@msdirect.net

## Art Director:

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

## Advertising Sales Director:

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

## Circulation Manager:

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

## Production Assistant:

Wolf Dean Stiles .....wolf@greensheet.com

## Production:

Hudson Printing Company

## Correspondence:

The Green Sheet, Inc.

800-757-4441 • Fax: 707-586-4747

6145 State Farm Drive, Rohnert Park, CA 94928

Send Press Releases to .....press@greensheet.com

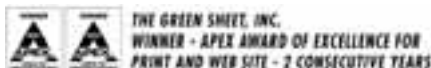
Send your Questions,

Comments and Feedback to .....greensheet@greensheet.com

The Green Sheet (ISSN 1549-9421) is published semi-monthly by The Green Sheet Inc., 6145 State Farm Dr., Rohnert Park CA 94928. Periodicals Postage Paid at Rohnert Park, CA, and at additional mailing offices. Subscription is FREE to participants in the payment processing industry, an annual subscription includes 24 issues of The Green Sheet and 4 issues of GSQ. To subscribe, visit [www.greensheet.com](http://www.greensheet.com). POSTMASTER: send address changes to The Green Sheet Inc., 6145 State Farm Dr., Rohnert Park CA 94928.

Any questions regarding information contained in The Green Sheet should be directed to the Editor in Chief at [paul@greensheet.com](mailto:paul@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.

Copyright © The Green Sheet, Inc., 2004. All rights reserved.



### Affiliations:





This is clearly a case of

# Cerebral Cæruleus-Folium\*

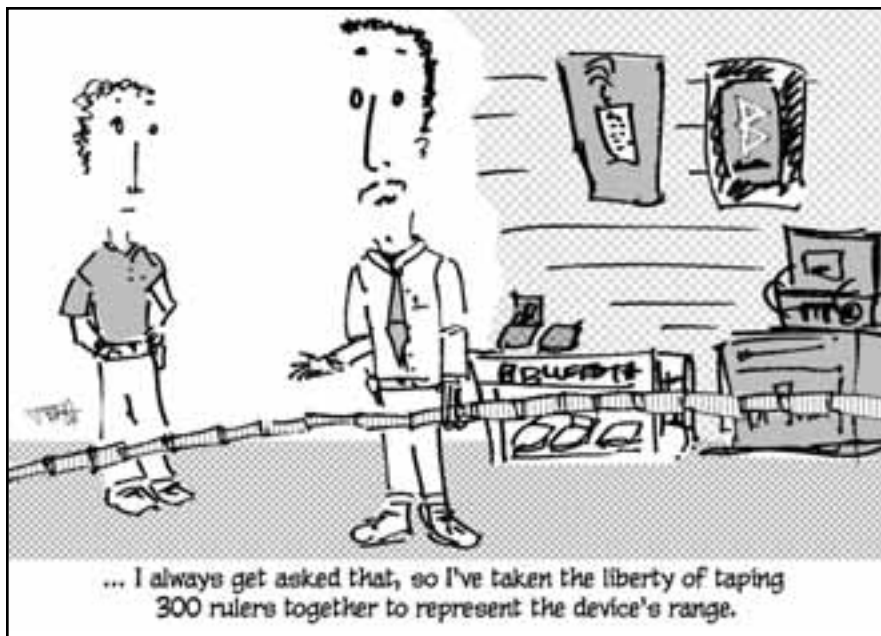
**GS The Green Sheet**  
The Financial Services Industry Source for Education, Inspiration and Actionable Advice

**SIDE EFFECTS INCLUDE, BUT ARE NOT LIMITED TO:** INCREASED SALES VOLUME, ENLARGED REVENUE STREAMS, A RASH OF PHONE CALLS ACCOMPANIED BY A LACK OF FREE TIME. GREEN SHEET SHOULD BE INGESTED DAILY IF YOU ARE AWAY FROM YOUR OFFICE. IT IS RECOMMENDED YOU BRING THE APPROPRIATE DOSAGES, IN PAPER FORM, OR BY ONLINE ACCESS THROUGH [WWW.GREENSHEET.COM](http://WWW.GREENSHEET.COM). PLEASE SHARE WITH FRIENDS; IT IS FREE, BUT INVALUABLE ADVICE, AND JUST WHAT THE DOCTOR ORDERED. SIDE EFFECTS UNLIKE ANY OTHER PUBLICATION AND SHOULD BE PROPERLY ENJOYED IN THE COMPANY OF OTHERS.

[www.greensheet.com](http://www.greensheet.com)  
FREE SUBSCRIPTIONS

*You'll like  
how you feel.*

Biodegradable, recyclable and organic.  
Safe for those who are pregnant or elderly.



**FORUM** ◀ ◀ ◀  
PROUDLY SPONSORED BY  
**ing@nico**

### Got Info on Cardservice International Settlement?

Did you have a write-up about a lawsuit and settlement with Cardservice International and their early termination fee policy? If I read it in The Green Sheet, could you please give the link? Thank you.

maketelinc

maketelinc:

We have not covered this topic, but I did find information on the Web site: [www.classactionamerica.com](http://www.classactionamerica.com). The link to an abstract of the article is: [www.classactionamerica.com/cases/goldInfo.asp?IngCaselD=3144&intCategoryID=](http://www.classactionamerica.com/cases/goldInfo.asp?IngCaselD=3144&intCategoryID=)

Hope this helps,  
Editor

### The Green Sheet Has Better Coverage

I am a small ISO in Gardena, Calif. who would like a subscription to The Green Sheet. Please send me the required form for a subscription. I have been a subscriber to *Transaction World* for several years, and I find The Green Sheet to be much more comprehensive in coverage of the non-cash payments industry. Thank you.

All the best,  
Gil Gass

Gil:

Thank you for your kind words. We're always looking for new ways to bring information to the MLS. You may subscribe online at [www.greensheet.com](http://www.greensheet.com). On GS Online, in the "Contact Us" drop-down menu, select "New Subscription."

Editor

### Get Your Free Membership to NAOPP

Hi Green Sheet,  
I know you guys talked about giving away NAOPP memberships. How do I get one?

Thanks,  
Tony Shap

### Shiple, MedCom and ROI

Lisa Shiple wrote an article titled "Medical Transactions: Your Prescription for a Bigger Payday" in The Green Sheet, May 24, 2004, issue 04:05:02, and she mentioned the MedCom System and ROI calculators. Do you know where I can get more info on both?

Thanks,  
Joe T

Joe:

You can reach Lisa Shiple at [lshiple@hypercom.com](mailto:lshiple@hypercom.com).

Editor

Tony:

This is a contest open to anyone. We ask that you submit a description of how the column "Street Smarts" has helped your business. Everyone responding receives a paid one-year membership to NAOPP. Each month, we will select one entry to receive a one-time paid registration at the regional acquirers' meeting of your choice. Next year we will award the grand prize—a trip to the 2005 ETA Annual Meeting and Expo (includes registration, airfare and hotel)—to one of the monthly winners.

You may submit an entry to [streetSMARTS\\_feedback@greensheet.com](mailto:streetSMARTS_feedback@greensheet.com). Good Luck!

Editor



# IT'S TIME TO

## IT'S EASY TO SEE WHY SO MANY AGENTS ARE LURED TO NAB!

---

- Interchange + 5¢
- Buy Rate & Revenue Sharing Programs
- Vested Lifetime Residuals
- Portfolio Lending / Portfolio Acquisition
- No Liability / No Risk to Agent
- \$3000 Signing Bonus,
- Conversion Bonus & Residuals
- NAB Pays 50% of Your Medical Benefits
- Free Starter Kits
- Free Deployment
- "Click Here I Agree" Online Merchant Application
- Guaranteed Fax Leasing
- Faxed Applications - No Originals or Pictures Needed
- Wholesale Terminals - Hypercom™ T7 plus - only \$199!

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

**1-800-BANCARD**

EXT.1015 2 2 6 2 2 7 3



# LAND THE WHALE.

**INTERCHANGE + 5¢ / NO GIMMICKS**

We want to give our partners every opportunity to land the big deal. With NAB you get a lot more. More ways to profit, more ways to build your business.

North American Bancard offers an unparalleled level of support for our agent partners. With unmatched Conversion Bonuses & Residuals, Online Agent Information Center & 24hr Agent Infoline plus, our "Click Here I Agree" Online Application your success is ensured.

So once you have that big fish on the line, call NAB - we have what it takes to help you bring it home.

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

A Better Opportunity. A Brighter Future.

Registered Merchant Service Provider for HSBC Bank USA, Buffalo, NY



# INDUSTRY UPDATE

PROUDLY SPONSORED BY



## NEWS

### GDP, Spending and Inflation Up

Gross Domestic Product increased at an annual rate of 3.9% in the first quarter of 2004, according to the **U.S. Commerce Department**. This increase is less than the 4.1% increase reported for the fourth quarter of 2003. Major contributors to the increase were personal consumption expenditures (PCE), exports, equipment and software and federal government spending. PCE increased 3.8% in the first quarter, compared with an increase of 3.2% in the fourth quarter. Inflation was also higher, as the price index for gross domestic purchases increased 3.5% in the first quarter of 2004; it was only 1.3% in the fourth quarter.

### NYCE Shareholders Approve Metavante

As previously announced, **Metavante Corp.**, the financial technology subsidiary of Marshall & Ilsley Corp., plans to purchase the stock of **NYCE Corp.** for approximately \$610 million in cash. Bank of America Corp., Citigroup Inc., HSBC USA Inc. and J.P. Morgan Chase & Co., all minority shareholders of NYCE Corp., have waived their rights to match the terms of the agreement. The transaction remains subject to regulatory approvals.

### Electronic Payments Drive Canadian Growth

Electronic payments contributed \$C107 billion to the Canadian economy since 1983, accounting for nearly 25% of Canada's cumulative economic growth, according to a study commissioned by **Visa Canada**. "The Benefits of Electronic Payments in the Canadian Economy" was conducted by economic consulting firm

Global Insight Inc. and quantifies the impact of electronic payments on the Canadian economy. The research found that \$C60 billion of growth in personal spending by Canadians over the past 20 years is directly attributable to electronic payments. Credit cards accounted for more than 82% of this growth, while debit cards accounted for just over 17%.

## ANNOUNCEMENTS

### Chase Selected as Brand Name

After the merger of **J.P. Morgan Chase & Co.** and **Bank One**, the combined U.S. consumer and commercial banking businesses will operate under the Chase brand. These businesses include retail banking, credit card, home and auto finance, small business, middle market and mid-corporate banking. The company reports that research indicated that the Chase brand is stronger in its consumer and commercial banking businesses. The name change will first appear in credit cards and the companies expect to begin changing bank branches on a state-by-state basis in early 2005. The Chase brand will serve more than 11 million retail banking customers, 850,000 small businesses and 31,000 commercial businesses through 2,300 branches in 17 states. It also will have 87 million credit cards issued. The holding company will continue to be known as J.P. Morgan Chase & Co.

### Equifax Enhances Credit Card Activity Alerts

**Equifax Inc.** added credit card fraud detection features to its Equifax Credit Watch credit-monitoring product. At no extra charge, Equifax Credit Watch customers can



- The **U.S. Commerce Department** reported that consumer spending in May increased by 1%, a considerable jump from the 0.2% increase the previous month, and the largest since October 2001.
- NCR Corp. will provide **Cumberland Farms**, a New England-based convenience store-petroleum marketer, with a complete store automation solution (including POS terminals and bar-code scanners) for its 650 company-operated stores and stations.
- A federal judge certified a class-action sexual-discrimination lawsuit against **Wal-Mart Stores, Inc.**, which includes 1.6 million current and former female Wal-Mart employees. It is the biggest civil-rights class-action case in U.S. history, Reuters reported.



# "Simply The Best!"



"I had nine merchant accounts, with a total of seventeen locations, approved in one month and was paid \$46,468.55 from AmericaOne. During my eight years of merchant services experience, I have worked with several other service providers and built many merchant portfolios, only to see them disappear without any personal benefits from their sale. I will never know that feeling again! Thank you AmericaOne!"

Michael K. Severna Park, MD



"After 14 years in this industry, someone has finally come up with a program that eliminates waiting years to get paid. AmericaOne's Upfront Cash Program is definitely one of a kind. AmericaOne is a true partner and is always there to help make every sale. I have six very satisfied customers and was rewarded \$6,827.30 by AmericaOne."

Lewis C. Worcester, MA



"I am honored that AmericaOne would offer me the opportunity to be in this ad. I had twelve merchant accounts approved in one period and I earned \$5,959.21. The AmericaOne Merchant Acquisition Program is the most rep-friendly program I have ever experienced. It is the best planned program, from the application, to the cash in my hand."

Ray E. Redding, CA

## "Why we feel this way..."

### *AmericaOne Merchant Acquisition Program<sup>SM</sup>*

*AmericaOne is changing the way you get paid by paying cash upfront. Instead of waiting years for what you've earned today, AmericaOne pays you years' worth of your residuals in advance for each merchant.*

*Receive hundreds to thousands of dollars for each of your merchant accounts - instantly.*

## *Call us, and you will feel this way too!*

**AmericaOne**  
PAYMENT SYSTEMS, INC.

**1 (888) 502-6374**

email: [iso@americaoneps.com](mailto:iso@americaoneps.com) • [www.americaoneps.com](http://www.americaoneps.com)

© Copyright 2004 AmericaOne Payment Systems, Inc. • One Almaden Boulevard, 10th Floor • San Jose, CA 95113 • KeyBank National Association, Cleveland, OH, Member FDIC

See AmericaOne Payment Systems, Inc. (APS) Independent Sale Organization Agreement for details about our programs. Not all Independent Sale Organization will be approved for APS products and services. Dollar amounts reflected on checks shown in this advertisement are actual amounts paid to the specified customers. Endorsements were received from APS customers upon request from APS.

receive additional e-mail alerts notifying them of balance changes and activity on their credit cards. Alerts are also available wirelessly via text message to cell phones. The Balance Change Alert notifies customers within 24 hours when charge card balances have increased by a user-determined dollar amount. Another credit management tool, the inactive card alert, informs Equifax Credit Watch customers when charge card activity occurs on their credit file after a self-selected period of inactivity.

### Global Payments Recognized for Growth; Chair Honored

*BusinessWeek* Magazine recognized **Global Payments Inc.** as a "Hot Growth Company" and ranked Global Payments number 89 in the magazine's list of 100 "Best Small Companies." The magazine considered a range of publicly traded companies with annual revenues ranging from \$50 million to \$1.5 billion. It then ranked them by sales and earnings growth and return on capital over a three-year period. **Paul R. Garcia**, Chairman, President and CEO of Global Payments Inc., was named the 2004 Ernst & Young Entrepreneur Of The Year Financial Services Award Recipient for the Alabama/Georgia/Tennessee Region. Ernst & Young Entrepreneur Of The Year recognizes outstanding entre-

preneurs who are building and leading dynamic and growing businesses. The program honors entrepreneurs through regional, national and global award programs in over 100 cities and 35 countries. Previous recipients include Michael Dell of Dell Computer Corp., Steve Case of America Online and Howard Schultz of Starbucks Coffee.

### Ingenico Wins Top POS Technology Award

**Frost & Sullivan** honored **Ingenico** with its Point-of-Sale Systems Technology of the Year Award for Ingenico's innovative use of Bluetooth. Bluetooth is a wireless technology using short-range radio links to replace the cable(s) connecting portable and/or fixed electronic devices. Bluetooth is a key component of the Pay@theTable program launched by Ingenico to bring the benefits of portable wireless payment technology to the restaurant and hospitality industries.

### NPC Converts Providers to EFT

**National Processing Co. (NPC)**, provider of payment solutions for the healthcare industry, announced results of a pilot program to migrate healthcare providers from paper checks to EFT. In less than eight weeks the company was able to migrate 24% of its targeted providers from paper checks to EFT. Another 4% opted to begin accepting their remittance information electronically. The program, part of NPC's HealthPay service offering, targets the top 100 provider offices, ranked by number of payments.

### SLIM CD Certified by First Data

**First Data Corp.** certified **SLIM CD** software; the POS software supports both cardswipe and keyed transactions. This certification allows merchants to use the SLIM CD software on First Data's Nashville platform. Transactions are processed in two to five seconds through SLIM CD's Frame Relay connectivity to First Data, without requiring the merchants to have a leased line or dedicated Internet connection.

### Smart Card Alliance Adds 21 Members

Twenty-one new members joined the **Smart Card Alliance**. The not-for-profit multi-industry organization works to accelerate the acceptance of smart card technology. VeriSign and Lockheed Martin joined at the highest level of membership. Security industry companies continue to make up the fastest-growing category of new members but card manufacturers, application developers and end user organizations also joined the Alliance.

### State Department Gets Biometrics

The **United States Department of State (US DoS)** selected **Datakey Inc.** and **Precise Biometrics AB's** Match-on-Card biometric authentication Solution for



*Dedicated to Outstanding Customer Service*  
**MAKE THE RIGHT MOVE!**

**PERSONALIZED SERVICE**

**FAST APPROVALS**

**CUSTOMIZED PROGRAMS**

**COMPETITIVE RATES FROM .0279**

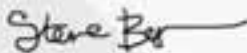
**ALL POS EQUIPMENT**

**INCENTIVES FOR NEW VENDORS**

PHONE: 866-396-2754 • FAX: 516-935-1701  
E-MAIL: [INFO@BARCLAYSQUARELEASING.COM](mailto:INFO@BARCLAYSQUARELEASING.COM)

## THE AMERICAN DREAM

is not about up-front payments or one-time payouts. It's something more. We at **GET** believe it is about building something great, something we are both proud of. Isn't it time you build your own dream rather than making another processor bigger, richer, slower! The fact is you must "own" your merchants and your business not simply rent a name and get a check. Call us and begin building your future today.



Steven H. Bryson  
Founder & CEO

## GET WITH THE PROGRAM

### Revenue Share

1. Aggressive transaction pricing.
2. 100% approval on certain business types regardless of credit.
3. Competitive leasing with the convenience of split funding.
4. Comprehensive residual reporting.
5. ON TIME PAYMENTS!

### & YOUR CHOICE OF THE FOLLOWING:

- Signing Bonus:  
Up to \$2,000 per relationship.
- Conversion Bonus:  
Up to \$275 per merchant account.
- Terminal Reward Program:  
Imitated but never duplicated.
- Medical and Dental Program:  
REAL insurance for you & your family.

### **GET is coming to a town near you.**

San Francisco, CA • Chicago, IL • Seattle, WA • Houston, TX • Denver, CO • Dallas, TX • Richmond, VA • Atlanta, GA

## WANTED:

Experienced Salaried Sales Managers • Experienced Outside Sales Associates  
Experienced Inside Sales Associates

### TESTIMONIAL

*Having worked in the bankcard world for a number of years both as an employee and for myself, I have come to know the difference between getting a paycheck and being in control of my future. I found GET late in my bankcard career and wish that I had found them sooner. My residual payments are always on time and are larger than they were at my previous processors. Who knows, had I found them earlier I might be the one with the Green Sheet ad.*

Sincerely,  
Tom H Chicago IL



# 877-GET-4ISO

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

the Biometrics Logical Access Development and Execution (BLADE) project. BLADE is an initiative to increase computer network security throughout the US DoS. Datakey expects the BLADE project to contribute revenue in the range of \$600,000 to \$1.0 million over the next two to three quarters.

### TransAKT Corp. Closes Private Placement

**TransAKT Corp.** successfully closed its private placement financing of 3,552,215 shares for total proceeds of \$1,065,664. Funds from the private placement will be used to implement the business plan for TransAKT USA. The company's shares are now traded on OTC:BB under the symbol TKTJF.

## PARTNERSHIPS

### CSC and US Dataworks Form Alliance

**Computer Sciences Corp.**, a global information technology services company, and **US Dataworks, Inc.**, a developer of payment processing software, have formed an alliance to jointly develop and market payment processing solutions to address the challenges presented by Check 21. Check 21 allows banks to exchange

checks electronically, using digital images instead of paper. CSC and US Dataworks will combine CSC's payment, check and fraud solutions with US Dataworks' Clearingworks technology to provide an integrated end-to-end solution for electronic processing.

### AmEx Rolls Out Service to Iceland

**Kreditkort hf.** and **American Express** formed an exclusive agreement for Kreditkort hf. to become the sole merchant acquirer for American Express in Iceland. Kreditkort hf. will begin the first phase of managing all aspects of American Express' merchant relationships in Iceland, including the acquiring of new American Express merchants and servicing existing merchants. American Express will continue to have responsibility for all elements of card operations, including card member billing and payment systems, accounting, customer service, credit and fraud control.

### Coast ATM Allies with KeyBank

ATM and cash management company **Coast ATM, LLC** formed a marketing alliance with Cleveland-based **KeyBank** to place ATMs and cash management solutions in casinos, shopping malls, office buildings and other high-traffic locations. Coast ATM will be the sales and marketing arm for the two companies, building on its existing relationships within the gaming and commercial real estate industries to secure locations for installing turnkey ATM and cash management systems. KeyBank will provide a nationwide ATM network of 2,200 ATMs. ATMs will be branded as Coast ATM machines with KeyBank providing transaction processing and maintenance.

### MasterCard, NameProtect Unite vs. Fraud

**MasterCard International** and **NameProtect**, the digital fraud detection company, are working together to combat illegal online activities such as identity theft and the brokering of illegally obtained payment card numbers. Working in cooperation with law enforcement, the partnership seeks to dismantle the online tools and venues used by identity thieves before they can use them to steal personal information.

NameProtect will continuously monitor Web pages, online discussions, spam e-mail and other online formats to identify online trading rings and other forms of fraud the moment each attack is launched. NameProtect then provides real-time exclusive reports back to MasterCard. MasterCard will be able to report illegal Web sites and illegal online forums to the proper authorities for appropriate action. Through its MC Alerts service, MasterCard also can provide this information immediately to its member financial institutions.



Competitive Rates • PDS Terminals • Virtual Terminals • Software  
**Fast Approval**



**Service Is Our Specialty**

For more information see our website or call any of our friendly staff.

Website: **A-1Leasing.com** Toll-Free: **888-222-0348**

**Where the customer always comes first!**

# Two partners. One solution.

Zero headaches.



Shawn Teer  
Teertronics

John Cooper  
First Manhattan

Introducing **Simplease™** from First Manhattan and Teertronics, an innovative new business solution that brings credit card equipment and leasing together for the first time. With **Simplease**, you now have a single provider for all of your equipment and leasing needs.

- 99.2% lease approval through First Manhattan
- No more verbals for leasing (fill out install sheet when lease is signed and you're done)
- FREE Download and 2nd Day Air shipment direct to merchant
- Full inventory of new and refurbished equipment

To put the ease and power of **Simplease** to work for your business, call:

1.800.816.0526

**FIRST MANHATTAN**  
A MASTER ORIGINATOR OF LEASING

**TEERTRONICS**

 VeriFone

 HYPERCOM

 Lipman

 THALES



## Mosaic Software the Choice for Pilot Travel Centers and CNB

Two organizations have recently selected **Mosaic Software's** Postilion online processing software for their transaction processing. **Pilot Travel Centers LLC** selected Postilion for its locations nationwide. Pilot operates 255 travel centers in 37 states, and 250 fast food restaurants and 65 convenience stores. Pilot will use Postilion as a central switch for processing debit and credit card transactions from their gas pumps and in-store check out lanes, and for verifying checks via positive and negative file databases. Mosaic's eSocket.POS will be used for acquiring these transactions from the existing POS systems and fuel pump terminals.

Oklahoma-based **Central National Bank of Enid (CNB)** selected Postilion to handle its ATM transaction processing and debit card management for a multi-bank network of ATMs/card issuers. The PostCard component of the system will be used at CNB for debit card management and to provides services for 25 issuers and more than 60 different card programs. Detailed reporting as well as automated settlement and reconciliation for all 25 issuers, networks and interfaces will be handled by the Postilion Office component of the system.

## NamITech and Welcome Join in South Africa

**NamITech Ltd.** a secure technology provider focused on the mobile, banking and government industries formed an agreement with **Welcome**, an international provider of enhanced payment software. NamITech will become a value-added reseller of Welcome's enhanced EMV offerings to banking customers in South Africa.

## NCHA to Automate COCHA Settlement

The **National Clearing House Association (NCHA)** will provide the **Central Oklahoma Clearing House Association (COCHA)** with automated paper and image check settlement services using NCHA's Web-based national settlement system. COCHA is currently the settlement agent for CheckClear's Endpoint Exchange within the 10th Federal Reserve District. NCHA is the settlement agent for Endpoint Exchange within all the remaining Federal Reserve Districts and for intradistrict exchanges across all districts. Converting COCHA's settlement process to the national settlement system will standardize the process for all of Endpoint Exchange's image exchanges.

## University of Florida Implements UPIC

**Wachovia Bank** issued the **University of Florida** a Universal Payment Identification Code (UPIC). The University is the first entity to use a UPIC commercially. UPIC was created by The Electronic Payments Network, the nation's only private sector ACH operator. A UPIC is a unique number assigned to a bank account. It looks and acts like a standard bank account number, except it can only be used for ACH credit payments. Initially, the University's UPIC was provided to companies and agencies responsible for funding grants. Today, it is provided to virtually all non-consumer remitters as a payment option for financial aid, state reimbursements and funding for grants. University of Florida has received more than 1,700 UPIC payments totaling \$221.3 million.

## MERGERS

### Wachovia and SouthTrust to Merge

**Wachovia Corp.** and **SouthTrust Corp.** have signed a merger agreement. The merger creates the number one bank in the Southeast, and the nation's fourth largest financial holding company based on assets. The banks expect the transaction to close in the fourth quarter of 2004 and estimate its value at \$14.3 billion. The combined company will have approximately \$267 billion in total deposits, 3,200 banking branches and 5,300 ATMs. It will have the top retail banking market share in North Carolina, Virginia, Georgia and South Carolina, and the second largest market share in Washington, D.C., Florida, Alabama, Pennsylvania and New Jersey.

**Coach Ron Tunick is here...  
and Cornerstone Payment Systems has him!**

**FREE  
CD**

**"How to  
Make  
Big  
Money  
in the  
Bankcard  
Industry"**

- ★ Powerful ideas to jump start your plan
- ★ New business models
- ★ How to find profitable merchants
- ★ The one secret you need to go to the next level

**866-222-2112**



Fast  
Powerful  
Secure  
Versatile  
Reliable  
Envied.



Get more with the 8320 from Lipman.  
You are what you sell.

**The microprocessor chip inside every 8320 has unmatched power and speed to support a multitude of business applications.** Featuring Lipman's first-class quality and small footprint design, this terminal leaves nothing to chance. It's highly reliable, easy to handle and surprisingly simple to use.

- Visa PED secure
- Secure internal PIN pad
- High speed modem
- Designed to support larger memory capacity to enhance multiple applications
- Quiet & fast thermal printer
- Smart card reader
- Optional built-in ethernet
- Optional integrated wireless modem for reduced communication costs and faster transaction speed
- Privacy shield



To inherit these and other fine qualities contact:  
1-800-454-7626 [www.lipmanusa.com](http://www.lipmanusa.com).

**Lipman**

**Wallace Malone**, Chairman and CEO of SouthTrust, will serve as Wachovia's Vice Chairman following the completion of the merger. **David M. Carroll**, Wachovia Senior Executive Vice President, and **Frank Schmidt**, SouthTrust Bank Vice Chairman, will co-lead the integration of the two companies. Malone and two other members of SouthTrust's board of directors will join the Wachovia's board when the transaction is completed.

## APPOINTMENTS

### Johnson Joins CSH Consulting

**CSH Consulting**, the executive search firm focused on the payments industry, hired **Jeff Johnson** as Vice President of Search Services. Johnson, a recruiting and payments veteran, previously led Paymentech's internal recruitment efforts for four years.

### ProfitPoint Hires Finnamore

**ProfitPoint** named **Deborah Finnamore**, a 15-year veteran of retail marketing, as its Director of Marketing and Corporate Communications. Finnamore will be responsible for ProfitPoint's overall marketing direction as well as supporting the company's nationwide sales centers. Finnamore has worked on all sides of the retail

equation from a staffer in a retail store to marketing manager of a store design firm.

### ECC Elects Lucas Vice Chair

**John Lucas**, Vice President and head of electronic services for Mellon Global Cash Management was elected Vice Chairman of the Steering Committee of **NACHA-The Electronic Payment Association's** Electronic Check Council. Lucas has spent his entire career in the treasury services industry. He has been instrumental in the design and deployment of the suite of electronic payments solutions at Mellon GCM, a treasury services business of Mellon Financial Corp. The Electronic Check Council was established in 1995 as a forum to facilitate the development of electronic check products and services.

### Tesmer Named CTO of Pipeline; Appointed to Q Comm Board

**Thomas W. Tesmer** was named Chief Technical Officer of **Pipeline Data, Inc.** Tesmer will oversee the implementation of processing technologies for the integrated transaction-processing provider. Tesmer has more than 25 years of experience in the transaction processing industry. At Heartland Payment Systems he served as Senior Vice President and created and implemented the company's stand-alone transaction processing division. He served as Executive Vice President and Director of the POS Technology Division of Southeast Switch, Inc. the precursor to STAR. Tesmer also served as President of TransNet, now Paymentech, and President and CEO of Access Services, Inc., a provider of risk management services. Tesmer has also been appointed to a seat on the Board of Directors of Q Comm International, Inc., provider of prepaid processing and electronic POS solutions. **Bray Burbidge** resigned his position on Q Comm's board.

### MobileLime Appoints Wolf Vice President Sales

**Peter T. Wolf** joins **MobileLime** as Vice President of Sales. MobileLime's technology transforms a mobile phone into a shopping device. Wolf has more than 20 years' experience in software, services and hardware integration for grocery and general retailers. He will lead and oversee all new business relationships with restaurant and grocery retailers to build merchant sales and increase customer loyalty. Wolf was recently Vice President and General Manager of CRM Solutions for Triversity Incorporated; previously he was the Director of New Business Development at ICL Retail Systems and the Director of Business Development and Marketing at the British American Consulting Group Limited. He is also an adjunct professor to St. Joseph's University Retail MBA program. ■

# PERPETUAL Money MACHINE

Lifetime Vested Residuals  
 Multiply Your Income Through Our Unique Training System  
 Unlimited Income Potential  
 No Wet Signatures Required  
 Integrity Based Company  
 Shares On **ALL** Income Streams  
 • James, etc. diners • monthly auto income  
 • midsize gas income • mid. fee income  
 Additional Incentive Programs  
 Do What You Do Best...  
 You Sell-We Do The Rest!

NFC Credit Card processing | Transac ATM Sales | Check Services | Gift Card programs

DON'T PASS THIS  
Opportunity  
OFF TO THE NEXT CALLER!  
**888-384-5005**




In Association with National Processing Company, LLC (NPC)

RETAIL	MOTO/INTERNET
Credit Req. Rate 1.65% + .18	Credit Req. Rate 1.95% + .23
Check Card Req. Rate 1.25% + .23	Check Card Req. Rate 1.70% + .28

In Association with National City Bank of Kentucky





Need an extreme makeover?

**Today, only one processor offers all the tools you need to grow and succeed.**

Only one...loans you cash against residuals and provides cash advances for your merchants...provides free training, marketing materials and sales tools...lets you offer free terminals to merchants...gives you technology that lets you work smarter, not harder...automatically approves over 300 SIC codes.

One processor is so flexible, so responsive and so ahead of the curve, that once you join them, you'll never switch to another. Cynergy Data. It's like plastic surgery for your card processing business.

If your processor isn't making your business better and your life easier, call 1-800-ISO-HELP today.



Call 1-866-ISO-HELP or visit [www.cynergydata.com](http://www.cynergydata.com) today.



## End of Food Stamps Marks New Era for EBT

**I**t's official: The food stamp programs in the United States no longer distribute benefits in the form of stamps, but rather electronically via plastic cards. The U.S. Department of Agriculture (USDA) announced on June 22, 2004 that all 50 U.S. states, the District of Columbia and U.S territories now participate in electronic benefits transfer (EBT).

The USDA marked it the end of "the paper era" of the food stamp program, which helps more than 23 million low-income participants each month. With EBT it also has improved administration of the program, saved money and made it easier for low-income families to purchase nutritious foods.

California was the last state to make the transition. Forty percent of its food stamp recipients are in Los Angeles County, which moved to the new program in March, and six other counties changed in June, the New York Times reported. ☐

## MasterCard and Wal-Mart Settle Debit Dispute

**I**n what appears to be the end of a four-month heated standoff over debit interchange, Wal-Mart agreed on June 21, 2004 to begin accepting MasterCard-branded signature debit cards again for payment at all of its locations. In April 2003, MasterCard and Visa separately settled a class action lawsuit in which Wal-Mart and millions of other retailers objected to the Associations' honor all cards policies. The Associations agreed to throw out the policy, pay the retailers \$3 billion and reduce fees it charges them for debit transactions.

At the end of 2003, Visa struck a surprise signature debit deal with the giant retailer, and Wal-Mart looked to MasterCard to further concede its pricing. But the association wouldn't budge, and on Feb. 1, Wal-Mart said it would no longer honor MasterCard's signature-based, or offline, debit cards. In response, MasterCard issued a statement regarding the dispute: "Unfortunately, Wal-Mart feels comfortable limiting its customers' options when it comes to how they will spend their money." Wal-Mart and MasterCard declined to disclose whether MasterCard lowered its rates, or any other details about the recent agreement. ☐

## »» THE BEST IS BACK

WITH FREE WARM LEADS! &

A FREE 15 PAGE WEBSITE FOR EVERY ONE OF YOUR MERCHANTS

Tired of working with other bankcard companies that never add value to your business?

Work with the Best! **Landmark Merchant Solutions'** management team has over 100 years of bankcard experience and has processed billions in Visa/MasterCard for tens of thousands of merchants. We have been offering first class service to the ISO market since 1994.

Landmark's unique Sales Center Program will help you **SELL MORE LEASES THAN EVER BEFORE**

### »» Landmark Offers You

- Daily Warm Leads
- Faxed Applications Accepted
- **SAME DAY** Approvals
- Liberal Credit Policy
- MOTO/Internet

### »» Offer Your Merchants

- **FREE** Custom Built 15 Page Website
- **FREE** Domain Name
- **FREE** Hosting
- **FREE** E-mail Accounts
- The Landmark Name

**LANDMARK**  
Merchant Solutions  
At The Forefront Of Credit Card Acceptance

For more information please visit ::

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

Please complete the "Contact Us" page and we will call you.

Or you can call ::

Joe Garza, VP of Marketing, at (800) 882-4896 x415





# ANNOUNCING 1.600% THE LOWEST RATE IN THE BUSINESS. PERIOD.

For over 15 years we've been a leader in offering the most innovative ISO Programs in the industry. We offer the most competitive plan in the business with a 1.60% buy rate and interchange profitability sharing program that beats all others.

Along with the great rate you'll have access to all the tools and support you need to succeed today and well into the future, including:

- **Faxed Applications**
- **Guaranteed Faxed Leasing**
- **Same Day LIVE Merchant Numbers**
- **.0288 Leasing Factor (no first & last)**

**Call 1-800-288-8472 today and speak to Rich or George to find out how you can take advantage of this great rate:**

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

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

All contacts are kept strictly confidential.

The logo for Merchant Services Inc., featuring the letters 'MSI' in a bold, stylized font with horizontal lines through the letters.

**Merchant Services Inc.**

Phone 1-800-288-8472 • Fax 908-622-1219

2204 Morris Ave. • Union, NJ • 07083

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

# TRADE ASSOCIATION NEWS

PROUDLY SPONSORED BY



## Associations Coming Through With Events, Education and Benefits

**O**ur industry's regional events continued at break-neck speed in June. The NAOPP, NEAA and ETA all held meetings as summer began. Here is a wrap-up of what was announced and accomplished during June, and notes on benefits programs and events to come. These announcements are presented in chronological order.

### June 8: NAOPP Meeting

The National Association of Payment Professionals (NAOPP) announced at the meeting, held in New Jersey

prior to the Northeast Acquirers' Association Summer Meeting and Seminar, that it now has members in 30 states across the country. The association has made great strides in providing the benefits the membership has requested, and directors unveiled several exciting programs at the membership meeting, including:

- Low cost legal consultation/representation. This service will allow MLSs to send contracts to attorneys familiar with the industry who will make suggestions and corrections for a nominal fee.
- 401(k) plan. This program is designed to accommodate one-man operations up to medium-sized offices. For all 1099s, it's the opportunity to put away money for retirement. The average MLS is usually so wrapped up in running the business this area is seldom given the attention it deserves and requires.
- Health Insurance. This plan allows participation of one person or 100 people.

The lack of available health insurance coverage has concerned many MLSs. Members of NAOPP now have access to a comprehensive group and individual health benefits program. In addition, members are now able to access the program through a secure Web site anytime, anywhere in the world.

Administered by leading providers of national association benefit programs, the NAOPP health benefits program provides the members with comprehensive health insurance benefits at an affordable price.

Registered NAOPP members can navigate the Health Benefits portal on the Web site to learn more about specific features of the program, access health insurance resources, search for PPO medical providers, and request personal or small business proposals.

The NAOPP member self-service modules allow you to complete the following tasks at your convenience:

- Request group proposals and individual proposals

Setting the Standard for Quality and Integrity

## BUDGET TERMINALS & Repair

Simply The Best

Omni 3200	\$229
Nurit 2085	\$235
T7PT 512K	\$209
T7P 512K	\$199
T 460	\$179

**T 330 \$89 - P350 \$85**

In Stock

NURIT 2090/3010

ICE 5500/5700 - ECLIPSE - TALENTO

Refurbished by Budget Terminals

**ONE YEAR WARRANTY**

While Quantities Last

**985-649-2910**

**Free Ground Shipping** w/orders over \$195.00

We accept Cashiers Check, Visa and Master card

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





- Initiate personal benefits consultations
- Ask questions on benefits
- Search for doctors and hospitals
- View and visit benefit provider links
- View health insurance news and benefits updates

Additionally, NAOPP is offering the option to open health savings accounts (HSAs) that create unique tax benefits for both employees and employers. HSAs can reduce health insurance premiums and enable the insured to build up tax-favored funds to pay out-of-pocket expenses for small and routine medical expenses. Federally qualified HSAs are tax-deductible, tax-deferred and tax-free.

For more information about NAOPP membership and their benefits package, please visit [www.naopp.com](http://www.naopp.com) or contact Bill Paul at [MerchTPS@bellsouth.net](mailto:MerchTPS@bellsouth.net) or Chuck Saden at [csaden@poscardprocessing.com](mailto:csaden@poscardprocessing.com).

NAOPP will have vendor booths at upcoming ETA Expo Network events and regional acquirers' association meetings. Be sure to look them up when you attend these events.

**June 8 – 10 NEAA**

The Northeast Acquirers' Association (NEAA) Summer

Meeting and Seminar, held in Woodcliff Lake, NJ, set a new benchmark for regional events. Three-hundred-and-sixty people in all attended, including 64 vendors in the exhibitor hall.

The response to the show was great, with vendors and attendees alike commenting that it was well worth the effort and expense to participate. The vendors we spoke with said they were pleased with both the quantity and quality of traffic at their booths. The breakout sessions were also very well attended.

Everyone was invited to attend the opening Education Forum on June 8, "Understanding Interchange," presented by Linda Ford and other industry experts. Over 100 people attended the seminar. A cocktail reception for vendors and attendees wrapped up the first day; the networking began in earnest on this beautiful, warm summer evening.

Wednesday's schedule began with breakfast and the morning was dedicated to the opening of the vendor expo. All of the vendors we spoke with reported that the quality and quantity of contacts made during the expo exceeded their expectations.

Following lunch, the education sessions held that afternoon included presentations by Visa, Discover, and



- Equipment Sales -
  - New • Refurbished
- Deployment -
  - Online Orders • Downloading, Encryption
- Help Desk -
  - Design Your Own Program
- Repair -
  - Speedy Turn Around • Most Equipment

# Terminal Down?

Let us overnight ship a downloaded terminal to replace your merchant's Defective terminal

**CALL TODAY**

**877-999-7374**

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

American Express. WRG Services gave a detailed presentation concerning the ATM market for MLS/ISOs. Hypercom and VeriFone each made a technology presentation. The day ended with talks regarding the FTC lawsuits and portfolio analysis.

As always, NEAA made recreational activities available at the event. The dinner and golf tournament were excellent opportunities to catch up with old friends and make new ones.

NEAA's upcoming Winter Meeting will be held Feb. 1 – 3, 2005, again at Mount Snow Vt. Please visit the association's Web site, [www.northeastacquirers.com](http://www.northeastacquirers.com), for further announcements.

### June 24 – 25 ETA Expo Network

The first ETA Expo Network was held June 24 – 25 at the Hyatt Regency in La Jolla, Calif., just north of San Diego. Nearly 250 people attended this inaugural event, including many industry veterans. The beautiful Southern California weather and the idyllic setting greeted one and all.

Two ETA University courses were offered on Thursday, and interest in the classes was so high that there was

standing-room-only. The morning course, "Introduction to Electronic Processing," provided a history of the industry and defined the major players and their roles.

The afternoon course, "Habits of Highly Effective ISOs and Sales Agents," covered some industry guidelines and regulations and discussed best practices for the merchant level salesperson in risk-management, merchant set-up, fraud protection and more.

Both courses were taught by Donna Embry, ETA's Director of Education.

The opening reception in the Expo Hall followed a day of learning and gave everyone a chance to meet and greet and review the vendors' products and offerings.

Friday began with a networking breakfast, then it was on to the educational sessions. The morning fare consisted of four choices:

- **Industry Update:** Mary Dees of Creditranz discussed new trends in the industry and presented ways to make sure your company stays on top of these changes.
- **Legislative Update:** Phil Taken shared his legal knowledge in this presentation on new national and state-level legislation affecting the industry.
- **Interchange:** Mary Winingham of TransFirst addressed the recent changes made to interchange and how these changes impact MLS/merchant relationships.
- **Chargebacks:** Kim Marvin of Cynergy Data described ways to control chargebacks and reduce losses.

After lunch, attendees chose from three more sessions:

- **Merchant Contracts:** Phil Taken defined best practices for merchant contracts.
- **Technology:** A panel consisting of Patti Murphy, The Green Sheet; Miles Paschini, EWI Prepaid; Dale Laszig, Hypercom, and Bob Ficarra, CrossCheck reviewed new technology.
- **Relationship Management:** Joe Kaplan of Innovative Merchant Solutions led a discussion on the importance of managing merchant relationships.

Attendees then had additional time to visit with the exhibitors before the closing reception on Friday evening.

The ETA Expo Networks are designed as a series of affordable, local tradeshow for ISOs/MLSs. The shows all follow the same format: they're two days and include two half-day ETAU courses the first day and educational sessions and expos the second day. Receptions open and close the events. Registration is \$75 for members or ASPs (Affiliate Service Providers).

# Honesty, Integrity, Ethics...

*and oh yeah, more residuals  
than you ever made before!*

For more  
information contact  
our sales division at  
**800-311-7248 Ext 235**



The next ETA Expo Network is set for Oct.14 – 15, 2004 at the Fairmont Hotel in Dallas. For more information visit [www.electran.org](http://www.electran.org) or call 866-ETA-MEET.

### **MWAA Second Annual Conference, July 28 – 30**

The Midwest Acquirers' Association (MWAA) announced that Paul H. Green, Chairman and Editor in Chief of The Green Sheet, Inc., will receive its Lifetime Achievement Award for 2004.

Since he started publishing The Green Sheet over 20 years ago, it has become the most widely read publication in the payment processing industry, both in print and online. He will receive the MWAA Lifetime Achievement Award for 2004 on Thursday afternoon, July 29, 2004, at the Drake Hotel in Chicago, Ill.

"Paul Green is a legend in our industry and we are delighted to honor him in this way," said Mark Dunn, President of MWAA and Senior Vice-President of Transaction Services with Universal Savings Bank, FA in Milwaukee, Wis.

"Paul is responsible for raising the bar in the payments industry with the outstanding quality and insight of his publications and Web site. He and his team at The Green Sheet, GSQ and Green Sheet Online have been responsible for educating thousands of salespeople and payments processing executives.

"On behalf of the MWAA, we are excited about presenting this award to Paul Green at our Second Annual Conference in recognition of his contributions and leadership in the industry," Dunn said.

MWAA also recently announced a Recognition Program for MLSs in conjunction with its Second Annual Conference. The program is meant to encourage the "feet on the street" salesperson to register for special recognition at the conference and reap some very significant benefits. For instance, each MLS or field sales manager attending the conference will have a chance to win one of 20 American Express gift cards worth \$500 each at the closing reception.

"We wanted to do something special to put the spotlight on the great people who are out there selling merchant accounts every day," Dunn said. "We want our vendors and other attendees to know who the salespeople are. We see ourselves as a resource to the MLS in the Midwest and want them to come to our show. And as for the gift cards, well, when you sell on commission, it's nice to get a spiff, too."

The two-day Second Annual Conference will provide a regional opportunity for training, education and networking for the ISO/MLS community and is expected to draw nearly 500 payment professionals from the Midwestern area.

Jim McCormick, MWAA Treasurer, said, "We have already sold out on vendor space so we know there is a lot of interest in this show. Sixty-seven vendors representing every aspect of the industry will be on hand."

"We are very excited about the Recognition Program for MLSs because they have traditionally been the underserved players in our industry," said Caroline Marino, MWAA Vice-president. "We believe that putting our educational and networking resources at the command of the MLS will help everyone in the industry."

**"We have already sold out on vendor space so we know there is a lot of interest in this show. Sixty-seven vendors representing every aspect of the industry will be on hand."**

– Jim McCormick  
Treasurer, MWAA

A special educational seminar will be offered the day before the MWAA conference. Called "Field Guide for the Developing ISO," it gives a detailed picture of what it takes to succeed in the ISO business. More than 20 ISO experts will provide unique insights and share experiences.

The MWAA conference itself will feature presentations by senior executives from Ingenico, Lipman USA, Thales, VeriFone, Hypercom, Fifth Third Bank, Visa U.S.A., First Data Corp., Total Merchant Services, Online Data, Profit Point and NPC.

Contributing sponsors include American Express, First Data, General Credit Forms, Hypercom, Ingenico, JR's POS Depot, NPC, Online Data, TenderCard, The Green Sheet, Transaction World and VeriFone.

MWAA is a not-for-profit, no-membership, independent forum. Its mission is to provide a regional opportunity for training, education and networking in the Midwest acquiring community.

Visit [www.midwestacquirers.com](http://www.midwestacquirers.com) for more information about MWAA.

For more information about the ISO Field Guide seminar, visit [www.fieldguideforisos.com](http://www.fieldguideforisos.com) or contact Mark Dunn by phone at 414-220-8835 or e-mail at [mdunn@usbankfa.com](mailto:mdunn@usbankfa.com).

*The Green Sheet, Inc. is a sponsor of each of the regional acquirers' association meetings and the ETA Expo Networks series. Look for our booth at these events—we look forward to meeting you. If you have an announcement regarding a trade association event, please send your information to [julie@greensheet.com](mailto:julie@greensheet.com).*



# WE DELIVER

## COUNT ON US TO FULFILL ALL YOUR MERCHANT SERVICING NEEDS

### ► HIGHER QUALITY AND LOWER COSTS IN ONE COMPLETE RESOURCE:

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

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

### ► OUR CAPABILITIES INCLUDE:

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

### ► QUALITY EQUIPMENT FROM:

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

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

# 2004 Expo & Tradeshow Calendar

For more details and a variety of other tradeshows, expositions and seminars, visit [www.greensheet.com/tradeshows.htm](http://www.greensheet.com/tradeshows.htm)  
 Summer-Winter, all dates for 2004

Event	Date	Location	Phone Number	Web Site
NACHA Payments Institute East	July 25 - 29	Atlanta	709-564-1100	<a href="http://www.nacha.org">www.nacha.org</a>
Midwest Acquirers' Association (MWAA) Conference	July 28 - 30	Chicago	N/A	<a href="http://www.midwestacquirers.com">www.midwestacquirers.com</a>
Institute for Payment Professionals (IPP) Seminar	Aug. 11	Chicago	N/A	<a href="http://www.i4pp.org">www.i4pp.org</a>
WesPay Workshop: Customer/Member Service	Aug. 10,11,12,17,18,19	Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Financial Women International Annual Meeting	Sept. 12 - 14	Nashville, Tenn.	703-807-2007	<a href="http://www.fmi.org">www.fmi.org</a>
ETA Strategic Leadership & Networking Forum	Sept. 21 - 23	Aventura, Fla.	800-695-5509	<a href="http://www.electran.org">www.electran.org</a>
ATMIA Conference West	Sept. 20 - 22	San Diego	605-528-7270	<a href="http://www.atmianorham.com">www.atmianorham.com</a>
WesPay Workshop: Basics of ACH Receiving	Sept. 14,15,16,21,22,23	Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Institute for Payment Professionals (IPP) Seminar	Sept. 22	Houston	N/A	<a href="http://www.i4pp.org">www.i4pp.org</a>
Electronic Retailing Assoc. 14th Annual Convention & Expo	Sept. 26 - 29	Las Vegas	703-841-1751	<a href="http://www.retailing.org">www.retailing.org</a>
NACHA e-Check Conference	Sept. 27 - 28	San Francisco	703-561-1100	<a href="http://www.nacha.org">www.nacha.org</a>
Southeast Acquirers' Association (SEAA) Conference	Sept. 27 - 29	Atlanta	800-325-1158	<a href="http://www.southeastacquirers.com">www.southeastacquirers.com</a>
WesPay Workshop: AAP Review Course	Oct. 5, 6, 7	Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
Shop.org Annual Summit	Oct. 6 - 8	Anaheim, Calif.	202-661-3053	<a href="http://www.shop.org">www.shop.org</a>
Smart Card Alliance Annual Meeting	Oct. 18 - 20	San Francisco	800-556-6828	<a href="http://www.smartcardalliance.org">www.smartcardalliance.org</a>
ETA Expo Network	Oct. 14 - 15	Dallas	800-695-5509	<a href="http://www.electran.org">www.electran.org</a>
National Assoc. of Convenience Stores (NACS) Show	Oct. 17 - 20	Las Vegas	703-684-3600	<a href="http://www.nacsonline.com">www.nacsonline.com</a>
Mid-America Payments Conference	Oct. 25 - 27	Overland Park, Kan.	816-474-5630	<a href="http://www.mpx.org">www.mpx.org</a>
WesPay Payments Symposium	Oct. 18 - 20	Universal City, Calif.	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>
NACHA Accredited ACH Professional (AAP) Exam	Oct. 19	Varies	703-561-1100	<a href="http://www.nacha.org">www.nacha.org</a>
Financial Insights	Oct. 26 - 27	Boston	508-620-5533	<a href="http://www.financial-insights.com">www.financial-insights.com</a>
BAI's Retail Delivery Conference & Expo	Nov. 16 - 19	Las Vegas	888-284-4076	<a href="http://www.bai.org/retaildelivery/em/em1d">www.bai.org/retaildelivery/em/em1d</a>
CSI 31st Annual Computer Security Conference and Exhibition	Nov 8 - 10	Washington D.C.	415-947-6320	<a href="http://www.gocsi.com">www.gocsi.com</a>
COMDEX Fall Exhibition	Nov. 14 - 18	Las Vegas	415-905-2300	<a href="http://www.comdex.com">www.comdex.com</a>
WesPay Workshop: ACH Risk Management	Nov. 16,17,18	Varies	415-433-1230	<a href="http://www.wespay.org">www.wespay.org</a>



## Understanding the Real Benefits of Wireless

Wireless networks lower the cost of installing electronic POS terminals since merchants avoid the expense and inconvenience of installing additional telephone lines at payment locations. Wireless also eliminates the down time spent waiting for extra lines to be installed.

Smaller merchants with only one business line can dedicate that line to business calls; the line won't be tied up to process electronic payments anymore. Mobile businesses, such as retail delivery of groceries, will be able to accept payments on the fly, reducing their risk of fraud and theft while providing their customers with increased convenience.

When it comes to wireless, ISOs/MLSs should be familiar with the differences between wireless local area networks (WLANs), also commonly referred to as WiFi, and wireless wide area networks (WANs). To draw a parallel to the wired world, WLANs are the wireless equivalent of your Ethernet office network, while WANs are equivalent to your phone network.

There's been a lot written about WiFi in recent issues of *The Green Sheet*, so we won't belabor that point here. The key element to consider with WiFi is its application in relatively small areas, say within 300 feet from a base station or wireless access device.

That makes it very suitable for portable applications, such as restaurant handheld POS systems, "lane buster" check-out in stores and malls, extending an existing wired Internet Protocol (IP) network to temporary outdoor locations, or simply eliminating the need to run Ethernet cabling within the location.

Amid all the attention that's been devoted to WiFi, wireless WAN options have been somewhat overlooked. That's unfortunate, because the infrastructure for wide scale deployment of wide area networking transmission such as Code Division Multiple Access (CDMA) has been proceeding aggressively.

**By Paul Rasori**

*VeriFone, Inc.*

**T**he increasing number of options in the wireless transmission of payments may seem a little overwhelming at times. The telecom industry is prone to talk in acronyms and the media tend to flit from one technology to the next, which can leave everyone else in a state of confusion.

ISOs/MLSs fall somewhere between industry insiders and consumers, and it's imperative they understand the jargon and can sift through the hype. Despite the buzz, the primary issue around wireless is all about selecting the right solution for optimal merchant satisfaction and profit.

The first issue is to understand the benefits of the technology. This means that as a sales professional, you'll need to be up to speed so that you can select your target markets, select the appropriate solutions and educate your merchant customers.

Using wireless data networks for electronic payments provides very tangible merchant benefits:

- Proven, reliable, secure communications technology
- Merchant flexibility
- Faster transaction times
- Lower terminal installation and operational costs





# THE PERFECT BALANCE BETWEEN GREAT SERVICE AND INCREDIBLE RATES

Combining Class "A" support and competitive equipment pricing with online Internet reporting capabilities, via NPCAccess.net, provides an incredible processing solution to offer merchants. Our ISOs also benefit from the best service in the industry, ongoing sales support and training, along with a dedicated client service representative to manage day-to-day concerns. See for yourself why NPC has the best and most loyal ISO partners in the industry.



For more information, call (800) 672-1964 x57655 or visit [www.npc.net](http://www.npc.net)

# 1.59%

## BUY RATE PLAN

### Residuals Paid on ALL Revenue Streams

#### Choose Your Plan

The Revenue Share and the Buy Rate programs both pay out on ALL revenue streams. With the Buyrate program, receive 100% above 1.59% & \$0.18. Both programs include FREE support and marketing assistance.

# \$1000

## Signing Bonus

We're so confident that you won't be disappointed, we'll pay you \$1000 just for giving us the opportunity -- no strings! Just send us 10 approved deals within 60 days.

#### On-line Application

Easy to implement. Easy to use.

#### Faxable Program

No application or lease originals needed!

#### Customized Marketing Tools

We'll provide you with the tools and expertise to enhance your specific initiatives.

#### Service & Support

ISO Support 9:00AM EST to 6:00 PM PST

24/7 Customer Service

7 Front-Ends to support ALL industry types

#### Best ACH Product Available

Check by Net, Check by Phone and Credit Cards integrated into one gateway.

#### Fast Turnaround

Get an answer in hours -- not days.



**PAYMERICA**

# 1/877-PAYMERICA

( 7 2 9 - 6 3 7 4 )

**Ext. 301**

Paymerica, LLC is a registered ISO/MSP of J.P. Morgan Chase Bank, Hicksville, NY

### A Few Definitions...

**CDMA**—Code Division Multiple Access. Enables many users to share the same frequency band. Each signal coded to be understood by a receiver with the same code.

**GPRS**—General Packet Radio Services. A "packet-based" service with data rates between 56 and 114 Kbps.

**TDMA**—Time Division Multiple Access. A technology for shared medium (usually radio) networks. It allows several users to share the same frequency by dividing it into different time slots.\*\*

**WiFi**—Short for wireless fidelity. Used generically to describe any type of 802.11 network, including 802.11, 802.11a, 802.11b, 802.11g, dual-band, etc.

Source: GSQ, v7n2

\*\* Source: <http://en.wikipedia.org>

Without a doubt, the largest benefit offered by wireless payment terminals is the ability to tap into broadband transmission, using IP, without having to install Ethernet wiring, routers and hubs. This allows merchants to benefit from faster transaction speeds, greater security and reduced costs.

But not every merchant location has access to or wants to install a wired broadband infrastructure, of which WiFi is a wireless extension. WAN technologies including CDMA and General Packet Radio Services (GPRS) allow merchants with mobile or transportable payment terminals to figuratively "cut the cord."

They no longer need to run telephone connections to every location or lane where electronic payments are accepted and processed. It's very similar to switching from landline to

mobile phones for voice calls.

Portable payment terminals enable merchants to instantly add a lane during peak sales periods or extend electronic payment capabilities to sidewalk sales, garden centers or other outdoor venues. The terminals are also well suited for restaurants and resorts that need to follow guests to patio dining areas, golf courses, tennis courts or remote beaches.

Merchants on the move including kiosk vendors located in high traffic areas of malls, airports and trade shows, or at events such as flea markets, craft fairs, festivals or sports competitions, often have no access to a wireline telephone connection.

Battery operated, wireless portable terminals allow these merchants to accept a variety of debit and credit payments which encourages larger



**POS-BUY**

*Are you  
missing out on  
easy profit?*

*Here's how the program works:*

- Sign up to become an Equipment and Supplies Reseller at [www.posbuy.com](http://www.posbuy.com).
- Set the prices your merchants pay.
- Distribute POSBuy terminal stickers to every merchant you meet.
- Review orders and residuals in real-time.
- Collect monthly residual from POS Portal.



*Deal of the  
Month!*

**TRANZ 460  
Printer**

Refurbished: **\$165**

**We have a large quantity of  
Remanufactured & New,  
VeriFone, Hypercom, Thales,  
& Lipman equipment in stock!**

Prices based upon availability

**Toll Free: 866-276-7289 • [www.posbuy.com](http://www.posbuy.com)**



## AN EASY SELL TO YOUR TOUGHEST CUSTOMERS.

*American Express Advantage*

**PurchaseExpress®**

**Microsoft® Windows XP® compatibility, greater flexibility, and more power.**

Provide your customers with the most up-to-date technology for accepting credit and charge card transactions by mail, by phone, and in other card-not-present environments. PurchaseExpress software saves merchants time and money by helping them:

- Automatically process installment and recurring charges
- Minimize time spent rekeying data by importing order information from external databases
- Reduce fraud with automatic address verification
- Conveniently access authorization and settlement reports, order status, and sales status

Now compatible with Microsoft® Windows XP®, PurchaseExpress supports all major credit cards and is LAN-capable for multiple users.

A front-office solution this complete can turn even your toughest customers into satisfied clients.

**Start building PurchaseExpress software into your POS product offerings.**

**Call Dave Wuichet, Product Manager, at 602-537-7852, or e-mail**

**POSpartners@aexp.com for more information.**

Some terms and conditions apply.



©2004 American Express  
Travel Related Services Company, Inc.



purchases and provides online authorization for improved security.

Other types of businesses that might be attracted to portable payment terminals include mobile service providers such as moving, cleaning and delivery; limousines and taxis; home "parties;" insurance sales and temporary businesses that operate in locations where phone service and/or power may not be readily accessible.

However, wireless isn't just about portability anymore. An increasing number of merchants use wireless WAN connections in everyday settings where dial-up terminals work just fine. Why? It's very simple: improved technology that's less expensive.

The cost of wireless communications has dropped dramatically in the past several years to the point where some individuals have cast off their landlines in favor of wireless-only voice services that bundle long distance, local, voicemail and three-way calling. Wireless WANs that connect a POS terminal to an acquirer share the same basic economic justification that drives consumer migration: lower cost and better service.

Major carriers do not bill out their data network services in minutes used, but rather on the amount of data transmitted on a monthly basis. A typical POS terminal transmits such a small amount of data that the wireless carriers have set up special pricing plans that reflect this usage model, which in some cases can be 50 to 70% lower than the cost of the average business phone line.

Wireless WAN services are typically "always on," so in addition to being substantially cheaper, they also perform better. This frees up the merchant to focus on sales and customers instead of staring at the POS screen waiting to see the word "approved."

There are two main options available for wireless WAN: CDMA, which has been the cellular standard most popular in the United States, and GPRS, an enhancement to Global System for Mobile Communications (GSM), that is widely deployed overseas and has been catching on recently in this country.

If you carry a Verizon Wireless mobile phone, it probably has a "1x" symbol on the screen. This is shorthand for 1xRTT, an acronym for single carrier (1x) radio transmission technology, which is CDMA2000 and is the first phase in CDMA's evolution to third-generation (3G) technology. 1xRTT transmits at speeds of up to 144 Kbps (kilobytes per second) and some say it provides greater network capacity than earlier digital techniques. This allows more users and results in fewer dropped calls. Sprint is another carrier using CDMA.

GPRS has a theoretical maximum transmission rate of up to 171.2 Kbps, but in practical applications is more likely to operate at 20 or 30 Kbps. GPRS generally has the backing of telecom service providers from the Time Division Multiple Access (TDMA) and GSM world, including AT&T Wireless, Cingular and T-Mobile.

With the tremendous growth in wireless data services aimed squarely at consumers (admit it, you have sent or received a picture on your phone), the POS world stands to benefit from the wider availability and lower costs being driven by the huge investment in these networks.

All of this may sound a bit technical or confusing, but what it really comes down to is this: In this increasingly competitive environment, IP- and wireless-based solutions represent one of the biggest upgrade opportunities for our marketplace in recent memory. Those that take the time to understand how to sell the benefits and partner with companies that can deliver them will certainly grow their market share. ■

*Paul Rasori is VeriFone's Vice President for North America Marketing and plays a key role in helping VeriFone customers integrate current payment and communication technologies. He can be reached at [Paul\\_Rasori@verifone.com](mailto:Paul_Rasori@verifone.com).*

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

Pay-Me-Now  
PAYMENT GATEWAY .com  
AND VIRTUAL TERMINAL

**FREE ACCOUNT INCLUDES**

- Virtual Terminal
- Set up Merchants in Less Than 3 Minutes!
- \$10K/Mo. ACH Account
- Recurring Billing
- Process all Credit Cards
- Reseller & Private Label Opportunities Available!
- Software Leasing Available

Certified on most platforms including: FDC, Global, Vital and Paymenttech!

**1-800-223-4097**

DARRIN@PAYMENOW.COM • WWW.PAYMENOW.COM

© 2004 Copyright Pay-Me-Now.com



*We Guarantee this is the Best I\$0/M\$P Program!*

# **APS**

## **Advanced Payment Services**

**1.51% Buy Rate 100% above  
5¢ + Interchange 100% above  
Faxed Applications Accepted**

- **AUTOMATIC APPROVAL OF  
OVER 300 TYPES OF BUSINESSES**
- **PROGRAMS TAILORED FOR ALL  
REGARDLESS OF SIZE**
- **SUPPORT 98% OF TERMINALS**
- **DEPLOYMENT OF PROGRAMMED  
POS EQUIPMENT**
- **LIBERAL UNDERWRITING**
- **ONE APPLICATION FOR ALL**
- **NO MINIMUM DISCOUNT**
- **NO ANNUAL FEES**
- **DAILY DETAILED STATUS REPORTS**
- **24/7 LIVE CUSTOMER SERVICE**
- **FREE START UP KITS**
- **CHECK SERVICE PROGRAM**
- **LIFETIME VESTED RESIDUALS**
- **RESIDUAL BUYOUT PROGRAM**
- **LEASING AVAILABLE**
- **KOREAN AND SPANISH SPEAKING  
TECH SUPPORT AND HELP DESK**



**Your Bridge  
To Success**

Same day live merchant numbers  
**NO Application Fee**  
**NO Minimum Monthly Fees**  
**NO Liability**  
Amex, Discover, Diners Club  
**Commissions \$\$\$**

**Call 800-414-4286 or e-mail [AgentInfo@AdvancedPayments.net](mailto:AgentInfo@AdvancedPayments.net)  
Contact Myrvin Garnett, VP of Business Development at ext. 104 or  
Peter Kim, VP of Korean Division at ext. 113**



# IP Is Growing Option for ATMs

By Ann All

ATMMarketplace.com

Originally published on ATMMarketplace.com, July 15, 2003; reprinted with permission.  
(c) 2004 NetWorld Alliance LLC. All rights reserved.

**T**he ATM infrastructure is overdue for an overhaul. As Kent Phillips, Director of Business Development for network services provider Transaction Network Services (TNS), puts it: "ATM manufacturers have upgraded their products with more powerful processing engines, but many deployers are running into traffic jams trying to drive them on outdated network information highways."

Despite all of the Web-enabled possibilities of the newest generation of ATMs, most machines still communicate using 30-year-old networking protocols such as SNA (Systems Network Architecture), which was originally developed by IBM for its mainframe computers in 1974.

Adding third-party transactions to ATMs—a la 7-Eleven's Vcom program—is a challenge because it's so difficult for new transaction providers to connect to ATMs through the traditional infrastructure, Phillips said.

## IP Uptake

As ATMs become more PC-like and open architecture software offers the ability to create content based on HTML and other Web languages, some deployers—especially financial institutions and retail chains including 7-Eleven—are configuring their ATMs to communicate via IP, or Internet Protocol.

IP is a ubiquitous protocol that works with most local-area network (LAN) or wide-area network (WAN) configurations. It is typically combined with a higher-level protocol called Transmission Control Protocol (TCP), which establishes a direct connection between the sender and the receiver (TCP/IP).

In contrast to legacy protocols like SNA and 3270 bisync, "IP is here to stay," Phillips said.

Indeed, IP has become a de facto networking standard for PCs, and also supports devices as diverse as cell phones and cable set-top boxes. It is the standard way of communicating with the Internet via an Internet Service Provider (ISP).

Many financial institutions (FIs) already connect their teller stations, check-imaging systems and other PC-based devices via IP. Each branch is configured as a LAN that connects to a WAN at a main branch or other central site, most often using a frame relay backbone.

Retail chains connect devices such as point-of-sale and credit card terminals, inventory systems and other devices via IP. Each store is a LAN that connects to a WAN at corporate headquarters or another site, also typically via a frame relay network.

## Forecast for Clouds

In a legacy world dominated by SNA and other legacy protocols, Phillips said ATMs typically connect to their host via dedicated connections, leased-line in the financial services world and dial-up in the retail world. The host serves as a hub, and the individual ATMs are spokes connecting to it.

In contrast, he said, TCP/IP is a "cloud with spokes on the edges." The data is separated into "packets" of information that are re-assembled at the host.

There is little danger of data not being delivered. All data sent via TCP/IP has an IP address to ensure it ends up at the right destination.

Unlike leased lines, TCP/IP offers "redundant communications paths," said Bill Jackson, Triton's Chief Technical Officer. "There are a hundred different ways for the data to get where it's going. With leased lines or dial-up, if the local telecoms go down, you're dead."

Triton recently created an IP "converter" for its 9700 series of ATMs. Jackson said a field upgrade, with the converter and added software, costs "a few hundred dollars." IP capability is built into Triton's newest machines, the 9800, FT5000 and RT5000.

Triton distributor eFunds [in early 2003] piloted two 9705 model ATMs on IP at Bigfoot gas station/convenience stores. eFunds and Mac's Convenience Stores, owner of the Bigfoot chain, then decided to increase the number of ATMs on IP to 380 sites.

## Cost Control

Jeff Bippus, Mac's Senior Business Manager, said Mac's saw it as an opportunity to streamline its operations by eliminating the telephone lines that were used for dial-up ATM connections. Removing the monthly expense of \$50 per location adds up to a significant savings when multiplied over hundreds of locations, he said.

"Telecommunications is really coming into its own as a cost reduction opportunity," agreed David McCrary, eFunds' Vice President of Sales, ATM Solutions.

Each IP location (LAN) must have at least one router, at a cost ranging from a few hundred to a few thousand dollars, but each router generally can support multiple devices.

Another benefit, McCrary said, is



faster transactions. Because IP is an "always-on" connection, its speed is more akin to a leased line than to a dial-up line. Transaction authorization typically occurs in three to five seconds, versus 15 to 20 seconds for dial.

That's particularly important during peak times in retail environments, such as the 6 a.m. to 8 a.m. and 5 p.m. to 7 p.m. "drive times," McCrary said.

Mike Cowart, Operations Director for ATM Services for transaction processor Lynk Systems, said that a Lynk client, an ISO, experienced problems with queues forming at two ATMs in a casino, both doing in excess of 8,000 transactions a month. The ISO switched to IP to reduce waiting times at those machines.

### Freeze Frame

Triton's Jackson said that large chains, which typically already have a frame relay network, are the most logical retail candidates for ATMs on IP. "This isn't really the solution for mom and pop," he said, although IP can be routed through more affordable connections, such as cable or ISDN.

Indeed, for customers who have made an upfront investment in frame relay, it makes sense to move as many

devices as possible to IP, said Allen Christopherson, Eicon Networks' Marketing Manager for the Americas.

"If you've got a frame backbone, you're paying a fixed cost for it every month, whether you're using 10% of the capacity or 100% of the capacity," he said.

While frame relay is a popular vehicle for IP because of its ubiquity, eFunds' McCrary thinks the number of IP-enabled devices running on DSL, VSAT (satellite) and other communications options will grow as those technologies become more popular.

### Increasing the Uptime

Switching ATMs from dial-up to IP makes monitoring less costly and more efficient, said Triton's Jackson. This is an important issue as ISO networks continue to grow through consolidation.

"We've got ISOs monitoring thousands of machines with our Triton Connect software. They'll have eight modems with separate phone lines. They could run IP through a single T1 line or cable connection instead," he said.

Lynk's Cowart said enhanced monitoring was one benefit enjoyed by the Lynk client with the casino sites, after he switched several Diebold 1064ix ATMs from dial-up (911/912 emulation) to IP.

"NCR and Diebold offer only a limited subset of status messages with dial-up," Cowart said. "Your uptime improves dramatically if you move to IP because you get more status messages."

### Banking on it

Adding ATMs to an existing IP infrastructure also offers a score of benefits for FIs. Ted Josephson, Vice President of eBusiness and Operations for Bridgeport, Conn.-based People's Bank, said his bank improved its transaction capacity at its 212 branch ATMs by converting them from leased-line connections to IP. This was a significant issue for People's, since a third of its machines crank out more than 10,000 transactions a month, he said.

IP's reliability and resiliency is also a "quantum leap over SNA," Josephson said. Though the bank once experienced problems with strings of ATMs going down if one went offline, he said that hasn't occurred since People's switched to IP.

While Josephson characterized People's as a "fast follower" when it comes to introducing new functionality, the switch to IP "positions us well for the future," he said. "My telecom costs are already depreciating. So I won't have to take a big hit for telecom as we create a migration path to Windows-based ATMs."

**Are you looking for a  
reliable, inexpensive POS  
for your accounts?**

**Ride the Wave -  
It's fast, convenient, and affordable.**

*BlueWave POS*

Completely genuine, refurbished, industry standard POS with a 90-day - no question warranty - all at BlueWavePOS.com

**Complete VeriFone System -  
Terminal and Printer starting  
at \$140.00!**

Or buy them separately:

VeriFone Tranz 330 Terminal	\$80.00
VeriFone P250 Printer	\$60.00
Stand	\$25.00

**Order Today at  
www.BlueWavePOS.com**

Do you have any VeriFone products you do not need? We buy them!

Contact us at  
BlueWavePOS@yahoo.com

# Where will your journey take you?



## It's time to come home.



### EXPERIENCE

Retriever management has more than *150 years* combined experience.



### TECHNOLOGY

The *most advanced* information delivery system to sales groups and merchants *on the planet*.



### TENURE

Our Top 40 sales groups average more than *8 years* with Retriever.



### RESIDUALS

Retriever pays out over *\$5 million dollars* every month in residuals and lease payouts.

"During my 17 years with Retriever, it has been my good fortune to work with the finest sales groups in the industry, many of them are millionaires many times over and they are still growing. Today, I look forward to the growth of new sales groups that join our Retriever family. Call me directly to find out how Retriever can help your business grow. Don't be fooled by their hype-look for the substance and the proof. I look forward to speaking with you."

—William H. Higgins,  
President/CEO



Join Retriever's top sales groups  
in the Caribbean in 2005!  
Call today to set up a phone interview.

**(800) 376-3399**



**Retriever**

America's Payment Systems Authority

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

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

Josephson said he is currently plotting a strategy to convert his 24 non-branch ATMs to IP. "It seems pointless to keep separate network protocols and related support in place for 24 machines."

Primary conversion costs include adding Ethernet cards to ATMs and routers to each site, Josephson said. Some older ATMs may require core upgrades, with a faster processor and more memory, to support IP connectivity.

### No ATM Is an Island

For Boston's FleetBoston Financial (acquired by Bank of America in April 2004), upgrades to IP are part of the bank's conversion to a Windows-based, advanced ATM platform, said Jim D'Aprile, Fleet's Vice President of ATM/Self-Service Banking. So far, 100 of its 3,600 machines have been converted to IP, all at branches.

Fleet is considering converting some non-branch ATMs to IP as well, D'Aprile said, though only at high profile, high-traffic locations. One of the key advantages to IP, he said, is that it makes ATMs an integrated part of a bank's retail delivery platform rather than a stand-alone channel.

"There's no point in adding new functions if your ATMs are totally isolated from your other channels," he said.



**Is Your ISO Keeping You Out?**

**Join The Signature V.I.P. List**

At Signature we understand your business and consider you a valued partner. Call us now to discover how our customized programs can increase your revenue while simplifying the approval process.

**We Have Complete Back-Office Support**

Equipment, Online Reporting, Live Customer Service

**We Offer Lucrative Revenue Share Programs**

All Income Streams + Conversion Bonuses

**We Take Special Risk Accounts**

Travel, Annual Subscription, Advanced Sales, and More!

More Than Just A Merchant Account

**Signature**  
http://www.sigagents.com

**(888) 334-2284**

"Even if you have a Windows-based operating system, you just can't get to the stuff."

D'Aprile said that Fleet adopted the somewhat unusual approach of maintaining its SNA connectivity along with IP, so that standard ATM transactions could continue to flow through ACI's BASE24 to a Tandem server.

"We didn't want to re-invent the wheel," he said. "We're in a position to be flexible as we move forward, so it's possible we may change our approach as the market begins to manifest itself."

### Curiosity Got the Deployer

Kevin Carroll, Director of ATM Products for transaction processor Concord EFS, said there has been "a definite increase in curiosity" about IP among Concord clients in the past year. He credits the increased interest to early adopters' moves to Windows-based ATM platforms and the dawning realization that the ATM can be a strategic delivery channel.

Concord runs several thousand ATMs on IP today, and has four fairly large clients that are considering going network-wide with IP, Carroll said.

IP will facilitate new ATM transactions such as envelope-free deposits, Carroll said. "With Check 21, you've got people taking baby steps toward shipping digital check images from the ATM to the back-office imaging system—which is on IP. In the enterprise world, IP is the way to communicate."

IP will virtually eliminate the need for "sneakernet," the practice of visiting each ATM site to manually download new software, Carroll said.

He predicts this will become more important as more ATMs move to a Windows-based platform. "Just think if you had to visit all of your ATMs every time a Windows security patch came out," he said.

However, cost is a factor. Most financial institutions cannot afford to upgrade all of their devices to IP, said TNS' Phillips. "They're generally going to get their branch and back-office stuff on IP first, then begin looking at their ATMs."

### Making it Secure

Security is a concern with IP because, unlike leased-line or dial, it doesn't communicate with ATMs via a dedicated connection, said Greg Peoples, Eicon's Senior Systems Engineer. Firewalls, secured servers and other measures are "critical," he said.

People's Josephson said that most deployers have already reinforced their security systems. "I'm running my entire



branch network as a WAN over TCP/IP. I've already solved those issues."

Similarly, in the retail world, "millions of dollars worth of transactions are already routed through those systems today," said eFunds' McCrary.

TNS can route IP transactions through its proprietary IP data network or via a fully managed VPN. All IP addresses are encrypted so they are never in the clear.

"It starts out as ABC, then is converted to XYZ so it can't be traced back to source," Phillips said. "If they don't have the right ID, they're not going to get in the door."

Most banks will continue to support a number of legacy ATMs even as they introduce new IP-enabled machines, Phillips said. So TNS, Eicon and others offer products that alter communications protocols, translating them from IP to X.25 and back again as messages move between ATMs and the host.

TNS also provides consulting services, helping deployers determine which forms of telecommunications are most appropriate with IP, how many routers are needed to handle transaction volumes and other key decisions.

Outside expertise is often welcome in environments where those experienced in X.25 protocols outnumber those savvy in IP protocols, Phillips said. "Migrating to an IP infrastructure isn't only about hardware upgrades. It requires knowledge upgrades as well to successfully deploy and manage it."

### IP Defined

IP, abbreviation for Internet Protocol, pronounced as two separate letters. IP specifies the format of packets, also called datagrams, and the addressing scheme.

Most networks combine IP with a higher-level protocol called Transmission Control Protocol (TCP), which establishes a virtual connection between a destination and a source. (Source: [www.webopedia.com](http://www.webopedia.com) .)

IP by itself is something like the postal system. It allows you to address a package and drop it in the system, but there's no direct link between you and the recipient. TCP/IP, on the other hand, establishes a connection between two hosts so that they can send messages back and forth for a period of time.



Original: [www.atmmarketplace.com/research\\_story.htm?article\\_id=16201&pavilion=17](http://www.atmmarketplace.com/research_story.htm?article_id=16201&pavilion=17)

# You Tell Us



# We'll Listen.



Visit [www.greensheet.com](http://www.greensheet.com) and participate in our online poll.

Tell us how you feel.  
What you think.  
What you need.

And we'll tell our readers.

You Tell Us is an online survey sponsored by Cynergy Data. We do everything we can to be Your Last Acquirer.





**Voted "Best Customer Service by an ISO"**

– The Green Sheet 2003

**Voted in the Top 5 "Best Processors"**

– The Green Sheet 2003

**Ranked in the "Top 50 Acquirers"**

– The Nilson Report



# Time to Cash In!

United Bank Card has built a solid reputation for unsurpassed pricing, support and integrity in the payment processing industry. From ISO & Agent programs to Registered MSP's, United Bank Card will customize a package to fit your business needs. Please contact one of our National Sales Managers for more details on our program.

## 1 Residual Program

- ▶ Interchange Pricing
- ▶ Buy Rate Programs
- ▶ Custom Pricing
- ▶ Income on ALL Revenue Streams
- ▶ Direct Leasing Program with **CiT**
- ▶ Residuals paid by ACH or Check
- ▶ Residual System Online & Detailed
- ▶ Residual Ownership & Sell Rights

## 2 Bonus Program\*

- ▶ \$3000 Signing Bonus
- ▶ \$500 Leasing Bonus
- ▶ \$100 Conversion Bonus per App
- ▶ Monthly Bonus Contests
- ▶ American Express ESA Bonus
- ▶ Discover EASI Bonus
- ▶ Check Services Bonus
- ▶ Gift Card Bonus

## 3 Standard Features

- ▶ Same-Day Approvals
- ▶ Same-Day Downloads/Deployment
- ▶ Auto-Approval Program
- ▶ In-House Customer Service/Tech
- ▶ In-House Underwriting/Risk
- ▶ 6 Front-End Platforms
- ▶ Leads Referral Program
- ▶ Two Support Offices – NJ & AZ
- ▶ Interactive ISO System
- ▶ Online Portfolio Management
- ▶ Online Batches & Merchant Statements
- ▶ Faxed PDF & Online Apps
- ▶ Faxed Lease Apps – No Originals
- ▶ No Pictures
- ▶ Turnkey ATM Program – Nexus ATM
- ▶ Annual Sales Conference – 2004 Florida



### Featured Product

NURIT 3020

**\$284**

after  
promotions & discounts

\*Call for a complete ISO/Agent Package

**1-800-201-0461**

Brian Jones

VP Sales x 136

Robert Heinrich

National Sales Manager - West x 212

Jonathan Brandon

National Sales Manager - East x 145

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

United Bank Card



# Demand VeriFone!

## AND CAPTURE A SHARE OF THE ATM MARKET.

Help your merchants benefit from this profitable,  
lower cost alternative to an ATM.

### Offer the Omni 3740 with Scrip and PROFIT!

“Thanks to MCCS and the Omni 3740 Scrip, I am able to give my customers access to their bank accounts without leaving my establishment. They now have a payment alternative to cash or check while getting cash back after their purchase. Overall, the Omni 3740 Scrip will increase my average ticket and overall sales.”

Allan Smoot, Owner  
Rodeo Junction



## Call MCCS: 1-800-478-9367 ext. 5

Call today and learn about this profitable merchant solution brought to you by VeriFone and MCCS!



## I Want My VeriFone!



# COMPANY PROFILE ◀◀◀



## Collective Dynamics, LLC

**ISO/MLS contact:**

Steven V. Bacastow, Partner in Charge of Acquiring Consulting Services

Phone: 770-886-3745

E-mail: sbacastow@coldyn.com

**Company address:**

1330 Grove Park Lane

Cumming, GA 30041

Phone: 770-392-9944

Fax: 770-392-9635

Web site: [www.collectivedynamics.com](http://www.collectivedynamics.com)

**ISO/MLS benefits:**

- Improved sales productivity
- Faster merchant boarding
- Automated credit underwriting
- Automated commissions
- Improved customer service
- Reduced merchant turnover
- Reduced deployment costs

## Helping the Payments Industry to Better Business

**P**erhaps you have a business problem, and you think your organization and merchant customers might benefit from greater efficiencies and improved processes. Or maybe you're looking for the latest research on debit cards, Check 21 or merchant retention.

Why not hire a consultant?

Atlanta-based Collective Dynamics, LLC provides research and consulting services to major processors, acquiring banks and ISOs in the payment processing industry. Services include strategy, marketing, information technology, operations and financial analysis in areas such as POS and card-centric products and services, electronic consumer payments, retail banking delivery channels and information technology management.

The company is also an implementation partner of Infonox's TranSending System, a complete merchant acquiring solution for the management of merchants, agents and transaction activity—from origination to settlement.

Stephen White and Steven Bacastow founded Collective Dynamics in 1997. They offer expertise in single-point-of-entry technology related to merchant acquisition and retention and all major forms of POS product requirements, architecture and design.

Bacastow said his and White's back-

grounds and experience (between them they have spent 50 years in payments and technology) complement each other and the business well.

White has over 25 years of business management experience, predominantly in the financial services industry. He started out with IBM, and then worked at Wells Fargo and Wachovia before becoming a consultant. He was also a partner with Arthur Young & Co., in charge of financial services.

Bacastow's background includes 25 years in information technology and about 12 years in payments. He has held key positions in sales, systems development, EDP auditing and management consulting. He is also a certified Information Systems Auditor.

The company employs between eight to 12 people, with an average of 25 years of hands on experience in the payments industry, and brings in \$2 – 3 million annually.

White and Bacastow have recruited people they previously worked with: some are former clients; some are people they've known throughout their careers on the banking side; and some they've even met in unsuspecting places like church and shared a similar background in payments and technology.

From its inception, Collective Dynamics has worked with major technology companies, payment

processors, acquirers and ISOs. "We help them improve their technology and their processes for running their business," Bacastow said.

Its list of customers over the years includes companies and financial entities such as American Express, Bank of America, Bank One, Chase, CheckFree, Coca-Cola, Concord EFS, Discover, EDS, Equifax, the Federal Reserve Bank, First Data Corp. and First Tennessee Bank, among many others.

Global Payments Inc. hired Collective Dynamics after Y2K to help develop a complete Web-based merchant boarding and management system for its direct sales force and ISOs. An October 2002 article in *CFO IT* magazine, "Any Happy Returns?" described the project (also naming Collective Dynamics as the consulting group), with Global Payments' CFO calling it a success.

The system White and Bacastow helped build enabled sales people to enter merchant account information from a single point of entry—their laptops—and routed the data to Global Payments' seven legacy systems using the Internet. The system eliminated all paper and additional input of data, plus it contributed to a 30% growth in new accounts.

"By automating the whole process you reduce errors and delays in the merchant boarding process," Bacastow said.

The CFO of Fleet BPS (recently acquired by Bank of America), happened to read the *CFO IT* article and contacted Collective Dynamics because Fleet was also looking for a similar type of solution.

"We explained that we didn't actually have the solution—we built it, but Global Payments owned it—but we

could help them find one," Bacastow said. "The bank retained us last summer to look at what was available in the marketplace and recommend a solution to them; it was during this process that we found Infonox."

Infonox provides a wide range of infrastructure solutions for businesses and financial institutions for deploying, aggregating and managing transaction services on PCs, POS terminals, mobile devices, kiosks and ATMs.

Its TranSending System handles everything from merchant signup, underwriting and boarding to extensive risk, profitability and commissions' analysis, reporting and accounting.

Fleet hired Collective Dynamics to implement the TranSending System, and this project spawned another type of partnership for White and



## HIT A HOME RUN! WITH CHARGE CARD SYSTEMS

- You determine the pricing and profitability
- Earn residuals on all revenue streams & services
- Bonus money up to \$500 on all new merchant account activations
- Bonus money on all new activations for Telecheck and Gift Card services

**MAKE THE CALL TODAY!**

**(888) 505-2273**

**Joe Creegan, Ext. 207**



**CHARGE CARD SYSTEMS  
POWERED BY FIRST DATA**

Charge Card Systems is a registered ISO  
of Fleet National Bank, Providence, RI

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



# Your current processor leaving you empty-handed?

The Best Payment Solutions Interchange Split Program, matched with our suite of products, offers ISOs unparalleled flexibility and unlimited opportunities backed by a dedicated ISO support team. Our program offers you eight different revenue streams and empowers you to make the sale.



For more information, call (866) 289-2265 or visit [www.best-payment.com](http://www.best-payment.com)

Best Payment Solutions is a subsidiary of NPC.

# Where there is focus, ultimately there is success.



T7 Plus



ICE™ 5500 Plus



ICE™ 5700 Plus

## Sincere Thanks to Our Industry Partners

North American Bancard - 888-229-5229 • ABANCO - 866-231-2030 • Fifth Third Bank - 800-375-1744

Total Merchant Services - 888-848-6825 • Global Payments - 800-801-9552 • Bank of America - 800-228-5882

NOVA - 800-226-9332 • MSI - [www.1800bankcard.com](http://www.1800bankcard.com) • First Data Merchant Services - 800-762-6663

Through their participation, support, and dedication, Hypercom's *Plus* family of terminals are **Class A certified** and ready to work for you. For a complete list of our certified industry partners or for more information, contact [certifications@hypercom.com](mailto:certifications@hypercom.com) or call 602.504.5000.

Hypercom products are available through:

- TASQ Technology — 800 827 8297
- Vital Merchant Services — 800 686 1999
- JR's POS Depot — 877 999 7374
- POS Portal — 866 2POSBUY
- The Phoenix Group — 866 559 7627
- Paymentech — 800 708 3740
- BancNet — 713 629 0906



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

innovation. results. leadership.





Bacastow. "We decided that because the Infonox solution was so good, we would approach the company to become its implementation partner," he said.

"And Infonox liked us because we were the only other consulting company that had built a system like this." Collective Dynamics joined forces with Infonox in November 2003.

Bacastow said Collective Dynamics is now in talks with several other large processors and acquirers and some ISOs about using the Infonox system as part of their core technology and processes.

"It provides ISOs with a turnkey system to use for managing their merchant business," Bacastow said. ISOs can use the system to help them sign up more merchants and do it more quickly and with fewer errors.

Collective Dynamics developed an ROI model where they study an ISO's or acquirer's current business and ask the company a series of questions; based on the answers provided by the client, they provide an analysis that can pinpoint module by module within the system where the business will get return on its investment.

"We do this so they can understand if they make an investment in technology of X, they'll see exactly where it will produce results in their organization," Bacastow said. "The ROI analysis takes into consideration the portfolio size, and the pricing model for the system is tiered so small ISOs all the way up to the largest processor can afford it.

"It puts smaller ISOs at an equal playing field with regard to their technology and their business process so they are not at any disadvantage."

The system also eliminates the clunkiness and error-prone process of entering data manually into systems from paper-based processes. In today's world of e-commerce, most ISOs are still using a primarily paper-based process in setting up merchant accounts, which not only causes delays in getting merchants up and running, but also causes errors with application downloads and terminal deployments that can result in costly rework for the ISO or sales rep.

"By automating that whole process you ensure that sales reps are going to sell the products that you want them to sell at the prices that you prefer they sell them, and that they will match the application that you want to run on the device, with printers and so forth," Bacastow said.

"This also makes the experience much more pleasant for the mer-

## What defines your ideal processing company?

- (a) Flexible and competitive pricing
- (b) Life-time residuals
- (c) Prompt dedicated support
- (d) Online detailed residual reports
- (f) **All of the above**

**If your answer is (f) All of the above, give us a call at 800-260-3388, option #9**

**UNITED Merchant Services**  
Bankcard Processing Company

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

### Loyalty Program

It has never been easier and cheaper to sell gift and point cards

▶ **\$0.05 Transaction Fee**  
▶ **\$5.00 Web Access Fee**  
(with or without bankcard program)

▶ **No Fee Program with FG-1000**

▶ **Cards: \$0.28 - \$0.60**

\*Cards also sold without program when encoding information is provided by the ISO.

For more information, please contact us at 800-260-3388, ext. 222

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

**"Infonox simplified and automated a very complex process, creating a standard for an industry that has never had an end-to-end, viable third-party solution. ...its flexibility and its off-the-shelf availability make it an attractive alternative to custom development."**

— Stephen White,  
Partner and Co-founder, Collective Dynamics, LLC

chant; they don't have a negative experience as their first experience with the ISO. They get the product that they ordered quickly. It's the right thing, and it's configured correctly."

Infonox recently introduced enhanced capabilities to TranSending System as part of TranSending version 2.0, which was scheduled for availability in June 2004. The product is now compliant with Visa's Cardholder Information Security Program (CISP) and enhancements include an upgraded commissions module, merchant boarding to additional end points, and enhanced underwriting capabilities.

"TranSending has put to rest the build vs. buy debate for merchant portfolio management systems," White said. "Infonox simplified and automated a very complex process, creating a standard for an industry that has never had an end-to-end, viable third-party solution. The breadth of the TranSending System functionality, its flex-

ibility and its off-the-shelf availability make it an attractive alternative to custom development."

In addition to offering management and consulting services, Collective Dynamics conducts both proprietary and syndicated research and conjoint analysis studies. Its findings help companies in developing new products and improve their marketing and business strategies.

The company has completed studies in areas such as Check 21, debit cards, overdrafts, recurring payments, electronic bill presentment and payment (EBPP), micro-payments, and is currently looking for a partner to complete a merchant loyalty and retention study.

"Every year we try to do six new pieces of research in the payments area," Bacastow said. "We try to do research in areas with a specific focus that hasn't been done before in the industry—it makes us better consultants and helps our customers." ■



**Join the leader!**

**NOVA**  
INFORMATION SYSTEMS

NOVA Information Systems allows you to attract the highest quality merchants when you present the NOVA Network – rated #1 by MasterCard® as the most reliable payment processing network in the industry!


NOVA's state-of-the-art resources and generous revenue opportunities make it easy for you to build an unlimited income stream.

**Take a look at the benefits that we can offer you...**

- › Aggressive Buy Rates
- › Transaction Fee Income
- › No Monthly Minimum
- › Highly Competitive Lease Factors through NOVA's Guaranteed Leasing Program
- › Mid/Non-Qualified Surcharge Income
- › Statement Fee Income
- › No Liability/Risk
- › Unlimited Income Potential
- › Comprehensive Real-time Online Reporting - merchant status, pending reports, activation, etc.
- › Gift Card Program – buy rates on set-up fee, card production fee, monthly fee, and transaction fee
- › Equipment Programs – Direct-ship & Bulk-ship and much more!

**Power your sales organization with the NOVA Network.**

**› Call 800-226-9332  
ext. 1187**



## My Business is Secure with Authorize.Net!

In our industry, the word secure has a number of meanings. When I hear it I think Authorize.Net. From protecting sensitive cardholder information, to securely processing transactions, Authorize.Net makes it easy to drive a smart and secure business. Authorize.Net's performance and reliability is essential for my merchants and provides me with the assurance that my residuals are secure.

**I can offer my merchants any payment gateway.  
But I don't offer them just any payment gateway,  
I offer them Authorize.Net.**

- **New** corporate ownership, Lightbridge, Inc., a leader in customer transactions for 15 years
- **New** processor connections including Concord EFS and Card Systems
- **New** Authorize.Net Fraud Detection Suite
- **New** Support for IP-based card-present transactions
- Visa Cardholder Information Security Program (CISP) Compliant
- Competitive buy rates, reliable residual payments and always free merchant support

# Authorize.Net®





A SERVICE OF *Lightbridge®*

Contact Richard Davis to become an Authorize.Net Reseller...  
- [www.authorize.net](http://www.authorize.net)  
- email: [newresellers@authorize.net](mailto:newresellers@authorize.net)  
- phone: 866-437-0491

# Taking it one step further...

EVO launches

## "e-APP" Rewards

-  Point and click for your next Merchant approval
-  Install your Merchants within 30 minutes
-  No original required
-  Earn **100 American Airlines AAdvantage® miles**<sup>†</sup> with every Application

NEW APPLICATION		Welcome Back	
STATUS: <input type="text"/>			
2 Wheelers Farms Road Hillford, CT 86-668 (203)462-8397		ISO Office: JOE SMITH ISO Number: 21499001 Rep: [JOL.Joe.Smith]	Location: <input type="text"/> of <input type="text"/> Location: <input checked="" type="checkbox"/> New <input type="checkbox"/> Additional
<b>MERCHANT APPLICATION</b> <small>Your active session will expire after 30 minutes of inactivity (* optional field)</small>			
<b>BUSINESS NAMES</b>			
Legal Name: [MIXE RESTAURANT]	<input checked="" type="checkbox"/> CHECK TO COPY FROM LEFT TO RIGHT	Name of Account(Doing Business As): [MIXE RESTAURANT]	
Legal Address: [1 PALM DRIVE]		Physical Address(No P.O.Box): [1 PALM DRIVE]	
City: [OCEAN CITY]		City: [OCEAN CITY]	
State: [AL] Zip: [32008]		State: [AL] Zip: [32008]	
Corp Phone: [240-684-8000]		Website Address: * [www.mixe.com]	DBA Phone: [ ]

EVO. In the world

X

Erase

Please sign at the X above using your left mouse button

# separating ourselves from the competition.

## EVO Merchant Services

*Protect your future.*

15-years of unparalleled service and growth. Innovative programs that have revolutionized the industry. A company with the financial strength, track record and leadership you can rely on for years to come.

### ISO/Agent Highlights:

- Residual Protection - Lifetime vested residuals
- Dedicated Relationship Manager to handle all your questions
- Residual buyback program
- \$150 merchant conversion bonus
- 24/7 live merchant help desk - (in house)
- Faxed and electronic applications accepted - no originals required
- **Free** Evo Powercenter - calculate rep's residuals, check application status, run merchant profitability and cost savings scenarios and manage the deployment process anytime you want online.
- **Free** equipment deployment
- **Free** pin pad encryption
- **Free** merchant starter kits
- Guaranteed leasing
- Full Registration and Liability programs also available!

### EVO Advantage Residual Plans:

- **No liability** ■ **No risk** ■ **No minimums**
- **EVO one-rate INDUSTRY FIRST**  
- Simply, higher residual payouts
- **Revenue Share**  
- Interchange pricing + 7.5¢
- **100% above Buy-Rate**  
- Dynamic compensation residual model  
\*Transaction fee as low as 7.5¢ (includes interchange)

**Para contactar personal  
en español llame a ext. 7816.**

of merchant services, nothing will ever be the same.

## Profit from it.



THE NEXT EVOLUTION IN MERCHANT SERVICES.

For more information contact Jim Fink at 1.800.CARDSWIPE ext. 7800  
or visit us on the web at [www.goevo.com](http://www.goevo.com).



## The Ol' Secret Phishing Hole Just Ain't What It Used to Be

**W**hat's that saying? A bad day fishing is better than a good day working?

Crooks might say the same thing about phishing, the newest electronic fraud tactic used to lure unsuspecting consumers into voluntarily providing financial and personal information.

Masquerading as legitimate companies, the crooks "phish" for information for the usual fraudulent reasons—to gain access to credit card account numbers and other types of information.

The consumers receive e-mails supposedly from an e-commerce company or financial institution requesting that they update their account

information. They're asked to click on a link to a Web page, which is a spoof site, to enter the information.

It used to be the e-mails and Web sites were very amateurish and full of typos. Increasingly, it seems the phishers are becoming more technically sophisticated and it's more difficult to tell the difference between a phony site and a real one.

While relatively few people actually respond to the messages, the incidents of phishing scams have increased dramatically in the past year—and especially in the first half of 2004.

Anti-spam and phishing consumer advocates, the Anti-Phishing Working Group, had 282 separate cases of phishing e-mails reported to

it in February 2004, up from 176 instances in January and 116 in December 2003.

According to the San Francisco Chronicle, Brightmail, a company that provides a service filtering e-mail for spam, identified 2.3 billion phishing messages in February 2004, or 4% of the e-mail it processed. That's up from the 1% it found in September 2003.

It used to be that phishermen were teenagers looking for AOL account information to gain more online time. Until very recently, phishers have been small fry—the occasional kid or adult, and the stakes were pretty puny.

The FBI investigated a series of phony mass e-mails and traced them to a middle-aged woman running a scheme out of her Midwestern house. A 20-year old college student phished \$35,000 from 150 people

## THE PCCHARGE ALLIANCE!

**VERSATILE! POWERFUL! SECURE!**

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

The advertisement features a stylized illustration of a detective in a trench coat and hat on the left, with a speech bubble that says "Made in the USA!". To the right, three circular vignettes show characters holding PCCharge products: "PCCharge Express", "PCCharge Pro", and "PCCharge Debit". In the upper right corner, the "GO software" logo is displayed, with "GO" in a large, bold font and "software" in a smaller font below it, followed by the tagline "an IBM company" in a smaller font.





who installed software he wrote imitating a security update from PayPal; he was convicted of wire fraud.

Internet access provider EarthLink undertook a campaign last year to track down phishers. It found about a dozen people who could clearly be identified as phishers and over half of those were under the age of 18.

This year, though, in a similar campaign, EarthLink discovered phishing messages that were much more technically sophisticated and that originated from computers in Russia and Asia.

**Also, see David H. Press' article on "Phishing," Page 68**

Most phishers prosecuted so far have been located in the United States, and have mostly been working alone. Now it seems that organized crime rings, particularly from Eastern Europe, are getting in on the action, raising the bar for the spoils that are plundered.

Federal officials and companies such as Citibank, whose Web sites are frequently spoofed, are paying serious attention as phishing scams become more widespread and costly.

Working in conjunction with the Secret Service, eBay

investigated a series of scams originating in Romania that resulted in the arrests of more than 100 people, including one man convicted of phishing for \$500,000.

Will it ever be safe to conduct business online?

While there is currently very little technology on the market to prevent phishing-related fraud, there are efforts underway to foil this latest form of identity theft. Financial losses are absorbed by banks, credit card issuers and their insurance companies, so their vigilance will increase.

In June, MasterCard announced it will use technology from NameProtect, a digital fraud protection provider, to detect online scams in real time and to protect the MasterCard identity and logo from being used by phishers. NameProtect's solutions monitor domain names, Web pages, chat groups, spam e-mails and other online formats to identify attempts at fraud.

In turn, MasterCard will be able to alert its 25,000 members (and subsequently the millions of customers with MasterCard-branded cards) and authorities including the Secret Service, FBI, U.S. Postal Service and Interpol.

**Existing retail packages available for immediate purchase and distribution**  
End of 3rd Quarter 2004

**Retail J-hook Instant Issue Visa™ Electronic™ Cards**  
Dual Access with full ATM functionality  
Your CUSTOM program with your CUSTOM cards inside!

**Robust Real-time Reporting**

**Instant Issue Instant Access Availability**

**PACKAGE INCLUDES 3 CARDS: 1 DEBIT 2 VISA ELECTRONIC**

**ACCESS POS! PREPAID CONTENT FOR MULTIPLE REVENUE STREAMS**

**International Money Transfer**  
No Bank Account Needed  
**Instant Access**  
Debit Purchases  
ATM Transactions  
**Reloadable**  
Easy Reload  
Low Fees  
**Secure Account**  
Everyone's Quality  
No Credit Check

**POS PAYMENT SYSTEMS**  
toll free (877) 676-9772  
ny 718.548.4630  
5676 Riverdale Ave, Ste 103  
Riverdale, NY 10471  
www.pospayment.com

**boost** prepaid.T-Mobile  
**Contract Front Celltel** **ITOCFONE** **LLTEL** **AT&T Wireless**

**VISA VISA Electron STAR PLUS**

**PLUS: Use as LONG DISTANCE PHONE CARD and to Reload PREPAID CELLULAR!**



**WHY**

Make Total Merchant Services your primary merchant account acquirer.

**“I WON’T LET YOU DOWN!”** -Ed Freedman

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

1-888-84-TOTAL x411

To Every Merchant Level Salesperson,

Each week I get phone calls and emails from MLS across the country looking for advice and expressing frustration. They tell me their ISO partners have stopped paying their residual income. They tell me they are not being treated fairly.

Time and time again, these hardworking MLS also tell me the most important factor when choosing an ISO partner is not money...it's trust. So why trust me? My reputation for treating sales partners honestly and equitably is unmatched. I've built my entire business on that reputation and know that the fate of my company relies completely on continuing to do so.

I know first hand how hard it is to be a successful merchant level salesperson. I come from the streets, having sold my first few thousand accounts personally. I'm recognized as a long-time advocate and spokesperson for merchant level salespeople. My allegiance is to MLS because I value the hard work you do. I possess an unwavering commitment to insure you not only get treated fairly but also get paid generously.

---

# SHOULD YOU TRUST ME?

---

How do I accomplish this? Before we ever start doing business, I provide you with a contract that protects your residuals for the life of the account. By doing so, I insure that your portfolio is built on a solid foundation. Next, I continue to offer the most lucrative pay plan in the industry with more Upfront Bonuses and Increased Residual Income! New 1.46% Buy Rate! Terminal Equipment Subsidies! New Check Conversion & Guarantee Program! New and Improved Lease Factor Rates! Residual Buy-Back Program! Health care benefits and the most comprehensive list of valuable Free Services!

But the one offering that is most important is my dedication to treat my sales partners...well, as partners! You can call me on this. Don't just take my word for it. Go ahead, ask anyone you know in the business. Send emails and make phone calls to other MLS, even vendors. Post something on the MLS Forum. When you see and hear all the positive responses, you'll quickly realize that partnering with Total Merchant Services is not only lucrative but the smartest business decision you can make this year.

I urge you to review Total Merchant Services' partner program in detail. Please stop what you're doing right now and take 10 minutes to check out our partner website - [www.upfrontandresiduals.com](http://www.upfrontandresiduals.com) - where all the specifics are laid out. Even if you have looked at us before, there are new program features that will make all the difference for you in 2004.

I'm making this personal appeal to you, the hardworking MLS. Make Total Merchant Services your primary merchant account acquirer. I won't let you down!

Sincerely yours,



Ed Freedman  
President/CEO



**total merchant services**  
payment solutions for your business

- UNLIMITED UPFRONT BONUSES:** **Production Bonus:** \$100 per deal every month, no limits!  
**Conversion Bonus:** Up to \$250 for accounts over \$10,000/month
- MAXIMUM RESIDUAL INCOME:** **Revenue-Sharing Program:** Share on every available revenue stream or...  
**Buy-Rate Program:** 1.46% (100% above) **You choose per merchant!**
- FREE SERVICES:** The most comprehensive list of free services available anywhere!

## Women in Payments from Page 1

Diane Vogt has over 30 years' experience in financial services and payment processing, will serve as President of the Electronic Transactions Association (ETA) for the 2004-2005 term and is First Data Corp.'s President of Enterprise Customer Development. She said there's no other business for women like it. "The financial institution sector—including the payments industry—offers more opportunities for women than any other.

"I think you're seeing more and more women in senior management now than every before," she said, pointing to First Data's executive roster and board.

We spoke to influential women in payments to get their perspectives on working in what many traditionally assume is a male-dominated world. They come from different backgrounds—from banking, sales in several industries, office and retail management. Some have learned the ropes on their own, and some have had the help of mentors along the way.

The exciting thing is that this group is by no means exclusive—we found that the misconception that there are no women in payments to be just that. They might be working behind the scenes, and you might not read their names in the trade press all the time, but they're there all the same, moving the industry forward.

One other important thing to know is that all the women we spoke with love where they are professionally. They all took different paths to this industry, but each one said it is the constantly changing nature of the business and the never-a-dull-moment environments they work in that keep them here. They took to it, thrive in it and love it.

Leslie A. Chester, Vice President, Sales and Marketing Administration for Heartland Payment Systems, a full service processor providing credit and debit card, payroll and related services to restaurant, hotel, and retail merchants throughout the United States, described it this way: "I love the constant movement of energy that [this business contains]; it's an industry that affords everyone and anyone with the necessary drive and initiative unlimited potential."

### Is It a Man's World?

While breaking into an established industry such as banking, where networks are tight and have been traditional-

ly men-only, can be daunting, none of the women said they had experienced gender-related discrimination along the way—in fact, some were surprised that we would even pose the question of whether payments is a male-dominated industry.

Mimi Hart, Chairman, President and CEO of MagTek, Inc., a company that manufactures check readers, magnetic stripe and smart card readers, said she's never felt excluded from a male inner circle. "In this industry, I have never found that to be a problem. My perspective may be a little unusual," she joked. "I have nine brothers, so I am accustomed to being outnumbered, but not out-foxed or out-maneuvered."

Hart will mark 30 years at MagTek this September. She got her start there—and in the payments industry—as an independent sales rep for the company.

But according to Marla Knutson, President of TransFirst Agent Bank Services, "The concept of this being a male-dominated industry is still there probably because a lot of the original ISOs were started by men."

Knutson began her career in payments as a loan officer trainee in a bank in Iowa after she graduated from college. Part of her training was in the merchant processing and card issuing areas. "If you look back to the mid-1980s, the industry was predominantly men at that time."

That's not to say that the number of women in key positions now is equal to men. "There are a lot of women in middle management and below, and not a lot above certain levels," said Mary Gerdts, who on her own, started and has run her processing company, POST Integrations, focusing on high-end, full-service international hospitality enterprise, since 1991, and was the first woman to serve as president of ETA.

"If you profiled the ETA membership, you might—or might not—be shocked at the comparison of males vs. females who are owners or first in command. So it's not necessarily a misconception at the highest levels.

"There is no misconception, though, that the women at the top of the industry are an extraordinarily impressive group of people. You have to be at a certain level to gain access to the audience, to move the industry forward. They're doing a great deal to affect the industry, supporting and steering tactical ideas for it," Gerdts said.

**Women in payments very often work behind the scenes or without recognition and accolades. As [Mary] Gerdts put it, "It's not women's style to beat their chests, even though all of a sudden some very noted females have taken lead positions in the industry."**



Consider this: For the past three years, women have served as President of ETA—Gerdt in 2002 – 2003; Mary Dees in 2003 – 2004 and Vogt in 2004 – 2005. ETA's first full-time Executive Director, Carla Balakgie, was hired in July 2003.

Women in payments very often work behind the scenes or without recognition and accolades. As Gerdt put it, "It's not women's style to beat their chests, even though all of a sudden some very noted females have taken lead positions in the industry."

She cited a few women as examples: Linda Perry, Senior Vice President of Visa U.S.A.; attorney Holly Hart Targan, a partner at Jaffe Raitt Hauer & Weiss, P.C., who was named ETA's Volunteer of the Year for 2004; Pam Joseph of NOVA Information Systems and Mary Dees, President and CEO of creditranz, who was appointed as Receiver by the federal courts in the CMS case in 2003.

Through the positions they've held and contributions they've made, both paid and volunteer, these women have made great contributions.

"They do their jobs and do them very well. Statistically, their numbers might be low, but their impact is far-reach-

ing," Gerdt said.

So why don't we hear more about them?

"Many women don't care to be visible in the forefront," said Joyce Leiser, President of electronictrans.com, a full-service electronic transaction processing company. "They may be satisfied with their careers and incomes and don't feel it's important to 'self-promote' even though they're making significant contributions to the industry.

"They may have made a conscious decision to take satisfaction in their success while choosing to lead a balanced life involving husband, children and community."

Leiser's career began in hospitality and theme park sales. About 10 years ago, she got into payments when she worked as a sales agent for an all-female sales direct sales force; she also sold wireless POS equipment before starting her company.

The women we spoke with credit the success women in payments are achieving to personal abilities and strengths. "If you look at all the influential women, you'll see that they're all highly intelligent people at the top of their games," said Gerdt.



**ELECTRONIC EXCHANGE SYSTEMS**

## ***"Success Through Teamwork"***

### ***The EXS Advantage:***

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

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

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

**CALL: (888) 949-2021 East Coast**  
**CALL: (800) 949-2021 West Coast**  
**[www.exsprocessing.com](http://www.exsprocessing.com)**

# NOW THERE'S ONE MORE REASON TO CHOOSE 1-800-BANKCARD.



Instant Approvals

No Original Application  
or Pictures Needed

# 1-800

Faxed Leases  
No Originals Needed

# BankCard

Online & Faxed  
Applications

Multiple Guaranteed  
Leasing Programs  
Available

powered by  
**MSI**

Same Day  
Merchant Approvals

Direct 24 Hour Lease  
Funding via ACH

Call 1-800-BankCard  
(1-800-226-5227) today and ask for  
George Mayo at ext. 923 or  
Rich Lopez at ext. 912

### **Plus these other great features**


- 1.60% retail & profit share program
- Real-time online status reporting
- No liability or risk
- Check truncation on all terminal types
- FREE in-house equipment deployment
- FREE equipment shipping

## NO OTHER ISO PROGRAM GIVES YOU MORE.

# MSI

**Merchant Services Inc.**

1-800-226-5227 • 2204 Morris Ave. • Union, NJ • 07083 • [www.1800bankcard.com](http://www.1800bankcard.com)

1-800-BankCard offers  products and services. Direct leasing services provided by Lease Finance Group.  
Provident Bank of Cincinnati, Ohio



"It's up to the individual, whether you're male or female," said Deborah C. Hickok, AAP, President and CEO of ACH Commerce, a company that provides ACH processing solutions to businesses and financial institutions "Nobody came up to me saying they would give me an opportunity to start a company. You decide to do something and make your own opportunities."

Hickok said it was her boss who initially challenged her to take the ACH Accredited Professional (AAP) exam. She has more than 15 years' experience in the complex ACH industry, but her background includes retail and office management, where she said she gained the people skills that have served her well throughout her career.

#### Doing the Job Their Way

Do women have different working styles than men? Do they approach challenges and problem-solving differently? According to most of the women we spoke with, the answers are "yes."

"Women are wired differently," Gerdts said. "They're relationship builders, long-term strategists and they build those relationships from different angles. They take things more personally. For men, deal making is an art; it's about gamesmanship. They're not as emotional."

Many said that women are task-oriented. "It could be that we're more into details, into just getting the job done," said Hickok. "I know I am."

Chester credits her success with her ability to see both the fine points and the larger picture. "I'm able to climb above the details and see the big picture from a strategic viewpoint, but then quickly climb right back down and jump into the detail of what's necessary to make it happen."

Chester has worked in sales and marketing in one capacity or another for a little over 20 years. She worked for 10 years as a consultant and then began her career in the payments industry in 1993.

Christine Crocker, President of 2C Processor USA (2CP USA), started her own independent sales company, an ISO/MSP that sells bankcard processing integrated with value-added solutions.

She has built a network of hundreds of agents and she credits her success to being lucky—to being in the right place at the right time and clever enough to know when to act on those opportunities.

Crocker's background is in sales—she sold copier systems before entering the payments market—and says the residual income opportunities are what attracted her to this industry.

Audrey Blackmon, Vice President, ISO Channel Sales for POS Portal, an outsource provider of point-of-sale equipment, supplies, support, and portfolio management services, began her payments career about 10 years ago, but she has been in sales for 20 years. "I've been very fortunate to work with three different entrepreneurs that have grown their business and we've been able to grow it together," she said.

Leiser can't say definitively if her success in sales is due to her personality, or to her belief that it's easier for women to establish a rapport with customers in person, and especially on the phone.

"People seem to want to speak to women; they're more willing to believe women. Is it because women are more trustworthy, or is it just me? I think women might excel at a nurturing role in the sales process and have the patience to help bring deals to fruition," she said.



# WE'RE NUMBER ONE!

When we first began offering ISO Programs in 1989 our goal was to become the largest ISO provider in the nation.

We're proud to say that in January we came one step closer to our goal when we were named ISO Provider of the Year by Hypercom, a leading manufacturer of credit card processing terminals.

This year we introduced our innovative 1-800-Bankcard plan and the response has been tremendous. We'd like to invite you to be a part of our award-winning team and experience first hand, one of the fastest growing programs in the industry.

When it comes to choosing an ISO program, it pays to go with the leader.



## Education and Networking Work

Everyone agreed that one crucial element to success in payments, because of its rapidly changing landscape, is participation in industry associations.

Whether you're a man or a woman, the educational and networking opportunities these groups offer through trade shows, seminars and expos are critical; so is the chance to contribute to the industry that being involved provides.

As the association's new president, Vogt said that education is "at the forefront of ETA's strategic vision. It's so important to the industry in general. You have to know what's going on with association rules and government actions, for example."

"It's so important to get involved, to

have a voice and to affect anything positive," Hickok said. She gives educational seminars and makes regular presentations on ACH processing at banking and industry conferences around the country, and belongs to several industry-related groups.

"You should know what's going on and try to be a benefit in some way," she said.

Participation in industry associations and attending their events throughout the year also presents bountiful opportunities for networking.

"The association events provide incredible networking opportunities, and the more involved you get, the more of them there are," said Vogt. "What better way is there to understand and learn about this industry?"

"Involvement with tradeshow and industry organizations is a great way for women to stand out and make a name for themselves, but I would give the same advice to men as well," said Mimi Hart, Chairman, President and CEO of MagTek, Inc. "These are the places where you have the opportunity to shine."

Vogt agreed. "Everyone should join and make a difference," she said. "Consider all the banks, vendors and ISOs out there. If you make a networking opportunity gender-related, it's at a disadvantage."

Every year at ETA's Annual Meeting and Expo, the organization hosts a golf tournament. Getting out on the golf course enables attendees of the event to get to know each other in a setting beyond business casual, nametags and cocktail parties. It's no secret that business happens on the green.



Look  
No  
Further

Alpha Card Services wants you to make more money for your hard work. That is the reason why we developed a program with the agent in mind.

**Bonus Plans**

**100/100 Plan**  
We will pay you \$100 for every account approved and processed during your first 100 days after your first approved account.

**Collect-A-Card**  
Collect a card – or half a card for each approved AlphaCheck or gift card application. Trade in your cards for cash, trips or merchandise. Call for details.

Benefits include:

- Lifetime residuals and buyout programs
- Same day approvals and deployment
- Faxed / mailed / online apps accepted
- Alpha Mentor Program
- Co-op marketing
- Agent bank programs
- Guaranteed leasing
- Month-to-month rental programs
- Supply and warranty

For more information,  
contact Lazaros Kalemis at 866-253-2227 ext. 13  
[www.alphacardservices.com](http://www.alphacardservices.com)



**"I believe as individuals we decide whether we view circumstances as challenges or opportunities—it's a very individual thing. Both women and men have to determine how they want to go about blazing their career path or climbing the corporate ladder. I think that's based more on skill sets, experience and most importantly desire. There are many roads to any single destination."**

— Leslie A. Chester  
Vice President, Sales and Marketing Administration  
Heartland Payment Systems

We wanted to know if any of the women we interviewed play golf. Some play frequently and love it. Some play once or twice a year; some have tried it and don't particularly enjoy the sport.

"As women, we are only put in a position of not being accepted into the world as we put ourselves there and let ourselves stay there," Knutson said. "I play golf at ETA events and at banking events. I do believe it is important to do those things as a woman in business."

Hart said she plays once or twice a year, mostly at charity events. "To me, it's like joining a trade association. You have to have a genuine interest in it and a passion for it."

"I don't golf, and I don't find that it's been that big of a hindrance," Blackmon said. "When I first got into this industry, I quickly saw there were a lot of opportunities for someone who was willing to work hard."

Vogt, who jokes about her ability on the green ("I try to golf. One day I will be able to without embarrassing myself.") in no way limits her networking to the golf course.

"There's no question that networking is important—in any form or shape, whether it's during a golf tournament or a meal.

"I've gone fishing with clients, I've even ridden along in the golf cart with clients. What matters is not how you choose to network, but that you do," she said.

### Challenges Equal For Everyone

Whether you're in sales, are the president of a company or the manager of a risk department, everyone in the payments industry—regardless of gender—must overcome obstacles and roadblocks to get ahead.

"I think the challenges women face in payments are no different than they face anywhere, or that men in the industry face," Vogt said. "There is no other industry that compares to this one in terms of evolution and changes."

"I believe as individuals we decide whether we view cir-

cumstances as challenges or opportunities—it's a very individual thing," Chester said. "Both women and men have to determine how they want to go about blazing their career path or climbing the corporate ladder. I think that's based more on skill sets, experience and most importantly desire. There are many roads to any single destination," she said

"The industry is always changing," Knutson said. "We get up everyday and it's the same industry, but we have to continuously be looking at new solutions and the issues that face us and overcoming the obstacles with creative solutions. Opportunities—whether for women or men—are like trust. It's not something given to you, you have to earn it." ■



Global eTelecom, Inc.  
Electronic Payments Processing

**Meet us at the  
MWAA Event...**

**Ron Williams,  
Chris Brundage,  
John Laurell  
will be in attendance.**

*See them about ...*

*How to Sell*

**Electronic  
Check  
Conversion**

*...and get the details  
on the  
new GETI Gift and  
Loyalty Program*

**At ...**

**The Drake Hotel**  
Chicago, IL  
[www.theDrakeHotel.com](http://www.theDrakeHotel.com)



**July 28th - 30th**

**Contact Global eTelecom 877-454-3835**  
[sales@globaletelecom.com](mailto:sales@globaletelecom.com)



## Street Smarts Welcomes First Guest Columnist

**O**n the first anniversary of "Street Smarts," I presented the acquiring community with a unique opportunity: Many of my peers and competitors teased me about writing this column and boasted that they could do as good a job, if not better than me, if they only had the time; so I challenged them to "put their money where their mouth is." I invited them to send letters on any issues they believed merchant level salespeople (MLS) would find interesting or helpful.

As the host of "Street Smarts," I'm very happy to welcome our first guest columnist, Alan Gitles, CEO of Landmark Merchant Solutions. Gitles was the first person to step up to the plate when he sent the following letter:

Dear Ed,

My name is Alan Gitles, and I am the CEO and principal shareholder of Landmark Merchant Solutions. Landmark is headquartered in Schaumburg, Ill., and is a full-service processing center, complete with an in-house back office and an inside sales force. Your readers may remember me from American National, where we were among the first to treat salespeople as an important ally and vital cog, rather than a necessary evil.

Education Index	
<b>David H. Press</b>	<b>68</b>
■ ■ ■ ■	
<b>Garry O'Neil</b>	<b>72</b>
■ ■ ■ ■	
<b>Nancy Drexler</b>	<b>76</b>

**We Approve 99% of All ATM & POS Terminal Leases Through Our NPS Lease Assurance Program**

*Become a NetBank Payment Systems Value Added Partner and...*

# INCREASE YOUR INCOME! & DECREASE YOUR ATTRITION

*Sell multiple processing services on one terminal and generate additional residual streams:*

<b>POS Terminal</b>	<b>ATMs</b>
◆ VISA/MasterCard	◆ ATM Processing
◆ Amex	◆ Check Cashing
◆ Discover	◆ Prepaid Cellular
◆ Gift/Loyalty Programs	◆ Western Union Money Transfers
◆ Electronic Check Conversion	
◆ Prepaid Cellular	
◆ Prepaid Phone Cards	
◆ Payroll/Gov't. Check Cashing	
◆ Debit	
◆ Diners	
◆ EBT	
◆ Age Verification	

**NetBank Payment Systems, Inc.**  
*Formerly FTI*

**Call 866.450.9815 x8879**

It's this high degree of respect I have for the sales process that draws me to your column, and I greatly enjoy reading it in each issue of The Green Sheet. Your column is always rife with ways to help the sales professional, our most important asset.

Based on my 10 years of experience in both the outside and inside sales process, following is what I think are the biggest difficulties facing sales professionals in our industry and some solutions:

**Problem: Not Enough Warm Leads to Fill Your Day**  
The typical rep's lament #1: "If only I could get in front of enough merchants who are even marginally interested, I'd close them." Door-to-door selling is simply more difficult now than ever before.

Merchants are even less receptive than before to a sales rep they've never heard of who shows up

unannounced. Plus, the sheer number of merchants you can reach in a day by going door-to-door is so limited.

Sales reps need to be constantly pitching. For one, it's a numbers game. The more warm leads, the more sales. If you close one of every four interested merchants, then eight a week gets you two; 16 gets you four; and so on. Secondly, the more presentations reps make, the more "in the zone" they become.

Ask any great athlete after a great performance, and he or she will tell you, "I was in a great rhythm." Rare are the athletes who can come off the bench cold, and perform at their best. They need to get into the flow before they can perform at an optimal level.

The sales process works the same way. If you're only pitching to three or four merchants a week, you can't possibly be in a selling rhythm, so you can't possibly close as many deals.

#### **Solution: Effective Cold Calling Techniques**

We all break out in a cold sweat when someone mentions the phrase "cold calling." There's no task less desirable for salespeople than making hundreds of calls to merchants who don't want to talk to them. It's a humbling, confidence-eroding, tedious job.

But it's also the most important job a sales rep can do. Cold calling builds your pipeline; it sets up your work week; and it's an indispensable marketing engine that gets you in front of merchants.

However, the typical rep who cold calls finds, after a couple of hours, that they have gotten NO good leads and abandons the task. Here are some tips to remedy that problem:

1. **Use a more productive calling list.** There are list brokers out there who will, for relatively little money, sell you lists of business names that can be targeted to specific volume sales; type of business (SIC or Standard Industry Code); length of time in business; and location.

They will provide you with the name of the owner, address, and phone number—everything you need to make the contact. Figure out the type of business your product and sales ability is best suited to, and laser in on that specific type of business when buying a list. This will be far more productive than the local Yellow Pages.

2. **Stick with it.** Nothing works all the time. Don't just cold call for two hours, find it futile and give up. For cold calling to work, you MUST devote four hours per day, for five straight days.

While it's tough to psyche yourself up for it, you'll fill up your week's schedule and make a lot more sales. If

all else fails, and you can't bring yourself to do it, work with an MSP, such as Landmark, who will provide you with all of the warm leads you can handle.

#### **Problem: Differentiating Your Product**

We exist in a fiercely competitive marketplace. Every merchant is inundated with calls and visits by ISOs competing on rate.

If your product doesn't stand out, you simply shrink the number of sales you can make with every new ISO and sales rep who comes along.

#### **Solution: Distinguish Yourself**

Find whatever it is about your program that is unique, and keep hammering away at it with your merchant. Realize that even if your price is great, someone else can probably beat it.

Whether it's service, a value-added component or some other facet of what you can provide, your merchant will separate you from the competition because of it. With price, however, all they'll do is shop it around.

One of the most effective ways to distinguish yourself is by offering merchants a free Web site for their business. Landmark is fortunate enough to be able to do this for its merchants. However, simply telling your merchants

**Jaffe Raitt Heuer & Weiss, P.C.**  
*Is pleased to announce that our Partner*

**Holli Hart Targan**

*Has been honored as the Electronic Transactions Association's "Committee Volunteer of the Year"*

The award, which was presented to Holli at the ETA's President's Dinner, is awarded annually to an ETA member who has exhibited an outstanding dedication of time and effort and has greatly added to the overall success of their committee. Holli served as Chair of ETA's Bylaws and Nominating Procedures Review Committee.



Holli serves as a member of ETA's Board of Directors and concentrates her practice on payment systems and electronic banking law. She is a frequent lecturer and has published dozens of articles on industry related topics.

Please join us in recognizing Holli for her many accomplishments and her continued support of the ETA and the industry.

Founded in 1968, Jaffe Raitt Heuer & Weiss P.C. is a comprehensive business law firm with five offices and more than 80 attorneys serving a wide range of institutions, industries and individuals nationwide.

**JaffeRaitt**  
JAFFE RAITT HEUER & WEISS, P.C.  
ATTORNEYS & COUNSELORS

313.961.8380 • JAFFERAITT.COM



that they will receive a free Web site won't sell it.

Here's what will:

1. **Paint the picture.** Tell them what their Web site will look like. If they have retail products, they'll need pictures and descriptions, as well as buy buttons. If they have a service business, they'll want before and after pictures, testimonials, smiling faces, etc. Nothing sells like a vision of what they'll get.
2. **Explain the benefits.** Tell them what it means to have a professional site. Show them the importance of a Web site for credibility, marketing and additional channels of distribution.
3. **Explain why.** Show them why you'll give them a free Web site. Explain how that processor makes money when a merchant does transactions, so your success is tied directly to their success. It will give them a sense of comfort, trust and partnership.

#### Problem: Closing

Most sales reps do a very nice job of presenting a product, explaining the process and displaying the benefits of their service. Then why is it only a select few reach their goals month after month?

Typically, they aren't good closers. For whatever reason, they have difficulty getting their merchants to "pull the trigger." When is the right time to close? What is the right way to ask for the sale?

#### Solution: A Couple of Helpful Hints

1. **Be aggressive.** Isaac Newton's Law of Inertia states "an object at rest tends to stay at rest, and an object in motion tends to stay in motion with the same speed and in the same direction unless acted upon by an unbalanced force."

Your merchants will not act alone. They are comfortable with whom they're with, what they're doing, etc. If you expect to present information and let them decide on their own time frame, you're letting someone else come in and take a sale that you should have made.

You **MUST** have the mindset that merchants need you (albeit in a professional and polite way) to take them by the collar and pull them through the closing process. If you have crunched numbers with them, and they fully understand the benefits of your program, there is **NO REASON** they shouldn't be closed on the first appointment.

**COCARD<sup>®</sup>**

**OR**

**OR**

**OR**

**OWNERSHIP!**

**866-230-6300**

You can run the race with them

MEGA ISO


BANK

PROCESSOR

BUY RATE, VESTED RESIDUAL, ADVANCE BUYOUTS, PROFIT SHARING, TIERED PRICING, INTERCHANGE PLUS

Finish **FIRST** with **US!**





If you're not  
getting the  
deal you  
deserve,  
you need to  
talk to us.

We will beat  
any deal!



Dino Sgueglia, President

Why continue to sell yourself short? **PartnerAmerica** gives you 100% lifetime residuals and income from all transactions with no risk, restrictions or minimums. Customer tailored programs based on your merchants' needs...with 24/7 support...and sales materials that close new deals...FAST.

Not getting what you deserve? Call us, we're listening.

- Credit/Debit Card & EBT
- Check Debit Processing
- No Upfront Fees
- Signing Bonuses Available
- Same Day Approvals
- 24/7 Customer & Technical Support
- Online Detailed Status Reports
- Faxed Applications Accepted
- Direct Leasing Agent
- Gift & Loyalty Cards
- Internet Gateways & Wireless Solutions

ASK ABOUT OUR **MBA** PROGRAM - THE INDUSTRY'S ONLY MERCHANT BONUS ALLOWANCE



AN ISO FIRM  
**PARTNERAMERICA™**

It Pays to Partner With PartnerAmerica.

Call Tom Della Badia, Vice President  
of Sales and see why PartnerAmerica  
relationships have led the industry  
for over 16 years.

1-800-366-1388, Ext. 210  
[www.Partner-America.com](http://www.Partner-America.com)

**2. The Staircase Close.** This method should help you. It's a way to be aggressive without coming across as pushy. You simply assume the sale and say phrases like "What happens next is..." "Here's what we do now..." and "The next step after that is..." This creates immediacy without begging for the sale.

Make sure you set a timeline of events for the merchant, using chronology. (Example: "Here's what happens next ... I'll spend three minutes gathering info on your business. Then this afternoon, I'll prepare the paperwork. I'll be back here by no later than 3:00 p.m. I'll go through everything with you, you'll sign, and we'll get you up and running by tomorrow.")

This takes the onus off of them. You NEVER ask them "Are you ready to do this?" or "When do you want to get this done?"

Those questions only put pressure on your merchants, and make them revert back to their state of inertia.

At Landmark we have tremendous appreciation for your readership and for the professionals who sell credit card processing services. We also know that a sales rep who is equipped with enough warm leads; a distinct, quality

product to sell; and a quality closing method, can't help but succeed and increase their income. If we help in that regard, we've made a difference.

I can be reached with any questions or comments at 800-882-4896 ext. 410 or you can send me an e-mail at Alan.Gitles@LandmarkMerchant.com . Our Web site is: www.LMSalesCenter.com . Thanks, Ed!

Wow! What a great column and way to kick off this series. Alan makes important points and offers very helpful suggestions on how to increase your sales and, therefore, increase your earnings. Kudos to you, Alan, for your invaluable contribution.

Now that the guest column standard has been set, I hope many other industry luminaries step up and share their expertise and experience to support the hardest working element of our industry—the MLS. It's as easy as picking up a phone or sending me an e-mail. You can reach me at streetsmarts@totalmerchantservices.com or by calling 1.888.84.TOTAL, ext. 314.

My next column will focus on the truth behind revenue splits. From the numerous responses I received on my last post, this is definitely a hot topic.

**West Coast**  
**877-635-3570**



**East Coast**  
**866-279-8553**

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

### *Setting the Standard for Quality and Integrity in Merchant Services*

Direct Bank Relationship  
Co-op Marketing Plan  
No Liability Program  
Over 25 Revenue Streams

60% Revenue Program  
Residual Advance Program  
Portfolio Buyout Option  
\$5,000 Contest Available

Wireless Solutions  
Gift Card Program  
Check Guarantee Program  
Equipment Leasing

#### **Sales Partners:**

- Is your ISO financially stable? We are owned by a Bank with assets in excess of \$2 Billion
- Build a secure residual stream with the knowledge that you are going to be paid!
- Keep your merchants with our **SUPERIOR** customer service, call and compare our hold time
- All the tools you need; Online Reporting, Risk Management, Faxed Apps, Liberal Underwriting
- Earn additional commissions on foreign currency transactions
- Quote specific prices in one or more foreign currencies

*with DYNAMIC CURRENCY CONVERSION (DCC) FROM HUMBOLDT MERCHANT SERVICES*

Powered by Planet Payment

Please send feedback on this guest column (and any others) to [streetSMARTS@totalmerchantservices.com](mailto:streetSMARTS@totalmerchantservices.com). Be sure to include your name and the name of your company if you want to be acknowledged.

One final note, the "Street Smarts Feedback" contest is in high gear! We've asked you to tell us how you improved your game by implementing something you read in any of the "Street Smarts" columns.

The Green Sheet will provide a one-year paid membership to the NAOPP for every MLS who responds in writing to [StreetSMARTS\\_Feedback@greensheet.com](mailto:StreetSMARTS_Feedback@greensheet.com).

Each month, we will select the best or most thought-provoking response, and that winner will be awarded a one-time paid conference fee to the regional conference of his or her choice (i.e. ETA Expo Networks or a regional acquirers' association meeting). In January 2005, we will select the best response to "Street Smarts Feedback" for 2004.

The grand prize winner will receive a fully-paid trip to the 2005 ETA Annual Meeting & Expo, including full registration fees, airfare and three-nights' hotel accommodations. Please send your feedback to: [StreetSMARTS\\_Feedback@greensheet.com](mailto:StreetSMARTS_Feedback@greensheet.com).

The winner for May 2004 was Mark Sandos. Mark is now a paid member of NAOPP and in June attended the NEAA meeting in New Jersey, courtesy of The Green Sheet. Mark's story appeared in the June 14, 2004 issue of The Green Sheet ("We Have a Winner!" issue 04:06:01). Congratulations Mark! 🍫

**"Write the bad things that are done to you  
in sand, but write the good things that  
happen to you on a piece of marble."**

—Arabic Parable

See you next time where the rubber meets the road.

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

*To learn more about Total Merchant Services, visit the Web site at [www.totalmerchantservices.com](http://www.totalmerchantservices.com). To learn more about partnering with Total Merchant Services, visit [www.upfrontandresiduals.com](http://www.upfrontandresiduals.com) or contact Freedman directly at [ed@totalmerchantservices.com](mailto:ed@totalmerchantservices.com).*

MENTION THIS AD FOR A SPECIAL GIFT WITH YOUR FIRST REPRINT ORDER!

**JUST AS WITH  
CHOCOLATES...  
MORE IS  
BETTER!**

**Green Sheet Reprints  
are a Real "Sweet"  
Marketing Tool!**

Company Profiles  
News Articles • Product Reviews  
Industry Leader Profiles

Quantities from 500  
to more than 10,000.

Contact Kate Gillespie  
at 800-757-4441 or  
e-mail [kate@greensheet.com](mailto:kate@greensheet.com)  
for quote and turnaround time.

## June Winner Selected for "Street Smarts" Contest

**T**he Green Sheet is pleased to announce the June 2004 winner for the "Street Smarts" Feedback contest announced on May 10, 2004 ("Street Smarts' Gets Smarter," The Green Sheet, issue 04:05:01). Todd Sumrall submitted the winning story on GS Online's MLS Forum.

For simply taking a few minutes to send us his comments, Sumrall receives a paid membership to the National Association of Payment Professionals (NAOPP) and paid registration fees to the regional meeting of his choice.

Don't be shy. Your stories on how you've taken action based on something you've read in The Green Sheet don't have to be long or elaborate. You could be the next lucky winner. And don't forget that all winners become eligible for the grand prize, a paid trip (includes registration, airfare and hotel) to the 2005 ETA Annual Meeting and Expo. E-mail us at [streetSMARTS\\_feedback@greensheet.com](mailto:streetSMARTS_feedback@greensheet.com).

Todd Sumrall has been a sales professional in the pay-

ment services industry since 1997. In 1998, he added a Web site hosting and e-commerce solutions to the services he provides. Following is his winning "Street Smarts" feedback letter:

"I will say it was specifically a 'Street Smarts' column years ago, maybe it wasn't called 'Street Smarts' then, but about three years ago I read an article Ed Freedman wrote in The Green Sheet, and after reading that article, I joined Total Merchant Services and have never regretted my decision.

"I had inquired into a relationship with Total almost a year previous, but didn't pursue it at that time. It was specifically that article that Ed wrote that made me want to join the company. He showed in that article how important relationships with agents are to him personally. I also remember he said something about cleaning boats in college in the article. That stuck out because I've cleaned boats, and still do after diving.

"Since I've joined Total, my residuals per account increased, I received some good training from them in Colo., and I feel secure with Total, which I, in times' past, have not felt secure with some other ISOs."  
—Todd Sumrell

Financial Women International  
**FWI**

**82<sup>ND</sup> ANNUAL  
CONFERENCE**

**SEPT. 12 - 14, 2004**

**3 FULL DAYS!**

**CATCH  
THE  
Spirit!**

**Downtown Sheraton  
Nashville, TN**  
to register, go to  
[www.fwifoundation.org](http://www.fwifoundation.org)  
or call 651-487-7632

**Featured Speakers Include:**  
*Keynote Speaker:*  
**JORDAN GOODMAN**  
*"Everyone's Money Book"*  
& **LOIS FRANKEL, Ph.D.**  
*"Nice Girls Don't Get  
the Corner Office"*

# Get More Merchants...

## from your Lead Sources



Merchant Acquisition Center enables you to identify and focus your resources on your most productive lead channels.

*No software to install... activation is immediate!*

MERCHANT ACQUISITION CENTER

- Measure success rates by lead source
- Research status of any lead in real time
- Improve coordination of lead generation and sales resources
- Track time of initial follow up, sales cycle, and closure.
- View pipeline reports by channel or individual lead source
- Reduce keying time by integrating to application data
- Ideal for both call center reps and outside sales professionals
- Low monthly seat license pricing



# POS PORTAL

PROVIDING VALUE ADDED SOFTWARE SOLUTIONS  
TO THE PROCESSORS OF 300,000+ MERCHANTS

Request Info: [MACSales@posportal.com](mailto:MACSales@posportal.com)



## Beware the "Phishermen"

By David H. Press

*Integrity Bankcard Consultants, Inc.*

"Phishing," or stealing financial and personal information from consumers by sending out millions of "urgent" e-mails and directing them to fake Web sites, is growing at an alarming rate.

When fraudsters go phishing, consumers receive an e-mail purportedly from a reputable company, such as a bank, directing them to the phisher's Web site, which looks a lot like the bank's site. The consumers are then asked on some pretext to submit, or resubmit, personal information. The phisher gets the unsuspecting consumers to divulge information including Social Security numbers, credit card numbers with CVV2 or CVC2 information, PINs, etc.

The crooks now have enough of the consumers' personal information to get additional credit card accounts and to use for other identity theft schemes. They can also use the information to initiate fraudulent transactions with merchants or convert the information to cash through collusive merchant accounts.

This becomes a big problem for acquirers. The transactions are not swiped, and the risk of loss will be passed on to acquirers through chargebacks. MasterCard International categorizes these under Reason Code 37 (Card Not Present) and Visa U.S.A. uses Reason Code 61 (Fraudulent Mail/Phone Order Transaction) or Reason Code 75 (Cardholder Does Not Recognize Transaction) to explain the chargebacks.

Phishing is scaring consumers away from using online banking and other sites such as AOL, PayPal and eBay. The public has reason to be nervous. According to a recent Gartner, Inc. survey, roughly 57 million Americans think they have received a phishing e-mail.

This is a relatively recent scam just beginning to emerge as one more way crooks in the 21st century take what doesn't belong to them. Seventy-six percent of the communications arrived in the past six months, with nearly all of them arriving in the past year. Phishing scams in

April 2004 alone were up 180% from March (1,125 different scams vs. 402), according to the consumer advocacy organization, Anti-Phishing Working Group.

In one phishing expedition, consumers received e-mails claiming to be from [www.regulations.gov](http://www.regulations.gov), a site supposedly sponsored by the federal government to allow consumers to comment on legislation. The subject lines in the e-mails typically read, "Official information," or "Urgent information to all credit card holders!" The text in the e-mails claimed that recent changes in the law require Internet users identify themselves to the government to "create a secure and safer Internet community." The e-mails included a link to the [regulations.gov](http://www.regulations.gov) site and asked readers to provide their personal financial information. (At press time, the site was still live.)

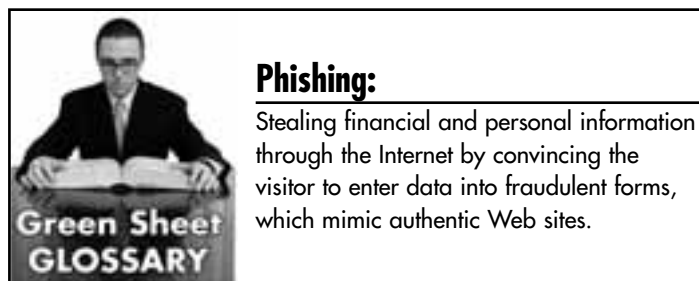
There have not been real technological solutions available to stop phishing, but it was one of the topics covered at MasterCard's Global Risk Management

Symposium 2004, held June 21 – 24 in San Diego. During the conference, MasterCard and NameProtect, a digital fraud detection company, announced a partnership that will take a step in that direction. MasterCard will leverage NameProtect's technology to detect online scams in real time.

Still, most business-to-consumer e-mail and Web channels have not addressed this new and growing problem. Businesses with Web sites must strengthen trust in using the Internet by authenticating both service providers and consumers. User passwords don't do anything to verify a service provider's authenticity to the consumer. Further, it may not make sense to spend a lot of time and resources installing a system that attacks only phishing, because the crooks are sure to move on to a new form of attack.

Companies can use lists of known phishing or hacker sites to infer that those not listed are trustworthy. eBay makes use of such blacklists; the online auction site populates a toolbar with known phishing sites to warn users if they are at imposter sites.

eBay has also added another new feature to its tool bar. "Account Guard" helps users protect their eBay account information and warns users when they're on a potential-





**MERCHANT OWNERSHIP  
LIFETIME RESIDUALS**

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

**RESIDUALS PAID ON :**

**100% OVER 1.43%**

**100% OVER 2.29%**

**STATEMENT FEE INCOME**

**MINIMUM FEE INCOME**

**BUNDLED RATES**

**DEBIT INCOME**

**TRANSACTION FEE INCOME**

**EQUIPMENT WARRANTY INCOME**

**CHECK GUARANTEE PLANS**

**CHECK CONVERSION INCOME**

**WE WANT YOU!**

**AGENTS  
& ISOs**



**NO APPLICATION FEES**

**3 HOUR APPROVALS**

**FAXED APPLICATIONS OKAY**

**E-COMMERCE SOLUTIONS**

**'NO' TURNDOWN LEASING**

**WIRELESS SOLUTIONS**

**GREAT LEASING RATES**

**ONLINE REPORTING**

**PAID IMMEDIATELY**

**ePS**

**Electronic Payment Systems**

**800-863-5995**

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

**Web sites for more information on "Phishing":**

- [www.nameprotect.com](http://www.nameprotect.com) for information on the anti-phishing effort in partnership with MasterCard International
- [www.antiphishing.org](http://www.antiphishing.org) for tips on preventing phishing and other e-mail scams, and lists of recent phishing attacks
- [http://pages.ebay.com/buyandsell/ebay\\_toolbar/download.html](http://pages.ebay.com/buyandsell/ebay_toolbar/download.html) to report phishing sites to eBay
- [www.citibank.com](http://www.citibank.com) and [www.paypal.com](http://www.paypal.com) for security tips from sites that have been phished
- <http://pages.ebay.com/education/spoofutorial> to see eBay's list of known phishing sites
- [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft) for the FTC's consumer fraud prevention tips and to file complaints
- [www.integritybankcard.net](http://www.integritybankcard.net) for updated information on phishing and other schemes

ly fraudulent (spoo) site. eBay users can report phishing sites at a specific Web site set up for that purpose.

But by the time a Web site is included on a blacklist, it may be too late, and lists like these do little to protect the most gullible and unsophisticated consumers. Companies that have fallen victim to phishers, including one with one of the most frequently phished sites, Citibank, and PayPal, offer security tips on their Web sites. Consumers can also visit the Federal Trade Commission's (FTC) Identity Theft Web site to file a complaint and learn more about how to minimize the risk of damage from identity theft.

Some experts say that in the long run, the Internet needs

to incorporate a system to ensure the same level of trust that caller ID provides for telephone service. However, this would require changes in Internet infrastructure at the network, service provider and user levels.

Considering what they're up against, how do acquirers prevent and stop fraud? How much investigating should processors do before signing merchants? Three merchant processors recently took a hit in the case of Pharmacards.com, an online business claiming to be legitimately selling discount drug cards. Instead, this fraudulent site actually used 90,000 checking account numbers to set up unauthorized debits from consumers' accounts.

Perhaps the processors could have discovered the Pharmacards.com scam by simply checking out its Web site, or by contacting its "listed partners," including Wal-Mart Stores, Inc.; Eckerd Corp.; Target Corp. and Rite Aid Corp. Clearly, acquirers' underwriting departments need to be diligent and creative when approving Internet merchants.

It seems that fraudsters increasingly use the ACH network to enact their schemes. Though Pharmacards.com used paper drafts (non-signed checks generally used for recurring payments) for most of the \$3 million it debited from consumers' checking accounts, it also made use of the ACH for its fraudulent activities. The relative simplicity of using the ACH network makes it an easy mark for the fraudsters; not enough controls are built into the system to thwart fraud in Web transactions. Also, no mechanism is in place for validating Internet purchases by merely supplying account and routing numbers.

If something isn't done to stop this problem, either through involvement by government agencies or industry groups, banks may be forced to use stronger authentication such as smart cards, Universal Serial Bus tokens, or even biometric tools to validate and support their legitimate online customers. ■

David H. Press is Principal and President of Integrity Bankcard Consultants, Inc. E-mail him at [dhp@integritybankcard.net](mailto:dhp@integritybankcard.net), phone him at 630-637-4010 or visit [www.integritybankcard.net](http://www.integritybankcard.net).

## ABC LEASING, INC.

*"POS Leasing Solutions for the 21<sup>st</sup> Century"*

**Quick Approvals**

**Outstanding Customer Service**

**One of the Best Rates in the Industry**

**Same Rates for Terminals / Software**

**"A" Lease as low as .0279**

**"B" Lease as low as .0285**

**"C" Lease .0329**

**Home for Small,  
Medium & Large size ISOs**

**Toll Free: 1-877-222-9929**

***WE DO SOFTWARE LEASES NOW!***

*We Accept: 12, 24 & 36 Months Leases,  
with Credit Grade of: A, B & C*

# Maximize Your Profitability with Our Flexibility.

## First Data® ISO/Agent Program

1SOURCE FROM FIRST DATA  
Superior Solutions. Infinite Possibilities.™

First Data® delivers five distinctive ISO/Agent programs to significantly increase your bottom line. Our flexible product offering allows you to perform only those services that fit your business needs.

### Relationships

We honor ISO-driven development tailored to individual needs, and we assign a dedicated, proactive service team to provide proven solutions that appeal strongly to your merchants.

### Customization

Our flexibility in system startup and management allows you to customize products, services and pricing for each merchant based on the evolving marketplace.

### Empowerment

We aggressively invest in new technologies to remain the processing industry leader—giving your merchants the freedom and power to accept every payment method anytime, anywhere.

### Profitability

Our robust suite of products and services are designed to attract and retain lucrative merchant accounts, and give you superior resources to help maximize your profitability.

**With the First Data ISO Program,  
your success is our goal.**

**Compete to win.**

**For information about the First Data  
ISO Program, call 866-FDMS-ISO or  
visit [www.fdms.com/ISO/fdmsiso](http://www.fdms.com/ISO/fdmsiso).**



### First Data's ISO/Agent Program:



- Flexible programs (straight agent, ISO no risk, ISO risk, processing only)
- High approval rates
- Instant merchant approvals
- Portfolio buyback and retirement programs
- Account portability
- 12-hour merchant funding
- Online application ability
- First Data Leasing Company—highly competitive rates
- World-class in-house deployment services through TASQ Technology
- World-class in-house check services through TeleCheck
- More than 400 value-added resellers (VARs) certified



## If You Want to Make the Green, Think Greenhorns

By Garry O'Neil

*Electronic Exchange Systems*

I have been in this business for 15 years and it always amazes me that although this is a relatively young industry, it is rife with imitations, lack of imagination and a desperate "me too" attitude. It's time to grow up, shed the past and think about the future of processing.

### Start Hiring the Inexperienced

We've been stuck in a circle of mediocrity. Because we don't train, support or compensate in the same way that real-world industries do, we have salespeople who flit from one processor to another. And processors recruit these salespeople to such an extent that we have programs that buy their business. We are so desperate, in fact, that we buy business before it is even processing (nice business model).

In order to have a professional sales force, with proper ethics and knowledge, we will have to train and support an entire new group of salespeople.

Where are the pools of potential salespeople? I believe we can find them in the mid-level college and university graduates across the country; in part time or night job labor pools—people looking for change and a chance; in sales fields that do not offer residuals; and in relatively dead end jobs.

The processing field offers long-term security and a constant challenge. It gives the entrepreneurial spirit a chance to blossom, and for those who truly have it, the chance to succeed and enjoy the challenge.

### Hiring

How do you hire someone from outside the industry? Now you really have to start earning your money by developing innovative ways to seek out possible recruits.

If you attended college, use your ties to your alma mater to recruit the small percentage of graduates who don't fit the mold and want to try something different. You need to find them; they have no idea how to find you. Use local papers and local bulletin boards—be creative.

### Interviewing

What should you look for? Someone who is enthusiastic,

a risk taker, and shows a willingness to learn. If you plan to bring new people into this business, they should have the types of abilities and talents that will give them a greater certainty of being successful, although they are untrained in our industry. Don't look for the obvious; look for the special, and make sure the interviewees will be available for a full time position.

Also, don't beg the position, sell it—but don't oversell it. The biggest mistake interviewers make is thinking they have to sell the position. Instead, let the position with long-term residuals sell itself.

Finally, ask insightful questions; let your candidates know that you are interested in them personally and do not only see them as potential dollar signs.

### Compensation

W2 or 1099? That question is answered with two criteria in mind: your financial capability/responsibility and your understanding of the Visa/MasterCard regulations. I think it's important to hire employees as W2 employees and not as 1099 contractors. Although you have more tax responsibilities, the trade-off in loyalty and stickiness more than makes up for the financial burden.

1099 workers do not have the same obligations to you that a W2 worker has: You can't force them to come to meetings; you can't supply cards; and you can't make them train or sell. Additionally, the W2 worker is not looking in The Green Sheet to find a better opportunity the same day they come on board with you.

If we, as an industry, are ever going to mature and have value, then we must treat employees as employees and not hired guns. For starters, we should have respect for them and their time. Also, look into health benefits.

Looking back to the day when EXS added health benefits (after putting off the process and making sure we had enough funds), our credibility changed almost overnight. This gesture provided more than enough to pay for the benefits with good will and performance.

### Field Training

Provide on-the-job training; it's the only way to bring "greenhorns" to the level where they can be proficient enough to be left on their own. This is the make-or-break period for new salespeople. They need hand-holding on

# Who do I turn to when I need customized services and special pricing to close a big sale?



EZ.

I turn to the sales professionals at EZCheck®. They have the resources and expertise to help me tailor a program that perfectly fits my customer's needs. And, as an industry leader, they deliver the most sophisticated suite of electronic check solutions available today, including conversion, guarantee, verification and collection options.

EZCheck enables my customers to improve cash flow, streamline operations and reduce cost with services that not only handle checks at the point-of-sale, but also electronically manage recurring monthly payments, accounts receivable payments and Internet-based transactions. It's all offered at EZCheck.

With EZCheck I can extend my ability to reach new markets and build a portfolio of diverse customers. Let EZCheck help your sales organization design customized programs for your customers. You'll not only benefit from personalized service but you'll enjoy some of the best advantages the industry has to offer.

- **Lifetime residual income**
- **Special pricing options**
- **Innovative ideas to help you sell**
- **Industry specific programs**
- **Flexible equipment and platform requirements**
- **Co-branding opportunities**
- **No hidden fees**
- **No surprises (no kidding)**

Get the help you need today. It's easy, just call  
**1-800-797-5302, ext. 313** or email [ezsales@ezchk.com](mailto:ezsales@ezchk.com).

topics such as our industry and sales.

Help the "canvas" present and sell: Spend time after each call going over what happened; debrief over coffee after the day is done; and start fresh with them the next morning. I know this sounds time consuming but until you have a trained, professional sales force this is what you need to do.

### Meetings/Support

It's imperative to stay connected to your salespeople as they learn and grow. One way to accomplish this is to hold regular training meetings. (Remember the 1099 rule: You can't compel a 1099 agent to attend a meeting, so make it interesting.) Provide incentives that will reward you with producers and spur your slower learners. Make the meetings educational, and always impress upon your people that knowledge is money. Have them relate their personal stories and draw the group in with empathy. Be consistent. Once you've started regular meetings, make sure you hold them consistently and on time. Don't let your salespeople down.

### Your Obligations

Your main obligation is to make sure you understand the job you're trying to fill and how you plan to keep it rele-

vant and fulfilling. Yes, fulfilling. Jobs can represent a large part of how people believe in themselves, and if you don't provide respect by giving them a real job, then you are in a murky world that tests self-confidence. Respect the position you have given them, treat them with consideration, and it will be reciprocated.

### Conclusion

We owe it to ourselves as company owners, managers and team leaders to look to new sources of talent pools and new ways to train and motivate (although the right hires will motivate themselves). Complacency is a stone cold killer of business and profit. Consistency is the key to success. Help your people; teach them about the business and sales; and tag along to give them moral support. Making them successful is the only way you will be successful. ■

*Garry O'Neil is President/CEO for Electronic Exchange Systems (EXS), a national provider of merchant processing solutions. Founded in 1991, EXS offers ISO partner programs, innovative pricing, a complete product line, monthly phone/Web training, annual seminars and, most of all, credibility.*

*For more information, visit [www.exsprocessing.com](http://www.exsprocessing.com) or e-mail Garry at [garry.oneil@exsprocessing.com](mailto:garry.oneil@exsprocessing.com).*

## What are you looking for in a POS Equipment Dealer?

- ✓ Quality New & Refurbished Point-of-Sale Equipment- Priced Right
- ✓ Courteous, Knowledgeable Staff- No Voice Mail
- ✓ Availability- Extended Hours of Operation 7 to 7, Monday-Friday
- ✓ 24-hour Access- Website Order Entry, Brochures & User Guides
- ✓ Fast-Trac Deployment- Direct, Blind Shipping to Your Merchant
- ✓ One-Stop Shop- Terminal Downloads and Pinpad Injection
- ✓ Same Day Shipping- Call By 6 p.m. CST & It Goes Out Today
- ✓ Same Day Order Confirmations by Fax or E-mail
- ✓ Confirmation Detail- Includes Tracking Number and S/Ns
- ✓ Fast 2-Day Repairs- Certified Repair Facility



### Summer Special!

Lipman 2085 Plus  
 Refurbished: \$249.00  
 Minimum quantity of 3 - Offer Expires 7-31-04

**BANC NET**  
 Pure POS Intelligence

For more information, call 713-629-0906 or visit [www.banc.net](http://www.banc.net)





# Our Plus Sales Program Fits Nicely In Your Pocket.

One size doesn't fit all when it comes to payment services. In addition to credit card processing and equipment, you need to come armed with a variety of services to offer your merchants. Plus Sales from CrossCheck makes it easy to provide a total solution and that means more revenue for you.

Even if you're not currently selling CrossCheck, sell Plus Sales along with another check service to offer maximum protection to your merchants and maximum income for you. It's a unique service that provides your merchants approval and guarantee on checks

declined by another provider. No special equipment required, no monthly minimums, no long term contracts, for you or your merchants.

Plus Sales, Standard Guarantee, Check Conversion Plus and Internet checks. We have the programs you need to make sales today. Call us for information on adding these services to your current offerings.

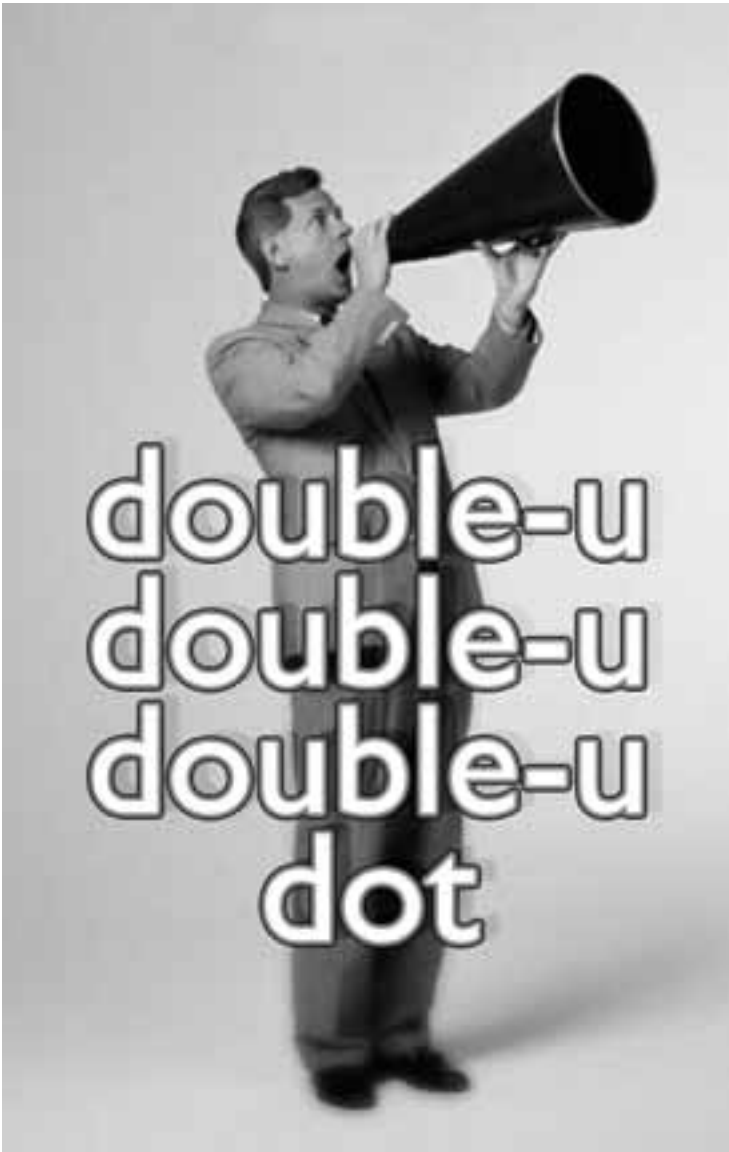


800-654-2365  
partners@cross-check.com  
www.cross-check.com

PAYING LIFETIME RESIDUALS FOR OVER 20 YEARS



▶▶ EDUCATION [ CONTINUED ]



Want to get on the Internet bandwagon? The following information should help you get started no matter how "e-naïve" you are:

**Be Prepared**

According to a study by ActiveMedia, an online marketing services company, introducing an e-marketing program "can only pay off when the entire positive business experience of purchasing from the Web site supports the promotional message, and a mix of methods dedicated to promoting loyalty, as well as to stimulating trial, is what will pay off for online businesses."

In other words, don't launch your online presence until your back-end is ready to fulfill and respond to e-mails, customer complaints and requests for information as immediately as possible.

**Perfect Your Web Site**

For the most part, people visit your Web site because they seek content and information, so give it to them quickly and concisely. Keep your sentences short and your visuals exciting. Remember that your site is a reflection of you and your company; it should express who you are, both visually and in terms of information. Make it stand out.

The quality of your site's navigation is equally important. You probably know from your own experience how frustrating it is to lose your place on a complex site, or to get taken so far from where you want to be on the site that finding your way back requires the navigation tools of a cruise liner.

Your Web site ultimately exists for two main reasons: to direct potential buyers to a conclusion (usually a contact or a sale) and to collect information. If the navigation makes it easy for visitors to get where you want them to be, you're more than halfway there.

**Remember the Search Engines**

When you've got what somebody wants, how do you make sure they find you? You make your Web site very friendly to search engines and portals, and you get it linked to as many other sites as possible.

How? The first and simplest step is to optimize your content. This means peppering it with the kind of keywords

**Marketing 101:**

**eMarketing for the eDummy**

By Nancy Drexler

*Cynergy Data*

**T**he Internet gives sellers the power to reach customers quickly, learn more about them and close a sale within minutes. It provides potential buyers with information, choices and the opportunity for immediate gratification. And individuals and companies that understand what happens when their customers are empowered and response times are reduced to mere moments can capitalize on this medium.

# Insert Your Complete ATM Solution Here



nexusATM



We have taken our years of experience, technology systems like the Interactive ISO System, the award winning customer support and aggressive pricing of United Bank Card and rolled it into Nexus ATM. Our program is entirely in-house. We offer a simple application, fast turnaround times, same-day deployment of ATM machines, nationwide on-site installation and 24-hour support. If you are already in the ATM industry, Nexus ATM guarantees to beat your current processor's pricing and offer superior service. If you are interested in selling, leasing or placing ATM machines, Nexus ATM is the reliable new generation solution you are looking for.

## Placement Program

In addition to our full-blown ATM ISO Program, Nexus ATM also offers a unique Placement Program to qualified merchants. Merchants accepted in the program will receive a free state-of-the-art color ATM machine, free promotional material, neon signs, installation and training. The ISO and Merchant do not have to invest a single dollar to the cost of the machine. Nexus ATM can even stock the machine with cash. The Merchant and ISO both receive residuals on every transaction. There is no expense to the merchant, no expense to the ISO – just immediate profit. Nexus ATM has more than 10,000 ATM machines for free placement.

## Program Highlights:

- ▶ Turnkey ISO ATM program
- ▶ 100% of ATM surcharges plus up to an additional 39 cent residual per transaction
- ▶ Multiple residual revenue streams
- ▶ Easy application with same-day turnaround
- ▶ Residual ownership
- ▶ Free ATM placement program
- ▶ Free online web reporting for merchants and ISO's
- ▶ Distributor for new Triton and Lipman ATM machines
- ▶ Compatible with all existing ATM machines
- ▶ Optional ATM Services including Western Union, check cashing and phone cards
- ▶ Cash replenishment and vault services
- ▶ On-screen advertising
- ▶ Private label ATM programs for large ISO's
- ▶ Regardless of size, Nexus ATM will buy your existing ATM portfolio

For more information,  
please contact Jock West, Director, Nexus ATM  
at 1-800-201-0461 x218

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

nexusATM

a division of United Bank Card, Inc.

# SOUTHEAST ACQUIRERS ASSOCIATION



## GAME PLAN?

WHAT IS YOUR



**SEAA FALL CONVENTION**  
**SEPT. 27-29, 2004**  
**ATLANTA**  
 CROWNE PLAZA HOTEL - RAVINIA

**VENDOR SPACE LIMITED!**  
**PLUS, EARLY BIRD**  
**REGISTRATION SPECIAL**

### TOPICS WILL INCLUDE:

- HOW TO CHOOSE A PROCESSOR
- TACKLING INTERCHANGE
- WORKING TOGETHER
- SCOUTING FOR PROSPECTS

Visit [www.southeastacquirers.com](http://www.southeastacquirers.com)  
for agenda and more details.

Go to [www.cpravinia.com](http://www.cpravinia.com) for  
accommodation reservations.

### KEYNOTE SPEAKER:



4-TIME SUPER BOWL CHAMP

**CHARLES  
MANN**

that someone might use in a search. Use both broad and narrow keywords on every page, even if it means altering your content somewhat.

The idea is to have your site pop up on as many keyword searches as possible because the more a search links or points to your site, the better your page ranking will be in almost every search engine.

Your ranking will also be boosted if your site is linked to other sites. So, get your content on as many industry Web sites as possible, and make sure that the copy is linkable to your site.

### Capture Data Whenever Possible

People use the Internet for one of three reasons: to research, browse or buy. In all three cases, they leave behind electronic trails of demonstrated interest. They leave behind the makings of an invaluable database.

More than anything else, the Internet gives marketers the means to develop a database of unmatched wealth and the ability to act on it in moments.

This database is the heartbeat of any e-commerce marketing. On the front end it delivers sales leads accompanied by information that lets you tailor messages to the unique interests, needs or preferences of each lead. It lets you track leads according to variables that you establish.

And when a prospect becomes a customer, your database will keep you apprised of specific information that forms the basis of communication. For example, keep records of client birthdays and send cards, or keep a record of which customers like the Mets and which like the Yankees.

On the back end, your database should become your vehicle for tracking different marketing efforts and measuring their success. Whether you measure cost per lead, cost per sale or even cost per click, determining your ROI should be what you most look forward to doing every day.

### E-mail Effectively

In between the front-end (capturing leads and building a database) and the back-end (measuring results), there is e-mail: the vehicle that will help you turn leads into results.

Rules governing e-mail and its effectiveness change all the time, particularly as concerns for privacy increase. Some guidelines, however, are basic and should be kept in mind.

Basically, e-mail is a modern-day form of direct mail



TO BEE OR NOT TO BEE?

Ser o no ser. Sea usted el juez.

YOU BEE THE JUDGE. Join the fastest growing sales group in the country, I did!

Antonio Rubio, BPS

# Bee appreciated.

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

- 500 Bees = Mini Cooper, VW Bug, or Toyota Camry or \$20,000 CASH
- 400 Bees = 10 Day Vacation to the Caribbean or Europe for 2 or \$12,000 CASH
- 250 Bees = In-Home Theatre or 5 day trip to Disney World for 4 or \$5,000 CASH
- 100 Bees = Laptop or Desktop Computer with flat screen or \$1500 CASH
- 50 Bees = Nikon Digital Camera or Sony 15" Flat Screen TV or \$500 CASH

## WHAT ELSE IS BUZZING AT BPS?

**BEE CheX** Electronic Check Conversion Guarantee Program, New Buy Rate 1.00% + \$0.15. • Internet: 100% online application, no signatures ever needed • High Risk Department • Guaranteed Sure Lease Program • CashBuy ATM • ACH Program • BEE CARD Gift & Loyalty Program • BEE Mobile Pre-paid Program

- Monthly Minimum Income
- Mid/Non-Qualified Income
- Statement Fee Income
- Transaction Fee Income
- AMEX, Discover, Diners Residual Incomes
- No Charge Reprograms or Installations

## \*BI-LINGUAL SERVICE/TECH SUPPORT

RETAIL	MOTO/INTERNET
Credit Buy Rate 1.63% + \$0.16	Credit Buy Rate 1.98% + \$0.21
Check Card Buy Rate 1.23% + \$0.21	Check Card Buy Rate 1.73% + \$0.26



1-877-700-7947 ext. 501

In Association with National City Bank of Kentucky, Louisville KY

**BPS**

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



with a lower cost (no paper, printing or postage). Your biggest hurdle is to get people to read it. Overcoming that hurdle depends on the quality of both your list and your message.

E-mail lets you target specific messages to specific individuals. If your list is your own, use it to let your prospects or customers know you're aware of what they want and are prepared to deliver it. Once you do, use e-mail to register complaints and ensure greater satisfaction.

If you rent lists, rent them from respected, trustworthy list brokers. The one thing you don't want to get involved with is spam, the sending of bulk unsolicited e-mails without permission to people with whom you have no relationship.

Make sure your lists contain only people who have agreed to let you use their names. Start with small mailings to measure the quality of your list and the impact of your message.

#### Some pointers for effective e-mail communications:

- The subject line of the e-mail is critical. It has to capture attention while also making it clear it's not spam.

- Readers should feel like they are the only ones receiving your message. Speak to a person, not a group. Recognize the needs of your reader.
- Link your e-mail to your Web site.
- Insert a "signature" at the end of each message to help people get in touch with you.
- E-mail should feel like a service to the reader. Use it for a newsletter; sponsor a contest; publicize promotions; make new product announcements; offer discounts; and solicit surveys. Show that you care.
- Don't forget the "opt-in" feature. Use it on e-mail newsletters, sales programs and special offers to protect you and your company against spam complaints. Once someone has opted to receive information from you, you've got a cost-effective way to introduce initiatives and boost loyalty from a pre-qualified audience.

#### Use Online Ads and Banners

It's estimated that 91% of the Internet today is content, and 9% is advertising. This low saturation boosts the odds of an online ad or banner being surrounded by

PAID ADVERTISEMENT

## Own your Own Check Conversion Business!



### IS YOUR BUSINESS PROTECTED?

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

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

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

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

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

For More Information call : 800.863.5995 or visit us at [www.electcheckplus.com](http://www.electcheckplus.com)



information, rather than competitive advertising. In other words, your odds of being noticed are pretty good.

While click-through rates continue to drop, recent studies have found that click-throughs don't necessarily correlate to sales. Online ads boost your visibility and branding regardless of click-through.

When you advertise online, you must demonstrate quickly that you know your audience: how they feel and what they want, and how concerned you are with giving it to them. Using new technology tricks, develop some exciting, innovative and benefit-driven ads.

These cost little to create and can be easily updated as conditions change; make sure to include links to your Web site. This potentially creates an instant sale while simultaneously adding another contact to your database.

### Remember One Last Thing

Early indications show that the Internet offers direct marketing performance as good as or better than direct mail and direct response television for a fraction of the cost. The important thing is to not make the mistake of treating your online business as a separate business.

Use the Internet to build your brand, increase customer awareness and strengthen customer relationships. Take advantage of its ability to add impact, broaden reach and provide immediate customer interaction.

Your online presence must work in concert with your brick and mortar presence. Your marketing efforts should span all channels, and your marketing department must be equally attentive to all of them. Only then will you truly be "e-successful." ■

*Nancy Drexler is the Marketing Director of Cynergy Data, a merchant acquirer that provides a wide array of electronic payment processing services while continually striving to develop new solutions that meet the needs of its agents and merchants. In addition to offering credit, debit, EBT and gift card processing, along with check conversion and guarantee programs, the company offers its ISOs the ability to borrow money against its residuals, to have Web sites designed and developed, to provide merchants with free terminals and to benefit from state-of-the-art marketing, technology and business support.*

*Founded in 1995 by Marcelo Paladini and John Martillo, Cynergy Data strives to be a new kind of acquirer with a unique mission: to constantly explore, understand and develop the products that ISOs and merchants need to be successful and to back it up with honest, reliable, supportive service. For more information on Cynergy Data contact Nancy Drexler at [nancyd@cynergydata.com](mailto:nancyd@cynergydata.com).*

## GlobalTech Leasing, Inc.

GlobalTech takes pride in our focus on personalized customer service, fast response time and competitive rates, for ISOs and agents.

800.414.7654



### The GlobalTech advantage:

- Personal-touch service.
- Merchant credit scored by hand, backed by technology
- Quick turnaround times
- Daily funding
- Split funding
- High Approval Rate
- ACH to Your Checking Account
- Competitive Rates
- No Vendor too small

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

# “AgentTalk”

## New Monthly Column Features

### Agent-to-agent Interviews

## Networking Skills Have Fueled This Sales Professional's Success

I can't imagine where my career would be today without the access to information I've gotten from The Green Sheet. I've been an avid reader for seven years and am also an active member of the GS Online MLS Forum. As an agent, having The Green Sheet at my fingertips is like having a partner with me out there making sales calls.

Where else can you find news, information and inspiration for people selling merchant services all in one place? Where else can you get insight from industry leaders such as Ed Freedman, Jared Isaacman and Steve Eazell? The information they provide is priceless—they really know where we, the agents and reps, are coming from, since they've been where many of us are now.

I've been thinking that it would also be great to hear what the agents have to say when another agent is asking the questions.

This new monthly column is written by an agent, about the agents and for the agents. Wouldn't you like to know what other MLSs are doing? What do other agents do each day? What goals do they have? What keeps them going? That's exactly what we're going to explore by interviewing a different MLS each month.

The first interview is with **Keith LaMere**, an MLS from Brookfield, Wis. He operates a business called First Merchant Business Solutions.

**Matthew Swinnerton:** Why and how did you enter into this industry?

**Keith LaMere:** I actually got into this industry by accident. I had been recently downsized from a high-paying executive position with a Fortune 500 company, and one of my networking associates offered me a job.

I actually was trying to help my networking friend add people to his team and ended up liking the opportunity myself.

I had three reasons for starting my own business in this industry: First, to keep more of the money for myself. Second, to be able to do things "my way." Third, I felt that since I was already supporting myself, I should create a business model that I liked and puts the clients first.

**MS:** How do you feel about value-added services?

**KL:** I feel value-added services allow for a true consultant to solidify his or her book of business in a dynamic way. I love value-added services. I try to sell only what the merchant really needs. I like to give them a fair shake on their credit card processing, and then I like to pitch gift cards, loyalty cards, check services, etc., but only as needed.

I hate it when I walk into a merchant's establishment and they tell me they have some sort of equipment or value-added service that they never needed or used. To me, that's just muddying up the industry for the rest of us.

When I'm done signing a deal with one of my merchants, I always whip out my business card holder and start talking about my networking friends and describing what they can do for the merchant. I treat it as a type of value-added service. The merchant loves it, my networking associates love it, and it saves all of us time and makes us money, especially if the merchant is just opening their business.

**MS:** What interests you the most about this industry?

**KL:** The thing that interests me most about this industry is the fact that a lot of "Young Guns" like myself are going out on their own and trying to push the envelope as far as trying new things. We are seeing the likes of wireless devices, POS terminals, value added services, services that accentuate what we do rather than just offering Credit Card Processing.

The prices are coming down and the services are getting more reliable. Every time I open The Green Sheet or other trade magazines I see something new that I look into and see if it will fit our business model—that excites me!

**MS:** Give us an idea of a typical day in your life.

**KL:** Most days start around 6:00 a.m. with miscellaneous administrative tasks like returning voicemails, e-mails, correspondence and dealing with any pending issues. I squeeze in breakfast (usually a nutrition bar) sometime before 10:00 a.m. and try to be on the road and at my first appointment not too long after that.

# Save The Eggs For Breakfast



*Quality Solutions. Predictable Results.*

Call Colleen Lee, VP of Sales & Marketing

**1-866-Go4-FAPS**

(1-866-964-5277)

email: ColleenL@first-american.net

You promise your new merchant that their processing account will be set up right away. But then there's a problem between the credit processor and the check company. Now your new merchant has to wait...

First American Payment Systems has all the products you need. Credit and debit processing, check services, equipment leasing, and even ATMs—we have it all in-house. Quit making promises that your current processor can't deliver. Join First American Payment Systems.

**Don't get caught with egg on your face.**

Member Bank: FirstBank National Association, Chartered, Equal Member FDIC.



Hopefully the rest of the day is jam-packed with appointments and downloads, but that is never the norm. I try to be finished with my appointments and back to my office by 3:00 p.m., and I make phone calls for the rest of the day. I not only beat rush hour, I'm able to contact people that I can't usually reach in the morning, especially restaurant owners.

I don't think that any day is ever the same as another. However, I do try to get in at least three to five face-to-face meetings with networking folks, preferably new ones, even if it's just for a quick cup of coffee. I try to attend at least one networking function per week. If I hit all my goals for the week, hopefully I'm on the water by 3 p.m. on Friday.

**MS:** What personal goals do you have?

**KL:** My goal for the year is to sign at least 15 – 25 deals per month.

**MS:** What advice do you have for someone who is just starting out selling merchant services?

**KL:** I try very hard not to yell out a sarcastic "Get out while you can!" But seriously, I would tell them to do their research and get hooked up with a reputable ISO

team that can support them and give them a fair shake on the type of compensation they are seeking.

Finally, make sure you read The Green Sheet and visit GS Online religiously. These resources not only provide access to great articles and information, but also offer access to the wisdom of the hundreds of years of combined experience from other professionals in the business.

---

What I like about Keith's philosophy is his strong belief in networking. No doubt that networking skills and his consultative approach are the keys to his success. It works for Keith, and it will work for you.

Come back next month as we get to know someone else.




---

*Matthew Swinnerton of Merchant Services Direct, is an independent agent for AmericaOne, Comerica Merchant Services and POS Card Systems. He has been in the credit card processing business for seven years selling merchant services to small- and mid-sized retail and online establishments.*

*To find out more about Merchant Services Direct, visit [www.msdirect.net](http://www.msdirect.net) or contact Matthew directly by e-mail at [matt@msdirect.net](mailto:matt@msdirect.net) or by phone at 831-335-1616.*

**The Comstar Payment Gateway:**

- Powerful, feature-rich and cost-effective
- Multiple connectivity options, including wireless, dial-up, TCP/IP, HTTPS and Web services
- Transactions are available for viewing in real time via Comstar's Web-based Transaction Manager
- Highly secure, redundant and reliable database
- Wireless store and forward feature
- Easy-to-use API for interface with customized POS applications
- Certified on most major processors — Concord, Global Payments, Paymentech, Vital and more to come

Currently running on these devices and more:  
Lipman Nurit 3010 and Nurit 8000,  
RIM BlackBerry® 62XX,  
RIM BlackBerry® 72XX,  
Comstar CHARGE ANYwhere®

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

## Feature-rich POS. Filthy rich ISO.

Put your Lipman Nurit® 3010 & Nurit 8000 on the **Comstar Payment Gateway** and add up the profits!

The **Comstar Payment Gateway**, another innovative solution from Comstar, provides increased functionality for your customers — and more profits for you. Add it to your product line now, along with additional Comstar products and services, such as Virtual Terminal, Check Services and Private Billing Card options. As the smart choice for today's ISOs, Comstar delivers unmatched ease and convenience, with on-line product ordering, direct billing services and an in-house terminal control center for Nurit downloads.

Sell affordable POS solutions from Comstar — including the **Comstar Payment Gateway** — and watch your profits grow! Ask your processor for more info or call 1-800-211-1256 x150.



**COMSTAR**  
Interactive Corp.

**ISN'T IT TIME YOU TOOK**

# **The 1 Order Test Drive**

*Your chance to see what you're missing*

Dissatisfied with your current P.O.S. supplier? Tired of paying too much for not enough inventory and too little service? Here's your chance to try the one distributor everyone in the industry is talking about. **The Phoenix Group.**

Introducing **The Phoenix Group's One Order Test Drive**, where we challenge you to give us just one order to prove ourselves. We're confident that you'll appreciate the friendly way we treat you as well as our incredibly low prices on new and refurbished equipment. And since we have distribution agreements with every major manufacturer, you'll get what you want quickly, affordably, and without hassles or runarounds. **So give us spin and see how we handle.** All it takes is just one order. And all that takes is just one phone call.

---

**All it takes is one order for you to see why so many have made the switch to The Phoenix Group.**

---



79 Hubble Drive, Suite 102 • St. Charles, MO 63304

**Call Today 866-559-7627**  
Fax 636-329-1710

Or e-mail us for more information:  
scott@phoenixgrouppos.com or chris@phoenixgrouppos.com



## Check Printers Feeling Downside of Electronic Payments

**T**he numbers sound impressive but under scrutiny, companies that print and sell paper checks might have reason for concern.

While the Federal Reserve cleared 3.64 billion checks during the first quarter of 2004, it was a 5.8% decrease over the previous quarter, the second largest drop in a single quarter in 15 years. The Fed processes 59 million paper checks a day, worth an average US\$953, but this is down from 62 million per day in Q4 2003—the sixth consecutive quarterly drop in the past nine quarters and the lowest daily volume since 1989.

Consumers and businesses still write a lot of checks, but payment options including online bill payment, ACH and debit show steady gains in usage. Utilities, credit issuers, mortgage lenders and the IRS all recommend that consumers pay bills electronically.

The Fed is promoting more widespread usage of e-checks to reduce the number of people who handle each paper check, as a means to stem incidents of identity theft and fraud.

The volume of checks written is declining at a rate predicted to drop by 5% this year. Consumers now make more than 495 million transactions with debit cards every month. NACHA—The Electronic Payments Association said that when consumer payments are included in the

figures, ACH transactions skyrocketed by 900% in March 2004.

With Check 21 set to take effect on October 28, banks could save \$2 billion a year processing check images instead of paper checks, and some analysts expect paper check volume to fall even further over the next several years.

And that means trouble for companies who print checks, including Deluxe Corp. and Harland Financial Solutions, both of which have experienced drops in sales volumes.

To stay ahead of that downward trend, the companies that produce the billions of checks consumers and businesses use are regrouping by expanding their lines of services and products and closing plants.

Minnesota-based Deluxe Corp. is the largest check printer in the United States. It saw sales drop 6.5% in 2003. It closed or has plans to close three of its production plants (but still operates 10 others).

The second-largest check producer, Atlanta-based John H. Harland Co., has plans to cut the number of its plants from 14 to nine as part of the reorganization of its Printed Products segment after sales fell nearly 6% last year. First quarter 2004 sales from Harland's Printed Products segment were down by \$7.5 million.

Deluxe and Harland are both consolidating plant operations and diversifying their offerings through acquisitions of other companies.

In May 2004, Deluxe announced plans to purchase New England Business Service, Inc. (NEBS) to expand its presence in the small business market; NEBS provides office supplies and products. Deluxe refiled those plans in June to allow the Federal Trade Commission time to review the proposed acquisition.

Deluxe also hopes to generate more revenue through its existing check customers by marketing related products including leather check book covers, address labels and personalized checks.

First quarter 2004 sales from Harland's Printed Products segment were down by \$7.5 million. In contrast, sales increased 12.1% to almost \$5 million in its Software and Services segment, thanks in part to the acquisition of electronic mortgage products producer Greatland Corp. and the release of a new mortgage solution.

Harland's overall revenue increase of \$787 million last year was mainly generated from its Financial Solutions subsidiary, which provides software and technical services to banks and other financial institutions. ■





**Managing your cashflow isn't easy...** Credit Cards, Debit Cards, Bankcards, Non-Bankcards, Bank Services, Offline Debit Transactions, ATMs, Online Debit Transactions, EBT Transactions, Gift Cards, Loyalty Cards, Chargebacks, ACH Rejects, Voice Authorizations, Retrieval Fees, Retail Stores, Internet, Check Guarantee, Check Conversion, Terminals (Hardware) POS (PC Software), Wireless Terminals, HomeBase-MOTO Business, etc, etc...

**BankCard Depot covers all the bases.**



**888-MERCHANT**

As low as

**1.49%**

As low as

**8.5¢**

**Choose one of  
BCD's National Programs  
Revenue Sharing or  
100% Above Program  
or Full ISO Registration Program**

**ADDED BCD BENEFITS**

No Pictures or Originals Required • Faxed Applications  
Online Applications • 3 Hour MIDS & TIDS  
100% Lifetime Vested Residuals • Multiple Platforms  
No First or Last Lease Programs

612 Wheelers Farms Road • Milford, CT 06460 • Tel 888.637.2426 • Fax 203.882.8875  
**Contact PHIL LUDWIG at EXT. 227 or Stephanie Gerke at EXT. 226**

## ▶▶▶ BOOK REVIEW

### What Women Want

It doesn't matter if you're on a college campus in a women's studies class, at a business-related event or just hanging around the office water cooler. Here are a couple of questions that will most likely ignite a thought-provoking debate, no matter the situation: If there are more women in the world than men, why are the products and services available on the market mainly made and marketed to male consumers? Do men and women think and act differently, even when it comes to buying?

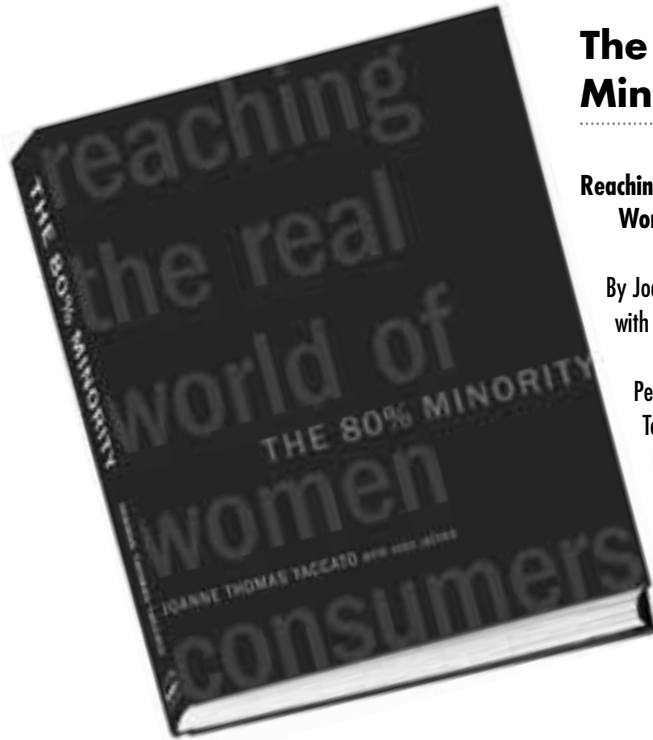
If you don't think these are relevant issues for sales professionals in the payments industry, think again. ISOs/MLSs provide the systems that make commerce happen, so it makes sense they should understand the theory behind shopping and consumerism.

There is a lot of information out there—from scholarly treatises to mainstream articles—on the topic of gender-specific buying habits, sexism in marketing and advertising and discrepancies in product availability and pricing. But Joanne Thomas Yaccato's book, "The 80% Minority," is a truly engaging look at these sticky topics.

It's not so much a matter of steering commerce away from men toward women, she asserts, it's a matter of being inclusive—not eliminating the majority by focusing on the minority and establishing meaningful business relationships.

Yaccato is a business consultant, commentator, columnist and author from Ontario, Canada. She communicates her points clearly and backs up claims with examples taken from across the Great North landscape: media, corporations, non-profits and individuals as consumers and businesspeople. The book contains a lot of solid data (all cited in the Endnotes section for easy reference) and interviews with executives, business owners and consumers (both women and men).

Yaccato discusses the origins of gender-based differences in consumer behavior—is it due to biology or social con-



### The 80% Minority

Reaching the Real World of Women Consumers

By Joanne Thomas Yaccato  
with Judy Jaeger

Penguin Group,  
Toronto, Ontario, 2003  
ISBN 0-670-04357-5  
(Hardback) 241 pages

ditioning that women want to be wrinkle-free, making the cosmetics industry what it is? She says that men and women do differ, for example, in the ways they process information, and illustrates her points by putting them in the context of reaching the "80% minority."

By closely examining what's going on from the business standpoint, and then from the female consumers' standpoint, Yaccato illustrates the complexity of the issues involved in conducting commerce based on gender intelligence. While women compose 51% of the population and they make 80% of all buying decisions, there is a serious lack of attention paid to this fact (hence, the book title).

Bad customer service, prices charged that are higher than those that men pay, limited product choices or choices that offer silly benefits instead of real solutions are just a few of the complaints women expressed to Yaccato.

Businesses have to tread carefully if they want to avoid completely alienating one group or another through advertising messages or even in product development. But Yaccato says that by using more gender intelligence,

**Businesses have to tread carefully if they want to avoid completely alienating one group or another through advertising messages or even in product development. But Yaccato says that by using more gender intelligence, businesses can be inclusive of the needs of many groups. By paying attention to their target markets' lifestyles, physical attributes and emotional concerns, they are often very successful.**

businesses can be inclusive of the needs of many groups. By paying attention to their target markets' lifestyles, physical attributes and emotional concerns, they are often very successful.

Four principles stated early in the book define what Canadian women want in a consumer experience, or fulfilling business relationship; businesses that implement them, Yaccato says, will experience increased customer satisfaction, increased market share and a huge referral base. They also foster positive benefits for employees.

These are: Be intelligent about gender differences; get through with intelligent communication; recognize that women live multi-dimensional lives; live your corporate soul (be a good corporate citizen).

Yaccato gives many examples throughout the book to show what's working and failing for women as consumers. The research covered how well 22 industry sectors in Canada are meeting women's needs; only one, the grocery and supermarket industry, seems to be getting it right, with 76% of respondents reporting satisfactory shopping experiences.

Cars are designed for the larger frames of men; many women can't reach the pedals or see out the back windows. Despite the numbers of women business travelers, airline seats don't fit and can be downright uncomfortable. The message in a marketing piece that a life vest was redesigned to conform to the "unique" female body shape reflects the attitude the many companies have.

When it comes to banks and financial institutions, Yaccato's research, which included surveys and focus groups, showed that women overwhelmingly have "disastrous" experiences as consumers.

On the positive side, though, there are several companies that have created products or services and are able to connect with female consumers multi-dimensionally, reflecting all areas of their busy lives. A woman responded to a crying baby in a movie theater by starting a "Movies 4 Mommy" matinee program, which has grown to several theaters in Canada. Online grocery shopping sites provide an all-important service, "time shifting," in an effort to adapt to their customers' changing lifestyles.

The information in "The 80% Minority" is presented in a

lively style. You might have read this all before and some points might be tiresome to read again (such as the same media-industry critique we've seen in America for years, although the Canadian perspective offered here is new), but reminders never hurt.

The variety of stories and business solutions outlined in the material, might spark an idea with creative-minded entrepreneurs. It might also serve as a catalyst for payment sales professionals who call on merchant customers; maybe you've spoken with someone about an idea for an unusual business or a way for them to expand their existing business to boost their sales—and yours.

Another added bonus is the insight into Canadian life the book offers American payments companies considering entering that market; the information might serve as a springboard to ideas and approaches. ■

Find out what's new ...

**nbstech**  
NBS TECHNOLOGIES

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

Card Personalization • Payment Solutions • Commerce Gateway



AS A CBL  
REPRESENTATIVE  
YOU'LL ENJOY THE BENEFITS OF  
INTERCHANGE AT PASS THROUGH  
RESIDUAL REVENUE  
ON FEES ~ INCLUDING:  
MID/NON TRANSACTION FEES,  
STATEMENT, T&E, CHARGEBACKS,  
RETRIEVALS & DEBIT  
NO APPLICATION FEES  
AMEX / DISCOVER  
ACCOUNT BONUS  
100% VESTED  
LIFETIME RESIDUALS

## we get dirty.

Sometimes you have to get down  
in the trenches to get things done.  
We feel this is a good thing.

### why?

Because we know you are there,  
rolling up your sleeves everyday to  
give your merchants what they need.

**So you'll find us there, too.  
In fact, we process all applications  
in-house, so they're approved quick  
and done right the first time.**

And our customer service team will  
give your merchants the warm,  
attentive service that will set you  
apart and make you shine.

**Because it's all about working together  
to provide the most consistent service  
to both you and your merchants.  
That's why our programs are structured  
to help you provide a full spectrum of  
services to your merchants, at a  
competitive price.**

We're not satisfied until you are,  
and we will work hard to make every  
resource available to you. So with  
consistent support and promptly paid  
residuals, maybe you won't have to get  
so dirty after all.



envision your future

simplify your life

make the sale

reap the rewards

**CentralBANCARD**™ LLC  
The center of your success begins here.

call us at 866.797.2317 or visit us on the web at [www.centralbancard.com](http://www.centralbancard.com)



# NEW PRODUCTS

PROUDLY SPONSORED BY



## A New Level of Terminal Management

**Company: Vital Terminal Management Services**

*Product: VTMS Platform*

**V**ital Terminal Management Services (VTMS), a division of Vital Processing Services, will introduce a software platform that will improve the way acquirers manage their portfolios. They'll soon be able to enjoy the benefits of outsourcing while maintaining control of their merchant portfolios.

The new platform, set to roll out in the fourth quarter of this year, provides a range of tools that will significantly raise the level of service it offers its users. VTMS will provide as many tools, if not significantly more, than present in-house systems.

Co-developed with J.D. Edwards & Co., owned by PeopleSoft, VTMS is an enterprise resource planning (ERP) system for managing merchant portfolios.

Acquirers outsource to VTMS and have access to a wide range of reporting and management functions.

VTMS users log on through a special URL to gain access to the information hosted on VTMS' servers. Acquirers also have the option to either buy equipment through Vital or through another provider and then consign it to VTMS. Either way, the new ERP system improves the level of management capabilities.

It's an easy-to-navigate unified system that tracks inventory, costing, invoicing and work-flow processing and provides real-time accurate merchant data, giving clients much more control over their portfolios. It will also give

VTMS the ability to offer clients feedback on how to maximize their revenue.

The technology is unique to the marketplace and takes outsourcing point-of-sale business to a new level. If a client wants to have a closer look at their businesses—for example, to analyze which types of merchants are more profitable for them—they'll be able to access this information easily. Acquirers should know what's going on in their POS operations; the platform will provide them with better and more data about their own merchants.

Features including real-time access to inventory data will reduce expensive problems, such as rush orders, from happening. VTMS is also designed to help users analyze data and put the information to work for them; for example, this might mean making suggestions on how to maximize revenue per merchant.

The platform boosts VTMS' present analytical power. This means the company can provide its clients with advice on trends and make recommendations about optimizing profitability. VTMS will serve as a business consultant, and will be able to recommend which merchants to focus on, what types of terminals are most profitable, etc.

Building on the strength of its ability to handle complex problems, VTMS' existing clients will be rolled over prior to the general launch. Vital expects this new platform will attract a significant number of new merchant acquirer clients to VTMS and that it will be an excellent value-add for any merchant acquirer.



**It's an easy-to-navigate unified system that tracks inventory, costing, invoicing and work-flow processing and provides real-time accurate merchant data, giving clients much more control over their portfolios.**

### **Vital Terminal Management Services**

1534 North Market Blvd.  
Sacramento, Calif. 95834  
800-686-1999  
www.vitalps.com



**TERMINALS DIRECT**

# There's a New Bull in Town...

Terminals Direct is the new bull in town with aggressive pricing and dependable service. Our management team has 30 years of combined experience in the terminal wholesale, deployment and help desk services. We are not a merchant account provider and do not sell terminals to merchants. We cater strictly to the ISO, Bank and Processor market. We guarantee to beat all of our competitor's terminal & supply pricing including quantity discounts and special promotions.

#### Service and Product Offerings

- Distributor for Lipman, Verifone, Hypercom, Ingenico and Thales
- Full line of POS terminals, software, check readers, imagers, supplies and ribbons
- The lowest Online Gateway Pricing for Authorize.Net, ParaData and CyberSource – you supply the merchant account
- Same day shipping
- Custom and private label overlays
- Signature Capture Services \* Coming Soon!
- Online Tracking & Order System \* Coming Soon!



**NEW!**

Nurit 3020

**\$278**



**NEW!**

Nurit 8000  
Wireless

**\$739**



**NEW!**

Ingenico Elite 710

**\$199**



**NEW!**

Talentto T1

**\$250**



**NEW!**

Hypercom T7Plus

**\$219**



**NEW!**

Omni 3750 – **\$339**  
Omni 3740 – **\$305**  
Omni 3200SE – **\$278**



Comstar Wireless  
*Special Price*

**\$304**

Call now to receive our latest price list

**1-800-440-1952**

or e-mail [Sales@terminalsdirect.com](mailto:Sales@terminalsdirect.com)

**TERMINALS DIRECT**





## New VeriFone PIN Pad Hits the Market

**Company: VeriFone, Inc.**

*Product: SC 5000*

As PIN-based transactions become increasingly widespread at the point-of-sale, more and more merchants want to offer this type of payment method to their customers. VeriFone, Inc. is now offering a new PIN product to the North American marketplace that is ideal for multi-lane retailers.

The name of the device is the SC 5000 PINpad. It has a fast 32-bit processor; it's programmable, EMV smart card compliant and supports debit, EBT and stored value transactions such as for loyalty and gift cards.

"Multi-lane retailers in the United States that have a global scope and are looking for one PIN pad to use in multiple countries can stop searching, because the SC 5000 delivers exactly what they need," said Paul Rasori, Vice President, Marketing at VeriFone.

The PIN pad meets all of the latest security requirements such as tamper-detection circuitry and 3DES and AES encryption standards.

It has earned a Visa-PED certification for both online and offline debit transactions. It has also earned the Interac certification for use in the Canadian market.

The SC5000 has a small handheld/handover design—it fits into the palm of your hand—and has large keys to reduce user errors. An easy-to-read display supports mer-

**[VeriFone] has shipped more than 100,000 SC 5000 PIN pads to countries around the world. "The SC 5000 PINpad is popular in countries worldwide that have the highest security standards ..."**

chant logos and graphics-based character sets.

VeriFone says it has shipped more than 100,000 SC 5000 PIN pads to countries around the world. "The SC 5000 PINpad is popular in countries worldwide that have the highest security standards, such as Switzerland, Belgium and Canada, because it offers the most robust security protections available in a PINpad today and delivers unsurpassed performance and support for multi-lane transactions," Rasori said.

### VeriFone, Inc.

2455 Augustine Drive  
Santa Clara, CA 95054  
1-800-VeriFone  
[www.verifone.com](http://www.verifone.com)

**WE WILL BEAT ANY DEAL!**

ONE STOP FOR ATM, CREDIT CARD AND CHECK GUARANTEE PROCESSING!

- Interchange +7.5
- No liabilities/No risk agent
- Guaranteed Leasing at .0288
- Fixed Application
- 98% Approval
- Quick Application Approval
- New Revenue Sharing Program

**1-877-ATM-0003**  
[ATMCRD@AOL.COM](mailto:ATMCRD@AOL.COM)



## Now, Earn Commissions on Payment Processing and Commercial Loans

Comerica opens the door to more merchants and more commissions with an exclusive tool for your success. Now, in addition to earning commissions on leading processing services, you can earn extra income referring commercial loans – all from the same reliable source, trusted by leading merchants throughout America.

Comerica loan products are ideally suited to businesses raising capital for expansion, inventory support, operating expenses or any number of other business-related needs. And best of all, Comerica pays a generous referral fee on the full amount of every SBA guaranteed commercial loan. So, whether you're looking to open new merchant doors or earn more commissions from your existing customer base, give us a call. It could lead to your biggest payday ever. Call today to find out more on how you can benefit from this one-of-a-kind opportunity.

Comerica Merchant Services

**1-800-790-2670**

**Comerica**

**We listen. We understand. We make it work.®**

## WATER COOLER WISDOM

**"Any activity becomes creative when the doer cares about doing it right, or doing it better."**

— John Updike



## Tap Into Your Creativity

**A** large part of working in payments involves using creativity and being able to think outside the box. For instance, if your products are similar to those your competitors offer, you need to find new and fresh ways to promote them and win the sale.

For most people, inspiration and creativity cannot be summoned at will.

Fortunately, though, you can make changes to open yourself up to discover new ways of thinking and seeing things from a new perspective. Making basic adjustments to your current routines can help shed a new light on everything you do.

To help get you out of your rut, try these suggestions:

### Take a Vacation

I know you're thinking, "I don't have the time for a vacation, let alone the funds for traveling." If you think you're too busy to take a long weekend or a couple of days off, you might need to reorganize and reprioritize to make the most of your time—or hire someone to help at the office.

You don't have to block out an entire week on your calendar or buy airline tickets. Take a day trip to a nearby town to soak in unfamiliar scenery. Be a tourist in your own town; go to the museums and attractions that you've meant to visit but just haven't had the time for.

The important thing is to change your routine, including your surroundings. Take a step off your daily beaten path and leave your cell phone and laptop behind.

### Make Connections

Attend a tradeshow, join a networking group or register for a seminar. Working diligently is admirable, but keeping your nose to the grindstone and never looking up can lead to tunnel vision.

There is nothing better for generating new ideas than talking with others, especially if they're in the same business; the back-and-forth of communication can really get the creative juices flowing.

Climb out of your box and see what others are doing. The energy and flow of creativity will spark ideas for you, and might possibly generate some sales leads.

### Brainstorm

Get together with a trusted colleague, co-worker or peer and talk about ideas that you've had in the back of your mind, even if you haven't thought them through completely. Maybe they'll turn out to be nothing, but maybe you'll stumble across your next big project in the process.

Forget about feeling stupid or worrying about being judged. This is a time to just let the ideas flow, no matter how outrageous, impractical or unrealistic you may think they are. Say the first things that come to mind without any filters.

Even if most of what pops out of your mouth won't possibly become viable working plans, you will come across ideas worth exploring. That's exactly the point.

### Cut and Paste

Keep a binder of ideas or concepts that catch your eye and attention. If you see a magazine ad that appeals to you, rip it out and save it. You might be able to use





## Midwest Acquirers' Association MWAA

*Second Annual Conference*

**Highlights:** This regional association's inaugural conference last year brought 400 payments industry professionals together; they're expecting an even better turnout this year and the venue was selected to accommodate the increased attendance. The focus will be on discussions of relevant issues and plenty of meeting time with vendors. Presentations will cover value-adds, interchange compliance, fraud, POS innovations, Check 21 and the changing role of the MLS. Receptions, meals, a luncheon cruise and golf tournament are also part of the fun. MWAA will also present its second "Lifetime Achievement Award" at the conference. An opportunity to participate in a related seminar on Wednesday, July 28, "Field Guide for the Developing ISO," is available either as part of the conference or separately. Attendees can take advantage of the discounted hotel room rate.

**When:** July 28 – 30, 2004

**Where:** The Drake Hotel, Chicago

**Registration:** Visit [www.midwestacquirers.com](http://www.midwestacquirers.com)

## NACHA-The Electronic Payments Assoc.

*Payments Institute East*

**Highlights:** To help payment professionals keep up with the complex challenges facing them today, The Payments Institute is an intensive five-day course designed to provide a comprehensive understanding of the entire payments system. Automated Clearinghouse (ACH), card systems, electronic checks, international payments, managing risk and fraud and emerging technologies will all be covered. Instructors are drawn from leading corporations, financial institutions, consulting firms, payments networks, processors and governments. There will be plenty of time to network, but this is not a conference—it's an intensive educational experience. Learning environments include workshops, lectures, and interactive group activities. This institute will benefit anyone at all levels in today's payments system and will fill multiple Accredited ACH Professional (AAP) credits in just one week; it also includes a course specifically for aspiring AAPs

**When:** July 25 – 29, 2004

**Where:** Emory Conference Center Hotel, Atlanta

**Registration:** Visit [www.nacha.org](http://www.nacha.org)

one or two of its elements in your next PowerPoint presentation.

If you hear a phrase that puts a new spin on an old idea, jot it down; it may come in handy the next time you're drafting a proposal. If something catches your eye, even if it's not directly related to your profession or business, add it to the binder. It may help you come up with some creative ideas down the road.

## Walk a Mile in Someone Else's Shoes

Try to see things from someone else's perspective and examine the situation as they might. Imagine that you are your customer, your competitor or your peer. Look at the situation from their viewpoint and try to imagine how they would approach it.

What would they do? What is important to them? What do they want to accomplish?

Maybe they wouldn't take the same steps you would, or perhaps they would tackle tasks in a different order and consult different people than you would. The point is to try to better understand other people and learn new ways.

## Don't Give Up

When you're looking for new ideas but feel stuck, keep going. If you're trying to come up with a new way to market your products, write down every idea that comes to mind, no matter how inane or unrealistic.

The more items you write down, the higher the probability that you will come up with some really great ideas. So, when you think you can't conjure up any more, give it a few more minutes.

Ask your co-workers to do the same. Encourage them to write down everything, then come together and share everyone's ideas.

If you find yourself lacking imagination and creativity, changing your surroundings and routines can inspire and motivate. Go out and meet new people and explore new experiences. Share ideas with others. See things from a different angle. Look for ideas where you wouldn't normally expect them. And most importantly, don't give up.

Good Selling!<sup>SM</sup>

Paul H. Green

# "The Gloves Come Off"

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

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

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

For details, contact us at:

**800.655.8767**  
Ext. 262



**U.S. MERCHANT  
SYSTEMS**

Newark, CA  
[www.usms.com](http://www.usms.com)



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

**Medical Benefits  
Verification**  
for doctors and hospitals.

Bundled with POS equipment  
**Earn \$1,000  
or more per sale!**

Call for details.

**Counterfeit Detector**



Detects counterfeit currency, credit cards,  
driver licenses, traveler's checks and more.  
\$129 Retail Value. Call now and

**GET A FREE DEMO UNIT**  
Give away FREE to your  
merchant prospects!

# RESOURCE GUIDE

*The Resource Guide has grown to accommodate increased interest!*

*To add your company to our expanding listing, call 800-757-4441 today.*

## ATM/SCRIP ISOs LOOKING FOR AGENTS

### Access ATM

(866) 874-0384

### Access to Money

(888) 501-5246

### Convenience Cash ATMs, LLC

(866) 722-2867

### Data Capture Systems

(800) 888-1431

### NationalLink

(800) 363-9835

### NetBank Payment Systems, Inc.

Formerly FTI

(866) 450-9815 x8876

### Nexus ATM

(800) 201-0461 x218

## BACKGROUND INVESTIGATIONS

### Bestpeoplesearch.com

(760)652-4050 x911

### Commercial Business

Intelligence.com

(888) 740-0747

## BANKS LOOKING FOR AGENTS

### Humboldt Merchant Services, L.P.

(877) 635-3570

### Redwood Merchant Services

(800) 528-6661

## BANKS LOOKING FOR ISOs/MSPs

### Best Payment Solutions

(866) 289-2265

### CentralBancard

(866) 797-2317

### Chase Merchant Services, LLC

(800) 622-2626 x86016

### First American Pymt Sys

(866) G04 FAPS

## Group ISO

(800) 960-0135

## Integrity Payment Systems

(888) 477-4500

## National Processing Co.

(800) 672-1964 x7684

## Redwood Merchant Services

(800) 528-6661

## CHECK DRAFTING SERVICES

### CFI Group

(888) FON-CHEX

### ILOVECHEX.COM

(866) 691-0666

## CHECK GUARANTEE/ VERIFICATION

### Abanco Intl., LLC

(866) 231-2030 x2347

### CrossCheck, Inc.

(800) 654-2365

### EZCheck

(800) 797-5302

### Global eTelecom, Inc. (GETI)

(877) 454-3835

### Global Payments Inc.

(800) 638-4600 x888

### Nationwide Check Services

(800) 910-2265

### Secur-Chex

(866) 464-3272

## CONSULTING AND ADVISORY SERVICES

### Adam Atlas Attorney at Law

(514) 842-0886

### First Annapolis Consulting

(410) 855-8500

### Integrity Bankcard Consultants, Inc.

(800) 816-4224

## CREDIT CARD CASH ADVANCE

### POS Payment Systems

(718) 548-4630

## DEBIT TRANSACTION PROCESSING

### Cashlane

(800) 325-2862

### Global Payments Inc.

(800) 801-9552

## EFT-ACH SETTLEMENT SERVICES

### Universal Payment Solutions

(877) 889-7500

### ILOVECHEX.COM

(866) 691-0666

## EQUIPMENT

### Abanco Intl., LLC

(866) 231-2030 x2347

### Automated Transaction Tech.

(888) 454-1210

### BANCNET

(713) 629-0906

### Bartlett Info Tech Svcs, LLC

(901) 384-6151

### CardWare International

(740) 522-2150

### General Credit Forms, Inc.

(800) 325-1158

### Global Payments Inc.

(800) 801-9552

### Ingenico

(800) 252-1140

### Lipman USA, Inc.

(516) 484-9898

### Paragon Services Inc.

(800) 322-5771

### POSBUY.com

(866) 276-7289

### TASQ Technology

(800) 827-8297

### Teertronics, Inc.

(800) 856-2030

### Terminals Direct

(800) 440-1952

### The Phoenix Group

(866) 559-7627

### Vital Merchant Services

(800) 348-1700

## FREE ELECTRONIC CHECK RECOVERY

### ACCESS CHEX

(866) 746-CHEX

### CheckAGAIN

(800) 666-5222

### Check Recovery Systems

(800) 721-0930

### CHEXcollect.com

(866) 691-0666

### Gulf Management Sys., Inc.

(800) 947-3156

## GIFT/LOYALTY CARD PROGRAMS

### FLEXGIFT/UMSI

(800) 260-3388 x222

### POS Payment Systems

(718) 548-4630

### TENDERCARD

(800) 383-8280

## INTERNATIONAL/ OFFSHORE RELATIONSHIPS AVAILABLE

### Group ISO International

(800) 960-0135

## ISO RELATIONSHIPS AVAILABLE

### Abanco Intl., LLC

(866) 231-2030 x2347

### AmericaOne Payment Sys

(888) 502-6374

### BioPay Biometric Payment Systems

(866) 324-6729

### Business Payment Systems

(877) 700-7947 x236

### CentralBancard

(866) 797-2317

### CoCard Marketing Group

(800) 882-1352

### Cynergy Data

(866) ISO-HELP

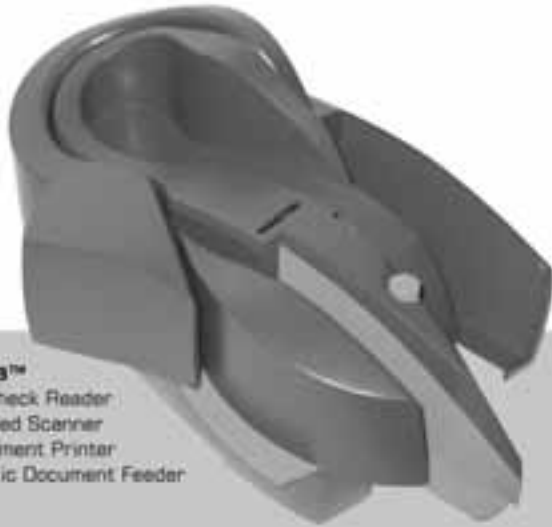
### EVO Merchant Services

(800) CARDSWIPE x7800

### First American Payment Sys

(866) G04 FAPS





**Excella™**  
MICR Check Reader  
Dual-sided Scanner  
Endorsement Printer  
Automatic Document Feeder

## Looking for Reliable Check Processing Choices?



**Mini MICR**  
MICR Check Reader



**MICRImage**  
MICR Check Reader and Scanner

- ▶ **MagTek's MICR data formats are 100% compatible, making certification simple when adding imaging to your check application**
- ▶ MICRImage captures complete check image & MICR data for Electronic Check Conversion and Check 21
- ▶ MICRImage supports dual interfaces:
  - Dual RS-232 serial ports
  - RS-232 and Integrated Modem
  - RS-232 and Ethernet
- ▶ MICRImage works with the leading POS terminals, such as VeriFone, Lipman and Hypercom, as well as premier ECRs and PCs
- ▶ MICRImage provides high quality image capture [Grayscale or Black/White Images]
- ▶ MICRImage and Mini MICR support an optional 3-Track Magnetic Stripe Reader for reading ISO standard cards and the AAMVA driver's license format

Rely on the strength and reputation of MagTek and our products, skillfully engineered and manufactured in Carson, California

**Customers First. Quality Always.**  
**800-788-6835**



**First Data Merchant Services**

(866) FDMS-ISO

**Global Payments Inc.**

(800) 801-9552

**Group ISO**

(800) 960-0135

**Lynk Systems, Inc.**

(866) MSP-LYNK

**MSI-Merchant Services, Inc.**

(800) 351-2591 x9-23

**National Processing Co.**

(800) 672-1964 x7655

**North American Bancard**

(800) BANCARD x1001

NOVA Information Systems

(800) 226-9332

**Partner-America.com**

(800) 366-1388

**Payment Resource Int.**

(888) PAY-FLEX x212

**Total Merchant Services**

(888) 84-TOTAL x 315

**United Bank Card (UBC)**

(800) 201-0461

**ISOS/BANKS  
PURCHASING  
ATM PORTFOLIOS****Global Payments Inc.**

(416) 847-4477

**NetBank Payment Systems,  
Inc. (Formerly FTI)**

(866) 450-9815 x8877

**Nationwide Automated  
Systems, Inc.**

(818) 716-6790

**ISOS/BANKS  
PURCHASING  
MERCHANT PORTFOLIOS****AmericaOne Payment Sys**

(888) 502-6374

**CentralBancard**

(866) 797-2317

Chase Merchant Services, LLC

(800) 622-2626 x86016

**Concord EFS, Inc.**

(800) 778-4804

**EVO Merchant Services**

(800) CARDSWIPE x7855

**National Processing Co.**

(800) 672-1964 x7684

**North American Bancard**

(800) BANCARD x1001

NOVA Information Systems

(800) 226-9332

**Total Merchant Services**

(888) 84-TOTAL x 315

**ISOs LOOKING  
FOR AGENTS****Abanco Intl., LLC**

(866) 231-2030 x2347

**Aliant Financial Services**

(877) 377-0788

**AmericaOne Payment Sys**

(888) 502-6374

Approval Payment Solutions, Inc.

(888) 311-7248

ATS/65% payout

(877) 334-0272

Bancard Payment Systems

(866) 783-7200

**Best Payment Solutions**

(866) 289-2265

**Business Payment Systems**

(877) 700-7947 x236

**CentralBancard**

(866) 797-2317

**Certified Merchant Services**

(800) 732-7099

**Concord EFS, Inc.**

(800) 778-4804

**Cynergy Data**

(866) ISO-HELP

Eagle Merchant Services

(800) 255-0898

**EVO Merchant Services**

(800) CARDSWIPE x7800

**EXS-Electronic Exchange Sys.**

(800) 949-2021

**First American Payment Sys.**

(866) GO4 FAPS

Galit Valley Merchant Services

(888) 560-9005

**Innovative Merchant****Solutions**

(800) 397-0707

**Landmark Merchant Solutions**

(800) 882-4896

**MSI-Merchant Services, Inc.**

(800) 537-8741 x9-12

**National Processing Co.**

(800) 672-1964 x 7655

Netcom Data Southern Corp.

(800) 875-6680

**North American Bancard**

(888) 229-5229

**Payment Resource Int.**

(888) PAY-FLEX x212

**Preferred Card Services, Inc.**

(800) 656-0077 x16

**Signature Card Services**

(888) 334-2284

**Total Merchant Services**

(888) 84-TOTAL x 31598

**United Bank Card**

(800) 201-0461 x 136

**United Merchant Services**

(800) 260-3388 x23

**Worldwide Merchant Services**

(800) 847-2662

**LEADS GENERATORS**

Hot Leads Xpress

(866) 627-7729

**LEASING****Abanco Intl., LLC**

(866) 231-2030 x2347

**ABC Leasing**

(877) 222-9929

Accomack Leasing

(877) 325-6469

**Allied Leasing Group, Inc.**

(877) 71 LEASE

American P.O.S. Leasing Corp.

(800) 349-6516

BARCLAY SQUARE LEASING, INC

(866) 396-2754

First Leasing Corporation

(888) 748-7100

**First Manhattan**

(800) 220-5125

**GlobalTech Leasing, Inc**

(800) 414-7654 x3002

**Golden Eagle Leasing, Inc.**

(800) WE LEASE

**Integrated Leasing Corp.**

(800) 398-9701

**LADCO Leasing**

(800) 678-8666

**Lease Finance Group***A Division of CIT*

(888) 588-6213

**Leasecomm Corp.**

(800) 515-5327

Merimac Capital

(866) 464-3277

Nationwide Check Services

(800) 910-2265

**Northern Leasing Sys., Inc.**

(800) 683-5433

TASQ Technology

(800) 827-8297

**POS CHECK CONVERSION****Abanco Intl., LLC**

(866) 231-2030 x2347

**B-CheX**

(877) 700-7947 x275

**CrossCheck, Inc.**

(800) 654-2365

E-Chex

(877) 474-8924

EZCheck

(800) 797-5302

**Global eTelecom, Inc. (GETI)**

(877) 454-3835

Nationwide Check Services

(800) 910-2265

Secur-Chex

(866) 464-3272

**POS REPLACEMENT  
DISPLAYS/LENS/LCDs****Focus Display Solutions, Inc.**

(480) 503-4295

**POS SUPPLIES**

CardWare International

(740) 522-2150

**General Credit Forms, Inc.**

(800) 325-1158

TASQ Technology

(800) 827-8297

**Vital Merchant Services**

(800) 348-1700

**PROCESSORS  
LOOKING FOR ISOs****First Data Merchant Services**

(866) FDMS-ISO

**Global Payments Inc.**

(800) 801-9552

**Don't send us  
all your merchants.**



*Just the ones you want to keep.*

**Sterling Payment Technologies provides:**

- Operational acquiring services for ISOs, banks and associations
- Credit, debit and EBT processing
- Check guarantee, truncation and recovery
- Shared profitability plans
- Fast residual payments
- Same day merchant approvals and installations
- Extensive web-based reporting
- Competitive leasing program
- Group rates on health, life and disability insurance through an exclusive affiliation



**STERLING**  
Payment Technologies

Toll-free 877-887-7784

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

**At Sterling, Our Name  
Is Our Reputation.**



## INDEX TO ADVERTISERS:

2GS, LLC	31
A-1 Leasing	12
ABC Leasing, Inc.	70
Advanced Payment Services	32
AlphaCard Services	58
American Bancard Corporation	16
American Express	30
AmericaOne Payment Systems, Inc.	9
Approval Payment Solutions	22
ATM Credit Card Services, Inc.	93
Authorize.Net	47
Bancnet Corporation	74
Bank Card Depot	87
Barclay Square Leasing	10
Best Payment Solutions	43
BlueWavePOS.com	34
Budget Terminals & Repair	20
Business Payment Systems	79
Central Bancard, LLC	90
Charge Card Systems	42
CoCard Marketing Group	62
Comerica	94
Comstar Interactive Company	84
Cornerstone Payment Systems	14
CrossCheck, Inc.	75
Cynergy Data	17, 37
Electronic Exchange Systems	55
Electronic Payment Systems	69, 80
Electronic Transactions Association	87
EVO Merchant Services	48, 49
EZCheck Check Services	73
Financial Women International/WI	66
First American Payment Systems	83
First Data Merchant MD	71
Global Electronic Technology	11
Global eTelecom	59
Global Tech Leasing, Inc.	81
GO Software	50
Humboldt Merchant Services	64
Hypercom Corporation	44, 104
Ingenico	2
IRN/Partner America	63
JaffeRaitt	61
JR's POS Depot	21
Landmark Merchant Solutions	18
Lipman USA	15
MagTek, Inc.	99
MSI NJ	19
MSI NJ 1-800-Bancard	56, 57
NBS Technologies, Inc.	89
NetBank Payment Systems	60
Nexus ATM	77
North American Bancard	6, 7
NOVA Information Services	46
NPC	27
Paymerica	28
POS Payment Systems	51
POS Portal, Inc.	67
POSbuy.com	29
Retriever Payment Systems	35
Signature Card Services	36
Southeast Acquirers Association	78
Sterling Payment Technologies	101
TASQ Technology	103
Teertronics	13
Terminals Direct	92
The Phoenix Group	85
Total Merchant Services	52, 53
U.S. Merchant Systems	97
United Bank Card, Inc.	38, 39
United Merchant Systems	45
VeriFone	40
Vital Merchant Services	24

iPayment, Inc.

(800) 748-6318

**National Processing Co.**

(800) 672-1964 x7655

NOVA Information Systems

(800) 226-9332

### REAL-TIME CHECK / CREDIT CARD PROCESSING

eProcessingNetwork.com

(800) 971-0997

USAePay.com

(866) USAePay (872-3729)

### REAL-TIME CHECK / DEBIT PROCESSING

paymentoptionsolutions.com

(888) 767-7674

### SITE SURVEYS

Property Resource Network Inc.

(800) 676-1422

### STORED VALUE PROGRAMS

i2c, Inc.

(888) 327-8188

### SUPPORT DESK FOR POS TERMINALS & PC SOFTWARE

CardWare International

(740) 522-2150

TASQ Technology

(800) 827-8297

Vital Merchant Services

(800) 348-1700

# FETCH!

**We do it for you.**

**Introducing the TASQ® Equipment Retrieval Outbound Call Program.**



Merchants don't always respond to call tag reminders to return used or broken gear when they update POS equipment. Now TASQ will track your equipment, make phone calls on your behalf and retrieve your valuable inventory.

- Significantly increase your success rate on equipment retrieval
- Save money and maintain inventory
- Save valuable time, effort and paperwork
- Get up to date status reports and results

LET US BE YOUR BEST FRIEND.

**TASQ®**  
TECHNOLOGY

**Call today! (800) 827-8297**

© 2004 TASQ Technology, Inc.  
Photo © Digital Vision



Life just got a whole lot easier with the Hypercom® T7Plus. Certified and available to go anywhere it's needed and rich with revenue-generating applications. All at affordable prices. Make the easy choice and ask for Hypercom. Everyone else does!



For more information about the T7Plus please phone:  
1-877-2-PLUS(7587) or visit [www.hypercom.com](http://www.hypercom.com)