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Debra Rossi Named Distinguished Payments Professional

San Diego, CA -- Debra Rossi, Executive Vice President, Wells Fargo Merchant Services, has been named 2011 Distinguished Payments Professional by the Electronic Transactions Association.

The award is given each year to a leader in the electronic payments industry, who is recognized for contributions to the industry and outstanding professionalism. This is the first time a woman has received this coveted honor.

In awarding the honor, ETA noted that Rossi has spent more than 20 years in the payments industry and has been instrumental in defining the payments landscape. She pioneered the first point of sale debit and credit solution for grocery stores in the US and was responsible for building Wells Fargo's small business Internet services in the early 90s. Under her leadership, Wells Fargo became the first bank to process a secured credit card transaction on the Internet.

"Debra Rossi embodies the true spirit of a distinguished payments professional, a respected and valued professional held in high esteem by colleagues and recognized for her integrity, professionalism, and high ethical standards. Debra's long commitment to the merchant side of the payments equation has made her an outspoken advocate and influential voice, actively contributing to the collective success of the payments industry." says Carla Balakgie, CEO, Electronic Transactions Association.

Rossi was recognized during the ETA's annual President's Dinner and Awards Ceremony in San Diego.

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About ETA

The Electronic Transactions Association is an international trade association representing more than 500 companies who offer electronic transaction processing products and services.