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President's Message

April's Meeting and Much More

Depending on when you receive this issue of *Transaction Trends*, you may be getting ready for the 2008 ETA Annual Meeting and Expo, on a plane headed to Las Vegas, or perhaps at the meeting, waiting for the many events to get underway. Whatever the case, I hope you're as eager as I am for the meeting to begin.

The Annual Meeting and Expo is ETA's largest—and arguably most important—event each year, and for a good reason. It is by far the best place to connect with your friends, colleagues, and partners who share your passion for the profession as well as other interests that go beyond your daily work. I hope you will take advantage of all the Annual Meeting and Expo has to offer and that you have fun in the process.

And while we're talking about things to take advantage of, there is plenty inside the pages of the April issue to put to good use, starting with our key-person interview on page 10. There, Global Payments CEO Paul Garcia offers up some insight on where the payments industry is headed and the challenges and opportunities that lie ahead.

We also take a look at retention, but not merchant retention. Rather, the question on the table is how to retain the young, talented people who represent the future of your company and the future of our business. It won't surprise you to learn that the top companies in the industry work hard to keep their best and brightest.

For years we all have talked about the maturity of the traditional credit card and its possible successors, but lately some of the new payment technologies are beginning to look like they're ready for prime time. Consumers will have the ultimate vote on which new payment technologies are widely accepted, but they won't get to vote until merchants provide the opportunity and we, as an industry, help them see the benefits that come along with the risks.

One way ISOs can ride the edge of new technology, by the way, is to specialize in vertical markets where cutting edge solutions may be easier to sell. In this month's ISO corner, we look at specialization as a way to differentiate your business from your competitors and pass along some advice from companies who have done well by specializing.

There is much more between the covers this month and I hope you'll take the time to check out the full range of articles this time around.

See you in Las Vegas!

Kindest regards,

Jim Baumgartner
ETA President 2007-2008
President & CEO
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Tell us what you think
about *Transaction Trends* and
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