

[FEATURE]

What to expect at this year's Annual Meeting & Expo

# the deal in Vegas



**Online Registration Available** — 2008 ETA Annual Meeting and Expo • April 15-17, 2008 • Mandalay Bay Resort and Casino • Las Vegas, Nevada  
Register online at [www.electran.org](http://www.electran.org) or call 866/ETA-MEET. (Group discounts available.)

**T**he key to evolutionary success in nature is to keep what works but be flexible enough to respond when the landscape changes. The 2008 ETA Annual Meeting & Expo planners have taken that lesson to heart.

“The Program Planning Committee has done a fantastic job of streamlining the ETA Annual Meeting & Expo and revitalizing its content, while keeping its core value proposition intact,” says ETA Executive Director Carla Balakgie. “This year’s meeting will be fresh and exciting, and best of all, make more efficient use of the time our attendees and exhibitors devote to the event.”

This year’s event, held once again at the Mandalay Bay Hotel and Casino, features many significant changes but remains true to its primary purpose: bringing together top payments professionals in an environment that’s designed to nurture the personal and professional relationships that drive the industry. Activities begin Tuesday, April 15 and wrap up on Thursday, April 17.

One of the more noticeable changes to this year’s event involves the annual President’s Dinner and Awards Ceremony. In prior years, it was held on the Monday night before the official meeting start. This year it moves to Tuesday evening, right after the opening reception in the exhibition hall, creating a full evening of networking events. Ticket prices are reduced, as well, to make the event accessible to more attendees.

As always, the dinner will turn the spotlight on ETA’s volunteers, with awards going to the Member of the Year, Committee Volunteer of the Year, Committee of the Year, and Business Partner of the Year. For the second year in a row, ETA also will name its Distinguished Payments Professional.

Wednesday night’s traditional party moves to the House of Blues, where the venue’s southern-style cuisine will be blended with live entertainment and, of course, plenty of opportunities to connect with friends and colleagues.

### Upping the Ante

This year’s schedule features two new additions to the breakout session lineup. The first is a Sales Super Session—five consecutive breakouts that run from 11:45 am to 5:45 pm on Wednesday—geared

## What’s New in 2008

### ■ President’s Dinner

Moves to Tuesday to allow for more participation and an entire evening of networking after the exhibition hall opening reception

### ■ Breakout Sessions

Take place on the show floor—just a few steps away from exhibitors

### ■ C-Level Track

Breakout sessions designed for top executives

### ■ Sales Super Session

Five educational hours covering nothing but sales

### ■ Wednesday Night Party

Moves to the House of Blues for food fun and entertainment

### ■ Closing Panel Discussion

Top industry executives talk about the future of the business and take on your questions

specifically to the needs and interests of sales professionals. Topics include optimizing merchant relationships and portfolios; increasing sales with non-traditional offerings; and using mergers and acquisitions to grow your portfolio. The second innovation is a new C-Level Track. These sessions, held on Wednesday and Thursday, are tailored to the needs of executives and provide content focused on business strategy. While general sessions will continue to be staged in the ball rooms at Mandalay Bay, breakout sessions, plus the Sales Super Session, C-Level Track, and Technology Super Session, will be held in two sound-insulated classrooms at the rear of the Expo hall, just steps from the show floor.

ACH and prepaid topics will get a little extra attention, too. Meeting planners have

## Register Now

For participant information to be printed in the attendee list distributed at the event, attendees must register no later than Tuesday, March 18, 2008.

Go to [www.electran.org](http://www.electran.org), email [ETAREg@conferencemanagers.com](mailto:ETAREg@conferencemanagers.com), or call 866/ETA-MEET

**GROUP DISCOUNTS:** If you are paying for 10 or more attendees at the same time, you can take advantage of a \$45-per-attendee discount. To receive this discount, please send your request to [ETAREg@conferencemanagers.com](mailto:ETAREg@conferencemanagers.com) along with your Registration Reference Number (provided in your registration confirmation).





## Brit Hume to Keynote

Political journalist Brit Hume, correspondent for the Fox News Channel Washington, managing editor and anchor of *Special Report with Brit Hume*, will be the keynote speaker for the opening session at this year's Annual Meeting & Expo.

Hume will weigh in on topics from the economy to the presidential nomination race and how the nation may look after next fall's election.

In addition to covering major political stories and contributing news analysis to FOX News Channel and FOX News Edge, Hume is responsible for overseeing content for the FOX News Washington bureau. He is also a regular panelist on the broadcast network's weekly public affairs program, FOX News Sunday.

Previously, Hume served as a broadcast journalist with ABC News for 23 years, most recently as their chief White House correspondent from 1989 through 1996. In that capacity, he contributed to *World News Tonight* with Peter Jennings and various specials for the news division. He also filed reports for *Nightline* and *This Week*. Hume joined ABC in 1973 as a consultant for the network's documentary division and was named a Washington correspondent in 1976. He was later promoted to Capitol Hill correspondent in 1977 and reported on Congress until 1988.

Hume began his career as a newspaper reporter with publications such as *The Hartford Times*, and *The Baltimore Evening Sun*, in addition to United Press International. Awarded an Emmy for his coverage of the Gulf War in 1991, Hume's extensive coverage as a White House correspondent also led him to be twice named "The Best in the Business" by the *American Journalism Review*. He is the author of two books *Death and the Mines* (1971) and *Inside Story* (1974).

## Day by Day Preliminary Schedule

### Monday, April 14

9am–12pm	<b>ETAU:</b> Introduction to Electronic Processing
1pm–4pm	<b>ETAU:</b> Introduction to Operations
1pm–4pm	<b>ETAU Level II:</b> Acquiring Payments Risk/Fraud Management: Tactics & Trends

### Tuesday, April 15

8am tee time	ETA Golf Tournament
8:30am–5pm	Compliance Day
9am–12pm	<b>ETAU:</b> Introduction to Sales and Marketing
9am–12pm	<b>ETAU Level II:</b> Data Security Essentials
1pm–4pm	<b>ETAU:</b> Introduction to Technology
1pm–4pm	<b>ETAU Level II:</b> Sales Channel Development
4:30pm–5:30pm	New Member Cocktail Reception (invitation only)
5:30pm–7:30pm	Opening Reception with Exhibitors
7:30pm–10pm	President's Dinner

### Wednesday, April 16

9am–10:15am	Opening General Session
10:30am–11:15am	Voting Representative Business Meeting (invitation only)
10:30am–6pm	Exhibit Hall Open (Lunch served 12:30pm–2pm)
10:30am–11:30am	<b>Session:</b> Selling the New Check: ACH or Check 21
10:30am–11:30am	<b>Session:</b> When Interchange Isn't Really Interchange: The Relevance of Interchange Optimization for Merchants
11:45am–5:45pm	<b>Sales Super Session:</b> 5 Sequential & Essential Sessions On All Things Sales
11:45pm–12:45pm	<b>Session:</b> Healthcare RX: Making Sense of Health Savings Accounts, Flexible Payment Accounts & HIPAA
1pm–2pm	<b>C-Level Track:</b> Conquering the Mobile Payments Wave
2:15pm–3:15pm	<b>Session:</b> PCI Rules, Regulations & More—Important Updates from the PCIDSS
3:30pm–4:30pm	<b>Session:</b> PCI, Security, and You
4:45pm–5:45pm	<b>Session:</b> Banking on the Unbanked
5pm–6pm	Happy Hour in Exhibit Hall
6pm–7pm	Pub ISO at Border Grill (invitation only)
6:30pm–8pm	PCI Party Prelude
8pm–12pm	Discover Theme Party at House of Blues

### Thursday, April 17

9am–10am	<b>C-Level Track:</b> International Acquiring
9am–10am	Payment Industry Legal & Regulatory Forum: Enforcement Actions & Washington Update
9am–1:00pm	Exhibit Hall Open
10:00am–11:30am	Technology Super Session: The Marketplace of Tomorrow
10:30am–11:30am	<b>C-Level Track:</b> Economic Trends and Their Impact on the Acquiring Business
11:30pm–1pm	"State of the Industry" Closing Panel Session and Lunch in Exhibit Hall

arranged for additional coverage during the Compliance Day session as well as several dedicated breakout sessions. PCI issues also will be featured in breakout sessions as well as Compliance Day, and representatives of the PCI Security Standards Council will sponsor a reception and be on hand throughout the meeting to answer questions and share information about the council's activities.

### Best Bets

Although the Annual Meeting & Expo officially opens on Tuesday evening with the Expo Hall opening reception and President's Dinner, Tuesday morning has its own schedule of pre-meeting activities.

The annual ETA Golf Tournament will tee off at 8 am at the Paiute Golf Resort, a Pete Dye-designed course nested at the base of the Spring Mountains. At 8:30, Compliance Day will convene. Attendees can talk directly with representatives of the major card brands and get the full spectrum of new information regarding industry regulations and other compliance issues.

ETA University also will be offered again this year. Courses are geared for those who are new to the industry as well as those who have completed some ETAU instruction at previous meetings. Courses begin on

### See the Marketplace of Tomorrow in Action

What will a future checkout look like? Will you really be able to buy a snack from a vending machine with your telephone or swipe your card to pay a taxi fare?

The answer is yes, and you can see these and other technologies in action at the Technology Super Session, "Marketplace of Tomorrow" hosted by the ETA Technology Committee.

In an area just off the main Expo floor at the ETA Annual Meeting & Expo, the Technology Super Session will feature seven different scenarios that will demonstrate how cutting-edge technology will change the face of the checkout process and how consumers and merchants will interact with payment systems in new, more convenient, more secure ways. The demonstrations will include pay-at-the-table technology in a restaurant, backseat self-swipe terminals in taxi cabs, contactless payments in a convenience store, check processing from a home office and more.

Following the demos, vendors and members of the Technology Committee will answer questions and provide the opportunity for attendees to see the newest technology up-close and first-hand.

Monday, April 13 and conclude Tuesday. ETA also will be unveiling its first online version of ETAU, with demos available in the ETA Attendee Lounge.

Wednesday's C-Level Track offering will focus on mobile payments, with a session entitled "The Mobile Phone: Your Pipeline... Your Lifeline... and Now, Your Equity Line?" The breakout will examine where the ubiquitous mobile phone will take the banking and payments industries over the next few years and where opportunities exist.

Thursday's first C-level offering will examine strategic issues surrounding international acquiring, featuring Global Payments' COO James Kelley. The second will take a big picture look at economic trends and

their impact on the acquiring business. Visa's Senior Vice President and Analyst Wayne Best will look at the economy with an eye to how consumer behavior and spending patterns will affect the payments industry.

The Annual Meeting will conclude with an expert panel of industry veterans who will host a wide-ranging Q&A session in the Expo Hall during the closing brunch, a perfect opportunity to get the scoop on what's going on and take care of last-minute business. Participants will include: Jim Baumgartner, Moneris Solutions; Nick Baxter, First National Bank of Omaha; Joe Kaplan, Innovative Merchant Solutions LLC; Bob McCullen, Trustwave; and Vipal Shah, PayPal Inc. **TT**

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