

# ETA 2009 Annual Meeting and Expo: Everyone and Everything You Need to Succeed

## This year's event offers countless opportunities to grow your skill set and business

Success in the current economy will be driven by new alliances, new partnerships, and new strategies, and the 2009 ETA Annual Meeting and Expo is committed to providing the networking opportunities, knowledge, and resources attendees need.

"This year's meeting is the perfect opportunity to strengthen and expand your connections to the people and companies that will help grow your business within this uncertain economic environment," says ETA Chief Executive Officer Carla Balakgie.

The 2009 Annual Meeting Planning Committee has devised a compact yet comprehensive schedule of events to help every part of the payments industry cope with these challenging times. This year's event, held once again at the Mandalay Bay Hotel and Casino in Las Vegas, continues the rich tradition of delivering essential networking opportunities and comprehensive resources to the entire payments industry. Activities begin Tuesday, April 21 and wrap up on Thursday, April 23.

As in the past, University and Compliance Day will be held during the two days prior to the Annual Meeting, and—new this year—another pre-conference segment will

be geared specifically toward the prepaid market. In addition to the many educational sessions, this year's expo hall will feature more than 180 exhibitors from a wide variety of vendors and partner companies.

Here's what is happening this year:

### What's New for 2009

Once considered store-branded gift cards only, prepaid is exploding with the entrance of Visa and MasterCard-branded cards, as well as loyalty, health-care, and payroll prepaid cards.

Attendees who participate in Tuesday's first-ever Prepaid Day will learn how merchant acquiring and prepaid are colliding and how to prepare for the changes ahead. Experts in the prepaid and merchant acquiring industry will discuss various prepaid hot topics, including an overview of the prepaid industry, the legal landscape, real-life case studies, trends, technologies, and the products of tomorrow.

Also on Tuesday, industry expert Wayne Best, head of advisory and information services for Visa, will provide an economic outlook through 2010 as part of the Economy and Its Impact on the Acquiring Business session. He will discuss the potential for a recovery—when it might start, and how ro-

### Can't Attend in Person?

ETA University courses provide the knowledge and information needed to succeed in the rapidly evolving electronic payments industry, in a variety of delivery methods:

**ETAU Online educational programs** enhance participants' knowledge and skills in a variety of topics. ETAU Online is available 24/7, allowing students to learn where and when they want.

**ETAU In-House Training courses** can be customized to meet the needs of individual companies and their employees.

**For more information on ETA University, visit [www.electran.org](http://www.electran.org).**

**Online  
Registration  
Available**

2009 ETA Annual Meeting and Expo  
April 21-23  
Mandalay Bay Resort and Casino,  
Las Vegas

Register online  
at [www.electran.org](http://www.electran.org).

bust it will be—and will look at consumer spending for the months ahead. He will cover key economic trends affecting the American consumer's ability to spend, save, and pay down debt, as well as the resulting impact on the bankcard industry.

Understanding that compliance among the 6 million Level 4 merchants in North America is a significant issue for acquirers, meeting planners have budgeted a new ETAU course for Tuesday: PCI Fundamentals for Small (Level 4) Merchants. Acquirers bear the responsibility for ensuring their Level 4 portfolios meet PCI DSS, making this course a must-attend for all.

On Wednesday, Christopher Gardner, inspiration for the Will Smith film, "The Pursuit of Happyness," will recount his story of overcoming obstacles, facing the daunting task of balancing life's responsibilities, and ultimately succeeding. In this inspiring keynote presentation, Gardner will discuss his early days in the military to the day he decided to pursue his career dream of becoming a stockbroker.

The 2009 Annual Meeting will conclude with a glimpse into the future of electronic payments during the Technology Super Session, hosted by the ETA Technology Committee. The session will feature demonstrations of cutting-edge technology and how consumers and merchants will interact with payment systems in new, more convenient and secure ways. Following the demos, vendors and members of the Technology Committee will answer audience questions and offer attendees the chance to see the new technology up-close. **TT**



## Take the ETA Annual Meeting and Expo Home with You!

Download conference sessions—complete with handouts and slides—to your computer or iPod via the new **ETA Live Learning Center**. Listen to a motivating, informative address, or catch-up on a session you may have missed. This multimedia offering is an excellent training tool and informational resource long after you've left Vegas.

## Day by Day Preliminary Schedule

### Monday, April 20

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 21

8am tee time	ETA Golf Tournament
8am-5:15pm	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 Level II:</b> PCI Fundamentals for Small (Level 4) Merchants
1pm-4pm	<b>ETAU:</b> Introduction to Technology
1pm-4pm	<b>ETAU Level II:</b> Sales Channel Development
1pm-5pm	Prepaid Day
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 22

8am-9am	Continental Breakfast
9am-10:15am	<b>Opening General Session:</b> Keynote speaker Chris Gardner
10am-6pm	Exhibit Hall Open (Lunch served 12:30pm-2pm)
10am-11am	Beverage Break in Hall
10:30am-11:15am	Primary Representative Business Meeting
10:30am-11:30am	<b>SESSION:</b> Payments—ACH: "Clearing" the Way for New Revenue
10:30am-11:30am	<b>C-LEVEL SESSION:</b> Obtaining Private Equity to Fund Your ISO—How Have the Funding Resources Changed?
11:45am-12:45pm	<b>SESSION:</b> Mobilizing Money: Exploring the Frontier of Mobile Devices
11:45am-12:45pm	<b>SESSION:</b> The Merchant Discount: Understanding the Past, Present, and Potential Legislative Impacts
1pm-2pm	<b>ECONOMIC FORECAST:</b> The Economy and Its Impact on the Acquiring Business
2:15pm-3:15pm	<b>SESSION:</b> Visa & MasterCard Initiatives to Secure the System
2:15pm-3:15pm	<b>SESSION:</b> How to Turn Value-Added Prepaid Sales into a Lucrative Profit Channel
3:30pm-4:30pm	<b>SESSION:</b> PCI-SSC—A Standard for Today...and Tomorrow
3:30pm-4:30pm	<b>SESSION:</b> Train the trainer: How to Build a Successful Program
4:45pm-5:45pm	<b>SESSION:</b> Future of Checks: Boom or Bust?
5pm-6pm	Happy Hour in Hall
6:30pm-8pm	PCI Standards Council Networking Cocktail
8pm-12am	ETA/Discover Party at the House of Blues

### Thursday, April 23

9am-1pm	Exhibit Hall
9am-10am	Continental Breakfast in Hall
9am-10am	<b>C-LEVEL SESSION:</b> The Changing Environment of ISO Sponsorship—How Audit Compliance and the Turbulent Banking Environment Have Affected Sponsorship by Financial Institutions
9am-10am	<b>SESSION:</b> "Across the Pond and Beyond"—International Acquiring Opportunities
10:15am-11:15am	<b>SESSION:</b> Compliance as a Stream—Creating Business Opportunities
10:15am-11:15am	<b>SESSION:</b> Cashless Vending/ Self Service—How Thinking "In the Box" Might Be the Strategic Driver
10:30am-11:30am	Beverage Break in Hall
11:30am-1pm	Technology Super Session Closing (with boxed lunch)