



# See You in Times Square

*“The future of payments—today” revealed at ETA’s 2009 Strategic Leadership Forum*

Next month, ETA’s annual Strategic Leadership Forum moves to the financial center of the world, New York City, with an all new, completely redesigned format. “The Strategic Leadership Forum has always been a one-of-a-kind experience looking into the future of payments, and quite simply, you can’t maintain such an experience if you aren’t evolving yourself,” says ETA CEO Carla Balakgie.

This year, the SLF will provide attendees with a sneak peek at the most innovative technologies on the horizon

through business partner displays and interactive, hands-on learning laboratories. Based on themes presented in the general sessions, these personal demonstrations will be “more than just demos,” says Rori Ferensic, ETA’s director of education and professional development. “Participants will be able to touch and feel the products and tools, to ask questions, get answers, share ideas and realize new business.”

## **Position Yourself for Profit**

Those who have attended past Forums



know that the Strategic Leadership Forum is more of a long conversation than a typical conference. SLF brings together the business' big thinkers and innovators to discuss, to engage, to listen, and to predict what's coming next.

"Our members need to constantly innovate to profit in this highly competitive environment, and that is the focus of the event," says Balakgie.

Tuesday's opening session assesses the driving forces behind the industry-wide payments shift and how they translate into new market opportunities for your business. Moderators will drill down deep to tackle the most pressing questions via thought leader debates and on-site participant polls, and speakers will offer a comprehensive evaluation of the prospects and challenges of these emerging payments types.

After lunch, the topic turns to technology as panelists weigh in on the effects of the consumer mobile boom on the point of sale. With massive change on the horizon, payments professionals need the right information to take advantage of this next wave of opportunities. This intensive discussion will explore



## Make Plans to Attend Now

**Registration:** Register online by following the link on the ETA Web site: [www.electran.org](http://www.electran.org). Fees are \$745 for full conference (ETA member) if booked by September 18 and \$795 (member) if booked after September 18. (Nonmember rates are \$1,095 by September 18 and \$1,145 after.) See the ETA Web site for partial conference registration fees.

**Hotel Reservations:** The Marriott Marquis Times Square, New York. Call 800/266-9432 or book online by following the link on the ETA Web site: [www.electran.org](http://www.electran.org). Be sure to mention that you're attending the ETA Strategic Leadership Forum to receive the special ETA rate (\$279/night).

not only mobile payments, but also NFC technology, PIC/PED and EMV, as well as competing business models.

The final session planned for Wednesday will help attendees develop the most effective risk management strategy possible. Industry experts will explore the critical issues threatening businesses now: data security, self-regulation, the current legal and regulatory environment, and more. This session will help attendees separate fact from fiction and will arm them with a solid plan for facing the challenges ahead.

### History of Innovation

The Strategic Leadership Forum has a history of introducing attendees to the most influential industry thinkers and cutting-edge technologies. Since the first Forum in Boca Raton, Florida, speakers and attendees have convened for an honest, sometimes provocative, examination of the electronic payments world.

Because of the Forum's redesigned structure, ETA also renamed the event to better reflect its focus. Until 2009, it had been known as the Strategic Leadership and Networking Forum—but that doesn't mean that you won't connect with potential business partners.

Planners have combined the educational and networking rooms into one large area—ideal for gathering with other attendees over a meal, snack, or cocktail. This set up also lends itself to spontaneous meetings or large group planning sessions. Plus, the room will be enabled with WiFi Internet access and will feature business partner displays around its perimeter, creating the perfect hub for all business and networking activity.

"SLF is now, more than ever, the forum that will bring the big ideas to life and jump-start key business conversations and partnerships—a true incubator for innovating your business," says Balakgie. **TT**

## Schedule at a Glance

### Monday, October 12, 2009

5:30pm – 7:30pm: Opening Reception

### Tuesday, October 13, 2009

8:30am – 11:30am: General Session  
The Shift in Payment Types

1:00pm – 4:00pm: General Session  
Enabling Technologies

5:30pm – 7:00pm: Evening Reception

9:30pm – 12:00am: Afterglow Party

### Wednesday, October 14, 2009

8:30am – 11:30am: General Session  
The 3 Things That Can Put You Out of Business—  
Critical Issues in Risk Management

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