



WSAA
Western States Acquirer's Association

WSAA's "Bridge to Golden Opportunities"

Shuttle Service from the San Francisco Airport to the Hyatt Regency SFO/Burlingame and SFO Marriott Waterfront is being provided at no cost to all WSAA Participants! Please look for signs for Hotel Shuttles at the red and white curbs, wait for the Hyatt/Marriott San Francisco Airport Shuttle.

Wednesday, September 21st 2011

11:00a.m.-1:00 p.m. *W.net Northern California Regional Meeting-(Additional Fee Applies)*
Patio Pavilion

12:00p.m. –4:30 p.m. *Field Guide for ISO's Seminar*
Peninsula Grand Ballroom EFG

Check in starts **AGAIN THIS YEAR**– Your WSAA Registration Fee of \$75.00
At 11:00 a.m. includes attending the *Field Guide for ISO's Seminar*

**THERE IS NO ADDITIONAL FEE TO ATTEND THIS SEMINAR.
YOU MUST REGISTER BY SEPTEMBER 16th FOR BOTH
EVENTS AT \$75. AT THE DOOR, THE FEE GOES TO \$125**

11:00 a.m.- *Check-In and Late Registrations (space permitting)*

12:00 p.m. - *Introductions – Mark Dunn, Field Guide Enterprises*

12:10 p.m.- *PCI Compliance: Increasing Sales by Educating Your Merchants Greg Leos, Trustwave*

12:50 p.m.– *Connecting with Your International Acquirer-Rod Hometh, Rocket Pay*

1:30 p.m. – *Building a Great Company-Matt Clyne, Direct Connect*

2:10 p.m. – *Break*

2:30 p.m. – *How to Win over the Challenges of Becoming an ISO-Mark Dunn, Field Guide Ent.*

3:10 p.m. – *Can I Sell the Integrated Solution?-Bryan Daughtry, UP Solution*

3:50 p.m. – *New ISO model vs. Old ISO model-Donna Embry, Payment Alliance Int'l*

11:00 a.m. – 4:00 p.m. *Exhibitor Set Up*
Peninsula Grand Ballroom

5:30 p.m. – 7:30 p.m. *Western States Acquirers Association*
Opening Reception with Exhibitors
Sponsored by: retailcloud

8:00p.m. - ? *"Reception After"*
Transportation Provided
Barrelhouse-Burlingame *Sponsored by: iPayment, Inc.*

Thursday, September 22nd, 2011

8:30 a.m. – 9:30 a.m. *Breakfast with Exhibitors*
Peninsula Grand Ballroom *Sponsored by: Trustwave*

9:30 a.m. – 9:35 a.m. <i>Peninsula Grand Ballroom</i>	<i>Opening Remarks – Gregg Gumbinger, Accelerated Payment Technologies and Secretary WSAA</i>
9:35 a.m. – 10:35 a.m. <i>Peninsula Grand Ballroom</i>	GENERAL SESSION <i>“6 Ways to Grow Your Business with Social Media.”</i> <u>Panelists:</u> <i>Peggy Olson-Strategic Marketing</i> <i>Kevin Jones-SignaPay</i> <i>Jason Putnam-First American Payment Systems</i> Moderators: Mia Hyun and Gregg Gumbinger-WSAA
10:35 a.m. – 11:35 a.m. <i>Peninsula Grand Ballroom E</i>	Breakout Sessions <i>“How to Thrive in a Price Driven Market”</i> <u>Panelists:</u> <i>Matt Clyne-Direct Connect</i> <i>Adil Moussa-The Aite Group</i> Moderator: Ryan Fenley
<i>Peninsula Grand Ballroom F</i>	<i>“Capturing the International Market – Opportunities & Options for ISO’s”</i> <u>Panelists:</u> <i>Carrie Hometh-Rocket Pay</i> <i>Melissa Jones-Planet Payment</i> Moderator: Deborah Camm
11:35 a.m. – 1:30 p.m.	Lunch w/Exhibitors <i>Sponsored by: EMS</i>
1:30 p.m. – 2:30 p.m. <i>Peninsula Grand Ballroom E</i>	Breakout Sessions 1) “Operating your ISO in Today’s Marketplace” <u>Panelists:</u> <i>Ken Musante-Eureka Payments</i> <i>Harold Montgomery-Calpian</i> <i>Greg Cohen-Moneris Solutions</i> <i>Darrin Ginsberg-Super G Funding</i> Moderators: Linda Horwath & Xavier Ayala-WSAA
<i>Peninsula Grand Ballroom F</i>	2) “Mobile Payments – Fad or Future!” <u>Panelists:</u> <i>Tony Abruzzio-ISIS</i> <i>Arcy Stevens-VeriFone</i> <i>Dave Wentker-Visa</i> Moderators: Mike McGirr & Gregory Holmes-WSAA
2:30 p.m. – 3:00 p.m. <i>Peninsula Grand Ballroom</i>	Break with Exhibitors <i>Sponsored by: JCB</i>
3:00 p.m. – 5:15 p.m. <i>Peninsula Grand Ballroom</i>	General Session

- 3:00 p.m. – 3:30 p.m. **Certified Payment Professional-Rori Ferensic-ETA**
- 3:30 p.m. – 4:15 p.m. **Industry Update – Donna Embry-Payment Alliance Int'l**
- 4:15 p.m. – 5:15 p.m. **KEYNOTE SPEAKER – Scott Stratten**
 Renowned Social Networking Guru, Speaker and Author of “UnMarketing: Stop Marketing. Start Engaging”
 Sponsored by: Chargeback Guardian, LLC
- 5:15 p.m.- 5:30 p.m. **BOOK SIGNING-Scott Stratton “UnMarketing:Stop Marketing, Start Engaging”-Free to First 100 Participants**
 Sponsored by: Merchants Choice Payment Solutions
- 5:20 p.m. - 5:30 p.m. **Closing Remarks**
 Steve Eazell, Secure Payment Systems and President WSAA
- 5:15 p.m. – 7:15 p.m. **Closing Reception with Exhibitors**
 Co-Sponsored by: Aperia Solutions
 Royal Merchant Holdings
- 7:15 p.m. **Exhibitor Tear Down**
- 8:00 p.m.-1:00 a.m **‘A Night in San Francisco’-Buses Provided to and From Union Square and Fisherman’s Wharf (JC Square)**
 Sponsored by: VeriFone

Bus A				Bus B			
Run #	Hyatt	U Square	J C Square	Run #	Hyatt	U Square	J C Square
1	8:00 PM	8:30 PM*	8:45 PM*	1	8:15 PM	8:45 PM	9:00 PM
2	9:15 PM	9:45 PM	10:00 PM	2	9:30 PM	10:00 PM	10:15 PM
3	10:30 PM	11:00 PM	11:15 PM	3	10:45 PM	11:15 PM	11:30 PM
4	11:45 PM	12:15 AM	12:30 AM	4	12:00 AM	12:30 AM	12:45 AM
	1:00 AM*	□	□		1:15 AM*	□	□

**Drop Off only*

OTHER WSAA SPONSORSHIPS:

- AMERICAN EXPRESS – WSAA SHOW BAGS**
AMERICAN FINANCE SOLUTIONS-MEDIA TABLE
APERIA SOLUTIONS-CO-SPONSOR CLOSING RECEPTION
APRIVA-WATER STATIONS
CDS-DECORATIVE BOTTLES
CHARGEBACK GUARDIAN-KEYNOTE SPEAKER
CONTROLSCAN-PROGRAM AND AGENDA

DIGITAL TRANSACTIONS – SHOW PROMOTION
DISCOVER NETWORK - CYBER CAFÉ
ELECTRONIC MERCHANT SYSTEMS-LUNCH
GENERAL CREDIT FORMS, INC. – LANYARDS AND BADGE HOLDERS
HEINRICH MARKETING – WSAA PROGRAM
IPAYMENT-AFTER PARTY
ISO & AGENT WEEKLY – SHOW PROMOTION
JCB-AFTERNOON BREAK
**MERCHANTS CHOICE PAYMENT SOLUTIONS-BOOK SIGNING FOR KEYNOTE
SPEAKER**
PLANET PAYMENT- WSAA SHOW BAGS
RETAILCLOUD-OPENING RECEPTION
ROYAL MERCHANT HOLDINGS, LLC-CO SPONSOR CLOSING RECEPTION
SECURE PAYMENT SYSTEMS – ROOM KEYS
SECURITYMETRICS-SILVER SPONSOR
SUCCESSFUL DATA SYSTEMS-WATER BOTTLES
THE GREEN SHEET – SHOW PROMOTION
TRUSTWAVE-BREAKFAST
USA EPAY-NAME BADGES
VERIFONE-A NIGHT IN SAN FRANCISCO