



**WSAA**  
Western States Acquirer's Association

**WSAA's OCTOBERSBEST "MAKING MONEY IN THE PAYMENTS INDUSTRY"**

**Wednesday, October 14th**

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

Check in starts  
At 11:30 a.m.  
*Palm Ballroom*

**AGAIN THIS YEAR**– Your WSAA Registration Fee of \$75.00 includes attending the Field Guide for ISO's Seminar – **THERE IS NO ADDITIONAL FEE TO ATTEND THIS SEMINAR. YOU MUST REGISTER BY SEPTEMBER 23RD 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***
- 12:10 p.m. – ***Survival Guide for a Bear Market***  
***Presented by: Ken Musante, Humboldt Merchant Services***
- 12:50 p.m. – ***Selling Merchant Bankcard in an Uncertain Economy***  
***Presented by: Donna Embry, Payment Alliance***
- 1:30 p.m. – ***Turning PCI Compliance into Profits***  
***Presented by: Greg Leos, Transfirst***
- 2:10 p.m. – ***Break***
- 2:30 p.m. – ***What Motivates Merchants to Switch Today***  
***Presented by: Mark Dunn, Field Guide Enterprises***
- 3:10 p.m. – ***Building a Sales Group the Right Way***  
***Presented by: Matt Clyne, Merchant Consulting***
- 3:50 p.m. – ***The Value of Value***  
***Presented by: Mary Winningham, Wausau Financial***

**5:30 – 8:00 p.m.**  
***Park Plaza Ballroom***

***Western States Acquirers Association***  
***Opening Reception with Exhibitors***  
***Sponsored by: Lift Network***

**8:30 - ?**  
***Territorial Saloon***  
***Sports Bar***

***"Reception After"***  
***Sponsored by: iPayment, Inc.***

**Thursday, October 15th**

**8:30 – 9:20 a.m.**  
***Park Plaza Ballroom***

***Breakfast with Exhibitors***  
***Co-Sponsored by: USAePay***

**9:20 – 9:30 a.m.**  
***Park Plaza Ballroom***

***Opening Remarks – Steve Eazell, Secure Payment***  
***Systems and Vice President WSAA***

9:30 – 9:45 a.m. **Special Presentation from our Opening Reception  
Sponsor – Lift Network**

9:50 – 10:45 a.m. **GENERAL SESSION**  
***Park Plaza Ballroom*** **"Not The Same Old Sales Strategies" Come sit with industry experts to learn what they recommend as the BEST Sales Strategies to Start, Expand and Make YOUR Business Profitable!**

**Panelists:**  
**Marc Beauchamp, Performance Training Systems**  
**Mark Dunn, Field Guide Enterprises**  
**Jeff Marcous, Dharma Merchant Services**  
**Adil Moussa, Aite Group**

**Moderator – Deborah Camm**

10:45 – 11:45 a.m. **Breakout Sessions**

***Palm East***

1) **"Simplify Data Security – Gateways Are The Key"**

**Panelists:**  
**Charge Anywhere**  
**EProcessing Network**  
**Paysentinel, LLC**

**Moderator – David Sharp**

***Palm West***

2) **Open Question Forum – "Everything You Wanted To Know About The BankCard Biz, But Were AFRAID To Ask"**

**Panelists:**  
**Tony Abruzzio, Global Payments, Inc.**  
**Matt Clyne, Merchant Consultant**  
**Donna Embry, Payment Alliance International**

**Moderator – Steve Eazell**

11:45 – 1:30 p.m. **Lunch w/Exhibitors**  
***Co-Sponsored by: Global Payments, Inc. & Ezic***

1:30 – 2:30 p.m. **Breakout Sessions**

***Palm East***

1) **"Understanding PCI Impact"**

**Panelists:**  
**David Abouchar, ControlScan**  
**Randy Moss, Trustwave**  
**Rich Running, SecurityMetrics**

**Moderator – Ken Elderts/Jason Putnam**

***Palm West***

**2) Mobile Payments – The Future is Now!**

**Panelists:**

**Bill Clark, Apriva**

**David Duben, First Data**

**Will Graylin, RoamData**

**Bulent Ozayaz, VeriFone, Inc.**

**Moderator – Tim McWeeney**

**2:30 – 3:00 p.m.**

***Park Plaza Ballroom***

***Break with Exhibitors***

***Sponsored by: JCB International***

**3:00 – 5:00 p.m.**

***Park Plaza Ballroom***

***General Session***

**3:05 – 3:50 p.m.**

**KEYNOTE SPEAKER – Craig Virgin**

***3 Time Olympian & Accomplished Distance Runner!***

**3:50 – 4:45 p.m.**

**Industry Updates – Mr. Paul Martaus**

**4:45 – 5:00 p.m.**

***Closing Remarks***

***Ken Elderts, Verifone Inc. and President WSAA***

**5:00 – 7:00 p.m.**

***Closing Reception with Exhibitors***

***Co-Sponsored by: General Credit Forms, Inc.***

**7:00 p.m.**

***Exhibitor Tear Down***

***See you next year at our 7<sup>th</sup> Annual Conference at the beautiful La Jolla Marriott in San Diego, CA on October 13-14 2010!***

**OTHER WSAA SPONSORSHIPS:**

***CYBERSOURCE – SHUTTLE SERVICE/AIRPORT TRANSPORTATION***

***DISCOVER NETWORK - CYBER CAFE***

***DIGITAL TRANSACTIONS – SHOW PROMOTION***

***EPSON – WSAA PROGRAM***

***GENERAL CREDIT FORMS, INC. – LANYARDS AND BADGE HOLDERS***

***HEINRICH MARKETING – WSAA PROGRAM***

***HUMBOLDT MERCHANT SERVICES – WATER STATIONS***

***ISO & AGENT WEEKLY – SHOW PROMOTION***

***TENDERCARD – NAME BADGES***

***THE GREEN SHEET – SHOW PROMOTION***

***TRANSACTION WORLD MAGAZINE – SHOW PROMOTION***