

2010 Annual Conference

AGENDA



MONDAY, MARCH 22	TOPIC/SPONSOR	PRESENTER/COMMENTS	LOCATION
11:00 AM - 6:00 PM	REGISTRATION OPENS (ALL) <i>Sponsored by USAePay & Global Payments</i>	OPEN TO ALL ATTENDEES AND EXHIBITORS.	CONVENTION CENTER FOYER
1:00 PM - 5:00PM	EXHIBITOR SET UP	EXHIBIT HALL OPENS TUESDAY AT 9:00. EXHIBITORS CAN ALSO SET UP TUESDAY MORNING AT 8:00 & MUST BE SET UP PRIOR TO HALL OPENING AT 9:00AM.	GEORGIA BALLROOM
12:30 PM - 12:45 PM	FIELD GUIDE SEMINAR INTRODUCTION	MARK DUNN, FIELD GUIDE ENTERPRISE	CAPITOL BALLROOM SOUTH
12:45 PM - 1:25 PM	FIELD GUIDE SEMINAR TURNING PCI COMPLIANCE INTO PROFITS	GREG LEOS, LEOS ASSOCIATES	CAPITOL BALLROOM SOUTH
1:25 PM - 2:05 PM	FIELD GUIDE SEMINAR SALES TRAINING ALTERNATIVES: COST VS RESULTS	MARK DUNN, FIELD GUIDE ENTERPRISE	CAPITOL BALLROOM SOUTH
2:05 PM - 2:45 PM	FIELD GUIDE SEMINAR RECRUITING & HIRING YOUR SALES TEAM	MATT CLYNE, MERCHANT CONSULTING	CAPITOL BALLROOM SOUTH
2:45 PM - 3:00 PM	FIELD GUIDE - BREAK		
3:00 PM - 3:40 PM	FIELD GUIDE SEMINAR GROWING REVENUE THRU MOBILE MARKETING	PAL FLAGG, STREET SAVINGS	CAPITOL BALLROOM SOUTH
3:00 PM - 5:00 PM	W.NET LINC -ATLANTA	HOSTED BY: LINDA ROSSETII & TINA REESE	GEORGIA 13
3:40 PM - 4:20 PM	FIELD GUIDE SEMINAR GETTING THE MOST FOR YOUR PORTFOLIO INVESTMENT	CRAIG JESSEN, CALPIAN	CAPITOL BALLROOM SOUTH
4:20 PM - 5:00 PM	FIELD GUIDE SEMINAR START YOUR ENGINES: KEEP MOVING AHEAD IN DIFFICULT TIMES	MARY WININGHAM, WINNING CONSULTING	CAPITOL BALLROOM SOUTH
5:30 PM - 7:30 PM	OPENING RECEPTION <i>Sponsored by AVAILABLE</i>	OPEN TO ALL ATTENDEES AND EXHIBITORS.	POOLSIDE AT THE GARDEN COURTYARD
TUESDAY, MARCH 23	TOPIC/SPONSOR	PRESENTER	LOCATION
8:00 AM - 5:00 PM	REGISTRATION OPENS (ALL) <i>Sponsored by USAePay & Global Payments</i>	EXHIBITOR SET-UP (VENDORS ONLY)	CONVENTION CENTER FOYER
8:00 AM - 9:00 AM	EXHIBITOR SET UP	TABLE TOP EXHIBITORS ONLY. ALL EXHIBITORS MUST BE SET UP PRIOR TO HALL OPENING AT 9:00AM	GEORGIA BALLROOM
9:00 AM - 10:45 AM	EXHIBIT HALL OPEN (Closes at 10:45) <i>Sponsors:</i> <i>Cyber Café - Discover</i> <i>Hospitality Center - Epson</i> <i>Massage Center - SignaPay</i>	CONTINENTAL BREAKFAST	GEORGIA BALLROOM
10:45 AM - 11:00 AM	OPENING REMARKS	JOHN MC CORMICK, SEAA BOARD & GENERAL CREDIT FORMS	CAPITOL BALLROOM SOUTH

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11:00 PM – 12:00 PM	KEYNOTE SPEAKER <i>Sponsored by AVAILABLE</i>	DAN CATHY, PRESIDENT & COO, CHICK-FIL-A	CAPITOL BALLROOM SOUTH
12:00 PM – 1:30 PM	LUNCH <i>Sponsored by American Express</i>	OPEN TO ALL ATTENDEES AND EXHIBITORS.	CAPITOL BALLROOM NORTH & CENTER
2:00 PM – 4:00 PM	EXHIBIT HALL OPEN	OPEN TO ALL ATTENDEES AND EXHIBITORS.	GEORGIA BALLROOM
1:30 PM – 2:15 PM	BREAKOUT SESSION HOT TOPICS IN THE ACQUIRING BUSINESS	HOLLI TARGAN, ATTORNEY AND PARTNER , JAFFE, RAITT, HEUER, WEISS, P.C. & PRESIDENT OF ELECTRONIC TRANSACTION ASSOCIATION	CAPITOL BALLROOM SOUTH
2:15 PM – 3:00 PM	BREAKOUT SESSION FUNDING YOUR ISO.... INVESTORS OR SELF FUNDED	MODERATOR: BILL WADE PANEL: KEVIN SMITH, PIPELINE DATA EDWARD SOLOMINSKI, DIRECT TECHNOLOGIES JOHN JAY RICE, STREAM CASH	CAPITOL BALLROOM SOUTH
3:00 PM – 3:15 PM	BREAK		
3:15 PM – 4:00 PM	BREAKOUT SESSION UNDERSTANDING YOUR RESIDUAL REPORT/OPPORTUNITY FOR INCREASING REVENUE	MODERATOR: KEVIN WOODWARD PANEL: KEVIN JONES, FAPS BRETT MANSDORF, MAJESTIC BANKCARD HENRY HELGESON, MERCHANT WAREHOUSE	CAPITOL BALLROOM SOUTH
4:00 PM – 4:45 PM	BREAKOUT SESSION GLOBAL EXPANSION	DAN KNIOLA, DISCOVER FINANCIAL SERVICES	CAPITOL BALLROOM SOUTH
4:45 PM – 5:30 PM	BREAKOUT SESSION REMOTE KEY INJECTION	GREGG BURCH, INGENICO PATTY WALTERS, HYPERCOM LORI BREITZKE, VERIFONE	CAPITOL BALLROOM SOUTH
5:30 PM – 7:00 PM	CLOSING RECEPTION	OPEN TO ALL ATTENDEES AND EXHIBITORS.	GEORGIA BALLROOM
7:00 PM – 8:00 PM	EXHIBITOR BREAKDOWN	EXHIBITORS MUST REMAIN SET UP UNTIL 7:00PM, ADDITIONAL INSTRUCTIONS WILL BE PROVIDED AT EVENT	GEORGIA BALLROOM
WEDNESDAY, MARCH 24	TOPIC/SPONSOR	PRESENTER	LOCATION
6:00 AM – 9:00 AM	CLOSING BREAKFAST <i>Sponsored by Trustware</i>	OPEN TO ALL ATTENDEES AND EXHIBITORS. COUPONS FOR BREAKFAST WILL BE ISSUED AT TIME OF REGISTRATION. YOU MUST PRESENT COUPON AT TIME OF ORDERING MEAL.	COLLAGE RESTAURANT, SHERATON ATLANTA

A SPECIAL THANKS TO OUR ATTENDEES AND SPONSORS INCLUDING GENERAL CREDIT FORMS, HEINRICH, POS POSTAL, & TENDERCARD

Travel safely and join us next year in
Weston, FL for SEAA 2011
Hyatt Regency Bonaventure
March 21-23, 2011