2018 SEAA Agenda
March 11-14, 2018
Loews Royal Pacific Resort
at Universal Studios Orlando, Florida

WIFI Network: IRISCRM   WIFI Password: TryIris

Sunday, March 11th
8:00 p.m. - 10:00 p.m.   SEAA Super Hero Party   Wantilan Luau Pavilion

Monday, March 12th
10:00 a.m.   Registration Open, sponsored by JCB   Oceana Grand Ballroom Pre-Function A
10:00 a.m. - 4:00 p.m.   Exhibitor Set-Up   Oceana Grand Ballroom 1-6
12:00 p.m. - 3:00 p.m.   CPP Training by ETA   Hibiscus
3:00 p.m. - 5:00 p.m.   SEAA Innovation Competition, #innovationbattle2018   Oceana Grand Ballroom 11
5:00 p.m. - 6:30 p.m.   Opening Reception in Exhibit Hall, sponsored by National Merchants Association   Oceana Grand Ballroom 1-6
6:45 p.m. - 11:00 p.m.   Transportation to After Hours Party, sponsored by Vantiv, Now Worldpay   Convention Center Driveway
7:00 p.m. - 11:00 p.m.   After Hours Party, sponsored by Vantiv, Now Worldpay   Mango’s Tropical Café
8126 International Drive

Tuesday March 13th
8:30 a.m.   Registration Open, sponsored by JCB   Oceana Grand Ballroom Pre-Function A
9:00 a.m. - 10:00 a.m.   Continental Breakfast in the Exhibit Hall, sponsored by Mastercard   Oceana Grand Ballroom 1-6
9:00 a.m. - 10:45 a.m.   Exhibit Hall Open   Oceana Grand Ballroom 1-6
Exhibitors may access the Hall at 8:30 a.m. to refresh displays, Continental Breakfast will be available for the Exhibitors at 8:30 a.m. and for everyone at 9:00 a.m.

10:00 a.m. - 10:50 a.m.   Breakout Sessions 1
1a: mPOS State of the Union: Where We are and What’s Next
Christopher Dismukes, Ingenico   Hibiscus 1
1b: Security Challenges of the eCommerce Merchant
Alex Kaluski, Trustwave   Oceana Grand Ballroom 8
1c: Understanding Cryptocurrency & BitCoin
Eric Brown, Aliant Payments   Oceana Grand Ballroom 9

11:00 a.m. - 12:00 p.m.   Opening Remarks & Merchant Surcharging Panel   Oceana Grand Ballroom 10-11
Moderator: Jill Miller, Varnum LLP
Panel: Erica Aranha, SignaPay; Ed Levene, CardCharge; Michelle Geraci, TRX; Mark Dunn, Field Guide Enterprises

12:00 p.m. - 1:15 p.m.   Lunch, sponsored by American Express   Oceana Grand Ballroom 7
1:15 p.m. - 2:00 p.m.   Keynote Speaker, Charles Tillman, sponsored by FIS Payments   Oceana Grand Ballroom 10-11

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2:10 p.m. - 3:00 p.m. **Breakout Sessions 2**

2a: High Risk Processing: Obstacles, Trends and Finding the Right Partner
   Ryan Yarter, Vantage Payments

2b: What Keeps Merchants Up at Night (panel)
   Sonny Wooten, National Benefit Programs
   Barry Davis, Womply
   Andrew Altschuler, Consultant
   Frank Fennell, KloseBuy

2c: RSPA - The New Frontier (as we serve our Members)
   John Kirk, RSPA

2:30 p.m. - 4:30 p.m. Exhibit Hall Open

3:10 p.m. - 4:00 p.m. **Breakout Sessions 3**

3a: Challenges of Cross-Border Processing
   Heather Petersen, National Merchant Association

3b: The Alphabet Soup of Merchant Acquiring
   Chas Gannon, FIS

3c: Fintech: How to Build a Relationship
   Natalia Tango, CardFlight

4:00 p.m. - 5:30 p.m. Happy Hour

5:30 p.m. - 7:00 p.m. Closing Reception in Exhibit Hall, sponsored by Dream Payments

**Wednesday, March 14th**

7:00 a.m. - 11:00 a.m. Breakfast at your leisure, sponsored by eProcessingNetwork

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SEAA 2018 Breakout Sessions

Breakout Session 1, 10:00 a.m. – 10:50 a.m.:  

1a) mPos State of The Union  
Chris Demukes, Ingenico  
The use of mPos to accept payments has shifted a lot in the past few years. Learn why the use for mPos have evolved and how they can be leveraged across different verticals.

1b) Security Challenges of The E-Commerce Merchant  
Alex Kaluski, Trustwave  
Merchants who do online business have broader exposure to potential customers – and cybercriminals. This presentation offers insights in to current and looming threats to online merchants and key strategies they can employ to reduce those risks.

1c) Understanding Cryptocurrency and Bitcoin  
Eric Brown, Aliant Payments  
Discuss crypto currency acceptance by merchants and how the alternative payment will change the payment landscape.

Breakout Session 2, 2:10 p.m. – 3:00 p.m.:  

2a) High Risk Processing – Obstacles, Trends and Finding the right partner  
Ryan Yarter, Vantage Payments  
Explore the latest trends, obstacles and common hurdles happening in the payment space today and discuss what to look for in a good High Risk Partner.

2b) What Keeps Merchants Up at Night – A Panel Discussion  
Sonny Wooten; National Benefit Programs  
Barry Davis; Womply  
Andrew Altschuler, Consultant  
Frank Fennell, Klosebuy  
Discuss opportunities to introduce new revenue stream opportunities not associated with transaction processing, and solutions for margin compression, one of the greatest challenges for acquirers. Revenue diversification is becoming a strategic challenge for the payments industry.

2c) RSPA – The New Frontier (as we service our Members)  
John Kirk, RSPA  
The RSPA is expanding our offering and expanding our impact to our members. The RSPA; The New Frontier, will highlight our progression and provide key examples of powerful deliverables pertaining to transformational training and tools. All offerings have been constructed with a working knowledge of today’s business environment and long-term relevance, as our members compete and win. The audience will come away with a good feel for our mission, vision, and our trademark, as we gear up to do more, and be more, for our members, long into the future.
Breakout Session 3, 3:10 p.m.– 4:00 p.m.:  

3a) Challenges of Cross-Border Processing  
Heather Petersen, National Merchant Association  
Considering the explosive growth in cross-border e-commerce, entering foreign markets is a challenge. As cross-border commerce evolves on a global scale, what obstacles will we face and how can we overcome them?

3b) The Alphabet Soup of Merchant Acquiring  
Chas Gannon, FIS  
ISO, ISV, PAYFAC, VAR – it’s the alphabet soup of Merchant Acquiring. Attend this session to learn about the various opportunities with merchant acquiring and what sales model is the best fit for you. FIS, a leading merchant acquirer and payments and loyalty provider, will discuss the various models and help you map out a plan for what suits your business needs. Questions such as “where do I compete”, “how do I compete”, and “how do the payment assets and products fit with my model” will be explored. We will share ways in which you can stay relevant in the merchant acquiring and POS market and how to better compete by offering value-added services.

3c) Fintech: How to Build a Relationship  
Natalia Tango, CardFlight  
Helping ISO’s work with new technology and Fintech companies.