

2010 DESIGNER BOOTCAMP



La Jolla Marriott—San Diego, CA DETAILED SCHEDULE

Thursday, October 14

9:00 – 10:00 p.m. **Dessert Reception**—W.net's Board of Directors welcomes the BootCamp speakers and registrants for a unique networking opportunity.

Friday, October 15

8:15 – 9:45 a.m. **DIVA Awards Presentation and Keynote Address**
Ed Labry, President, Retail and Alliance Services, First Data
Sponsored by Trustwave

9:45 – 10:00 a.m. Break

10:00 – 10:45 a.m. **Industry Economics: How do all of the players in the payment chain make money?**
Thomas A. Layman, Ph.D., President, Global Vision Group

We all need to understand each of the players in the eco-system of the payments value chain, how they are financially affected by the changes we are experiencing in the economy and from government regulation. You will learn how consumer behavior relates to card usage, what role interchange plays in the issuer revenue model and what impact legislation and governmental control can have on product development and new services. Dr. Layman will give us information on the drivers of costs, revenue and profits from an issuer and acquirer perspective.

10:45 – 11:00 a.m. Break

11:00 – 11:45 p.m. **Management vs. Leadership**
Chris Justice, President, North America Region, Ingenico

Today's groups, organizations, and teams need both effective leaders and effective managers to run a successful operation. While some obvious similarities can be found between leadership and management, there are also some striking differences. During this captivating keynote address, Chris Justice will explore how leadership is often considered more inspirational and visionary, while management is typically looked upon as more task-oriented. Mr. Justice will also provide insight into the fundamental definitions of leadership and management, behaviors consistent with effective leadership and management, and the specific types of skills that contribute toward effective management. Join us for this enlightening session as we examine how an individual can be a great leader, a great manager, or both, but each area requires the mastery of different skills and competencies.



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Friday, October 15, continued

12:00 – 1:30 p.m. **Keynote Luncheon—It's a Small World After All: Payments Globalization**
Gloria Colgan, Senior Vice President, Network Marketing at Discover Financial Services Inc.

With the advent of the Internet and ease of worldwide travel, universal payment acceptance is now an expectation. Learn about some of the latest trends in global payments. Hear about some of the success and challenges. Discover the direction of where Payments Globalization is headed.

1:30 – 1:45 p.m. Break

1:45 – 2:30 p.m. Education Sessions

Sales – It's everyone's job!

Lisa Shipley, Senior Vice President, Sales, Ingenico North America

In these dynamic economic times, companies are looking to gain more traction from their organizational structure than what is simply outlined in a specific job description. Whether you carry a sales quota or you are in a position that supports the operational functions within the organization, bringing revenue to the bottom line is a key responsibility for everyone. Outlined in this session, Ms. Shipley will present examples of companies that have successfully grown their revenue numbers by identifying and adhering to a proven sales model, and showing that when everyone adopts this mentality across an organization, the results are in the numbers!

Top Tips from a Professional Recruiter

Daina Di Veto, Managing Director, Card Resource Group

2:30 – 2:45 p.m. Break



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Friday, October 15, continued

2:45 – 3:30 p.m.

Future of Payments: The Near-Term Evolution of Merchant Acquiring and its Impact on You and Your Company

Emily Boese, First Annapolis Consulting

The acquiring industry, like the rest of the payments space, is and will continue to undergo significant change in the upcoming months and years. During this forward-thinking session, Ms. Boese will address some of these pivotal changes, such as issuing and interchange regulation, data security, pricing trends, sales channel requirements, and globalization. Additionally, our expert speaker will walk us through the possible impacts of these changes in the payments landscape and how you and your company can start to orchestrate a successful execution plan.

3:30 – 3:45 p.m.

Break

3:45 – 4:30 p.m.

Education Sessions

Secrets of the CFO: What is expected from each division?

Patty Bengtson, CPA, CFO, TSYS Acquiring Solutions

A CFO's primary responsibility is keeping the business solvent and making sure financial practices meet Wall Street expectations and generally accepted accounting principles. Winning your CFO's attention is particularly critical because today, in most companies, budgets are dwindling. Learn how to get on the positive side of your company's CFO by understanding and then delivering what they need and want from you:

- What do financial terms like revenue, expenses, net income, cash flow, profit, EBITDA mean—and why do they matter?
- When I listen to earnings calls, what should I listen for? What are the good and bad signs?
- What do I need to include in my budget requests?
- How should I go about seeking approval for big dollar expenditures that weren't factored into my original budget?
- How should I address variances and timing?
- How can I more accurately develop sales forecasting?
- How can I work better with Finance, Accounting and Accounts Payables/Receivables departments?



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Friday, October 15, continued

3:45 – 4:30 p.m. Education Sessions

Business Etiquette

Leah Roscoe, Vice President, Global Marketing, VeriFone

Business etiquette is made up of significantly more important things than knowing which fork to use at lunch with a client. Success in the contemporary business world requires ever-increasing knowledge of broad and widespread concerns, such as an [unpredictable economy](#), as well as small yet significant details, such as [smart phone manners](#) and "[net-iqutte](#)". During this session, Ms. Roscoe will explain why in the perception of others, the devil is in the details. Etiquette is about presenting yourself with the kind of polish that shows you can be taken seriously, as well as being comfortable around people—and making them comfortable around you!

4:30 – 4:45 p.m. Break

4:45 – 5:30 p.m. Closing Remarks & Reception

Note: conference schedule, presenters and meal functions are subject to change.

