

February 14, 2007 | Volume 3, Issue 4

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ISO & AGENT WEEKLY

Tips, Tactics and Strategies for POS & ATM Sales Success

PAYMENTS

When More Is Less: Truncation Laggards Face Lawsuits

Several dozen lawsuits filed in December and January in California against a variety of retailers for allegedly not truncating credit card numbers on receipts illustrates the importance of helping retailers maintain their payment systems.

The suits charge that retailers such as Rite Aid, Ikea, KB Toys, Regal Cinemas and others, improperly printed more

than five digits of a consumer's credit card number on a receipt. Under the Fair and Accurate Credit Transactions Act, retailers faced a Dec. 4 deadline to ensure their point-of-sale systems that were in use before January 1, 2005, shortened the numbers that appear on receipts to make it harder for fraudsters to obtain payment card numbers. Payments sys-

LAWSUITS cont'd on page 5 ►

ASSOCIATIONS

Women's Network Aims To Grow

At just about two years old, the Women Networking in Electronic Transactions trade group is embarking on new plans to grow.

Holli Targan, president of W.net, as the group is commonly known, says membership and sponsorship drives will begin in the third quarter to recruit to the organization, which aims to further education and networking opportunities for women in the acquiring industry. Currently, W.net has about 110 members, Targan says.

To grow that number, Targan says women working in related industries, such as ATM and prepaid cards, electronic banking, ACH/check and other electronic transaction segments, will be recruited.

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INSIDE

ATM ISO And Operator Association Formed

The newly formed National Association of ATM ISOs & Operators will host a reception next week at ATMIA East.

See story on page 3.

Convenience Store Chain To Bypass Fees

Flash Foods wants to avoid credit and debit card-processing fees by using an ACH-based payment system.

See story on page 10.

Indiana State Web Site Breach Compromises Credit Card Numbers

The state of Indiana's Office of Technology announced on Friday a breach of the state government's Web site. Discovered Jan. 25, the breach may have exposed the credit and debit card information of about 5,600 people and businesses. Chris Cotterill, director of the Web site IN.gov, says that a state employee found "something suspicious" on the Web site that indicated a breach. While Cotterill would not elaborate due to an ongoing investigation, he noted "all the information points to it being an external action." Indiana residents can pay for more than 300 state services online, such as copies of government documents and professional license applications. Cotterill says the breach affected only one online service, which he would not disclose. **ISO**



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"The point is to promote women within the industry so they rise up within their organizations and provide more value to their organizations," says Targan, a partner at the law firm of Jaffe, Raitt, Heuer & Weiss, PC, a law firm based in Michigan.

LEARNING FROM A MENTOR

One way W.net is doing that is through a mentoring program that pairs less experienced members with more experienced ones.

Targan says the beta group has nine mentor-protégée matches with plans for a formal kick-off at W.net's April 17 meeting in Las Vegas, timed to coincide with the annual meeting of the Electronic Transactions Association.

Audrey Blackmon, vice president of agent sales at a start-up company, is one of the protégées. She had been in the payment industry for 12 years, mostly on the hardware and software side, but wanted to move into processing, and

eagerly signed up for W.net's trial mentor program last year.

"I had this expectation I would get all this information," Blackmon says. Now, many months later, Blackmon has a different take.

"It wasn't the experience I anticipated," she says, "but it was more than I could have anticipated."

Paired with Slyvia Lopez, a payment professional at Heartland Payment Systems, Blackmon found the two bonded and formed a personal as well as professional relationship.

Blackmon learned that Lopez, a 28-year industry veteran, was experiencing challenging personal times with an ill mother and husband.

While Lopez provided professional support to Blackmon, Blackmon discovered she could reciprocate with emotional and spiritual support.

Ultimately, Blackmon's mentor would contend with the death of her moth-

er, her husband's improved health, and a changed job once she returned to work.

Blackmon says Lopez dealt with all of that and still provided professional mentoring to her protegee.

"It wasn't the experience I anticipated, but it was more than I could have anticipated."

Audrey Blackmon, Protégée

LESSON LEARNED

It was a lesson that Blackmon has not forgotten.

"What I found was that I lost focus about a lot of things, and she reminded me that relationships don't always go

the way we anticipate they're going to go," Blackmon says. "I gained a lifetime friend and mentor."

Blackmon says her mentor's guidance has helped her navigate in her career. The company she was with a year ago folded and now Blackmon is with a start-up that is finalizing its paperwork.

"I have made the transition to processing," she says. "My mentor taught me more than how to run a business. She taught me how life my life as a working woman with a family and real issues."

For more information about W.net, visit www.w-net.biz. ISO

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INDUSTRY NEWS

PayPal Sells Anti-Fraud Token

PayPal, the online payment company owned by Internet auction leviathan eBay, is selling a \$5 "security key" to help customers prevent their accounts from being hijacked if someone guesses or steals their passwords

The oval token can be attached to a keychain and is manufactured by VeriSign, another unit of eBay.

PayPal Security Key users will enter a user name and password, then press a button on the token to generate a one-time code which is entered on screen.

The token generates a six-digit code every 30 seconds, and is checked by PayPal servers to ensure the code's veracity.

Since only PayPal's servers will know what the correct code should be at any moment, a fraudster without the token has little chance of entering the right number.

A PayPal spokesman says the token is in a public trial now. ISO