

May 10, 2007 | Volume 3, Issue 15

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ISO & AGENT WEEKLY

Tips, Tactics and Strategies for POS & ATM Sales Success

EQUIPMENT

Wireless Terminals: More Revenue, New Merchants?

Some of the first signs that wireless point-of-sale terminal usage is gaining a toehold are beginning to emerge, at least among certain types of merchants.

And that could mean new revenue for ISOs and their agents.

Frank Garfield, an account executive with Business Payment Systems, a New York-based ISO, says trade-show mer-

chants were among the first merchants to buy wireless POS terminals.

Now, tradesmen, such as plumbers, landscapers and heating and air conditioning service shops, are using the terminals. Previously, these merchants accepted only cash or checks.

Wireless terminals rely on a connection to a wireless

WIRELESS cont'd on page 6 ►

ASSOCIATIONS

Women's Group Aims To Double Number Of Members

A two-year-old association representing women in the electronic-transactions industry has set an ambitious goal: More than double the number of members by year's end.

Holli Hart Targan, president of the Women Networking in Electronic Transactions, says the goal is to add 140 women to the membership roster. Currently, W.net, the association's acronym, has about 110 members, Targan says.

The group's aim is to foster career and personal growth among women in the transactions industry.

WOMEN cont'd on page 4 ►

INSIDE

Lessons Learned From An FTC Action

Sarah Weston, an attorney specializing in merchant acquiring, offers six lessons to avoid a Federal Trade Commission investigation.

See story on page 10.

Study: Contactless Cards To Reach 109 Million

A new reports suggests that more U.S. consumers will hold contactless credit and debit cards by 2011, up from 27 million in 2006 to 109 million.

See story on page 8.

Proposed Hypercom Merger Deal Aborted

Hypercom Corp. says a proposed merger with an unnamed company ended in the first quarter with no agreement. The Phoenix-based payment-terminal maker says it was approached by the company and did not solicit the offer.

Hypercom says it incurred \$1.7 million in legal and accounting costs associated with the proposal. A Hypercom spokesperson says the review of the proposal is not a signal that Hypercom is for sale.

"The company has made no declaration that it is for sale," the spokesperson tells *ISO & Agent Weekly* following last week's release of Hypercom's first-quarter results. In March, RLR Capital Partners, a hedge fund holding 5.1% of Hypercom's shares, urged the terminal maker's executives to put the company up for sale if profit margins did not improve for the year. ISO

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► **WOMEN** cont'd from page 1

"We are expanding across and down" to include women who work in other parts of the payments world, she says. Previously, the group attracted women mostly from sales.

HELPING COMPANIES

Now, those who work for financial institutions, card issuers, automated clearinghouse providers, processors, vendors and others can join the organization.

Targan says that membership is not restricted to the sales side of the business. Those working in operations, administration and other areas also are potential members.

The membership campaign began earlier this year as did the association's mentoring program, which pairs two members—one with more experience in the industry, the other with less experience—to help each other in their careers.

"Our goal is to help these women in these companies and help these compa-

W.NET OFFICERS AND BOARD OF TRUSTEES NAMED

W.net announced last month at its spring meeting its officers and board of trustees.

In addition to Holli Targan as president, Mary Gerdts, CEO and president of Post Integrations Inc. and EboCom LLC, is president-elect. Diana Mehochko, president of First National Merchant Solutions, is the treasurer, with Shannon Byrne Susko, executive vice president at Payment Processing Inc., as secretary.

W.net also named a board of trustees: Mary Dees Griffith, Creditranz; Kim Fitzsimmons, First Data Corp.; Marla Knutson, TransFirst LLC; Joan Mitchell, Moneris Solutions Corp.; Linda Perry, Visa USA; and Diane Vogt, First Data Corp.

More information about W.net can be found at www.w-net.biz.

nies by helping these women," Targan says.

The group also plans to offer more educational events, but it first has to hire an executive director.

FINDING THE RIGHT PERSON

The search for that person is under way now, with an announcement expected in the third quarter, Targan says.

Once the executive director—the groups only paid employee—is hired,

planning will begin for a multi-day career and leadership meeting.

Targan says that event will be held at a different time of the year than the group's spring and fall meetings, which have coincided with the Electronic Transactions Association's annual spring conference and fall leadership meeting.

Yet another project W.net has taken on is signing up corporate sponsors. To date, Petroleum Card Services, Post Integrations, First Data Corp., TSYS, Chase Paymentech, Visa USA and

WOMEN cont'd on page 5 ►

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► **WOMEN** cont'd from page 4

Hypercom Corp. have signed up, with more sponsorships pending, Targan says. That money will help pay for the executive director, she says.

Underlying all this activity is a commitment to helping women in the payments marketplace.

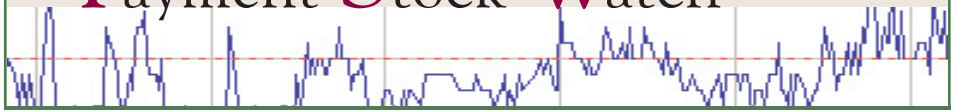
"We just want to go forward," Targan says. "We have set goals, and, for all of us it's not whether we're going to get there. It's how quickly." 

People & Promotions

Point-of-sale terminal manufacturer ExaDigm Inc. announced the promotion of **Michael Mulcahy** to chief executive officer. Since 2003, Mulcahy served as president and chief operating officer. 



Payment Stock Watch



Company	Symbol	Last Week's Low	Last Week's High	Last Week's Close	% Change From Prior Week's Close
Authorize.net	ANET	16.25	17.75	16.61	-1.72
Diebold	DBD	47.59	48.80	48.07	-0.91
eBay	EBAY	32.98	35.39	34.15	-0.01
Electronic Clearing House	ECHO	12.60	12.74	12.63	0.24
First Data	FDC	32.37	32.63	32.51	0.00
Global Payments	GPN	37.90	38.75	37.98	-1.76
Heartland Payments	HPY	24.93	25.46	24.93	-1.38
Hypercom	HYC	5.79	5.95	5.81	-0.68
MasterCard	MA	111.01	135.95	134.66	18.02
Optimal Payments	OPMR	8.77	9.06	8.78	-2.34
Sage	SGE.L	5.23	5.33	5.27	0.00
VeriFone	PAY	35.11	38.53	38.08	7.30

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