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Contact: Michele Jerome
877-772-WNET (9638)
mjerome@w-net.biz

Leading Experts in Payments Industry Slated for San Diego in October

*Women Networking in Electronic Transactions delivers top-notch
content to develop the best female leaders*

(McLean, VA, August 10, 2010) – Women Networking in Electronic Transactions (W.net) announced today that the 2010 Designer BootCamp will be held on Friday, October 15, 2010 at the San Diego Marriott La Jolla, following the Western States Acquirer's Association's Annual Meeting. A leadership and career development summit, the Designer BootCamp will focus on developing the professional skills of women in the electronic payments industry and educating them on the key issues of the day with insights and presentations from some of the industry's most influential executives.

"As an organization, our primary goal is to inspire and empower women in the electronic transactions industry to maximize their individual potential and position themselves for greater personal and professional success," said Joan Mitchell, W.net's president and Senior Vice President of Human Relations for Moneris Solutions. "The Designer BootCamp is our premiere event and we are thrilled to present such an accomplished group of industry experts to speak at this venue."

Enhancing the 2010 conference curriculum will be industry veterans and respected icons Ed Labry and Chris Justice, and both will address the need for strong, accomplished and proven female leaders in the payments industry.

The Designer BootCamp attendees will gain valuable knowledge about the payments industry from an astounding group of industry experts. To date, the speaker roster includes:

- Patty Bengtson, CPA, CFO, TSYS Acquiring Solutions
- Emily Boese, First Annapolis Consulting
- Gloria Colgan, Senior Vice President, Network Marketing, Discover Financial Services Inc.
- Daina Di Veto, Card Resource Group
- Chris Justice, President, North America Region, Ingenico
- Ed Labry, President, Retail and Alliance Services, First Data
- Thomas A. Layman, Ph.D., President, Global Vision Group
- Leah Roscoe, Vice President, Global Marketing, VeriFone
- Lisa Shipley, Senior Vice President, Sales, Ingenico North America

This is the preeminent educational and networking event for women in this industry. W.net's goal is to provide attendees with the resources they need to become better employees and better leaders.

ABOUT W.net:

Founded in 2005, Women Networking in Electronic Transactions (W.net) is the vision of Diane (Vogt) Faro, Mary Gerdts, Linda Perry, and Holli Targan, whose careers collectively, represent nearly a century of achievement and unparalleled commitment to the electronic transactions industry. Leaders and role models in every sense of the word, these women strive to ensure a lasting legacy of women leaders for years and generations to come.

W.net hosts a number of events across North America throughout the year, including Local Interest Networking Circle (LINC) meetings and educational seminars where members exchange ideas, insights and career development tips; the Designer BootCamp Career Development & Leadership Summit; and its annual awards ceremony and luncheon, The Diva Awards. W.net is a non-profit 501(c)(3) organization; all contributions are fully tax deductible. For more information on the organization, memberships, and services provided, please visit www.w-net.biz.

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