

# MWAA 2017 Conference Agenda



## Monday, July 17, 2017

- 1:30 pm to 6:00 pm **Registration Open (7<sup>th</sup> Floor)**
- 1:30 pm to 6:00 pm **Exhibit Hall Setup (7<sup>th</sup> Floor)**  
*Exhibit Hall Setup also available Tuesday, July 18, 2017*

## Tuesday, July 18, 2017

- 8:30 am to 7:00 pm **Registration Open (7<sup>th</sup> Floor)**  
*Follow the signs to Registration*
- 9:00 am to 1:00 pm **Exhibit Hall Setup (7<sup>th</sup> Floor – Grand Ballroom)**  
*Exhibitors Setup in Exhibit Hall*
- 10:00 am to 5:00 pm **Cyber Café (Indiana/Iowa Room – 6<sup>th</sup> Floor)**  
*A great place to meet with a client, make phone calls, get some work done, or just relax. Sponsored by Jaffe, Raitt, Heuer & Weiss, P.C.*
- 11:00 am to 3:00 pm **Field Guide (7<sup>th</sup> Floor – Salon 1)**  
**11:00 am to 11:15 am Welcome and Introduction**  
*Mark Dunn, President, Field Guide Enterprises, LLC*  
**11:15 am to 12:00 pm Dispatches From The Front – The Sales War For Merchants**  
*Mark Dunn, Field Guide Enterprises*  
**12:00 pm to 12:45 pm Field Guide Attendees Lunch – Sponsored by MWAA**  
**12:45 pm to 1:30 pm New User Friendly Technology in Hospitality**  
*Susi Barakat, Founder and CEO, eGiftify.com*  
**1:30 pm to 2:15 pm Avoiding Litigation in Your ISO Business**  
*James Huber, Attorney, Global Legal Law Firm*  
**2:15 pm to 3:00 pm Game Changer: Convenience Fees for Merchants**  
*Ed Levene, President, CardCharge*
- 1:00 pm to 3:00 pm **W.net Networking Event – (Kane Room - 3<sup>rd</sup> Floor)**  
*Be More Effective! Accessible. Transformative. Relevant. Engaging. Deeply Human. Leslie Tucker, Owner and CEO of Roundstone International will share strategies on how to transform your experiences and have your effectiveness improve.*
- 3:30 pm to 4:30 pm **Keynote – (7<sup>th</sup> Floor – Salon 1)**  
**Inciting Innovation – In Yourself and Your Company**  
*Juan Ortiz, EVP of National Sales at BluePay Processing, LLC*
- 4:30 pm to 5:00 pm **Industry Achievement Award Presentation – (7<sup>th</sup> Floor – Salon 1)**  
Special Presentation
- 5:00 pm to 6:30 pm **Opening Reception – Exhibit Hall (7<sup>th</sup> Floor – Grand Ballroom)**  
*Visit with the Exhibitors and enjoy the hospitality of the MWAA*
- 9:00 pm to 1:00 am **After Hours Party – (7<sup>th</sup> Floor Salon 1)**  
*9:00 – 10:00 pm Karaoke, sponsored by Trustwave*  
*10:00 – 11:00 pm Performance by “Best of Second City Touring Company”*  
*11:00 – 1:00 am Karaoke sponsored by Trustwave*

## Wednesday, July 19, 2017

- 8:30 am to 4:30 pm**    **Registration Open (7<sup>th</sup> Floor)**  
*Follow the signs to Registration*
- 9:00 am to 10:00 am**    **Breakfast – Exhibit Hall (7<sup>th</sup> Floor – Grand Ballroom)**
- 9:00 am to 12:15 pm**    **Exhibit Hall Open (7<sup>th</sup> Floor – Grand Ballroom)**  
*Visit with the Exhibitors and enjoy the hospitality of the MAAA*
- 10:00 am to 5:00 pm**    **Cyber Café (Great America Room – 6<sup>th</sup> Floor)**  
*A great place to meet with a client, make phone calls, get some work done or just relax. Jaffe, Raitt, Heuer & Weiss, P.C.*
- 11:30 pm to 12:15 pm**    **Lunch – Exhibit Hall (7<sup>th</sup> Floor – Grand Ballroom)**
- 12:30 pm to 1:30 pm**    **Sponsoring Your Team Toward Innovation (7<sup>th</sup> Floor – Salon 1)**  
*Innovation is not an accident, it's a culture. How you can inspire an atmosphere of innovation in your company? Featuring Chicago native Bob Dean, via Skype with Moderator Eddie Turner, a conversation on Becoming an Anticipatory Organization with hands on methodology you can use today! This promises to be an informative and motivational session.*  
*Robert Dean, Dean Learning & Talent Advisors, LLC*  
*Eddie Turner, Eddie Turner, LLC*
- 1:30 pm to 2:30 pm**    **Payment Facilitator Fact and Fiction (7<sup>th</sup> Floor – Salon 1)**  
*Many ISOs and industry professionals remain confused regarding the fundamentals of Payment Facilitation. We'll hear from Attorney Holli Targan and Industry Consultant Deana Rich as they provide valuable insights on just what Payment Facilitators do and the advantages they offer.*  
*Holli Targan, Attorney and Partner at Jaffe, Raitt, Heuer & Weiss, P.C.*  
*Deana Rich, Rich Consulting*
- 2:30 pm to 2:45 pm**    **Take A Break – Afternoon Break sponsored by LASO**
- 2:45 pm to 3:30 pm**    **Cross-Selling Still The Key to Higher Revenue and Retention (7<sup>th</sup> Floor – Salon 1)**  
*It remains as true today as ever - Selling additional products to existing client's increases bottom line revenue and retention! Learn how these three companies can help you add value to your portfolio with real life examples and results.*  
*Dmitry Faybysh, Founder and CEO of Bankcard Analytics,*  
*Sonny Wooten, VP Business Development, National Benefit Program and*  
*Barry Davis, VP Sales, Womply.*  
*Moderator: Lori Carney, MAAA Past President and Founding Board Member*
- 3:30 pm to 4:45 pm**    **Why ACH Is The Next Payment Game Changer (7<sup>th</sup> Floor – Salon1)**  
*Everything old is new again! From Same Day ACH to ACH Verification, ACH is changing fast and can be the key to enhancing your portfolio and broadening your reach. John Stewart of Digital Transactions will lead a panel of experts through the advantages and challenges of adding ACH to your suite of payment options.*  
*David Barnhardt, VP Products at GIACT*  
*Jeremy Epstein, Managing Director, The Private Bank*  
*Kim Olszewski, VP Operations at iStream Financial Services.*  
*Moderator: John Stewart, Editor in Chief at Digital Transactions.*
- 5:00 pm to 7:00 pm**    **Closing Reception – Exhibit Hall (7<sup>th</sup> Floor – Grand Ballroom)**  
*Visit with Exhibitors and enjoy the hospitality of the MAAA*
- 7:15 pm to 7:45 pm**    **Passport Challenge Drawing (7<sup>th</sup> Floor – Salon 1)**  
*Be sure to attend as you may be a winner of something big!*