



NORTHEAST ACQUIRERS  
A.S.S.O.C.I.A.T.I.O.N

## NEAA 2017 CONFERENCE AGENDA

The NEAA 2017 Conference, January 31<sup>st</sup> – February 2<sup>nd</sup> is approved for up to 6 ETA CPP Continuing Education credits.

### Tuesday, January 31st

7:00pm – 11:00pm

**Sponsor Appreciation Dinner** – By Invitation Only

--- Hosted by the NEAA Board of Directors

### Wednesday, February 1st

11:00am – 2:00pm

**ETAU Intro to Operations – Mediterranean Room**

1:00pm – 2:00pm

**Amex Presentation – Caspian Room**

2:00pm – 3:00pm

**Wnet meeting – Mediterranean Room**

- **Network with Women in Payments and join Wnet’s Advisor, Natalia Tango of CardFlight to learn about Wnet:**
  - o **Who we are**
  - o **The Benefits of Membership**
  - o **How to start empowering yourself with Wnet resources**

3:00pm – 5:00pm

**Catapult 17 – Atlantic Rooms**

5:30pm – 7:30pm

**Opening Cocktail Reception – *Exhibit Hall Open***

### Thursday, February 2<sup>nd</sup>

7:30am – 9:00am

**Breakfast**

9:00am – 9:15am

**Opening Remarks** – By NEAA President – Alan Forgione

9:30am – 10:30am

**Legislative Panel: Compliance, Regulation and a View from Capitol Hill**

Moderator: Deana Rich – Principal – Rich Consulting

Panelists:

- Chris Bucolo – ControlScan
- Holli Targan – Jaffe Raitt Heuer & Weiss
- Scott Talbott – Electronic Transaction Association

10:45am – 11:15am	<b><u>PCI Security Council – State of Security</u></b> Speaker: Troy Leach – CISSP, CISA, Chief Technology Officer – PCI Security Council
11:15am – 1:00pm	<b>Headshot Photographs for LinkedIn</b>
<b>11:30am – 1:00pm</b>	<b>Lunch with the Vendors - <i>Exhibit Hall Open</i></b>
1:15pm – 2:00pm	<b><u>Location Based Marketing: Marketing in a Digital World...What's Hot Worldwide</u></b> Speaker: Asif Khan – Founder/President – Location Based Marketing Association
2:15pm - 3:00pm	<b><u>FinTech: How Startups are Changing the Way Payments Work: What You Need to Know</u></b> Moderator: Jason Oxman – CEO, ETA Panelists: <ul style="list-style-type: none"> <li>• Henry Helgeson – CEO, Cayan</li> <li>• Jason Pavona – Founder/CEO, Pazien</li> <li>• David Jegen – Partner, F-Prime Capital</li> </ul>
3:15pm – 4:30pm	<b><u>Keynote Speaker: Paul Moya – Harvard Millennials Expert and Generational Consultant</u></b>
4:45pm – 5:45pm	<b><u>Inaugural NEAA Payments Bowl</u></b> Officiated by: Donna Embry – Payment Alliance International 2017 NEAA Payments Bowl Teams: Team EMV: <ul style="list-style-type: none"> <li>• MasterCard – Charl Botes, VP Product MGR, EMV &amp; Contactless</li> <li>• Visa – Marc Cleven, SR Director, EMV Implementation</li> <li>• Ray Puleo – Director Product Analysis, Payment Networks, FIS</li> </ul> Team Retail: <ul style="list-style-type: none"> <li>• Mark Horwedel – CEO, Merchant Advisory Group</li> <li>• Mike Nelson, EMV Business Development, PAI</li> <li>• Boston Based Merchant</li> </ul>
<b>6:00pm – 8:00pm</b>	<b>Cocktail Reception with Vendors - <i>Exhibit Hall Open</i></b>
<b><u>Friday, February 3<sup>rd</sup></u></b>	
7:00am – 11:00am	<b>Farewell Breakfast – in hotel lobby restaurant</b>

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\*Agenda, Panel Sessions, Speakers and Times are subject to change