2018 NEAA CONFERENCE
AGENDA

The NEAA 2018 Conference, January 29th – January 31st is approved for up to 6 ETA CPP Continuing Education credits.

**Monday, January 29th**

7:00pm – 11:00pm  Sponsor Appreciation Dinner – By Invitation Only
--- Hosted by the NEAA Board of Directors

**Tuesday, January 30th**

10:00am – 12:00pm  ETA ISO Committee Meeting – Salon A1
11:00am – 2:00pm  ETA CPP Review Class - Salon A2
12:00pm – 1:00pm  Amex Reception – Salon A3
1:00pm – 3:00pm  PayFac Educational Seminar – Presentation Hall (Salon B)
--- Hosted by Holli Targan, Deana Rich and Peter Fitzpatrick
2:00pm – 3:00pm  National Merchants Association Meeting – Salon A1
3:00pm – 5:00pm  Catapult 18 – Presentation Hall (Salon B)
5:30pm – 7:30pm  Opening Cocktail Reception – Exhibit Hall Open

**Wednesday, January 31st**

7:30am – 8:45am  Breakfast with the Vendors – Exhibit Hall Open
9:00am – 9:15am  Opening Remarks – By NEAA President – Alan Forgione
9:30am – 10:30am  Compliance, Regulation and a View from Capitol Hill
--- Scott Talbott – SVP Government Affairs – Electronic Transaction Association
10:45am – 11:15am  Business Builder Session: Your ISO is Your Business – Run it like a Pro!
--- Speaker: Garima Shah – Chief Business Development Officer – Direct Connect
11:15am – 1:00pm  Headshot Photographs for LinkedIn – Event Hall Lobby
11:30am – 1:00pm  Lunch with the Vendors - Exhibit Hall Open

1:15pm – 2:15pm  **Keynote Address – “The MAGIC of Inner Selling – Discover the Magnetic You”**
Speaker: Dr. Steve Taubman

2:30pm - 3:00pm  **Business Builder Session – Get Your Portfolio Ready to Sell**
- Speaker: Anthony Malatesta, Preston Todd Advisors

3:15pm – 4:00pm  **Key Acquiring Trends in a Rapidly Changing World**
- Speaker: Scott Wessman, VISA USA

4:15pm- 4:45pm  **Fintech Panel**
- Moderator: Scott Goldwaite – Aliaswire
- Participants:
  o Dan Goodman - MasterCard
  o Esteban Marin – TD Bank
  o Rod Hometh - RocketPay

4:45pm – 5:45pm  **2018 NEAA Payments Bowl**
**State of Acceptance: Surcharge/Cash Discounts**
Officiated by: Donna Embry – Payment Alliance International

2018 NEAA Payments Bowl Teams:

Team 1: Surcharge Programs
- Heather Peterson – National Merchants Association
- Ed Levine – CardCharge
- Steve Eazell – Diversified Acquiring Solutions

Team 2: Compliance and Legislation
- Benjamin Grossman – Pinpoint Intelligence
- Rachel Hirsh – IFRAH PLLC

6:00pm – 6:15pm  **in Memoriam**

6:30pm – 8:30pm  **Cocktail Reception with Vendors - Exhibit Hall Open**

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