



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

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 Forgiome

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 - <i>Exhibit Hall Open</i>
1:15pm – 2:15pm	<u>Keynote Address – “The MAGIC of Inner Selling – Discover the Magnetic You”</u> Speaker: Dr. Steve Taubman
2:30pm - 3:00pm	<u>Business Builder Session – Get Your Portfolio Ready to Sell</u> - Speaker: Anthony Malatesta, Preston Todd Advisors
3:15pm – 4:00pm	<u>Key Acquiring Trends in a Rapidly Changing World</u> - Speaker: Scott Wessman, VISA USA
4:15pm- 4:45pm	<u>Fintech Panel</u> - Moderator: Scott Goldwaite – Aliaswire - Participants: o Dan Goodman - MasterCard o Esteban Marin – TD Bank o Rod Hometh - RocketPay
4:45pm – 5:45pm	<u>2018 NEAA Payments Bowl</u> 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 - <i>Exhibit Hall Open</i>

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