



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

2024 NEAA CONFERENCE AGENDA

Albany Capital Center

TUESDAY, April 2nd

6:00pm – 9:00pm

Sponsor Appreciation Dinner

By Invitation Only - Hosted by the NEAA Board

WEDNESDAY, April 3rd

10:00am – 6:00 pm

REGISTRATION OPEN – Required for all Sessions

DIAMOND SPONSOR BREAKOUTS OPEN TO ALL

9:00am – 1:00pm

American Express in Meeting Room – 1A

“What Can OPTBLUE Do For You”

Electronic Payments Inc (EPI) in Meeting Room – 1B

“Meet Up and POS Lab”

Global Payments in Meeting Room – 2A

“The Payments Journey”

Netevia in Meeting Room – 2B

“From ISO to Fintech”

NMI in Meeting Room – 2C

“NMI University”

Valor Paytech in the Capital Room

“A Journey Through Valor’s Omni-Channel Ecosystem”

CONTINUED WEDNESDAY, APRIL 3rd

11:00am – 4:00pm

EXHIBITOR SETUP – (Exhibit Hall Open Only to Exhibitors)

AFTERNOON EDUCATIONAL SESSIONS IN SPEAKER HALL

1:00pm – 2:30pm

Surcharge/Cash Discount Workshop

Interactive workshop to address all compliance, regulations and issues surrounding this most confusing topic. Audience participation in active Q&A.

Moderator: Phil Webb, NEAA Advisory Board

Jeff Fortney, Strawhecker Group, Senior Associate

Keith Sampson, CEO, SURV

Robert Johnson, SR Director, Visa Rules Management

2:30pm – 3:00pm

Merchant Funding/ Small Business Lending: The changing Landscape

Michael Berger, Director Small Business Solutions, Visa

3:00pm – 5:00pm

Catapult 2024

Annual Innovation Competition consisting of four companies chosen from multiple submissions presenting their new product or service in a lightning round style with Q&A from a panel consisting of four judges from the investment community; Cash Prizes for winners.

Judges:

Stephen Kane, head of Stephen D Kane Enterprises

Bruce Urbanek, Managing Director, Piper Sandler & Co

Grant Couper, CPA, Principal, Windham Brannon

Lane Gordon, Managing Director and CEO, 733 Park

CONTINUED WEDNESDAY, APRIL 3rd

VISIT WITH THE EXHIBITORS AND SPONSORS – EXHIBIT HALL

5:30pm – 7:30pm

Opening Cocktail Reception in the Exhibit Hall

8:00pm – 10:00pm

NEAA After Hours Party at “DRUTHERS BREWING CO”

1053 Broadway, Albany, NY 12204

Sponsored by “Netevia”



THURSDAY, April 4th

9:00AM to 6:00 PM

Registration Open

MORNING VISIT WITH SPONSORS and EXHIBITORS - EXHIBIT HALL

9:30AM – 10:30am

Coffee Cart and Continental Breakfast

9:30am – 1:00pm

Networking with Sponsors and Exhibitors

10:00am – 1:00pm

Professional Headshot Photographs for LinkedIn

(Exhibit Hall Foyer)

11:30am – 12:45pm

Lunch with the Exhibitors

11:00am – 1:00pm

Photo Booth in Exhibit Hall

AFTERNOON EDUCATIONAL SESSIONS: ALL SESSIONS IN SPEAKER HALL

12:00pm – 1:00pm

Navigating and Understanding the Visa Rules

Robert Johnson, SR Director, Visa Rules Management

1:00pm - 2:00pm

Keynote: “AI/ChatGPT in the Acquiring World”

*Conor Grennan, Dean of NYU Stern School of Business,
Author and Philanthropist*

2:00pm – 2:45pm

**Faster Payments/Realtime Payments: How to gain merchant
advantage.**

Moderator: Scott Goldthwaite, NEAA Advisory Board

Cross River Bank: Keith Vander Leest, Director of Payments

Deb Johnson, Payments Relationship MGR

Adrienne Torres, Payments Partnership MGR

CONTINUED THURSDAY, APRIL 4th

2:45pm – 3:00pm

BREAK

3:00pm – 3:45pm

View from the Hill

Scott Talbott, EVP Government Relations, ETA

3:45pm – 5:00pm

What is next for Payments?

Moderator: Donna Embry, NEAA Board

Greg Cohen, CEO, Fortis

Kristine Wells, Discover

Tom Sheridan, Sr Account Exec, VISA

Jaideep Sharma, Director of Operations, Chetu

VISIT WITH THE SPONSORS AND EXHIBITORS – EXHIBIT HALL

5:00pm – 8:00pm

Cocktail Reception with Sponsors and Exhibitors

5:00pm – 8:00pm

Photo Booth in Exhibit Hall

8:00pm

Exhibit Hall Breakdown Begins

9:00pm – 12:00am

***NEAA CLOSING After-Party Sponsored by
“Merchant Industry” – In the Convention Center***



**The 2024 NEAA Conference, April 3rd – April 4th is approved for up to 6 ETA
CPP Continuing Education credits.**

The Board and Advisory Board of the Northeast Acquirers Association offer thanks to our generous Sponsors, Exhibitors, Presenters, Judges and to all Attendees for their support and attendance at this year's NEAA Show.

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

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