



**2018 SEAA Agenda  
March 11-14, 2018  
Loews Royal Pacific Resort  
at Universal Studios Orlando, Florida**

**WIFI Network: IRISCRM    WIFI Password: TryIris**

**Sunday, March 11th**

8:00 p.m. - 10:00 p.m.    SEAA Super Hero Party    Wantilan Luau Pavilion

**Monday, March 12th**

10:00 a.m.    Registration Open, sponsored by **JCB**    Oceana Grand Ballroom Pre-Function A  
10:00 a.m. - 4:00 p.m.    Exhibitor Set-Up    Oceana Grand Ballroom 1-6  
12:00 p.m. - 3:00 p.m.    CPP Training by ETA    Hibiscus  
3:00 p.m. - 5:00 p.m.    SEAA Innovation Competition, **#innovationbattle2018**    Oceana Grand Ballroom 11  
5:00 p.m. - 6:30 p.m.    Opening Reception in Exhibit Hall, sponsored by  
**National Merchants Association**    Oceana Grand Ballroom 1-6  
6:45 p.m. - 11:00 p.m.    Transportation to After Hours Party, sponsored by  
**Vantiv, Now Worldpay**    Convention Center Driveway  
7:00 p.m. - 11:00 p.m.    After Hours Party, sponsored by **Vantiv, Now Worldpay**    Mango's Tropical Café  
8126 International Drive

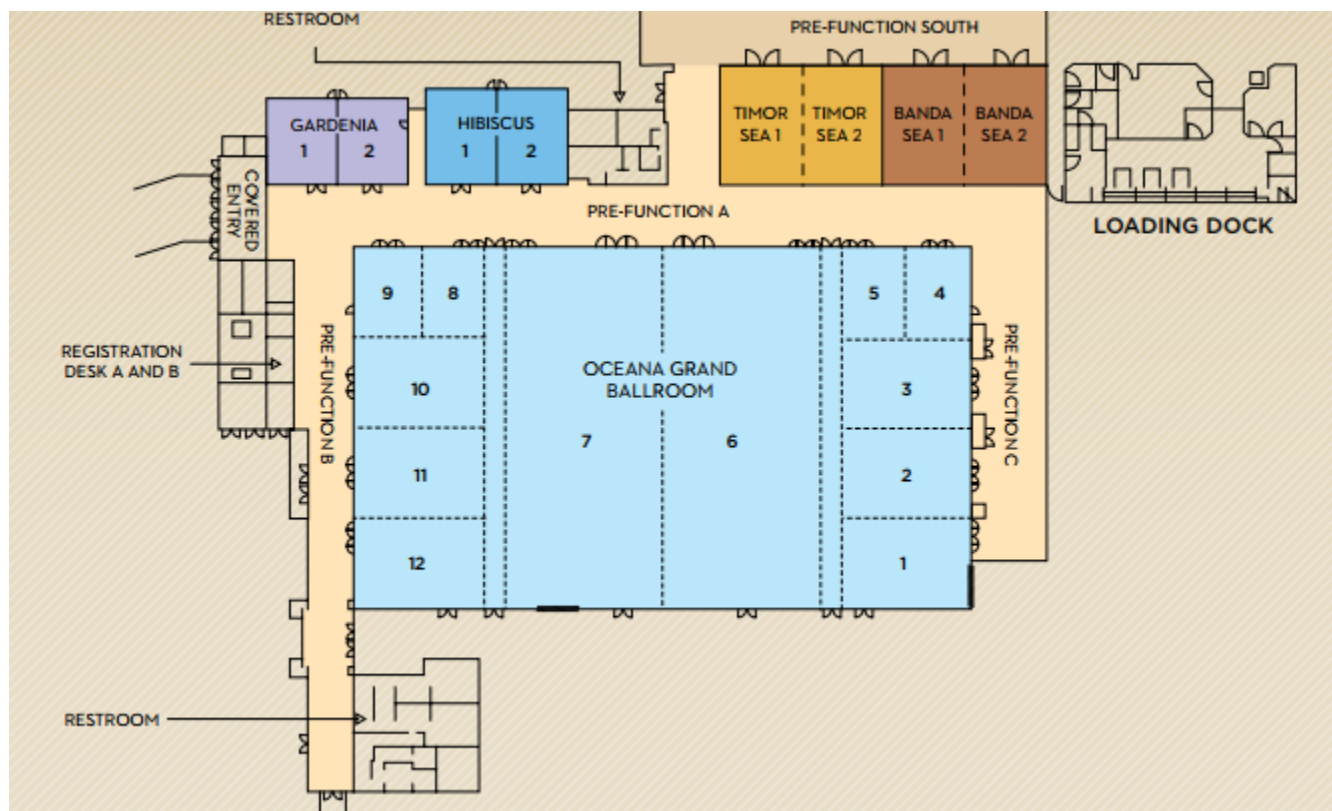
**Tuesday March 13th**

8:30 a.m.    Registration Open, sponsored by **JCB**    Oceana Grand Ballroom Pre-Function A  
9:00 a.m. - 10:00 a.m.    Continental Breakfast in the Exhibit Hall, sponsored by  
**Mastercard**    Oceana Grand Ballroom 1-6  
9:00 a.m. - 10:45 a.m.    Exhibit Hall Open    Oceana Grand Ballroom 1-6  
*Exhibitors may access the Hall at 8:30 a.m. to refresh displays,  
Continental Breakfast will be available for the Exhibitors at 8:30  
a.m. and for everyone at 9:00 a.m.*  
10:00 a.m. - 10:50 a.m.    **Breakout Sessions 1**  
**1a:** mPOS State of the Union: Where We are and What's  
Next    Hibiscus 1  
*Christopher Dismukes, Ingenico*  
**1b:** Security Challenges of the eCommerce Merchant    Oceana Grand Ballroom 8  
*Alex Kaluski, Trustwave*  
**1c:** Understanding Cryptocurrency & BitCoin    Oceana Grand Ballroom 9  
*Eric Brown, Aliant Payments*  
11:00 a.m. - 12:00 p.m.    Opening Remarks & Merchant Surcharging Panel    Oceana Grand Ballroom 10-11  
*Moderator: Jill Miller, Varnum LLP*  
*Panel: Erica Aranha, SignaPay; Ed Levene, CardCharge;  
Michelle Geraci, TRX; Mark Dunn, Field Guide Enterprises*  
12:00 p.m. - 1:15 p.m.    Lunch, sponsored by **American Express**    Oceana Grand Ballroom 7  
1:15 p.m. - 2:00 p.m.    Keynote Speaker, Charles Tillman, sponsored by  
**FIS Payments**    Oceana Grand Ballroom 10-11

2:10 p.m. - 3:00 p.m.	<b>Breakout Sessions 2</b>	
	<b>2a:</b> High Risk Processing: Obstacles, Trends and Finding the Right Partner <i>Ryan Yarter, Vantage Payments</i>	Hibiscus 1
	<b>2b:</b> What Keeps Merchants Up at Night (panel) <i>Sonny Wooten, National Benefit Programs</i> <i>Barry Davis, Womply</i> <i>Andrew Altschuler, Consultant</i> <i>Frank Fennell, KloseBuy</i>	Oceana Grand Ballroom 8
	<b>2c:</b> RSPA - The New Frontier (as we serve our Members) <i>John Kirk, RSPA</i>	Oceana Grand Ballroom 9
2:30 p.m. - 4:30 p.m.	Exhibit Hall Open	Oceana Grand Ballroom 1-6
3:10 p.m. - 4:00 p.m.	<b>Breakout Sessions 3</b>	
	<b>3a:</b> Challenges of Cross-Border Processing <i>Heather Petersen, National Merchant Association</i>	Hibiscus 1
	<b>3b:</b> The Alphabet Soup of Merchant Acquiring <i>Chas Gannon, FIS</i>	Oceana Grand Ballroom 8
	<b>3c:</b> Fintech: How to Build a Relationship <i>Natalia Tango, CardFlight</i>	Oceana Grand Ballroom 9
4:00 p.m. - 5:30 p.m.	Happy Hour	Oceana Grand Ballroom Pre-Function A
5:30 p.m. - 7:00 p.m.	Closing Reception in Exhibit Hall, sponsored by <b>Dream Payments</b>	Oceana Grand Ballroom 1-6

**Wednesday, March 14th**

7:00 a.m. - 11:00 a.m.	Breakfast at your leisure, sponsored by <b>eProcessingNetwork</b>	Islands Dining Room
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# SEAA 2018 Breakout Sessions

## **Breakout Session 1, 10:00 a.m. – 10:50 a.m.:**

### **1a) mPos State of The Union**

*Chris Demukes, Ingenico*

The use of mPos to accept payments has shifted a lot in the past few years. Learn why the use for mPos have evolved and how they can be leveraged across different verticals.

### **1b) Security Challenges of The E-Commerce Merchant**

*Alex Kaluski, Trustwave*

Merchants who do online business have broader exposure to potential customers – and cybercriminals. This presentation offers insights in to current and looming threats to online merchants and key strategies they can employ to reduce those risks.

### **1c) Understanding Cryptocurrency and Bitcoin**

*Eric Brown, Aliant Payments*

Discuss crypto currency acceptance by merchants and how the alternative payment will change the payment landscape.

## **Breakout Session 2, 2:10 p.m. – 3:00 p.m.:**

### **2a) High Risk Processing – Obstacles, Trends and Finding the right partner**

*Ryan Yarter, Vantage Payments*

Explore the latest trends, obstacles and common hurdles happening in the payment space today and discuss what to look for in a good High Risk Partner.

### **2b) What Keeps Merchants Up at Night – A Panel Discussion**

*Sonny Wooten; National Benefit Programs*

*Barry Davis; Womply*

*Andrew Altschuler, Consultant*

*Frank Fennell, Klosebuy*

Discuss opportunities to introduce new revenue stream opportunities not associated with transaction processing, and solutions for margin compression, one of the greatest challenges for acquirers. Revenue diversification is becoming a strategic challenge for the payments industry.

### **2c) RSPA – The New Frontier (as we service our Members)**

*John Kirk, RSPA*

The RSPA is expanding our offering and expanding our impact to our members. The RSPA; The New Frontier, will highlight our progression and provide key examples of powerful deliverables pertaining to transformational training and tools. All offerings have been constructed with a working knowledge of today's business environment and long-term relevance, as our members compete and win. The audience will come away with a good feel for our mission, vision, and our trademark, as we gear up to do more, and be more, for our members, long into the future.

## **Breakout Session 3, 3:10 p.m.– 4:00 p.m.:**

### **3a) Challenges of Cross-Border Processing**

*Heather Petersen, National Merchant Association*

Considering the explosive growth in cross-border e-commerce, entering foreign markets is a challenge. As cross-border commerce evolves on a global scale, what obstacles will we face and how can we overcome them?

### **3b) The Alphabet Soup of Merchant Acquiring**

*Chas Gannon, FIS*

ISO, ISV, PAYFAC, VAR – it's the alphabet soup of Merchant Acquiring. Attend this session to learn about the various opportunities with merchant acquiring and what sales model is the best fit for you. FIS, a leading merchant acquirer and payments and loyalty provider, will discuss the various models and help you map out a plan for what suits your business needs. Questions such as "where do I compete", "how do I compete", and "how do the payment assets and products fit with my model" will be explored. We will share ways in which you can stay relevant in the merchant acquiring and POS market and how to better compete by offering value-added services.

### **3c) Fintech: How to Build a Relationship**

*Natalia Tango, CardFlight*

Helping ISO's work with new technology and Fintech companies.