

April 2021



Flowering trees remind me of the cyclical nature of financial markets. Like others in our industry, I'm cheered by Spring and its message of renewal after a long economic winter.

I'm also excited to see so much activity in our space, including the upcoming Nacha conference, a popular event for many MPC sponsors, exhibitors and attendees. We've moved our MPC21 date accordingly, to August 17 to 19, 2021, to avoid any overlap.

This issue includes an exclusive interview with Jodie Kelley, chief executive officer at the Electronic Transactions Association (ETA), who will share her vision for the future of the industry-leading association. Additional highlights include a guest blog post by Elaina Smith, chief financial officer at Secure Bancard and updates from fintechs around the world.

We welcome your insights, blog posts and comments! Email me directly at marla@mpcevent.com and let's connect on [LinkedIn](#) and [Twitter](#).

See you online!

Marla Ellerman
Executive Director
[MPC Digital Commerce](#)

BACKSTAGE

at MFC The Digital Commerce Event with



Interview with Jodie Kelley, CEO

There are so many touchpoints in your white paper, [How FinTech is Addressing the Financial Needs of the Underserved](#), that illustrate the many different ways in which payments industry stakeholders help underserved individuals and communities. These initiatives have drawn broad support and are expected to continue post-COVID.

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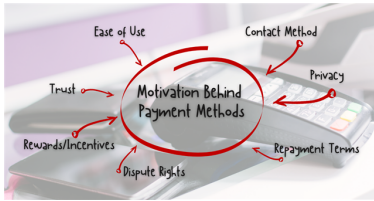
Spring is Around the Corner

According to multiple sources, in the United States, 50 percent of the adult population is expected to have received at least 1 dose of a vaccine by the end of this month. At the current pace, 70 percent of vaccinated citizens will help achieve herd immunity. With Spring around the corner, I'd like to highlight two recent events that represent our collective post-pandemic future.

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Navigating New Channels



The Motivation Behind Payment Methods

Consumers in the modern day are overwhelmed with choices—not just as to what product or service they will select or who they will buy it from—but how they will go about paying for it. New payment methods are being introduced faster than we can keep up with them. What are the essential components of the “perfect” payment method that meets all needs of a consumer? The answer, like so many other questions when it comes to payments, is complicated because it depends on a number of factors.

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EVENT UPDATE



MPC21 is set to be a virtual event on August 17-19, 2021. The agenda will be available next week with registration scheduled to open on Thursday, April 29, 2021.



MPC is happy to welcome [U.S. Bank](#) as our official diamond sponsor. U.S. Bancorp, with nearly 70,000 employees and \$553 billion in assets as of March 31, 2021, is the parent company of U.S. Bank National Association, the fifth-largest commercial bank in the United States. The Minneapolis-based bank blends its relationship teams, branches and ATM network with digital tools that allow customers to bank when, where and how they prefer. U.S. Bank is committed to serving its millions of retail, business, wealth management, payment, commercial, corporate, an investment customers across the country and around the world as a trusted and responsible financial partner. This commitment continues to earn a spot on the Ethisphere Institute's World's Most Ethical Companies list and puts U.S. Bank in the top 5% of global companies assessed on the CDP A List for climate change action. Visit usbank.com for more



MPC also welcomes [OV Loop](#) as our newest bronze sponsor. OV Loop is a connected commerce platform company, founded by the proven fintech innovators that started Samsung Pay®, LoopPay®, Roam Data® and Hypercom®, whose payment inventions are already being used by hundreds of millions of consumers and tens of millions of merchants around the world. OV Loop provides safer and smoother commerce experiences for consumers and businesses. The OV Loop app is a personal credential manager and messenger for consumers to safely store their digital credentials (payment cards, bank accounts, passwords) and easily use them virtually everywhere (in-store, online, in-app & in-message.) OV Concierge™ is a collections and support tool for businesses to deliver more convenient and cost effective 3-in-1 (invoice/pay/chat) commerce messages to their customers, across virtually any channel, to improve commerce experiences and relationships.

BLOG



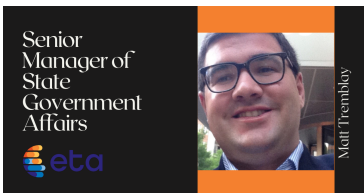
The Four Biggest Challenges Facing the Payments Industry Right Now

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Acuris Risk Intelligence & Cyberbionic Join Forces to Bolster the Defence of Payment & Compliance Data



ETA Announces New State Government Relations Hire



Worldline Electrifies Journeys with New EV Charging Payment Solution

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