

# MPC The MPC Show Times

THE DIGITAL COMMERCE EVENT

April 2022



## From the Director's Chair

The MPC Show Times is back, and with it, blossoming trees and conference reopenings. As I write this, I'm preparing to head to Las Vegas for TRANSACT 22, the Electronic Transactions Association's annual conference and expo. This will be the first live, on-site conference for ETA after two years of pandemic-related shutdowns and travel restrictions. Sound familiar?

Last week, the Northeast Acquirers Association also held a post-pandemic reopening at the Sheraton Philadelphia Downtown, attracting 1,000 attendees and more than 100 exhibitors. Conference attendees were happy to be back in a live setting once again, networking, learning and deal-making at the payments industry's longest-running regional show.

Relationships are everything in this business and I am inspired by the energy and enthusiasm of MPC sponsors, speakers, exhibitors and attendees. Thank you for your unwavering support through the years and all the many changes we've experienced together. I can't wait to welcome you back in person when MPC reopens this August in Atlanta. Join us August 22-24 at the Westin Perimeter North for our biggest, most exciting show ever!

Keep your updates, stories and feedback coming as we prepare for our 12th annual conference.

I always love hearing from you!

Drop me a note at [marla@mpcevent.com](mailto:marla@mpcevent.com) and let's connect on [LinkedIn](#) and [Twitter](#).

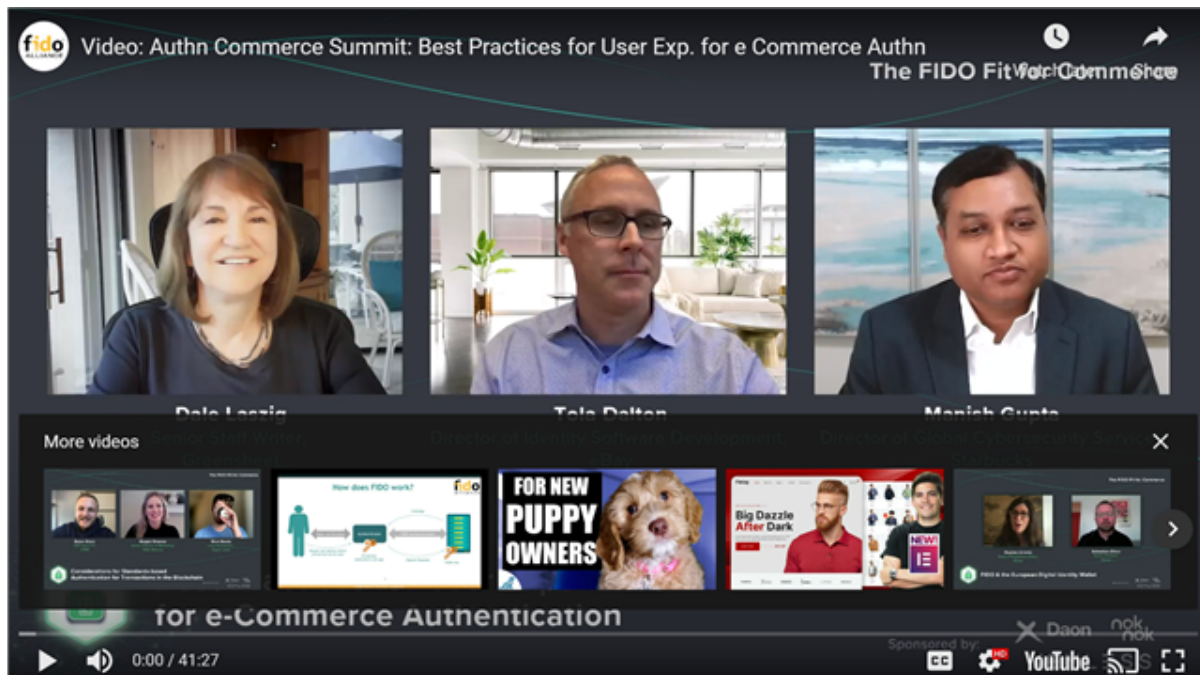
**Marla Ellerman**

Executive Director

[MPC Digital Commerce](#)



## VIDEO: Best Practices for User Experience for eCommerce Authentication



Escalating online threats. Increasing consumer demand for easy, secure, private transactions. An evolving regulatory environment. The need for simpler, stronger user authentication for all areas of commerce are greater than ever. What are the authentication challenges in banking, retail, crypto and blockchain, and where can FIDO fit in as a solution?

The Authenticate Virtual Summit shared expert perspectives from leading financial institutions, solutions providers and industry analysts on how to leverage FIDO and related technologies as a cornerstone for the future of commerce. All sessions from half-day summit are available on demand, including Dale Laszig's fireside chat with Manish Gupta, director of global security at Starbucks; and Tola Dalton, director of software development at eBay. Presentations are available at <https://authenticatecon.com/event/authenticate-virtual-summit-fido-fit-in-commerce/>

### About FIDO Alliance

The FIDO (Fast IDentity Online) Alliance, [www.fidoalliance.org](http://www.fidoalliance.org), was formed in July 2012 to address the lack of interoperability among strong authentication technologies, and remedy the problems users face with creating and remembering multiple usernames and passwords. The FIDO Alliance is changing the nature of authentication with [standards](#) for simpler, stronger authentication that define an open, scalable, interoperable set of

mechanisms that reduce reliance on passwords. FIDO Authentication is stronger, private, and easier to use when authenticating to online services.



## Backstage with Alexandra Mihailescu Cichon, EVP sales and marketing, RepRisk

The Net-Zero Banking Alliance (NZBA), comprising 98 members from 39 countries who collectively manage \$66 trillion in assets, pledged to fight climate change by supporting net-zero emissions. At their inaugural meeting during the 2021 UN Climate Change Conference, members agreed to work together to prioritize areas of impact in greenhouse emissions and set near-term targets for reporting progress. Dale Laszig recently discussed NZBA with Alexandra Mihailescu Cichon, executive vice president of sales and marketing at RepRisk.

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## Differentiate by Focusing on Financial Wellbeing of Customers

Most consumers use banks for traditional services like savings, checking accounts, and loans. Most banks offer similar services, with hardly any differentiation. This has resulted in a huge untapped opportunity for banks to offer more personalized services to customers. These services address their needs and aspirations, especially focusing on helping their customer with their overall financial wellbeing.

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# COMMERCE CURTAIN CALL



## How the Request for Payment Revolution Allows Businesses to Get Paid Instantly: Part 2

In last month's issue, I wrote an article explaining the history of RfPs (request for payment), benefits of RfPs, and the path to ubiquity for this payment type. For this month, I wanted to focus on benefits and challenges to adopting RfPs, with the goal of generating dialogue about how we can implement this payment across the industry.

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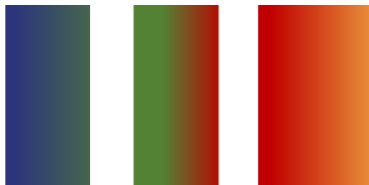
## Tax Season Reflections

It's the third spring since the pandemic broke out in 2020 and tax season once again. What impact will evolving regulations have on the cryptocurrency assets in numerous investment portfolios? These regulation updates and tax implications have been top of mind, as investors consider what to include and how to include these items on their tax returns as well as how to participate in new investment opportunities such as NFTs.

HKANY (Hongkong Association of New York) has put together a webinar to address crypto trends and their securities and tax implications. Three high profile speakers from legal, regulatory, tax and crypto sectors will join the discussion: Brian Rowbotham, managing partner, SF global private clients service at Crowe; Eric Sibbitt,

partner, corporate department at Paul Hastings; and Jess Tylor, founder at Aerpass.

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## Equity News



### Wnet Serves Payments Industry with Standout Year While Celebrating 15 Years of Empowering and Investing in Women

*Only not-for-profit organization serving thousands across the global payments industry shares highlights from their 15<sup>th</sup> year of service*

**KENT, Ohio – March 31, 2022 – [Women's Network in Electronic Transactions \(Wnet\)](#)**, the premier non-profit organization serving professional women in the payments and fintech industries, today released its [2021 Annual Report](#). The four-page [infographic](#) highlights the professional organization's commitment to creating a stronger and more diverse industry by empowering and investing in women.

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## CRITIC'S CORNER



### Post Pandemic, NEAA Lights Up Philadelphia

Like many others in my industry, last week's foray into downtown Philadelphia for the Northeast Acquirers Association conference was my first live show in over two years. I was excited to participate in live demonstrations, discussions and networking, which I summarized in this breaking news story in The Green Sheet:

[http://www.greensheet.com/breakingnews.php?article\\_id=2687](http://www.greensheet.com/breakingnews.php?article_id=2687)

#### AUTHOR

##### **Dale S. Laszig**

Dale S. Laszig, vice president, content marketing at Mobile Marketing & Technology and managing director, DSL Direct, is a payments industry journalist and content strategist who writes for multiple trade journals. Follow her on LinkedIn at <https://www.linkedin.com/in/dalelaszig/> and @DSLdirect on Twitter.

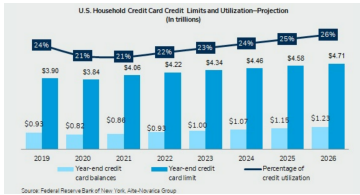


## Check Out the Latest & Greatest Confirmed Speakers!

**Diana Barrero Zalles**, Director, Weild & Co.  
**Cristina Dolan**, Head of Alliances, RSA  
**James Huber**, Partner, Global Legal Law Firm  
**Deepak Jain**, Founder & CEO, Wink  
**Linda Odom**, Partner, K&L Gates  
**Ahmed Siddiqui**, Chief Payments Officer, Branch  
**Luis Silva**, Vice President, Digital Partnerships, Mastercard  
**Keith Smith**, CEO, Payouts Network  
**Jerry Tolochko**, Strategy & Planning, Uber Freight

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# BLOG



## Co-Brand and Private-Label Credit Cards: The Evolving World of Merchant Cards

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# PRESS



## U.S. Bank, Driveway Deliver Payments Instantly to Online Car Sellers



## Intel to Acquire Granulate



## Aliaswire Appoints New CFO

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**CONTRIBUTORS**

Marla Ellerman, [MPC](#)

Tracy Lai, [Lystar Group](#)

Dale Laszig, [DSL Direct/The Green Sheet](#)

Shilo Lusson, [MyWay Projects](#)

Angela Murphy, Ph.D., [Coruzant Technologies](#)