



SPONSORED BY
Heartland

May 2022



From the Director's Chair

Welcome to our pre-conference edition of The MPC Show Times, as we raise the curtain on MPC22: The Digital Commerce Event. It's quiet on the set as our team finalizes agenda, exhibit hall layout and cutting-edge presentations with industry leaders who will explore an array of trending topics, including fintech, InfoSec, financial services, and more. Sneak previews of the show are available at

<https://mobilepaymentconference.com/conference-agenda/>

Last month I attended TRANSACT 22, the Electronic Transactions Association's annual conference and expo. The show's palpable excitement was evident everywhere, from the live presentations to the numerous exhibits and parties, reminding all who participated that there is no substitute for in-person networking. I came away enlightened and inspired.

This issue is dedicated to Heartland, a platinum sponsor of MPC: The Digital Commerce Event, to be held at the Westin Atlanta Perimeter North on Aug. 22 to 24, 2022. Heartland, a longtime MPC sponsor and constant source of inspiration, is shaping the future of payments and digital commerce. Join us this summer and meet the energetic, innovative Heartland team.

It's great to have you with us on our digital commerce journey. I can't wait to welcome you back in person when MPC reopens in Atlanta 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 and let's connect on [LinkedIn](#) and [Twitter](#).

A handwritten signature in black ink, appearing to read 'Marla Ellerman'.

Marla Ellerman

Executive Director

[MPC Digital Commerce](#)



Heartland vs. Square: a comparison of key features and functionality

Ice cream flavors. Las Vegas buffets. Sometimes it's nice to be spoiled with choice.

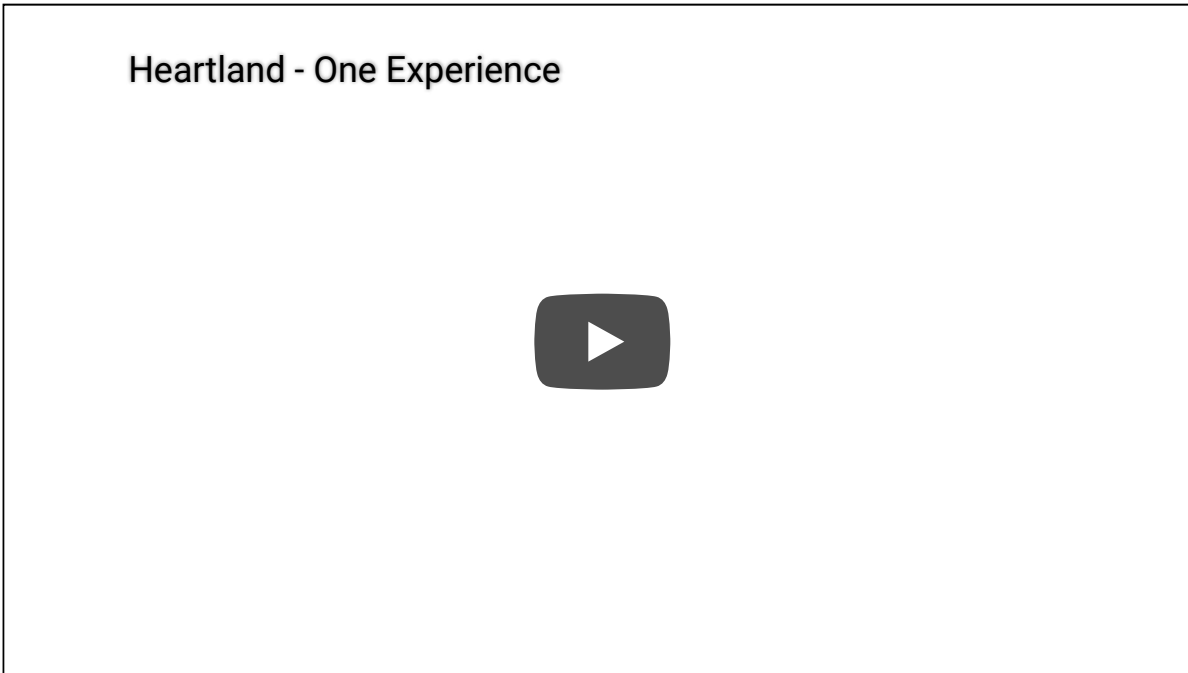
Other times, not so much. When it comes to choosing payments, point of sale (POS) systems and payroll solutions, the sheer number of options can feel overwhelming. But because the wrong choice could disrupt your business, it's important to get it right.

Which is why you're here. And why we're here too. We think it's crucial you understand what leading providers offer and how they stack up against each other. That's why we've created a comparison between Heartland's and Square's solutions for payments, POS and payroll.

[READ MORE](#)



Heartland - One Experience



Backstage with Web Griebel, Senior Director of Online Payments Product, Heartland

In celebration of Small Business Week and National Small Business Week, MPC sat down with Web Griebel, Senior Director of Online Payment Product at Heartland to discuss how business owners can leverage advanced, automated technologies to delight customers and improve cashflow. Following are interview highlights.

[READ MORE](#)



COMMERCE CURTAIN CALL



AP Automation & SMEs: A Case for Digital Transformation

Manually processing payments and invoices is a pain, creating error-prone, inefficient, and costly workflows resulting in missing statements and late payments. Accounts payable (AP) automation can help organizations do a lot more than accelerate payments; it can also be a strategic, multipronged business tool for long term use. AP digitization can help businesses to reduce operational costs and friction, heading off supply chain disruptions and improving customer retention. Recent data has shown that 59% of CFOs at organizations with annual revenues in the range of \$1 billion and \$1.5 billion felt that digitisation was the key to improving their balance sheets.

[READ MORE](#)



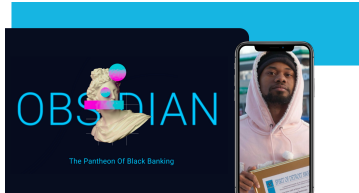
Asia's Post-pandemic Reboot

Hong Kong's future as a business hub for fintech startups was the topic of a Greater Bay Area Initiatives webinar, held April 26, 2022, with venture capitalists and unicorn founders. Organized by Silicon Dragon and sponsored by Invest Hong Kong, the webinar attracted startups and entrepreneurs who are interested in expanding Asia-Pacific footprints.

[READ MORE](#)



Equity News



Green Sheet Interviews Obsidian Banking's Damon Kirk

Obsidian Banking's cofounders Damon Kirk, CEO and Steven Farrar, CFO, are creating a financial services platform designed to advance financial literacy and wealth among Black communities across America. Meet the cofounders at MPC22 and learn more about their #MillionDoorsChallenge and transformative journey to a new era of inclusive banking.

[READ MORE](#)



Time, the Next Frontier in Payments



Breakthrough technologies are exactly that: disruptive inventions that break through invisible barriers and change the game forever, whether it's aviation, computing or payments.

On Oct. 14, 1947, [Capt. Charles E. Yeager](#) broke the sound barrier in a Bell X-1, the first aircraft to fly faster than the speed of sound. The proof of concept gave U.S. Air Force engineers the confidence they needed to design faster, more efficient planes. By 1959, X-15s were flying at five times the speed of their X1 predecessors.

[READ MORE](#)





Check Out the Latest & Greatest Confirmed Speakers!

Louis Armitage, CEO, Crypto Consultants
Diana Barrero Zalles, Director, Weild & Co.
Darren Beyer, Co-founder, Chief Product & Strategy Officer, Qolo
Craig Borysowich, Director, Innovation, Payments Canada
Laura Demke-Calixte, President, EPNA
Cristina Dolan, Head of Alliances, RSA
Michael Douglas, Global Legal Law Firm
Todd Feinstein, Partner, Feinstein Law
James Huber, Partner, Global Legal Law Firm
Deepak Jain, Founder & CEO, Wink
Quincy McNight, CEO, Covennenat Pay Partners
Linda Odom, Partner, K&L Gates
Ahmed Siddiqui, Chief Payments Officer, Branch
Luis Silva, Vice President, Digital Partnerships, Mastercard
Keith Smith, CEO, Payouts Network
Peter Tapling, Managing Director, Ptap Advisory LLC
Jerry Tolochko, Strategy & Planning, Uber Freight
Ryan Tuttle, Consultant, Euromonitor Intl'

REGISTER NOW!



The small business owner's guide to payment fraud prevention



eCommerce Marketing 101

[READ MORE BLOGS](#)

PRESS



Corvia Expands Acquiring Sponsorship with MVB Bank Relationship



Channel Bakers' Reports 187% Growth in Three-Year Revenue, Expands Global Resources - \$175M in ad spend



Donuts Inc. Expands Domain Names Giving Small Businesses and Startups More Choices to Stand Out Online

[READ MORE PRESS](#)

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](#)

4 0 0 0 0

[View this email in your browser](#)

You are receiving this email because of your relationship with MPC. Please [reconfirm](#) your interest in receiving emails from us. If you do not wish to receive any more emails, you can [unsubscribe here](#).

This message was sent to pbarody@alliantms.com by info@mpcdigitalevents.com
Scottsdale, AZ, 85254

 [Unsubscribe](#) | [Manage Subscription](#) | [Forward Email](#) | [Report Abuse](#)