

JULY 2024

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Letter from the Director

Greetings!

Where has the summer gone? With MPC24 only a few weeks away, we are busy and excited with last-minute details and anxious to see you in Atlanta.

Thank you to **Laura Gibson-Lamothe** of **Georgia Fintech Academy**, this month's newsletter sponsor. Laura will present a training session along with **U.S. Bank's Shari Krasinski** during MPC24.

In this month's featured podcast, host **Tedd Huff** talks about the persistence of paper checks with **Lynn Dufrane** of CheckAlt, and **Tom McCole** advocates Tap-2-Pay as a viable backup to ransomware interruptions in his payments article.

We've got a great group of expert speakers and cutting-edge exhibitors gathering in Georgia! Don't miss out on the extraordinary opportunities for learning and networking. Register to attend **MPC24, August 13-15th in Atlanta** today.

I look forward to seeing you all soon!

A handwritten signature in black ink, appearing to read 'Marla Ellerman', with a long, sweeping flourish at the end.

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

MPC Interview



MPC Interviews Laura Gibson-Lamothe of Georgia Fintech Academy

Please state your name, title, company, and email address to provide to prospective partners and customers interested in receiving more information.

Laura Gibson-Lamothe, Executive Director
Georgia Fintech Academy
Laura.gibsonlamothe@usg.edu

How are you different than other brands in your space?

The Georgia Fintech Academy is a talent development initiative serving the University System of Georgia with a robust Fintech curriculum, speaker series, events, career fairs, podcast, and networking opportunities for students.

How would you describe your value proposition to prospective customers and channel partners?

Our value proposition lies in delivering cutting-edge, industry-aligned fintech education that equips students with the skills and experiences needed to thrive in the fintech sector. For our industry partners, we offer a pipeline of highly qualified talent, collaboration opportunities for innovation, and a commitment to fostering diversity and inclusion in the fintech industry.

READ MORE

FEATURED PODCAST





Financial Literacy and Fintech - Bridging the Gap S4: Episode 7

This special edition turns the tables, with **Georgia State University** seniors **Scott Thompson** and **Gharam Mansour**, co-founders of the student organization FTO (Financial Technology Organization) at GSU, taking the lead as hosts.

In this episode, they sit down with fintech leaders **Ben Jackson**, COO of the **Innovative Payments Association (IPA)**, and **Laura Gibson-Lamothe**, Executive Director of the **Georgia Fintech Academy**, to explore the critical importance of financial literacy in today's fast-paced Fintech landscape. Why does it matter? Because understanding finance is more than just making ends meet; it's about establishing financial wellness, sustainability, and generational wealth. It is also a pre-requisite for those pursuing careers in the Fintech industry or developing innovative solutions as entrepreneurs. From payment solutions to cutting-edge Fintech educational programs, this episode dives into how fintech tools are not just enhancing financial education and empowerment but revolutionizing it.

Get ready for a deep dive into the real-world impact of fintech innovations, personal anecdotes, and a discussion on what the future holds for the industry. This dynamic exchange of ideas, where education meets innovation at the intersection of financial wellness and technology, is a must-listen for students, professionals, and entrepreneurs interested in Fintech, financial literacy, and innovation. Discover how fintech sets the stage for a financially literate world.

LISTEN HERE

Links:

Financial Technology Organization (student org) at GSU

<https://www.linkedin.com/company/financial-technology-organization-at-gsu/about/>

Innovative Payments Association (IPA)

<https://www.linkedin.com/company/innovativepaymentsassociation/about/>

Georgia Fintech Academy

<https://www.georgiafintechacademy.org/>

LinkedIn (Georgia Fintech Academy)

<https://www.linkedin.com/company/georgia-fintech-academy/>



U.S. Bank and Georgia Fintech Academy presenting Educational Session at MPC24

Join U.S. Bank and Georgia Fintech Academy at MPC24, August 13-15, 2024, at the Westin Atlanta Perimeter North in Atlanta, GA

Educational Session

Wednesday, August 14, 8:00 AM - 10:00 AM

Fireside Chat

Laura Gibson-Lamothe, Executive Director, Georgia Fintech Academy

Shari Krasinski, Senior Vice President & Regional Sales Manager, U.S. Bank



Speaker

Laura Gibson-Lamothe
 Georgia Fintech Academy | Executive Director
 The Future of Money, Now




August 13-15, 2024 | Atlanta, GA
 Westin Atlanta Perimeter Hotel



Speaker

Shari Krasinski
 U.S Bank | Senior Vice President & Regional Sales
 Manager
 The Future of Money, Now




August 13-15, 2024 | Atlanta, GA
 Westin Atlanta Perimeter Hotel

REGISTER TODAY!

Check back often to see updates as we confirm 2024
[Speakers](#), [Sponsors](#), [Partners](#), and [Agenda](#) details.

[Book a room at our venue, the Westin Atlanta Perimeter North.](#)
 Contact christina@mpcevent.com if you need assistance registering for the
 event or hotel room.

We look forward to seeing you in Atlanta in August!

PAYMENTS PROFILER



Tap-2-Pay Backup Plan by Tom McCole

With last week's agonizing computer systems shutdown, it should be a wake-up call to merchants and payment acceptors everywhere to reevaluate their backup payment methodology. As widely published, cloud-based systems around the world were totally inoperable for many airlines, banks, brokerage houses, retailers, hotels, restaurants, schools, hospitals and governments allegedly due to a reported faulty security software upgrade. Thousands of flights were cancelled, hospitals cancelled all but emergency procedures, some schools and government offices were closed, and Times Square's massive digital signage went semi-dark. Affected retailers with and without self-checkout lanes, as well as hospitality venues were forced to accept cash only and who carries cash anymore? Microsoft reported the outage affected 8.5 million machines worldwide.

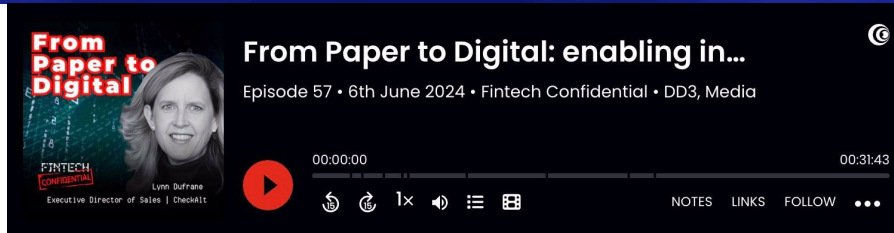
This massive blue screen outage comes on the heels of last month's auto dealer shutdown, sadly due to a successful \$25M ransomware cyberattack affecting nearly 15,000 new and used vehicle

dealerships. The cyberattack began on June 19th and ended when the ransom was paid on July 5th.

READ MORE

Tom McCole is a veteran payment technology executive and business development consultant based in Atlanta. Tom@mmtmagonline.com

(re)CAST



From Paper to Digital: Enabling innovative Payment Solutions through partnerships with Lynn Dufrane

FTC host **Tedd Huff** sits down with **Lynn Dufrane** of CheckAlt. This episode provides valuable insights into the current trends in financial services, the surprising persistence of paper checks, and the benefits of collaboration between fintechns and traditional financial institutions.

WATCH HERE

LISTEN HERE

Tedd Huff is the Co-Founder of Voalyre, and the President & Founder of Diamond D3, a professional services consulting firm focused on global payments and marketing. He is also a video podcast host and producer of Fintech Confidential.

A promotional banner for a Fintech Confidential interview. On the left is a circular portrait of Tedd Huff, a man with a beard and glasses. To the right of the portrait, the text reads "REGISTER TO WIN A FINTECH CONFIDENTIAL INTERVIEW". Below this, it says "Tedd Huff", "Fintech Confidential", and "Host & Executive Producer". A red button with white text says "Register NOW!". At the bottom right, there is a logo for "MC24 The Digital Commerce Event" and the dates "August 13-15, 2024 | Atlanta, GA Westin Atlanta Perimeter Hotel". The "Fintech Confidential" logo is also present at the bottom left of the banner.

UPCOMING EVENTS

Aug 7-9

Fintech Devcon

Fairmont Austin
Austin, TX

Aug 13-15

MPC24: The Digital Commerce Event

Westin Atlanta Perimeter North
Atlanta, GA



Aug 26-30

International Training Conference | IAFCI (International Association of Financial Crimes Investigators)

Green Valley Ranch Resort
Henderson, NV

Aug 27-28

Financial Crime Cybersecurity Forum | Datos Insights

Hilton Charlotte University Place
Charlotte, NC

SUMMIT

LEADFWD

TOMORROW'S LEADERS TODAY TOMORROW'S LEADERS TODAY

Unlock Your Leadership

Sept. 9–10, 2024
Milwaukee, Wis.

Register now for best pricing.

ICBA

BLOG



Where AI Is Now and Where It's Going in the Next 5 Years



Case Study: Unlocking Real-Time Customer Insights



Navigating Embedded Payments in 2024



Goldenore Welcomes Michael Sheely as Vice President of Business

Development for North America

BLOG ARCHIVE

PRESS



Mastercard Crypto Credential Goes Live with First Peer-to- Peer Pilot Transactions, Adds New Partners to the Ecosystem

PRESS ARCHIVE

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