



AUGUST 2025

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Go contact



Letter from the Director

Dear MPC Community,

As we turn the pages through August, it's hard to believe summer is already winding down. The days are still long and bright, but you can feel the subtle shift toward the next season. Here at MPC, that means we're making the most of every moment — and the coming months are packed with opportunities to connect, learn, and celebrate together.

We're moving from **Tom McCole's** RetailNow wrap-up to anticipating **WSAA** next month in Arizona, and there's something for everyone on the calendar. Whether you're looking to engage with colleagues, explore new ideas, or simply enjoy good company, the shorter days leading to early fall offer a little bit of everything.

So let's savor these last golden days of summer, embrace the bustle of our events, and look forward to what's ahead. Thank you, as always, for being part of the MPC community. We appreciate your continued support and look forward to connecting with many of you in person at **WSAA 2025** here in Scottsdale. Catch me at the event with guest speakers **Yvette Bratt**, Regional Channel Manager at Broadvoice, and **Michele Johnson**, Channel Partner Director at Sandler Partners, moderated by Voalysre's **Tedd Huff**. This is one panel you don't want to miss.

Wishing you a successful and inspired late summer!

Marla Ellerman

Executive Director | [MPC - Money, Payments, Connections](#)

Publisher/Editor | [MMTMagonline.com](#)

Founder | [The Side Hustle](#)

BOOK AN APPOINTMENT

MPC Interview



MPC Interviews Yvette Bratt of Broadvoice

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

Yvette Bratt, Regional Channel Manager at Broadvoice | GoContact - West Coast
yvetteb@broadvoice.com.

How are you different than other brands in your space?

We're different because we don't just hand you a platform and disappear. We're in it with you. Our solutions are built for the mid-market, so they grow with you without adding unnecessary complexity. We get you up and running fast, with real people ready to jump in and help if you need it. Plus, we have AI that's focused on making customers happier, not just speeding things up and rock-solid solutions built to keep critical industries like finance and insurance connected 24/7.

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

We combine smart AI-enabled communications and contact center technology with real-world customer experience expertise, so you actually see results, not just get handed another set of tools.

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FEATURED CASE STUDY



A CASE STUDY: GENERALI | Lifetime Partners

Overview

Generali is a major player in the global insurance industry, a strategic sector of great importance for the growth, development, and well-being of modern societies.

The Challenge

Find a solution that provides enough autonomy to parameterize and define the business without needing an advanced IT team. Adapt the IVR to the evolving needs of the company and its clients. Implement an easy-to-use, user-friendly platform for operators and supervisors to manage breaks and enhance operational monitoring. Equally important is the platform's ability to operate on a stand-alone basis.

The Solution

Implement the GoContact platform with an omnichannel vision, which provides total autonomy in parameterization, along with dashboards and real-time reporting

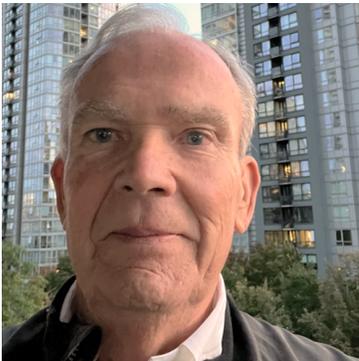
to help control performance and chat/WhatsApp channels with self-service resources for customers. The GoContact platform also integrates with the Salesforce CRM.

The Results

Improved efficiency and service times and reduced navigation time using the IVR. Reduced the number of transfers between service queues and offered new forms of communication, including the ability to resolve questions using a self-service format.

[READ MORE](#)

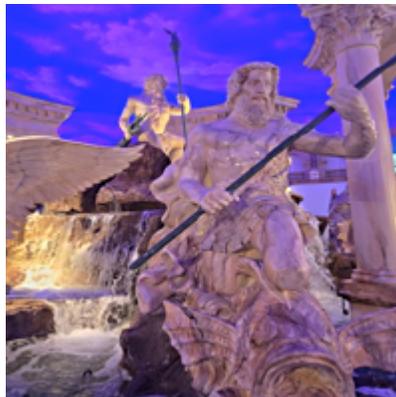
PAYMENTS PROFILER



RetailNow 2025 Caesar's Palace Wrap-up

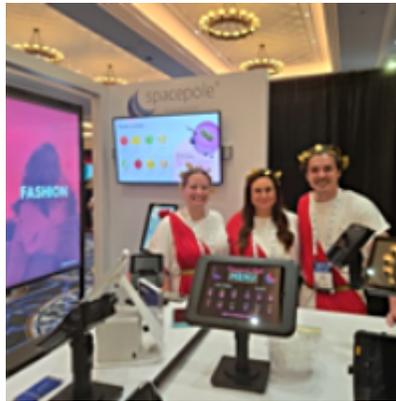
by Tom McCole

Well don't say I didn't tell you about RetailNow 25 in my last post. It was the absolute best POS reseller convocation ever! The event attracted 174, exhibitors, the most since the pre-COVID pandemic days. The vendors displayed their latest solutions for cybersecurity, emerging AI technologies, mobile POS, cloud technologies, MPoC tap-to-pay payments, managed services, and more. Hardware manufacturers from around the globe presented the latest electronic technology tools for retail, restaurants, self-checkout, and other business operations to inspire the more than 1600 reseller attendees.



Jim Roddy & Jeff Riley leading the RSPA

Since 1948, the RSPA and its predecessor organizations, SDA and ICRDA, have brought resellers together to educate their members regarding the latest industry trends and technologies. Originally, the membership sold cash registers, paper rolls, and provided on-site service, so the educational content was limited by the mechanical technology of the time. Dealers back then would willingly share their sales secrets regarding their installation successes because the industry was so localized. They didn't have to worry about significant competition. Fast forward to now, and competition comes from all directions. RetailNow 25 provides an event where dealers, ISVs, payment processors, and hardware companies share the value of working closely together to develop new partnerships to serve the complex needs of today's merchants.



New-age Romans from [Spacepole](#)

RSPA staff put together a strong list of insightful education sessions covering the hot topics of today (and tomorrow). Most of the reseller attendees were in search of new products and services to provide an edge for their merchant base.

READ MORE

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

(re)view(s)

A majority (57%) of channel partners report joint solution building - or co-creating - with vendors

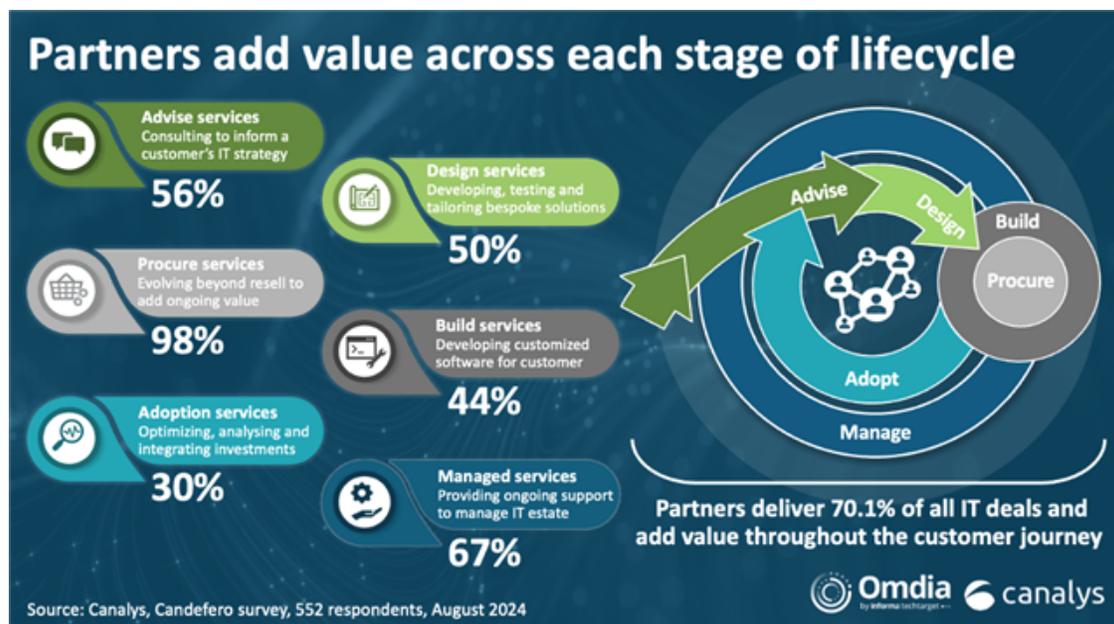
by Jay McBain via LinkedIn

Still obsessed (one year later) over the 44% of channel partners (VARs, MSPs, SIs, consultants, advisors, etc.) that are developing customized software for customers.

How much of this is purely code development versus co-innovation or co-development with vendors?

Well, we got our answer today:

A majority (57%) of partners report joint solution building - or co-creating - with vendors in our survey that closed today.



We are looking closely at the enablement program support across the hyperscalers (**Amazon Web Services (AWS), Microsoft, Google**) and major SaaS platforms (**Salesforce, ServiceNow, Workday, HubSpot**, etc.) including partner-friendly APIs, training, certifications, and competencies to drive these co-creation initiatives.

This is a key initiative for many partners - moving beyond resell margins into the rich multipliers (from \$6 to \$8 per dollar of vendor product).

Looking at AWS for example, this drives \$1.66 in additional profitable and sticky business opportunity for partners for every one of AWS' 123 billion dollars (or a \$204 billion TAM in co-creation).

READ MORE

Jay McBain is a renowned thought leader in the global channel, recognized as Channel Influencer of the Year by Channel Partners Magazine and featured in Business Review's Top 40 Under Forty, along with numerous top influencer lists. With a 30-year career in executive roles at IBM, Lenovo, ChannelEyes, and Forrester, he is a sought-after expert on industry insights and future trends. Currently, Jay is the chief analyst at Canalys, a leading firm specializing in channels, partnerships, alliances, and ecosystems.

(re)CAST



The #1 Reason WSAA's Relationships Are STRONGER Than Ever

Balancing Education And Networking Keeps Large Events Personal

FinTech Confidential host and Voalysre CEO **Tedd Huff** explores proven conference strategies with Western States Acquirers Association Officer **John Newton**, revealing why most professionals waste entire events collecting useless business cards instead of building career-changing relationships. The difference between success and failure comes down to strategic preparation:

planning key meetings ahead of time, using voice notes to capture important details, and building buffer time for spontaneous interactions.

The secret lies in positioning yourself as a resource rather than just another person seeking information. Quality connections beat quantity every time, and proper follow-up separates successful networkers from everyone else. Conference attendance has evolved into a leadership skill that accelerates career growth for those who master these proven strategies.

GET MORE

Tedd Huff is the Founder of Voalyre, a professional services advisory firm focused on global payments and DD3 Media. Over the past 26 years, he has contributed to FinTech startups as an Advisory Board Member, Co-Founder, and Chief Experience Officer, providing strategic and tactical direction for Global Payments, OpenEdge, Heartland Payments, Nuvei, and TSYS, among others, focusing on growth while delivering innovation, process improvements, and user experience-driven value to simplify the complexity of payments.



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To learn more, contact Marla@thesidehustle.cc

Are you looking to diversify your income or you're a business seeking innovative distribution channels, you've come to the right place. **The Side Hustle** is your guide on this journey to discover lucrative hustles that can transform your financial future.

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Contact us today to start your hustle or schedule your interview and start your journey to greater visibility and increased sales.

Join the hustle. Expand your reach. Grow your business.

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We're excited to have you with us. **Subscribe now.** Until then, keep hustling and making those dreams a reality.

BOOK AN APPOINTMENT



Expanding Revenue Streams: Strategic Growth Through Partnership

Tuesday | September 9 | 1:15-2:00 pm local time

Join **Tedd Huff** when he sits down with **Marla Ellerman**, **Michelle Johnson**, and **Yvette Bratt** to discuss proven strategies for growing your business through strategic technology partnerships. This panel brings together industry leaders who will share real-world examples of how businesses are successfully expanding their revenue streams by leveraging telecom, fintech, and digital commerce partnerships.

[BOOK AN APPOINTMENT](#)

UPCOMING EVENTS

August 26

[PayTech Women - North Texas Chapter LinkUp: Career Path and Mobility in Financial Services](#)

5:30 - 7:30 PM CT

Plano TX

August 27

PayTech Women - Colorado Chapter LinkUp:
Brew & Balance: Prioritizing Health While Climbing the Corporate Ranks

6:00 - 8:00 PM MT

Longmont CO

September 3-4

6th Annual PBC Conference

Capitol Hill Hotel

Washington DC

September 8

Phoenix Chapter LinkUp:

PayTech Women: Phoenix Chapter LinkUp:

StrikeFest 2025 at WSAA

5:00 - 8:00 PM PT

Phoenix AZ

September 8-10

WSAA 2025 | Western States Acquirers Association

Fairmont Scottsdale Princess

Scottsdale AZ

September 8 - 10

Partner First Conference 2025 | ScanSource

Loews Arlington Hotel and Convention Center

Arlington TX

September 8-11

MAG Payments Conference | Merchant Advisory Group

J.W. Marriott San Antonio Hill Country

San Antonio TX

September 15-16

MoneyLIVE North America

The Radisson Blu Aqua Hotel

Chicago IL

September 16-18

PCI SSC North America Community Meeting

Fort Worth Convention Center

Fort Worth TX

September 17

California Chapter LinkUp:

Equity Decoded: Navigating Stock Options for Employees and Founders

1:00 - 2:00 PM PT

Location TBD

September 18

3rd Annual CBC Summit USA (Crypto Banking, Compliance & Stablecoins)

The National Press Club
Washington, DC

September 28-October 1

2025 Genius Dealer and VAR Conference | Global Payments

Resorts World Las Vegas
Las Vegas NV

September 29-October 1

ETA Strategic Leadership Forum

The Ritz-Carlton | Laguna Niguel
Dana Point CA

October 26-29

Money 20/20 USA

The Venetian Resort
Las Vegas NV

October 27-28

Small Business Banking Conference | American Banker

The Diplomat Beach Resort
Hollywood FL

November 4-5

PayTech Women Leadership Summit

Renaissance Atlanta Waverly Hotel
Atlanta GA

November 17-18

BTS | Banking Transformation Summit

Charlotte Convention Center
Charlotte NC

November 18-20

Future Branches

J.W. Marriott
Austin TX

December 1-3

PAXCON 2025

Loews Sapphire Falls Resort at Universal Orlando
Orlando FL

December 9-11

ABS & Fintech Specialty Finance Forum 2025 | Opal Group

Waldorf Astoria Monarch Beach
Dana Point CA

December-11

Tampa Bay Chapter LinkUp:

End of Year Holiday Celebration at Kendra Scott

6:00 - 8:00 PM ET

Tampa FL

MPC Media Partner Advertisement



September 8
Golf Tournament

September 9-10

WSAA 2025

Fairmont Scottsdale Princess
Scottsdale AZ

REGISTER NOW!

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September 8

Phoenix Chapter LinkUp:
PayTech Women - StrikeFest
2025 at WSAA

5:00 - 8:00 PM PT

Scottsdale AZ

REGISTER TODAY!

MPC Media Partner Advertisement



Bodega Ai

MEET US at WSAA!
Booth 235

www.bodegaai.com
hello@bodegaai.com

September 9-10

WSAA 2025

Fairmont Scottsdale Princess
Scottsdale AZ

See what AI can do for your
small business POS.

Look for us at Booth 235!

JOIN US at WSAA!

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NEXGO

BOOK A DEMO
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WSAA
WESTERN STATES ACQUIBERS ASSOCIATION

WSAA 2025 | BOOTH 124

September 9-10

WSAA 2025

Fairmont Scottsdale Princess
Scottsdale AZ

Visit us at Booth #124

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WSAA
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September 9-10

WSAA 2025

Fairmont Scottsdale Princess
Scottsdale AZ

We'll be attending! **Set up a meeting with us.**

SEE YOU at WSAA!

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OCTOBER 26-29, 2025
LAS VEGAS

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TO SAVE **\$250**

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Money 20/20 USA

The Venetian Resort

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2025
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Loews Sapphire Falls Resort
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BLOG



The Power of AI Point of Sale for Merchants & ISOs



How Broadvoice | GoContact's CCaaS Transforms Credit Union Member

Onboarding and Staff Support



RetailNow 2025 Caesar's Palace Wrap-up

BLOG ARCHIVE

PRESS

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The Side Hustle

Broadvoice and The Side Hustle Announce Strategic Partnership to Empower Agents and ISOs in the Payments Space

PRESS ARCHIVE

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