



# NEWS and VIEWS

FEBRUARY 2026

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**DFYCAMPAIGN**



## Letter from the Director

Dear MPC Community,

Welcome to the February edition of ***News and Views!*** As we move deeper into 2026, the pace of change across payments and commerce continues to accelerate—and so does the opportunity for all of us to lead, adapt, and innovate.

This month, we're highlighting key developments shaping the industry right now, including emerging technology trends, regulatory updates, and fresh perspectives from across the **MPC community**.

Whether you're focused on strengthening merchant relationships, improving customer experiences, or preparing for what's next in the payments landscape, we hope this issue brings you timely insights and practical takeaways.

As always, thank you for staying connected and engaged. The strength of MPC is in its members, partners, and shared collaboration—and we're proud to continue bringing you the voices and information that support your work.

Special thanks to **Tristen Giles** and **DFYCampaign** for sponsoring this month's

newsletter. We've partnered with DFYCampaign to enhance MPC's decades-deep marketing experience by bringing DFY's expertise in **advanced marketing tools, paid advertising, and lead conversion** to MPC's suite of services. [Contact us today](#) to find out more.

I'll be at **Transact** in Atlanta in March 18th to the 20th. Get in touch if you'd like to meet up!

Warm regards,



**Marla Ellerman**

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

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

Founder | [The Side Hustle](#)

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**MPC Interview**



## **MPC Interviews Tristen Giles of DFYCampaign**

***Please tell us your name, title, company, and email address to provide to prospective participants interested in receiving more information.***

Tristen Giles, Founder of DFYCampaign,  
[tristen@dfycampaign.com](mailto:tristen@dfycampaign.com)

***How are you different than other brands in your space?***

As a technology company first, we have focused on creating an efficient process that produces results month after month. This efficiency has allowed us to keep the price point low to allow smaller and medium-sized companies access to the same resources as major market businesses.

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

Our value proposition is simple. We step in to eliminate digital hurdles and help businesses get the most out of the internet. Whether we're focused on generating more leads or increasing a company's conversion rate, everything we do online is done with a specific intention!

***What recent challenges have your company's leadership faced and how did you overcome them?***

The recent challenges our company's leadership has faced revolve around new technology and AI. Every day, new tools are released into the market

that can either be very helpful or not helpful at all! The challenge comes with the fact that we have to try them all to ensure we create the most efficient process for our clients. In pursuit of this efficiency, we miss out on resources that could benefit us internally. We've quickly overcome this hurdle by partnering with teams that focus on internal process technology, not external-facing technology, as we do!

[READ MORE](#)

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## FEATURED VIDEO



## Who is DFYCampaign and What is DFYCampaign?

A team designed to step in for businesses & brands to handle all of the online headaches. We determine exactly what tools, platforms, and systems need to be in place, and then we physically manage each of them instead of simply telling you to do it. We're not your average digital marketing agency or consultancy. Our team is structured to be your digital management resource entirely. In an era where new software and AI tools are released every hour, it is crucial to have the right help to navigate these waters. Visit our [website](#) to learn more.

**WATCH HERE**

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# FEATURED NEWS

ARTICLE

## **DFYCampaign: Empowering Small Businesses with Affordable Digital Marketing Solutions**

by CIO Times Contributor

*Empowering businesses with affordable digital marketing, DFYCampaign simplifies growth and strengthens communities.*

In today's fast-paced digital world, many small and medium-sized businesses struggle with the complexities of online marketing. Finding reliable and affordable partners for social media management and paid advertising can often feel overwhelming. DFYCampaign seeks to address these challenges by

providing affordable digital marketing solutions designed to help small businesses grow and thrive.

## **The Genesis of DFYCampaign: Offering Affordable Digital Marketing Solutions**

Founded by Tristen Giles, DFYCampaign was created to provide small and medium-sized businesses with access to high-quality digital marketing services that would typically be out of their reach due to budget constraints.

DFYCampaign aims to bridge the gap in a landscape where large enterprises typically dominate the digital marketing space, making it difficult for smaller businesses to compete.

“At DFYCampaign, we aim to offer businesses an affordable way to scale and grow through comprehensive marketing strategies,” says Tristen Giles, Founder of DFYCampaign. “Our goal is to provide expert services at a price point that suits small business budgets without compromising on quality.”

Unlike many digital marketing agencies that outsource tasks to overseas teams, DFYCampaign’s professionals are based in the U.S., offering clear communication, prompt responses, and a deeper understanding of the unique challenges faced by American businesses.

### **READ MORE**

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#### BLOG

### **Why Social Media is One of the BEST Growth Strategies for Tax Pros — and How You Can Win Without Doing the Work**

by Tristen Giles

**If your tax firm only shows up during tax season, you’re already behind.** Clients aren’t just looking for help in April — they’re looking for answers all year long. And they’re looking on social media.

Whether you're a CPA, EA, or tax consultant, your clients are asking questions, seeking referrals, and checking out your brand online — often before you even know they're interested.

Social media isn't optional anymore. It's a **silent salesperson**, a **trust builder**, and a **client engagement tool** — all in one. Let's break down exactly why that matters for your firm.

### **1. Social Media = Reaching New Clients**

You don't need a Super Bowl ad. You need a simple, consistent presence where people already scroll — LinkedIn, Instagram, Facebook, or even YouTube Shorts.

By posting tax tips, real-life scenarios, or answering FAQs in short-form videos or carousel posts, you extend your firm's reach far beyond your current client list — without paid ads or extra hustle.

Most of your competitors aren't doing this. That's your advantage.

### **2. Stay Involved With Clients Outside of Tax Season**

If your only interaction with a client is in March or April, you're forgettable. But if your firm is popping up with:

- Tips during the year
- Deadline reminders
- Budgeting or audit-prep advice
- Quick updates on IRS changes

...you're not just their tax pro — you're their **go-to financial voice**. That's long-term retention with zero push.

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**Partners, Payments, and Technology**

**Expand your offerings without increasing  
your work load**

To learn more, contact [Marla@thesidehustle.cc](mailto: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.

**Ready to take the next step?**

**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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(re)view(s)

PODCAST



## **BaaS Explained: Why Community Banks Are Winning Sponsor Bank Deals in 2025**

Banking as a service, community banks, and fintech partnerships are reshaping how small businesses access financial products. **Tedd Huff**, CEO of fintech advisory firm Voalyre and founder of Fintech Confidential, along with **Stephen Bishop** of amBaaSador and Fintech Confidential, Confidential Informant, sits down with **Lindsay Borgeson**, President of Partner Banking at Core Bank, to break down how a community bank in Omaha built a full BaaS platform from scratch without a top-five bank playbook.

### **MORE HERE**

*Tedd Huff is the Founder and CEO of Voalyre and the creator and host of Fintech Confidential, with more than 26 years in fintech and payments advising startups and public companies on strategy, growth, and user experience.*

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## PODCAST



### **Girls Just Wanna Have Funds**

Jenna Padilla from Goat Payments shares knowledge, answers timely questions, and helps us understand how smarter payment solutions can support long-term success.

*Girls Just Wanna Have Funds is a podcast dedicated to real conversations about women, money, and career confidence in the fintech and payments space. Created by a group of female industry veterans--Jenna L. Padilla, GOAT Payments, Sarah Adams, ISVPay, Gretchen Bender, MAPP Advisors, and Naomi Mastera, NMI--the show blends professional insight with authenticity and humor to uplift and connect women across the industry.*

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MPC Media Partner Advertisement



**March 18-20**  
**Transact | ETA**  
Georgia World Congress Center  
Atlanta GA

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MPC Media Partner Advertisement



**October 18-20, 2026**  
**Money 20/20**  
The Venetian  
Las Vegas, NV

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**UPCOMING EVENTS**

**Feb 17-21**  
**ETHDenver 2026**  
LVC at the National Western Center  
Denver CO

**Mar 17-18**

**DC Blockchain Summit 2026** | TDL (The Digital Chamber)

Capital Turnaround

Washington DC

**Mar 17-20**

**Transact by ETA**

Georgia World Congress Center

Atlanta GA

**Mar 24-26**

**Digital Asset Summit | Blockworks**

Javits Center North

New York NY

**Mar 24-26**

**Fintech Americas**

Hotel Fontainebleau

Miami Beach FL

**Mar 30 - Apr 1**

**Fintech Meetup**

Mandalay Bay Convention Center

Las Vegas NV

**Mar 31 - Apr 1**

**Chainalysis Links 2026**

New York Marriott Marquis

New York NY

**October 18-20, 2026**

**Money 20/20**

The Venetian  
Las Vegas, NV

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