

2008 Workshops

Battleground States: Lessons Learned in 2008 and What's on the Horizon in 2009 for the Payday Advance Industry

William Murray, MWW Group, Moderator
Mary Jackson, Cash America International
Terry Lawler, Blue Ridge Strategies
Eric Norrington, ACE Cash Express

The past year has proven to be very challenging for the payday advance industry on the legislative front, as states continue to consider how they want to regulate the industry. This workshop topic, which was a well received general session presentation at last year's Conference, will discuss the legislative battles that took place in Ohio, Arizona, Virginia, New Hampshire, and other states. The panel will highlight the lessons the industry has learned in 2008 and will provide insight on what can be expected in 2009.

Collections

Steve Hanson, Oak Brook Financial Corporation
Thom Shauklas, Oak Brook Financial Corporation

Having an effective collection process is critical to the financial success of your company. This workshop will provide you with methods and strategies to optimize your collection of returned checks and bad debts.

Compliance for Payday Lenders: Making Sense of the Regulatory Alphabet Soup

Cliff E. Cook, Compliance Services, Inc.
Ron Gorsline, Esq., Chambliss, Bahner & Stophel, P.C.

Over the past few years, compliance with the Bank Secrecy Act, USA PATRIOT Act and other anti-money laundering laws have received much publicity and attention, however, for Financial Service Centers that also offer payday advances, compliance with a plethora of other federal laws cannot be ignored. The presenters in this workshop will review the various federal laws and regulations affecting payday lenders, including the Truth-In-Lending Act/Regulation Z, Equal Credit Opportunity Act/Regulation B, Gramm-Leach-Bliley-Act/Regulation P, Electronic Funds Transfer Act/Regulation E; the Military Lending Act, and Fair Debt Collection Practices Act.

Direct Deposit: Friend or Foe?

James R. Wells, Wellspring Consulting International, Moderator
Allen Klose, ACE Cash Express
Rick Lake, California Check Cashing Stores, LLC
Jon Nelson, NetSpend

Since the advent of direct deposit many operators within the Financial Service Centers industry have viewed this technological advancement as a threat to business and, specifically, to check cashing volumes. However, with the emergence of stored value cards as a popular form of storing and accessing funds, a growing number of Financial Service Centers have embraced direct deposit as a tool for maintaining customer relationships and expanding revenue sources. This panel will explore some of the common myths about direct deposit, review the pros and cons of offering direct deposit, and provide you with valuable information which will help you decide whether direct deposit is right for your company.

Diversifying Your Company's Product Line to Compete in Today's Marketplace

Pat Cirillo, Cypress Research Group

Ronald Hans, Nationwide Cellular

Ira Krell, David's Financial Corp

For many decades, the Financial Service Center industry has been leading the way in economic inclusion. The entrepreneurial spirit, which is at the core of Financial Service Centers, drives innovation in developing products and services which are responsive to consumer demand. This workshop will explore how Financial Service Centers can go about identifying what products and services consumers desire to ensure compatibility between the products and services offered and those which consumers need. The panel will also illustrate some of the ways Financial Service Centers are expanding their product line to ensure a satisfied consumer and economic prosperity.

The Future of the Financial Service Centers Industry

Edward P. D'Alessio, Esq., Winne, Banta, Hetherington, Basralian & Kahn, P.C., Moderator

Joseph Coleman, Rite Check Cashing, Inc.

Randall G. Dotemoto, Kinecta Federal Credit Union

Fraser MacKechnie, Amscot Financial

Industry consolidation, Internet payday loans, declining check cashing transactions and increasing regulatory scrutiny make this an interesting and challenging time for Financial Service Centers. The panel will review some of the challenges that lie ahead for the industry, as well as discussing opportunities for growth.

The Keys to Maintaining a Positive Employer-Employee Relationship

Edward P. D'Alessio, Esq., Winne, Banta, Hetherington, Basralian & Kahn, P.C.

Aggie Clark, Moneytree, Inc.

Gigi Vasquez, Rite Check Cashing, Inc.

This workshop will focus on the processes, including hiring practices and orientation of new employees that employers should develop and implement in order to promote and maintain a positive employer-employee relationship. The workshop will cover the design and

implementation of systems to solicit employee feedback and to foster constructive improvement in the workplace. The workshop will also discuss common workplace issues currently affecting financial service center businesses. Workshop attendees will have ample opportunity to ask “real life” questions of the presenters, who have extensive experience in human resource issues.

Legal Issues Affecting the Financial Service Centers Industry

Roman Vaccari, Esq., Winne, Banta, Hetherington, Basralian & Kahn, P.C., Moderator
Ted Eades, General Counsel, ACE Cash Express
Bill Ettelson, General Counsel, PLS Financial
Paul Soter, Esq.

This workshop will cover in-depth the joint-agency “red flag” rules promulgated last year under the Fair and Accurate Credit Transactions Act. The regulations, which apply to payday advance providers, took effect on January 1, 2008 and compliance will be mandatory beginning on November 1, 2008. The workshop will also include a discussion on various pertinent legal issues and topics relating to the Financial Service Centers ranging from the keys to drafting a sound and enforceable arbitration agreement to local municipalities’ attempts to restrict or eliminate Financial Service Centers through local zoning ordinances.

Legal Issues in Buying or Selling a Financial Service Business

Bruce Balonick, Esq., Arenstein & Lehr, LLP
Richard Wolloch, Esq., Winne, Banta, Hetherington, Basralian & Kahn, P.C.

The key factor in purchasing or selling an existing financial services business is the receipt of regulatory approvals but it is increasingly important that purchasers focus on a wide array of due diligence matters, any one of which could turn your new dream location into a nightmare. This workshop will provide a comprehensive review of issues you need to be aware of prior to acquiring or selling your business. The workshop features two highly experienced transactional attorneys who have represented buyers and sellers in numerous transactions involving Financial Service Centers.

Marketing Strategies That Improve Perceptions and Profits

Lou Costantini, Grafico, Inc.
Jim Higgins, Grafico, Inc.

In today’s competitive environment, an effective marketing strategy is more important than ever. Financial Service Centers offer the consumer a variety of valuable services, but just offering them is not enough. You need to effectively communicate your offerings to empower consumers to make a choice and to do more business with you. This session will address the importance of a solid marketing strategy along with realistic examples of how progressive operators execute their brands and product messages through their store design, signage, and the total retail experience. Various, affordable marketing campaigns that will positively impact your

business will also be discussed. Get ideas that you can put to work immediately from the industry's thought leaders in financial services retailing.

Maximizing Profitability and Customer Loyalty Through FiSCA's Consumer Empowerment Program

Edward P. D'Alessio, Esq., Winne, Banta, Hetherington, Basralian & Kahn, P.C., Moderator
Corey Stone, PRBC
Brandon Thompson, NetSpend

FiSCA and its members have proactively pioneered and implemented a consumer empowerment program, consisting of a savings, credit building, and financial education components, which is designed to advance the overall financial well being of low-and-moderate income consumers. However, the Consumer Empowerment Program is not just beneficial to consumers, it also can be utilized by Financial Service Centers to develop and maintain customer loyalty, as well as maximizing profitability.

Mergers & Acquisitions: What is Your Business Worth in Today's Market???

Bruce Miller, Stephens, Inc.
Jerry Robinson, Servius Capital, LP
Ted Saunders, Checksmart Financial Company

Would you like to know how the value of your business is affected by the current economy? If so, this workshop is for you. The participants will present and explore the current state of the markets and discuss valuation amid the credit crunch and the existing regulatory environment. Factors impacting the current financing of businesses will also be presented.

Minimizing Bad Check Losses Through Modern Technology

Stuart Tapper, Unbank Company, LLP

Are you utilizing current technology to reduce your company's bad check losses? In this workshop, you will learn how to minimize bad check losses through resources that until recently were not available to you. The workshop will also cover how to use tools such as the Internet to find information on makers or payees to better assist your decision-making when banks will not verify information.

The Nuts and Bolts of Internet Lending

Roman Vaccari, Esq., Winne, Banta, Hetherington, Basralian & Kahn, P.C., Moderator
Sarah Fagin Cutrona, Esq., ThinkCash
Michael Raskasky, Esq., Harlowe & Falk LLP
Steve Crispinelli, Cyberdreaming

Over the past few years, Internet lenders have quickly emerged as a major source for payday lending. Today, it is estimated that Internet payday lending constitutes approximately 15% of the total loan volume, with that market share growing each year. In this workshop, the panel will review and discuss the emerging Internet lending market, the various business models that are being utilized, and the existing regulatory environment. The presenters will also walk you through an Internet loan transaction, highlighting operational issues that you need to be aware of and identifying legal requirements that are unique to an Internet transaction.

"Out of the Box: Ten Practical and Easy Ways to Make Your Business More Profitable."

Jeffrey M. Shyne, Greenhouse Organizational Resources

In today's economy you have to work harder and smarter just to maintain past profitability levels. This workshop will provide you with 10 principles that will enable you to take your business to the next level. Participants will leave with a set of management tools and techniques that will help you to improve your business' leadership, training, and customer service.

Preparing for a Compliance Audit

Wanda Griffin, Chief, BSA/Special Programs, Internal Revenue Service

This workshop will provide a comprehensive overview of what to expect during an Internal Revenue Service Title 31 BSA compliance exam. Wanda Griffin will discuss all aspects of the examination; from the receipt of the appointment letter to the issuance of the Letter 1112. This session is designed to be interactive. Don't pass up the opportunity to ask the IRS questions about the examination process.

Reducing Your Costs Through Electronic Check Processing

James R. Wells, Wellspring Consulting International, Moderator

R. Craig Schafer, Money Service Centers of Hawaii, Inc.

Jeff Ringer, Unbank Company LLP

Daniel Roberts, Merchants Bank of California

In the 3 years since the Check Clearing for the 21st Century Act became effective, the growth of image-based check clearing has been nothing short of explosive.

Electronic Check Processing offers substantial benefits, including same-day funds availability, same-day return of uncollected items, reduced borrowings against uncollected items, and the ability to deal with virtually any bank in the country.

Learn how two FiSCA members are using electronic check processing technology to improve their operations.

Small Dollar Loan Dialogue Meeting Report and Discussion

Gerald Goldman, FiSCA General Counsel

Eric Norrington, ACE Cash Express

Jennifer Tescher, Center for Financial Services Innovation

Prior to the start of this year's Conference, FiSCA hosted a meeting of a diverse group of small dollar loan stakeholders, including industry representatives, regulators, researchers, economists, and consumer groups, to work with FiSCA in evaluating existing small dollar credit alternatives and on developing a new and additional small-dollar loan product that is sustainable, supportable, scalable, profitable and adequately satisfies consumers' need for small dollar, short-term credit. This workshop will provide you with a report on that meeting and open the floor to a discussion about the process.

Washington's Perspective on Consumer Finance Issues & the Impact on Payday Advances William Sellery, Sellery Associates, Inc.

Washington's policy-makers are taking an increasingly hard look at consumer finance issues, and decisions they are likely to make in the coming year are certain to have a significant impact on the payday advance industry. Beyond subprime lending and credit card practices, Washington will examine stored value cards, access to credit, savings opportunities, and financial literacy for consumers. Both Congress and the federal regulators are looking beyond the restrictive Military Lending Act to see what kind of blanket federal laws and regulations governing payday advances should be considered as part of broader consumer protection initiatives. This workshop will examine both the substantive and political issues bearing on how those decisions will be made, and the effect on your payday business. It will be time well spent for your future business planning.

Compliance Certification

The training curriculum will include the following sessions:

Day I. Does Your AML Program Measure Up?

Participants will learn how to spot flaws and weaknesses in existing programs and how to bring old programs up to date. Interactive discussion on BSA/AML program requirements, common BSA violations, and the independent review process. Also covers the IRS Title 31 examination process and responding to violation notices.

Day II. Moneylaundering, Frauds and Scams

Discussion of "real world" examples of money laundering and fraud schemes that can wipe out legitimate companies. Participants will learn how to monitor and decipher transactions to protect their businesses against financial losses and penalties. Covers recent enforcement actions against MSBs and identifying "red-flags."