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In the Limelight

Transaction Trends Profiles 10 Industry Leaders and Luminaries

Visionaries. Role models. Leaders. These words are bandied about the business community regularly, so much so that they start to lose their meanings. What constitutes a visionary? Who qualifies as a role model? What does it take to be a leader?

In the acquiring business, the following individuals answer those questions, but each one does so in his or her own way. That's why *Transaction Trends* decided to avoid the clichés and recognize each of them with an individual designation. All of these people exude admirable qualities that are quintessential to professional stardom, such as integrity, passion, intelligence and the ability to encourage the same in their co-workers. At the same time, each is recognized as a unique individual who has been successful in a specific facet of our business. In an industry that runs on innovation and creativity, the profiles on the following pages spotlight 10 people who truly stand out from the payments pack.

ACQUIRING ACQUIRER

Growing by making the right purchases



Joni Floyd
Sr. Vice President/COO
TransFirst

Mergers and acquisitions seem to happen every day in the payments world. But success is not about how many companies you buy. It's about partnering with the right companies at the right time for the right reasons. TransFirst's growth serves as a prime example, focusing on particular verticals and building its ranks through smart acquisitions. When the company was recapped in 2000, with GTCR, Joni Floyd contributed to developing a strategy that allowed TransFirst to leverage its platforms to hit it big and become a major processing player.

"We looked at companies that were just as focused and could bring us incremental volume," says Floyd. "We targeted our acquisitions to reflect our marketing strategy, incorporating independent sales service groups and card-not-present businesses, as well as health care and financial institutions. This 'Acquiring Acquirer' honor speaks to the fact that while TransFirst pursued strategic growth vertically, we also supported our channel partners. That's something I am very proud of. Our proprietary systems and products allow for not just one size fits all. We are built for service for both sets of clients."

When one speaks to Floyd, there's a smile in her voice that reflects the passion she feels for the industry, her organization, her colleagues and her clients.

The secret to a successful acquirer is, first and foremost, the happiness of their customers. Considering that TransFirst is celebrating its tenth anniversary and is currently ranked as the ninth largest acquirer in the country, one could say they've certainly kept their customers happy. Part of the reason is Floyd.

"I've been in this business since I was 19 years old and it's great to have that acknowledged," she says. "I've seen our business go from knuckle busters to wireless. I've seen the dynamic of the business change but through it all, we've remained responsible."

Like a number of her fellow industry icons, Floyd believes in the philosophy of doing what you say you are going to do—and doing it right the first time. For her, it's all about making a plan and effectively managing it. "We are in the service business and there are going to be day-to-day challenges—and opportunities," says Floyd. "It's a complicated delivery service. Because of that, when you encounter an interruption, you've got to address it head on and take care of it immediately."

Hand in hand with Floyd's passion is her energy and determination. It is what has made her shine.

"My father said I had un-embarrassable tenacity," says Floyd. "My mantra might be 'Did you really tell me no or did you tell me you are going to think about it!' I have a strong dedication to our industry and an even stronger belief in not settling. I love watching my team grow. I love teaching them how to achieve and giving them a platform in which they can achieve. I love being a mentor."