

## Merchant Strategic Leadership Team Mandate

- To connect merchants with information and other stakeholders - related to EMV, contact and contactless cards, mobile payment, and other emerging payment applications and technologies in the Canadian market.
- To support merchants and help them better understand the roadmap, issues and opportunities
- To provide a neutral forum in which merchants can share information and best practices
- To identify questions and answers that can facilitate payment in the Canadian market
- To recognize merchants as key stakeholders in secure payment



## Introducing the ACT Canada Merchant Strategic Leadership Team

As EMV credit and debit cards enter the Canadian market, merchants must make decisions around compliance, training and other investments. This is complex, given the diversity of merchant POS systems across Canada.

To help merchants get information to assist in their decision making, ACT Canada formed the Merchant Strategic Leadership team (MSLT) in 2008. The team helps identify gaps in information or support that might hamper their progress and it establishes a new channel for them to access help.

Team members share information and best practices, as well as hear from guest presenters. We also reach out to other EMV stakeholders to facilitate dialogue, a critically important step to gathering information.

### ACCOMPLISHMENTS TO DATE

[WWW.EMVCANADA.COM](http://WWW.EMVCANADA.COM) – Designed for Merchants

This web site, sponsored by ACT Canada, contains information and a merchant forum where merchants may post questions anonymously. ACT Canada members provide answers.

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## Participating Organizations

### Active and Auditing

- ACT Canada
- Air Canada
- Best Buy Canada
- Canadian Tire Financial Services
- ExxonMobil Business Support Centre Canada
- Grand & Toy
- Hudson's Bay Company
- Imperial Oil
- Indigo Books & Music
- InterTan Canada - The Source by Circuit City
- LCBO
- Loblaws Inc
- Loyalty Group
- Macs Convenience Stores Inc
- McDonald's Restaurants of Canada Ltd
- MEI Inc
- Ontario Lottery & Gaming Corp
- Overwaitea Food Group
- Petro Canada
- Pharmasave
- Shell Canada Limited
- Sherson Group
- Shoppers Drug Mart
- Tabi
- Ticketmaster (IATS)
- Tilley Endurables
- Wal-Mart
- Winners Merchants International

As merchants are being asked to invest (in EMV), it is timely to look at how they can best be engaged in the introduction of these and future changes.

*From a presentation at Cardware 09: Payment Insights*

## Merchant SLT Chairs

The team is chaired by:

**Stan Leung**  
Loblaws  
stan.leung@loblaw.ca

**Catherine Johnston**  
ACT Canada  
catherine@actcda.com

To access the "Engaging Merchants" presentation go to:

<http://www.actcda.com/Murray.pdf>



For more information about ACT Canada, the stakeholder association, please go to [www.actcda.com](http://www.actcda.com)

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### Accomplishments to Date

Questions to date are related to:

- Business Concerns
- Customer Transactions
- Cashier/Staff Education
- What Happens When...?
- Hardware Related
- Card-Not-Present
- & General

They can be found at

<http://www.emvcanada.com/forum.pdf>

### Connecting with Experts

Merchant team members have benefitted from sponsored or discounted registrations to ACT Canada's Cardware conferences in the past two years, where the merchant track has been focused on merchant issues and opportunities related to secure payment. There will be discounted registrations for merchants at Cardware 2010.

### At the Podium

"Engaging Merchants: What will it take to turn them into partners?" was the presentation the team made to the financial sector at the June 2009 Cardware. You can find it at <http://www.actcda.com/Murray.pdf>

### 2010 Focus

The team will be reconvening in 2010 to continue the discussion and focus on the following items:

- Development of a paper focused on helping other payment stakeholders understand and appreciate merchant requirements
- Bringing retailers into the discussions of the Mobile Payments team
- Lobbying associations and councils
- Identifying what remains to be done on EMV implementation in Canada and how best to meet liability shift dates
- Sharing lessons learned and best practices on PCI and EMV

**Next Meeting** – March 4<sup>th</sup> 10 - to noon at:

LoyaltyOne Inc.  
438 University Avenue, Suite 600  
Toronto, Ontario  
M5G 2L1

For an invitation, please email [diane@actcda.com](mailto:diane@actcda.com)

**We would like to thank the Merchant Strategic Leadership team members for their hard work and contributions**

We welcome new members to the group who would like to provide input and to influence the development of the secure payments market in Canada.

Membership is open to all merchants in Canada and the United States.

If you would like to participate in the Merchant Strategic Leadership Team or other ACT Canada initiatives, please contact:

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