Driving positive change in the payments industry through collaboration and advocacy of merchants’ interests

Discover the MAG Advantage

The Merchant Advisory Group (MAG) addresses a broad range of payments issues with no limitations in scope. Make the MAG part of your business strategy. Join the leading organization shaping the future of payments acceptance and gain a competitive advantage for your business.

Members represent all key merchant verticals including:

- Big box retail
- Warehouse retail
- Petroleum/convenience stores
- Grocery
- Small ticket/restaurants
- Airlines
- Hotels
- e-Commerce

Subscription/recurring billing, leasing, and kiosk verticals are also present and growing. Because of this, merchants have the unique opportunity to network with their peers in other industry segments, and to share potential solutions to shared problems.

The Merchant Advisory Group (MAG) was founded in 2008 by a small visionary group of merchants in the payments field dedicated to driving positive change in payments through multi-stakeholder collaboration. According to our year-end 2016 survey, the MAG represented over 130 of the largest U.S. merchants which account for over $3.3 Trillion in annual sales at over 900,000 locations across the U.S. and online. Roughly $2.6 Trillion of those sales and over 66 Billion card payments are electronic which represents approximately 59%* of total U.S. card volume. MAG members employ over 12 million associates.

*MSource of Total U.S. card volumes: Federal Reserve Payments Study 2016

**Mission:** Driving positive change in the payments industry through collaboration and advocacy of merchants’ interests.

**Vision:** An improved and equitable payments ecosystem.

Join the most well-informed and experienced merchant payments professionals in the payments industry. Learn more at [www.merchantadvisorygroup.org](http://www.merchantadvisorygroup.org) or contact MAG Director of Membership and Administrative Services, Kari Hartley, at kari.hartley@merchantadvisorygroup.org.
WHAT’S IN IT FOR MERCHANTS?

PARTICIPATION IN A COLLECTIVE VOICE
When you join the MAG, you regularly meet with the largest merchants in the world and work with the payment companies as one cross-industry merchant voice. Together, merchants gain momentum on initiatives that support positive change.

PROACTIVE STRATEGY
As a MAG member you’re joining a strong organization based on prioritization of merchant interests. The MAG brings all stakeholders involved in an issue together, so operational challenges can be identified and effectively acted on through collaboration and advocacy efforts.

PERFORMANCE IMPROVEMENT RESOURCES
MAG members have exclusive access to educational tools and resources including timely articles on payments industry developments, industry expert analysis, best practice and knowledge sharing, and structured training to help improve performance.

BUILDING A STRONG NETWORK
Our membership represents the country’s most knowledgeable and well informed merchant payments experts who actively share best practices, debate issues, and advocate for positive change with other payment ecosystem stakeholders.

COMPLIMENTARY ATTENDANCE AT CONFERENCES
The MAG’s Annual and Mid-Year Conferences provide valuable opportunities for education, networking, best-practice sharing, reviewing new technologies, and engaging with key stakeholders. Members receive three complimentary registrations for each MAG conference.

MEMBERS ONLY RESOURCES
Whether you are new to the payments industry or an experienced payments professional, the MAG provides valuable resources exclusively to members, including timely articles on payments industry developments, advocacy efforts, member and sponsor perspectives, which are available through the MAG Website, the MAG Quarterly Newsletter, Payments News, Webinar Recordings, and Best Practices Surveys.

The MAG has allowed me to learn the industry and quickly get up to speed on critical current events that impact my business today and in the future. For my company, our involvement in MAG activities, both at the conferences and through webinars and educational sessions, helps to make Phillips 66 more knowledgeable and drive better decisions, better advocacy, and real money to our bottom line.

– Greg Pellegrino, Director, Contracts and Systems Performance, Phillips 66
MAG Member since 2008

WHO SHOULD JOIN

MAG membership is made up of merchants only. Typical MAG Members are:

- Individuals who want to help drive positive change in the payments industry.
- Payments operations or payments technology subject matter experts willing to share knowledge.
- New payments professionals looking to gain a foundational knowledge of payments and the ecosystem.

Interested in joining the MAG?

EDUCATION

The MAG provides education and training opportunities designed to help members improve performance today and prepare to address issues on the horizon.

ANNUAL CONFERENCE (SEPTEMBER)
Delivers timely educational topics featuring top-industry experts, best-practice sharing, insights into technologies, and networking opportunities across verticals.

MID-YEAR CONFERENCE (FEBRUARY)
Provides an additional opportunity for in-person networking and helps members keep pace with hot topics and emerging issues.

WEBINARS (MONTHLY)
One-hour sessions featuring industry experts discussing issues and strategies on hot topics in the payments industry.

EDUCATION SESSIONS
Held two times a year during the conferences, these optional education sessions, such as Payment 101 and Payment Strategies provide opportunities for in-person training.
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It is essential that all stakeholders across the payments spectrum meet to address issues that impact our respective industries...the MAG provides that forum. It is one of the few organizations where merchants and the payments industry collaborate on developing “best practices” and drive out inefficiencies in the payment ecosystem.

– David Hogan, Executive Director, Heartland Payment Systems
MAG Elite Acquirer Sponsor since 2012

Networking

Networking opportunities throughout the year include two conferences, monthly webinars and more. Members seeking to network within their vertical can participate in special interest groups focused on:

• Petroleum/Convenience Stores
• Small Ticket/Restaurant
• e-Commerce
• Mass Merchant/Department Store/Retail/Grocery

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SPONSORSHIP

Our Annual Sponsors are important business partners. The MAG provides sponsors many opportunities to engage with Merchant Members and become actively involved in helping the organization achieve its goals. To become an Annual Sponsor; visit the MAG website, www.MerchantAdvisoryGroup.org, view opportunities and the full list of Annual Sponsors.

Special thanks to this year’s Elite Acquirer Sponsors

Bank of America – First Data – Heartland

J.P.Morgan – vantiv Now Worldpay

Visit the MAG website to see a full list of our annual sponsors.

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