



SigALERT

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One-On-One with Signature Card Services' Christine Bednar

We sat down with Christine Bednar - Signature Card Services' partner, mother of two, and inspiring businesswoman - to ask her about the roles she takes on and how she manages success in all facets of her life.

1. Please tell us what being a business owner means to you and why you became an entrepreneur in the first place?

I actually hadn't planned on being an entrepreneur. It kind of happened by default. My fellow partners, Cliff and Kirk, were working with me at another ISO at the time. When we all left that company, we stayed in contact and would hold weekly meetings, where we threw ideas around about what we would do next. We'd discuss payment processing solutions and talk about how we wanted to run a company, where the greater good of our merchants was the fundamental, core focus.

It was really through our friendship and ongoing conversations in these weekly meetings that led us to dream up Signature Card Services. In our experience, we had seen too many instances, where honesty and reliability were missing elements of the payment processing space. We wanted to take on the responsibility of building a better processing company, where we held ourselves accountable to our clients, employees, and partners.

Being a business owner is not something I take lightly; I feel a strong responsibility to my employees and my partners. I am committed to creating an environment where we all value each other, and where ethics and integrity take center stage of everything we do.

2. What or who has been your greatest influence in business and why?

I would say my parents have been my biggest influencers because of the strong work ethic they instilled in me. They both worked for fortune 500 companies and were great examples when I was growing up - they worked hard and inspired me to be my best.

Another person that was a great influence on me was our CPA, Tim Smith. He took me under his wing and educated me on managing finances. He gave me a strong footing, and the principles he has taught me really inspired me to continue to learn more.

Lastly, I think my passion for what I do and the challenges of owning my own business



have been inspiring to me. I think most entrepreneurs have good intuition and being so in tune with mine is something that has always helped guide me and lead me in the right direction.

3. What one thing have you learned as a business owner that has served you well over the years?

The number one thing I have learned is to treat people fairly. I've always believed in the Golden Rule - to treat people the way you wish to be treated. That includes merchants, agents, employees, etc. When our clients come to us, they rely on us to guide them and look out for their best interests. This is not something I take lightly. We stand behind our word and the commitments we make to the people we work with. For example, we make sure we pay our residuals on time each month, and over the last 16 years we have never missed a check. I sign every check myself, and I am committed to paying agents on time, all the time. The stellar reputation we have earned over the past 16 years is the key to our longevity in the business and why our agents continue to stand by us.

4. How has being a mom changed your life professionally?

Being a mother has had a positive affect on me professionally; it's made me a more aware, stronger, and more empathic business person. As a mother, you constantly have to adapt to your environment, think quickly on your feet, and juggle everything that comes your way. This is a great skill to have in business, as you have to adjust to rapid changes in the industry, the needs of your clients, and the day-to-day operations.

Also, motherhood has taught me that each child learns their own way, and what motivates one person may not motivate another. I bring this important lesson into the workplace - it helps me understand and more effectively motivate our employees, as well as communicate better with our agents and merchants. So much of the ongoing education of being

a mother enables me to better serve my company and handle challenges that come my way with greater ease.

5. What do you do for fun/relaxation?

I love taking part in family activities and spending time with my husband and kids. My younger son plays baseball, the older one is a drummer, and I find great joy in their activities and achievements. I am also passionate about reading and gardening.

6. In your opinion, what has attributed to Signature's tremendous success with agents?

We started this business with the ammunition of years of experience in the payments industry and the knowledge of what not to do. We've built Signature Card Services with integrity as a foundation of our corporate culture and respect as a cornerstone of our relationship philosophy. We listen to our partners, making sure we are constantly attuned to their goals, needs, and interests. I think that our commitment to our agents' success speaks for itself. They are very loyal! Even of the few agents who have left us, most have returned. We are humbled by their loyalty and are proud to represent the positive difference in the payment industry.

7. Is there anything new and exciting that Signature is working on right now?

Probably the most exciting news is that we are developing our own mobile payment solution. It's called Slide Safe. It's in beta stage now, and soon it will be available to Signature's agents. No more losing business to Square!

We are also working on bringing you a new bank. It's premature to name it yet, but in the next 90 days, we will be launching our pilot run with a select group of agents. The option to write deals with the new bank will be available to all our agents in the last quarter of this year.

And, of course, though not entirely new but still very exciting, is our Free Business Intelligence Tool from Tranzlogic. If you haven't heard about it or test driven it yet, call us. The tool will help you close more deals and reduce attrition of your existing portfolio. Plus, if your merchants take advantage of it, their sales will increase and so will your residuals. Win for you, win for merchants, win for us!