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For Immediate Release

ENTREPRENEURS & INVENTORS CLUB MEETING

Aurora, WI-- **“Reduce Credit/Debit Card Processing Costs”** is the featured topic for the next Upper Menominee River Entrepreneurs & Inventors Club meeting on Thursday, January 21st from 6:00 p.m. – 7:30 p.m. The meeting will take place at the Aurora Town Hall located at the intersection of County N and B just west of Aurora, WI in Florence County.

Accepting credit and debit cards at your business in this day and age is a “necessary evil”. Of all the payment methods customers use to buy products or services, over 40% is by credit or debit according to 2008 figures. But the fees you pay every time you swipe a card are a direct hit to your profits. Our speaker, Rick Montgomery, will cover how the electronic payment world works, what are the fees and why are they there, ways to minimize these costs, contract/lease pitfalls and PCI-DSS Compliance by February 2010.

Rick Montgomery has 25 years experience in commercial lending. He has created, operated and sold a variety of small and medium sized businesses. He has presented to groups across Wisconsin about how to improve business cash flow and profits, reduce operational expenses and understand the electronic payment world. He currently resides in Crandon, WI as Director of Business Development for Merchant Choice Card Services since 2006.

Come network with other entrepreneurs and business resource people to obtain information and moral support to help you take the next step to improve your current business, start a new business, or develop an invention. These meetings are free and open to the public whether you live in Wisconsin or Michigan. Informal networking time is provided. Sponsoring agencies include Florence County Economic Development, Dickinson Area Partnership, and Marinette County Association for Business and Industry.

For more information or to request special accommodations, please call Wendy Gehlhoff (Florence County Economic Development 715-528-3294) or Bruce Orttenburger (Dickinson Area Partnership 906-774-2002).