

REDEFINING
THE BEST WAY
TO DO BUSINESS
IN THE
21ST CENTURY



1405 WARNER AVE., STE. B
TUSTIN, CA 92780
PHONE (714) 258-8340
FAX (714) 784-7806

JULY 11, 2018

With 16 reporting, EAOC members had 813,885,900 in total sales in 2017.



Simone Kvalheim of A24 Cyberlock gave a very interesting classification talk on the evolution of the credit card.

1850 American Express was formed
1865 Charge Coins were first issued by department stores
1882 American Express introduced money orders
1891 American Express offered traveler's checks

1899 First case of ID theft via credit card
1914 Department store credit became widespread
1935 – 1950 Charge plates were popular
1946 Bank launched Charge-It
1950 Diners' Club Card debuted
1951 Franklin's National Bank issued first charge card

TO SUCCEED IN
BUSINESS IT'S NOT

WHAT

YOU KNOW BUT

WHO

YOU KNOW THAT

COUNTS MOST!

SCHEDULE

July 18th Mini Talks
July 25th
Tyler Douthit
Divert Pest Control

GREETERS JULY 18TH

Mel Smith
Mel Smith Electric
Chris Staples
Advanced Network Consulting
Erik Reyna
E.R. Painting Services

1955 First US patent granted contained the phrase, "Credit Card"
1958 BANKAMERICARD mailed credit cards
1959 American Express unveiled its first plastic card
1966 BANKAMERICARD got licenses as first general purpose card
1966 Interbank Card Association was formed
1968 MASTERCARD went global
1970 IBM unveiled magnetic stripe
1970 Fair Credit Reporting Act enacted
1974 Equal Credit Opportunity Act was passed
1974 Fair Credit Billing Act signed
1976 BANKAMERICARD became VISA
1981 Rewards Programs emerged
1986 DISCOVER was unveiled at Super Bowl XX
2007 Credit Cards got personal (you can have your dog on them)
2008 Antitrust Litigation settled
2008 DISCOVER acquired Diners Club International
2015 EMV transition began
2020 No longer will accept magnetic stripe

Simone reminded us to only use merchants that accept the chip card, not swiping the stripe.

Open Classifications
Attorney, General Practice
Automobile Detailing
Awnings
Bakery
Business Brokerage
Carpet Cleaning
Dry Cleaning
Electrician Residential
Funeral Home
Garage Doors & Openers
Golf Course & Lessons
**Insurance/Residential/Auto/
Recreational**
Janitorial
Jewelry
Optometrist
Physician Dermatologist
Podiatrist
Senior Care Service
Window Cleaning

Thought for the Week

When you choose to be pleasant and positive in the way you treat others, you have also chosen, in most cases, how you are going to be treated by others.

Zig Ziglar