



**To our valued Memphis Metropolitan Hotel & Lodging Association members:**

The **Memphis Metropolitan Hotel & Lodging Association** has endorsed [Heartland Payment Systems®](#), one of the nation's largest payments processors, and joined the Tennessee Hospitality Association, American Hotel and Lodging Association and 40+ state lodging associations in their endorsement of the suite of payments products available to association members in the lodging industry that includes credit card processing, gift card marketing, check management, payroll services and tip management.

This alliance will provide hoteliers with effective tools, solutions and resources that will help reduce their expenses, improve operations and increase profitability — all from one source with integrated technology product platforms. This suite of solutions is supported by Heartland's local sales and servicing force and technical assistance 24/7/365.

Aligning ourselves with Heartland provides our members unique operational and financial advantages in a challenging landscape. With the suite of products operators benefit from Heartland's revolutionary tools and unparalleled support which can change the way you manage your business. Heartland's end-to-end encryption solution — [E3™](#) — is designed to protect cardholder data throughout the entire lifecycle of a payments transaction from the moment of card swipe to the card brands — helping business owners improve data security and reduce the cost of PCI compliance.

I recommend you call Tennessee's Team Heartland toll free at 866-976-7169 to have a local Heartland representative provide a free no obligation analysis of any or all of your electronic payment processing systems.

Sincerely,

Peggy Callahan  
Executive Director