



# ABTEK TRIBUNE

News you care about. Tips you can use.

June 2024

Vol 4 Issue 6

Welcome to the latest edition of ABTEK's monthly newsletter! Stay in the loop with our updates, insights and exciting developments in the world of payment processing. In each issue, we bring you valua-



If you received an email from Clover about their monthly service plan restructuring, you're likely aware that changes went into effect in May. However, despite the transition, based on equipment type, you may still have the option to adjust your plan to better suit your needs.

Clover has tailored a plan for your business, but they offer several options to accommodate different requirements. If you wish to review and modify your plan, you can do so through the Clover Dashboard or Clover Device.

Please note that as resellers of Clover, we didn't have control over the restructuring or the plan selection process. However, we're more than happy to assist you in making any necessary adjustments to ensure the plan aligns with your business needs.

**To make changes, follow these steps:**

- Navigate to Account & Setup.
- Under Billing & Statements, select "Service Plan."
- Click on "Change plan" to choose a plan best suiting your needs.

Please don't hesitate to reach out to us if you need further assistance or have any questions.

## Celebrating 30 Years of Leadership: Tami Cohorst and ABTEK's Remarkable Journey

Back in the day, Tami started in the original office off Orchard Lake Road, a mere five miles from where our modern HQ stands. Over the years, the company's name evolved from American Bankcard to ABTEK Card Services, then ABTEK Financial, and finally, simply ABTEK. But through all the changes, Tami has been the one constant, the bedrock of our operations.

Tami's early days as a technical support specialist were marked by her adept handling of the daily issues that arose with Zon Jr's and other "dinosaurs" of technology. She diligently filled orders for sales slips for the "knuckle busters" and navigated the ancient art of researching transactions via microfiche, delivered daily by carrier—quite the contrast to today's cloud-based real-time technology.

As Tami quickly learned the ropes of the industry, she became a master of systems integrations and Point of Sale software. Her expertise made her an invaluable asset, not only to ABTEK but also to our merchants looking to streamline their processes. Tami's knack for sales and relationship-building took her on the road, where she became the go-to guru for all things processing-related, earning her a stellar reputation in our industry.

In 2006, Tami's exceptional skills and dedication earned her a promotion to Vice President of ABTEK. She thrived in managing our support and sales staff while continuing to drive the company's growth. Over the years, ABTEK navigated numerous banking relationship conversions under Tami's watchful eye, each transition seamless and successful.

The year 2020 brought a profound loss with the passing of our beloved President and CEO, JC Wylie. Tami, determined to uphold the ABTEK legacy, took the helm as the new CEO and President. Under her leadership, ABTEK has not only survived but flourished, maintaining our close-knit, family-like atmosphere while achieving industry prominence.



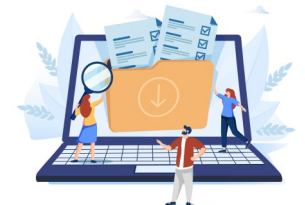
Tami is not just a savvy businesswoman; she's a kind, caring, and adventurous spirit. Her friends and family would describe her as funny, brave, and generous. Tami's passion for life extends beyond the office—she loves spending summers on the water and winters on trails, whether skiing, snowmobiling, or hiking. Her bucket list includes visiting all National Parks in the US and sailing the Great Loop. An adrenaline seeker at heart, Tami has some gnarly battle scars to show for her daring exploits.

This June marks Tami's 30-year anniversary with ABTEK. It's no exaggeration to say that without her, ABTEK would not be the thriving company it is today. We invite you to join us in celebrating Tami and honoring her incredible contributions. Under her remarkable leadership, ABTEK's longevity and success are truly immeasurable. Here's to Tami—the heartbeat of ABTEK!

## Chargeback True Story

### How Solid Record-Keeping Turned the Tide: A Merchant's Victory in a Credit Card Chargeback.

In the intricate dance between consumers and merchants, disputes can arise, leading to the dreaded credit card chargeback. However, for one savvy merchant, meticulous record-keeping proved to be the winning strategy. A merchant received a chargeback notice claiming a card was charged two times in error. The merchant countered the chargeback by presenting clear evidence of two separate transactions, including customer communications, delivery confirmations and purchase details. In the end, the chargeback was overturned in favor of the merchant. This victory not only saved the merchant from financial loss but also underscored the importance of maintaining meticulous records in today's digital age.



"The truth is that teamwork is at the heart of great achievement.." John C Maxwell



## It may be time for an upgrade!

Several merchant accounts are due for new equipment and an updated processing platform.

Many of you have been with us since the very start. In upgrading accounts, We have found ownership, address, tax ID and legal filing changes.

In order to upgrade the account correctly, we may be contacting you to verify or update our records.

Don't be alarmed! The upgrade is a good thing. It comes with a new terminal and faster funding!

Feel free to contact us if you have any questions on your account upgrade.



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## Product of the Month: ClientLine Reporting Tool

# ClientLine//

In the ever-evolving world of business, harnessing data effectively is paramount. Standard reporting often falls short, unable to provide the depth needed for informed decisions. Enter ClientLine, our tailored reporting solution designed to meet your unique needs. With ClientLine, you can customize your reporting experience, gaining insights tailored precisely to your objectives. *Ready to unlock the full potential of your data?* Contact us now to schedule a consultation. ABTEK will work closely with you to understand your requirements and design reports to better understand your credit card payments. We look forward to hearing from you.

## Our next contest is a BIG one!!....

Last month to submit a review for a chance to win!



**Write a Google Review and be entered to win \$1,000!**

The details....

- Write a Google Review and be entered into a drawing for \$1,000 in the form of (2) \$500 gift cards.
- Make sure to list your name along with your company's name.
- The contest lasts throughout the entire second quarter. (April, May and June).
- If you have already written a review, please feel free to complete a second, using a different email address.
- We are automatically notified, but feel free to let us know when you have posted your review!

As always, we appreciate your continued support!