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Payment Alliance International's Donna Embry Named 2016 Distinguished Payments Professional

LOUISVILLE, Ky., April 25, 2016 – [Payment Alliance International \(PAI\)](#), a leader in electronic payment processing solutions, is pleased to announce that Chief Payments Advisor Donna Embry has been honored with the 2016 Distinguished Payments Professional award from the [Electronic Transactions Association \(ETA\)](#). Presented by the international trade association for businesses offering payment technology products and services during its [TRANSACT 16](#) conference and expo last week in Las Vegas, the award annually recognizes a payments leader who contributes to positive change and best practices in the industry.

"Donna Embry is an incredibly talented businesswoman and continues to be one of the most innovative thinkers in all of payments," states John J. Leehy, III, president and chief executive officer for PAI. "For years, she has been a dynamic force for change in the payments industry. No one is more deserving of this important award and recognition," adds Leehy.

"I am deeply honored to receive the ETA's 2016 Distinguished Payments Professional award," says Embry. "I have been blessed to work for many innovative companies throughout my career and want to thank everyone who has given me the opportunity to be at the forefront of all things payments," adds Embry.

Embry's payments industry career spans an amazing 50 years. She has witnessed the introduction of the first all-purpose credit card, the emergence of the card brands and debit networks, the migration to electronic point-of-sale, the explosion of Internet and mobile commerce, and so much more.

Currently, Embry serves the payments industry as chairwoman of the ETA Body of Knowledge Working Group; board member of the Northeast Acquirers Association (NEAA); and as a member of the Federal Reserve Faster Payments Task Force, ATM Industry Association (ATMIA) EMV Migration Committee, National Automatic Merchandising Association (NAMA) Education Committee and ETA Mobile Payments Council. Frequently quoted in industry publications, Embry is also a sought-after conference speaker.

Embry previously was a founding member and served on the board of directors of Quest ATM Network; president and board member of the Midwest Acquirers Association (MWAA); advisory board member for *ISO & Agent* publications; and a member of the ETA Program Planning, Awards and Recognition, and Education committees. She has held various executive product, marketing and operations positions throughout her career with major industry players such as Citizens Fidelity, PNC Bank, Vital Processing Services and Financial Alliance Processing Services.

About Payment Alliance International (PAI)

Payment Alliance International (PAI) is the nation's largest, privately held deployer of ATMs, provides ATM processing and maintenance services, ATM equipment sales and support and ATM branding programs. PAI also offers comprehensive payment and small business solutions including credit, debit and prepaid card acceptance services...all designed to maximize customer success and make business easy. Payment Alliance International is based in Louisville, Ky. For more information, please visit www.GoPAI.com or follow us on [Facebook](#) and [Twitter](#).

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About ETA

The Electronic Transactions Association (ETA) is the global trade association representing more than 500 payments and technology companies. ETA members make commerce possible by processing more than \$4.5 trillion in purchases in the U.S. and deploying payments innovations to merchants and consumers.

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