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## *MEMBER PROFILE - JULY 2004*

# Natalie Davis

"I love what I do because the payment service industry is always changing and growing," says Natalie Davis. "Because there are constant changes, I actually get to help others make sense of it all." Natalie's company, Processing Solutions, provides merchant credit card processing, gift cards, check conversion and guarantee, and electronic checks. She also works with the business-to-business market, i.e., those businesses with no retail locations. Natalie primarily represents NxGen, which provides her access to the largest processors.

This enables her to help small home-based businesses, Internet, retail and restaurant, lodging, service industries, mail order and even large chains. Through these networks, she is able to work with almost any existing equipment. NxGen also offers her access to gift cards for individual merchants with little up-front cost, which allows small stores to benefit from the revenue driven in by gift cards.

How did Natalie get into this highly specialized business? "I had lots of background experience in sales, usually in the service industries. I was doing advertising sales and looking for a new career. I discovered this industry and saw that it offered me challenge, flexibility and the opportunity to contribute to others and have financial reward." Natalie takes pride in training her customers so they understand what they are being billed, what risks are involved and how to minimize those risks. "Too often, people don't know these things or have learned them the hard way," she says. Natalie has been in this field for almost eight years. She started her own business two years ago, when the company she represented split. It made sense for her to start her own business, represent both companies, and decide what would be best for the customer. Natalie likes making a difference and educating her clients so they understand the programs they are using.

A WBO member for about three years, Natalie likes the camaraderie of our group and enjoys meeting other women who are also juggling the challenges associated with staying in business. Natalie is a native of Montgomery County, having lived here "so long that I rode my bike on Route 95 before it was opened to cars." When she is not working, Natalie loves dancing, particularly the West Coast Swing and the Hustle. She takes lessons regularly and goes dancing 4-5 nights a week. She likes children and animals and is very community-oriented, spending a great deal of time working on a variety of worthwhile community causes.