



To: EFTA Members

From: Kurt Helwig, President & CEO

Re: Member Update

Date: April 19, 2010

Strategic Alliance with ATMIA

I am pleased to announce that EFTA has entered into an agreement with the ATM Industry Association (ATMIA) to provide government relations services for their members. EFTA will offer guidance and analysis to ATMIA on legislative and regulatory issues affecting the ATM Industry. The agreement will give ATMIA the ability to influence the legislative and regulatory process while strengthening EFTA's government relations efforts. This strategic alliance further reinforces the excellent working relationship that the Association's have developed over the last two years.

Webinars

In conjunction with the eGPC, EFTA's next webinar "Online vs. Offline WIC EBT: Which One is Right for You?" will be held on Tuesday, May 18. The webinar is geared toward EBT suppliers and vendors, retailers, financial institutions, federal & state agencies and staff. The panelists will offer an objective analysis on the use of both online and offline technology to issue WIC EBT benefits and allow the participants to determine which method is better for their clients or customers.

Later in May, EFTA and the eGPC will conduct a webinar that will provide an examination of H.R. 4552, "The Benefit Card Fairness Act". If enacted as drafted H.R. 4552 would amount to the greatest single change in the distribution of public benefits since the adoption of EBT operating rules in 1992 and would have dramatic implications for card programs and what you may charge for them.

In June, EFTA will host a webinar dedicated to complying with the Federal Reserve Board's recently released final rules on gift cards. The new rules among other things, restrict the ability to impose dormancy, inactivity, or service fees for certain prepaid products. The panelists will discuss the steps companies must take in order to comply with these rules and how such compliance may affect their business.

EFTA has developed a rigorous webinar schedule for the remainder of the year and will address topics ranging from overdraft protection and how financial institutions are dealing with the loss of fee income, to the aftermath of the CARD ACT, and the impact of redesigning U.S. currency to accommodate the blind and visually impaired.

As always when legislative and regulatory initiatives develop, we will be prepared to offer webinars analyzing their potential business implications as well.

Councils

eGovernment Payments Council (eGPC)

On March 16 & 17, the eGPC met in Washington, DC and was hosted by Goodwin Procter (click [here](#) to see the agenda).

This meeting was preceded by a delegation of Council leadership visiting the offices of Senate Majority Leader Harry Reid (D, NV), Senate Minority Leader Mitch McConnell (R, KY) and Representative Sander Levin (D, MI) to discuss matters of importance to the Council.

eFinancial Enablers Council (eFEC)

The eFEC meeting was hosted by Qualcomm in San Diego, CA on March 24 (click [here](#) to see the agenda).

Legislative & Regulatory Council (LRC)

On April 7, Dennis Ambach, Chairman of the LRC, and I provided a legislative and regulatory update to the approximately 70 people participating by phone (click [here](#) to see the agenda). One of the outcomes of that call was the formation of a task force to address the possible redesign of U.S. currency to accommodate the blind and visually impaired. If you would like to join the task force, please contact Melanie Renner at melanierenner@efta.org or (703) 934-6052.

Board Meeting

The next meeting of the Board of Directors will be Tuesday, May 25 in San Francisco, CA.