

What are ETA Committees?

ETA committees are a primary vehicle in helping the association address the opportunities and challenges facing the electronic payments industry. They bring together a diverse group of leaders from all levels of the payments community to explore the many facets of the business. Committees are instrumental in helping ETA formulate strategies and solutions that achieve the strategic priorities set forth by the board of directors and that move the electronic payments industry forward.

Why Participate?

As a member of a committee, individuals have the unique opportunity to influence an industry that touches the lives of millions of people. The results of your contributions are tangible and will not only help shape the future of the industry and the association, but will provide you with great personal and professional rewards. Your contribution will make a difference.

What do you get in return?

The opportunity to:

- Share your expertise and leverage the expertise of others.
- Network with other industry professionals and decision makers.
- Expand your thinking—committee work will expose you to a variety of thoughts and practices.
- Enhance your leadership capabilities.
- Influence positive change in the electronic payments community.
- Help influence the future direction of ETA programs and initiatives.

What will make you an effective committee member?

A committee is only as effective as the level of commitment and participation of its members. Therefore, to assure the success of each committee, members should:

- Possess knowledge relevant to the committee's purpose.
- Demonstrate dedication to furthering ETA's strategic goals and advancement of the electronic payments community.
- Demonstrate personal leadership capabilities and the spirit of giving back.
- Exude a positive attitude and high degree of flexibility.
- Demonstrate a willingness to learn from others.

What is expected of you as a committee member?

ETA values your time and committee participation. In an effort to maximize your experience, ETA requires committee members to:

- Commit to participate actively in all scheduled committee meetings.*
- Contribute individual time, ideas, energy and enthusiasm to achieve group goals.
- Participate in and promote programs, products, and services related to committee purposes.

**Inactive volunteers may be removed from service on the committee.*

ETA Standing Committees

Annual Meeting Program Planning Committee

The Annual Meeting Program Planning Committee is responsible for guiding the development of program content and speakers for the ETA Annual Meeting. The committee may be called on to research, evaluate and recommend keynote speakers and provide other general guidance to improve the event experience for attendees. The committee is also responsible for contributing to the performance of the meeting by driving attendance, sponsorship, and other forms of support in line with programmatic and budgetary goals.

Awards & Recognition Committee

The Awards & Recognition Committee is responsible for the administration of the ETA awards program. These awards are presented for outstanding service to the association or contributions to the industry. The committee may be called upon to determine new venues or forms of recognition as needed.

Education Committee

The Education Committee is responsible for directing program content for seminars, training sessions, workshops, distance learning offerings and ETA University Curriculum. The committee also recommends delivery methods (e.g. live, distance, audio, etc.) for all educational forums.

Exhibitor Advisory Committee

The Exhibitor Advisory Committee serves as a liaison and communications conduit between the exhibitors and the association. The committee advises ETA on the development of activities, practices, policies and procedures to enhance the exhibit function at its conferences. The committee also reviews evaluations from exhibitors and participants at each ETA event and makes recommendations for improvements or changes.

Government Relations Committee

The Government Relations Committee supports the development of ETA's strategy and activities in the government relations arena. Specifically, it is responsible for identifying, monitoring, and evaluating legislative and regulatory activities at the national and state level and assisting in the communication of issues of importance to members. The committee may also make recommendations on areas for direct advocacy or specific positions that the association should promulgate.

Industry Relations Committee

The Industry Relations Committee is responsible for identifying, communicating, and recommending to the leadership of ETA, positions on industry-related business and compliance issues concerning the electronic payments industry. It develops and supports execution of strategies that maximize the voice and influence of ETA to the payment networks, other industry entities, and key publics.

ISO Practices Committee

The ISO Practices Committee is responsible for identifying, developing and promoting effective practices pertaining to the distribution and sale of electronic payments-related products and services to merchants and businesses. The committee plays a specific role in recruiting and engaging sales organizations to the ETA community of practice; promoting model practices/procedures through creation of white papers, publications and other products and services; and promoting exemplary business standards through advancement of ETA's education and credentialing efforts.

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ETA Standing Committees

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Member Engagement Committee

The Member Engagement Committee informs ETA's strategy for recruiting, engaging, and retaining members in the association and increasing participation in its forums of activity. The committee plays a specific role in obtaining new members from current/new markets and in conducting personalized outreach in order to retain existing members. In addition, the committee supports initiatives to more fully engage ETA members in the community of practice (e.g. live and virtual networking; web-based information and knowledge exchange, etc.).

Research and Information Resources Committee

The Research and Information Resources Committee oversees the identification and collection of relevant information used to create ETA's portfolio of information products. It provides high-level editorial direction for *Transaction Trends* magazine, all electronic publications and the ETA website. This involves environmental scanning for trends, issues, and developments in the industry and the broader business arena; identifying existing or recommending new/proprietary research of importance to members; and overseeing the broad content plan for association communications to ensure that the informational needs of members and the industry are fully addressed.

Risk and Fraud Management Committee

The Risk and Fraud Management Committee monitors risk, fraud, and related compliance issues in the industry and recommends related best practices and other risk mitigation strategies. This takes the form of white papers, articles, publications, educational programs and web-based resources. The committee may also be called upon to assist with ETA's outreach efforts to other organizations involved in risk and fraud management.

Strategic Leadership Forum (SLF) Program Planning Committee

The SLF Program Planning Committee is comprised of industry thought leaders who guide the development of program content, speaker selection, networking activities and the overall event experience for ETA's premier executive conference. The committee is also responsible for contributing to the performance of the meeting by driving attendance, sponsorship, and other forms of support in line with programmatic and budgetary goals.

Technology Committee

The Technology Committee is responsible for identifying current and emerging technology-related issues and assisting with communication of these issues to the membership. The committee provides information on technology trends and applications to ensure that ETA is established as a valued information source for members and for the industry.

*** Each committee member serves a one-year term and is eligible for an additional one-year, consecutive term.*

ETA Task Forces

Data Security & Compliance Task Force

The Data Security & Compliance Task Force informs development of ETA's portfolio of products/services in the areas of data security and compliance. This involves conducting appropriate needs analysis; assessing potential responses; and identifying one or more strategies by which ETA could fill the gaps. As a part of its charge, the task force also reviews ETA's current products/services in this area in order to determine how they could be employed to better meet member needs.

Item Writers Task Force

The Item Writers Task Force is responsible for crafting and editing test questions to be used in the *Certified Payments Professional* knowledge examination. Over the course of 4-6 months, the committee will work under the direction of a professional certification expert to develop and beta test sound, valid and reliable exam questions. This includes one 2.5 day face-to-face meeting and provision of periodic, ongoing input using an online question writing tool. Generalists and specialists with all levels of expertise are needed in the areas of Sales; Pricing and Interchange; Process/Operations/Work Flow; Products/Solutions; and Risk and Regulatory/Compliance/Security.

Industry Research Task Force

The Industry Research Task Force identifies topics or areas where ETA can sponsor original research of import and benefit to members and to the larger payments industry. Specific responsibilities include guiding development of a multi-year, proprietary research agenda; assisting staff with development of the necessary protocols and survey tools; and identifying and recruiting participation from the relevant markets for the resulting research.

ARE YOU A SUBJECT MATTER EXPERT?

Don't see anything of interest from the list of standing ETA Committees? Can't find quite the right fit for your skills, background and experience? Not sure you can support an ongoing volunteer commitment? Then consider signing up to be a part of our **Subject Matter Expert (SME) Corp.** ETA frequently has need of information, data, and knowledge associated with specific aspects of the payments industry. This expertise is utilized for government and industry advocacy efforts; development of research, white papers and other information products; the creation of education and credentialing products; and more. If you are a specialist in one or more areas of the payments value chain and can undertake focused project work on an as needed basis, then we're interested in working with you.

- Want to learn more?** Check this box and be sure to provide us with your contact information so that we may follow up with additional details.

2011 ETA Committee Application

Please provide a brief response to the following questions.

Committee participation is open to ETA members only. Appointments are effective from January 1, 2011 to December 31, 2011. **Please include your resume or professional vitae with your application.** Please note all sections of the application must be completed. Your application will not be processed if incomplete. Attach extra sheets if necessary

Prefix	Name
Title	
Company	
Address	
City, State, Zip	
Phone	Fax
E-mail	

Please mark a 1 or 2 next to your first and second choices for committee participation. To continue to enhance your overall membership experience, we ask that if you have served on the same committee for more than three years that you select a different area of service.

- Annual Meeting Program Planning
- Awards & Recognition
- Data Security & Compliance Task Force
- Education
- Exhibitor Advisory
- Government Relations
- Industry Relations
- Industry Research Task Force
- ISO Practices
- Item Writers Task Force
- Member Engagement
- Research and Information Resources
- Risk and Fraud Management
- Strategic Leadership Forum Program Planning
- Technology

Subject Matter Expert (SME) Corp.

Why do you want to participate in the selected committee(s)?

What expertise will you bring to the committee(s)?

What is one objective you would like to see accomplished by the committee(s) you have selected?

Submit or fax your typed applications by September 15, 2010.

**CLICK HERE TO
SUBMIT BY EMAIL**

OR

Mail: Electronic Transactions Association
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