



For Immediate Release
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ETA Revamps Strategic Leadership Forum for 2009

Washington, DC – When the curtain goes up on the ETA Strategic Leadership Forum on October 12, 2009, veteran Forum attendees will be in for a few surprises.

“This year, the Strategic Leadership Forum is all new, from the ground up,” says Carla Balakgie, ETA’s chief executive officer. “We listened to what ETA members and long-time Forum attendees said they wanted the event to be and the result is a program that’s more focused on the near-term future and much more interactive.”

Three main topics will dominate the Forum discussions, including the shift in payment types, enabling technologies and critical risk and fraud issues. Each will be covered by a group of industry experts, with built-in time for attendees to join in the discussion. The Forum also will feature several live hands-on demonstrations where attendees can “test drive” the systems and technologies discussed during the program.

Details of the event, including panel members and descriptions of live demonstrations will be released in September and will be listed on the Strategic Leadership Forum web site as they’re announced.

In keeping with the future-oriented nature of the program, ETA planners have emphasized participation by new market entrants, including alternative payments systems and the new technologies that support them. “These are the systems and the companies that will drive the growth opportunities of the future,” Balakgie adds. “They’re what we’ll all be talking about in a few years.”

The Forum will be October 12-14, 2009 at the Marriott Marquis, New York. Registrations can be made through ETA’s website.

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About ETA:

The Electronic Transactions Association is an international trade association representing more than 500 companies who offer electronic transaction processing products and services.