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President's Message

New Leader, Continued Mission

"It's easy to make a buck. It's a lot tougher to make a difference."

-Tom Brokaw

Nineteen years ago, a small group of individuals in the fledgling electronic payments business banded together to form a group dedicated to promoting professionalism in the ISO ranks. They believed that companies grinding away to transform the payments landscape deserved the support that the group collectively could provide in order to thrive. They wanted to make a difference. The ETA was born.



The industry has changed significantly since that time. 2010 marks the 60th year since the first credit card was issued. From that start, when only a few people held cards and had to search for a place to use them, to today's universal acceptance, the industry has grown and matured. The members of ETA have been instrumental in that evolution. And ETA has evolved as well.

The makeup of the ETA board is telling. An association's board of directors is a direct reflection of the stature of the organization. Look at the board roster, located at the back of the magazine. These are titans of the industry, coming from large processors and smaller ISOs alike. Those individuals have committed to make a difference. As I begin my term as ETA president, I am honored to add to the foundation built by my predecessors, and lead that board to contribute even more to the payments industry.

The pace of that contribution is ever quickening. We have daunting challenges before us: the economy; an unprecedented focus on the industry from Congress and state legislatures; legal challenges on the business model; technological innovation; pressure on the bottom line. Yet with your assistance and support, this board and this organization can take on those challenges and lead the way.

Our first priority will be to support you, our members, as the economy begins what experts think will be a long recovery. This mission will guide everything ETA attempts, from the content of our meetings and publications, to the development of webinars, the expansion of online education, and ETA's activities in government and industry relations.

ETA will continue to build for the future in the next year. We are updating the Strategic Leadership and Networking Forum when it moves to New York City in October. ETA's Web site will be improved. We will create new ways for members to connect with one another, and will begin developing a credentialing program. In addition, our efforts to collaborate with other industry organizations will serve to maximize ETA's impact as we represent our members' interests.

I call on each of you to assist the ETA and the industry by becoming involved. Actively participate in committees. Respond to grass roots legislative calls for action. Attend ETA meetings and contribute to the debates swirling around you. If you've already figured out how to make a buck, it's now time for you to make a difference. The ETA is here to help.

In the coming months I will use this space to keep *Transaction Trends* readers informed about industry topics and the actions ETA is taking on behalf of members and the industry. I welcome your thoughts about how we are doing. Stay tuned, we'll have a lot to talk about...

Warm regards,

Holli Targan

Holli Targan is president of ETA

and a partner at Jaffe, Raitt, Heuer & Weiss, P.C.

Tell us what you think
about *Transaction Trends* and
share your story ideas. E-mail:
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