

Electronic Transactions Association

1101 16th Street NW, Suite 402
Washington, DC 20036
202/828-2635
www.electran.org

ETA Chief Executive Officer

Carla Balakgie

ETA Director, Communications & PR

Thomas Goldsmith

Transaction Trends

Publishing office:
Stratton Publishing & Marketing Inc.
5285 Shawnee Road, Suite 510
Alexandria, VA 22312
703/914-9200

Publisher

Debra Stratton

Associate Publisher/Editor

Angela Hickman Brady

Managing Editor

Josephine Rossi

Art Director

Janelle Welch

Contributing Writers

Richard H. Gamble, Priscilla Holland,
Bryan Ochalla, Julie Ritzer Ross,
Safwan Shah

Advertising Sales

James Byles (202/973-6448)

Ad Production/Billing

Carrie Wood

Editorial Policy:



The Electronic Transactions Association, founded in 1990, is a not-for-profit organization representing entities who provide transaction services between merchants and settlement banks and others involved in the electronic transactions industry. Our purpose is to provide leadership in the industry through education, advocacy, and the exchange of information.

The magazine acts as a moderator without approving, disapproving, or guaranteeing the validity or accuracy of any data, claim, or opinion appearing under a byline or obtained or quoted from an acknowledged source. The opinions expressed do not necessarily reflect the official view of the Electronic Transactions Association. Also, appearance of advertisements and new product or service information does not constitute an endorsement of products or services featured by the Association. This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is provided and disseminated with the understanding that the publisher is not engaged in rendering legal or other professional services. If legal advice and other expert assistance are required, the services of a competent professional should be sought.

Transaction Trends (ISSN 1939-1595) is the official publication, published monthly, of the Electronic Transactions Association, 1101 16th St. N.W., Suite 402, Washington, DC 20036; 800/695-5509 or 202/828-2635; 202/828-2639 fax. Postage paid at New Richmond, Wisconsin and additional mailing offices. POSTMASTER: Send address changes to the address noted above.

Copyright © 2009 The Electronic Transactions Association. All Rights Reserved, including World Rights and Electronic Rights. No part of this publication may be reproduced without permission from the publisher, nor may any part of this publication be reproduced, stored in a retrieval system, or copied by mechanical photocopying, recording, or other means, now or hereafter invented, without permission of the publisher. Nonmembers, government agencies, \$150 per year; single copy, \$20. Subscriptions are available for 12-month periods only, at the quoted rates.

President's Message

True to the Core

It is not necessary to change. Survival is not mandatory.

—W. Edwards Deming

The payments industry is ever-changing, and the ETA is moving right along with it.

Just as today's payment cards, with mag stripes and holograms and embedded electronics, bear little resemblance to the first paper Diner's Club cards, our business has changed markedly since the founding of ETA. Like any successful organization, ETA is evolving and adapting as challenges and opportunities arise.



Most significantly, ETA's board of directors recently recognized the shifting sands of the industry, and made a subtle but important change in the definition of ETA's "core member." The core member, which is the axis around which the ETA spins, went from "Independent Sales Organization" to "Companies that are involved in the distribution and sale of electronic payments-related products and services to merchants and businesses."

The independent sales organizations ETA was founded to serve are at the heart of the new core member definition. But maturation of the business has blurred many of the once-sharp lines that made ISOs distinct from other industry companies. The new core member definition recognizes that "pure" ISOs are part of a larger distribution chain that delivers payments-related products and services to merchants. Others in this chain include agent banks, acquiring banks, acquiring processors, and even point of sale system distributors. The aim here was to recognize the direction in which our members have moved—branching out from mere sales organizations to more comprehensive payment companies.

Still within ETA's sights are those who are ETA members but not covered by the core member definition. These are companies that provide products and services to core members, and are critical to the viability of those companies and the ETA, joining to build relationships with core members. Acknowledging the evolution of the industry by adopting a more inclusive core-member definition benefits those who seek access to that broader distribution chain.

The identification of a core member is not mere word play. It is critical to the association, as it dictates our mission, goals, structure, programs, educational offerings, and much more. Each year the Board refreshes ETA's strategic plan, with serving the core member as the primary aspiration.

Expanding ETA's core membership will not trigger vast changes in ETA's goals or strategies immediately. But as we move forward, this more inclusive description will allow ETA to remain relevant to the industry, adapt to the changing landscape, and continue to bring value to members and the payments business generally. The ETA embraces the way our members have changed, and we commit to keep right up with you.

Warmest Regards,

Holli Targan

Partner, Jaffe, Raitt, Heuer & Weiss,
and President, ETA

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