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Alexandria, VA 22312
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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.

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President's Message

The ROI of Involvement

There's an old adage that says that you can only get out of something what you're willing to put in. That's true of participation in the Electronic Transactions Association, as it is in other endeavors.

Fortunately, ETA offers many opportunities for those who are willing to contribute and many benefits for those who do.

The obvious opportunities are those connected to ETA's big annual events—the Annual Meeting & Expo and the Strategic Leadership Forum. Both offer sponsorships large and small, for example. Taking advantage of sponsorship opportunities demonstrates a much-appreciated commitment to ETA and its mission and at the same time bolsters attendees' awareness of your company and its products and services. Exhibiting at the Annual Meeting or setting up a business partner display at the Strategic Leadership Forum also is a great marketing option.

But there are plenty of other, more subtle, ways to work with your association that aren't tied to an event, don't necessarily require large cash outlays, and help ETA advance its mission. Some of them include:

- Sponsoring or participating in joint projects and activities. The quarterly *US Economic Indicators* publication is one example of a joint project, as are many of the Web-based seminars ETA produces each year. ETA University courses, both in person and online versions, would not be possible without the expertise and commitment of the volunteers who helped ETA create them and help deliver them. Take the initiative and propose creative ways you and ETA can work together.
- Special events such as *Compliance Day*, *Prepaid Day*, or ETA's annual government relations workshop for Washington lawmakers and regulators are another place to contribute—through sponsorships, lending your company's expertise, or both.
- From time to time ETA creates special task forces, focus groups and other ad hoc groups to tackle specific projects or offer specialized advice. Let us know if you are interested in participating on that level.
- ETA has 14 standing committees that advise the association and undertake many projects that benefit ETA and the industry. You can help by assisting in committee work, which may involve projects such as writing and publishing white papers and planning our biggest events.
- And finally, many of the articles you see here in *Transaction Trends* are contributed by ETA members who provide their expertise on a topic in return for a byline.

Those who take part in ETA activities and their contributions are proof that the companies who make up the payments industry are serious about their business and profession and are committed to its continued growth and success. That's most important when Congress or a state legislature tries to decide between self-regulation and government regulation.

But there also is an economic return to those who work with and support ETA. That ROI may not be easy to quantify, but just take a look at the names of the many very successful companies who are full partners with our association. They got where they are by making smart investments of time as well as money. We welcome with open arms any and all suggestions and contributions you and your company care to make to the ETA and our acquiring community. Your efforts will be repaid tenfold!

Warm regards,

Holli Targan

Holli Targan is president of ETA

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

