Credit Union Executive Will Chair Electronic Payments Trade Association

FAIRFAX, Va.—October 14, 2010 The Electronic Funds Transfer Association, a trade group comprised of organizations involved in debit, credit, ATMs, online and other forms of electronic payments and processing today announced the election of James A. (Jim) Hanisch of CO-OP Financial Services as its chairman for a two-year term.

Hanisch is currently executive vice president, Network Operations & Corporate Development of CO-OP Financial Services, a Rancho Cucamonga, CA.-based electronic payment and ATM network serving credit unions.

The Association also elected Wayne Malone, chairman and chief executive officer at Citishare Corporation as vice chairman. Sandra Hartfield, a consultant with Linq3 Technologies, and Lynne Barr, a partner in the law firm of Goodwin Procter, LLP were re-elected treasurer and secretary of the Board respectively.

“Jim’s extensive experience with credit, debit, online banking and payments processing will be particularly important in navigating the significant legislative and regulatory challenges the electronic payments industry is facing,” said Kurt Helwig, president and CEO of the Association.

Upon his election Hanisch said “It is a great honor to be elected chairman. For 33 years EFTA has fulfilled a critical industry role in shaping legislative and regulatory issues surrounding electronic payments. EFTA has always been most relevant during times of legislative and regulatory change. I look forward to working with Kurt and the Board to address these opportunities.”

Hanisch succeeds Ray Crosier formerly of Online Resources Corporation. “During his tenure Ray tackled tough issues like the Dodd Frank Wall Street Reform Act, interchange legislation, and the creation of the Consumer Financial Protection Bureau,” said Helwig. “His guidance helped inform the debate over financial regulatory reform.”

About the Electronic Funds Transfer Association

The Electronic Funds Transfer Association (www.efta.org) is the nation’s leading inter-industry trade association dedicated to the advancement of electronic payment systems and commerce.

Its mission is to objectively advance electronic payments and ecommerce, inform the public and private sectors and keep EFTA stakeholders apprised of the business impacts of payments related legislative and regulatory initiatives.

Working often with Congress and a variety of federal agencies it provides critical intervention services on issues of legislative and regulatory importance to its members.

EFTA members include financial institutions, ATM networks, owners, processors, and manufacturers, card companies, online payment providers, prepaid and mobile payments providers, and technology-management companies.

About CO-OP Financial Services

CO-OP connects credit union members to their accounts through network services, payment processing, e-commerce, CO-OP Shared Branching and call center services. With a total of 3,000 credit union members, 30 million cardholders, 28,000 surcharge-free ATMs, 4,000 shared branch locations and 160 million-plus monthly transactions, CO-OP Financial Services is the nation’s largest credit union service organization, offering the tools, counsel and leadership to help credit unions prosper. To learn more, visit

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