EFTA has had an eventful and productive first 6 months of 2012. We continue to focus on the execution of our business plan on behalf of our membership. Achievements include:

**ATM SIGNAGE (identified as #1 concern of Members)**
- Briefed Congressional Banking Leadership (House and Senate) and Consumer Financial Protection Bureau to alert them to issue
- Constructed broad inter-industry coalition to address issue (inclusive of financial services organizations and retailers)
- Coalition authored letter to U.S. House/Senate Banking Committees seeking repeal of dual signage requirement
- CFPB sought public comment on this issue as a result of EFTA educational efforts
- Provided CFPB with EFTA/ATMIA joint response
- Drafted potential legislation and delivered to possible Congressional sponsors
- Developed wide bi-partisan support for legislation in both House/Senate with over 100 Congressional cosponsors

**CONSUMER FINANCIAL PROTECTION BUREAU**
- CFPB has engaged with EFTA and spoke at our Board of Directors meeting in February
- Currently working with CFPB staff on overdraft study
- Continuing to develop relationships within CFPB enabling meaningful dialogue to occur on future issues

**TANF ACCESS INITIATIVE**
- Conducted (2) surveys of states to gather objective information
- Met with and provided input to HHS in advance of their “request for public comment”
- Under Secretary of HHS participated in EFTA webinar helping to educate members on topic
- Submitted EFTA comment letter to HHS representing both public and private sector stakeholders

**What is Ahead in Q3 and Q4?**

**CONSUMER FINANCIAL PROTECTION BUREAU**
Continue to develop relationships for effective collaboration on upcoming issues including:
- Prepaid cards
- International remittance transfer
- ACH transactions
- Mobile payments

**PAYMENT CARDS CENTER – PHILADELPHIA FEDERAL RESERVE BANK**
- Participate in quarterly meetings to educate PCC staff on industry issues, trends and developments and keep abreast of PCC initiatives
- Engage in projects with potential for mutually beneficial collaboration to PCC and EFTA membership

**EMERGING PAYMENTS**
- Expand EFTA program focus on emerging payment topics
- Continue to educate EFTA members on pertinent issues and provide expert analysis on myriad legislative and regulatory issues
- Provide legislative and regulatory bodies important information on this critical segment so appropriate balance can be considered

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Engage in topical and relevant sessions and hear the perspectives of:

- **Charlie Cook, Election Analyst**
- **Google Wallet**
- **T-Mobile/ISIS**
- **PayPal**
- **Federal Reserve Philadelphia Payment Cards Center**
- **Former FBI Cyber Security Expert**
- **Smart Card Alliance**
- **Congressional Staff**

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