EFTA members depend on us to represent their interests across a varied landscape of challenging legislative and regulatory issues. In times of uncertainty EFTA will help you navigate this regulatory thicket:

- **Barring dramatic changes in Congressional make-up in 2014 mid-term elections**, the chances for the passage of substantive payments legislation are slim, however the regulatory environment will likely be robust and daunting — how you educate, influence and adapt to this dynamic environment could affect every aspect of your business.

### Relationship with Regulatory Community

- **CFPB** — EFTA was invited to participate in invitation only meetings regarding Project Catalyst and Mobile Payments — this puts EFTA at the table educating and advising this important regulatory body on behalf of its members.
- **Federal Reserve** — EFTA continues to educate all stakeholders about legal and business implications of the Durbin interchange amendment — the recent court ruling has dramatically changed the playing field and disrupted business models; EFTA maintains an up-to-the-minute understanding of status, implications, business impact, in/unintended consequences — leveraging industry experts to provide advice and counsel to board members; beyond Durbin, EFTA is developing Association response to Federal Reserve paper seeking improvements in the payments system and identifying gaps and opportunities in the payments industry.
- **FTC** — EFTA is establishing new relationships and focus based on FTC’s growing role in the emerging mobile payments marketplace.
- **Treasury** — EFTA is working to educate policymakers on key industry considerations and policy impacts.

As Executive Agencies seem intent on equating the cost of delivering a service versus the price that is charged, EFTA will provide regulators with information necessary to ensure that innovation thrives and payment technologies are not thwarted.

### Mobile Payments Summit

- Held in September 2013, this successful new program was co-developed, launched and hosted with Networld Alliance - the **ATM & Mobile Executive Summit** discussed the convergence of ATM and mobile technologies (with focus on regulation)
  - Engaged entire ATM & mobile ecosystem — regulatory agencies, FIs, processors, manufacturers, retailers and innovators

Establishes EFTA as:
- visible and respected voice in this emerging industry
- brand in this rapidly growing market

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*EFTA - a trusted source of objective information for the payments industry*
Industry Outreach/ Collaboration Efforts

- EFTA is founding member and co-chair of ATMIÆ’s new Global Government Relations Council – enabling EFTA to expand beyond U.S. borders regarding payments regulation
- Created EMV web site to provide objective views and industry analysis, while keeping members informed of the U.S. EMV migration path

Outreach Activities

- Developed and utilize eGovernment Payments Public Relations Kit (EBT)
- Designed online EFTA Media Kit to establish meaningful and impactful interactions with media venues and highlight EFTA expertise
- Invited as subject matter experts to speak at member and industry conferences and webinars

Educational Activities

- Conduct monthly issues driven legislative and regulatory calls
- Hosted over a dozen meetings/networking opportunities for members keeping them informed of leading edge public and private sector initiatives that can materially affect their business
- Conduct educational sessions for key regulatory bodies on the complexities of price versus cost

Membership Update

- Significant number of new members have added vibrancy and more diverse perspectives to dialogue

Key Areas of Focus for 2014

- Globalize ATM & Mobile Executive Summit – seek international perspective by soliciting participation from around the world
- Expand the reach of EFTA to a more inclusive, global perspective

Below is a partial list of industry leaders and experts who spoke at EFTA events in 2013...

- Dmitri Alperovitch, Co-Founder & CTO, CrowdStrike, Inc. & former Vice President of Threat Research, McAfee
- Carolyn Balfany, Group Head for U.S. Market Delivery, MasterCard
- Greg Baxter, Global Head of Digital Strategy, Citi
- Marla Blow, Assistant Director, Card Markets Group, CFPB
- Danne Buchanan, EVP, Head of No rth America Operations, Fundtech
- Mike Caswell, Special Agent, U.S. Secret Service
- Maureen Elworthy, Director of Treasury, Royal Ahold
- David Fetherstonhaugh, Behavioral Economist, IDEO
- Danielle Garcia, SVP Product Development, mFoundry
- Liz Garner, Director, Commerce & Entrepreneurship, National Restaurant Association
- Ramneek Gupta, Managing Director, Citi Ventures
- Mimi Hart, CEO, MagTek
- Mark Horwedel, CEO, Merchant Advisory Group
- Brett Huff, Fintech Analyst, Stephens & Co.
- Emery Kobor, Deputy Director, U.S. Treasury Department
- Daniel Littman, Economist, Federal Reserve Bank of Cleveland
- Scott Loftesness, Founding Partner, Glenbrook
- Reed Luhtanen, Director, Payments Policy, Walmart
- Jeffrey Marquardt, Deputy Director, Federal Reserve Board
- Malini Mithal, Assistant Director, Bureau of Consumer Protection, Federal Trade Commission
- JP Nichols, Partner, Bank Solutions Group
- Michael Orlando, Chief Sales Officer, Jumio
- Maximilian Schmeiser, Services 2013 Economist, Federal Reserve Board
- Danny Shader, CEO, PayNearMe
- Laura Udis, Sr. Advocate, Financial Services, Consumer Federation of America
- George Wallner, Chief Technologist, Loop (Founder of Hypercom)