Joining EFTA

8 reasons to join an association whose members process 90% of all electronic payments transactions in the U.S. Every day.

News, Guidance and Analysis
Information is the oxygen of the electronic payments industry. EFTA brings you more of it in more formats than any other association. This includes 12 legislative and regulatory briefings each year, 4 Board of Directors meetings, an annual executive-level summit featuring timely original programming, an annual government payments conference, 12 exclusive CEO briefings, quarterly CEO Reports, a multi-media website, a research archive and direct access to EFTA’s Washington-based staff.

Early Warning against Adverse Legislative and Regulatory Actions
With our government relations professionals exclusively focused on electronic payment issues, EFTA has been a fixture on Capitol Hill for 4 decades. Often EFTA brings its members warnings about impending law-making or regulatory activity long before you read about it in the news.

Opportunity for Industry Leadership and Promotion
EFTA members are leaders—in their companies and in the Association. A sustaining membership to EFTA earns you a seat on the EFTA Board of Directors. Your participation in EFTA raises your visibility in the industry.

Exclusive Short List Opportunities
Executive agencies often seek out EFTA’s opinion on matters important to your business. Our response is to include you and your opinions in these executive-level briefings.

Original Programming
Each year EFTA brings its members educational programming that isn’t found anywhere else. This includes original research and analysis from federal regulators, analysts and payment companies. Last year alone EFTA members heard from more than 50 speakers from such organizations as the Consumer Financial Protection Bureau, the U.S. Secret Service, the Federal Reserve, and global retailers Wal-Mart and Ahold.

Access
EFTA maintains close professional executive-level contacts with all of the major administrative agencies that regulate the electronic payments industry, including the Department of Treasury, the Consumer Financial Protection Bureau and the Federal Reserve System. These are relationships developed over years, which we share with our key members.

Specialization
As a member of the EFTA Board of Directors your staff may participate in any of our working groups or standing councils. These councils cover legislative and regulatory issues, government payments, and emerging payment technologies.

Networking Opportunities
EFTA membership provides an opportunity to develop relationships with industry leaders in some of the biggest names in the electronic payments industry. Names like Citibank, J.P. Morgan Chase, Xerox, First Data, MasterCard and many other industry leaders.