With innovation rapidly changing the payments landscape, EFTA continues to work as your voice within the industry. A brief summary of the first-half of the year highlights (aligned to our key 3 objectives in 2014) are noted below as a well as preview of upcoming initiatives.

**Government Relations**

- Working in close consultation with the Federal Reserve Bank on their Faster Payments Initiative – EFTA (representing all member segments across the electronic commerce spectrum) ensures key points of view critical to the industry are presented along with intended and unintended consequences. EFTA’s broad industry perspective is critical to the Fed as they consider the business case and ROI of this dramatic change.
- EFTA is actively engaged in representing industry views regarding the implications of Operation Choke Point as it increases in scope and potentially jeopardizes legitimate businesses.

**Emerging Trends/Issues**

- Through its’ leadership on ATMIA’s Global Government Relations Committee, EFTA keeps members apprised of the increasing similarities in the global payments regulatory environment so members can assess potential impacts to their business and proactively plan for seamless integration in the global economy.

- In September, EFTA will bring together industry leaders and government officials from around the world at the ATM & Mobile Innovation Summit to share their insights on payments innovation. Key topics include:
  - Digital currency
  - Data security and privacy
  - Integration of mobile payments into ubiquity
  - Regulation that will either enable or inhibit these inclusive, leading edge technologies

**Raise Profile of EFTA Brand**

- Commission and publish industry thought leadership papers on digital currency, Operation Choke Point and others
- Launch a new Council dedicated to payments innovation
- Expand breadth of timely content throughout the year on key topics such as:
  - Faster Payments – Is there a business case?
  - Operation Choke Point – Is it relevant to your business?
  - Credentialing – What is the answer?

We value your participation in EFTA and look forward to making an even a greater impact across the diverse portfolio of stakeholders engaged in electronic payments.

SAVE THE DATE – SEPTEMBER 10-12, 2014

JOIN US FOR THE “ATM & MOBILE INNOVATION SUMMIT” IN WASHINGTON, D.C.

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