



ACCESS THE WORLD

ISSUE 22 | Winter 2012

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# Targeting Card Fraud with Risk Services Manager (RSM)

**M**ember Access Pacific's clients have a new weapon to use in the fight against card fraud. MAP has launched Risk Services Manager (RSM), the latest fraud prevention tool from Visa. RSM can help curtail fraudulent transactions more quickly than other solutions, allowing MAP clients to stop fraud loss sooner.

"Threats from fraudsters can change on a moment's notice," said Joyce Carter, MAP Vice President of Client Services. "The sooner we can identify and set rules to neutralize these threats, the better. RSM will speed up the process, allowing credit unions to target fraud in real time."

According to Carter, a key advantage of RSM is the unlimited rules capabilities that can be segmented down to the individual cardholder level. "RSM allows for more precise rule setting, allowing credit unions to better serve their members while maintaining security for their card portfolios."

RSM resides within MAP's single-point back office administration tool that provides users the ability to write rules that can decline or send transactions to Falcon for real-time decisioning. It is capable of processing in real-time all authorization transactions within



a broad range of variables to mitigate risk. RSM empowers the credit union to manage its own rules. Card managers can employ several decision elements, including event tracking and velocity calculation. Institutions gain insight into their portfolios using historical data compiled in RSM, allowing them to develop and test authorization strategies that can further reduce card fraud. RSM supports the ability to create and associate rules to risk factors at multiple segments, including the individual cardholder.

For more information about implementing RSM in your credit union, please contact Bryan Elder, National Sales Executive at 866-598-0698, ext. 1624, or [bryan.elder@mapacific.com](mailto:bryan.elder@mapacific.com)

## MAP Launches New Website



[www.mapacific.com](http://www.mapacific.com)

Member Access Pacific (MAP) has launched a newly redesigned website. This site is designed to enhance website viewing and offer expanded resources for clients. In addition to offering extensive resources regarding card processing solutions, the site features product videos, resources about partners, a training center and calendar, and interactive tools, including ATM locator maps.

Future enhancements to the site include a client portal, an electronic gateway for the collection of digital files and information. MAP credit union clients will have self-service access to a log in area where they can view, download, and upload records, including invoices, pricing, contracts, service guides, bulletins, manuals, and other resources that support their relationship with MAP.

MAP is currently developing product tutorials, on-demand training videos, and third-party training tools for the expansion of the Online Training Center. MAP seeks to continually update our online services with the development of dashboards and popular collaboration capabilities, including social, blogs, wikis, tagging and ratings, as well as an updated analytics support and reporting.



## INTRODUCING

# MAP Plastics

## Card Production and Fulfillment



Beginning in 2012, Member Access Pacific (MAP) will offer full-service Card Production and Fulfillment services for U.S. financial institutions seeking a best-in-class and cost-effective solution. In anticipation of EMV chip introduction into the U.S. market, MAP has sought a card production and fulfillment solution to support our client credit union future needs. That solution is now in place. It's called MAP Plastics.

"MAP Plastics will support the rigorous requirements of any financial institution's card program," states Cyndie Martini, President and CEO of Member Access Pacific.

"In addition to helping our clients find an affordable alternative to what's currently available in the market," said Martini, "MAP Plastics will be a 'world class' solution out of the gate. From traditional credit and debit banking cards to fast-paced prepaid and image card applications, MAP Plastics offers magnetic stripe, contact, contactless and dual-interface cards for any traditional or EMV card program."

Coupled with Card and Account Maintenance within CATS, clients will be able to directly manage and monitor the resident cardholder information and have access to a wealth of well organized information. MAP Plastics provides a proprietary card management platform for tracking, inventory, and delivery management.

For more information about switching to MAP Plastics for your Card Production and Fulfillment needs, please contact Bryan Elder, National Sales Executive at 866-598-0698, ext. 1624, or [bryan.elder@mapacific.com](mailto:bryan.elder@mapacific.com).

Your chance to get in on the excitement!

LONDON  
2012

# go world

Your credit union can be part of the marketing blitz and sweepstakes planned for this Summer's London 2012 Olympic Games.

more fans go with **VISA**



As a Visa issuer, you are eligible to promote Visa marketing properties, such as the Olympic Games, to your member cardholders. This summer's Olympic Games is a one-of-a-kind opportunity to promote your Visa-branded card portfolio.

### Go World Campaign

Visa's sponsorship allows your credit union to deliver the unique and inspiring excitement of the *Go World* campaign to your members by extending the emotional power of the Olympic Games into increased card usage and cardholder loyalty. With your participation, your credit union can tap into the legacy and success of the *Go World* marketing campaign leading up to and during the London 2012 Olympic Games.

For the London Games, the *Go World* campaign, which will run in over 35 countries, will continue to communicate Visa's universal acceptance and proud history as a sponsor of the Olympic Movement for 25 years. At the core of the campaign is demonstrating the unique role that Visa, the universal currency, plays in helping fans celebrate and participate in the world's most universal event. The campaign will include television, digital and outdoor advertising, robust social media, usage promotions and may others.



*USA swimming phenom, Michael Phelps, holds the record for most gold medals won at a single Olympics (Beijing) and the all-time record for most gold medals won (14).*

### Olympic Sweepstakes

As a result of this unique sponsorship, Visa can offer your cardholders access to the Olympic Games that no other payment card can offer. For the first

time ever, Visa is offering two grand prize trips for two to the 2012 London Olympic Games. The London 2012 Olympic Games Sweepstakes celebrates the Olympic fans that come together every 2 years to cheer on the amazing accomplishments of our athletes. It also reinforces the fact that only Visa offers cardholders the chance to win the opportunity to cheer on the athletes in person when they use their Visa card to make a purchase.

### Promotion Details

Cardholders who make purchases with their Visa card between April 1 and May 31, 2012 will be automatically entered for a chance to win the Visa 2012 London Olympic Games Sweepstakes. The more they use their Visa card, the more chances they'll have to win. Two Grand Prize winners and their guest will

*Continued on page 5*

## Industry News

### 44 percent see mobile browser as the 'most' secure:

Mobile bankers are faced with specific security issues when using three mobile banking channels: web browser, m-banking application and SMS texting, a recent report has revealed. Javelin's Mobile Banking Security research has shown that for 44 percent of polled banking consumers, the mobile browser is the most widely used of the three channels and is also perceived to be the most secure. Mobile bankers with smartphones view the browser as an extension of online banking. However, online banking using a downloaded app is the second most widely used channel and actually the safest for mobile bankers, with 25 percent of consumers using this channel.



**Starbucks processed 20 million mobile payments in 2011:** Coffee company Starbucks has processed more than 20 million mobile payment transactions since its m-payment service was launched in January 2011. Starbucks Card Mobile apps are available to iPhone, Android and BlackBerry users at almost 9,000 Starbucks locations in the US. The Starbucks system allows customers to pay with their mobile devices by scanning 2D barcodes on the screen at store registers.

**That's not a mobile phone, it's an ATM security device:** Singapore has one of the lowest skimming rates in the world, yet thieves pulled off one of the most costly ATM skimming frauds recorded anywhere this past January. Nearly 700 customers of the Development Bank of Singapore (DBS) had money stolen in the two days before the crime was discovered. DBS paid out \$1 million in compensation. In the wake of the crime, DBS announced new account safeguards including one that alerts customers by SMS — i.e., text message. While an SMS alert notifies cardholders only after the crime has been committed, real-time SMS notifications significantly narrow the gap between the time a skimming incident occurs and the time it is discovered and addressed. As the two-day delay in uncovering the DBS skimming fraud showed, time can be big money to a financial institution. Not only financial institutions, but also consumers benefit from faster discovery as federal law only allows a consumer two days to refute an unauthorized ATM withdrawal.

## PARTNER PROFILE

# MARQUIS

### Results. Nothing else matters.

Getting RESULTS for your financial institution requires effective tools and partnerships that work. This is what MARQUIS is all about. MARQUIS delivers common-sense, performance driven solutions. From marketing to sales to direct mail creative & fulfillment, we will work to achieve your specific objectives. Imagine what getting provable results will mean for you?! And because we guarantee results, the risk is ours. The results are yours to keep. This is what marketing is about. If you can't measure it, it never happened.

EXPERTISE in marketing, CRM and direct marketing doesn't come from simply hanging out a shingle or establishing a web presence. It comes from having experts on staff that will leverage their experience, and put it to work for you in tangible ways. MARQUIS is not a start up. Our experience includes relationships with over 1000 financial institutions, worldwide. Experts, expertise and experience. Our team will transfer their knowledge to you and help you get measurable results.

MARKET. DAILY. Cool technology exclusively available from MARQUIS enables credit unions to market every day. Because our MCIF/CRM solutions update daily, we can automatically manage meaningful daily trigger events, in a completely turnkey fashion. Stop marketing 10 days after the end of the month (like other MCIF solutions) MARKET. DAILY. Even better, we will do it all for you!

If it isn't MEASURED, it never happened. How are you tracking your work to assure that you are meeting your strategic goals? MARQUIS is wired to provide measurable, provable results for every client. It is built-in to our DNA.

For most, there is great comfort in and confidence in relying upon PROVEN organizations, technologies and experience. Very few are willing to risk their future success on the unproven. We agree. For 25 years, MARQUIS has guaranteed results and provided proven, reliable solutions for financial institutions. As you explore what you need from an MCIF/CRM software, services, and direct mail creative/fulfillment firm, we know you want a provider that will help you get provable results. Go-MARQUIS! To learn more about MARQUIS, please visit [www.gomarquis.com](http://www.gomarquis.com)

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receive roundtrip airfare, tickets to Olympic events, deluxe hotel accommodations, roundtrip event transportation, Visa Olympic-themed merchandise, Visa gift cards, and a visit to USA house.

### Going for the gold.

The unique and inspiring stories of Team Visa athletes and Olympic legends will also be featured prominently throughout the *Go World* campaign celebrating athleticism and human triumph.

Kevin Burke, Visa's head of global consumer marketing, drives that point home in a recent statement about Olympian and spokesperson for Visa, Michael Phelps: "He truly embodies the spirit of our 'Go World' campaign that celebrates memorable Olympic moments and the extraordinary athletes who achieve them. We congratulate Michael on his momentous achievements and wish him the best as he continues his march towards Olympic history."

Michael Phelps is among the more than 50 worldwide athletes and 20-plus national teams Visa will support throughout their journeys to the London Olympics. The life stories of the athletes will also be featured in the company's multi-platform "Go World" marketing campaign as a means to connect with cardholders during the buildup to the 2012 Games.

"The Olympic and Paralympic Games begin and end with the athletes," Kevin Burke states. "Building off our legacy of athlete support since 1986, we remain committed to helping Olympic and Paralympic hopefuls achieve their lifelong goals as they embark on the greatest athletic challenges of their lives."

### Olympic Sponsorship Supports Credit Unions

"We've been sponsors of the Olympics for over 20 years and this property has proven to be a very strong global platform that advertises our brand in front of a very passionate global fanbase," said Burke. "It has been a fantastic property and we've seen that it has helped drive our high-level fan goals."

"Cardholders state that they use their card more when they're aware of our Olympic advertising campaign," Burke said, adding that cardholders aren't the only ones benefitting from Visa's long-running



## get your Phelps poster today!

### Free Branch Materials

Order a Michael Phelps poster, banner, or display for your credit union's branches. There is no charge to you, but you need to order by March 13, 2012 to guarantee March 30, 2012 delivery. Simply provide the dimensions and proper logo for placement. To get started or for more information, contact Karl Kaluza at Member Access Pacific, 866-598-0698 x 1618 or email at [karl.kaluza@mapacific.com](mailto:karl.kaluza@mapacific.com).

sponsorship. Visa provides "pass-through" rights that permit financial institutions and merchants too small to afford an international Olympic sponsorship to still associate with the Games.

"Because Visa is an Olympic sponsor, we give them the opportunity to then run a promotion for their cardholders to win a trip to the Games, he said. "Moreover, through careful monitoring and analysis, we know that it drives transactions and revenue growth, builds brand awareness and affinity, optimizes our marketing efforts and helps build and deepen relationships with clients."

### Marketing Support.

Scheduled to coincide with Visa's international advertising and public relations efforts, the *Go World* campaign, will be supported with an integrated marketing campaign, including market-ready and customizable materials for issuers. Visa's Olympic Games integrated marketing campaign – *Go World* – celebrates the passion that fans have for the Olympic Games and Team USA. Promotional materials, designed to build excitement and participation, are now available and can be customized with your credit union's logo or card artwork. Materials include: statement inserts, take ones, and tent cards, plus e-marketing materials such as web banners and an email template. With MAP's in-house marketing support we can personalize these materials at no-charge to you as our client. To get started or for more information, contact Karl Kaluza at Member Access Pacific, 866-598-0698 x 1618 or email at [karl.kaluza@mapacific.com](mailto:karl.kaluza@mapacific.com).



# TwinStar Credit Union is ReadyLink Ready

Visa prepaid cardholders can now load cash onto their cards at any one of 34 TwinStar ATMs in Washington state's South Puget Sound region thanks to TwinStar Credit Union's new service. Using ReadyLink enabled Visa prepaid cards, a cardholder can add money to their card at any of TwinStar's cash-accepting ATMs.

"Now our members, or anyone who has a ReadyLink-enabled prepaid card, can take their prepaid card to one of our imaging ATMs, insert cash into the machine and load those funds onto that prepaid card," says Shanna Palmer, card services supervisor for TwinStar Credit Union.

They can put \$500 cash into the ATM, select "Load Prepaid Card" and the ATM will automatically load those funds onto that card.

ReadyLink prepaid cards help meet the needs of over 80 million unbanked U.S. consumers who rely heavily on cash for everyday transactions and are looking for a card payment alternative. With Visa ReadyLink at merchant locations – and now ATMs – consumers have an easy way to reload funds to Visa reloadable prepaid cards, including payroll, general purpose reloadable and government disbursement cards. This provides immediate access to funds with a safer, more convenient payment alternative to cash and checks.

"We're getting great feedback that people like the feature and think it is convenient, especially if it is after hours or they can't make it to the branch. A lot of our customers use the cards to load a specific amount to give to their kids for school trips so if they run out of money, they can just reload funds onto the card while they're traveling," says Palmer.

"We're looking forward to seeing how this grows over the coming months and year," says Palmer. "It is just another added feature of the ATM like offering statements or stamps and an opportunity to provide continued convenience and service to our customers."

TwinStar is the first credit union to complete an institution-wide installation of the ReadyLink network. MAP recommended TwinStar beta test the product for Visa.

"MAP recommended us to Visa DPS since we already were selling Visa prepaid reloadable cards and gift cards to our membership that they could reload online or at the branch. We thought it would be advantageous," said Palmer, "and that is how we got involved in launching the product."

TwinStar implemented the beta test in August 2011. "The feature has been up on the majority of our machines since November. We were upgrading our ATMs to ADA so we took that opportunity to also do the upgrade to ReadyLink," explains Palmer.



## Merchant Offer Program – Great for Seasonal Promotions

Materials for Mother's Day and Travel 2012 are now available. Help cardholders save on gifts for Mother's Day with these specially selected offers on flowers, clothing and more. Get cardholders on board with Visa by promoting savings on cruises, car rentals and more. MAP offers these Merchant Offer Program to clients at no cost for statement inserts, email templates, webpages and banner ads help your credit union create a promotion when time and resources are in short supply. All materials can be branded with your credit union's logo.



## Unitus CCU Launches Design A Card Program



Unitus Community Credit Union (UCCU), headquartered in Portland, Ore., launched its card personalization service at the beginning of 2012. Branded "my design card," the UCCU card personalization product is built on MAP's web-based application that allows Unitus CCU members the opportunity to create their own personal payment cards using photos of a loved one, pet, favorite place or memorable event. Members can now design their own card by uploading a personal photo quickly and easily as part of the credit union's online banking experience.

### Design A Card from Member Access Pacific.

Driven by the world's leading custom digital card design platform, "Design A Card" is produced and managed in partnership with Serverside Group, a solution-provider experienced in building, launching and maintaining over 1,000 custom card programs in over 25 countries for over 200 financial institutions. As a result, MAP's client credit unions can confidently and securely leverage this exciting capability into their card program.

For more information about MAP's Design A Card debit and credit card personalization program, please contact Herb Tajalle at 866-598-0698 x1616 or herb.tajalle@mapacific.com.

design  card



## Visa News

### Visa tops one million EMV chip-enabled cards in U.S.:

Since announcing the EMV rollout last year, Visa has seen strong interest to invest in chip technology among U.S. issuers large and small. The millionth chip milestone demonstrates the significant progress the industry is making toward accelerating mobile innovation and the adopting of EMV contact and contactless chip technology in the U.S. Migrating the U.S. market to chip will help build an infrastructure for accepting NFC mobile



payments, enhance international acceptance and reduce fraud. EMV chip technology refers to the microchip that is embedded in a credit or debit card, or even a mobile device. Sometimes misleadingly referred to as "chip and PIN," EMV chip is commonly deployed with a variety of cardholder verification methods, including signature as well as PIN. The critical security advancement is the EMV chip, which protects the cardholder by generating a unique code every time it is used, effectively eliminating the problem of counterfeit cards. The same chip technology also enables mobile NFC payments.

### Credit Unions pilot Visa Gift Card offering at ATMs: In

a pilot program currently underway in Arizona, three credit unions are offering Visa Gift cards at walk-up and drive-through ATMs in select locations. Credit Union West, MariSol Federal Credit Union, and Pinal County Federal Credit Union are participating in the pilot and have already begun offering their members this quick and easy way to purchase Visa Gift cards. With this introduction, ATM menu screens now include a "Purchase Visa Gift Card" option and prompt to designate the value to load on each card. Cards are available with no activation fee in \$25 denominations during the pilot. The new ATM-dispensed Visa Gift card is made of a durable yet thinner material, which allows cards to easily pass through the cash mechanisms of ATMs.

### Visa brands its digital wallet V.me: Visa has officially

launched its new brand for its digital wallet, called V.me, as the credit card company also works to court app developers to help further this mobile payment



platform. In 2012, Visa will start marketing its digital wallet as V.me, a brand that is differentiated from its Visa credit card brand. Instead of typing in a 16-digit account number to complete a transaction from a smartphone, users can simply sign into the V.me digital wallet with a user name and password to buy something.

# Defining Consumer Segments for Successful Gift Card Programs

Today's consumers are turning their growing appreciation for gift cards into an all-out public embrace. According to the 2011 U.S. Prepaid Consumer Insights Study, the average amount spent per card grew in 2011, increasing by more than 23 percent compared to 2010. The average total amount consumers spent on gift cards increased to \$211 from \$161 last year.

While consumers continue to open their wallets and spend more on gift cards, it's crucial for credit unions to take the time to stay on top of industry trends and understand how members perceive and use gift cards. Namely, that gift cards are highly valued by receivers. For more than half of gift card recipients, a gift card valued at \$25 is nearly equal in value to a gift valued at \$50.

Gift cards benefit the recipient by allowing them to select a gift of their own choosing as well as treat themselves by purchasing an item they did not plan to purchase with their own money.

Overall, more consumers (47%) are interested in receiving a gift card than in actually sending one (22%), indicating an opportunity to educate consumers on the ease of sending and redeeming cards.

The study analyzed results by five distinct consumer segments called "Budget Tamers," "Card Enthusiasts," "Helpful Husbands," "Convenience Shoppers," and "Last Resort Consumers," to share characteristics and opportunities associated with different types of gift card purchasers.

The average spent per gift card increased by over 23 percent from last year, with consumers spending on average \$34 per card in 2010 and \$42 in 2011.



Budget Tamers, on average, purchased the most cards (6.7) while spending the highest average amount (\$79), compared to consumers in the Last Resort segment, who purchased the least amount of cards (3.3), and Convenience Shopper, who spent the lowest average amount on cards (\$47).



Gas stations or convenience stores received the highest amount of total dollars spent (82%) by Budget Tamers, but the least amount from the other consumer segments. This is largely in part due to the fact that today's economic challenges have consumers trying to stretch their dollars; a common characteristic of the Budget Tamer.



Overall, gift card buyers are an extremely diverse group in their attitudes and behaviors toward different types of cards, the number of cards they purchase, preferred purchase locations and affinity for gift cards. Understanding how to develop specific strategies and tactics targeted at each of the five consumer segments can significantly benefit a credit union's card programs.

For more information about implementing a Visa Prepaid Gift Card Program in your credit union, please contact Bryan Elder, National Sales Executive at 866-598-0698, ext. 1624, or [bryan.elder@mapacific.com](mailto:bryan.elder@mapacific.com).



# Understanding the “unbanked” and “debanked” and the opportunities to serve them

Until recently, there were the banked and the unbanked, but now, according to Aite Group, it is time to look at another customer segment – the debanked. The debanked is the segment of customers who already have a bank account, but no longer are satisfied with the services they receive from banks. One key characteristic of the debanked is that they ditch traditional banking services not because they have to, but because they want to.

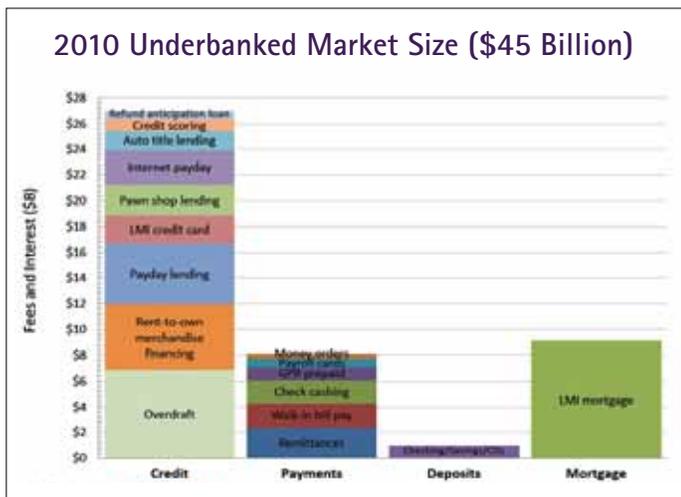
“While the unbanked are often misperceived as disadvantaged consumers living outside mainstream society, the Debanked are anything but underprivileged,” said Ron Shevlin, senior analyst at Aite Group and co-author of the report. “Furthermore, convincing the debanked to use prepaid debit cards shouldn’t require a lot of education or persuasion. The debanked are already highly satisfied and frequent users of this product.”

The debanked therefore represent a major market opportunity for prepaid and alternative debit card providers. As some have argued, it is not really about being “unbanked” or “debanked,” but about the untapped market and how compelling the size of this market has become. The FDIC defines underbanked consumers as individuals who have a checking or savings account but also rely on alternative financial services. Unbanked refers to individuals who do not currently have a checking or savings account. In the US, the unbanked

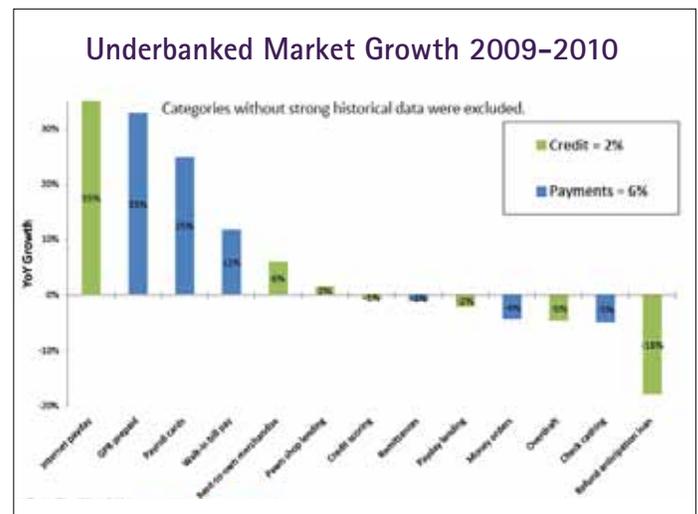
programs and credit counseling.

Recently, the Center for Financial Services Innovation (CFSI), reported that products and services that cater to the needs of financially underserved consumers is an opportunity for strong growth. In 2010, people who don’t rely on nontraditional providers for their financial needs numbered nearly 80 million.

As illustrated in the chart, “2010 Underbanked Market Size” (below left) that the underserved spent \$45 billion dollars spent on fees and interest, alone. This is for services such as check cashing, remittances, rent-to-own, title lending, prepaid cards, walk-in bill payments, even bank overdraft. It is fair to say that most of these products are generally more expensive than what credit union members typically pay. APRs higher than 30 percent (if not 300 percent); transaction costs of \$2.00 plus; money transfer costs of \$10.00 and up; access to a payroll check for 2 to 4 percent. This revenue originated from a



and underbanked have been left to the alternative financial services industry, such as check cashers and payday lenders, or the philanthropically funded nonprofit industry, such as financial literacy



total estimated volume of \$455 billion in principal borrowed, dollars transacted, and deposits held.

As shown in the chart above, “Underbanked Market Growth 2009-2010,” these services are thriving during recession. The largest year over year growth came from internet-based payday loans (35%), followed by prepaid (33%) and payroll (25%) accounts. Even as the economy improves, these products are still projected to grow as consumers become accustomed to the products and the services associated with their use improve.

# “Volunteer Leadership Institute is a Big Hit”

- Sarah Snell Cooke, Editor-in-Chief, Credit Union Times

Excerpts from the

## Credit Union Times

Trusted News for Credit Union Leaders

**Directors Flock to Literacy Session** – Volunteers attended a sessions at The Paragon Group’s Volunteer Leadership Institute entitled “Financial Essentials for Volunteers,” but took the session in many different directions. The highly interactive session took various turns as the audience peppered Bob Schumacher, Senior Consultant for Paragon, with questions. One of the hottest discussions centered on examinations. The inconsistency of the NCUA was an oft-repeated concern. Situations were shared where examiners told a credit union to form a committee to oversee all the loans running through the credit union, and the next year asked why the credit union was doing that.



### Volunteers Weigh Value of Performance Assessments

– The Paragon Group’s CEO, Mary Beth Spuck, led a lively session on the importance and value of board assessments. She emphasized that everyone involved in assessments should know what’s going to happen right from the start. Whether your board is “rubber stamp” or “watchdog,” what you want it to be is a “challenger,” according to Spuck.



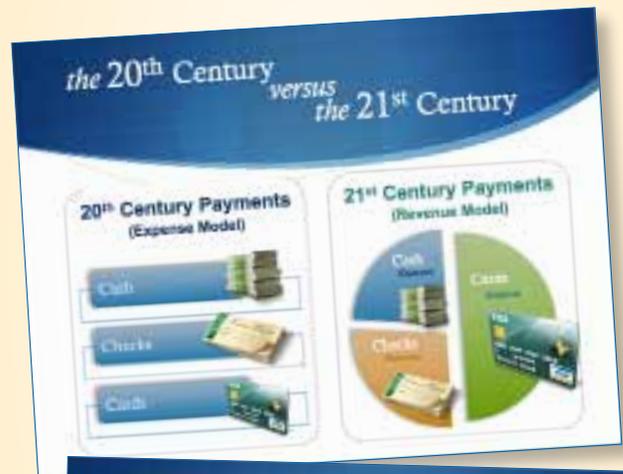
### Positive Signs on the Economy

– University of Hawaii Professor Byron Gangnes explained how the euro crisis could affect the U.S. economy, but after three long years, the U.S. gross domestic product has returned to early 2008 levels. It’s still not where it should be, Gangnes explained, recessions caused by a financial crisis often do take about three years to recover, so the slow going was not unexpected to him.



## MAP Sponsors Volunteer Leadership Institute

**Understanding the 21st Payments Model** – Cyndie Martini, President and CEO of Member Access Pacific, led a roundtable about understanding the 21st Century Payments Model. The previous payments model, explained Martini, was essentially an expense model, where the credit union underwrote the cost of payment solutions, such as checks, plastic cards, and cash, for their members. With the growth of debit use and interchange income, the payments model shifted from an expense model to a revenue model for most credit unions. New payment solutions and competitors may again be upending an important source of income for credit unions.



# Letter from the CEO

*We can all agree that EMV is needed ... and soon.*

In recent years merchant groups and issuer processors have been at odds on a number of issues - namely interchange rates and network routing. However, there is near universal agreement among merchants, processors and issuers on the need to implement the EMV chip technology in the US, even Mastercard is joining Visa to push adoption of the EMV. EMV, which stands for Europay, MasterCard and Visa, uses an embedded microchip to validate the card, the consumer and the payment transaction, which greatly improves our ability to combat fraud.

The EMV system increases security on two levels. Firstly, the solution being issued is more secure than traditional mag-stripe technology, as it negates the risk of card-skimming and other common forms of card fraud. And secondly, the means by which it is issued is infinitely safer than posting new cards and PIN numbers.

As well as reducing the amount of fraud, credit unions also stand to benefit from making their card 'top-of-wallet' or first choice by emphasizing the enhanced features with EMV leading to increased transactions. Given the fact that U.S. consumers average 5.4 cards in their wallets, ensuring a loyal credit union relationship is key to retaining the member in the long term.

The U.S. adoption of contact and contactless chip technology is critically important to all key stakeholders - issuers, acquirers, and merchants alike - by preparing the industry for the arrival of Near Field Communication (NFC)-based mobile payments. This will happen sooner than you might think. In a little more than three years, October 1, 2015, Visa will shift the financial liability for card-present counterfeit fraud losses from the issuer to the party that is the cause of a chip transaction not occurring, in many cases the merchant.

MAP is already putting in place the tools to ensure our client credit unions can make a smooth transition to EMV. This year we launched MAP Plastics (see "Introducing MAP Plastics Card Production and Fulfillment" on page 2). We launched MAP Plastics for two reasons: one, provide a 'world class' solution for our credit unions to drive growth and improve service to their members; and two, provide a more affordable solution to the vast majority of credit unions than what is available on the market today.

Just this past week our MAP Plastics card production partner, Oberthur Technologies, announced that it shipped over 2.5 million EMV cards to US financial institutions in 2011, making it the largest EMV provider in the U.S. Oberthur Technologies currently has fifteen active EMV programs in the US and is without question the best EMV solution on the market today. To assist credit unions over the technical hurdle associated with an EMV migration, MAP is offering a fully integrated EMV migration solution and management program based on best practices gained by Oberthur Technologies' experience from hundreds of EMV projects worldwide.

At MAP, we strive to make our clients more competitive by providing payments solutions that best serve their members. Our success comes from providing cost effective, best-in-class solutions for our clients. For more information about how MAP can best serve you and your institution, feel free to call me, 1-866-598-0898, ext 1610 or email me at [cyndie.martini@mapacific.com](mailto:cyndie.martini@mapacific.com).



*Cyndie Martini*  
President/CEO

Best regards,

Cyndie Martini  
President/CEO

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**PAID**  
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