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Appealing to Today's Youth Market

The youth market is one of the most challenging—and appreciable markets—for credit unions and credit union card programs. This is why it's important to be able to put your finger "on the pulse" of the 14-25 year olds in your membership—a group that is being bombarded with messages and offers every day.

How do you develop messages that will be "heard" by this group?

Like the youth groups before them, this group marches to its own drummer. To the degree that credit unions recognize where the drumbeat is and what matters, they can make valuable inroads.

Here are eight marketing tips:

#1 Brand matters

The youth market has grown up in an era where brand has been stressed in everything—from tennis shoes to coffee. Their extreme brand attunement means that physically attractive credit and debit cards, with the opportunity to personalize, are an

important perk to them.

#2 Technology is a "given"

We are well past the stage where credit unions were trying to "lure" members into doing online banking to save on transaction costs. Internet technology is second nature to the 14-25 year age group, and people in this age group expect technology that not only works every time, but works effortlessly. Giving them the ability to easily check their debit and other accounts online and signing them up for this capability while enrolling them in a card product is a great combination and a natural "cross sell."

#3 Young people want value

While they are very brand-conscious, young people are also practical and seek value. They want to know how to access and manage their money and grow their assets. Credit unions can bundle products and services into an attractive value relationship with youth by using relationship rewards and incentives in their card programs.

#4 Personalization

Personalize the online banking Website for the individual member. You might also

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consider using opt-in text messages for card promotions. Finally, your online banking Website is a great opportunity for social commerce, where your members can offer feedback via surveys and online ratings. Take advantage of this market intelligence to build your next youth campaign.



#5 Don't forget the telephone

Virtually everyone 14–25 years of age is connected via cell phone. This is why personalized opt-in text messages on new card products and promotions can be very effective.

#6 Worry happens sooner

Many young people have seen the prices of homes (and the American Dream) slip beyond the reach of their salaries. There is a hopeless feeling with this generation that sets it apart from other generations that have preceded it. One result is a new feeling among younger adults that it might be "ok" to let debts (like credit card balances) go bad. Many of these people will change their tune once they see a way to succeed financially. Credit unions are in the perfect position to provide educational outreach programs that teach younger members the value of good credit—along with ways to manage their finances to achieve their goals.

#7 Don't forget the Green

Youth understands that it will soon inherit a planet that is besieged with global warming and other pollution issues. Green initiatives and product reward programs can be very compelling. A credit or a debit card program that offers green rewards or donations to green organizations will be well received.

#8 Retro is cool

Unlike previous generations that rebelled against the musical tastes of their parents, most of today's young people think retro is "cool." An iTunes giveaway featuring downloads of recordings from Bob Dylan, Jimi Hendrix and Led Zeppelin just might work! ■

New Market Research on ATM Use

New market research is out on how consumers are using ATMs, with some interesting differences between various age group segments:

- *ATM use continues to find strong support across all age groups, with consumers seeing the withdrawal of funds, and the abilities to check account balances, make deposits and transfer funds between accounts as their most preferred ATM services.*
- *Most people surveyed, regardless of age group, support the potential to use the ATM to scan checks directly over making traditional, envelope-based deposits.*
- *Baby boomers are more interested in using on-premise ATMs over off-site ATMs. This finding contrasts to that of the younger Gen Y and Gen X segments, who indicated preferences for using both on- and off-site ATMs for assorted needs. The youngest segments of Gen Y were also more open to the possibility of using ATMs to conduct wire transfers as a vehicle for topping off prepaid gift cards.*
- *Most people, regardless of age group, prefer using branch ATMs over in-lobby PC terminals or interactions with tellers via closed-circuit monitors. ATM preferences were highest in the Gen Y segment, and demonstrate that while baby boomers are willing to wait somewhat longer to gain a personal interaction with a teller, Gen Y customers are more than happy to forego the line in favor of the ATM.*
- *Next-generation consumers expect their banking interfaces to be able to predict user actions and maintain a history of interactions with specific users to learn what users are interested in. The best interfaces will be able to support both user customization and targeted personalization, key factors in meeting the self-expression needs and the time sensitivity that are hallmarks of the next-generation banking customer. ■*



MAP Goes “WebEx” for Training in 2008

Member Access Pacific recently completed a new Website (mapacific.webex.com) on WebEx, an online training conferencing platform.

WebEx offers one of the premier training teleconferencing sites in the industry.

“Our goal for the new WebEx MAP Website is to create more training teleconferencing opportunities for MAP and its members,” said Sandy Jenkins, MAP’s Vice President of Training. “Teleconferencing can reduce travel time and costs, and will make the training very convenient for our members.”

Jenkins said that MAP planned to initiate more teleconferencing training session with members in 2008, and had also planned to place prerecorded training on the MAP WebEx Website for member access and use. ■

Industry News

New Focus on Mobile Phone Banking

Major technology investments are being made by communications and ATM manufacturers in the area of mobile phone banking. The goal is to create a seamless, secure and intuitive banking environment for individuals and businesses that wish to conduct their financial transactions from their cell phones or mobile devices. Development is also underway for “multi-touch, multi-user” technology that allows users to interact with touchscreen technology on a coffee table-like surface, with multiple touchpoints and interaction abilities.

ATMs add Bulk Deposit Technology

Diebold has introduced bulk deposit automation technology to its ATMs. The new technology facilitates the receipt and processing of checks and bill payment documents in bulk. Bulk deposit technology also accepts and magnetically reads checks inserted in any orientation—even upside down—through an insertion slot placed identically on all of the ATMs. Bulk document paper-handling can process crumpled, curled and creased checks.

Credit Card Issuers Promote “Green” Credit Cards

The credit card industry is tapping the “green” market. GE, Bank of America, Wells Fargo and Brighter Planet all have new environmentally friendly credit cards on the market or in the works. More issuers are likely to follow.

The green credit cards come in the form of affinity cards that donate a portion of consumer purchases (typically 1 percent through a rewards program) to a green cause. Sometimes the consumer gets to choose the specific cause, but most often the funds go to a general fund from which contributions are made to a variety of green causes of the affiliate company’s choosing.

Young consumers in particular are using the Internet to locate green causes that appeal to them. These consumers want to feel that the green causes they support are effective.

While green cards are popular, there is also a downside. The green credit card interest rate is about one percent higher than it is on other credit cards.

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The Rise of Decoupled Debit

Decoupled Debit has been billed by Mercator Advisory Group as “a possibly disruptive technology in the financial services industry.”

It is a new ACH debit card solution that uses both the ACH network and branded payment networks such as Visa. Decoupled Debit allows intermediate service providers to “step into the middle” of the transaction between the member and the credit union that has the member’s checking account. The “decoupling” of the declining deposit account (DDA) and the financial institution card issuer allows a service provider to offer his own debit card and capture the interchange income from card transactions which would have gone to the credit union.

One decoupled debit card innovator, Tempo Payment Systems, said that decoupled debit will allow new businesses to compete for debit interchange income since consumers will no longer be limited to attaching debit cards to checking accounts at their primary financial institutions. “Decoupled debit will provide debit services to consumers anywhere, at any U.S. bank, over any payment network,” said. Tempo CEO Mike Grossman.

Retail Attraction

Ask any merchant why he might want to offer his own debit card to customers, and he just might tell you, “Self defense.”

Soaring debit card use has literally overtaken dollars with plastic—seriously undermining profit margins in businesses (like grocery stores) where the profit margins on goods are already razor-thin. In this environment, transaction fees have steadily risen—as have the number of merchant lawsuits challenging the fees.

More merchants are requiring minimum purchase amounts from their debit card-wielding customers—and in return have received complaints and risks of losing business. It’s not hard to see why a decoupled card offering that gives the merchant an opportunity to co-brand and allows the merchant to help himself to a portion of the interchange income, wouldn’t be attractive. And it is small wonder that retail chains like Burger King, Duane Reade drugstores and Wal-Mart have entered into the market.

What Credit Unions Can Do

Payment industry experts acknowledge that debit cards issued by non-financial institutions that do not hold a customer’s primary checking account are beginning to gain market traction—and that they could well eat into the transaction volume of debit cards issued by financial institutions.

Decoupled cards could also eliminate the need for consumers to use their financial institution’s debit card—at a time when credit unions are focusing on income channels that are not derived from loans. Equally concerning is the central position of the checking account, which has always been a core product and a signature of strong member relationships. If debit options become more fluid for members and product cross selling follows, will members be as concerned about maintaining a depository relationship with their traditional financial institution?

“Incumbent deposit institutions will need to react to the risk,” said Gwenn

Bézard, research director at Aite Group, a financial services consultancy.

The good news is that there are always steps that can be taken for any market change:

Reward the Relationship

Members rely on credit unions for banking, loans, financial planning and many other products and services. These products and services, financial by nature, represent core expertise that credit unions bring to solve financial issues for members. A merchant can’t fill those shoes. And when credit unions reward debit card patronage and use with rewards in other financial products and services, the combination—and the difference—can be unbeatable.



Do a Little Market Research

Even if you have excellent member relationship incentives, the credit union marketing department should research the physical rewards programs that members are being offered with decoupled debit cards. These rewards usually come in the form of gift cards, cash back and catalogue offerings. The credit union should determine whether adjustments are warranted in its own card reward structure.

Educate

In account statements, newsletters and Websites, credit unions can tell their members about their debit cards, the benefits and the rewards. Credit unions should also take the opportunity to cross-sell in physical branches or through electronic channels.

Show your members the benefits of dealing with you

The personalized service that credit unions offer members is hard to beat. It starts with a friendly face on the teller line and continues with prompt and friendly service in electronic and telephone channels. If something really goes wrong—like an account overdraw or a lost debit card, a member has a trusted source to go. Merchants and others using decoupled cards don't have the same ability to handle these issues or risks.

Final Remarks

Hit hard with fees and with a slowing economy, merchants are seeking new revenue and branding opportunities. Decoupled debit cards can provide these, and the statistics are compelling. Eighty percent of U.S. consumers carry debit cards, with the average active user making 11 transactions per month.

In this competitive environment, credit unions can draw on their rich membership tradition with members, rewarding those relationships with interest rate deductions on loans and higher checking account interest rates—and they can incent members to bring business over from other companies and institutions.

"We're moving things to another level," said one financial executive. "Many times, people don't do anything when they receive this information, but it's now in their mind that, if I do more with this company, there's going to be more coming to me. So, my point is, rewards will move from credit card, to debit card, to entire holistic relationships, and that is, in my mind, the next generation of rewards: a value-based proposition that people see as different and distinctive." ■

MAP Brings New Training Options to Members

The complexity and constancy of change in electronic card processing and services makes training paramount to any credit union's success. To avail affordable training options for its members, Member Access Pacific inked an agreement with Visa in January 2008 for participation of MAP members in Visa's online business school.

The Visa online business school is a set of Web-based courses that card services managers and staff can take in a self-paced setting. The course are available on a 24/7 basis.

As a service to its members, MAP has agreed to pay for member training costs for the following four courses throughout the life of member contracts:

Name Match Service:

A new service offered by Visa that credit unions can sign up for. This service performs edits and validations on card transactions as they come through the switch, and assists with fraud detection.

Authorization Management Best Practices:

An overview of how authorization works, and a breakdown of all of the steps that comprise authorization.

Bank Card Basics:

The fundamentals of bank cards and how they work.

VisaNET Overview:

An overview of VisaNET, what it does, and how it ties in with merchant transactions.

The new Visa business school courses are scheduled to premier in March, 2008.

For more information, contact MAP's Sandy Jenkins at 866-598-0698 x7111 or visit our website at www.mapacific.com

2008 Emerging Tech Trends

Phone Podcasts Poised to Take Off

Telephone podcasts may well join their video counterparts as a way to promote products and to educate.

The phone podcasts allow individuals and organizations to launch their own audio blogs, educational messages and sales promotions for free. Phone podcast technology uses the Internet's IP backbone—but it can also access non-Internet analog cell phones as well as Web-based point-and-click audio files and the latest IP-based mobile devices and handhelds. With a worldwide market of 3.3 billion cell phone subscribers, the market reach for phone far exceeds the Internet's.

Anyone can create a phone podcast by registering at a phone podcast Website, creating a "channel," recording a podcast, assigning it a phone number and adding an RSS feed to a Website input box that subscribers call. Telephone podcast numbers can also be sent as text messages to mobile phones, telling phone owners to call a certain phone number for more information.

Retailers are considering using telephone podcasts to tell consumers about individual products in their store catalogues. CBS and Fox news are using the technology to relay new headlines. Other advertisers are using the telephone podcasts by embedding click-to-call response mechanisms in their text and Internet ads.

"Text message advertisers typically average a consumer response rate of under 1%," said Brian Doyle, Senior Director of Market Development at 4INFO, a mobile text message publisher, "By embedding click-to-call phone response in their ads, they have seen response rates jump to 3%."

Social E-Commerce Making a Commercial Impact

This holiday season, 38% more of us shopped the Internet compared to 2006. We looked at product deals, read reviews, "heard" from e-stores with personalized messages and even got

premium shipping and service. The results speak for themselves. Digital Measurement company ComScore pegged 2007 online sales between November 1-26 (including Cyber Monday) at \$10.7 billion—a 17% gain over 2006.

Recognizing the importance of the online sales channel, retailers, financial institutions and others are personalizing their Websites for visitors and providing ease of navigation and more opportunities for communications. The strategy has traditionally been targeted at younger Internet users—but recent statistics also point to dramatic growth and participation in the 45+ year old age segment.

"To be successful, you must not only present what you want to sell, but you must place the individual and his needs at the center of the experience," said Eric Denger, Senior Strategist for Line of Business E-Commerce at IBM. For credit unions, this means greater attention to customizing the Website portal for individual members based upon their lifestyle needs.

Retailers are achieving this customer-centric experience by asking Website visitors what they would like to do, and then providing it. Credit unions can do the same by targeting areas of their online membership and surveying them to see what's important to them on a Website.



Web 2.0 has been the technology enabler of more sophisticated online interactions because it enables Websites to provide dynamic user experiences with Rich Internet Applications and expands opportunities to engage with social commerce capabilities such as reviews, wikis and blogs.

Retailers have also recognized the power of word of mouth "social commerce style." They are including social portals like FaceBook and MySpace in their retailing strategies.

It remains to be seen if credit unions can also use this electronic "word of mouth" with their members. One way would be to find localized portals that are frequented by members—and to offer product and service promotions at those sites. Products such as gift cards are especially well suited to this style of selling.

The New Internet Security Threat: Self-Defending Bots

Wikipedia calls it a "zombie army." The rest of us poise for botnet battles that rage on from one million to ten million infected PCs that might be slammed with spam, viruses and network message floods in denial of service attacks.

Late last year, experts projected bots to be sufficiently powerful to force large companies and entire countries off the Internet. But it was IBM's principle security strategist, Joshua Corman, who captured everyone's attention at October 2007 InterOp when Corman said that bots were now putting up defenses and "fighting back" when they were detected by security software.

These new self-defending bots can gain control of a PC and detect when they are scanned by security software. They then send messages to other bots to trigger a denial of service attack against the IP address of the security software scanner. The resulting data flood can knock a Website offline, or take down an Internet connection.

Worst case scenarios have self-defending bots crashing the Internet or bringing down the communications of entire countries. In practice, most bot attacks are being directed against security researchers or specific Websites. Websites of financial institutions are one of the "hot" targets, as evidenced by the growing numbers of bank frauds and identity thefts.

"Self-defending bots are not necessarily more serious than other threats that we have faced, although any threat that is self-defending is a concern," said Ben Greenbaum, senior researcher for Symantec Security Response, an arm of Symantec, a computer security software provider. "The bots can alter configurations of security servers, which prevents bot removal by the security software. The bots can even make a security server appear like it is working when it is not."

Recognizing that bots are an international problem as large as the Internet itself, international security teams are working together to find solutions. Within the next few years, there will likely also be government regulations that foster Internet-wide cooperation.

Meanwhile, credit unions can take these steps to insulate themselves from bot attacks:

Institute Internet usage policies that tell employees what to do and what not to do on their PCs at work when they are accessing the Internet. (For example, a good internal Internet policy will tell employees not to click on emails from unknown senders.)

Ensure that security and antivirus programs are always up to date with the latest patches, because bots will exploit older program versions with known vulnerabilities.

Incorporate and plan for denial of service attacks in the credit union disaster recovery plan.

Regularly backup and protect your most important data, like member information.

Hire people who understand the threats and the psychology behind them—or train your people if they do not have this background. The EC Council offers a Certified Hacker Program through NetCom Information Technology (www.netcominfo.com). "The program reviews all of the operating system vulnerabilities, whether they are Windows, Linux, Novell, or other operating systems," said NetCom Specialized Trainer Richard Landrigan. "Every organization should have this training—along with someone who understands the mentality of the hacker and the hacker's need to "get over." ■

Green Trends

Green Trends Move into Card Rewards Programs

Riding the "green wave," more financial institutions are looking for ways to add green points for ecology-friendly products or donations to ecology organizations into their card rewards systems.

"Green rewards are just the next step in the "natural evolution" of the various point and airlines rewards programs that have become standard in the card industry," said Chris Allen, Dove Consulting Group senior manager. "The card market is extremely competitive, and it's so easy to switch from card to card. This approach leverages a big trend in the consumer world about the awareness of the environment." In 2007 alone, Bank of America, Wells Fargo and Citigroup all added ecologically-friendly product choices to their card rewards selection catalogues. Dove research also revealed that cardholders in their twenties and thirties were most attracted to the "green" options.

Industry News continued from Page 3

Automated Security Software Fixes for ATMs

More ATM manufacturers are equipping ATMs with software deployment services that allow financial institutions to remotely install Microsoft Windows security patches to ATM machines in the field. This eliminates the need for someone to physically go out to each ATM to upgrade it with the latest software fixes for security vulnerabilities in the operating system. The initiative comes at a time when continued security threats and hacks are being launched on Windows and other operating systems. Diebold Senior VP Chuck Ducey said that automatic deployment of security fixes to ATM software addresses both security and compliance issues, and also reduces the cost of software-related servicing.

230 Retailers Affected by Data Breach after Tape Lost

A backup tape containing credit card information from 230+ U.S. retailers on over 650,000 retail customers is missing, forcing retailers to warn their customers that they may become the targets of data fraud. The tapes were lost at GE Money, which manages in-store credit card programs for U.S. retailers.

GE Money said it first realized that a tape was missing from an Iron Mountain secure storage facility in October. The missing backup tape was unencrypted, and contained Social Security numbers of 150,000 customers. When matched with name and address information, Social Security numbers can be used to set up fraudulent credit card accounts, a common form of identity theft.

To date, GE maintains that there is no evidence that the tape in question has been stolen or that the data it contained was misused.

VISA News

Acquirers Must Ensure Internet Merchants Do Not Violate Laws Governing Prescription Medications

Effective 2008, IRS regulations require mail-order and Internet merchants that sell medical goods and services to implement an inventory approval system that identifies healthcare product transactions made by customers using flexible spending account (FSA) and health reimbursement arrangement (HRA) cards.

Acquirers should conduct ongoing reviews of sales practices of their mail-order and Internet merchants to ensure that they adhere to the new regulations governing prescription medications and Schedule II controlled substances. The latter are regulated by law and consist of medications that have an accepted medical use, but also a high potential for abuse and dependence.

Visa Operating Regulations require that participants submit only legal transactions into the Visa payment system, and that both issuers and acquirers ensure that cardholders and merchants use Visa to process legal transactions.

Acquirers can review educational materials published by the Federal Drug Association (FDA) to improve their knowledge about government agency recommendations and requirements.

Helpful resources include FDA public safety bulletins titled "Use Caution Buying Medical Products Online" (www.fda.gov/fdac/features/2005/105_buy.html) and "Buying Prescription Medicine Online: A Consumer Safety Guide" (www.fda.gov/buyonlineguide/).

When in doubt, any individual or organization can also check with their state board of pharmacy or the National Association of Boards of Pharmacy (NABP) to see if an online pharmacy has a valid pharmacy license, and that it meets state quality standards and is located in the United States.

Reduced Floor Limits Imposed as an Anti-Fraud Measure

Because of excessive fraud in certain Merchant Category Codes, Visa reduced the floor limits for non-chip transactions to zero in specific countries for certain merchant types, effective November 4, 2007.

A zero floor limit for transactions is now in effect for merchants and countries listed below:

- Germany 5399 Misc. General Merchandise;
- Israel 5734 Computer Software Stores;
- 7999 Recreational Services;
- Italy 5399 Misc. General Merchandise;
- 7999 Recreational Services;
- United Arab Emirates 4511 Airlines, Air Carriers Not Elsewhere Classified.

U.S. card issuers must ensure that these revised floor limits are incorporated into authorization, clearing and dispute-processing procedures. Issuers should also be aware that authorization requests from merchants in the above categories and countries may increase—and that changes may impact neural network and behavioral scoring systems used to make authorization decisions.

New Security Mandates

Visa began implementing mandates this month to eliminate the use of non-secure payment applications from the Visa payment system. These mandates require members to ensure that their merchants and agents do not use payment applications known to retain prohibited data elements.

The mandates also require the use of payment applications that comply with Visa's Payment Application Best Practices (PABP).

The measures are being taken because vulnerable payment applications have proven to be the leading cause of compromise incidents, particularly among small merchants.

Visa U.S.A. Inc. Operating Regulations prohibit the storage of the full content of any magnetic-stripe, CV2 or PIN data and require compliance with the Payment Card Industry Data Security Standard (PCI DSS). Merchants and agents that use payment applications which store prohibited data or have inherent security weaknesses will not be compliant with the PCI DSS and are at high risk of being compromised.

New Risk Management Tools Available in February

Visa is unveiling three new subscription-based services in February that enable financial institutions to instantaneously and aggressively respond to fraud while it's happening.

Visa Real Time Decisioning allows Visa to act on behalf of the issuer to decline or forward-refer high-fraud-risk transactions. This tool employs business rules that are pre-defined by the issuing financial institution, and supports both "issuer available" and "issuer unavailable" transactions. Visa advices to the issuer will contain the details of decline actions taken.

Visa Case Manager provides visibility to issuers of suspicious purchase activity, and allows the issuer to investigate transactions and confirm cardholder participation.

Visa Rules Manager allows issuers to create, test and publish their own risk management decisioning through a Web-based system interface.

For more information, contact:

Herb Tajalle (MAP) at 866-598-0698 x7116. ■

Letter from the CEO



Cyndie Martini, CEO- MAP

At MAP, we believe that education is key in managing a strong, viable portfolio and remaining competitive. Free training for the life of your agreement with MAP is one more way we want to show you that we are committed to your success.

Dear Members,

It's a new year and there is a lot on the horizon for Member Access Pacific. I am proud to announce that our new Web site is online, with plenty of resources and updated content. MAP is dedicated to keeping your credit union on track with the best, most modern resources and information. Be sure to check out mapacific.com for the latest industry news, training resources and more.

We are excited to announce that MAP and Visa finalized an agreement last month to offer cost-free Visa Business School Online training courses to our members starting March 1, 2008. Training courses include card authorization management, bankcard basics, risk management and merchant transactions. This means that you will have easy access to convenient, state-of-the-art training and educational tools, all supported by MAP customer service specialists. We are here to make sure you and your staff are comfortable and confident with all of our products and services. At MAP, we believe that education is key in managing a strong, viable portfolio and remaining competitive. Free training for the life of your agreement with MAP is one more way we want to show you that we are committed to your success.

Many exciting changes are underway for re-loadable prepaid products in 2008. New applications will make processing and MSR input easier and faster. MAP will be one of the first to offer credit unions the latest technology for streamlined MSR processing for re-loadable card products.

Prepaid cards are continuing to enjoy tremendous growth in popularity and market share. MAP prepaid cards provide a variety of marketing opportunities for business account programs, traveler's cards, youth and student programs, loan promotions, employee incentives, and much more. Prepaid cards continue to be a key incentive for cross-selling loan products and reaching your crucial younger members. With limitless uses and emerging technologies, prepaid cards are quickly becoming both a social phenomenon and a powerful agent of change in the financial services world.

Recent advances in debit card technologies are also creating a stir. For years, financial institutions have provided their customers with debit cards free of charge, so that they may enjoy safe, easy access to their funds. Recently, "decoupled debit" has given rise to a new market of stand-alone debit products that could fundamentally change this relationship. Decouple debit transactions are settled through ACH, so the issuer does not have to be the cardholder's DDA. Decoupled cards can be marketed as standalone products, opening many new avenues for financial institutions and businesses to acquire customers and build relationships through cross-selling of diverse products. We're watching these developments closely to keep you one step ahead market changes that affect you and your members.

It is definitely a new era for credit unions. MAP is here to help you stay on top of the latest developments with proactive products and strategies that will assure your competitiveness in an ever-changing environment.

Best regards,

Cyndie Martini
President/CEO