



GENERAL BULLETIN

CONNECTICUT
BANKERS
ASSOCIATION
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2010 – 72

April 26, 2010

SENT TO:

TO THE CHIEF EXECUTIVE OFFICER
OR INDIVIDUAL ADDRESSED

CEO, CEO+, COO, CRO,
Security Specialists

RE: CBA Web Seminars -- Two-Part Series: Card University

Attend this two-part web seminar series to learn the nuts & bolts of card processing and how to mitigate fraud losses.

PART I – PROCESSING, PARTICIPANTS & TERMINOLOGY

WEDNESDAY, MAY 19, 2010

This session provides an overview of the card processing industry, focusing on the several ways a card transaction could be originated, and then moves to the downstream processing.

SEMINAR HIGHLIGHTS:

- Card processing terminology
- Card networks
- Debit card processing: signature, PIN (and the significant differences between)
- Authorization and settlement processes
- Risk mitigation tools: CVV/CVC, 3D Secure, AVS
- Innovations in point of sale technology
- Introduction to the wide world of stored value cards

PART II – EXCEPTION HANDLING & REGULATION

WEDNESDAY, MAY 26, 2010

A host of rules and regulations exist in the card networks. This session reviews the major points of these rules and what you need to know to effectively support a card program. Additionally, the session will discuss exception processing: charge backs, debit adjustments, provisional credit, pre-arbitration, arbitration, how to evaluate whether to go to arbitration or simply write it off on your G/L.

SEMINAR HIGHLIGHTS:

- Regulation Z
- Regulation E
- Visa
- MasterCard
- STAR
- NYCE
- Interlink
- Zero liability
- High risk merchants
- MATCH
- Charge back monitoring services
- Exception processing: charge backs, debit adjustments, provisional credit, pre-arbitration & arbitration

AUDIENCE

Senior managers, product managers, business development staff, operations managers, back office operations, front line management, risk managers, accounting, auditors and card processing professionals. **CE Applied:** 2.5 hours towards the CRCM/CFSSP designations with the Institute of Certified Bankers, an affiliate of the American Bankers Association.

SPEAKER

Larry De Palma, CTP, is the founder and CEO of TDG-Phenix. TDG-Phenix offers clients a full range of consulting services as well as products and services to assist them in effecting payment transactions more efficiently. Larry has almost 15 years of wholesale banking and global payments experience. With 5 years experience on the NACHA Electronic Check Council, Larry has been a driving force in the development and definition of some of the most successful enhancements in the ACH network, including ARC, TEL risk management issues, Back Office Conversion and others. Additionally, Larry is an active member of the Association of Financial Professionals (AFP) and is frequently quoted in the association's publication, AFP Exchange. Every year, the firm delivers dozens of speaking sessions around the country.

WHAT IS A WEB SEMINAR?

A web seminar is an online seminar featuring live audio and PowerPoint slides. Everything is delivered through your PC. No special hardware is needed; however, speakers or headphones are required. The program consists of 90 minutes of instruction and 30 minutes live Q&A. Each registration provides one connection to the web seminar, materials and 30 days access to the online seminar. You may have unlimited listeners on your connection by speaker phone and PC. You will receive a confirmation with your PIN, materials and instructions. If you do not receive a confirmation within two days of the event call 888-262-7701.

Free 30-Day Replay - Within five working days after the broadcast, you will receive a URL providing unlimited access to a recorded copy of the presentation for 30 days. This enables you to participate in the live web seminar, train additional staff and review the material as needed.

The **On-Demand Web Seminar** is a live web seminar that has been recorded and then streamed to your computer to watch at your convenience. The program can be viewed anytime 24/7. You can watch a portion, come back and pick up where you left off! Anyone at your branch may access the program from a computer using the login and password. When purchasing an On-Demand Web Seminar, you have unlimited access to the program for 6 months from the date of purchase.

Transmission, retransmission or republishing of the audio portion of the web seminar is prohibited. Your registration entitles you to one connection at one location with permission to make copies of materials for participants. Please complete one registration per location.

REGISTRATION INFORMATION

Registrations are requested to be submitted three days prior to the date of the web seminar. On-line registrations can be made at <http://www.bankersed.com/CTBANKERS/>. For all other registrations, please complete the attached registration form and send directly to Bankers Ed in advance of the program. Fee information for this program is listed on the registration form. **Payment is expected at the time of registration unless other arrangements are made prior to the event with the CBA.**

Late Registration: Registrations are accepted until the program starts. To ensure timely delivery of materials, etc., please register online when registering **two working days prior** to the broadcast (credit cards, e-checks and invoices accepted). If you would like assistance with online registration, contact 888-262-7701.

Please do not hesitate to contact either Kathy Parks or me if you have any questions about this web seminar.

Very truly yours,
LINDSEY R. PINKHAM
Senior Vice President & Secretary

CBA WEB SEMINAR

TWO PART SERIES: CARD UNIVERSITY

Part I: Wednesday, May 19, 2010

2:30 p.m. - 4:30 p.m. (EST)

Part II: Wednesday, May 26, 2010

2:30 p.m. - 4:30 p.m. (EST)

REGISTER (Each registration entitles you to one connection at one location where an unlimited number of listeners may participate):

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

THREE WAYS TO REGISTER FOR CBA WEB SEMINARS:

Prior to May 12th (Part I) and May 19th (Part II)

Mail: Complete this form, include payment and mail it to: Bankers Ed: 5700 S. Mopac, #C310, Austin, TX 78749

Anytime Prior to the Program

On-line: Register on-line at <http://www.bankersed.com/CTBANKERS/>.

Phone: Call 888-262-7701 with credit card information

CBA WEB SEMINAR – PART I – PROCESSING, PARTICIPANTS & TERMINOLOGY

Wednesday, May 19, 2010 - (Seminar code: SW2-1230)

Web Seminar/Materials (live hookup) \$255 member \$510 non-member

On-Demand Web Seminar/Materials \$275 member \$550 non-member

CBA WEB SEMINAR -- PART II – EXCEPTION HANDLING (CHARGEBACKS) & REGULATION

Wednesday, May 26, 2010 - (Seminar code: SW2-1230)

Web Seminar/Materials (live hookup) \$255 member \$510 non-member

On-Demand Web Seminar/Materials \$275 member \$550 non-member

METHOD OF PAYMENT (check one):

Check made payable to: Bankers Ed

Discover Card

MasterCard

Visa

AMEX

Card Number _____

Exp. Date _____

Security Code (3 or 4 digits on back of card) _____

Signature _____

Amount \$ _____

For registration questions, please contact Bankers Ed customer support at 888-262-7701 or Kathy Parks at the Connecticut Bankers Association parks@ctbank.com or 860-677-5060.

*****Registrations must be sent to Bankers Ed*****