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## AFT 2013 Spring Conference: Bigger and Better

*"Welcome to the largest AFT Conference in history,"* was how AFT President Kelli Schultz, CEO of Digital Compliance, greeted the almost 160 attendees gathered



AFT President Kelli Schultz CEO of Digital Compliance.

*for the Association for Financial Technology 2013 Spring Conference at the Boca Raton Resort & Club in Boca Raton, FL. "Growth is a big focal point for us, the room is full, we continue to grow year over year — about 25 percent since the 2012 Spring Conference broke attendance records."*

Bigger and better are not always synonymous but in the case of this 2013 AFT Spring gathering

it was not only larger in attendance, the sessions were extraordinary as well. Throwing out the first pitch, so to speak, was the keynote speaker Jim Morris, better known for the inspirational real-life account behind the 2002 film "The Rookie," about a 35-year-old teacher who gets a shot in the big leagues later than planned.

Equally motivating and informative were hot-button topics covered by CEO keynote Cam Fine, President and CEO of the Independent Bankers of America (ICBA), who revealed the politics behind lobbying; Ryan Donovan, Senior Vice President-Legislative Affairs, Credit Union National Association, talking about the inter-relationship between banking and Congress; Margaret Weichert, Managing Director at Market Platform Dynamics, offering sound advice when it comes to leveraging and protecting intellectual property; author Michael Hyatt, former Chairman of Thomas Nelson Publishers, focusing on restructuring business during turbulent times; Ron Shevlin, Senior Analyst, Aite Group, laying out how he sees the future of retail banking; and motivation speaker Chris Helder closing out the conference with lessons in communication and relationship building.

There was also a timely discussion with a panel of top-tier financial institution executives on the challenges they face; and AFT's well-known interactive session that provided the opportunity, as always, for AFT members to be heard about issues impacting today's financial technology industry.



In addition, AFT offered members plenty of opportunity to network and interact with a golf and a beach volleyball tournament, opening night reception, a special event aboard a luxury yacht, an afternoon business break and a very happy hour to conclude a groundbreaking meeting.



## A Message from AFT President Kelli Schultz



Kelli Schultz, CEO, Digital Compliance.

### Dear Fellow Members:

*Wow, the spring conference, for me, and from what I have heard, for many of you, was quite possibly our best yet on so many levels!!*

*Not only was this once again a record-breaking attendance for an AFT Spring Conference, but for the first time ever, attendance at our spring event surpassed the attendance level of all fall meetings. Clearly, you, our membership, are committed to continually driving greater value from AFT through your encouragement of industry friends to join us. We appreciate all of your genuine efforts to improve your association. The networking opportunity reached a new level at this meeting with nearly 40 percent of attendees carrying CEO/President titles.*

Networking was on the mind of David Culbertson, our Vice President and Program Committee Chair as we planned this event. Your survey feedback tells us that his decision to provide an afternoon business break was nearly unanimously favored, so we will be keeping this in our format for the fall event. Very special thanks to our program committee members who put together the Spring Conference experience for us: David Culbertson (CSI), Russ Bernthal (Jack Henry/ProfitStars), Steve Hufford (Raymond James), Wade Arnold (Banno) and Shawn Ward (Geezeo). This team works very hard to insure we deliver valuable content, unparalleled networking experiences and entertainment along the way. Each of them have chosen to spend extra time and energy they don't really have to give to the success of AFT, so if you're pleased with their efforts, be sure to give them a pat on the back. They truly deserve it!

Your Membership and Marketing Committee is led by Terry Lyons (The Lyons Group), and supported by an incredibly talented team including Julie Esser (CUNA), Lynn Roche (FIS), and Keith Harrison (Q2). This team is focused on structuring sustainable processes to support the primary growth functions, recruiting and retention, for your association. Included in these efforts is a multi-year strategic marketing plan that will re-shape the AFT brand, including Web presence, produce better data to inform board decisions and

ultimately make our revolving volunteer board more efficient and effective for years to come. Our members are AFT, so the continued success of our member engagement functions is paramount to AFT's future. These board members carry a serious commitment to our cause and their passion fuels their results. I'm honored to work with each of them in this capacity.

Erin, Jim, Susan & Marlisa (the AFT Executive Office) work tirelessly to make sure our conferences run smoothly and this event was no exception. We're very lucky to have their experience and dedication on our side. Simply put, we couldn't do it without them!

Finally, I want to thank my mentor and friend, Kevin Twedde (Fiserv), our Immediate Past President, for all of his support of our association, the board members who've served alongside him, and of me personally as I've tried to live up to the legacy built by so many before me. Kevin also leads our Scholarship Committee this year and has made some positive improvements to the process we use for awarding our scholarships. I'm delighted that we're able to give three scholarships to some talented candidates this year for the very first time!! Be sure to get your company's two submissions in before the deadline.

Soon we'll be introducing the next group of members who want to devote their time and talent to AFT through serving on our board of directors. We also have more and more of you expressing interest in getting more actively involved and will be sharing more about the opportunities for you to do so in the near future. In the meantime, if you already know you want to do more for our association, our industry and for yourself, we encourage you to let us know now. We welcome your call, email, text or tweet at any time. You can find contact information for each of us at <http://www.aftweb.org> and you can follow us on Twitter (@AFTWeb) as well to keep up with the latest industry news. See you at the Ritz!! (P.S. Have you made your reservations yet??)

*Sincerely,*

*Kelli Schultz*

*President, Association for Financial Technology*

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KEYNOTE

# Jim "The Rookie" Morris Shares Dream Making Experience



Former Major League pitcher, Jim Morris, hit a home run with his inspiring Keynote Address urging AFT Conference attendees to follow their dreams.

*The chance of a high-school baseball player making it to the big leagues is one in 6,600, or 15 percent. Some estimate that only one in 33 minor leaguers ever makes an appearance in a Major League Baseball game. Nobody gave odds for a 35-year-old teacher who blew out his arm 15 years earlier to finally get a chance to pitch in the Major Leagues. That however is the story of Jim Morris, the inspiration behind the 2002 film "The Rookie." Morris, the keynote speaker at the 2013 AFT Spring Conference, shared his experience*

**Jim Morris**  
Pitcher Tampa Bay Devil Rays™

Born: 1/19/64, Brownwood, TX  
Ht: 6'3" • Wt: 215 • Bats: L • Throws: L

MAJOR LEAGUE CAREER STATISTICS

YEAR TEAM	W	L	ERA	G	GS	CG	SV	IP	H	BB	SO	BAA	LH	RH
1999 Orlando	2	1	3.00	3	0	0	1	5.0	5	1	6	.295	—	—
1999 Chicago	2	1	3.48	18	0	0	0	23.0	21	15	18	.253	—	—
1999 Devil Rays	0	0	5.79	5	0	0	0	4.2	3	2	3	.187	.000	.214
Totals (1 year)	0	0	5.79	5	0	0	0	4.2	3	2	3	.187	.000	.214

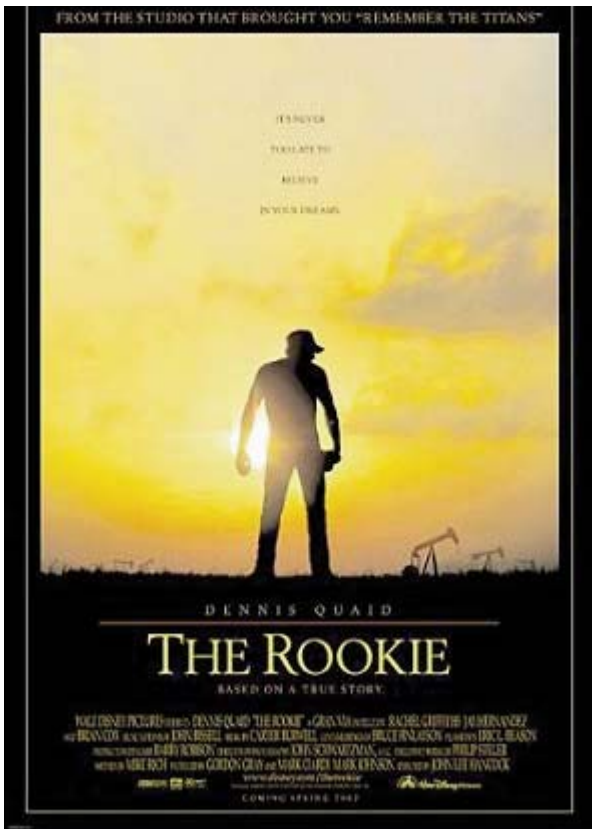
Selected in the first round of the 1983 secondary draft, Morris left his high school coaching job and eventually made his big league debut in 1999. For the first time, he opened the 2000 season on a big league roster.

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*in his presentation "Dream Killers and Dream Makers."*

The biopic, which Morris claims is 80 percent accurate, focuses on the one-time phenom who unable to make anything of his baseball career, retires to become a high-school science teacher and baseball coach at Reagan County High School in Big Lake, Texas, (where there is no lake) with his wife Lorri, his 9-year-old son and his five and one-year-old daughters. While coaching baseball for the Reagan County coaching Owls in the spring of 1999, Morris pledged that he would try out for a Major League Baseball team if his high-school squad won the District Championship. His team won the title, and Morris kept his end of the bargain by attending a Tampa Bay Devil Rays tryout. Unexpectedly, Morris discovered that despite his age, and several arm surgeries, he was able to throw 12 consecutive 98-mph fastballs. Morris signed a professional contract with the Devil Rays organization at the age of 35. He started out in the minors but Tampa Bay gave him a chance to pitch with the big club when the rosters expanded, and on September 18, 1999, the 35-year old Morris made his debut. His goal of pitching in the majors was finally realized.

While Morris' success on the field is impressive he also takes enormous pride in encouraging the kids he taught to dream. "The more people I taught the more it comes back to me. You see when they pushed me, I pushed them," said Morris. He explained "there are two types of people I talk about Dream killers and dream makers. Dream killers are people who want to see you fail, they could be anybody, they could be people set up in positions that are supposed to be



there to help you.” They want to see you fail for one of two reasons: they tried to do something themselves and failed at it or they were too afraid to ever try.

“Dream makers on the other hand want to see you succeed for no other reason than they want to see someone else go further than they thought they could,” shared Morris. “Those are the people you want around you. You want the best people around you at all times.”

Business people emphasized Morris should surround themselves with dream makers and get rid of the

dream killers. Morris asked attendees “What is your dream, how far do you want to go, what obstacles are you going to let get in your way to prevent you from achieving your dreams?”

Morris summed up his session by telling AFT members to “Remember who you are, it is not what you do when people are watching that makes you who you are, it is what you do when nobody is watching you at all, that makes you who you are. Remember who you are and have fun doing it.”

## CEO KEYNOTE

### ***ICBA’s Cam Fine Explains the Art of Lobbying***

*There are an estimated 45,000 registered and unregistered lobbyists in Washington DC. In 2012 they spent some \$3.30 billion to elected officials and candidates on behalf of companies, labor unions, and other organizations. Cam Fine, President and CEO of the Independent Community Bankers of America (ICBA), — and a registered lobbyist — offered an inside look at “How to Lobby Congress” in his CEO Keynote before the 2013 AFT Spring Conference in Boca Raton, FL.*

Lobbying is a constitutional right. The ability of individuals, groups, and corporations to lobby the government is protected by the Right to Petition in the First Amendment. The expression “lobbying” usually refers to a paid activity with the intention of trying to persuade a public official — including bureaucrats and elected officials — towards a preferred explicit act often relating to particular legislation. Foremost, organizations playing the lobbying game must understand the rules.

What are the rules of the game? Fine explained that it is more of an art than a science, “you have to know how far you can twist that arm, be careful of what you say, you have to be careful about your approach.” Most of all you have to remember that Washington D.C. is a hotbed of rumors and gossip and everybody is out for self interest.

Then there is negotiating the hierarchy on Capitol Hill. Not just the elected officials but each of their staffs, which usually consist of a chief of staff, legislative director and assistant legislative director, the scheduler, other administrative personnel, interns, and committee staff directors.



Cam Fine, President and CEO, Independent Community Bankers of America, schooled AFT Spring Conference Attendees on the art of lobbying.

Because self-interest rules Washington, the number one priority for elected officials is winning the next election. Since money fuels elections, “If you can’t raise money you cannot play,” emphasized the ICBA president. That is why political action committees (PACs) are so important. That is also why ICBA has a PAC, and why all 5,500 trade groups headquartered in Washington D.C. have PACs.

Typically elected House or Senate members spend more time on fundraisers — in Washington, the member’s home turf or some fun-spot location — than on House or Senate floors or their offices. For example, in one week in a four-day period last fall there were 87 fundraisers just in the financial services sector. The cost is \$500 - \$5,000 to get through the door for the event. “If you are out to make an impression you host a fundraiser,” said Fine.

Beyond the rules of lobbying there are other issues that bankers need to understand, Fine said, with this Congress financial issues are not front and center, financial services “are not the favored children now.” Cooperation helps level the playing field. “Technology

is the big equalizer that allows community banks to compete against the mega banks,” Fine told AFT members, He added, “in many ways your futures are tied to the futures of community banks, so we need to work together.”

## **Congressional Outlook for Financial Services Not Promising**



Ryan Donovan, Senior Vice President-Legislative Affairs, Credit Union National Association.

*“I explain credit unions to Congress and I try to explain Congress to credit unions,...today I will try to explain Congress to you” said Ryan Donovan, Senior Vice President-Legislative Affairs, Credit Union National Association, at the AFT Spring Meeting in Boca Raton, FL.*

In politics and the legislative process you are not going to win every game, but you also not going to lose every game either, suggested Donovan. Except today there is a closely divided Congress “where the tools of compromise have disappeared.”

Add to this Congressional gridlock a large contingent of relatively new legislators and it is no surprise that a limited number of bills are getting passed. Making matters worse, explained Donovan, there are no more earmarks (a legislative stipulation that directs approved funds to be spent on particular projects, or that directs specific exemptions from taxes or fees). “Earmarks are kind of a four-letter word outside of the Beltway,” says the CUNA legislative guru, but earmarks are important because no one is going to

read every word in every bill. That is where earmarks gave Congress the capability to compromise, which today is virtually eliminated. This leaves Congress with essentially two gears to operate — crisis and consensus. However there is hope for financial services because of the new committee leadership in Congress.

In light of the current environment, Donovan offered his outlook on a variety of financial services issues:

- **Housing Finance Reform** — “...very little expectation that Congress is going to do anything meaningful...the concern we’ve had from a credit union perspective is that Congress does nothing excepting continue to increase the guaranteed fees.”
- **Consumer Financial Protection Bureau (CFPB) Structural Changes** — “I think that they will get a five-person board.”
- **Regulatory Burden** — There is a crisis of creeping complexity. For credit unions there were 120 rule changes from 2008 to 2012. “Changes seem to occur incrementally.”
- **Capital Reform** — “There is potential for some action.”
- **Tax Reform** — “I don’t expect change.”

“The problem with Congress is that they don’t have a long-range plan, it is impossible to know where they are going, so it is important to know what the nuances mean” warned Donovan, “You cannot have too low expectations of your Federal and Legislature branches.”

## **Communication Fuels for the Power of Influence**

*Chris Helder, a communication expert and author (“Stop Selling: the Art of Reading the Client”), delivered an extremely entertaining message about the power of influence to those gathered at the 2013 Association for Financial Technology Spring Meeting in Boca Raton, FL.*

A certified practitioner of neuro-linguistic

programming, which asserts a connection between neurological processes, language, and behavioral patterns learned through experience. Chris synthesized his work from NLP, advanced communications and behavioral modeling. Drawing from many different fields of research, he has created a model around creating powerful influence —

consisting of a series of 1 percent shifts that participants can immediately make to dramatically improve their results.

Helder described the tools that help create life relationships starting with the art of conversation. F.O.R.D., what he calls the “greatest communication tool ever,” does not refer to a car or pickup truck, but is an acronym that contains the elements that fuel conversation.

1. The “F” in Helder’s acronym is for family, a subject that can initiate conversations. In a business context the “F” stands for friends, also a conversation starter.
2. The “O” is occupation. People are always willing to discuss their jobs.
3. The “R” is for relax. This is what people do during their downtime.
4. And the “D” is for Deep. “Do people share with you get a sense of vulnerability,” asked Helder, “You cannot make a sale without deep.”

Another influential device that helps create strong leadership centers on gratification and anguish and can be used to get projects started and goals completed. “Pleasure and pain drive everything you do,” emphasized Helder. Leaders inspire action through a nimble application of pleasure and pain.

## ***The Importance of Protecting Intellectual Property***

*One of the most controversial issues facing financial technology today is protecting and leveraging intellectual property. Margaret Weichert, Managing Director, at Market Platforms Dynamics and holder of various patents, provided her view of the world of intellectual property (IP) before AFT attendees at the 2013 Spring Meeting in Boca Raton, FL.*

“I believe intellectual property protection is absolutely critical and fundamental to the process, and the results, associated with innovation, and that is a critical part of our economy, and it is increasingly critical to the financial services industry,” offered Weichert, who was an executive at Bank of America and First Data Corporation and is an acknowledged industry leader in payments industry innovation. She added “our industry has been fairly sleepy when it comes to this topic.”

How important is intellectual property? Weichert. “Intellectual property strategy is a business issue, pointing out that 80 percent of value of the S&P 500 is



An energetic Chris Helder ended the AFT 2013 Spring Conference on an entertaining and informative note.

“The greatest tool of persuasion,” involves leaders offering three positive feedback comments and one negative comment to employees that satisfy the pleasure-pain connection and helps to drive employees’ actions and follow through.

The third tool involves how people show up every day. Posture incites action, smiling makes others feel good about themselves, gratitude helps the direction companies go, and energy influences and inspires people. In closing he quoted Helen Keller “Life is one of two things: a daring adventure or it’s absolutely nothing.”



Margaret Weichert, Managing Director, Market Platforms Dynamics.

in non-tangible assets. That increasingly includes patents, trade secrets, trademarks, industrial design — particularly in high-tech industries — and in financial services. While the growth rate of patent applications has been higher in other parts of the work and innovative nations view intellectual property as an economic priority. Patent trolls are hunting for big settlements knowing that intellectual-property protection process is lengthy and expensive.

That is why intellectual property reform is a hot political issue. The Leahy-Smith America Invents Act was passed by Congress and signed into law on September 16, 2011. The law represents the most momentous reform to the U.S. patent system since 1952. The Act switches the U.S. patent system from a "first to invent" to a "first inventor to file" system, eliminates interference proceedings, and develops post-grant opposition. Its central provisions went into effect on March 16, 2013.

Weichert offered brief capsules on important intellectual property precedents being determined in courts in cases such as State Street Financial, which validates business methods patents; *Bilski*, whereby the Federal Circuit court affirmed the rejection of the patent claims involving a method of hedging risks in commodities trading and reiterated the machine-or-transformation test as the applicable test for patent-eligible subject matter; *GlobalTech*, the Supreme Court found affirmed the Federal Circuit that the proper standard for inducing patent infringement is "willful blindness" as opposed to the prior Federal

Circuit standard "deliberate indifference to a known risk"; *Apple vs. Samsung*, "we won't know all the implications of this"; and *JP Morgan and Google*, which challenging the standard for software patents.

The patent paradox centers on innovation versus intellectual property protection. Most fintech companies have been sued over intellectual property. "Most fintech intellectual property litigation is driven by non-practicing entities," which is higher than other industries, said Weichert,

- Over 50 percent of intellectual property lawsuits brought by non-practicing entities (NPEs)
- In the banking industry over 82.5 percent of lawsuits are brought by NPEs

Weichert suggested that financial technology companies adopt a defensive patent strategy. This involves organic intellectual-property development, portfolio intellectual-property acquisitions, co-creation with other companies and intellectual property from past applications. "Intellectual property strategy is a business issue, not a legal one," said Weichert in closing her presentation.

## ***Change Will Dominate The Future of Retail Banking***



Ron Shevlin, Senior Analyst, Aite Group.

*Ron Shevlin, Senior Analyst, Aite Group assessed the future of retail banking and what it means to the financial technology industry at the 2013 AFT Spring Conference in Boca Raton.*

"What we are going to see in the next few years is a lot of change...the business model that exists today in retail banking has pretty much come to its end, you could put a fork in it, because it is done and a new model will emerge over the next couple of years," remarked Shevlin. He added that is not necessarily bad news for fintech companies. The new model that emerges should create more opportunities for technology vendors in the financial space.

First he broke down the changes into three areas: Why now? What will change? What does it mean to the fintech industry?

### ***Why Now?***

The answer lies in the merging of three things:

- Technology — for the past 15 years with growth of the Web we've seen new technologies that can help create transformational change in the industry but we haven't seen that change.
- Demographics — this emergence of Gen Y'ers who are willing to do business with non-traditional providers and who want different types of products.
- Economics — bank return-on-equity is not where it was. Banks cannot cut their way to ROE growth.

Shevlin detailed how most of the retail banking needs to negotiate around and through the non-interest income (NII) challenge in order to generate revenues. Making this test particular tough he said is that the business model that exists today is too limiting. Financial institutions need to find new opportunities.

### ***What Will Change?***

The big changes Shevlin talked about:

- The rise of neo-checking accounts — Check use has declined dramatically. Consumers don't write checks because overdraft fees are killing them. There is also a new segment of consumers are the "debanked" — mainstream consumers who opt out of the traditional banking system. Neo-checking accounts feature a mobile first design, personal financial management focus, and fluid accounts blending, prepaid, debit and credit.
- The separation of production from distribution — Retail banks will leverage branded products sold through financial institutions much like clothing is sold through retail stores. Banks will revenue share through financial apps.

- The emergence of this new dynamic is how financial institutions are going to compete.

### **What Does It Mean To The Fintech Industry?**

The changes create new opportunities for fintech vendors. These center on the impact of IT and marketing combining data integration, and realtime actions and analytics, which Shevlin describes as the "weak link in today's financial institutions."

For fintech firms efforts should focus on new financial products and services, developing mobile apps and integrating them into the mobile platforms and creating new analytics to aide financial institutions in their marketing efforts.

## **Shift Leading in Turbulent Times**

Author Michael Hyatt (*"Platform: Get Noticed in a Noisy World,"*) the former Chairman and CEO of Thomas Nelson Publishers presenting his thoughts on leadership at the 2013 AFT Spring Conference in Boca Raton, FL.

"It all rides and falls on your leadership," said Hyatt. He believes leading well in turbulent times requires leaders to take five specific actions:

1. **Shift Your Perception** — "Embrace reality with the idea that there will be some kind of ultimate triumph...sometimes we as leaders don't get it."
2. **Shift Your Intention** — "Leaders have to willing to go first and lead by example."
3. **Shift Your Direction** — "In turbulent times real leaders cast vision. A lot of leaders lose visibility when times get difficult."
4. **Shift Your Acceleration** — "The market wants near instant responsiveness. Responsiveness becomes a competitive advantage. Seems to be an inverse relationship between a company's size and their



Michael Hyatt expressed his views on leadership in turbulent times. responsiveness.

5. **Shift your Allocation** — Re-distribute resources. The only way to fund tomorrow's projects is to defund those areas that don't make sense. It takes courage to defund those projects that don't make sense anymore."

"Your ability to manage in turbulent times is as you choose it to be," said Hyatt.

### **PANEL DISCUSSION**

## **FI Panel Reveals Challenges and Concerns**

Putting together a panel consisting of bank and credit union executives is no small task but they were front and center taking on issues such as regulatory burdens, concerns and challenges at the 2013 AFT Spring Conference.

Scott Mills, President of the William Mills Agency, and Russ Bernthal, Group President, Software Solutions, ProfitStars, led a panel discussion of financial institution executives that consisted of Alex Jimenez,

Senior Vice President, Digital Channel Management, Rockland Trust (MA); Jeff Johnson, Senior Vice President and Chief Information Officer at Baxter Credit Union (IL), Jason Raymond, Executive Vice President / Chief Information Officer Prosperity Bank (FL); Richard Helber President/Chief Executive Officer Tropical Financial Credit Union, FL; and Chris Sawyer, President Peoples Bank of Alabama.

Each had some well-expressed comments to explain



AFT President Kelli Schultz is pictured above with the FI panel members and moderators at the AFT 2013 Spring Conference.

the environment currently facing them and what keeps them up at night.

**Jimenez** – “We’re trying to be innovative but it is very difficult in our environment ...just trying to have the appropriate resources to compete against some large organizations.”

**Johnson** — “Recognizing that speed to market is imperative today...with the advent of mobile technology people want to be engaged with their technology and their financial institution.”

**Raymond** — “The whole philosophy of brick-and-mortar is too expensive to move forward from an expansion standpoint, so we went down the virtual channel, which gives you every option you need to bank with us.

**Helber** — “The challenge is the viability of the intermediation model...people don’t expect to pay for

financial services...the cost to stay in business is enormous. The challenge is how do you charge when everything is given away...everything you do to invest in the technology side of the world is given away.”

**Sawyer** — “Stay up more thinking about acquisition. Technology is a major driver for that and we can’t get there without it.”

Among the other areas of conversation was the pain associated with being best of breed (“Some of you do not understand what we are trying to do. We need to have all the systems talk to each other, it’s our data. we need to get access to that data.”); moving to the cloud (“Integration...if it takes six months, it is unacceptable”), adoption rates (“The younger generation don’t like a lot of fluff”), automating the branches (“All the decision-making processes can be automated”) and satisfying accountholders (“Customers have different needs”).

## ***Interactive Lives Up to Its Reputation***

***in•ter•ac•tive*** adj. 1. Acting or capable of acting on each other. 2. Characterized by immediate two-way communication between a source of information and a user, who can initiate or respond to queries.

*The Association for Financial Technology interactive session, a long-time essential ingredient of organization events, contains the very soul of the definition of the word “interactive.” Rob Daley, President, Intelligent Banking Solutions, Inc, and Brian O’Neill, Vice President Partner Management, FIS moderated an energetic mutual flow of ideas and experiences by 2013 AFT Spring Conference attendees,*

*who abandoned their competitive nature to drill down into the issues and concerns affecting everyone in the industry.*

Here at some topics and comments heard at the session:

### ***Experiences at Finovate***

- It’s a great launching pad
- Good place to introduce a new products
- Provide a good demo
- Needs to be part of your marketing plan



Rob Daley, President, Intelligent Banking Solutions (above left) and Brian O'Neill, Vice President/Partner Management, FIS, (above right) proved to be a "Dynamic Duo" in leading the always popular Interactive Session. Tina Conchin of the Kiva Group, (below) was among the 142 AFT members who posed questions and gave answers during the Interactive Session which AFT Executive Director, Jim Bannister, exclaimed was "one of the best ever."

***Selling New Technology to Financial Institutions Focused on ROI***

- Have to help them think of their non-interest expense
- Go in as a consultative salesperson
- We don't have good benchmarks

***Are Banks Upgrading to Newer Technology?***

- Some executives embracing iPad but still a lot of the older infrastructure, some are still running Windows XP
- Seeing a big boost in remote users
- The challenge is some of the solutions don't support what financial institutions are trying to do
- Technology is a function of where it is being used, financial institutions consume all of these technologies

***What's Next?***

- Big Data is going to drive financial institutions
- Mobile capability get us further down the conversations
- Technology is the great equalizer

***Market Compression***

- Everything we run is in the cloud. Keeps operation costs down
- Selling more online
- Be affordable to community institutions and partner with larger financial institutions
- Help customers address a broader share of the market



**AFT 2013 FALL CONFERENCE**  
**September 22-24**  
**The Ritz Carlton Laguna Niguel**  
**Dana Point, California**  
***Have you made your reservations yet?***



## Pay it Forward Campaign

- Helping AFT grow, should generate a high degree of satisfaction for you. In turn, this can help enormously in supporting you through effective networking while you continue the path towards reaching your professional goals.
- You can provide the support, guidance, and mentoring that is absolutely essential to a new member that you know and invite, to be successful with AFT. With this kind of support, many or most of them are likely to become active and productive members like yourself.
- Maintaining a consistent pay-it-forward mindset will help you to stay committed to the AFT mission of building up all our businesses and personal relationships. Anything that helps you in this regard is pure gold — especially in this day and age of business building.
- By consistently modeling the pay-it-forward philosophy in

relating to your business relationships, you will demonstrate to your prospective members, in the most powerful way possible the value, of AFT and why you are involved. Absolutely nothing else you can involve them in will pay bigger dividends than this, as they pay it forward to the people they sponsor in the future once they are members.

- As YOU strongly internalize the pay-it-forward attitude with its intrinsic emphasis on giving over getting others are likely to sense that you're someone who sincerely wants to help them. The more you project this attitude — the more YOU will help create a climate of value of sharing via networking. And obviously, this will help you to build strong relationships with everyone you work with.

**To submit a prospect online or download a form go to:**  
<http://www.aftweb.com/aws/AFT/pt/sp/payitforward>

### **AFT 2013 Scholarship Program Underway: Association to Award \$7,500 in Scholarships**

The Association for Financial Technology has been awarding college and university scholarships to deserving employees and their sons, daughters, stepchildren, spouses, grandchildren and wards since 1985. The awards are named in honor and memory of James E. Stoner, one of the organization's founders, and Allan W. Balch, a two-time President and ardent supporter of AFT.

Complete Scholarship Program information and application materials were emailed to the primary contact person at each member company on April 15.

The \$2,500 scholarship awards are available to any employee or a son, daughter, spouse, stepchild, grandchild, or ward of an AFT member-company employee enrolled as a full-time student at an accredited college, university, business school, or computer-oriented trade school.

***The selected Scholarship Application and Scholarship Essay Questions form are due in the AFT Executive Office by Monday, July 1, 2013.***

Member companies are responsible for selecting up to two (2) applicants. Completed applications and

Essay Questions are due back to the AFT Executive Office by Monday, July 2. The AFT Scholarship Committee will then select three (3) winners and \$2,500 checks will be mailed to each of the successful applicants by September 1st. The winners will be announced at the AFT 2013 Fall Conference, September 22-24, at the Ritz Carlton Laguna Niguel, Dana Point, California

Applicants are awarded point values for senior year high school class ranking and grade point average for full-time students already attending a college, university or trade school. Additional points are awarded for academic achievements and school-related activities as well as their responses to three essay questions.

AFT members are encouraged to match the AFT scholarship award, making the grant worth \$5,000 to the winner(s) from their companies. Complete Scholarship Program information and application materials can be viewed and downloaded from the AFT web site at [www.aftweb.com](http://www.aftweb.com).

For additional information or assistance, contact Erin Thomas, AFT Managing Director, at (614) 895-1208 or email [aft@aftweb.com](mailto:aft@aftweb.com).

## Pre-Conference Golf Tournament & Beach Volleyball Challenge

### Individual Stroke Play

**Low Gross: Rob Daley (85)**

**Low Net: Kevin Twedde (69)**

### Team Scramble

**1st Place Team: -10 (61)**

**Kevin Conway, Matt Baaki, Chris Kowal, David Peterson**



### BEST IRISH GOLF ATTIRE GARY & BOBBI DANIEL



Sorry we missed a "photo opp" of Gary & Bobbi. Their costumes were awesome!



Everyone was a winner in the hotly-contested beach volleyball competition on Sunday afternoon. Note the Olympic style Gold Medals.