



http://www

# Iowa Treasury Management Association

November 2013

Iowa Treasury Management Association, P.O. Box 228,  
Des Moines, IA 50301  
[www.iowatreasurymanagement.org](http://www.iowatreasurymanagement.org)

## Inside This Issue

- 1 January Meeting
- 2 Officers
- 3 Guests
- 4 Announcements/Upcoming Events
- 5 Meeting Schedule
- 6 November Meeting Summary

## January Meeting

The January meeting will begin at 11:30am on Thursday, January 9, 2014. It is being held at the Embassy Club in downtown Des Moines. The speaker for the January meeting will be Randi Woods Webber, Principal International. Randi will be discussing Strategic Global Operations.

There will be a lunch buffet. Those who plan on attending need to register for the meeting on the website with their lunch selection.

## Officers

### President

Beverly Fenimore, CTP  
US Bank  
e-mail: [beverly.fenimore@usbank.com](mailto:beverly.fenimore@usbank.com)  
phone: 515-245-6304

### Vice President

Kari Hanson  
Principal Financial Group  
e-mail: [hanson.kari@principal.com](mailto:hanson.kari@principal.com)  
phone: 515-235-1320

### Treasurer

Daniel Hoover  
Principal Financial Group  
e-mail: [hoover.daniel@principal.com](mailto:hoover.daniel@principal.com)  
phone: 515-235-5348

### Secretary

Kyle Rice  
Polk County Treasurer  
e-mail: [kyle.rice@polkcountyiowa.gov](mailto:kyle.rice@polkcountyiowa.gov)  
phone: 515-286-3042

## Guests

ITMA members are encouraged to bring guests to our meeting. We hope that guests will find our meetings enjoyable and provide educational opportunities and will, in turn, want to join. Members (or their guest) should bring \$30 to the meeting to cover the food and room costs. Checks can be payable to Iowa Treasury Management Association and given to the ITMA Treasurer.

## Announcements/Upcoming Events

If there are any webinars, conferences, or announcements that would be beneficial to share with your fellow ITMA members, please email the details to Kyle Rice, ITMA Secretary, to add here in the monthly newsletter. All emails can be sent to [kyle.rice@polkcountyiowa.gov](mailto:kyle.rice@polkcountyiowa.gov).

## Meeting Schedule

---

**01/09/2014**

---

*Topic: Strategic Global Operations  
Speaker: Randi Woods Webber  
Location: Des Moines Embassy Club,  
Ruan Center, 33<sup>rd</sup> Floor*

---

**02/13/2014**

---

*Topic: Tax & Tags Treasury Management  
Speaker: Mary Maloney, Polk County  
Treasurer  
Location: Des Moines Golf & Country Club*

---

**03/13/2014**

---

*Topic: Fraud and Risk Management  
Trends  
Speaker: Matt Davies, Federal Reserve  
Bank of Dallas  
Location: Des Moines Embassy Club,  
Ruan Center, 33<sup>rd</sup> Floor*

---

***See you there!***

---

## November Meeting Summary

### Presentation:

**Christa Addy**, Product Manager at Shazam, presented the November meeting. The title of the presentation was "Understanding EMV"

Some of the items from the presentation include:

- EMV – moving away from magnetic stripe cards to Pin & Chip cards
  - Moving from industry standard ANSI/ISO format to Proprietary standard format
  - Each chip will have applications and cryptograms
  - 1 time use/authentication capabilities
- EMV (Europay Mastercard Visa)
  - Invented in Europe to remain secure even if terminals are offline
  - US cards now not accepted overseas
- USA is last country to move to EMV
  - Can be contact or contactless
  - Also possibly good for loyalty applications
  - POS terminals that accept EMV cards can also accept NFC-equipped phones
- Card Authentication Method (CAM), Cardholder Verification Method (CVM), Authorizing the Transaction
- Liability shift to retailers from banks if they haven't upgraded technology
- Timeline of EMV adoption in the US through 2017
- Costs/Drawbacks to implementing EMV tech