



**BANKERS' BANK OF THE WEST
BANK CARD DIVISION**

July 2015

**BBW Bank Card Conference Moved to 2016--
Date and Location to be Determined**

To our community bank partners and friends:

The Bankers' Bank of the West bank card conference has been postponed to 2016. We understand that with the implementation of EMV, your bank has faced important decisions and dealt with many initiatives, as has the BBW Bank Card Division.

Since the beginning of this year, the bank card team has been working diligently on many streamlined processes, program enhancements, and vendor management. We are pleased to report the following accomplishments so far:

- Streamlined monthly merchant participation invoicing.
- Automated ATM/debit billing.
- Creation of a Bank Card newsletter.
- Implementation of quarterly customer service surveys.
- BBW-hosted webinars on EMV.
- Limited-time special pricing for EMV/contactless equipment.
- On-demand self-service access to merchant forms through BIDS.
- New tools for merchant banks that empower them to perform analyses if they choose to.
- Delivery of lobby and teller-line display materials to heighten awareness of EMV-related changes.
- Increase in the number of on-location merchant training sessions led by BBW for community bank staff.
- Intensified participation in high-visibility "merchant social" marketing events hosted by BBW's merchant banks in their communities.

As we make further enhancements to products and program offerings, we will share them with you.

We look forward to hosting the 2016 Bank Card Conference. As in the past, the conference will deliver program and product education, presentations by industry experts, vendor participation, and, of course, the BBW Bank Card team. Be on the lookout for a "save the date" email. Conference details will be coming soon, and they'll be posted to our website. In the meantime, if you have questions or topic suggestions, please call us at **800-601-8630** or email **bankcards@bbwest.com**.

Thank you for your continued support!

BBW's Bank Card Division Team