



Smart Card  
Alliance



# Executive Director's Report

**Randy Vanderhoof**

**Salt Lake City, UT**

**February 14, 2003**

# 2002 – 2003 Organizational Goals

## Re-confirmed Mission statement:

- *“To accelerate the understanding, adoption, use and widespread acceptance of single and multi-application smart card technology through educational programs, market research, advocacy, industry relations and by bringing together, in an open forum, leading users and technologists from both the public and private sectors.”*



# 2002 – 2003 Organizational Goals

## Alliance Goals - Internal

1. Improve the Alliance event revenue model and content.
2. Create an Alliance business model that balances the budget.
3. Increase membership in the Alliance while keeping a balance of users and technologies.
4. Improve member retention



# 2002 – 2003 Organizational Goals

## Alliance Goals - External

1. Create outreach programs and approach plan to specific vertical industry sectors to engage additional users (issuers) in the Alliance.
2. Establish the Alliance as “the” smart card educational resource.
3. Become a stronger voice in the smart card implementation process (to assist with interoperability issues).



# 2002 – 2003 Organizational Goals

## Highlights of Tactical Plans

- Move from member-focused meetings to industry-focused conferences and exhibitions
- Program “quality” over quantity – call for papers beginning Oct 2003 Annual
- Change membership categories, benefits, and fees structures. Renewal date begins on anniversary
- Enhance recognition of existing members and create programs to recruit members
- Develop outreach programs to other industry verticals
- Create “Smart Card Interoperability Issues Summit” on implementation issues involving government smart card systems



# Board Committees

- **Marketing Committee**
  - Co-Chair: Kevin Gillick, Robert Helena
- **Membership Committee**
  - Co-Chair: Bob Wilberger, Alex Giakoumis
- **Government Liaison Committee**
  - Co-Chair: Linda Brown, Kirk Brafford
- **Educational Institute Committee**
  - Chair: Gilles Lisimaque
- **Event Planning Committee's**
  - Chair: Randy Vanderhoof





# “Marketing the Alliance” Initiatives

- “SmartTalk” Teleconference Series
  - Series of 4 scheduled live teleconferences on smart card topics chosen by the Marketing committee
  - Topics based on current hot issues and timed around upcoming conference events
  - Member-benefit based with fees charged to non-members
- Industry Outreach
  - Series of tasks to identify opportunities for Alliance impact and participation in industry vertical sectors
    - Retail, Transit, Financial, Government, IT Security, Cellular



# Membership Initiatives

## Membership level changes and benefits:

- Leadership Council replaces Principal
  - Leadership Council membership - \$10,000
- General replaces Auditing member
  - General membership - \$4,000
- Gov't and University unchanged - \$1.500
- New Associate member level
  - Associate membership - \$1,000
- New members who join renew on the anniversary date of their membership





# Membership Initiatives

## “Drive for 55” Member Recruitment Program

- Goal: 55 new members in 55 Days
- Duration: begins February 13<sup>th</sup>, ends April 9<sup>th</sup>
- Awards: members awards based on value on new memberships
  - ≤ \$15,000 in new membership revenues = 5%
  - \$15K to \$30K in new membership revenues = 10%
  - > \$30K in new membership revenues = 15%
- Pay Out: 50% applied to member organization account, 50% paid to individual in gift checks
- Incentive: New member incentive based on membership level
  - Leadership Council = \$1,000 credit + \$150 GC
  - General Member = \$400 credit + \$75 GC

## Grand Prize Drawing

- Individual receives 1 ticket for every \$5K in new membership
- Grand Prize drawing will be for a 42” Hitachi Plasma TV
- Public drawing held at CardTech/SecurTech in Orlando on May 15th



# **Next Alliance Meeting**

## **Credentialing in Government Conference**

Sheraton National Hotel

Arlington, VA

July 15 – 18, 2003

## **Annual Conference**

**October, 2003**



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# Calendar of Upcoming Events

- March 26-28<sup>th</sup> - ISC West Expo, Las Vegas, NV
- May 13-15<sup>th</sup> - CardTech/SecurTech, Orlando, FL
- July 15-17<sup>th</sup> – Smart Card Alliance, Arlington, VA
- July 23-25<sup>th</sup> - GOVSEC2003, Washington, DC
- Sept 22-24<sup>th</sup> – ABA Conference, Dallas, TX
- Oct 21-24 ?? – Smart Card Alliance Annual, TBD
- Nov 18-20<sup>th</sup> - Cartes IT Security, Paris, FRANCE



# Thank you



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