



## **ATM industry presents a strong, united voice opposing Harkin**

On Thursday night, May 20th the United States Senate passed the "Restoring American Financial Stability Act of 2010" (Reg Reform) with a 59-39 margin. The final bill did **NOT** include the Harkin ATM fee amendment.

The legislation will now go to "conference" to be reconciled with the House passed bill before the President can sign it into law.

This represents an important political victory for the ATM industry which presented a strong, united voice opposing Harkin. We should celebrate this success whilst realizing the issue of attempted regulation of our industry is by no means over - it is not dead, just in retreat for now, beaten back by strong opposition.

Congratulations to all. Kurt's EFTA updates, support and wisdom were very valuable during this time. Mike Keller's input from the GRC perspective was also fantastic. Talking Points provided by various sources, Metapay, Bell ATM, etc, to name but a few, were both informative and encouraging. Letters to Senators from several ISOs, which were shared with all, helped enormously, as did contact lists provided to call the Senators. Meetings set up with senators' offices, for example by Mike Powell and others, added an important dimension in the campaign. Susan Kohl and Bill Dunn from the US Board demonstrated their concern and leadership, too. ATMIA staff (Dana, Sharon, Amber) and Alicia Blanda were incredibly supportive. Tom Harper's ATMmarketplace.com burned the midnight oil to help to keep us updated with news. Lyle gave us a memorable turn of phrase when he urged us to light up the switchboards of the senate and other branches of government. I got advice and ideas from countless individuals who are too many to name but thanks to all who wrote me. All of this showed the power of commitment and collective action and information-sharing - something we need to build on going forward. Flocks of birds keep in formation by following three simple rules - fly at the same speed, fly towards the center and fly at roughly the same following distance. If we as the ATM industry fly in formation going forward we can continue to project a strong, united front to would-be external regulators.

ATMIA's ISO committee, under the leadership of Haze Lancaster and Jeffery Keith, will have a conference call on Tuesday at 10 am EST (details to follow) to work out a battle plan for the next few weeks as we take stock of what we need to do next to protect our industry.

For sure, the US ATM industry and everyone involved in this well-fought campaign richly deserves a celebration tonight followed by a great, relaxing, fun weekend! We can breathe freely again. As I said, Kurt will let us know if we need to be aware of any manager's amendment.

It is fitting that in this dramatic week, we remember the man who started the whole ATM industry back in 1967 - John Shepherd-Barron, who died aged 84 and whose funeral is today - <http://www.atmmarketplace.com/article.php?id=11995&na=1>. If you read the tribute, you will see he used ATMs successfully without problems for 40 years - testimony to an amazing industry he started. He was a charming, inventive man and our world is a better place because of the technology he invented.

This well-established, well-run, successful industry requires no arbitrary government price control.

Warm regards,  
Mike

Mike Lee  
CEO  
ATM Industry Association