

Spring 2008

CashTrans Hosts the 2008 ATM/EFT Technology Forum in Atlanta

Financial executives throughout the southeast attended the **First Annual ATM/EFT Technology Forum** sponsored by Cash Transactions LLC based in Austell, GA. Prominent guest speakers included **Dr. Roger Tutterow, Ph.D.** and noted economist at Mercer University, **Jim Schuster, CEO of Visual Marketing** and **Russ Schoper, Founder and President of Business Development International**, who are all deeply familiar with the issues and challenges facing financial institutions throughout the country.

Dr. Tutterow presented a timely and revealing message on the **“state of the banking economy”** based on present indicators. He also discussed current economic trends and potential future developments which financial executives should consider in mapping their strategies. Probably one of the most interesting aspects of Dr. Tutterow’s presentation were his thoughts on the effects on our economy, based on the presidential election in November and the various stated fiscal policies of the candidates. The session concluded with a period of questions and answers by Dr. Tutterow.

In addition to this powerful and highly informative session by Dr. Tutterow, was a dynamic and insightful presentation by Jim Schuster, President & CEO at Visual Marketing Group on the **“un-noticed community financial institution”**. His overview of the **Architectural Identity Matrix** was highly informative with his model describing the five essential identity components required for financial institutions to actively compete for **“Street Presence.”** Research still supports that only a financial institution can say that 95% of its target population drives in front of the main office or branch building each month!

The third main presenter was the founder and President of Business Development International, Russ Schoper. His presentation topic focused on the rapidly growing trend of **ATM Outsourcing** and what the rationale and key criteria are for any financial institution to consider.



He also reviewed **Three Key Guiding Principles** that must be considered when evaluating ATM Outsourcing, namely; **One**, it is a **“Partnership”** and **absolutely must be with a trusted organization that will put everything on the table!** **Two**, it is essential that the outsourcing solution delivers efficiencies, i.e. better measurable results, solves problems and does not create new ones! **Three**, it must be economically sound with financial benefits of 20% to 30% net savings or more! Additional information was shared with all attendees on what must be reviewed in the analysis which is necessary to make an informed decision. Also he distributed an updated **ATM Outsourcing** whitepaper sponsored by CashTrans, plus a checklist of the key information required to complete the analysis. **The information is available at <http://www.cashtrans.com/contacts.aspx>.**

Following these presentations, Fred Ethridge, President of CashTrans, praised the presenters and announced a new authentication product in development and in beta test at the Atlanta Business Bank. Katrina Elliott, VP at Atlanta Business Bank, presented a short overview on this authentication project and potential applications for community financial institutions.

The forum concluded with a CashTrans product demonstration with representation from leading ATM manufacturers present. Two of the most advanced ATMs in the industry, distributed by CashTrans were the **Triton 7000** and the **Nautilus-Hyosung MH 5040** featured in the custom **ATMLite Kiosk**.

Expanding Our Reach...

New Clients and New Deployments

We are proud to announce the following financial institutions have chosen **CashTrans** and are now added to our growing list of **NEW CLIENTS**:

- Wilcox County Bank - Abbeville, GA
- Southeast FNB - Maitland, FL
- Memorial Health CU - Savannah, GA
- Health Facilities FCU - Dillon, SC
- South Florida Educators FCU - Miami, FL

Our existing clients are continuing to grow and below is an impressive list of **NEW ATM DEPLOYMENTS** in partnership with **CashTrans**:

- Glennville Bank - Glennville, GA
- Community Bank of Pickens County - Waleska, GA
- Coosa Valley FCU - Rome, GA
- Gwinnett Community Bank - Duluth, GA
- Citizens Bank - Hazel Green, AL
- Charter Bank - LaGrange, GA
- United Security Bank - Sparta, GA
- Atlantic Southern Bank - Macon, GA
- MembersFirst CU - Conyers & Decatur, GA
- Bank of Dooly - Vienna, GA
- Schwertner State Bank - Schwertner, TX

Are We Meeting Your Expectations?



At CashTrans we are obsessed with not only meeting but exceeding your expectations. To see how we are doing we conducted two surveys over the past several months and the results are in!

Financial institution clients of CashTrans were invited to tell us candidly how we were doing and over 35% have thus far responded to our online survey. Of those who responded all represent senior executives familiar with CashTrans' products and services.

- ◆ 95.8% indicated that on an overall basis, CashTrans is meeting or exceeding client expectations with regard to our sales, equipment, service, and reporting.
- ◆ 100% indicated that CashTrans sales, management, and/or technical staff presents themselves in a professional and courteous manner.

Though these numbers are impressive, by any measure, they are not good enough! We will continue to strive to do even better in the weeks and months ahead... **Thank you!**

EMPLOYEE SPOTLIGHT



Alan Beamer joined the CashTrans management team in 2007. Alan manages the entire Service Department and technical team. In this role, Alan has the responsibility of managing all equipment installations and the entire maintenance of approximately 900 CashTrans ATMs located throughout the South. Prior to joining CashTrans Alan spent approximately 2 years at

Brinks as Atlanta Area ATM Manager and 7 years with Alliance Services as their Southeast Operations Manager.

Prior to joining Alliance Services, Alan completed numerous electrical engineering courses at both Southern Polytech and Georgia Tech. Alan is married and currently resides in Atlanta.

Please join us in welcoming Alan to our team and feel free to contact him at 770-941-6680 X26.

“CashTrans wants to be your full service ATM equipment and processing provider. We want to earn your business by providing great value, outstanding service and an ongoing commitment to exceeding your expectations. We welcome and appreciate your business!” Message on behalf of the entire CashTrans Team

For more information, please contact Fred Ethridge.

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