

# Spring 2011 Meeting

At The Golden Nugget, Las Vegas



Educating and Sharing

The meeting was held on 4/5/2011 and it was attended by 16 of our 20 members with 19 total people in attendance:

- \* Bristol ID– Keith and Matt
- \* Identiphoto– Geoff
- \* Identisys– Deb and Joe
- \* Idesco– Gabriel S.
- \* CI Solutions– Mark
- \* XPress– Joe

- \* ID Edge– Lori
- \* Jolly– Sandeep J
- \* Datacard– Dan H
- \* Credential Consulting– Rob
- \* E Card ID– Les
- \* Plasco– Christian
- \* Smarttech– Bob
- \* Team Nisca– Andrew
- \* Card Imaging– Steve
- \* P3– Mike

## Meeting Highlights

This year's meeting dealt with a concurrent meeting by HID which took many principles out of our meeting. The word is that HID will continue this in future years and we may have to adjust our meeting schedule so all can attend ISDA.

With Pamela not present Rich presented the finances (of course he could not uphold the high standards of Pamela but he tried). It looks like this year will be a break even year for ISDA, the first in the last 3.5 years. However some of the revenue is one time revenue (initiation dues) and it seems we will need about 25 members to break even year after year. Right now we have 20 with an additional one inactive and another one voted in but not yet finalized. With a bank balance of \$26000 at the end of 2010, our financial situation is solid.

It was announced that our partnership with SIF had been finalized and details will be emailed in the next couple of weeks.



Also our Certified Facility Manager Training proposal has been given to Rod Wheeler in concept format and we await his group's commitment to move forward. It will result in getting the ISDA name and expertise in front of many prospective buyers.

This meeting ample time was allocated for roundtable discussions. This included 2 hours for all the members where the future of the plastic card was discussed and it was felt while there will be challenges in certain areas it was agreed that for photo ID and

many other markets, the card has its place. The dealers met in the afternoon as was agreed to in the Fall 2010 meeting. This included opportunities for Sponsors to talk to this group and Datacard and Jolly did indeed do that. Some discussion occurred throughout concerning old items like the Strategic direction of ISDA. The Exec group will address these to preclude the need for precious meeting time. This includes how to promote the ISDA brand.



## Spring Meeting Speakers

In the morning just before lunch we had a nice refresher and learned new things about Smart Cards– both contact and contactless. Bruce Ross and Dovell Bennett went over infrastructure items as well as market applications.

After Lunch we heard from Dan Bailin of HID Global. He discussed how HID has approached

the NFC smart phone applications for the financial world. This detailed presentation was emailed to all members. The post meeting survey seemed to indicate that both sets of speakers presented information to our members that was useful and hopefully Lori captured some of the content in her meeting minutes.

**Post Meeting survey**– Thank you to those who answered the survey. The comments were positive and for the most part you liked the additional time given for roundtable discussions and the fact we had a dealer only portion in the afternoon. We will incorporate such in the Fall meeting also.

### Fall 2011 Meeting

A brief discussion was had about New Orleans, Chicago, Atlanta, and Dallas/Houston. The post meeting survey indicates maximum attendance at Dallas and Houston along with Chicago. I will get some options and work with the Exec Committee to choose a place. I will ask for timing from you in the near future. If you have any ideas for speakers or other agenda items at our Fall meeting please let Rich know.

### Resources:

Join ISDA on [http://www.linkedin.com/groups?home=&gid=2650783&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&gid=2650783&trk=anet_ug_hm) where all people in the industry can comment on discussions. We also opened a member only group where members can discuss ISDA only business. I will invite those not there already. This tool will be used to discuss ISDA business which means less time needed for it at meetings.

**Live Meeting**– if you are presently not using it, you should go to MS resources to get trained. It is free and available at <http://office.microsoft.com/en-us/livemeeting/FX102414531033.aspx>. Then contact me and I will set you up with a username and password. LM  
TIP: if Desktop or Software Application Remote Control/Support is grayed out, then when the end user clicks on the link to enter the meeting, they need to enter as Presenter, not Attendee, and when they have a choice to load the web console or the full install, they must do the full install (which may require they are on a PC with administrator rights).

We need Dealer Members- Do YOU know of any Potential New Members? Contact them and tell them of the advantages of ISDA. If they show ANY interest give Rich their information.

