

NATIONAL ASSOCIATION FOR BUSINESS ECONOMICS
Silicon Valley Roundtable—March 2005 Meeting

*****Tuesday, March 8, Noon, Menlo Park Library*****

Topic: **Evolution of the Plastic Card Transaction Market - From magnetic stripes to radio frequency (contactless) cards**

Speaker: **Jerome Svigals**, Director, Smart Card Institute

Card based transactions have recently exceeded in value the cash and check transactions in retail stores. What are the economics of card based transactions? What is the current and future market for these transactions? How will the card technology evolve and what will be its effects on business?

Jerome was the development manager for magnetic striped cards at IBM. He has authored 18 books on cards and electronic banking. He works with international clients in the payments and card technology industries. He writes commentaries for the American Banker newspaper.

When: **Tuesday, March 8, Noon to 2 PM**

Where: **Menlo Park Library**

Directions: El Camino Real north or south to Menlo Park. East on Ravenswood Avenue (towards Highway 101). Right onto Alma Street (first right after crossing the railroad tracks). The library is the first building on the left and is part of the Menlo Park Civic Center complex.

Fees: \$15 members, \$20 non-members for lunch and meeting, pay at the door. Free parking.

About the NABE Silicon Valley Roundtable—Our 23rd Year

Purpose: NABE Silicon Valley provides information you need about Silicon Valley. We offer research, forecasts, and monthly meetings to discuss topics of management and business economics. Guests welcome. To join, complete a membership form available on our website or at our meetings. Membership dues are \$20 per year.

SVRT WEB: Visit our website (supported by Chuck Ehrlich) at www.svrt.org for Silicon Valley forecasts, meeting announcements, member research, sponsors, NABE Information, and more.

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IMPORTANT ANNOUNCEMENT: Starting May 2005, we will only mail the SVRT meeting announcements to members who request them. If you want to continue receiving them by mail, please fill out the form below and mail it to:
Al Moon, Secretary, Silicon Valley Roundtable, P. O. Box 4039, Foster City, CA 94404

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