



The industry resource for prepaid and stored value cards

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## Special Recognition Award: Individuals Contributing to Founding the NBPCA

By Paybefore Staff

Sixteen individuals were recognized for their contributions and personal commitment to founding the Network Branded Prepaid Card Association, the trade group that promotes a successful environment for prepaid cards that carry a major payment brand such as American Express, Discover, MasterCard or Visa.

The NBPCA was founded in October 2005, and launched its first membership year in July 2006. Since its origination, the association has become a unified voice for the industry and the recognized go-to organization for fact-based information on industry issues and operations.

The special award, the first of its kind, was initiated and sponsored by Meta Payment Systems at the request of Grant Rogers, a senior vice president at the payment innovation and delivery subsidiary of MetaBank.

Rogers, a payments industry veteran with nearly a decade of



### The individuals recognized for their significant contribution to launching the NBPCA were:

Jim Accordino	Matt Gillin
Anil D. Aggarwal	Brad Hanson
Marilyn Bochicchio	Ron Hynes
Todd Brockman	Dwayne Jones
Alpesh Chokshi	Jeremy Kuiper
Tom Crowder	Gary Palmer
Scott Galit	Juli Spottiswood
Scott Garka	Steve Streit

diverse prepaid experience, tells Paybefore that the recent stunning growth of the network branded prepaid card industry caused him to pause and ask himself what had happened recently that could explain why network branded prepaid had become an “overnight sensation.” His conclusion was the formation of the NBPCA was a “catalyzing event” in the history of the industry and it was his role to make certain that the leadership and the commitment of the people who had put their personal reputations on the line to form the NBPCA were acknowledged.

“These determined competitors had to leave their arms at the door and sit down to discuss openly and honestly the issues facing the industry to promote prepaid to a wider audience and introduce

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industry self-governance and education,” says Rogers. “The market information and awareness of prepaid initiated by the NBPCA has filtered into the design and distribution of many products and programs. There isn’t always a direct line, but the influence is obvious.”

Throughout its brief history, the NBPCA has focused its resources in three key areas: positively influencing consumers’ perceptions and adoption by using media to convey how prepaid cards can address the day-to-day problems they face, educating NBPCA members and

the industry on the legal and regulatory requirements associated with prepaid cards, and working constructively with regulators and law enforcement to provide education on industry practices.

The ongoing effort has resulted in millions of media impressions, hundreds of association meetings and educational newsletters, and significant interactions with government officials. The association’s most recent accomplishments include the release of its fifth primary research study, which will be used to create positive messaging

in the media, and its groundbreaking document, [\*“Recommended Practices for Anti-Money Laundering Compliance for U.S.-Based Prepaid Card Programs.”\*](#)

“The NBPCA has helped establish a more stable marketplace for prepaid and show that there is cohesive leadership—and that has attracted investment,” Rogers adds. “I wanted to make sure that the industry recognized and was inspired by the individuals who didn’t just talk about commitment but actually walked the walk to promote the adoption and success of prepaid.” 