



A CUP OF JOE

"A WIN FOR PAYCARDS AND EMPLOYEES!"

Senate Bill 931 recently came before the California State Senate that would have imposed severe restrictions on the paycard industry. Fortunately, Governor Jerry Brown vetoed it. Although Governor Brown stated that he does support some sort of legislation that contains costs for employees that choose to use paycards, he rightfully recognized that this bill would have caused more harm than good. To quote him directly: "A likely result of these mandates is that banks and employers may simply stop offering the service, injuring the very workers this bill aims to protect."

Global Cash Card is on the forefront of helping all employees get the most out of using their paycards. We provide in-depth training sessions through employers that explain how to properly use the card to minimize fees. Our goal is to work with employers and employees to provide the best service possible. We also sit on the board of paycard advisors for the American Payroll Association and support their efforts to help state governments understand the value of providing paycards to employees and avoid burdensome regulations. ■



GLOBAL CASH CARD LAUNCHES NEW SAVINGS CALCULATOR

Want to know how much you can save by using electronic pay instead of paper checks? Now it's quick and easy. **Just go to www.globalcashcard.com/calc**

Savings Calculators	
Direct Deposit to Global Cash Card:	
Cost Savings Per Check *	\$ 2.93
Number of Paid Employees	350
Results	
Weekly Payroll	\$53,326.00
Bi-Weekly Payroll	\$26,663.00
Semi-Monthly Payroll	\$24,612.00
Monthly Payroll	\$12,306.00
Online Wage Statements:	
Cost Savings Per Wage Statement *	\$ 1.90
Number of Paid Employees	1000
Results	
Weekly Payroll	\$98,800.00
Bi-Weekly Payroll	\$49,400.00
Semi-Monthly Payroll	\$45,600.00
Monthly Payroll	\$22,800.00



GLOBAL CASH CARD PROVIDES DONATION TO WALKING WITH ANTHONY

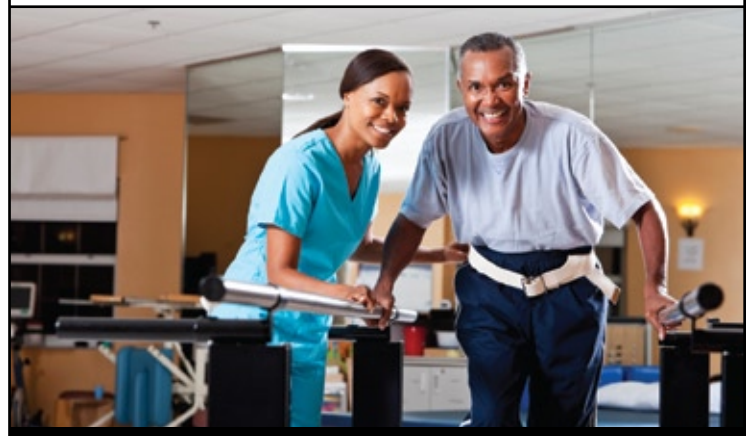
This holiday season, instead of sending gifts to its clients, Global Cash Card made a donation to its premier charity, Walking With Anthony.

Walking With Anthony's mission is to forever change the recovery outcome of spinal cord injury, currently perceived as unchangeable.



In addition to educating the public to raise awareness of the impact of spinal cord injury, Walking With Anthony raises funds to expand Project Walk and other rehab centers, support research relating to spinal cord injury rehab and, most importantly, provide financial assistance to spinal cord injury victims that do not have the funds to pay for this expensive recovery so that many may have the opportunity to get stronger, live healthier, and learn to walk again.

To make a donation, please visit: www.walkingwithanthony.org



Disclaimer

The information provided in this newsletter should not be relied upon as legal advice or as a definitive statement of the law in any jurisdiction. For such advice, the reader should consult legal counsel.

Global Cash Card

7 Corporate Park
Suite 130
Irvine, CA 92606

888-220-4477 Ext. 202
Toll free in the U.S.

949-751-0360 Ext. 202
Outside of U.S.

949-833-7999 fax

www.GlobalCashCard.com



The only newsletter dedicated to helping payroll professionals make the most out of paycards

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PAYROLL CARDS

EXCEED THE EXPECTATIONS OF EMPLOYERS AND EMPLOYEES ALIKE

BY CATHY BEYDA

In an effort to cut costs and raise employee satisfaction, employers nationwide have increasingly turned to electronic methods of wage payment. Although direct deposit became popular in the 1970s, payroll cards and electronic pay stubs have more recently yielded immense savings for employers and improved morale throughout the workforce. These results may have been predictable; however, the benefits of payroll cards extend beyond cost savings and increased morale and have far exceeded the expectations of employers and employees alike.

Banked Employees Often Elect Payroll Cards

Payroll cards are often promoted as a solution for workers without bank accounts who cannot participate in direct deposit. In practice, both banked and unbanked employees have embraced payroll cards. In fact, many employers who have implemented payroll

card programs report that the biggest surprise was the number of banked employees who signed up for a card.

Banked employees who elect to receive a payroll card commonly participate in split pay, meaning that they have a portion of their wages deposited into their personal bank account and the remainder loaded onto a payroll card. As an example, an employee may decide to have a fixed amount, representing his or her monthly spending money, loaded onto a payroll card and the remainder of his or her wages deposited into

a savings account. Or, an employee may give his or her payroll card to a child who is away at college, and deposit a portion of wages onto the card each pay period as the child's allowance. Studies are beginning to show that electronic wage payment and split pay do in fact help employees budget and manage their finances.

Obtaining High Participation Rates can be Easy, Even with Voluntary Programs

Employers often state that they would like to offer payroll cards, but that their employees would never go for it. These same employers



CONTINUED INSIDE



later are surprised by how easy it was to implement a program and attain high participation rates. To ensure a successful implementation, employers should team up with an experienced payroll card provider who can demonstrate the benefits of electronic wage payment to employees. Payroll cards become an attractive option for employees once they understand how much time and money they are currently wasting cashing their paychecks and paying their bills. Support from upper management also is a strong predictor of a successful implementation.

Wages are Delivered in a Timely Manner, Thereby Increasing Compliance

The wage payment statutes in most states require that employees be paid in full on the designated pay day. This can be difficult when employees are away from the office, or when faced with inclement weather or natural disasters.

Hurricane Katrina was perhaps the first natural disaster where some employers used payroll cards in addition to direct deposit. Displaced wage earners, some in shelters hundreds of miles from their home, could continue to receive

their wages allowing them to stabilize their lives and financial situation. This would not have been possible if their paychecks, already issued, were sitting underwater in a building in New Orleans. With roads impassable, checks en route to employees via mail or courier services would have again landed in limbo.



It doesn't take a hurricane to disrupt the prompt delivery of paper paychecks. Many employers report instances where they were unable to deliver wages because the roadways and airports were shut down due to inclement weather. Others report instances where entire payrolls were lost in the mail. Switching to electronic wage payment helps to ensure that employees have access to their wages in a timely manner no matter where they are located (e.g., on vacation or home sick) and regardless of unexpected contingencies such as severe weather conditions.

Increased Security

Workers without bank accounts are vulnerable to theft and loss of wages the moment they cash their paychecks. Employers are starting to realize that the security of payroll cards is an additional employee benefit and a sufficient reason by itself to introduce payroll cards into the workplace. With payroll cards, an employee has the option of storing his or her wages in an FDIC protected financial institution. In addition, the employee's liability for unauthorized use of the card is limited under Federal Reserve Regulation E so long as the loss or theft of the card is promptly reported. Branded payroll cards (i.e., those bearing the Visa or MasterCard logo) also are covered by the brand's zero liability policy protecting workers from certain unauthorized uses of the card. Compare these protections with the risk of loss or theft of a wallet filled with cash, and most employees embrace the security of electronic wage payment.

Access to Ecommerce

Electronic wage payment offers access to the world of ecommerce as well. Whether it's downloading music on an iPod, books on a Kindle, or even DVD delivery via Netflix, consumers can use their payroll card for secure and reliable transactions. Accessing any of these services is impractical or impossible without electronic payment means. Traditional mail-order retailers, like Lands End or LL Bean, can also be utilized through a toll-free number and a payroll card. The flexibility to shop at any type of merchant (brick and mortar, online, or toll-free number) is perhaps

one of the greatest benefits provided to unbanked employees through payroll cards, not to mention the prestige of carrying a Visa or MasterCard.



Win-Win Proposition

Electronic wage payment is a win-win proposition. Employers achieve cost reductions and improved employee morale. But beyond this, employees receive more reliable wage payment and access to the benefits of electronic payment, regardless of their socioeconomic status and whether or not they have a bank account. In short, employees and employers agree that payroll cards have far exceeded initial expectations. ■



Cathy Beyda is an employment law attorney with Paul, Hastings, Janofsky & Walker LLP out of their Palo Alto office. She regularly counsels national employers on electronic wage payment issues, and is the chair of the American Payroll Association's Government Affairs Task Force subcommittee on payroll cards. Ms. Beyda can be reached at cathybeyda@paulhastings.com.

GLOBAL CASH CARD OFFERS FREE MOBILE CARDHOLDER FEATURE:

Did you know that Global Cash Card offers six free ways for you to check your balance and transaction history? That's right. Global Cash Card provides cardholders the ability to check their balance and transactions for FREE by:

1. Using our free mobile to mobile two-way texting feature
2. Logging on to their account at www.globalcashcard.com
3. Signing up for email messaging alerts
4. Signing up for text messaging alerts
5. Listening to our automated IVR (interactive voice response)
6. Speaking to one of our in-house 24x7x365 Customer Service Representatives

Please welcome the seventh way!

Global Cash Card is pleased to announce the release of Mobile Cardholder.



Now with mobile cardholder you can receive the most critical account information on your web enabled device on demand.

Global Cash Card Mobile Cardholder:

This new free feature from Global Cash Card provides a host of benefits to cardholders

- Contains all features needed to securely manage your paycard
- Presents the cardholder with exactly what they need, when they need it, on demand
- Allows cardholders the opportunity to view their balance, transaction history, or pay stub content
- Allows cardholders the ability to transfer funds to another card, bank account, or payee
- Works with any phone that is web-enabled (has internet access)

"We continue to offer quick and easy access to your paycard account because we want to provide our cardholders with every convenience to make their lives easier," said Joseph F. Purcell, President and CEO of Global Cash Card.

Global Cash Card Mobile Cardholder, as with all Global Cash Card technology, was developed with a customer's security in mind. Global Cash Card uses secure connections, encrypted data transfers, and other industry best practices to provide the most secure access possible.

Global Cash Card Mobile Cardholder is available to all Global Cash Card cardholders with any U.S. Domestic mobile provider supporting web access. Global Cash Card does not charge a fee for this service, however, please refer to your plan with your mobile carrier for more information.

To learn more please visit www.globalcashcard.com/mobilecardholder



Executive Profile

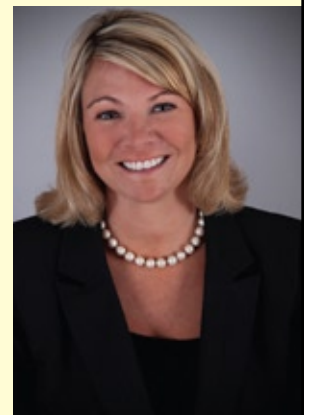
Meet Tobi St. John Manager of Field Support

Tobi St. John joined Global Cash Card in 2009 as Manager of Field Support after having a customer partnership with Global Cash Card for two years.

Prior to joining Global Cash Card, Tobi was Director of Operations for Staffmark where she oversaw field operations, employee training, and their ISO 9001:2000 Quality Management System for the Northeast region. In addition, she has experience developing strategic staff Management programs for clients such as Harvard University and Tufts University, where the model is still in existence today.

Her role with Global Cash Card includes working with customers in the field to assist them with training and implementation, measuring the success of their paycard program, and helping customers roll out a completely paperless system. Additionally, her success includes assisting clients in non-mandate states reaching a 100% paperless goal with a customized approach and implementation process.

Tobi has achieved great success in paycard program adoption rates by working intimately with clients to develop strategic implementation programs based on each company's unique requirements



To contact Tobi:
(617) 834-8217
tobistjohn@globalcashcard.com