

Colorado Bankers Association
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Benefits of Associate Membership

Connect

Promote

Grow

Engage



Your guide to associate membership— Colorado Bankers Association

The Colorado Bankers Association represents more than 95 percent of the \$146 billion in assets within the 131 banks operating in Colorado. On behalf of the 26,105 men and women who work within a regulated, traditional Colorado bank, CBA works with government to continually improve the banking industry in this rapidly changing environment. CBA focuses on improvements that increase benefits for customers, value for shareholders, and a stronger business climate for our local economies. CBA also provides industry-specific information and education to bankers, offers bank insurance, acts as a partner between bankers and servicers and provides other miscellaneous services. CBA focuses on creating a stronger economy and helping Coloradans realize dreams by building better banks.

Utilize our niche and maximize your reach to bankers throughout the state. CBA is the banking industry – bankers rely on us, and you can too. Some companies want to increase their services, reputation and brand awareness within the banking industry. CBA's unique position gives your company the opportunity to reach banks and their employees in an efficient, direct, reputable way that is not available anywhere else.





WHAT COMES WITH MEMBERSHIP:

(Two levels available: \$1,100 and \$2,100)

- A warm hello**
For \$2,100-level members, we will facilitate an introduction to your company for up to five CBA bank members, where appropriate.
- Get in front of our members**
CBA taps its associate members to provide valuable content for educational opportunities for bank members. Topic ideas and potential speakers can be submitted to CBA staff for consideration and potential inclusion in our events schedule

(We will promote 3 webinars for \$2100-level members and one webinar for \$1,100-level members. The recordings live on CBA's website for three months following the presentation date)
- We will promote you**
We've got watchers and their eyes will be on you. CBA publicizes its associate members on its three social media feeds
- See your name in print**
Nearly all of the content found in Colorado Banker magazine is created by CBA associate members, and we've got space for you
- Access our network**
Upon request, we'll provide you with a mailing list of our members
- You'll be the first to know**
You will receive CBA news of the week, which highlights what's going on in the banking industry along with upcoming CBA events
- We won't forget about you—neither will they**
Your company product description will appear in News of the Week in our member spotlight section on a rotational basis

WHAT OUR MEMBERS SAY:

“The CBA has been a valuable resource throughout my years of membership. As an attorney, much of my practice focuses on providing legal services to clients in the financial services industry. Because the CBA represents a significant number of existing Colorado banks, membership has provided me with the opportunity to develop relationships with those member banks and learn first-hand of their needs and concerns. I have also attended numerous CBA conferences and have found them to be sources of substantive information and very helpful in keeping up with industry practice trends.”

- Zane Gilmer
Partner, Stinson

Your point of contact:
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SPONSORSHIP HAS ITS BENEFITS—YOU’LL GET THEM

CBA hosts a number of premier events for bankers every year. \$2,100-level associate membership includes \$500 toward a sponsor slot at one of the following events (**your choice**). *The spots are valued at \$2,000. Selection must be made and communicated to Brandon Knudtson one month before desired event.*

Legislative briefing and luncheon



Join CBA, your Colorado State legislators and other public officials for CBA's Legislative Briefing. This is your opportunity to build relationships with bankers and legislators and to discuss the current economic environment. Make your voice heard when it comes to the numerous issues facing banks in this year's legislative session.



BSA/AML Conference

This program is designed to enhance the skills of your Bank Secrecy Act (BSA) and Anti-Money Laundering (AML) support staff, your independent audit team and any personnel responsible for managing and maintaining a strong BSA and AML program. Expand your staff's understanding and expertise in some of the most critical skills they will ever possess – skills that can protect your profits in these very challenging times of tight margins and sustained high expectations.

Annual Summit



This event will be full of topics aimed at helping keep bankers informed on changing policy, increasing regulation, and enhancing education about the industry. This is CBA's flagship program that covers everything you need to know for the upcoming year. The program will include expert content speakers, the best networking in the industry, and a day and a half filled with what you need to know, now. Extremely timely and always relevant - you won't want to miss this program!

Women in banking Conference



This conference is an opportunity for women bankers to learn from other leading women bankers, while growing their careers and networks with fellow women bankers.