

Missouri Bankers Association Associate Member Frequently Asked Questions

How many bank members does MBA have? How does MBA communicate with bankers?

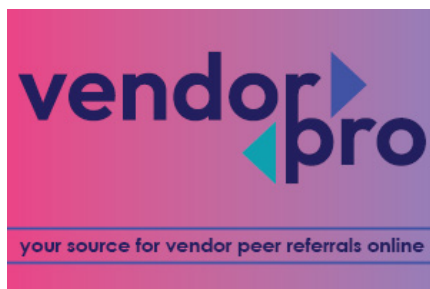
Approximately 98% of all Missouri banks are MBA members. MBA communicates with members through various newsletters — Missouri Banker Update (weekly), MBA Legislative Update, MBA Compliance Update and Next Generation in Banking. The Missouri Banker, MBA's bimonthly magazine, is distributed in both print and digital formats. Members also are kept abreast of current banking issues through targeted emails, MBA's website, social media and printed mailings.

If we become an associate member, how will MBA staff help us reach bankers?

Your key contact at MBA is Tina Woehr, director of member services. Tina is dedicated to helping your company find value in your MBA membership. If you have a product or service that benefits MBA members, we want to ensure they can connect with you. Contact Tina at 573-636-8151 or twoehr@mobankers.com to discuss ideas on connecting with bankers through MBA's events, conferences and promotional opportunities. Associate members can request a CEO mailing list and targeted marketing mail lists that may be used at your discretion to contact members.

What kind of recognition do we receive as an associate member?

MBA lists all associate members on its website, both alphabetically and by product/service category. In addition, your company's website link is included in your listing. Once your membership is approved, MBA recognizes new members in The Missouri Banker magazine and Missouri Banker Update newsletter.



MBA offers a free online vendor referral service — VendorPRO — for its members banks. Exclusive to MBA-member banks, VendorPRO provides a list of MBA associate members used by other member banks. The website connects fellow bankers quickly, creating a pipeline for peer-to-peer vendor referrals online. Through the website, MBA members can add referrals and identify contacts from other banks who work with a vendor. The process is fast and easy!

Visit <https://bit.ly/aboutvendorpro> for more information.

Are there opportunities to speak at MBA conferences, seminars and webinars?

MBA offers several specialized conferences, seminars and webinars throughout the year. Committees of bankers select topics and speakers for MBA conferences, and these groups look at associate members for session presentations. Speakers are selected based on their expertise in industry-related topics that interest the group. Associate members interested in speaking opportunities should complete [MBA's speaker topic proposal form](#).

What other opportunities are there to connect with MBA members?

With its conferences, MBA has several great opportunities through sponsorships and trade shows to connect with bankers. [MBA's Event Sponsorship and Trade Show Opportunities](#) outlines details of its various programs. For more details, contact MBA Education Program Administrator Lauren Rush at lrush@mobankers.com.

MBA also offers [various promotional opportunities](#) to reach member banks. Associate members enjoy discounts in promoting their business in MBA's bimonthly magazine, e-newsletters, targeted emails, website and podcasts. For more details, contact MBA Communications Director Lori Bruce at lbruce@mobankers.com.

What opportunities are there to provide timely information to banks?

MBA will consider timely, industry specific, educational articles for publication in its bimonthly magazine and weekly newsletter. Publication of articles is based on content and space availability. Content for consideration can be sent directly to MBA Communications Director Lori Bruce at lbruce@mobankers.com.

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