



MISSOURI BANKERS ASSOCIATION

ASSOCIATE MEMBERSHIP



The Missouri Bankers Association has been unifying its voice in advocating for the banking industry since August 1891. MBA is a statewide trade and professional organization in Jefferson City that represents the interests of nearly 220 banks, savings and loans and trust companies in Missouri. MBA serves as the principal advocate for the Missouri banking community and provides educational opportunities, products and services that assist bankers with enhancing their banking operations.

As an MBA associate member, building relationships with current and potential customers is essential to the success of your business. MBA associate members have access to exclusive benefits that connect you with new clients and enhances established relationships with Missouri banks. Membership demonstrates your commitment to the Missouri banking industry; it's up to you to create the opportunities.

Associate Member Benefits

- CEO mailing list and targeted marketing mail lists upon request
- significant savings on registrations and promotional opportunities
- exclusive sponsorship opportunities

Associate membership dues are \$1,300 and are due with application submission for membership and at the first of the year thereafter.

We sincerely thank you for your interest in our association. Please contact MBA Member Services Coordinator Tina Woehr at 573-636-8151 or twoehr@mobankers.com with any additional questions.

Membership Engagement Highlights



**220 Member
Banks**



**15 Endorsed Partners
200 Associate Members**



**3,925 event
registrations in 2024**



MISSOURI BANKERS ASSOCIATION

ASSOCIATE MEMBERSHIP APPLICATION

Building relationships with current and potential customers is essential to the success of your organization. MBA associate members access exclusive benefits and gain a direct connection!

☐ \$1,300

Please accept this as application for MBA associate membership, subject to approval by the MBA Board of Directors. My annual membership dues payment is enclosed.

Signature of Applicant:

(Officer duly authorized)

Payment Information

☐ ACH ☐ Credit Card

Exp. Date _____ CVC _____

No. _____

Name _____

Signature _____

MBA MEMBER BANK REFERENCE (required for board approval)(must be a client; Missouri bank preferred)

BANK _____

CITY _____

CONTACT _____

TITLE _____

PHONE _____

EMAIL _____

ASSOCIATE MEMBER APPLICANT

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

WEBSITE _____

EMAIL _____

PRIMARY CONTACT PERSON

NAME _____

TITLE _____

EMAIL _____

PHONE _____

Payment is due with application submission, along with the following.

- ☐ Payment accepted by ACH or phone. Or call MBA at 573-636-8151.
- ☐ The requested MBA Member Bank Reference information is provided above.
- ☐ Complete Associate Member Company Profile.
- ☐ Provide company logo (high resolution preferred).

Missouri Bankers Association

P.O. Box 57

Jefferson City, MO 65102

573-636-8151

mobankers.com

twoehr@mobankers.com





COMPANY PROFILE

Please complete and return to MBA Member Services Coordinator Tina Woehr at twoehr@mobankers.com or mail to Missouri Bankers Association, PO Box 57, Jefferson City, MO 65102.

Company Name: _____
Company Address: _____
City: _____
State: _____
ZIP: _____

Preferred Mailing: _____
Company Phone: _____
Website: _____

Company Social Media Profiles:

Facebook: _____
X: _____
LinkedIn: _____
Instagram: _____
YouTube: _____

List employees who will interact with the MBA:

Name: _____
Title: _____
Address: _____
Email: _____
Phone: _____
Mobile: _____

Name: _____
Title: _____
Address: _____
Email: _____
Phone: _____
Mobile: _____

Name: _____
Title: _____
Address: _____
Email: _____
Phone: _____
Mobile: _____

Key Contact – who bankers will contact about your products or services.

Name: _____
Title: _____
Email: _____
Phone: _____
Mobile: _____

Dues/Membership Contact

☐ same as key contact

Name: _____
Title: _____
Email: _____
Phone: _____
Mobile: _____

Marketing/Advertising Contact

☐ same as key contact

Name: _____
Title: _____
Email: _____
Phone: _____
Mobile: _____

Sponsorship & Trade Show Contact

☐ same as key contact

Name: _____
Title: _____
Email: _____
Phone: _____
Mobile: _____

(Please affix list of additional names with contact information, if necessary. Any and all company employees may receive MBA member benefits with the company's membership.)



COMPANY PROFILE

DIRECTORY CATEGORIES

Check **all categories** that apply for the online associate member directory at mobankers.com.

- | | | |
|--|--|--|
| ☐ Accounting/Audit/Tax | ☐ Customer Experience | ☐ Lending |
| ☐ AI | ☐ Deposits | ☐ Marketing/Promotional |
| ☐ Analytics/Research & Insights | ☐ Digital Assets | ☐ Operations |
| ☐ Architects, Design & Construction/
Modular Buildings | ☐ Digital Banking | ☐ Payments |
| ☐ Auctions | ☐ Document Destruction | ☐ Risk Management |
| ☐ Background Checks | ☐ Education/Training | ☐ Security |
| ☐ BOLI/Executive Compensation | ☐ Employee Benefits | ☐ Signs |
| ☐ BSA/AML & Compliance | ☐ Employment/Executive Search | ☐ Student Loans |
| ☐ Cannabis Banking | ☐ Equipment & Office Supplies | ☐ Tax Credits |
| ☐ Checks | ☐ Funding | ☐ Telecommunications/Internet |
| ☐ Consulting/Advisory | ☐ Hotels & Resorts | ☐ Vendor Management/Contract
Negotiation |
| ☐ Core Processing | ☐ Human Resources | ☐ Wealth Management |
| ☐ Correspondent Banking | ☐ Insurance | |
| ☐ CRA | ☐ Investments | |
| ☐ Credit/Debit Cards | ☐ IT/Technology | |
| | ☐ Law Firm | |

COMPANY DESCRIPTION – *This description will appear on the MBA website.*

**Please type a company description in the following box, or submit as a Microsoft Word or PDF format.
(approx. 150 words) Handwritten descriptions will not be accepted.**

Provide company logo
(high resolution preferred).



MISSOURI BANKERS ASSOCIATION

ASSOCIATE MEMBERSHIP HIGHLIGHTS

MBA associate membership introduces you to new clients and helps you build and maintain important relationships with Missouri banks.

Other Valuable Benefits

- CEO mailing list and targeted marketing mail lists upon request
- receive **significant registration savings** (*typically 1/4 the cost*) on member pricing compared to nonmember pricing for MBA's convention, statewide conferences, schools, workshops and regional meetings, both in-person and virtual
- **enjoy exclusive sponsorship opportunities** at MBA conferences, convention and events — enhanced brand recognition with various sponsorship options tailored for your budget
- **significant savings with promotional opportunities** — enjoy discounts for print, digital, online and podcast advertising, including special advertising and tailored packages
- **one FREE registration** with trade show booth
- reduced price exhibit space — receive first notice and priority placement for trade shows
- receive MBA's print and electronic news publications, including weekly e-newsletter summarizing banking-related news, legislation and upcoming events
- **free company listing in online associate member directory** at mobankers.com, including links to your company's website and contacts
- submit free webinars, white papers and industry-related articles for consideration to share with MBA membership
- **opportunity to serve as speaker at MBA educational events** when subject matter is conducive to the program
- direct referral to banks and other associate members seeking a particular product or service
- MBA's associate member logo to use on your company's marketing pieces
- complimentary membership in MBA's bank counsel section for bank attorneys employed by your firm
- listed in MBA's free online vendor referred service – VendorPRO – for MBA member banking

connections

Your current and prospective customers are our members.

recognition

Your company is seen as a provider of quality products and services that help strengthen the banking community.

valuable benefits

Enjoy preferred consideration and exclusive benefits.

Missouri Bankers Association

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Missouri Bankers Association Associate Member Frequently Asked Questions

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

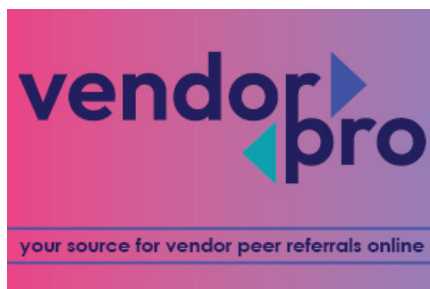
Approximately 98% of all Missouri banks are MBA members. MBA communicates with members through various newsletters — Missouri Banker Update (weekly), MBA Legislative Update, MBA Compliance Update and Next Generation in Banking. The Missouri Banker, MBA's bimonthly magazine, is distributed in both print 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.

Senior Vice President, Member Services

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Member Services Coordinator

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Education Program Administrator

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