



LouisianaBankers

A S S O C I A T I O N

Associate Membership

Associate Members provide Louisiana Bankers Association (LBA) members access to quality products and services that will enhance their competitive position and increase their profitability.

BENEFITS OF BECOMING AN ASSOCIATE MEMBER

- Associate Members are listed, with an advertising paragraph, in the Associate Member Resources Guide in *The Bankers Directory*, LBA's financial directory.
- Associate Members are listed, with an advertising paragraph, in the Associate Member Resources Guide on LBA's website.
- LBA will direct market the Associate Member Resources Guide to member banks at least once per year.
- Associate Members are eligible to sign on to the Members' Section of LBA's website.
- Associate Members have opportunities to exhibit and sponsor at appropriate Louisiana Bankers Association events at member price.
- Associate Members are eligible to attend all LBA programs at member price.
- Associate Members receive a complimentary *Louisiana Banker* newsletter.

PROCEDURES FOR BECOMING AN ASSOCIATE MEMBER

- Potential Associate Member submits completed due diligence questionnaire to LBA.
- LBA staff reviews due diligence materials.
- LBA staff recommends acceptance to Louisiana Bankers Services Corporation board.
- Company is notified of outcome.
- Annual review conducted by LBA for continuation of membership – company to submit Louisiana bank clients and contact information by January 1st of each year to LBA.
- Associate Membership dues are \$1,000 per calendar year.



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Associate Member Due Diligence Questionnaire

To be completed by companies seeking LBA's Associate Membership

1. Provide a description of your company to include:
 - History
 - Officers/owners resumes

2. Provide a description of your product/service to include:
 - Marketing materials along with brief description of marketing plan
 - Benefit to banks, competitively and financially
 - Competitors
 - Markets served

3. Provide a comprehensive list of all references, including a list of Louisiana banks currently using product/service.

4. Provide legal, regulatory and ethical standards, if appropriate, to include:
 - State regulatory approvals
 - Federal regulatory approvals
 - Potential risks to banks

Return completed Due Diligence Questionnaire to:

Ginger Laurent

Louisiana Bankers Association

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