



# 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, [www.lba.org](http://www.lba.org), that will include a direct link to Associate Member's website.
- Associate Members are members of the LBA which includes the following benefits:
  - Access to Member Section of LBA's website, [www.lba.org](http://www.lba.org), which includes access to the online *Bankers Directory*, LBA's financial directory
  - First opportunity to exhibit and sponsor at appropriate LBA events at member rates
  - Attend any LBA program at member rate
  - Receive a complimentary *Louisiana Banker* monthly email newsletter
- Associate Members receive a complimentary hard copy of *The Bankers Directory*, LBA's financial directory.
- Associate Members are eligible for a half-price (\$500) sponsorship of the monthly email newsletter, *Louisiana Banker*. (Limit two sponsors per newsletter: first come, first serve)

### **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 1<sup>st</sup> 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  
5555 Bankers Avenue / Baton Rouge, LA 70808  
Tel: (225) 387-3282 / FAX (225) 343-3159  
[laurent@lba.org](mailto:laurent@lba.org)



## Associate Member Information

### Billing Information

Company Name	
Billing Address	
Phone	
Fax	
Website	
Primary Contact Name	
Phone (if different than company)	
Fax (if different than company)	
Email	

Convention/Conference Contact Name	
Phone	
Fax	
Email (required)	

### Financial Directory Information

Upon approval, the following information will be printed in the Associate Member Resource Guide.

Company Name	
Address	
Phone	
Fax	
Website	
Primary Contact Name	
Email	

Choose up to three categories that you would like your company to be listed under. You can use the categories in the Associate Member Resource Guide or submit new ones.

1.	2.	3.
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Please provide a marketing paragraph for the financial directory (maximum 200 words).

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# LBA Associate Members: Enhance Your Listing & Increase Your Visibility

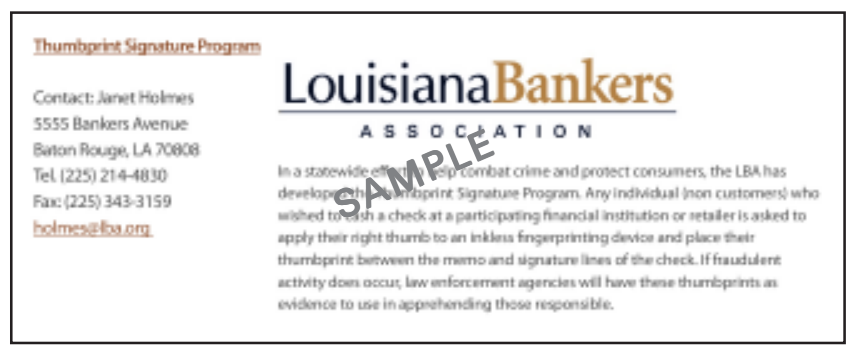
Now you can include your logo—in COLOR—with your Associate Member Resources listing in the annual Bankers Directory and on LBA’s website. Logo placement in both the directory and on the website costs an additional \$150 and ***you’ll receive*** one copy of the 2012 printed LBA Financial Directory.

## Logo Requirements:

- Size: 3 in X 3/4 in or 325 pixels X 75 pixels.
- Color logos accepted—Jpeg files preferred.

## Order Details:

- Will appear up to three times, depending on how many categories are used.
- Must receive membership dues, logo order and logo by April 1, 2012, to make it into the 2012 Financial Directory. Will be added to the website as soon as logo order has been paid and file is received.



## To order:

### 1. Order information.

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City / State / Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

### 2. Cost: \$150 (Can be added to Associate Members dues.)

Check (Made payable to the Louisiana Bankers Association)  
 Visa  MasterCard  
 Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Credit Card Billing address \_\_\_\_\_ Amount to be charged on card \_\_\_\_\_  
 Signature \_\_\_\_\_ Name on Card (Please Print) \_\_\_\_\_

### 3. Send Artwork & Order

Louisiana Bankers Association  
 5555 Bankers Ave. • Baton Rouge, LA 70808  
 Tel. 225/387-3282 • Fax: 225/343-3159  
 Artwork can be emailed to Jayme Foster at foster@lba.org.