

Marketing Groups Registration

- Yes! I would like to participate in CBAI's Marketing Groups.

Name: _____

Title: _____

Bank: _____

Assets: _____

Address: _____

City/Zip: _____

Telephone No.: _____

Fax No.: _____

E-Mail: _____

Please select your payment method.

- Check Enclosed Check in Mail
 Pay at Door Credit Card*

**If you are paying by credit card, please fill out the following information.*

Name as It Reads on Card _____


Card Number _____


Company Name on Card _____

Expiration Date _____

Billing Address of Card _____

 **Mail it in:**
CBAI Education
901 Community Dr.
Springfield, IL 62703

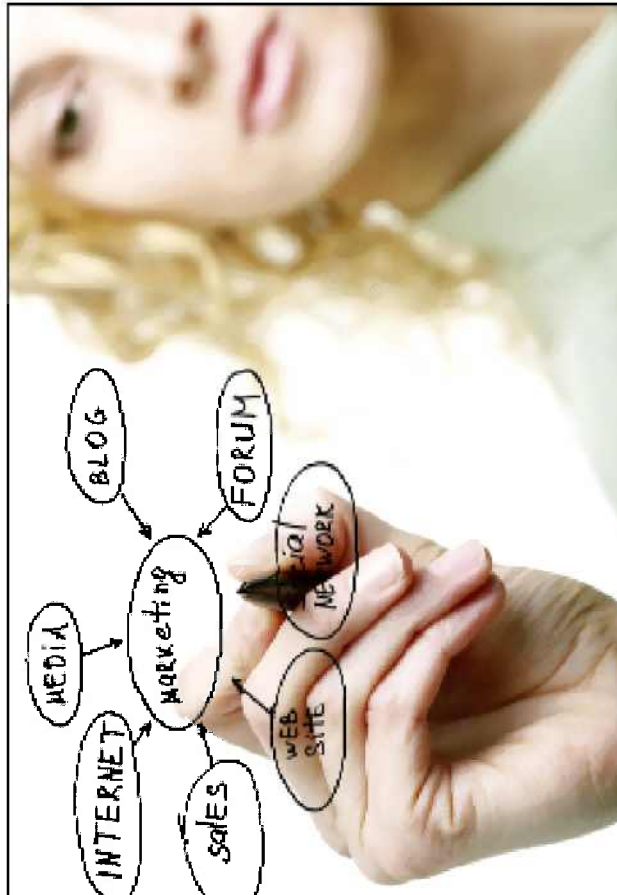
 **Fax it in:**
(217) 585-8738

 **Call it in:**
(800) 736-2224

 **Click it in:**
www.cbai.com

Possible Marketing Group Topics

- Handling non-traditional bank/ big-bank competition
- Strategic planning
- Understanding your market
- Cross-selling techniques
- Creative thinking – exploiting the potential of your employees
- Design and layout secrets
- Maximizing direct-mail effectiveness
- Developing a marketing budget
- Marketing's role in the community bank
- Surveys/Market Research/Demographics
- Incentive programs
- Target marketing
- Grand openings and special events
- Internet marketing and website design
- Fee-income generating promotions
- Copywriting
- Branding



**2012 CBAI
Marketing Groups**

Increase Profitability
Grow Networking
Relationships
Gain New Ideas
Solve Pressing Issues

Benefits

- Form lasting relationships with non-competing marketing professionals and share resources and ideas between meetings
- Solve your most pressing problems
- Obtain access to highly respected experts in the field
- Improve your bank's marketing practices
- Increase your understanding of communication and marketing issues
- Come away with resources and new ideas from every meeting
- Grow professionally, as well as personally

Dates & Locations

Group A — March 6, 2012

Group B — March 7, 2012

CBAI Headquarters, Springfield, IL

Second, third, and fourth quarter dates to be selected by Group participants.

Additional Highlights

- Informative guest speakers
- Quarterly resources featuring design samples and marketing-related articles
- Best practices Show-and-Tell
- Roundtable discussions
- Member-selected agenda

***Added Benefit**

CBAI has set up an exclusive "groupsite" webpage for each of the two Marketing Groups. Designed as a non-competitive resource for the two Groups, these two websites are only open to members of each specific Group. The groupsites allow members to communicate easily between meetings, start and respond to blogs regarding timely issues, send e-mail blasts to Group members, share files and resources, and inform participants of meetings and seminars via the site's calendar.

How Do the Groups Work?

- CBAI organizes the Groups based on bank size and market to ensure that marketing professionals have as much in common as possible without being competitors.
- The groups remain small (no more than 15 participants). Because each participant must trust other Group members, no substitutes are permitted unless by unanimous consent of the remaining members.
- Other consultants from a variety of firms may be invited to address the group on marketing issues. This expertise would cost thousands of dollars if you had to pay for it on a "real-time" basis.
- Groups meet quarterly at a date and location determined by the Group members.
- Four to six issues are usually discussed at each session. Participants are contacted for agenda items approximately three weeks prior to each meeting.
- CBAI is responsible for correspondence, meeting details, some speaker resources, and other expertise.

How Do I Sign Up?

Return the registration form on the back of this brochure. The cost to participate in the Marketing Groups is \$899 annually. Checks should be made payable to CBAI.

If you have any questions regarding the Marketing Groups, please call Valerie Johnston, vice president of education and special events, at 800/736-2224.

Meet Your Group Facilitator

Lori Philo-Cook has more than 20 years of experience in marketing, strategic planning, customer satisfaction programs, and corporate communications. She is a Certified Financial Marketing Professional (CFMP) and holds a master's degree in marketing communications from Wayne State University, Detroit, MI. During the past two decades, she has held positions as the marketing director for Key Bank of Alaska, Northrim Bank, and Alaska Pacific Bank. She has been responsible for marketing planning and budgets, branding, advertising development and media placement, direct mail, product development/pricing, MCIF database management, website development, internal and external communications, annual reports, public relations, and customer service.

What Participants Have Said:

"Lori is wonderful. She is knowledgeable, prepared, and a wonderful resource. I look forward to our meetings every quarter."

Tracy Bedeker, AVP Sales & Marketing
First Federal Savings Bank, Ottawa

"The ability to openly share thoughts and gather insight from other banks facing the same marketing challenges is priceless! Lori does a great job and the groupsite on the web is extremely beneficial. The Marketing Group has benefitted our bank well beyond the annual costs to attend the meetings."

Kim McKee, AVP/Branch Manager/
Marketing Director
North Central Bank, Hennepin
(Ladd branch)