



Come grow with us—
make the most of your
ICBA membership.



- Education
- Advocacy
- Products and Services
- Publications
- Web Resources
- Marketing Initiatives

EDUCATION/PROFESSIONAL DEVELOPMENT



ICBA offers continuing education opportunities through Community Banker University®. The extensive curriculum and professional designation programs give members the tools to ensure success and enhance profitability. Members have access to courses through a variety of delivery channels:

Live Events: Join us in person at our many seminars and institutes.

Online Training: Access 300+ courses online at any time.

Webinars: Join our webinars live or watch them later on CD or DVD download.

Publications and Resources: Access valuable in-depth industry information, toolkits and other resources.

Additional educational opportunities are available through ICBA's affiliation with the Barret School of Banking and Athabasca University. ICBA's Community Banker University also offers professional certifications.

LEAD FWD SUMMIT

The LEAD FWD Summit is the only nationally recognized leadership event for community bankers. The conference provides outside-the-box concepts and strategies for those interested in strengthening their leadership skills and influence.

BANK DIRECTOR PROGRAM®

Help your directors and your community bank perform to their fullest potential. The Bank Director Program offers your entire board in-depth education and resources—all at a reasonable price! Join the nearly 13,000 community bank directors across the nation that rely on ICBA to deliver the resources they need. Included in the Bank Director Program:

Community Bank Director: Industry developments and trends are featured in this bi-monthly newsletter.

Bank Director Online Training (BDOT): This training includes 20 online education courses relevant to bank directors.

The Bank Director Governance Helpline: Get direct access to attorneys and consultants at no additional cost.

Program participants also receive the following opportunities at a reduced cost: Annual Directors Conference, Annual Bank Director Current Issues Seminar at ICBA Community Banking LIVE®, and many other seminars, publications and products.

ICBA COMMUNITY BANKING LIVE®

Join thousands of your peers at the largest gathering of community bankers in the world. This is your opportunity to explore, learn and connect. Be inspired and motivated from industry and national thought leaders. Gain access to new information to keep you focused on what's relevant and trending. Spend time with service providers and educators who are helping community bankers shape the future of the industry. Network with peers from across the nation while cultivating relationships that will last a lifetime.

ADVOCACY

All banks are not the same, and your voice as a community bank needs to be differentiated, elevated and heard. ICBA champions the interests of community banks with members of Congress, the administration and federal regulators—helping them understand our industry and concerns through our **Plan for Prosperity** and continuous push for pro-community bank policies. ICBA gives you the tools you need to advocate on behalf of your bank through the **Be Heard Grassroots Action Center**. ICBA also raises money to support political candidates who have proven records in promoting community banking through its bipartisan political action committee, **ICBPAC**.

PUBLICATIONS AND WEB RESOURCES FOR MEMBERS

Stay on top of the latest industry news, trends, tools and commentary:

ICBA.org: Access ICBA resources online, 24/7. Get the latest news, exclusive toolkits, insights, analysis and much more.

Independent Banker®: ICBA's award-winning magazine, *Independent Banker*, is published monthly in print and online at www.IBMAG.org. The magazine, which is the top source ICBA members rely on for community banking news, is available for all employees at member community banks.

NewsWatch Today®: Start each day with the most pertinent community banking headlines and news.

Member Access®: Be in the know on what's hot and what's not in products and services that affect your bottom line.

Finer Points: Get the latest industry insights and commentary from former community banker and ICBA President and CEO Camden Fine.

Tina's Take on Payments: Stay on top of payment trends and get valuable industry insights straight from former community banker and ICBA Bancard President and CEO Tina Giorgio.

Go Local Blog: Community banks help their communities flourish. Read great stories from our bankers and leaders at www.banklocally.org.

Be Heard®: Let Congress and the regulatory agencies know that community banks stand strong with Main Street America by utilizing these advocacy tools and resources.

EXCLUSIVE NATIONAL MARKETING INITIATIVES AND PROGRAMS

Put a spotlight on your community bank and your top performers through these exclusive national marketing opportunities, awards and programs:

Go Local®: ICBA's Go Local Initiative provides turnkey marketing and communications materials, including blog posts, marketing tips, customizable fliers, talking points, op-eds, press releases, sample social media posts, along with ads and graphics that encourage consumers to bank locally.

ICBA Community Banking Month: Every April, ICBA celebrates the community banking industry. ICBA provides customizable op-eds, sample social media posts, customizable press releases, marketing ideas, infographics and videos to promote the outstanding work of community banks.

National Community Bank Service Awards: ICBA recognizes the outstanding and innovative volunteer efforts of the nation's community banks with these awards.

ICBA Community Banker of the Year Awards: ICBA honors the exceptional work of individual employees at community banks with these awards.

ICBA Social Media Monitor: This complimentary tool allows member banks to choose five search terms to find mentions of their banks from consumers, media and policymakers.

ICBA Career Center: Looking to recruit the top financial talent in the industry? On the ICBA Career Center, members can post jobs quickly and easily and search thousands of résumés.

Community Bank Locator: ICBA connects prospective customers with community banks through its online Community Bank Locator at www.banklocally.org. The locator allows consumers and small business owners to search for community bank branches in their area. It is available as an app on both Android and iPhone devices.



QUESTIONS, COMMENTS, CONCERNS

For more information on how to get the most out of your ICBA membership, visit www.icba.org or call 800-422-8439.

benefits tailored for your community bank



MAIN STREET MARKET®

Your community bank can connect with a wide range of ICBA financial products and experienced support to become more competitive:

- **ICBA Bancard®:** Payments solutions for consumers and small businesses, including credit, debit and pre-paid issuing; ATM processing; merchant and small business receivables; digital wallets; and more.
- **TCM Bank, N.A.:** Turnkey bank-branded consumer and/or small business credit cards through an agent program.
- **ICBA Securities®:** Quality investment products, services and education at competitive prices.
- **ICBA Reinsurance®:** Access to credit life and disability insurance profit opportunities.
- **ICBA Strategic Technology Solutions®:** Managed IT services and cloud computing.

BUSINESS SOLUTIONS

ICBA's Preferred Service Providers (PSPs) and Corporate Members offer quality products and services that help community banks grow their business and better serve their communities. They are among a select group of industry service providers that have earned the ICBA "Stamp of Approval." ICBA PSPs are selected by the ICBA Bank Services Committee, which comprises community bankers like you. Service provider selection criteria includes financial strength, commitment to the community bank business model, reference checks with existing community bank customers and national distribution capabilities.

Business solutions your community bank can take advantage of include:

CONSULTING

- Check Printing Contract Consulting
- SBA Loan Consulting Services

FEE INCOME

- Earnings Enhancement
- REWARD Checking
- SBA Lending Services
- Value-Added Checking Program

FUNDING

- CD Account Registry Services
- Insured Cash Sweep Reciprocal
- Funding
- Liquidity Funding
- LLC Funding
- Non-brokered Wholesale CD
- Trading Network
- Public Funds

INSURANCE

- Bank-Owned Life Insurance
- Credit Life & Disability Program
- Debt Protection/Debt Cancellation
- Directors and Officers, Blanket Bond
- Property & Casualty

INVESTMENTS

- Bank Investments: Asset Liability & Liquidity Management
- Bond Accounting and Safekeeping
- Interest Rate Swaps

LENDING

- Alternative Financing
- Alternative Lending
- Equipment Leasing & Financing
- Farmer Mac Ag Lending Program
- Fannie Mae Partnership
- Freddie Mac Partnership
- ICBA Mortgage Solutions®—Loan Origination, Processing & Funding Solutions
- Lending & Deposit Software
- Private Student Loans
- Remittance & Asset-Based Lending

PAYMENT SERVICES

- Bill Payment
- Credit Cards, Debit Cards & ATM Programs
- Credit Card Portfolio Valuation/Sale
- Foreign Currency Exchange Services
- Fraud Loss Protection Program
- Merchant Processing
- PayPass by MasterCard®
- Surcharge Free ATM Network
- Visa Checkout

SPECIAL PRICING

- ALLL Calculation Software
- Bank Asset Sales
- Bank Financial Picture Service
- .BANK Registry
- BSA/AML Compliance & Fraud Detection
- Check Printing Program
- Cloud Computing Services
- Customer Relationship Management Software
- Credit & Debit Loyalty Rewards
- Credit Stress Testing
- Cybersecurity Risk Management
- Dell Member Purchase Plan
- Digital Board Book
- Disaster Recovery Services
- Employee Intranets
- E-Signature
- IT Equipment
- Mail Systems
- Marketing & Creative Services
- Mobile Banking Services
- Online Bank Performance Advisory Services
- Remittance Processing
- Web Design & Hosting

come grow with us

membership@icba.org

866-THE-ICBA(843-4222)

www.icba.org