

Associate Membership Frequently Asked Questions

What are the opportunities for our company to speak at banker peer groups or Iowa Bankers Association (IBA) conferences?

The IBA manages more than 30 banker peer groups that meet four times a year. We look to our associate members first to speak to these peer groups based on expertise and industry related topics. [Click here](#) to complete a speaker RFP. If a peer group is interested in hearing from your industry expert, we will contact you. Based on peer group feedback, your speaker could also be considered for a number of conferences.

What other opportunities are there for my company to provide timely information to bank members?

The IBA is happy to consider timely, industry specific, educational articles for our monthly *Iowa Bankers Exchange* publication. Requests to include articles will be based on content and space availability. If you are hosting a complimentary webinar for bankers that would be focused on information our bankers may feel would be helpful, we may also consider adding a link regarding the webinar in one of our weekly e-newsletters.

How many bank members are there? How does the Iowa Bankers Association (IBA) usually communicate with them?

Approximately 98 percent of all Iowa banks are members of the IBA. We communicate with them often with weekly e-newsletters and monthly publications, such as *Iowa Bankers Exchange*. We also keep them posted current banking industry issues on our website, and other email and printed mailings as needed.

If we become an associate member, will there be an IBA staff to help us reach bankers?

YES! Your key contact with the IBA will be Marilee Davis, senior member services coordinator, who is dedicated to helping your company be a success with our members. If you have a quality product or service they need, we want to make sure they can find you! You may contact her with any questions or to discuss ideas on how to best connect with bankers through the IBA's many events, conferences and advertising opportunities. As an associate member, you will also receive a list of member bank CEO mailing addresses and phone numbers in an Excel format each quarter.

What kind of recognition will we receive as an associate member?

The Iowa Bankers Association lists its associate members on its website, both alphabetically and by product or service category. There is also a link from our website to your company's website included. In addition, every associate member receives a listing in the *Iowa's Premier Directory of Financial Institutions*. Ads in this directory and in our weekly and monthly publications are also available to IBA associate members at a minimal cost. Only associate members may exhibit and sponsor at our many events.

For More Information

[Click here](#) to find more about associate member benefits and to apply. You will also find here the current associate member listing alphabetically and by category, sponsorship and advertising menu, the associate member questionnaire for *Iowa's Premier Directory of Financial Institutions*, and the RFP for speaking.