

# Frequently Asked Questions

## **How many bank members does IBA have? How does IBA communicate with bankers?**

Approximately 98 percent of all Iowa banks are members of the IBA. We communicate with weekly e-newsletters and quarterly publications, such as the Iowa Bankers Exchange. We also keep members up-to-date on current bank industry issues on our website and through email and printed mailings.

## **If we become an associate member, how will IBA staff help us reach bankers?**

Your key contact at IBA is Susan Richards member services coordinator. Susan is dedicated to helping your company find value in your membership. If you have a product or service our bank members could benefit from, we want to make sure they can connect with you.

As an associate member, contact Susan at [srichards@iowabankers.com](mailto:srichards@iowabankers.com) with questions or to discuss ideas on how to best connect with bankers through the IBA's events, conferences and advertising opportunities. You will also receive a list of member bank CEO mailing addresses and phone numbers each quarter. This list may be used at your discretion to reach out to members.

## **What kind of recognition do we receive as an Associate Member?**

The Iowa Bankers Association lists all associate member on its website, both alphabetically and by product/service category. Additionally, your company's website link is included in your listing. Every Associate Member also receives a complimentary listing in the Iowa's Premier Directory of Financial Institutions. The Directory of Financial Institutions is the go-to place for bankers to find essential information about IBA Associate Members when they are looking for products and services. Additional listings and directory ads may be purchased at the member rate.

If you choose to sponsor or exhibit at an IBA event, additional recognition will be included. For more details, please review the [sponsorship and advertising menu](#).

## **Are there opportunities to speak at IBA conferences and IBA Peer Groups?**

The IBA manages more than 30 banker peer groups that meet periodically throughout the year. We look to associate members first when selecting speakers. Speakers are based on expertise in industry-related topics that interest the group. Based on feedback, presentations can also be considered for conferences.

[Click here](#) to complete a speaker RFP. If a peer group is interested in hearing from your industry expert, IBA will contact you.

## **What opportunities are there to provide timely information to banks?**

The IBA will consider timely, industry specific, educational articles for our weekly BankNote and quarterly Iowa Bankers Exchange publication. Publication is based on content and space availability. Content for consideration can be sent directly to [editor@iowabankers.com](mailto:editor@iowabankers.com).

Associate Members are also welcome to share industry news, educational materials and upcoming webinars/ events in the [IBA LinkedIn Group](#).