



# AFFILIATE RETAILER MEMBERSHIP APPLICATION

CBA ID # \_\_\_\_\_

**CBA is a trade association whose membership is comprised of those who are interested in the advancement of the Christian Retail Channel. The following requirements must be met and the information completed by new applicants for Affiliate Retailer Membership in CBA. Please see the reverse side for a list of qualifications and benefits. Additional information can be found online at [www.cbaonline.org](http://www.cbaonline.org) or by contacting CBA.**

## MEMBER INFORMATION

Parent Company (if applicable) \_\_\_\_\_

Store Name \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Store Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Store Email \_\_\_\_\_ Store Website \_\_\_\_\_  
 Owner \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_ Subscribe to CBA E-News-Y/N? \_\_\_\_\_  
 Manager \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_ Subscribe to CBA E-News-Y/N? \_\_\_\_\_

## AFFILIATE RETAIL ESTABLISHMENT DEMOGRAPHICS (Please answer all questions)

YES NO

- \_\_\_\_ 1. Does this business meet ALL the Membership Qualifications for an Affiliate Retail Establishment listed on page 2?
- \_\_\_\_ 2. Has this business ever been a CBA member? If so, under what name? \_\_\_\_\_
- \_\_\_\_ 3. When did this business open to the public? \_\_\_\_\_ If not yet open, what is your projected opening date: \_\_\_\_\_
- \_\_\_\_ 4. Does your business have more than one store location? How many locations? \_\_\_\_\_
- \_\_\_\_ 5. Does your business have a Point of Sale (POS) System? Which one? \_\_\_\_\_
- \_\_\_\_ 6. Is your business a member of a retail marketing group? Which one? \_\_\_\_\_
- \_\_\_\_ 7. Is your business a member of any other association(s)? Which one(s)? \_\_\_\_\_
- \_\_\_\_ 8. What is your Standard Address Number (SAN #)? \_\_\_\_\_ (For more SAN info go to [www.isbn.org](http://www.isbn.org))
- \_\_\_\_ 9. In what month does your fiscal year end? \_\_\_\_\_
- \_\_\_\_ 10. How many hours per week is your business open? \_\_\_\_\_
- \_\_\_\_ 11. Religious denomination or affiliation? (Optional) \_\_\_\_\_
- \_\_\_\_ 12. What is the total square footage of your business: \_\_\_\_\_ Total square feet of selling area: \_\_\_\_\_
- \_\_\_\_ 13. Number of staff including owners, managers and frontliners: Full time paid: \_\_\_\_\_ Part time paid: \_\_\_\_\_  
 Full time volunteers: \_\_\_\_\_ Part time volunteers: \_\_\_\_\_
- \_\_\_\_ 14. At least one of the following license numbers is required in most states. Please supply the applicable number(s):  
 Retail Sales number \_\_\_\_\_ Retail Vendor \_\_\_\_\_ Retail License \_\_\_\_\_
- \_\_\_\_ 15. Please list three Christian product suppliers where we may verify your wholesale accounts:  
 Company \_\_\_\_\_ Phone \_\_\_\_\_ Acct # \_\_\_\_\_  
 Company \_\_\_\_\_ Phone \_\_\_\_\_ Acct # \_\_\_\_\_  
 Company \_\_\_\_\_ Phone \_\_\_\_\_ Acct # \_\_\_\_\_

## Please provide the following information to help us understand your unique retail business:

- \_\_\_\_ 16. Which of the following consumer markets does your retail establishment serve?  
 \_\_\_ Catholic \_\_\_ Home School \_\_\_ Foreign-language \_\_\_ Urban  
 \_\_\_ Evangelical \_\_\_ Protestant \_\_\_ Spanish-language \_\_\_ Other: \_\_\_\_\_
- \_\_\_\_ 17. Which of the following best describes the ownership structure of your retail establishment?  
 \_\_\_ Church \_\_\_ Educational Institution \_\_\_ Independent \_\_\_ Non-profit  
 \_\_\_ Corporate \_\_\_ Hospital \_\_\_ Ministry \_\_\_ Partnership  
 \_\_\_ Other: \_\_\_\_\_
- \_\_\_\_ 18. Which of the following best describes your retail establishment's location?  
 \_\_\_ Camp \_\_\_ Educational Institution \_\_\_ Lifestyle Power Strip Center \_\_\_ Internet Only  
 \_\_\_ Church \_\_\_ Free Standing \_\_\_ Strip Center \_\_\_ Residence  
 \_\_\_ College/Seminary \_\_\_ Hospital \_\_\_ Professional Building  
 \_\_\_ Conference Center \_\_\_ Interior Enclosed Mall \_\_\_ Other: \_\_\_\_\_
- \_\_\_\_ 19. Total Annual Sales Volume for your business: \$ \_\_\_\_\_
- \_\_\_\_ 20. Percentage of the Total Sales Volume made from Christian Product Sales: \_\_\_\_\_%
- \_\_\_\_ 21. Considering these Christian Product Sales, what percentages of these sales are made through the following methods?  
 \_\_\_\_\_ % Internet \_\_\_\_\_ % Direct Mail \_\_\_\_\_ % Brick & Mortar  
 \_\_\_\_\_ % Other Method: \_\_\_\_\_ % Other Method: \_\_\_\_\_
- \_\_\_\_ 22. What percentages of your Total Sales Volume are from Other Business Units, such as a café, pharmacy, or other retail line?  
 \_\_\_\_\_ % Other Business Unit: \_\_\_\_\_ % Other Business Unit: \_\_\_\_\_

## PLEDGE OF GOOD BUSINESS RELATIONS

(Company name) \_\_\_\_\_ agrees to follow, to the extent reasonably applicable to Affiliate Retailer Members, the CBA Code of Ethics and to be bound thereby in all of our dealings with other industry members. We further agree to abide by the various State and Federal Antitrust and Fair Trade Laws. I certify that all the above information is correct.

Printed Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

## PREMIUM PAYMENT INFORMATION (Former CBA members please contact CBA to arrange reactivation of your account.)

**\$250 – 1<sup>st</sup> Time Member introductory annual premium:** \_\_\_ Check #: \_\_\_\_\_ or \_\_\_ MasterCard \_\_\_ VISA \_\_\_ Discover \_\_\_ AMEX

Signature \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Exp \_\_\_\_\_ V-Code \_\_\_\_\_

# CBA Affiliate Retailer Membership Application

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## MEMBERSHIP QUALIFICATIONS FOR AN AFFILIATE RETAILER

- Independently, ministry or corporately owned, and either currently open for business or to open not more than 90 days after application.
- Have an inventory containing some Christian/inspirational product\* or have an interest in doing so. (\*Products may consist of Bibles, Christian books, Christian music, church supplies, and related Christian/inspirational merchandise.)
- Operate from a location appropriate for the business model, hold necessary business licenses and comply with zoning regulation.
- Advertise to and serve the general public in a manner consistent with retail operations.
- Have the usual and customary overhead of retail business operations.
- Business expenses are substantially paid from proceeds acquired through retail operations.

## MEMBERSHIP BENEFITS FOR AN AFFILIATE RETAILER

- **CBA Retailers+Resources subscription** – The official magazine of CBA is the only industry publication providing Christian retailers with solid and practical business solutions, in-depth and insightful coverage of the latest market trends, vital CBA initiatives, industry news, reviews of the newest products, and spot-on feature articles that provide real-world solutions to tough topics retailers face each day.
- **CBA Membership Directory** – This members-only online package is a great networking and prospecting tool as you work in the industry. The directory may be sorted by member type, store name, person name, or location to help you connect with industry partners.
- **CBA WEBSEARCH** – A Christian retail industry-specific Internet search engine designed for Christian retailers to find information on the products and services to sell in their stores, and the equipment they require to do business.
- **Official CBA website: [www.cbaonline.org](http://www.cbaonline.org)** – The source for industry news, training, and CBA events with a Members-only section.
- **CBA Blog: A Place to Belong** – Your opportunity to participate in dialog and discussions on industry issues and ideas.
- **Endorsed Service Providers** – Discounted services for CBA members can result in savings in excess of your membership premium.
  - Inbound & Outbound Freight Savings Programs
  - Check Recovery Savings Programs
  - Flooring Savings Programs
  - Workers' Compensation Insurance
  - Property & Casualty Insurance
  - Store-branded Websites & Email Marketing
  - Retail In-Store Solutions
  - Customized Gift Card & Loyalty Card Programs
  - Credit Card Processing
  - Traffic Counting & Management Solutions
  - Web-based Inventory Management Tools
  - Online Behavioral Assessments
- **CBA Training & Development** – Member prices on retail financial tools as well as on retail consulting services, training workshops and seminars held across the country throughout the year to help you and your staff build a more proficient and successful business.
- **Webinars** – Throughout the year CBA hosts a variety of webinars designed to train the industry on the latest issues and solutions. Gain insight and learn from the experts through these opportunities.
- **CBA Resources** – Member prices on retail success resources, industry research materials, & CBA Frontline Resources including training software & videos your staff can relate to and use to become stronger sales people.
- **CBA Meetings & Events** – Member prices when attending any CBA conventions and meetings, including special Member-only events.
- **Voice in the industry & Networking opportunities** – Industry partners respond to a strong trade association working on your behalf!

## CBA CODE OF ETHICS

CBA is committed to the development and retail distribution of Christ-honoring resources. Our membership is comprised of those who produce and distribute Christian materials. We believe that these products represent some of the most effective tools for communicating God's message to individuals throughout the world.

Recognizing that our Association is a vital link in the propagation of the gospel of Jesus Christ, we desire to establish a standard of conduct within our industry which, when followed, will help ensure the integrity of the Christian product industry and our Association. Therefore, we hereby adopt the following Code of Ethics:

With acknowledgement and affirmation of my accountability to God, to civil authority, and to my fellow laborers in the Christian product industry, I pledge that I will:

1. Deal honestly with creditors, debtors, customers, suppliers, employees, contractors, and others with whom I conduct business.
2. Honor and fulfill my agreements and commitments to those with whom I do business.
3. Promptly pursue resolution of any dispute, which I may have with any CBA member or with the Association itself.
4. Support our Association and conduct myself in a manner, which will bring credit to the Association and to the industry.
5. Endeavor to treat those with whom I do business in the manner that I would have them treat me.

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**For more explanation or information on these benefits and qualifications, please call CBA at (800) 252-1950.**

*Please allow up to two weeks for membership consideration. Applications received within two weeks of the International Christian Retail Show in July may be delayed due to high volume. Therefore, if you are applying within one month of the convention and plan to attend that convention please contact CBA so we may work with you to approve your membership and offer you member pricing for the convention. New members are usually notified of acceptance and begin receiving member materials within two weeks of membership approval.*

REMEMBER! Payments of the CBA membership premiums are deductible for most members. Congress and the Internal Revenue Service have asked us to remind you that payments to a trade association are "not deductible as charitable contributions." They may only be deducted as an "ordinary and necessary business expense."

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**MAIL TO: CBA**  
PO Box 62000  
Colorado Springs, CO 80962-2000

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**Fax: (719) 272-3510**  
**Email: [info@CBAonline.org](mailto:info@CBAonline.org)**  
**Website: [www.CBAonline.org](http://www.CBAonline.org)**

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