



# AUXILIARY BUSINESS MEMBERSHIP APPLICATION

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

CBA is a trade association whose membership is comprised of those who are most interested in the advancement of the Christian Retail Channel. The following requirements must be met and the information completed by new applicants for Auxiliary Business 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.

## PURPOSE OF AUXILIARY BUSINESS MEMBERSHIP CATEGORY

Recognizing the variety of professionals and businesses serving the retailers and suppliers within the Christian resources industry, the importance of these businesses in the industry's success and your desire to stay informed and active to help CBA grow a healthy Christian retail channel, CBA has developed this membership category with the purpose of encouraging and strengthening communications, understanding, and involvement in the Christian resources industry and the Association as it relates to our common goals.

## MEMBER INFORMATION

Company Name \_\_\_\_\_ Parent Company (if applicable) \_\_\_\_\_  
Toll Free Phone \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Shipping Address (if different) \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Company Email \_\_\_\_\_ Company Website \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Do you want to subscribe to CBA's weekly email newsletter? Yes / No Do you want to receive CBA's magazine by email monthly? Yes / No

## MEMBERSHIP DEMOGRAPHIC QUESTIONS

Please select from the following categories, the description which most closely describes the role of your business within the Christian product industry. If none apply please select "Other" and describe what you do:

- |  |  |   |  |   |
|--|--|---|--|---|
| <input type="checkbox"/> Ad Agency         | <input type="checkbox"/> Design Company          | <input type="checkbox"/> Marketing Company    | <input type="checkbox"/> Publicity Agency  | <input type="checkbox"/> Vendor             |
| <input type="checkbox"/> Associations      | <input type="checkbox"/> Educational Institution | <input type="checkbox"/> Media Organization   | <input type="checkbox"/> Retail Business   | <input type="checkbox"/> Writing or Editing |
| <input type="checkbox"/> Consultant Firm   | <input type="checkbox"/> Library                 | <input type="checkbox"/> Ministry             | <input type="checkbox"/> Sales Rep Company |   |
| <input type="checkbox"/> Denominational HQ | <input type="checkbox"/> Literary Agency         | <input type="checkbox"/> Prospective Supplier | <input type="checkbox"/> Service Industry  | <input type="checkbox"/> Other: (describe)  |

Please share with us what you hope to gain by becoming a CBA Auxiliary Business Member:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please let us know if there is something you are looking for from CBA right now, to help us better serve you: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please list any other associations of which you are a member: \_\_\_\_\_

\_\_\_\_\_

## PLEDGE OF GOOD BUSINESS RELATIONS

*(Company name) \_\_\_\_\_ agrees to follow, to the extent reasonably applicable to Auxiliary Business 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.*

Signature (Company official) \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

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

**\$350 – Annual Auxiliary Business member premium:** Check #: \_\_\_\_\_ or \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ Discover \_\_\_\_\_ AMEX

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

# CBA Auxiliary Business Membership Application

Page 2

## MEMBERSHIP QUALIFICATIONS FOR AN AUXILIARY BUSINESS

- A business that supports Christian retail or has a service to provide within the Christian products industry.

## MEMBERSHIP BENEFITS FOR AN AUXILIARY BUSINESS

- **CBA Retailers+Resources subscription** – Two monthly subscription copies of the official magazine of CBA, the only industry publication providing the Christian retail industry 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. Plus access to the monthly digital magazine.
- **CBA Membership Directory** – This members-only online package is a great networking and prospecting tool to find Christian retailers, suppliers and professionals, including individual member information sorted by member type, name, or location.
- **CBA WEBSEARCH** – A Christian retail industry-specific Internet search engine. This tool is designed for users to find information on products and services from suppliers specifically within the Christian retail industry.
- **CBA Conventions** – Member prices for all of your employees and guests when attending any CBA conventions and meetings, including special Member-only events.
- **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 Assessment
- **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.
- **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.
- **CBA Training & Development** – Member prices on retail financial tools as well as on training workshops and seminars held across the country throughout the year to help you understand the business of Christian retail to help you build a more proficient and successful business.
- **CBA Resources** – Member prices on business success resources and industry research materials.
- **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 (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 they 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 "ordinary and necessary business expense."

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

**Phone: (800) 252-1950 or (719) 265-9895**  
**Fax: (719) 272-3510**  
**Email: [info@CBAonline.org](mailto:info@CBAonline.org)**  
**Website: [www.CBAonline.org](http://www.CBAonline.org)**

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