



CHRISTIAN 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 Christian 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 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? _____

CHRISTIAN RETAIL ESTABLISHMENT DEMOGRAPHICS (Please answer all questions)

YES NO

- ____ 1. Does this business meet ALL the Membership Qualifications for a Christian 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)
- ____ 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 or a pharmacy?
 _____ % Other Business Unit: _____ % Other Business Unit: _____

PLEDGE OF GOOD BUSINESS RELATIONS

(Company name) _____ agrees to follow, to the extent reasonably applicable to Christian 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 – 1st Time Member introductory annual premium: ___ Check #: _____ or ___ MasterCard ___ VISA ___ Discover ___ AMEX

Signature _____ Credit Card #: _____ Exp _____ V-Code _____

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MEMBERSHIP QUALIFICATIONS FOR A CHRISTIAN RETAIL ESTABLISHMENT

- Independently, ministry or corporately owned, and either currently open for business or to open not more than 90 days after application.
- Have an inventory not less than 75% of which at any given time consists of Bibles, Christian books, Christian music, church supplies, and related Christian 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 A CHRISTIAN RETAILER

- **CROSS:SCAN Program** – Christian retailer-driven, channel-wide, weekly sales data collection and reporting service providing Christian retailers with the data to make intelligent inventory decisions leading to more sales and improving supplier partnerships. (A \$500 Value)
- **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** – 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.
- **National Store Locator Service** – Free business listing on CBA's consumer-focused web-based store locator service. Consumers can find your business listed at www.christianstores.org and www.whatgoesintothemind.com.
- **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 Board of Directors:** Entitled to vote in elections for Christian Retailer Director positions, or to serve as a Director while helping to shape and influence the direction of the Christian retail industry.

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.

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."

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

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Fax: (719) 272-3510
Email: info@CBAonline.org
Website: www.CBAonline.org**
