



Welcome to CBA, the Association for Christian Retail, and to the Christian retail industry, an exciting and rewarding mix of business and ministry! CBA offers several opportunities for supplier, retail support, or auxiliary businesses to expose their products and services to the Christian retailers across the country. CBA membership will provide you with invaluable information, encouragement, and tools from fellow members to build a successful business and ministry.

As you begin navigating the Christian retail industry, here are some crucial facts you'll need to know:

- The most recent study conducted by CBA shows sales of Christian products by CBA member suppliers through all distribution channels were \$4.63 billion in 2006. This figure is expected to increase in a new study to be released later this year.
- Christian retailers across the U.S. serve more than 14 million households annually.
- Within Christian consumers, "Active Christians" are the biggest buyers of Christian books on the globe... and they buy more Christian books at Christian retail than any other retail outlets.

When you join CBA's membership, you're not just **participating in an annual trade show** or receiving CBA's official magazine, **CBA Retailers+Resources**. You're investing in the future of this channel and the success of Christian retailers across the country. The best thing that CBA can do for you as a valued member supplier is to deliver a strong, professional Christian retailer who can purchase and sell-through large quantities of your products. Your CBA membership helps this distribution channel in a variety of ways that ripples down to benefit the entire industry. Here are three key ways your membership communicates to the industry that you are willing to partner with CBA to help accomplish our goals together:

1. Your membership helps us train Christian retailers through workshops, the **CBA Retail Academy**, and now online through **CBA Connect** – a learning management system that allows Christian retailers to train themselves and their staff in an affordable way. This helps Christian retailers put the "special" back into specialty retail and create differentiation in the marketplace. In fact, there is a direct correlation to increased training and increased sales to the potential tune of 25:1 (\$25 created for every \$1 spent on training). If you haven't heard about this exciting new technology, visit [www.cbaonline.org](http://www.cbaonline.org) or email [info@cbaonline.org](mailto:info@cbaonline.org) to learn more about CBA Connect.
2. Your membership helps us to create **CBA Channel Exclusives** for our Christian retailers. These CBA Channel Exclusives are designed to increase foot traffic in Christian retail stores by creating products that are found exclusively in those same stores. When it comes to CBA Channel Exclusives, there remains a strong ministry tie-in that help position Christian retail stores less as just stores with products on sale and more as the "ministry initiators" within their communities. These new product launches have been wildly successful and CBA plans to do more. If you have a product/ministry idea for a possible CBA Channel Exclusive, again, visit [www.cbaonline.org](http://www.cbaonline.org) or email [info@cbaonline.org](mailto:info@cbaonline.org).
3. Your membership helps us to create and deliver **CBA Consumer Intelligence** for our Christian retailers. We all need to better understand the consumer and CBA has subscribed to PubTrack Consumer, powered by Market Tools. This product allows CBA to better understand the consumer and helps position Christian retail stores as the beneficiaries of this intelligence. CBA will also be combining this consumer study along with CROSS:SCAN sales data to help create a robust picture of consumer behavior and purchasing tendencies. This will then give you, our valued members, applicable reports that you can use to develop new products and initiatives based directly on current consumer behavior.

These are just three of the many benefits you could receive upon joining CBA's membership. Other benefits include **discounts on exhibit space and store mailing lists, standardization of product coding, placement in the member directory, and discounts on operational expenses through the CBA Service Providers.**

Take some time to peruse the following pages and learn how CBA's programs and initiatives directly benefit your business. You may also find additional benefits and information online at [www.cbaonline.org](http://www.cbaonline.org). And if you have further questions, don't hesitate to contact CBA by emailing [info@cbaonline.org](mailto:info@cbaonline.org) or calling **(800) 252-1950**.

Thank you,

CBA Member Relations Team



# AUXILIARY BUSINESS MEMBERSHIP APPLICATION

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

CBA is the trade association for the Christian Retail Channel. Membership is comprised of those who are interested in the advancement and ministry of this industry. The following requirements must be met and the information completed by new applicants for 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).

## 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 \_\_\_\_\_

Industry Brief subscription – Y/N? \_\_\_\_\_ CBA Retailers+Resources magazine digital subscription – Y/N? \_\_\_\_\_

## 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

## CBA MEMBERSHIP QUALIFICATIONS FOR AN AUXILIARY BUSINESS

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

## SELECT CBA MEMBERSHIP BENEFITS FOR AN AUXILIARY BUSINESS

- **CBA Events** – Member prices for all of your employees and guests when attending any CBA conventions and meetings, including special Member-only events.
- **CBA Retailers+Resources subscription** – is CBA's trade magazine that provides practical, intelligent, and immediate business solutions to store owners, manager, and frontliners. R+R offers regular columns on merchandising, sales and marketing, business law, personnel, and operations and systems. Industry news sections of the magazine also offer information on suppliers, market trends, and upcoming events to keep readers informed.
- **CBA Channel Exclusives** – CBA is consistently seeking partnership with industry suppliers to provide channel exclusives to Christian retail to boost traffic and sales in the store. When executed correctly, such exclusives provide consumers with a unique reason and motivation to shop Christian retail – giving stores a competitive advantage over general market.
- **CBA Connect** – the industry-wide, web-based platform that is revolutionizing the way retailers train staff, retrieve product information, and educate staff about new products. Using CBA Connect, retailers can access the widest breadth of customizable training and product intelligence via any Internet connection for pennies a day.
- **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 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
  - Workers' Compensation Insurance
  - Property & Casualty Insurance
  - Store-branded Websites & Email Marketing
  - Customized Gift Card & Loyalty Card Programs
  - Credit Card Processing
  - Web-based Inventory Management Tools
- **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.

---

**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."

---

**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)**

---

# Product Order Form



CBA ID # \_\_\_\_\_  Member  Nonmember  
 Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
 Website: \_\_\_\_\_ Email: \_\_\_\_\_  
 I would like to receive CBA's free weekly e-newsletter, CBA Industry Brief.

Stock #	Retail Success Products	Price - Member / Non-Member	Qty	Total
93051	2009 CBA State of the Industry Report - 39 / 79		_____	_____
	2009 Know Thy Customer: CBA Consumer Intelligence Report			
93052	Retailer price, hard copy - 149 / 199		_____	_____
93053	Supplier price, hard copy - 199 member only		_____	_____
93054	Retailer & Supplier member price only, hard & electronic copy only - 249		_____	_____
93055	Retailer & Supplier member only price, hard & electronic copy plus reproduction Rights - 500		_____	_____
	CBA Connect Licenses		_____	_____
93013	2006 Christian Retail Marketing Strategies Report - 59 / 129		_____	_____
93012	2005 Operating Statement Survey - 49 / 99		_____	_____
52005	Bible Translations & Versions Poster - 5(2) / 10(4)		_____	_____
40042	Box of Knowledge - 89 / 109		_____	_____
40100	Church Stores: How To Do It Right! Manual + Disk - 99 / 199		_____	_____
40015	Customizable Personnel Forms CD-Rom - 40 / 50		_____	_____
40031	Open-to-Buy Spreadsheets - 10 / 35		_____	_____
38010	Plan to Succeed: Creating a Business Plan - 150 / 250		_____	_____
38100	Prospective Retailer Seminar Package - 250 / 450		_____	_____
	Includes: <i>Plan to Succeed</i> & the Prospective Retailer Seminar Handout & Homework, and either CD or MP3 recordings from the recent seminar.			
93014	Sound Decisions: A Survey of Christian Music - 49 / 99		_____	_____
75053	The Starbucks Experience - 10 / 15		_____	_____
40060	TRA.C.K. - CBA Traffic Counter Spreadsheet - 10 / 20		_____	_____

**CBA Retailers+Resources magazine subscriptions, the Official Publication of CBA**

MPM1	US Member - One-year Subscription - 49.95		_____	_____
MPM2	US Member - Two-year Subscription - 80		_____	_____
MPN1	US Nonmember - One-year Subscription - 59.95		_____	_____
MPN2	US Nonmember - Two-year Subscription - 96.00		_____	_____

Additionally, I would like the digital magazine sent monthly to my email address.

**Stock # Frontline Training Videos Price - Member / Non-Mem. Qty Total**

**These titles are available in VHS and DVD format, please indicate preferred format.**

55007-50	Add On & Eve: Add-on Sales - 39 / 59		_____	_____
55010-53	A Carefully Chosen Word: Choosing the Right Bible - 39 / 59		_____	_____
55006-54	Frontline Feud: Dealing with Difficult Customers - 39 / 59		_____	_____
55001-58	Serving Through Selling: Reaching Your Customers - 39 / 59		_____	_____
55009-59	Shoplifting: It's Your Loss - 39 / 59		_____	_____
55060	Frontline Training DVD 10 Disk Set - 250 / 450		_____	_____

**The following 4 titles are only available in VHS format.**

55013	Customer Service 201: Developing Personal Trade - 39 / 59		_____	_____
55008	Look Who's Shopping: Catering to Children - 39 / 59		_____	_____
55017	Sense of Style: Professional Presentation - 39 / 59		_____	_____
55004	Sound Advice: Boosting Music Sales - 39 / 59		_____	_____

Additional titles available on CBA Connect beginning October 1, 2009.

New Member Type: \_\_\_\_\_ Premium Paid: \_\_\_\_\_

Notes: \_\_\_\_\_

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

Product was received? Y / N      Product total: \$ \_\_\_\_\_

Product to be shipped? Y / N      Shipping Charge: \$ \_\_\_\_\_

Payment Information:      Total Order: \$ \_\_\_\_\_

Bill me (members only)       Cash       Check

MasterCard       Visa       Discover       AMEX

Credit card # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Date: \_\_\_\_\_ Paid? Yes  No  Collected by: \_\_\_\_\_

iMIS Batch: \_\_\_\_\_ Batch Date: \_\_\_\_\_ By: \_\_\_\_\_

All products can be purchased by emailing, faxing, or mailing this form to:

**CBA**  
 9240 Explorer Drive  
 Colorado Springs, CO 80920  
 Phone - (800) 252-1950 or (719) 265-9896  
 Fax - (719) 272-3510  
 info@cbaonline.org  
 www.cbaonline.org



## CBA Channel Exclusives



### Would you like more traffic in your store?

CBA Channel Exclusives give you competitive advantage with new products and campaigns that impact people's lives. Participating in Channel Exclusives will help you position your store as a ministry-initiator in your community, while boosting your traffic and sales.

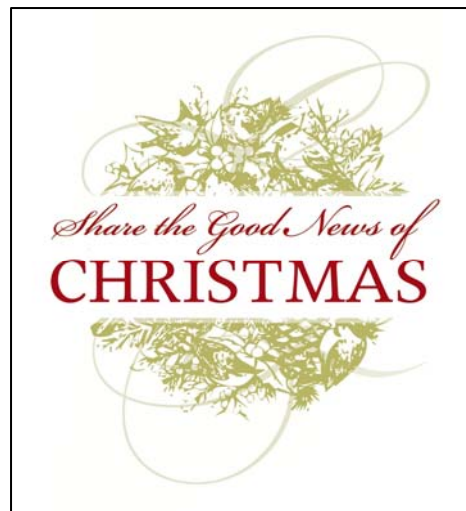
### CBA Channel Exclusives are about:

- Providing product exclusively available through Christian retail to drive traffic and sales into the channel and to your store.
- Seeking publisher and vendor partners to develop a campaign just for Christian stores, providing a unique competitive advantage over general-market competitors.
- Consumer and church-targeted marketing to raise awareness of Christian stores and position Christian retail as *the* place to find Christian product.
- CBA's [www.ChristianStores.org](http://www.ChristianStores.org) store locator tool – part of all campaigns – creates new customers looking for a store in their area.

### 3<sup>rd</sup> Quarter 2009



### 4<sup>th</sup> Quarter 2009



Two new Channel Exclusives are launching this fall. Check it out in the Channel Exclusives Area of Town Center.

### NEW Channel Exclusives = Increased Traffic & Sales!

- CBA is launching two new channel exclusive projects in conjunction with Crossway and NavPress.
- Crossway's Share the Good News of Christmas and NavPress' Pink Solo Devotional Bible project aim to help you minister to your community and boost traffic through the rest of 2009.
- Visit the Channel Exclusives Area of Town Center to learn more!



**The marketplace and your customer have been changing dramatically over the past few years. Have you been losing some of your customers while not attracting new ones to take their place? Do you understand the habits and behaviors of these new customers?**

CBA Consumer Intelligence helps you maximize your marketing and sales return on investment by understanding who today's customers are and how you can connect with them.

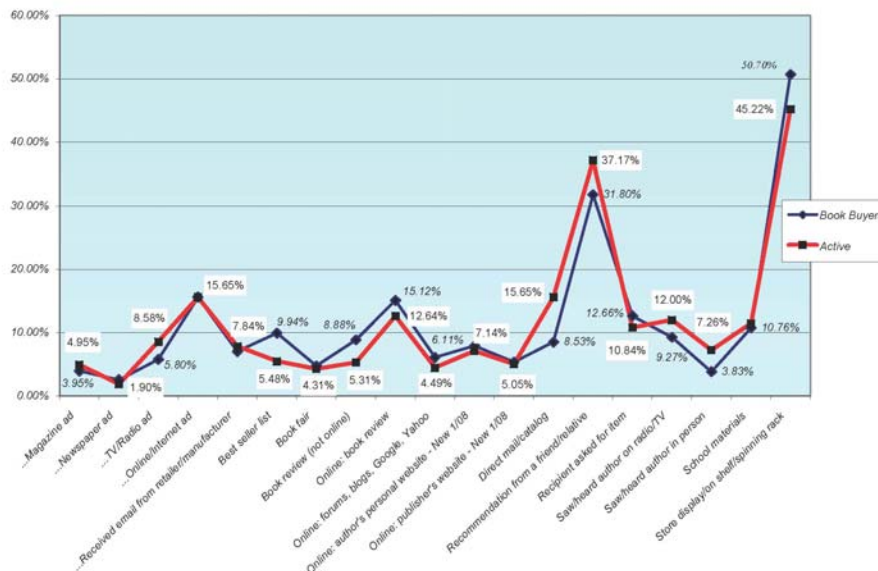
### **CBA Consumer Intelligence provides insights through...**

- 300,000 consumers polled weekly to give you an in-depth study of your most profitable target market.
- Rich data that helps you understand and serve customers more effectively and more profitably.
- Understanding who your customers are, what they do, what they buy, and the reasons behind their buying decisions, helping you maximize marketing and sales ROI.
- Regular reports highlight trends, preferences, personal habits to power your promotions, products, and campaigns.

## **They saw it in a *STORE***

More than half of all book buyers and nearly half of all Active Christians became aware of specific books by seeing it in a store. Recommendations are the next important way that book buyers learn about books. While publishers spend millions on traditional and online advertising and marketing, the way book buyers learn about products is seeing it on a store's shelf or display.

Total Book Awareness: How Do They Become Aware of Books



**Pricing for *Know Thy Customer* Report**

Retailers:

\$149 for CBA Members

\$199 for Non-Members

Suppliers:

\$199 for CBA Members

Not available for Non-Member Suppliers

\*For \$249 members can purchase the report and receive it in both hard-copy and electronic format.

\*\*For \$500 members will receive a hard copy of the report, the electronic format, and the rights to internally reproduce and copy. This is intended for use within the company only.

**Contact Information**

Name: \_\_\_\_\_

Store: \_\_\_\_\_

CBA ID Number: \_\_\_\_\_

Not a Member

Report Given? \_\_\_\_\_ or Mail \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

**Payment Method**

\_\_\_\_ Charge my credit card this amount: \$ \_\_\_\_\_

\_\_\_\_ VISA \_\_\_\_ MasterCard \_\_\_\_ AMEX \_\_\_\_ Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_\_ V-Code \_\_\_\_

Cardholder's Signature \_\_\_\_\_



**When you need to reach the Christian retail industry, CBA mailing lists are a cut above the rest! They...**

- Give you the best possible mail access to the Christian retail industry.
- Contain addresses of active, *bona fide* businesses interested in hearing from you.
- Are clean and lean—they're updated on a regular basis.

**CBA MAILING LIST INFO:**

Many suppliers to the Christian retail industry rent CBA mailing lists several times each year with continued sales success. To help you better tailor your mailings, we've segmented our addresses into the following lists:

**- CBA MEMBER STORES LIST**

Over 1,000 addresses of Christian retail businesses in all 50 states. List includes independent stores, chain stores, church stores, Christian college and camp stores, Internet stores and more. Also includes a separate list of chain store headquarters to send marketing materials.

**- NONMEMBER STORES LIST**

Over 4,400 addresses of Christian retail businesses that are not CBA members (includes all types of stores listed above), also includes other retailer stores who have an interest in Christian retail products for their stores.

**- COMBINED CBA MEMBER / NONMEMBER LIST**

Over 5,500 addresses—the most complete list of Christian retail outlets available anywhere.

- **NOTE:** All lists include contact names and U.S.A. stores only. Store phone numbers are included on the lists when sent electronically to enable advance or follow up calls to secure product orders. CBA is unable to provide a rental list of store fax numbers or email addresses.

**ORDERING INFO:**

**Address format:** For your convenience, each list can be delivered in one of three different formats: via e-mail (Fastest option), on a computer CD, or printed on adhesive pressure-sensitive labels (additional charge applies for printed labels).

**Shipping schedule:** We ship by FedEx Ground within two days after your order is received. Rush orders are accommodated when possible, and special shipping arrangements are available for an additional cost.

**Counts:** The numbers of addresses stated at left are estimates. Exact counts are available at the time of your order.

**Sample mailing piece:** Prior to releasing a mail list, we must receive and approve a sample mailing package or a rough draft of your mailing piece.

**Payment terms:** We require prepayment by check, money order, or credit card for *all* orders. CBA accepts Visa, MasterCard, American Express, and Discover credit cards.

**Prices are subject to change without notice.**

**CBA DATABASE START-UP AND UPDATE PROGRAMS START UP:**

Looking for a responsive list on which to base your marketing programs? We can supply you with a start-up database of CBA member stores. As with CBA's list rental program, three different databases are available:

- **CBA Member Stores Database**
- **Nonmember Stores Database**
- **Combined CBA Member/Nonmember Database**

**CBA DATABASE UPDATE**

To enhance your list of 500 stores or more, request CBA's *database update*. All databases provide the store name, address, contact, and phone number. Pricing is provided on reverse side.

**To order a CBA Mailing List, complete the order form on page 2 and mail or fax it to CBA along with both your payment and a sample of what you will be mailing. For additional information please call CBA at (800) 252-1950 or email us at [info@cbaonline.org](mailto:info@cbaonline.org).**



# MAILING LIST ORDER FORM

**PLEASE SEND ME THE FOLLOWING CBA MAILING LISTS:**

Quantity	Member Price	Non Member Price
_____ set(s) of CBA Member Store List	\$395	\$599
_____ set(s) of Nonmember Store List	\$199	\$249
_____ set(s) Combined Stores List	\$475	\$699

**Please deliver my list(s) in the following format:**

(Please check one and circle a preferred file format)

- Via e-mail (Excel spreadsheet only)
- On disk (comma delimited or Excel spreadsheet?)
- Adhesive labels (add \$125)

**Rental Agreement:**

I understand that CBA mailing lists are copyrighted. I will use the list for rental purposes on a one-time basis for each rental. I will not duplicate, resell, or make the list available to any other company or organization. However, I am permitted to merge any of these names into my list as orders or inquiries are received.

***SPECIAL SHIPPING INSTRUCTIONS:***

(Subject to additional charge)

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

***Signed***

\_\_\_\_\_

Title \_\_\_\_\_

Date: \_\_\_\_\_

**CBA DATABASE START-UP/UPDATE PACKAGE**

Database Package	Database <i>Start-up</i> Member Price	Database <i>Update</i> Member Price
<input type="checkbox"/> CBA Member Stores Database	\$4,000	\$3,000
<input type="checkbox"/> Nonmember Stores Database	\$1,500	\$1,000
<input type="checkbox"/> Combined Stores Database	\$5,000	\$3,500

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

**Shipping Information**

**Payment Method**

- Check or money order enclosed (*payable to CBA*)
- Charge my credit card this amount: \$ \_\_\_\_\_
- VISA  MasterCard  AMEX  Discover

Name \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card # \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_\_ V-Code \_\_\_\_

Cardholder's Signature \_\_\_\_\_

E-mail \_\_\_\_\_

**PLEASE RETURN THIS RENTAL AGREEMENT WITH A SAMPLE MAILING PIECE TO:**

CBA PO Box 62000 Colorado Springs, CO 80920 Phone: (800) 252-1950 or (719) 265-9896 Fax: (719) 272-3510	<b>Send overnight orders to:</b> 9240 Explorer Drive Colorado Springs, CO 80920 Phone: (719) 265-9895 info@cbaonline.org
---	--



CBA Events



The International Christian Retail Show is the largest annual event in Christian retail where the industry comes to meet and do business. Don't miss out on the 2010 Show at the America's Center in St. Louis, Missouri.

## International Christian Retail Show 2010 America's Center, St. Louis, Missouri June 27-30, 2010



### At the International Christian Retail Show you'll experience...

- An exhibit floor with hundreds of worldwide suppliers of Christian products so you can see all your suppliers in one location.
- A wide selection of events to bring you valuable content and solutions designed to help you grow your ministry impact.
- A worship service where you can celebrate with your brothers and sisters in Christ from all corners of the world.
- Exposure to the whole industry, channel exclusives, new concepts and trends, a global vision, cutting-edge training concepts, merchandising ideas, and much more!



Look for updates on the International Christian Retail Show Web site at [www.ChristianRetailShow.com](http://www.ChristianRetailShow.com), or e-mail your questions to [info@cbaonline.org](mailto:info@cbaonline.org).



## Save time and money by taking advantage of special offerings from CBA's Endorsed Service Providers

CBA Members save thousands of dollars every year by using the Service Providers!

CBA partners with various companies that compliment the existing efforts of CBA to guide its members effectively through the challenges of doing business within the Christian retail industry. Known as service providers, these businesses are chosen by CBA because your association believes they are the best companies to provide their respective services to CBA members.

*"We saved more than \$700 last year by just using the CBA freight savings program powered by Siriani & Associates alone!"*

*CBA Retail Member  
Trish Taylor  
Cornerstone Christian Supply*

CBA expects these companies to give members the best and most competitive services available. And perhaps more importantly, CBA knows these companies are passionate and committed to helping Christian retailers succeed.

*"BounceBack been a good fit with our retail environment, and have been successful in assisting us to handle our returned checks."*

*Melissa Mitchell  
Loss Prevention Director  
LifeWay Christian Stores*

As a benefit of your membership, consider using these programs! Please contact the following companies at the phone numbers provided and identify yourself as a CBA Member to find out how to enroll in the programs or to place

orders with your member discount. You can also find information on their Web sites.



SIRIANI & ASSOCIATES



**OFFICIAL CBA ENDORSED SERVICE PROVIDERS**  
Discounted services negotiated on behalf of our CBA members

If you are interested in using these programs, please contact them at the phone numbers provided and identify yourself as a CBA Member to find out how to enroll in the programs or to place orders with a member discount.

**Check Recovery Program – BounceBack from Cash Flow Solutions**

**(800) 736-5123 x 244**      [www.followthefrog.com](http://www.followthefrog.com)

- Saves time and money when collecting funds from NSF checks
- Pays you 100% of the collected check amount
- Values your customers and maintaining your good relationship with them

**Credit Card Processing - First National Merchant Solutions**

**(800) 354-3988**      [www.firstnationalmerchants.com](http://www.firstnationalmerchants.com)

- Negotiated low CBA Member rates; Online merchant account access
- Checking services include guarantee, verification, electronic acceptance, and free collection
- Performance One Interest bearing account-earn interest on all credit card deposits

**Inbound & Outbound Freight Savings Program - Siriani & Associates**

**(800) 554-0005**      [www.siriani.com](http://www.siriani.com)

- Up to 24% savings on select FedEx Express® shipments
- Up to 23% savings on select FedEx Ground® shipments
- Up to 64% savings on select FedEx Freight® LTL (less-than-truckload) shipments
- Up to 62% savings on Roadway shipments
- Over 2000 CBA accounts with average store savings of \$500 or more

**Plastic Gift Cards - PlastiCard+Plus**

**(800) 767-7718**      [www.plasticardplus.com](http://www.plasticardplus.com)

- Store Customized Gift Cards and Customer Loyalty Cards
- Styles include standard & key chain sizes, backer cards, display racks, and Christmas cards
- Works with bar codes or magnetic stripes on most POS systems
- Cards are rechargeable and reusable so the actual cost per card is greatly reduced

**Property and Casualty Insurance - Six & Geving Insurance Group**

**(800) 477-2206 or (719) 867-4530**      [www.sixandgeving.com](http://www.sixandgeving.com)

- Most comprehensive casualty insurance in the market
- Same day proposal and quotes
- Most competitive prices available

**Store-Branded Websites & Email Marketing - Signature Websites**

**(888) 747-4264**      [www.signaturewebsites.com](http://www.signaturewebsites.com)

- Offers store customizable websites
- \$69 per month charge includes service and hosting plus a \$795 set up fee (\$1695 non member)
- Offers 160,000 products highlighting resources unique to the CBA market including church supplies, homeschool, accompaniment tracks, gifts, etc.

**Web-based Inventory Management Tool - Above The Treeline**

**(734) 996-2730**      [www.abovethetreeline.com](http://www.abovethetreeline.com)

- Supercharge your POS data to help you increase your inventory productivity and increase sales
- Free Base Camp service available to Christian retailers with no set-up fees
- Summit version: 40% off set-up fees and 10% off monthly fees

**Workers Compensation Insurance - Meadowbrook Insurance Group**

**(800) 825-9489**      [www.wcpolicy.com/cba](http://www.wcpolicy.com/cba)

- Percentage discounts allowed upfront based on CBA group claim history
- Free loss control service and fast claim service with managed care program
- Flexible installment payment plans



# CBA Suggested Reading List

## General Retailing Books

- *Shopping: Why We Love it and How Retailers Can Create the Ultimate Customer Experience* by Pamela N. Danziger (ISBN 9781419536366)
- *The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary* by Joseph Michelli (ISBN 9780071477840)
- *The Myth of Excellence: Why Great Companies Never Try to Be the Best at Everything* by Frederick A. Crawford and Ryan Mathews (ISBN 9780609608203)
- *Why We Buy: The Science of Shopping* by Paco Underhill (ISBN 9780684849140)

## Operations

- *Execution: The Discipline of Getting Things Done* by Larry Bossidy (ISBN 9780609610572)
- *The Goal: A Process of Ongoing Improvement* by Eliyahu Goldratt (ISBN 9780884271789)
- *Built to Last: Successful Habits of Visionary Companies* by Jim Collins and Jerry I. Porras (ISBN 0060516402)
- *Good to Great: Why Some Companies Make the Leap...And Others Don't* by Jim Collins (ISBN 9780066620992)

## Finance Books

- *Finance for the Non-Financial Manager* by Gene Siciliano (ISBN 9781598691641)

## Marketing Books

- *Tribes* by Seth Godin (ISBN 9781591842330)
- *Twitter Power* by Joel Comm (ISBN 9780470458426)
- *Emotional Branding* by Daryl Travis (ISBN 9780761529118)
- *The New Positioning* by Jack Trout (ISBN 9780070653283)
- *Social Media Marketing: An Hour A Day* by Dave Evans and Sue Button (ISBN 9780470344026)
- *Marketing Your Retail Store in the Internet Age* by Bob and Sue Negen (ISBN 9780470043936)

## Human Resources Books

- *Now Discover Your Strengths* by Marcus Buckingham (ISBN 9780743201148)
- *Strengthsfinder 2.0* by Tom Rath (ISBN 9781595620156)
- *The Employer's Legal Handbook, 8th Edition* by Attorney Fred S. Steingold (ISBN 9781413304565)

**Don't forget to add CBA's monthly magazine, *CBA Retailers+Resources*, to your reading list too!**

Sign up in Town Center today!