

# Introduction to the VBA Endorsed Provider Process

Thank you for your interest in becoming an Endorsed Provider of the Virginia Bankers Association. For 126 years, the VBA has been dedicated to partnering with companies that can provide our member banks with quality products and services which help with bank operational efficiencies in saving time, money and resources. With the guidance of the VBA Management Services (MSI) Board of Directors, a wholly-owned subsidiary of the Virginia Bankers Association, the VBA completes a stringent, ongoing due diligence review of each endorsed provider to ensure that we are offering high value, dependable solutions that our members can count on.

The following information outlines the process of becoming a VBA Endorsed Provider which begins with VBA membership - a prerequisite of endorsement consideration. As a member, you receive valuable discounts and invaluable banker engagement opportunities through our various programs.

If you feel that a VBA endorsement is the right fit for your company, we welcome your questionnaire submission.

## What's Inside?

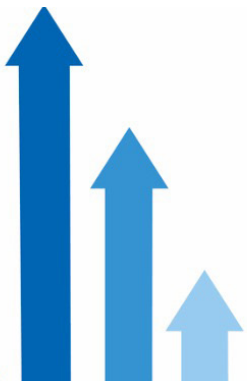
- Endorsement Benefits
- Annual Marketing Opportunities
- List of Qualities Desired by Member Banks/Vendors
- Endorsed Provider Requirements
- Marketing Launch Plan
- Application Process
- Endorsed Provider Questionnaire

## Questions About VBA Membership?

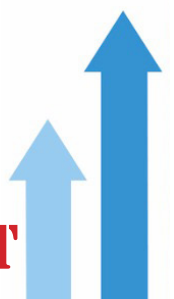
Contact Amy Binns, Senior Manager, Industry Partnerships  
[abinns@vabankers.org](mailto:abinns@vabankers.org) | 804.819.4726 | [www.vabankers.org](http://www.vabankers.org)



**TOOLKIT**



# Endorsement Benefits





# Annual Marketing Opportunities

January

**Financial Forecast** – economic and banking industry trends event for banking executives and business community

March

**VBAProtect** – event for bank operations, technology, security, enterprise risk management, and compliance professionals  
**VBAConnect** – event for bank human resources, training, retail, and marketing professionals

April

**VBA/VACB Bank Directors' Symposium** – event for bank directors and executives

June

**VBA 126<sup>th</sup> Annual Convention** – event for banking executives and boards

August

**CFO Conference** – event for CFOs, controllers, CEOs and other bank executives involved in financial management

October

**Lending & Credit Conference** – event for commercial lenders and credit analysts

November

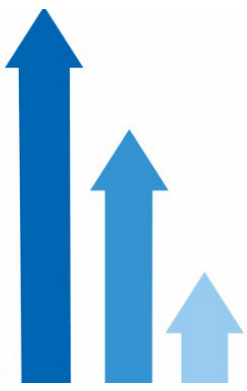
**VBA-WVBA-MBA CEO Forum** – event for bank CEOs & presidents from Virginia, West Virginia and Maryland  
**Leadership Conference** – event for Virginia's emerging bank leaders

December

**Women in Banking Conference** – event for women bankers in Virginia



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# List of Qualities Desired by Member Banks & Providers

We surveyed both member banks and existing Endorsed Providers, and the following were identified as key qualities to a successful partnership:

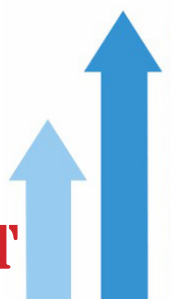
## What Member Banks Look for in Endorsed Providers

- Clear expectations
- Support network
- Trust and partnership
- Financial stability
- Well-managed organization
- Safeguards in place
- Help compete in markets
- Return on investment
- Impact on customers
- Stability through hard times

## What Endorsed Providers Look for in Bank Customers

- Willing to listen to advice
- Long-term partnership
- Loyalty
- Trust
- Understanding of their value
- Ability to grow

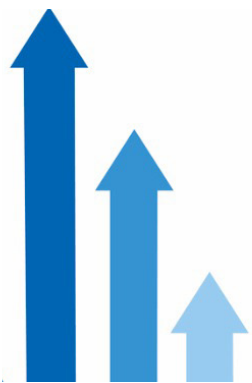
After completing the Endorsed Provider approval process, we will work together to develop a custom-designed program and agreement that fits your needs. Your active participation is critical to our success and we appreciate you considering a partnership with the VBA.





# Endorsed Provider Requirements





# Marketing Launch Plan

## Initial Launch

Announce endorsement in bi-weekly Executive Brief electronic newsletter, in *Virginia Banking* magazine, on VBA website, and through webinar to describe offerings.

## Month Three

Hard mailing to targeted bankers.

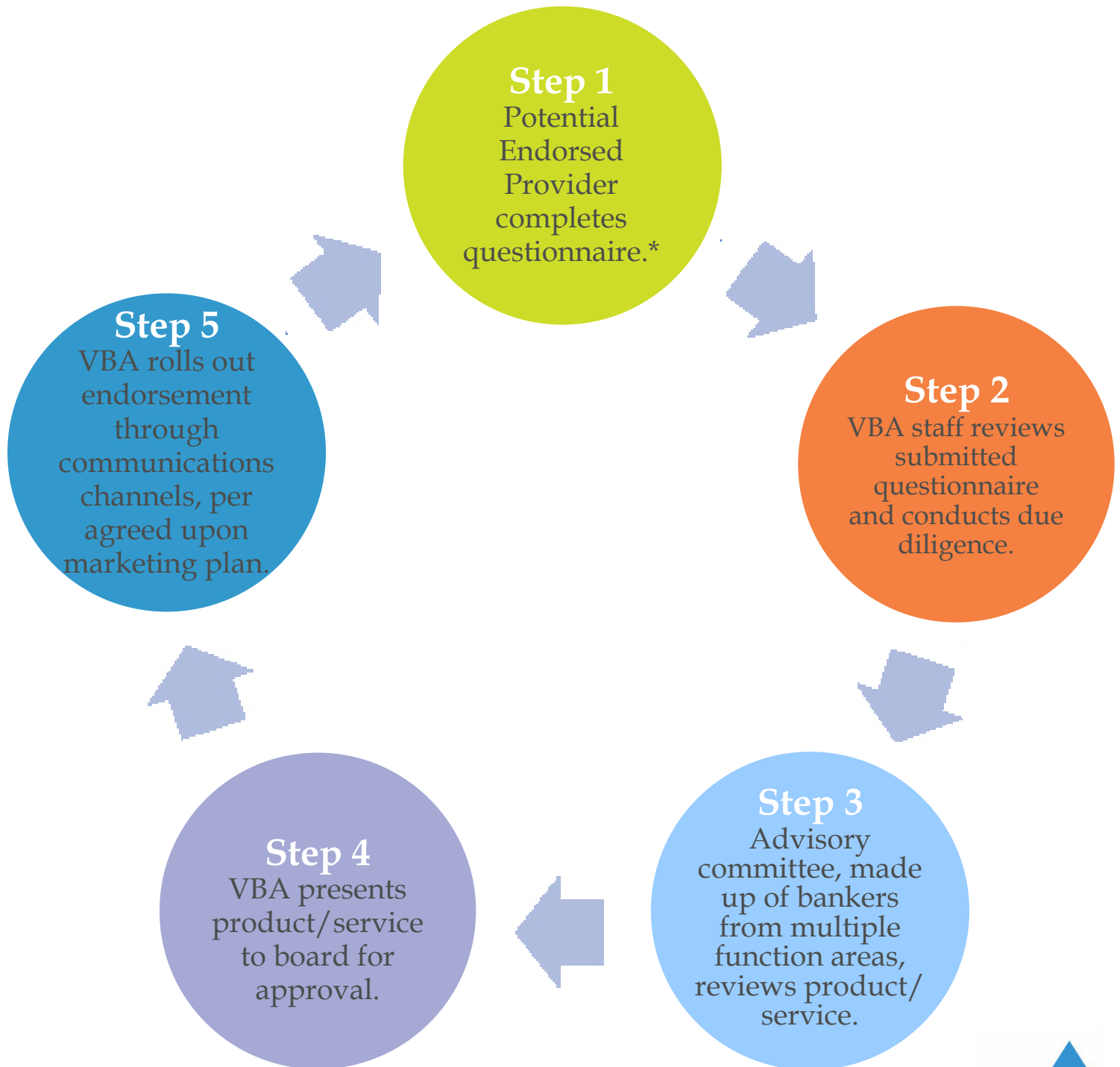
## Ongoing

Quarterly sales pipeline meetings, discounted advertisement rates in *Virginia Banking*, rolling spotlights on website homepage and in Executive Brief electronic newsletter.

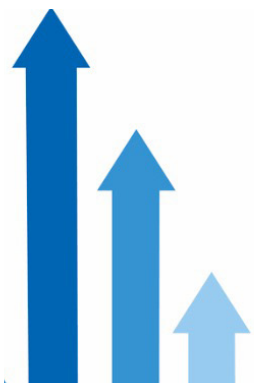




# Application Process



*\*If the VBA receives an unsolicited RFP, we retain the right to reach out to others within a similar space for RFP submissions.*



# Endorsed Provider Questionnaire

Please provide answers to the following questions for endorsement consideration. Submit completed questionnaire to Amy Binns at [abinns@vabankers.org](mailto:abinns@vabankers.org) OR to submit this information online, click [here](#). *\*If the VBA receives an unsolicited RFP, we retain the right to reach out to others within a similar space for RFP submissions.*

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

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

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

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

Contact Title: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

1. Provide a complete description of your product or service and what product or service you're specifically looking to have endorsed by the VBA.

2. Provide year-end statements, history of company, corporate structure, location of headquarters, and key staff.

3. Which representatives will VBA staff be working with?

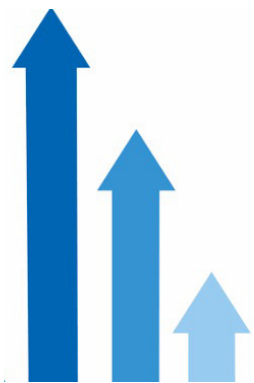




4. How will the product or service benefit a VBA member bank?

6. Are you working with any Virginia banks? If so, can you provide a reference?

8. What are your marketing expectations of the VBA?



# Endorsed Provider Questionnaire

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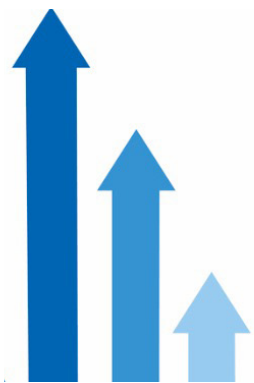
9. Is your company involved with any current, pending or foreseeable litigation? If yes, please provide a statement.

10. Describe how your product/service is implemented within a bank. Include a sample timeline.

11. What market share do you have in Virginia? Nationally?

12. Would you include a shared commission schedule? How do you calculate it?





# Endorsed Provider Questionnaire

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13. What level of financial commitment would you make in the following areas: membership, sponsorship, royalties, marketing, and magazine advertisements?

14. What information do you provide to satisfy your clients' enterprise risk management needs (please provide sample)?

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