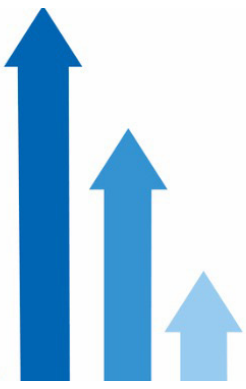


**TOOLKIT**



# Introduction to the VBA Endorsed Provider Process

Thank you for your interest in becoming an Endorsed Provider of the Virginia Bankers Association. Since 1893, 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?

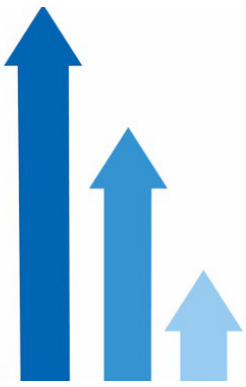
- Endorsement Benefits
- Annual Marketing Opportunities
- List of Qualities Desired by Member Banks/Vendors
- Endorsed Provider Requirements
- Application Process
- Marketing Launch Plan
- Endorsed Provider Questionnaire

## Questions About VBA Membership?

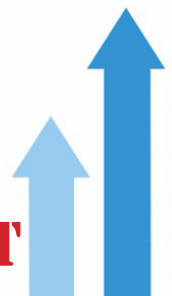
Contact Amy Binns, Vice President, Industry Partnerships  
abinns@vabankers.org | 804.819.4726 | [www.vabankers.org](http://www.vabankers.org)

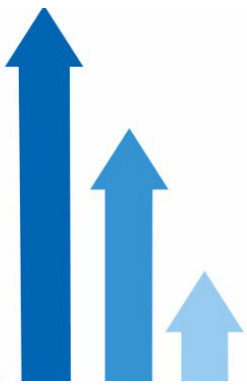


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# Endorsement Benefits





# Annual Marketing Opportunities

January

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

March

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

April

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

June

**VBA Annual Convention** – event for banking executives and boards

August

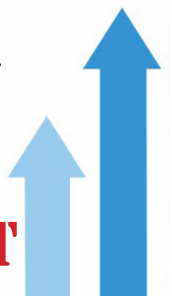
**CFO Conference** – event for CFOs, controllers, CEOs and other bank executives involved in financial management

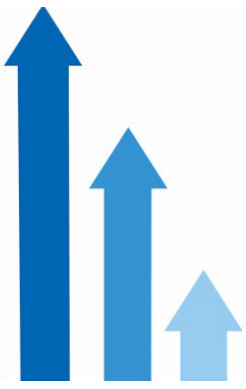
October

**Leadership Conference** – event for Virginia's emerging bank leaders  
**Lending & Credit Conference** – event for commercial lenders and credit analysts

November

**VBA-WVBA-MBA-DBA-PBA Bank Executives Conference** – event for bank CEOs & executives from Virginia, West Virginia, Maryland, Pennsylvania, and Delaware  
**Women in Banking Conference** – event for women bankers





# 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:

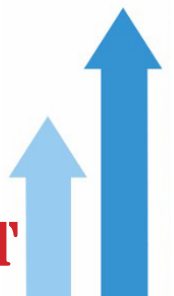
## What Member Banks Look for in Endorsed Providers

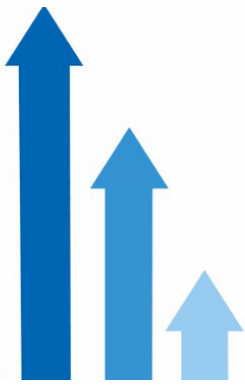
- Clear expectations
- Support network
- Trust and partnership
- Financial stability
- Well-managed organization
- Safeguards in place
- Help compete in markets
- Return on investment
- Impact on customers
- Stability through hard times

## 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

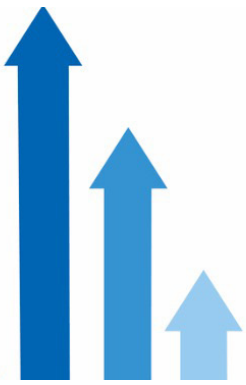
After completing the Endorsed Provider approval process, we will work together to develop a custom-designed program and agreement that fits your needs. Your active participation is critical to our success and we appreciate you considering a partnership with the VBA.





# Endorsed Provider Requirements





# Marketing Launch Plan

## Initial Launch

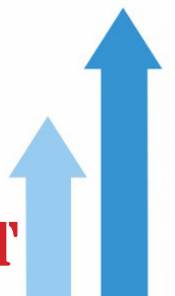
Announce endorsement in bi-weekly Executive Brief electronic newsletter, in *Virginia Banking Monthly* digital publication on VBA website, and through webinar to describe offerings.

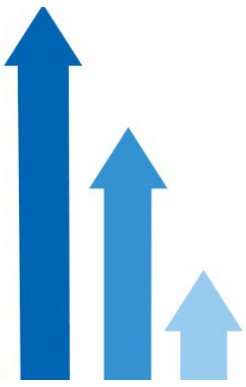
## Month Three

Hard mailing to targeted bankers.

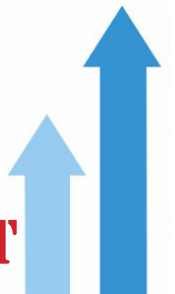
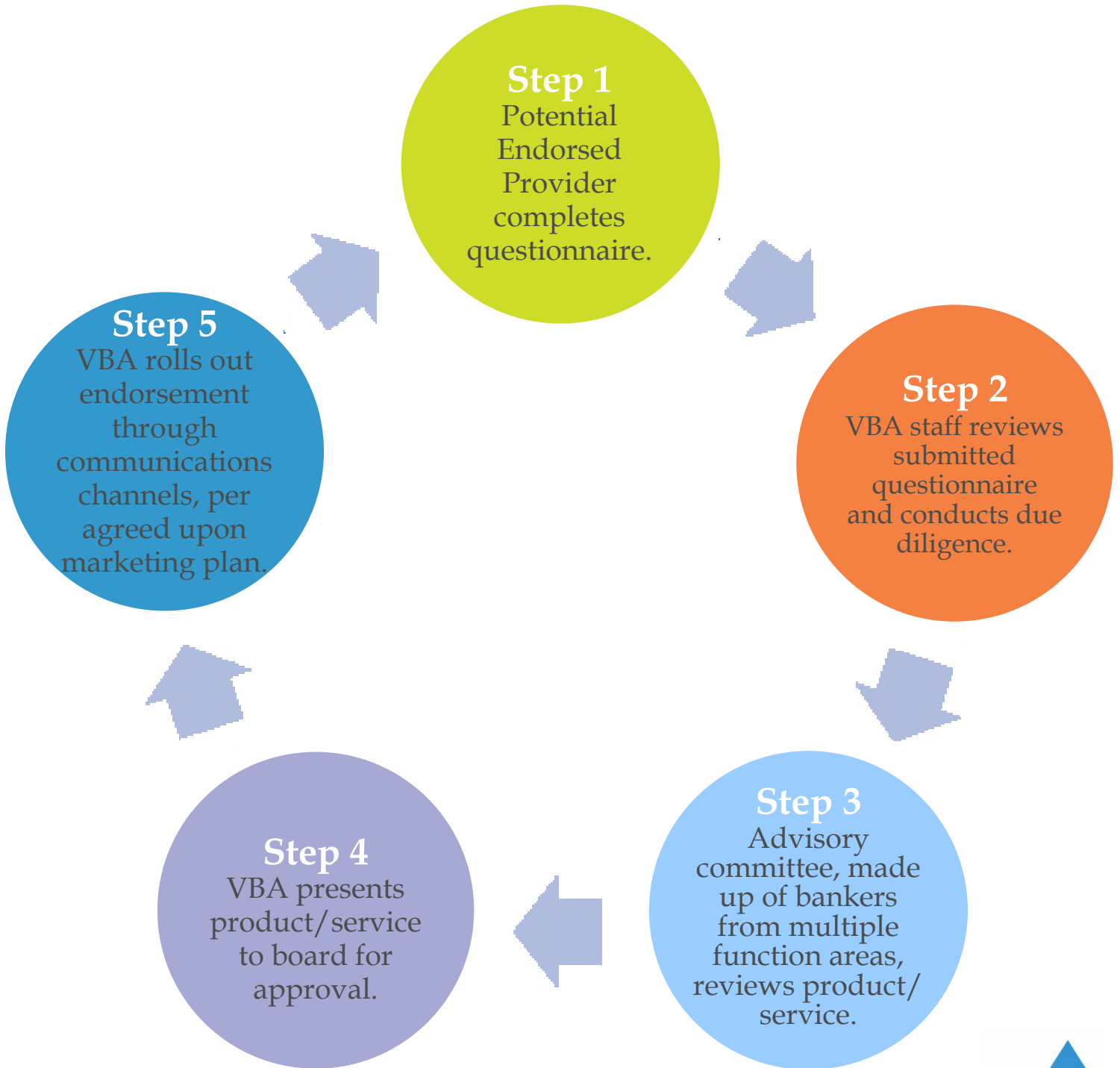
## Ongoing

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

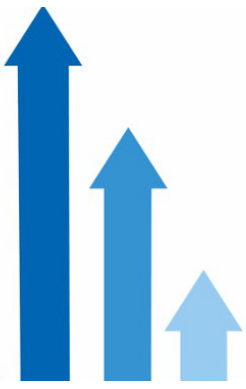




# Application Process







# 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](#).

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

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

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

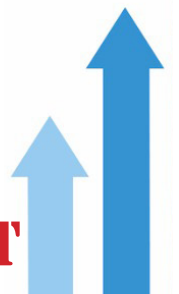
Contact Name: \_\_\_\_\_

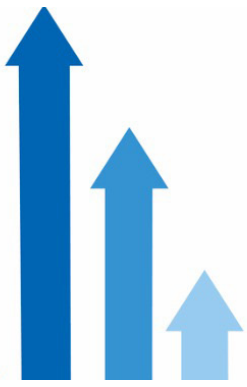
Contact Title: \_\_\_\_\_

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

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

1. Provide a complete description of your product or service.
  
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?
  
5. How does your product or service compare with others in quality and price? List key competitors.
  
6. Are you working with any Virginia banks? If so, can you provide a reference?





# Endorsed Provider Questionnaire

7. Have you been endorsed by any other state banking associations? Has your endorsement ever been denied or withdrawn? If so, why?
  
8. What are your marketing expectations of the VBA?
  
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?
  
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)?

