



PROSPECTIVE 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 Prospective 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) _____

Name _____ Phone _____ Email _____

Mailing Address _____ City _____ State _____ Zip _____

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

Store Name _____ Phone _____ Fax _____

Store Address _____ City _____ State _____ Zip _____

Store Email _____ Store Website _____

PROSPECTIVE CHRISTIAN RETAIL ESTABLISHMENT INFORMATION

Please provide the following information to help us understand your planned unique retail business:

1. What is the projected opening date for your Christian Retail Establishment? _____

(Within 30 days of opening your store, please contact CBA to upgrade your membership to full Christian Retailer member status.)

2. Have you decided on a Point of Sale (POS) System for your business? Yes / No If yes, which one? _____

Would you like for us to send you information about POS System vendors that are members of CBA? Yes / No

3. Religious denomination or affiliation? (Optional) _____

4. What is the total square footage of your planned retail business: _____ Total square feet of selling area: _____

5. Which of the following consumer markets do you plan to serve with your Christian retail establishment?

Catholic Home School Foreign-language Urban
 Evangelical Protestant Spanish-language Other: _____

6. Which of the following best describes the ownership structure of your planned retail establishment?

Church Educational Institution Independent Non-profit Don't know yet
 Corporate Hospital Ministry Partnership Other: _____

7. Which of the following best describes the planned location of your Christian retail establishment?

Camp College/Seminary Free Standing Lifestyle Power Strip Center Residence
 Church Conference Center Internet Only Professional Building Don't know yet
 Hospital Educational Institution Interior Enclosed Mall Strip Center Other: _____

8. Are you planning to include business units other than retailing Christian products in your business, such as a café? Yes / No

If yes, what other business units are you planning? _____

9. Please share with us what you hope to gain by becoming a CBA Prospective Retailer Member:

CBA offers a wide array of professional business solutions, training programs and seminars to help prospective retailers research the viability of a successful Christian retail store and to develop a business plan. If you would like to purchase the following resources please initial the adjacent line to authorize payment and we will send them with your new member packet with free shipping. Information about these materials and others can be found on our website at www.cbaonline.org or please call CBA at (800) 252-1950.

CBA Recommended Business Solutions	Member Price (Regular Price)	Initial Below to Order
Plan to Succeed: Business Plan for Christian Retailing Including the Plan to Succeed Assessment Tool & Consulting	\$150 (\$250)	_____
Church Stores: How to do it right! Manual and Spreadsheet Disk	\$99 (\$199)	_____
2007 CBA Sound Decisions Report: A survey of Christian music buyers.	\$49 (\$99)	_____
2006 CBA Christian Retail Marketing Strategies Report	\$59 (\$129)	_____
2005 CBA Operating Statement Survey	\$49 (\$99)	_____

PLEDGE OF GOOD BUSINESS RELATIONS

(Print name) _____ agrees to follow, to the extent reasonably applicable to Prospective Retailer Members, the CBA Code of Ethics and to be bound thereby in all of my dealings with other industry members. I 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 – Annual Membership Premium: Check # _____ or MasterCard VISA Discover AMEX

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

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MEMBERSHIP QUALIFICATIONS FOR A PROSPECTIVE RETAILER

- This membership is available to any **individual or partners** who do not yet have a store and are either evaluating opening a future Christian Retail Establishment or are currently in the process of opening a Christian Retail Establishment. (For the definition of a Christian Retail Establishment please review the qualifications to become a Christian Retailer member of CBA.)
- This membership may be renewed if a member is still actively pursuing opening a business but will be limited to a total of two years.

MEMBERSHIP BENEFITS FOR A PROSPECTIVE RETAILER

- **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.
- **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!

ADDITIONAL BENEFITS UPON OPENING A CHRISTIAN RETAIL ESTABLISHMENT

- **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)
- **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.
- **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 "ordinary and necessary business expense."

MAIL TO: CBA
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Email: info@CBAonline.org
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