

# OREGON BANKERS ASSOCIATION



*You belong!*

*The Voice of Oregon Banking • Since 1905*



# MEMBER BENEFITS



## ADVOCACY

- ⇒ Representation in Salem and Washington, D.C.
- ⇒ Coalition building with other organizations
- ⇒ Political action committee fundraising and distribution
- ⇒ Educational messaging and materials on industry issues
- ⇒ Grassroots campaign planning and execution
- ⇒ Legal representation



## NETWORKING

- ⇒ Engagement with bankers and industry partners at OBA events
- ⇒ Connection with peers via OBA's membership committees and roundtables
- ⇒ Access to OBA's online member directory



## EDUCATION

- ⇒ Discounted rates on a range of industry-specific training opportunities
- ⇒ Convenient formats including workshops, single-day and multi-day conferences, schools and online training
- ⇒ A variety of free banking resources, including manuals and guidelines



## COMMUNICATIONS

- ⇒ Free subscriptions for all bank employees to OBA newsletters and publications
- ⇒ Weekly bulletin from OBA's CEO
- ⇒ Quarterly print magazine
- ⇒ Electronic newsletters on state government affairs, federal regulations and more



## PUBLIC RELATIONS

- ⇒ Media relations on behalf of the industry
- ⇒ Strong messaging about the good work Oregon's banks do for their communities
- ⇒ Recognition and awards programs
- ⇒ Advancement of financial literacy and the promotion of banking careers through the OBA Education Foundation
- ⇒ Social media engagement



## STRATEGIC PARTNERSHIPS

- ⇒ Discounted products and services through OBA's wholly-owned subsidiary Synergy by Association
- ⇒ Collaboration with neighboring state bankers associations on major events and education programs, driving higher value to participants

*"The Oregon Bankers Association provides opportunities for banks of all sizes to share and participate in the growth and development of the banking industry. I personally, and the banks I have been a part of, have benefited from the collective knowledge of OBA as well as educational and community service opportunities. In addition, the friendships and business associations have been lifelong and personally valuable."* - **Jon Johnson, VP & Commercial Loan Officer, Citizens Bank**

*"I have loved being an OBA member! Committee membership has helped me learn, grow, and stay abreast of changes or trends impacting our industry. The opportunity to share and network has been huge for me. I always appreciate the wonderful, caring team at the OBA and the time and energy they put in to taking care of their member banks!"* - **Laurena Whitwer, AVP & Auditor, First Interstate Bank**



For more information about OBA membership, contact  
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