



CALIFORNIA
BANKERS
ASSOCIATION

Membership Benefits



Navigating today's challenges in our industry can be difficult. We are surrounded by change. Change in consumer habits, change in the competitive and regulatory environment, change in technology and trends. Today, banks and bankers need to be more ready and nimble than ever.

Since 1891, California Bankers Association has been here to take on those challenges and help our banks prosper.

Standing up for our interests in Sacramento and Washington, D.C. Sitting at the table with each other to learn, engage the day's toughest issues, and exchange ideas. Preparing the executives of today and tomorrow. These are the things that can only be tackled when all of us do our part and come together for a common purpose.

Whatever the size or how we go to business, together as California Bankers Association we are uniquely equipped to empower our institutions and move this industry forward. That's a responsibility we take seriously.

California Bankers Association
*Bringing Members Together.
Making Our Banks Better.*



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California Bankers Association is one of the largest and most dynamic state banking trade associations in the country, serving our members across the following three focused areas:



Welcome from the CEO

California Bankers Association is built on the foundation and support of the banks we serve and represent. Our mission is to advocate for the California banking industry in the legislative, regulatory, and legal arenas, connect bankers, and provide meaningful education programs. We are proud to support our members as they advance the financial success of their customers, communities, and the economy.



KEVIN GOULD
President & CEO
California Bankers Association

Advocacy



California Legislative Advocacy

We are the only state banking trade association in California with a full-time advocacy team dedicated to protecting the interests of our member banks doing business in California.

Our team is in the trenches every day engaging with legislators and decision makers on issues impacting the industry. They continuously monitor legislative developments, working closely with allies and coalitions to shape legislation.

Learn More:
calbankers.com

Federal Legislative Advocacy

Through a strong partnership with other state and national banking associations, we advocate at the federal level in Washington, D.C., on many important legislative and regulatory issues. We engage with the sizable and influential members of the California delegation on issues we care about.

Judicial Advocacy

CBA is the voice of the industry in state and federal courts. We prepare and file amicus briefs on behalf of banks in cases that have an effect on the business of banking.

Regulatory Advocacy

CBA advocates for banks on regulatory matters with the bank regulatory agencies. We submit comment letters on important regulations.

Events & Peer Networking

CBA's events provide an invaluable opportunity to network with peers and stay current on important issues affecting our rapidly changing industry.

Our signature events provide updates for bankers on hot topics, emerging trends, pending legislation, and cutting edge products and services.

Attendees can expect opportunities for peer-to-peer discussions on timely topics along with networking opportunities.



CBA Publications

Legislative Summary

The *Annual Legislative Summary* is an exclusive publication available only to CBA members. The publication is a comprehensive report that provides a robust picture of the extensive range and depth of state and federal public policy issues that are of direct importance to banks.

Compensation & Benefits Survey

The survey, conducted in conjunction with Pearl Meyer, provides base salary, incentive, and commission compensation data for more than 200 job classifications as well as directors' compensation information, data on human resources practices, comparative healthcare cost information, and employee benefits summary statistics.

The Battleground

This state government relations digital newsletter is emailed every month and highlights important legislative, regulatory, and judicial issues impacting the banking industry.

CaliforniaBanker Magazine

The *CaliforniaBanker* is CBA's publication dedicated to providing timely, relevant, and unique industry content. With a combined hardcopy and digital readership of nearly 5,000 professionals, *CaliforniaBanker* represents a space to showcase subject matter expertise, and insight into the issues affecting today's community banks.

CBA Weekly

This weekly digital newsletter arrives every Wednesday and includes a brief association and government relations update, as well as information about upcoming conferences, events, and education programs.

Education Connection

Every month our education team provides a thorough update of continuing education opportunities for bankers at every level. Education programs range from webinars to bootcamps, as well as certifications and advanced courses from banking schools.

Education

CBA is pleased to partner with the industry's leading educators to provide a robust menu of programs designed specifically for bankers.

Also available are training courses for extensive learning opportunities suited to specific job roles, in both facilitated and self-paced online formats. Online training delivers unmatched content that meets the needs of today's learners and the changing demographics of the banking industry.

CBA has partnered with a national sales and service training company to deliver an exceptional four-part series branch manager bank training that furthers the business development of frontline professionals.

Members receive special discount pricing for these programs.

Scholarship Initiative

CBA offers scholarships to full-time employees of California member banks, who are employed in California.

Scholarships are available for banking schools, professional certifications, tuition for banking courses offered by an accredited educational institution or four-year college, and tuition to attend designated one-week specialty schools.

Strategic Partners & Associate Members

Strategic Partners

Our mission is to provide products and services resources and innovative solutions that help our member bankers compete strategically and provide growth opportunities.

Associate Members

Our associate members provide a wide range of professional services to banks including deposit and payment solutions, cyber security, risk management, and more. They participate in CBA conferences and can be an important resource for our member banks.

Communications



Our communications and marketing promotes a positive image of banking and highlights the impact bankers have on their customers, businesses and communities through the media.

CBA keeps bankers informed, delivering critical industry information to members about legislative and regulatory changes, as well as events, education programs and products and services that are available to our members.

We Are Here to Serve And Support You



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