

ASSOCIATE MEMBERSHIP APPLICATION



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WIB Associate Membership Application

601 Montgomery Street, Suite 1200 • San Francisco, CA 94111
(415) 352-2323 • FAX (415) 352-2314
www.wib.org • Email: info@wib.org

**You may also apply online –
visit www.wib.org today!**

To become a WIB Associate Member, please submit an application for approval by the WIB Board of Directors. Correspondent banks may join WIB as an Associate Member. Once approved as an Associate Member, your organization agrees to the terms and conditions of Associate Membership set forth by Western Independent Bankers. Payment is due at the time of application. If you need a copy of the terms and conditions, please contact membership@wib.org or call (415) 353-2323.

MAIN CONTACT & FIRM INFORMATION

Firm Name: _____

Main Contact Name: _____ Main Contact Title: _____

Website Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Firm Main Telephone: _____ Firm Main Fax: _____

Main Contact Direct Telephone: _____ Main Contact Direct Fax: _____

Main Contact Email: _____ # Of Employees: _____

How did you hear about WIB? _____

Prepared by name/phone number: _____

Have you ever been involved in a legal conflict (initiated claim, arbitration, lawsuit, settlement, etc.), as either plaintiff or defendant, with an association or an independent bank? No Yes

Have you ever been denied membership in or asked to withdraw from an association? No Yes

Have any of your products/services ever been endorsed by any financial services association? No Yes
(If yes, please submit additional sheet with list of associations and products endorsed, either now or in the past.)

ADDITIONAL CONTACTS

Contacts receive WIB communications. For number of complimentary listings, see “directory listings” column on dues chart on page 2.

Contact 1 Name: _____ Title _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Direct Telephone: _____ Direct Fax: _____

Email: _____ Do not list me in WIB's Online Product & Services Directory

Contact 2 Name: _____ Title _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Direct Telephone: _____ Direct Fax: _____

Email: _____ Do not list me in WIB's Online Product & Services Directory

DUES SCHEDULE (through December 2010)

	# Employees	Annual Dues	Directory Listings
Level 1	1-5	\$1,125	Main Contact (MC)
Level 2	6-25	\$1,275	MC +1 listings
Level 3	26-50	\$1,350	MC +2 listings
Level 4	51-100	\$1,475	MC +3 listings
Level 5	101-200	\$1,650	MC +4 listings
Level 6	201-500	\$1,875	MC +4 listings
Level 7	501 +	\$1,950	MC +4 listings

FIRMS WITH MULTIPLE SUBSIDIARIES

Firms with multiple subsidiaries that join at the same time will receive 25% off their dues. If you're interested in joining as a multiple subsidiary company please call WIB at (415) 352-2323 or membership@wib.org.

Multiple Subsidiary Formula

Subsidiary A	50 Employees	\$1,350
Subsidiary B	65 Employees	\$1,475
Subtotal		\$2,825
Less 25% Discount		-\$706.25
TOTAL DUES		\$2118.75

DUES & METHOD OF PAYMENT

Of firm employees: _____ Level from above: [] 1 [] 2 [] 3 [] 4 [] 5 [] 6 [] 7

Dues (from above): \$ _____

Membership enhancement option: [] Elite (+\$1,000) [] Premier (+\$2,500) *Contact us or visit www.wib.org for more information.*

[] Check payable to Western Independent Bankers enclosed [] Please charge my: [] VISA [] MasterCard

Account #: _____ Exp. Date: _____

Cardholder Name: _____ Cardholder Signature: _____

REFERENCES

List three client references, preferably independent banks.

Firm 1 Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Firm 2 Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Firm 3 Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

75-word company description is attached (required)

Select all categories below which are appropriate for your firm. If none selected, default is "other."

- | | |
|---|--|
| <input type="checkbox"/> ATM Networks/ Management | <input type="checkbox"/> Facilities/Fixtures |
| <input type="checkbox"/> Annuities & Mutual Funds | <input type="checkbox"/> Fee Income Services |
| <input type="checkbox"/> Appraisals | <input type="checkbox"/> Human Resources/Training |
| <input type="checkbox"/> Asset/Liability Management | <input type="checkbox"/> Internet Banking |
| <input type="checkbox"/> Audit/CPA | <input type="checkbox"/> Insurance Services |
| <input type="checkbox"/> Bank & Data Processing Systems | <input type="checkbox"/> Investment Banking |
| <input type="checkbox"/> Board Governance & Consulting | <input type="checkbox"/> Investment Portfolio Services |
| <input type="checkbox"/> Branch Automation | <input type="checkbox"/> Legal & Regulatory Services |
| <input type="checkbox"/> Cash Management | <input type="checkbox"/> Loan & Leasing Services |
| <input type="checkbox"/> Check/Forms Printing & Imaging | <input type="checkbox"/> Other |
| <input type="checkbox"/> Compensation & Benefits | <input type="checkbox"/> Merchandising |
| <input type="checkbox"/> Compliance | <input type="checkbox"/> Mortgage Software/Programs |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Retail/Customer Loyalty |
| <input type="checkbox"/> Correspondent Services | <input type="checkbox"/> Risk Management |
| <input type="checkbox"/> Credit Card & ATM Services | <input type="checkbox"/> Sales & Marketing |
| <input type="checkbox"/> Credit/Lending | <input type="checkbox"/> Security/Fraud Prevention |
| <input type="checkbox"/> eCommerce/eMarketing | <input type="checkbox"/> Strategic Planning/Consulting |
| <input type="checkbox"/> Deposit Generation | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Executive Search | <input type="checkbox"/> Troubled Asset Resolution |
| <input type="checkbox"/> Expense Savings | <input type="checkbox"/> Vendor Management |

ASSOCIATE MEMBER BENEFITS



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2010 Associate Member Benefits

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Proven Ways to Expand Your Client Base

Attend, Sponsor & Exhibit at WIB Events

Showcase your product or service at WIB's annual events where you'll meet decision-makers and influencers who are actively seeking solutions to better their bank.

Market to Prospects

WIB's bank membership list is available only to WIB Associate Members and provides a direct way to reach high-performing, qualified independent banks.

Visibility, Presence & Branding

Be Seen

Make a lasting, positive impression without picking up the phone or leaving your office by advertising in *Western Independent Banker* magazine, conference program books, on the wib.org website or in our Directories. Or present a product/service overview during our Vendor Showcase series at our Annual Conferences.

Be Found

The WIB Network assists bankers in connecting to the products and services they need to make their business run better. If there's a business need, WIB's *Products & Services Directory* (both online and printed formats) puts your products and solutions in front of them with searchable features.

Be an Expert

Only Associate Members have the opportunity to submit articles for WIB publications that are distributed to upwards of 5,000 industry professionals. Speaking opportunities at WIB events provide excellent exposure to your firm as an authority on timely industry topics.

This is a truly excellent opportunity to share your expertise that goes beyond the average advertisement.

Enhance your membership

with an Elite or Premier level of membership. Package details can be found on the reverse side and annual fees are just \$1,000-\$2,500 above your Annual Dues.

For more information on WIB membership, please contact us at 415-352-3222 or membership@wib.org.

“WIB Conferences are great. The people that stopped by our booth were very interested in what we had to offer. We got 15 solid leads out of one event.”

~ Joe Wheeler, VP of Consulting Services, Plansmith

WIB Associate Member Benefits

	Premier Associate Member \$2,500+ Annual Dues	Elite Associate Member \$1,000+ Annual Dues	Associate Member Annual Dues
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Communications

Bi-Monthly eNewsletter: <i>Associate Member Connection</i>	◆	◆	◆
Access to iConnect business networking site	◆	◆	◆

Conferences

Discounts on exhibit booths	◆	◆	◆
Early notification of exhibits, sponsorships & vendor showcase opportunities	◆	◆	◆
Preferred placement on exhibit floor	Best Available	◆	
Wait list priority for exhibit space	1st Priority	2nd Priority	
Special designation of Member status at booth and on nametags	◆	◆	
Additional points given for Sponsorship opportunities selection	10	5	
Consideration for speaking at WIB educational events	◆	◆	◆
Ability to get pre-registration list prior to conference	◆		
Opportunity to attend WIB events as a registrant	◆	◆	◆
Opportunity to present Vendor Showcase at Annual Conferences	◆	◆	

Magazine & Electronic Newsletters

Subscriptions to <i>Western Independent Banker</i> and eNewsletters	Up to 8	Up to 4	Per dues category
Ability to write columns for <i>Western Independent Banker</i>	◆	◆	◆
Ability to write quarterly column for <i>Directors Digest</i> , <i>HR & Training Digest</i> , <i>Credit & Lending Digest</i> , <i>Security & Technology Digest</i>	◆	◆	◆
Annual member "Thank You" listing in <i>Western Independent Banker</i>	◆	◆	

Website

Listing in searchable online Products & Services Directory	◆	◆	◆
Special designation of Premier or Elite Member status on company listings and top level results given in Products & Services Directory user searches	◆	◆	
Link to your company's website	◆	◆	◆

Annual Printed Products & Services Directory (sent to 5,000 magazine subscribers)

Company, contact and address listing	◆	◆	◆
Company profile (75 words)	◆	◆	
Complimentary ad	◆		
Enhanced listing with logo	◆		

WIB Bank Membership List

Member list with address and main contact (no emails) in Excel format	Quarterly	Annually	Annually
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Advertising

Complimentary advertising on wib.org for one month	1 month	1 month	
10% discount on advertising in <i>Western Independent Banker</i>	◆	◆	◆

Recognition of Your Support

Recognition among bankers as a supporter of community banking	◆	◆	◆
New member listing in <i>Western Independent Banker</i>	◆	◆	◆
An enhanced ability to network with community bankers in the West	◆	◆	◆

EVENT SPONSORSHIP, EXHIBIT AND AD OPPORTUNITIES



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Sponsorship, Exhibit & Advertising Opportunities

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2010-11 WIB Sponsorship, Exhibit, Advertising & Speaking Opportunities

ANNUAL CONFERENCE FOR BANK PRESIDENTS, SENIOR OFFICERS & DIRECTORS

February 26-March 2, 2011 – Maui, Hawaii

Target Audience: President/CEO, Senior Officer & Director
More information to be announced by Summer 2010.

EDUCATION SUMMIT & EXPO

Building Value for Community Banks: Ideas, Innovation & Inspiration
November 11-15, 2010 – Las Vegas

Our CFO, Investments and Operational Risk, HR & Training Forum and Technology & Security Summit are now part of this new industry event.

Target Audience: HR Officers and Managers, HR Banking Consultants, Training Directors, CFOs, CROs, CIOs, COOs, Controllers, CTOs, & IT/Network Administrators, Compliance, Audit Managers and more.

Exhibit: November 12-14, 2010

- Regular Booth – \$2,600 Members (\$4,600 Nonmembers)
- Premium Booth – \$3,000 (Members Only)
- Exhibit fees include two booth reps. Additional reps: \$700 each. Exhibitor Upgrade to attend all Conference functions: \$600 each.* (*WIB members only*)

Sponsorship: \$1,750 - \$15,000

**“I respect the due diligence that
WIBSCO performs before endorsing
a vendor.”**

– Cheryl Bishop, Skagit State Bank

ANNUAL DIRECTORS CONFERENCE

Co-Sponsored with American Association of Bank Directors
October 7-8, 2010 – San Francisco, CA

Target Audience: Chairman of the Board, Director & President/CEO

Exhibit: October 7, 2010 – (Tabletop exhibits only)

- Tabletop Exhibit – \$1,000 Members (\$1,750 Nonmembers)
- Exhibit fees includes: one booth rep only and ticket to welcome dinner. Additional booth rep and ticket to welcome dinner: \$275 each. Additional Exhibitor Upgrade to attend all Conference functions: \$525 each.

Sponsorship: \$1,000 - \$6,500

Complete information will be available in Spring 2010.

EXHIBITING OPPORTUNITIES

Clark Franklin, CMP, Events Manager
415-352-3225 or clark@wib.org

SPONSORSHIP OPPORTUNITIES

Ray Smith, Vice President, Events Management
415-352-3224 or ray@wib.org

ADVERTISING OPPORTUNITIES

Nancy Jennings, AVP, Communications
415-352-2323 or nancyj@wib.org

SPEAKING OPPORTUNITIES

Jessica Finocchio, Program Manager,
415-352-3226 or jessica@wib.org

MEMBERSHIP PROFILE



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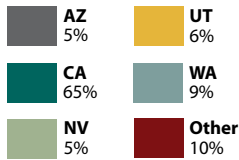
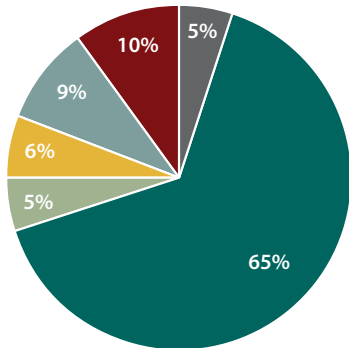
WIB Bank Membership Profile

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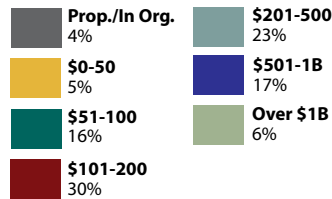
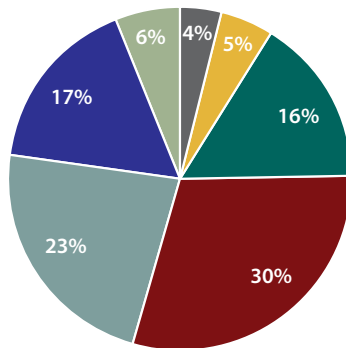
Established in 1937, we serve Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming and U.S. Territories.

About WIB Bank Members

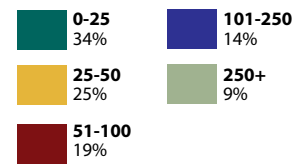
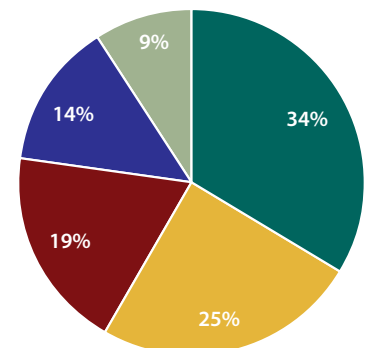
Bank Member Profile by State



Bank Member Profile by Assets



Bank Member Profile by Employees



How is WIB Different than a Traditional Banking Trade Association?

WIB and WIB Service Corporation focus on the success of independent bankers and helping to improve individual and bank performance. While governmental relations are of paramount importance to other banking associations, WIB's low membership fees allow banks to participate in the WIB network for learning, networking, and products/services information, while supporting their state association for the purpose of lobbying and legislative issues.

Total Membership Profile

Bank Members.....215
 Associate Members 174
 Asset Range.....In Org. to \$12B
 Average Assets \$390 Million
 Total Assets \$84.2 Billion
 (as of June 2010)

Western Independent Bankers Board of Directors

EXECUTIVE COMMITTEE

Larry P. Ward
Chairman
President & CEO
Heritage Oaks Bank
Paso Robles, CA

Scott R. Andrews
Chairman-elect
Chairman & CEO
Sunrise Bank, Ltd.
San Diego, CA

Dennis A. Long
Secretary/Treasurer
CEO
The Bank of the Pacific
Aberdeen, WA

David Taber
Immediate Past Chairman
President, CEO & Director
American River Bankshares
Rancho Cordova, CA

Nancy E. Sheppard
President & CEO
Western Independent Bankers
San Francisco, CA

BOARD OF DIRECTORS

Richard T. Beard
President & CEO
Bank of American Fork
American Fork, UT

David Bobbitt
Chairman & CEO
Community 1st Bank
Post Falls, ID

Janet Garufis
President/CEO
Montecito Bank & Trust
Santa Barbara, CA

John S. Gaynor
President
Service 1st Bank of Nevada
Las Vegas, NV

Dan Heine
President & CEO
The Bank of Oswego
Lake Oswego, OR

Robert E. Hemsath
CEO
Security First Bank
Fresno, CA

Daniel P. Myers
President & CEO
Bridge Bank, N.A.
San Jose, CA

Cathy Reines
President & CEO
First Heritage Bank
Snohomish, WA

Fred Rowden
President & CEO
1st Capital Bank
Monterey, CA

Ellen M. Sas
President & CEO
Seattle Bank
Seattle, WA

Curtis Taylor
President & CEO
Grand Valley Bank
Heber City, UT

Michael Vanderpool
President
Security Bank of California
Riverside, CA

PRINT & ONLINE ADVERTISING



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Western Independent Banker

THE OFFICIAL PUBLICATION OF WIB

> *Western Independent Banker* magazine – members get a 10% discount

Deliver your advertising message directly to 100% of the independent and community banks in the West. Whether in print or online, partnering with Western Independent Bankers allows you to connect with the professionals who use your products and services throughout the year.

Western Independent Banker magazine supports WIB's mission to inform, educate and connect community banks with the resources and services to achieve the highest standards of personal and organizational performance. Western Independent Banker reaches senior bankers throughout nine Western states and the U.S. Territories. One thousand copies of the magazine are circulated throughout member and nonmember institutions. Display advertisements will be featured in the digital edition of the magazine at no additional cost. Available to WIB members or 7x rate subscribers only.

Display advertising, direct-mail and premium advertising opportunities available.

For more information, contact: Jim Dielschneider, Publication Director Naylor, LLC (800) 369-6220 x3389 or jimd@naylor.com.



(online advertising opportunities on back)

Online Marketing Opportunities

> www.wib.org

Advertising on WIB's Web site is another great way to reach members and integrate your marketing message. This cost-effective opportunity provides year-round exposure. Web traffic analysis during the first five months of 2010, WIB's Web site had an average of:

- 24,547 distinct views
- 62,691 page views visits lasting an average of 1.48 minutes
- 2.55 pages viewed per visit on average



> *Western Independent Banker* magazine digital version

Your company is the first ad readers see when they open their copy with your message prominently displayed opposite the cover of the magazine. Animation and video capabilities bring your message to life.

For these and additional print and online marketing opportunities, please contact Jim Dielschneider, Publication Director at (352) 333-3389 or