

Registration Form

Name

Title

Bank

Assets

Address

City/Zip

Phone #

E-Mail

Please select your payment method:

- Check Enclosed
- Check in Mail
- Credit Card*

**If you are paying by credit card, please fill out the following information:*

Name on Card

Card #

Exp. Date 3-Digit Security Code

Visa, MasterCard & Discover accepted.

How Do the Groups Work?

- CBAI organizes the groups so that there are no direct-competitors unless agreed upon by both banks.
- Group members are contacted by email for agenda items or ideas approximately three weeks prior to each meeting
- CBAI is responsible for correspondence, meeting details, some speaker resources and other expertise
- Numerous items/issues are discussed at each meeting. You will receive invaluable information and priceless speaker expertise as you network with your fellow community bankers.



For More Information

-  jennifern@cbaipro.com
-  cbaipro.com
-  800.736.2224 or 217.529.2265
-  217.585.8738
-  **Community Bankers Association of Illinois**
901 Community Drive
Springfield, IL 62703

CBAI's 2025 Marketing Group Forums

Marketing Group Forums

CBAI is pleased to offer the Marketing Group Forums. They provide an opportunity for marketing professionals to discuss important issues with fellow community bankers. Here are just a few of the many benefits of CBAI's Marketing Groups:

- Resources, new ideas and problem solving at every quarterly meeting
- Share resources/ideas between meetings
- Access to bank marketing experts
- Roundtable discussions
- Member-selected agenda
- CBAI Marketing Group Forum on Facebook for members of marketing groups
- Grow personally as well as professionally
- Form lasting relationships with other marketing professionals

2025 Dates & Locations

Group A - February 18, 2025 via Zoom
May 13, 2025
August 13, 2025
November 4, 2025

Group B - February 19, 2025 via Zoom
May 13, 2025
August 13, 2025
November 5, 2025

Group C - February 20, 2025 via Zoom
May 13, 2025
August 13, 2025
November 6, 2025

All in-person Marketing Group Forum meetings are held at CBAI Headquarters in Springfield, IL.

Meet Your Facilitator Eric Cook



Eric Cook is a digital strategist at WSI, Battle Creek, MI. Cook, a former 15-year banker himself and digital agency owner at WSI Digital since 2007, possesses a unique combination of banking and digital marketing knowledge that's hard to find anywhere else. In 2020, to further serve the needs of community bankers, he launched the industry's first online mastermind community, called **The LinkedBanker**.

Cook serves as Marketing Group facilitator for multiple state banking associations, as well as holding faculty positions at several banking schools across the country. He holds a double major business degree in business administration and psychology from Alma College, Alma, MI, and a masters degree from Western Michigan University, Kalamazoo.

Cook is an avid cyclist and lives in Northern Michigan with his wife Alicia (WSI's Business Manager) and their two Golden Retrievers.

How Do I Sign Up?

Return the registration form on the back of this brochure with your payment of \$1,099. Checks should be made payable to CBAI.

If you have any questions, please contact Jennifer Nika, vice president of education & special events at 800.736.2224 or by email at jennifern@cba.com.

Upon receipt of your registration form, you will be contacted to discuss details.

