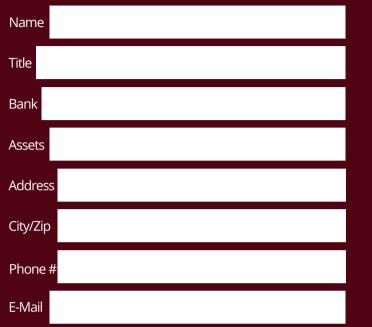
Registration Form



Please select your payment method:



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



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.

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For More Information



jennifern@cbai.com

cbai.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

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@cbai.com.

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

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.