

The logo for the American Bankers Association, consisting of the text "American Bankers Association" in a white, sans-serif font, positioned in the upper right corner of a blue background.

American
Bankers
Association

96%

of member banks,
spanning all sizes
and charters,
renew annually



Luanne Cundiff
President and CEO
First State Bank
of St. Charles, MO
ABA Board Member

**ABA PROUDLY REPRESENTS BANKS OF ALL SIZES
AND THEIR 2 MILLION DEDICATED EMPLOYEES.**

Everything we do is driven by one thing: Helping our members serve their local communities and the broader U.S. economy. We provide the training, advocacy and unmatched industry expertise banks need to build a winning strategy for long-term success.

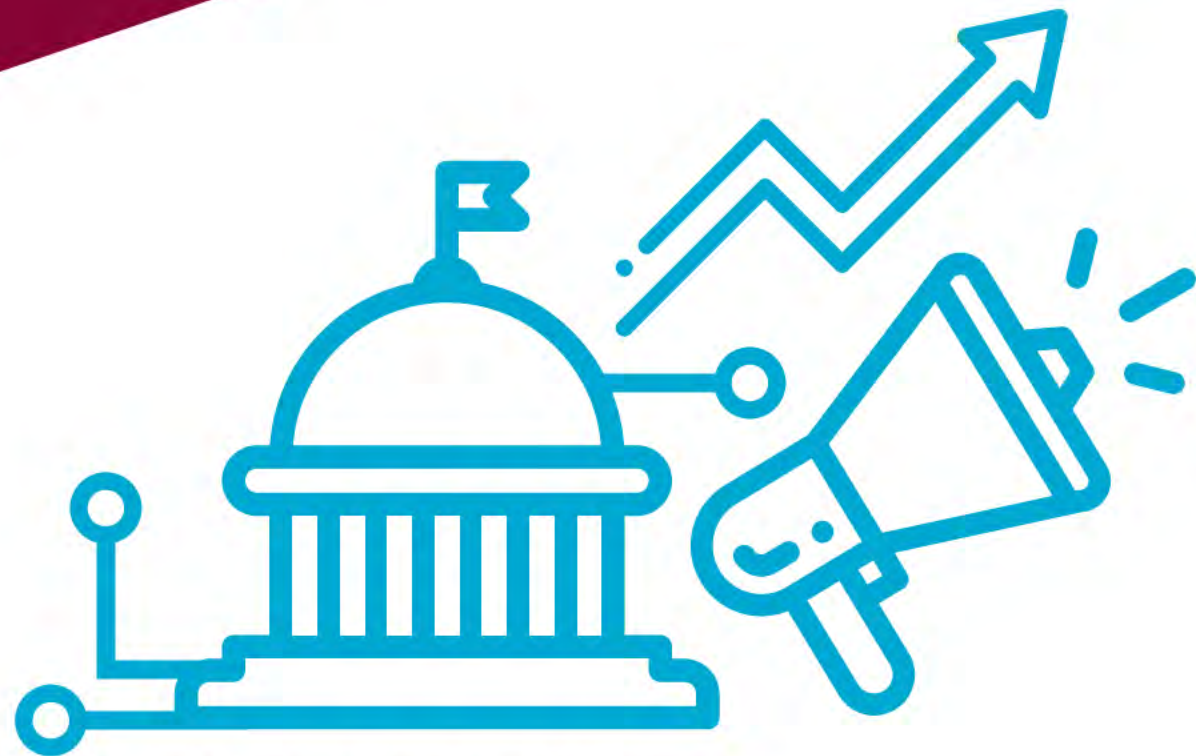
Take a closer look and see
what's waiting for you at ABA.



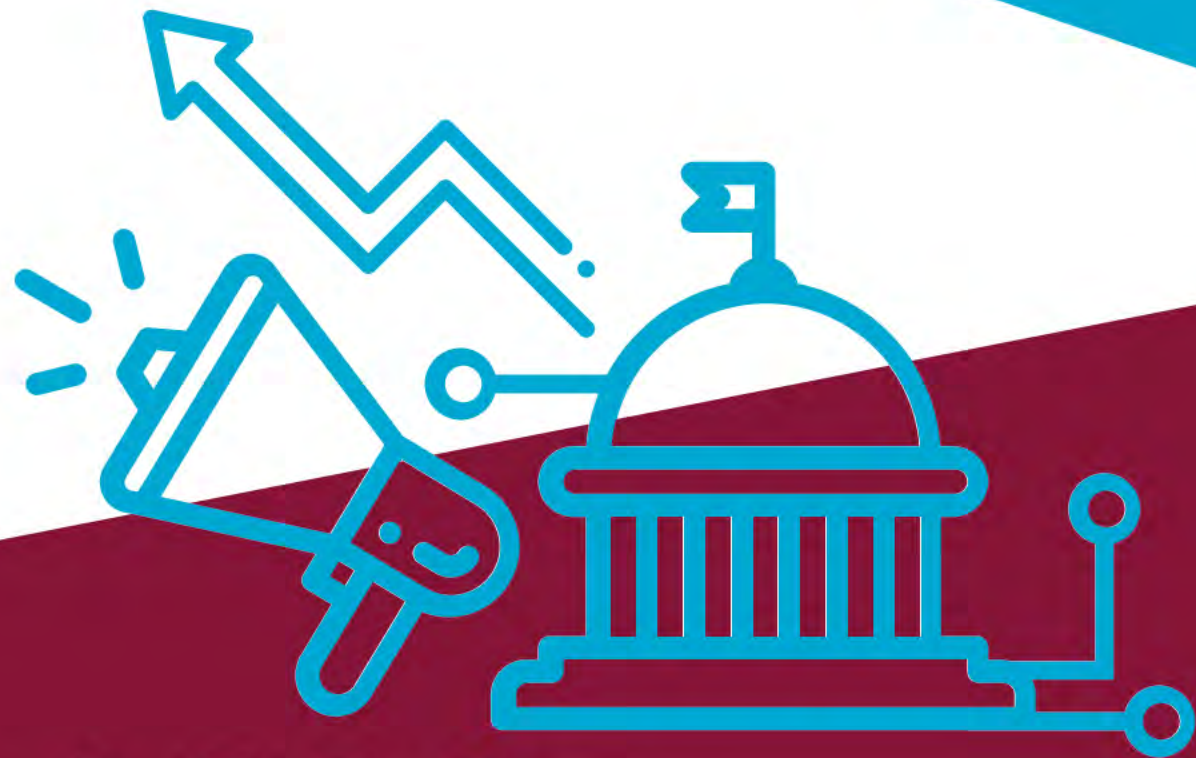
**OUR INDUSTRY'S
SUCCESS DEPENDS
ON A SUPPORTIVE
POLICY ENVIRONMENT
IN WASHINGTON—
AND ABA HAS THE
EXPERIENCE AND
EXPERTISE IT TAKES
TO DELIVER ONE.**



ADVOCACY
Banking's Most Powerful Voice



For you, and with you, ABA works to engage bankers in the political process and amplify the industry's voice to legislators and regulators.



1,000+

bankers gather each year for the
ABA Washington Summit.



ADVOCACY

Banking's Most Powerful Voice



YOUR STATE PARTNER

Our alliance with 51 autonomous
state bankers associations
facilitates the policy conversations
banks are depending on.



aba.com



ADVOCACY

Banking's Most Powerful Voice

A DIRECT LINE TO WASHINGTON

ABA Washington Summit—an annual opportunity to meet face-to-face with policy insiders and lawmakers

ABA's Emerging Leaders, Mutual Community Bank and Women's Leadership forums—held alongside the summit for focused conversations

Washington Visits—each year, state bankers associations bring 1,400 bankers to the capital for critical direct engagement with lawmakers and regulators

Organized grassroots efforts—to help drive important policy messages to voters and legislators

LEGISLATIVE TRACKING & POLICY ANALYSIS

Real-time updates and analyses on every issue that matters to your bank—to help you stay informed and join the fight



I would join ABA and pay my dues gladly, just to have the advocacy in D.C.”

10,000 BANKERS

serve on committees, councils and working groups to help set ABA's strategic priorities.

**WE TELL YOU WHAT'S
HAPPENING IN BANKING—
AS IT HAPPENS—WITH
DAILY NEWS, PODCASTS,
DATA ANALYSES,
PUBLICATIONS AND MORE.**



NEWS & RESEARCH
Stay in Focus. Look Ahead.



If it's vital to your bank's—
and the industry's—success,
ABA is on top of it.



- ✓ [‘Understanding Fintech’ white paper series](#)
- ✓ [Community Bank CEOs Priorities report](#)
- ✓ [Lending survey reports](#) on ag, CRE and more
- ✓ [Trends in wealth management report](#)



500+

studies, briefs, reference guides and benchmarking reports that give you data and insights into what banks are doing, and materials to support you in your daily work.

NEWS HOW YOU WANT IT

Podcasts covering key issues, conversations with innovative banking leaders and special event supplements



ABA Daily Newsbytes, your morning read on the day's banking news, and nearly 20 targeted email bulletins delivered straight to your inbox

- ✓ Compliance
- ✓ Payments
- ✓ AML
- ✓ Mortgages
- ✓ Wealth & Trust



NEWS & RESEARCH

Stay in Focus. Look Ahead.

AWARD-WINNING PUBLICATIONS

ABA Banking Journal
Our flagship magazine, published six times a year and supplemented by its very own online news site

Focused reads, including ABA Compliance Magazine, the ABA Bank Marketing online journal and ABA Banking Journal Directors Briefing for board leaders

**FROM CONFERENCES,
TO WEBINARS, ONLINE
TRAINING AND IN-PERSON
SCHOOLS, THERE'S A
LEARNING OPPORTUNITY
FOR EVERYONE AT
YOUR BANK.**



TRAINING & EVENTS
Preparing today's bankers for tomorrow



Whether your priorities are identifying and planning for the next line of leaders at your bank, evolving your practices to meet today's business environment or helping your staff advance their careers—train with ABA.



40

professional
certifications
and certificate
programs

400+

online
courses



ABA training plays a vital part in the development of our people and has really helped our team grow and be better community bankers every day.”

INDUSTRY- RECOGNIZED CERTIFICATIONS

Designations to mark
your achievement in key
areas of banking

- ✓ Certified Regulatory Compliance Manager, recognized by regulatory agencies during bank exams
- ✓ Certified Enterprise Risk Professional
- ✓ Certified Trust and Financial Advisor

ONLINE TRAINING

Expert-led webinars and concentrated, skill-based courses related to every job role—all online

- ✓ Trust and Estate Planning webinar series
- ✓ Certificates in risk management
- ✓ Courses on cybersecurity awareness



TRAINING & EVENTS

Preparing today's bankers for tomorrow

CEO & LEADERSHIP DEVELOPMENT

Executive education and networking so you can lead your organization—and build future leaders

- ✓ Annual Convention and Conference for Community Bankers
- ✓ ABA-Wharton CEO Leadership Lab
- ✓ Stonier Graduate School of Banking
- ✓ CFO Exchange

Emerging Leaders and Women in Banking—focused events and learning

Succession Planning for Banks, a comprehensive and customizable toolkit to help you plan

TALENT MANAGEMENT

Tools related to HR, including products, reports and training

Careers in Banking resources, including a video series for recruiting talent and promoting the industry to new audiences

Diversity, Equity and Inclusion training and insights to help you achieve your organizational goals



20+

Conferences & Schools

CONFERENCES & SCHOOLS

Recognized classroom learning experiences targeted to specific job roles, taught by experts in the field

- ✓ Bank Marketing School
- ✓ Commercial Lending Schools
- ✓ Compliance Schools
- ✓ Risk Management Schools
- ✓ Trust Schools

Conferences specializing in agricultural banking, marketing, regulatory compliance, wealth and trust, and financial crimes

**THE DEPTH AND
BREADTH OF OUR
EXPERTISE IS YOUR
ADVANTAGE. AND
WITH ABA, YOU'RE IN
EXPERT COMPANY.**



Full access to ABA
staff who are on hand
to help you solve your
biggest challenges



MEMBER TOOLS
Expert Perspectives on Every Area of Banking



I called ABA's Experts on Call, explained my situation, and what I learned from ABA's experts paid at least a year's worth of dues."



MORE THAN

3000

staff experts
on nearly every
industry topic

EXPERTS ON CALL

Answers to your most
pressing questions,
including a members-
only compliance hotline



MEMBER TOOLS

Expert Perspectives on Every Area of Banking



MEMBER TOOLS

Expert Perspectives on Every Area of Banking

THE ALL-NEW ABA.COM

Your completely revamped digital home includes targeted content by topic—so you can go straight to the information that matters to you.

A one-stop shop for your bank's education, training and product needs

A networking hub where you can compare notes with your peers and collaborate on solutions to industry challenges



COMMUNICATIONS

Tap ABA's experienced communications team for guidance on using public relations and social media to enhance the image of your bank and the industry.

- ✓ [Communications Guide](#) with talking points and background on every major banking issue updated annually
- ✓ Free ABA Foundation [financial education programs](#) for your staff to use in schools, senior centers and other community venues
- ✓ Turnkey marketing campaigns showcasing banking as a career, banking's role in the economy and more

**WE KNOW YOUR
COMMITMENT TO
COMPLIANCE GOES
BEYOND PASSING AN
EXAM; IT'S ABOUT
PERFORMANCE
AND LONG-TERM
SUSTAINABILITY.**



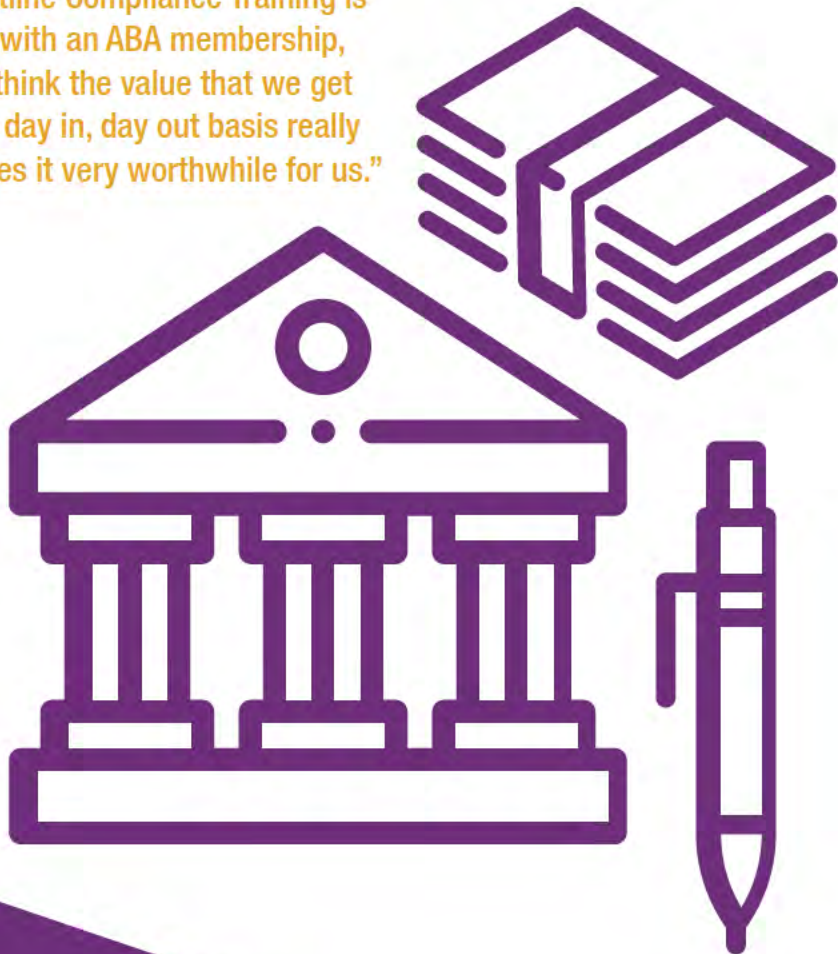
Use ABA to stay on top
of regulatory changes
and expectations



COMPLIANCE
Vital Outlooks & Insights



Frontline Compliance Training is free with an ABA membership, so I think the value that we get on a day in, day out basis really makes it very worthwhile for us.”



1,700+

attendees at ABA's Regulatory Compliance Conference, including bank compliance professionals, federal bank examiners, and policy and legal experts





TRAINING & BENCHMARKING

- ✓ 100+ free [Frontline Compliance Training](#) courses
- ✓ 10-part series designed specifically for your board
- ✓ 7 courses on marketing compliance



COMPLIANCE

Vital Outlooks & Insights

REAL-TIME INFORMATION

A members-only [Compliance Hotline](#), regular news and updates dedicated to compliance and an online Compliance Network

Online libraries for recently-issued final rules, proposed legislation, staff analyses and news

FINDING THE RIGHT PRODUCTS AND TECHNOLOGIES TO MEET YOUR CUSTOMERS' CHANGING NEEDS CAN FEEL LIKE A NEVER-ENDING SEARCH. ABA HAS YOU COVERED.

ABA has a comprehensive network of people, partnerships and products to help banks innovate smarter and more efficiently—and capture new business.



TECHNOLOGY & INNOVATION
Business Solutions for Every Need

STRONGER CORE PROVIDER RELATIONSHIPS

A banker-led committee
focused on improving data
access, API deployment and
contract fairness



250+

products that will grow your
business, cut costs and transform
your customers' experience



TECHNOLOGY & INNOVATION
Business Solutions for Every Need

aba.com



TECHNOLOGY & INNOVATION

Business Solutions for Every Need

STRATEGIC PARTNERSHIPS & INVESTMENTS

Access to the Alloy Labs Alliance innovation lab, and investments in cloud services provider Summit Technology Group and open core banking platform Finxact—all focused on where banking is headed



ABA ENDORSED SOLUTIONS

Value-added products and services that are analyzed by industry experts, field-tested by bankers, and include benefits and resources exclusive to members

*MEMBERS-ONLY
DUE DILIGENCE
REPORTS ON
TECHNOLOGY
PROVIDERS*



American
Bankers
Association.

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Washington, DC 20036

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