



## Retail Bakers of America - Retail Membership

*Retail members are the full-line, retail and wholesale bakeries, bakery and restaurant/delis, franchise bakeries, specialty bakeries and supermarket in-store bakeries.*

The Retail Bakers of America is your national association representing the baking industry. Vision, involvement and connections are necessary during the time of growth, change and opportunity, and RBA provides the programs, support services, networking opportunities and strategies to help you. Our education and certification programs have been instrumental in helping our members grow professionally and become successful. As an RBA retail member, your company will have access to all national and local association product and services, plus a full membership in the local association in your area.

- ◆ **Advertising** – Make your display and classified advertising efforts count by advertising in *Baker's Rack* magazine (quarterly) and the online RBA Update (monthly). RBA members receive 10% off advertising rates. Consult the RBA Media Guide for rates.
- ◆ **Baker-to-Baker e-group** – Through daily e-mails, RBA members share ideas and exchange tips and helpful information. Not on e-mail? Call RBA's Membership Services to get your question posted.
- ◆ **Certification Program** – An RBA certification raises professional standards and verifies your knowledge, skills, and abilities. Certification also increases job opportunities and income for certified bakers and decorators!
- ◆ **Classified Listings** – Place your classified advertisement in our online classifieds section, listing employment and business opportunities, equipment and bakery sales, as well as educational course offerings through members.
- ◆ **Cost-Saving Programs** – RBA's affinity programs provide members with discounts and other cost savings opportunities.
- ◆ **Exclusive Discounts** – Focus on your future, pick-up information on starting your business, and stay connected to industry professionals by attending RBA conferences and tradeshows at low-cost registration rates. Members also choose from training manuals, how-to guides and formula book from RBA's Store, all at discounted rates!
- ◆ **Events** – Learn more from industry suppliers and network with professionals at RBA conferences, including the annual American Bakery Exposition.
- ◆ **Local Affiliate Associations** – Your national RBA membership includes an enrollment into your local association. Take advantage of the local workshops and regional tradeshow!
- ◆ **Membership Directory** – Connect with professionals in the field with your online membership directory listing.
- ◆ **Members-Only Website** – Receive exclusive access to the members-only area of RBA's website, where you will find helpful resources such as the formula database – an extensive database with over 3,000 searchable formulas!
- ◆ **RBA Logo** – Show your involvement and support of the industry by displaying your membership window decal for each year of active membership.
- ◆ **Retail Bakers Industry Search** – Use this search engine to find industry suppliers, offering products and services used in the retail baking industry.
- ◆ **Subscriptions** – Keep in-tune to industry news and events with your complimentary subscriptions to:
  - *Baker's Rack* – RBA's official publication. A quarterly magazine with stories written by members, for members
  - The Business Owner - Bi-monthly newsletter featuring expert advice and information for today's small and mid-size businesses
  - RBA Update – E-newsletter providing the latest industry news and information
  - Flour Facts – Weekly e-newsletter providing valuable information on this commodity.
  - RBA NewsBrief – Weekly e-source providing comprehensive news briefings of the week's top industry stories.

### ANNUAL RETAIL DUES RATE (based on gross annual revenue)

\$500,000 or less	=	\$250 <sup>00</sup>
\$500,001 - \$750,000	=	\$300 <sup>00</sup>
\$750,001 or more	=	\$400 <sup>00</sup>

### ANNUAL INTERNATIONAL RETAIL DUES RATE \$350<sup>00</sup>

**Join the Retail Bakers of America TODAY to begin taking advantage of these special benefits!**