




**Recruit your colleagues  
and earn rewards.**

## **THE RMA MEMBER-GET-A-MEMBER PROGRAM**



Who better than you,  
an RMA member, to  
**share the benefits  
of membership**  
with your peers?

RMA's Member-Get-a-Member Program is an opportunity for Associate and Professional members to encourage colleagues to join RMA and earn reward points for doing so. Not only will you receive rewards like discounts on RMA events and products, but your networking opportunities will grow as new members join.

## PROGRAM DETAILS

- Must be an Associate or Professional member to enroll as a program liaison.
- Enrollment form can be completed in this brochure or on our website, [www.rmahq.org/member-get-a-member](http://www.rmahq.org/member-get-a-member).
- Once enrolled, you will receive an email with tools to help recruit members.
- All Associate and Professional membership applications will have a "referred by" line for the new recruits to fill in.
- New recruit must not have been a member during the prior year in order to qualify for credit under the program.
- Once the membership application and payment have been received, your credit will be awarded.
- The program runs August 1, 2017–June 30, 2018.

"RMA has played many roles in my career, but I would narrow it down to three specific areas—education and training, peer exchange and association, and leadership. Once I was introduced to RMA and recognized the quality of its programs and materials, I realized what an opportunity RMA gave me to learn my skills. Whether it was the basic exchange of credit information and learning uniform cash flow analysis in my early days or, more recently, broadening my horizons to enterprise risk management, RMA has been a go-to resource for my education and for understanding what it takes to do my job."

— *David Coxon, Former RMA Chairman, member since 1980.*





## AWARD LEVELS:

All liaisons who have obtained the One Star level or above will receive a special gift and a special membership card. The membership card will include your discount code and Club Quarters discount information. Liaisons (One Star and above) will also be recognized in *The RMA Journal*® and on our website.

Please note: Qualified liaisons will obtain one award level at the end of the program on June 30, 2018—levels are not incremental. All awards will be processed in August 2018.

### One Star Liaisons – 5 recruits

1. 10% discount on RMA products/open enrollments\*.
2. \$10 Starbucks Gift Card.

### Two Star Liaisons – 10 recruits

1. 10% discount on RMA products/open enrollments\*.
2. \$25 Amazon Gift Card.
3. Free individual membership for a year, valid from 9/1/18 to 8/31/19.

\* 10% discount can be applied to classes, forums, workshops, conferences, and publications, valid from 9/1/18 to 8/31/19.

### Three Star Liaisons – 15 recruits

1. 10% discount on RMA products\*.
2. \$50 Amazon Gift Card.
3. Free individual membership for a year, valid from 9/1/18 to 8/31/19.
4. Free registration and recognition at RMA's Annual Risk Management Conference.

### Four Star Liaisons – Top Recruiter

*(minimum achievement of Three Star level to be eligible)*

1. All of the above rewards, plus the following:
2. Free registration and two nights hotel stay for RMA's Annual Risk Management Conference.
3. Plaque awarded at Annual Risk Management Conference.
4. Invitation to Chairman's Dinner at Annual Risk Management Conference.

☐ Mr. ☐ Ms. ☐ Mrs.

First name \_\_\_\_\_ M.I. \_\_\_\_\_ Last name \_\_\_\_\_

Title \_\_\_\_\_ Institution \_\_\_\_\_

Business address \_\_\_\_\_

Address (Line 2) \_\_\_\_\_

City \_\_\_\_\_ State/province \_\_\_\_\_ Zip/postal code \_\_\_\_\_

Email address \_\_\_\_\_

Fax this form to Member Services at 215-446-4100 or email it to [member@rmahq.org](mailto:member@rmahq.org). Alternatively, visit our website at [www.rmahq.org/member-get-a-member](http://www.rmahq.org/member-get-a-member) and fill out the electronic version.

**Encourage colleagues to join RMA and earn reward points.**

# OPPORTUNITIES TO SHINE

In addition to a free subscription to *The RMA Journal*® and discounts on all RMA events, products, services, and training, membership also provides countless networking opportunities and exposure to the industry's key decision makers and managers. RMA's local and national events keep you up to date on industry trends and issues while allowing you to meet new people and swap successes with peers.

Becoming a member also gives you a voice in the industry. A forum to share your ideas and have them valued is extremely satisfying and beneficial for your professional growth.

## ALL THE BENEFITS OF ASSOCIATE MEMBERSHIP:

- **Preferred Pricing** – The best discounts on all RMA events, training, products, and services for Associate members.
- **Networking**
  - **RMA Xchange** – An exclusive online community where RMA members can engage in discussions and share information with other members.
  - **Member Roster Online** – Access to over 18,000 Associate members.
  - **Global Chapter Network** – Access to local chapter meetings and events with chapters throughout North America, Europe, Asia, and Australia.
  - **Professional Member Directory** – Proprietary listings of RMA Professional members who provide services such as accounting, legal, and real estate.
- **Career Development/Leadership Opportunities** – Exclusive member opportunities to participate on RMA councils, committees, and in chapter leadership roles allow you to be a part of a community of like-minded professionals and have a voice in the industry.
- **Publications And Tools**
  - **The RMA Journal**®
    - **Hard copy subscription** – RMA's award-winning publication written by risk professionals for risk professionals, published ten times a year and mailed right to your door.
    - **Digital version** – Enjoy online access to the Journal.
    - **Downloadable articles** – Access easy-to-download Journal articles from the archives.
    - **The RMA Journal On the Go** – Our mobile app brings you Journal content wherever you are in a format that's customizable and easy to read on your smart phone or tablet.
  - **Workbooks** – Free downloads of RMA's Enterprise Risk Management Workbook Series including:
    - Risk Appetite Workbook.
    - Scenario Analysis and Stress Testing Workbook for Community Banks.
    - Governance and Policies Workbook.
    - Risk Measurement, Evaluation, and Communications Workbook.
  - **Reference Guides**
    - **Guide for Implementing an Internship Program** – A how-to for banks to establish goals, develop a plan, and implement an internship program. Members can post internships on RMA's Student Resource Center, which is visited by hundreds of qualified students.
    - **Online Credit and Lending Dictionary** – Definitions of commonly used words and terms including Federal Reserve regulations and relevant legal and documentation concepts.
    - **Study Packs** – Highly focused compilations addressing critical issues in credit risk, operational risk, and market risk.
- **Regulatory Affairs**
  - **Regulatory Update** – Periodic e-newsletter offering the latest regulatory updates.
  - **Regulatory Bulletin** – Updated with timely information issued by regulators; consisting of the following sections:
    - **Washington Wrap-up** – Commentary and analysis on current regulatory and legislative initiatives.
    - **The Dodd-Frank Resource Center** – Full text of the Dodd Frank Act, an Executive Summary of the Dodd-Frank Act, a list of NPRs implementing the provisions of the Dodd Frank Act, as well as white papers, analysis, comment letters, and other information.
    - **The Consumer Affairs Center** – Information relating to CFPB rulemaking and enforcement.
    - **The Regulatory Environment** – Policy statements, regulations, and guidance issued by the Treasury Department, Federal Reserve Board, OCC, FDIC, OFR, and FSOC, as well as information relating to the Basel regulatory framework.
    - **Research, Advocacy, and Policy** – Comment letters, white papers, studies, analysis, and other resources designed to help risk managers in navigating the increasingly complex regulatory landscape help risk managers in navigating the increasingly complex regulatory landscape.
- **Surveys And Studies** – RMA undertakes several timely and thought-leading studies and surveys, such as the Risk Appetite Survey.
- **Web Seminars And Audio Conferences**
  - **Banking 101 Seminars On Demand** – Develop basic knowledge on some traditional banking topics through RMA's Banking 101 Recorded Seminars. The six recorded seminars—developed by members of RMA's Community Bank Council—give you a glimpse into various components of the banking industry.
  - **Accounting Audio Conferences On Demand** – Through several audio conferences, you can learn how the proposed changes in accounting will affect credit analysis and your borrowers, as well as the latest in revenue recognition, lease capitalization, CECL, deferred taxes, non-GAAP metrics, GASB, accounting revisions revisited, and principles practiced.
  - **Web Seminars On Demand** – Access a selection of informative Web seminars free to members covering a variety of timely topics in credit risk, including Bonding and Banking; How to Mitigate Construction Risks, Capitalization Rates, Commercial Appraisal Review in Distressed Markets, Commercial Real Estate Evaluation Issues, EBITDA, and many more.
- **Resources For Boards Of Directors**
  - **Free Board Briefings Web Seminars On Demand** – Through short, Web-based presentations, the series provides community bank CCOs, CROs, and CEOs with the appropriate resources, supplemented with their own bank's risk appetite and strategy, to effectively communicate with the board.
  - **Board of Directors** – Perspectives on Enterprise Risk Management presentation materials: This presentation has been designed specifically for directors to get up to speed with enterprise risk management.

## WHY BEING A MEMBER IS SO IMPORTANT...ESPECIALLY NOW

With membership in RMA, risk management professionals benefit from the member-driven resources and industry information essential for managing today's economic challenges.