

Benefits and Services You Need for the Results You Want

The Retail Bakers of America is an essential partner in your baking business. We are the voice of your industry and your source of support.

RBA has rededicated its focus on YOU: The retail baker and your important industry suppliers! We've asked for your RBA "wish list." We'll spend all of our efforts delivering just that! Consider us your "One-stop Business Advantage Shop" for now and years to come.

As the industry's most venerated organization dedicated to retail baking, RBA has rekindled this centuries-old tradition by returning to the association's foundation: dedication to the success of retail baking.

RBA works to help members succeed with programs that

- Cut Costs
- Improve Profits
- Enhance the Prestige of All Retail Bakeries

The Retail Bakers of America has been pursuing its passion for baking since 1918. The organization, a nonprofit trade association of more than 1,200 retail bakeries, allied suppliers and other industry members, is dedicated 100 percent to the success of the retail baking industry. RBA works as the member bakers' business partner and resource provider, reducing members' costs, improving profits and enhancing the prestige of all retail bakeries, while serving as the nation's premier source of industry information.

Membership is open to any establishment selling baked goods at wholesale or retail, companies and individuals supplying goods and resources to these businesses, and schools and students specializing in the craft of baking. RBA is the only national nonprofit trade association offering leading-edge industry leadership and baking business resources for independent retail bakeries.

RBA offers knowledge and resources to enhance business operations through learning opportunities, shared best practices, networking and industry communication. RBA works to establish retail bakeries as THE desired destination for consumer purchases of all retail baked goods.

Retail Bakers of America

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**Retail
Bakers of
America**

A Passion for Baking Since 1918

You're Invited!



As your business partner, we deliver the right formula the industry's best has requested.

- More industry trends, twists on tradition, business management tips and other essential information featured in the refashioned magazine.
- More exclusive, member-only information and benefits only available on the revamped Web site.
- More profit, less overhead with additional cost-abatement programs and tips.
- More discounts on RBA programs and events.



Through our tiered membership levels, RBA allows members greater flexibility, return on investment and levels of access to the valuable benefits most needed.

GOLD

Your Cost **\$750**

Estimated Value **\$3,725**

- All Silver Level Benefits *PLUS*
- Special Profile and Priority Listing on RBA Web site
- Special Listing in "Gold Member Spotlight" of RBA Insight, RBA's Official Publication
- Access to Gold Circle VIP Lounge at RBA Events
- Invitation to Gold Circle VIP Receptions at RBA Events
- Exclusive Participation in "Gold Member Cover Feature Contest" for RBA Insight

SILVER

Your Cost: **\$500**

Estimated Value **\$1,975**

- All Bronze Level Benefits, *PLUS*
- Additional Vendor Coupon Book Delivered Yearly
- Two Free Admissions at select RBA Events
- Profile on RBA Web site
- Special Listing in "Silver Member Spotlight" of RBA Insight, RBA's Official Publication

BRONZE

Your cost **\$250**

Estimated Value **\$1,150**

- Subscription to RBA Insight, RBA's Official Publication
- One Vendor Coupon Book Delivered Annually
- Discount on RBA Programs & Products
- Access to Member-Only Section of Web site (i.e., Baker2Baker egroup, Internship & Formula Database, Resource Library)
- Affinity Programs:

MBNA Credit Card

DHL Shipping Discount

PNC Merchant Processing

Dell Computer Discount

APPI Energy Program

Vehicle & Property

Insurance Discounts

- Membership Certificate & Window Seal
- Online Listing
- Formula Binder

ALL RBA Members will receive individual membership numbers with access IDs for exclusive, vital programs, resources and HUGE discounts FAR exceeding the cost of dues.

Join RBA Today & It's All Yours!