



# Membership Application

Questions may be directed to the  
RBA's Member Services Department  
at (585) 244-1800. Thank you!  
[www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)

**Rochester Business Alliance is the regional chamber of commerce.  
RBA provides information, advocacy, human resource services and networking to help employers grow.**

## MEMBERSHIP TYPE (CHECK ONE)

- Partner:** Enjoy the entire spectrum of programs, benefits and services offered by the RBA, plus special promotional opportunities. Suggested for companies of any size committed to investing in our community and shaping its future.
- Corporate:** Suggested for companies with 26 or more employees.
- Business Builder:** Suggested for companies with 25 or less employees
- Budget Member:** This plan provides access to group health insurance benefits ONLY.

## ORGANIZATION INFORMATION

Organization Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip+4: \_\_\_\_\_ County: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  Yes, I give the RBA permission to send faxes to this number.

Web site: \_\_\_\_\_ NAICS Code (We will complete if you're not sure): \_\_\_\_\_

Type of Business (How you're listed in the Yellow Pages): \_\_\_\_\_  
*This is how you'll be described in the RBA Membership Directory & Buyer's Guide.*

## MEMBERSHIP DIRECTORY LISTINGS/MAILING LISTS

**Senior Executive** (this person will be listed in our Membership Directory)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Sales/Marketing Contact**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Key Human Resource Contact**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Additional Human Resource Contact**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## DUES CONTACT

Person to receive dues information and billing.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## REASONS FOR JOINING

- Membership Networking Events (Designed to create business contacts/opportunities).
- Member Discounts (Designed to lower your cost of doing business).
- Member Advocacy Programs (Lobbying on behalf of RBA members).
- Member Communications (Including the RBA directory, website and newsletter, weekly e-mails, (Designed to create business referrals and information about RBA members and events).
- Training and Development Programs (Designed to further your business skills while getting involved with the local business community).
- Credibility (Your business benefits from the credibility of association with the Rochester Business Alliance).
- Supporting the Business Community (Developing and sustaining the local business economy).
- Human Resources Information & Services (Unlimited access via telephone or email to experienced professionals ready to answer HR questions).
- Access to group health and/or dental insurance.
- Staffing Services (Assistance with recruiting and retaining skilled employees).
- Other \_\_\_\_\_

## HOW DID YOU HEAR ABOUT US?

- Referral from another RBA member. Who? (Name/Company) \_\_\_\_\_
- RBA Employee. Employee name: \_\_\_\_\_
- RBA Website
- RBA Affiliate Group. Which One(s)? \_\_\_\_\_
- Attended a RBA-sponsored event. Which One(s)? \_\_\_\_\_
- News item (newspaper/TV/radio)
- Direct Mail/Email
- Other \_\_\_\_\_

## ORGANIZATIONAL INFORMATION

Choose the category that best describes your business. \* Enter a brief description of your product or service.

- Manufacturer (makes a product)
- Financial (banks, insurance, investment)
- Education (schools, colleges, universities)
- Healthcare (hospitals, assisted living, nursing homes, medical service providers)
- Retail / Wholesale / Distributors
- Professional (law, accounting, architecture, engineering)
- Human Services
- Information Technologies (computer related, software development and support)
- Business Services

\* Product or Service: \_\_\_\_\_

## Organization Unit (Check one)

- Headquarters with one or more divisions or subsidiaries (accountable directly to stockholders and owners)
- Group Organization in divisionalized organization (controls two or more divisions / subsidiaries and reports to headquarters)
- Subsidiary (corporate entity wholly owned by parent organization)
- Division (major profit center or unit of divisional organization)
- Single Unit Organization with no divisional or subsidiary operations (accountable directly to stockholders, owners, or trustees)

## Sales Volume

Please check the figure that matched your organization's gross sales volume (or net assets) for the last fiscal year. Include all units subordinate to this unit (report in millions).

- 0 – 2.9
- 3 – 11.9
- 12- 25.9
- 26 – 99.9
- 100 – 499.9
- 500 – 999.9
- more than 1,000

**Fiscal Year** (IE Jan 1-Dec 31, or Sept 1-Aug 31):

\_\_\_\_\_

**Total Number of Local Employees**

(In the Greater Rochester area - Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties)

Number of full-time employees: \_\_\_\_\_  
(Employees working 1000 or more hours per year)

Number of part-time employees: \_\_\_\_\_  
(Employees working less than 1000 hours per year)

*This figure is used as a basis for determining dues and enables us to ensure fairness and consistency in our calculations. RBA dues formula equates two part-time employees to one full-time employee.*

**CONFIDENTIALITY**

As a Rochester Business Alliance (RBA) member, your organization may be eligible to participate in wage, salary, and employee benefit surveys and can take advantage of customized programs and services conducted by the RBA. Data submitted by members to the RBA is strictly confidential.

In an effort to communicate effectively, the RBA will periodically mail, fax, or e-mail information to specific employees of our member organizations. In this application, you have designated those individuals that should receive information about programs, services, or networking opportunities. Please notify these individuals that they may receive mailings, faxes, or e-mails from the RBA.

As a benefit of RBA membership, you may participate in the exchange of business information and receive assistance from our staff. All RBA information and assistance is intended for internal use within your organization only. RBA data and materials may not be resold, disseminated, or used as part of any external consulting or marketing activities without the express written permission of the RBA.

**YOUR MEMBERSHIP COMMITMENT**

We, the undersigned, apply for membership in the RBA, a not for profit employer's association, and will pay membership dues for its support as set forth. Our membership may be cancelled at any time upon written notice to the RBA, or by action of the RBA's Board of Directors. We agree that we will honor all obligations incurred prior to canceling our membership. We understand that the RBA reserves the right to deny or cancel membership, without prior written notice, of any organization whose goals and purposes are in conflict with the interests of the RBA or its subsidiaries. By joining the RBA our organization agrees to support RBA programs and to make an annual membership investment at the rate established each year the the RBA Board of Directors. Annual dues are payable in advance and are not refundable, even in the event of resignation. Members more than three (3) months in arrears are considered delinquent.

**YOUR MEMBERSHIP AGREEMENT**

By signing below, you, as an authorized representative of your organization, agree to keep all information acquired through your RBA membership, including directories and survey information, confidential. You agree that you and your business will not use RBA directories for direct marketing purposes. You agree that you and your business will not, at any time after the date hereof, disclose or provide to any person, corporation, partnership or other entity whatsoever, any of the information contained in the wage, salary, and employee benefit surveys or the information the RBA provides concerning them. If you must disclose the information to an independent contractor for business-related reasons, you will first notify the RBA and secure an agreement from the contractor to follow these confidentiality provisions, before disclosing the information. If your membership is dropped, you will return all copies of the RBA materials in your possession.

First year's dues amount: \_\_\_\_\_  
(See above investment schedule)

Enrollment fee \_\_\_\_\_ + 30.00

Affiliate Group Memberships \_\_\_\_\_

Committee for a Strong Economy Donation \_\_\_\_\_

(payable upon application to the RBA) **Total:** \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Please print name: \_\_\_\_\_

Date: \_\_\_\_\_

**RBA Membership Dues Investment Schedule**

FTE	Budget	Business Builder	Corporate	Partner
1	\$176	\$441	\$791	\$1,141
2	\$176	\$441	\$791	\$1,141
3	\$205	\$478	\$791	\$1,175
4	\$205	\$478	\$791	\$1,175
5	\$205	\$478	\$791	\$1,175
6	\$252	\$531	\$791	\$1,226
7	\$252	\$531	\$791	\$1,226
8	\$275	\$573	\$791	\$1,268
9	\$275	\$573	\$791	\$1,268
10	\$292	\$616	\$791	\$1,308
11+	Please call the RBA Membership Department at (585) 244-1800 for pricing information.			



Rochester Business Alliance works to create value for its members by delivering important services and by advocating for an environment essential for member success. A quick look at what we offer:

■ **BUSINESS INFORMATION, TRAINING AND EVENTS**

We'll work with you to create, build and develop your workforce through a variety of services, including survey information to help you stay on top of the latest industry and workforce trends, employee development classes, even customized training - at a special members-only rate. Have a human resource question? Our HR Helpline is just a phone call away.

Contact **Barbara J. Cutrona**, vice president  
(585) 256-4642  
[Barb.Cutrona@RBAAlliance.com](mailto:Barb.Cutrona@RBAAlliance.com)

■ **RBA STAFFING SOLUTIONS**

Looking to fill that permanent or temporary opening with just the right candidate? Have a candidate in mind but want help with reference checking? We can help with these and other personnel functions, at a discounted members-only rate.

Contact **Ellen Baniak**, vice president  
(585) 256-4630  
[Ellen.Baniak@RBAAlliance.com](mailto:Ellen.Baniak@RBAAlliance.com)

■ **HEALTH INSURANCE**

Rochester Business Alliance offers a variety of health, dental and vision products at group rates to verified employees of member firms. We also can insure self-employed individuals as well as employer groups of any size.

Contact **Nina Shelton**, director of group health insurance  
(585) 256-4644  
[Nina.Shelton@RBAAlliance.com](mailto:Nina.Shelton@RBAAlliance.com)

■ **PUBLIC POLICY AND ADVOCACY**

As the Voice of Business, we're speaking out on issues that matter most to you - the business owners and employees of the Greater Rochester area. Want to learn more?

Contact **Christopher Wiest**, vice president  
(585) 256-4626  
[Chris.Wiest@RBAAlliance.com](mailto:Chris.Wiest@RBAAlliance.com)

■ **MEMBERSHIP**

Have questions about your benefits as a member? Want to learn more about our networking opportunities or our cost-saving programs, including health and dental insurance, payroll services, and discounts on products such as office supplies?

Contact **Kevin Donahue**, director of membership  
(585) 256-4651  
[Kevin.Donahue@RBAAlliance.com](mailto:Kevin.Donahue@RBAAlliance.com)

Want to know more or aren't sure who to call with your question? Contact Ellen Rosen, vice president of marketing, communications and membership, at (585) 256-4616 or by e-mail [Ellen.Rosen@RBAAlliance.com](mailto:Ellen.Rosen@RBAAlliance.com).