



Retail Bakers of America - School Membership

School members are the employees of culinary schools, high schools, trade schools or universities offering a culinary arts education that are interested in enhancing their programs with educational resources for their student. All employees of the school are considered RBA members; however, only the primary contact receives a personal subscription to Baker's Rack magazine, The Business Owner, RBA Update, and Flour Facts. Students and educators desiring a personal subscription and separate listing in the Membership Directory should seek individual membership.

The Retail Bakers of America can boost your culinary arts program by providing your school with resources and training material to incorporate into your curriculum. Expand what is being taught by joining today!

SCHOOL

\$150.00 (valued over \$500)

- ◆ **Advertising** – Promote your culinary arts program by reaching bakery employees in the *Baker's Rack* magazine (quarterly) and the online RBA Update (monthly). RBA School members receive 10% off advertising rates. Consult the RBA Media Guide for rates.
- ◆ **Baker-to-Baker e-group** – Through daily e-mails, keep apprised of the industry's current status in an online networking group where RBA members share ideas and exchange tips and helpful information.
- ◆ **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.
- ◆ **Member Benefit Programs** – RBA's affinity programs provide members with discounts and other cost savings opportunities.
- ◆ **Exclusive Discounts** – Focus on the future of the industry by attending RBA conferences and tradeshow at low-cost registration rates. Members also choose from training manuals, how-to guides and formula books, all at discounted rates!
- ◆ **Exhibiting** – Network with prospective students at RBA conferences, including the annual American Retail Bakery Exposition. Plus, receive the "RBA School Member" recognition students look for.
- ◆ **Membership Directory** – Locate and connect with professionals in your field through a listing in RBA's online directory.
- ◆ **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 support of the industry and add value to your marketing and advertising efforts by adding "Member of the Retail Bakers of America" to your collateral. Display 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 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
 - RBA Update – E-newsletter providing the latest industry news and information
 - RBA NewsBrief – Weekly e-source providing comprehensive news briefings of the week's top industry stories.
 - Flour Facts – Weekly e-newsletter providing valuable information on this commodity.

** Note that only the primary contact of the school will receive these subscriptions. Additional subscriptions may be obtained through an individual membership, provided the individual is with a member company.*

**Join the Retail Bakers of America TODAY to begin taking advantage of these special benefits!
A membership application is located on the reverse side of this information sheet.**