



FAMILY BUSINESS ALLIANCE

Welcome to the family.



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You just joined an exclusive network of over 170 local family businesses! We are thrilled to have you as part of our family business community.

West Michigan has a unique culture of family enterprise which has been critical to shaping our thriving community.

Family Business Alliance (FBA) serves to provide our members with resources, partners, and strategies to achieve multi-generational success.

As a new member, here are some of the benefits you receive:

- Free tickets to all quarterly events in accordance with membership level
- Access to member-only events
- Exclusive access to our online library of resources
- And more!

Member Login and the MIC

Your membership provides you exclusive access to specialized resources and tools to connect with fellow members via the online Member Information Center (MIC). When you sign up for membership via our website, you automatically create your login in the process.

You can access the MIC by clicking the green "login" button on our website (fbagr.org). For additional business members, use the instructions below to create new profiles.

Included in the MIC:

- Member Exclusive Resource Library
- Find professional advisors
- Network with other members
- Update your business information for the member directory
- Deals - offer coupons and incentives to fellow members
- Job postings - submit your own job openings
- Advertise events - add your events to our online event calendar displayed with quick links; share these in your social media, text to mobile devices, add to calendar, or email to others.



Set Up Additional Representatives

1. Log into the Member Information Center
2. Select Settings in the top tool bar
3. Click Company in the left-hand "Account Settings" menu
4. Click Employees
5. Click Add Employees/Reps
6. Complete the information for adding a new representative, making sure to enter an email address
7. At the bottom of the screen, click the checkbox to "Email an invitation..."
8. Click Save Employee/Representative



Events 101

Types of Events

Quarterly Events

Each year, FBA holds four quarterly events. These are larger programs featuring leading family business experts from around the state and country. As a member, you receive free tickets to these programs in accordance with your membership level. All additional tickets are reduced price for our members and their family business guests.

Workshops

FBA is fortunate to work with a variety of knowledgeable family business service providers. Often, we work with these organizations to produce informational, small group programs for our members on a variety of topics. Workshops are most often member-only and free to attend.

Socials

One of the most valuable benefits of being a part of FBA is the ability to make connections with other local family business members and leaders. At FBA member-only socials, you have the opportunity to interact with your fellow members while enjoying a specially curated outing. Fees for social events are not included in membership.

Registering for an Event

1. Go to members.fbagr.org/events/ and select desired event.
2. Click the green "register".
3. Enter your email associated with your membership and click "continue".
4. Enter the names and emails of the individuals you would like to register for the event.
5. Complete registration.

If you have any issues registering for events, please contact us at fba@fbagr.org.



Stay Informed

Keep up-to-date with your membership with a variety of channels.



Auto Add-to-Calendar

Don't miss a thing - have all FBA events automatically added to your calendar.

[Click here.](#)



Text Message Updates

Receive text-message updates about FBA happenings directly to your phone by texting FBAupdates to (833) 912-3863. We will send you event and program updates.



Newsletters

Keep up to date with our bi-weekly newsletters. All emails entered into your member profile are automatically subscribed unless you enable the "no communication" filter.



Family Business Alliance
@FBAgr



Family Business Alliance
@FBAgr



Family Business Alliance



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@familybizally

MEMBER AMBASSADORS



The goal of the ambassador is to provide support and to enrich the membership experience for all members through an onboarding process, connections, and ongoing engagement facilitation.

The Membership Ambassador is a volunteer of Family Business Alliance that serves as a liaison between members and FBA. A Membership Ambassador is someone who strives to help others feel comfortable, enjoys sharing and gaining knowledge, and understands and embraces the value of belonging.

FBA Staff



Robin Burns
Director

(616) 771-0577
robin@fbagr.org



Melissa Miller
Membership Coordinator

(616) 771-0574
melissa@fbagr.org



Haley Braun
Program Coordinator

(616) 771-0575
haley@fbagr.org

MEMBER DEALS



Complimentary MiBiz Subscription

In partnership with MiBiz, FBA membership benefits include a complimentary 3-year print subscription. As West Michigan's leading business publication, MiBiz offers comprehensive and analytical coverage of the industries that drive Michigan business: manufacturing, healthcare, agribusiness, real estate, finance, energy, nonprofits, and professional services.

For any FBA member who is not a current MiBiz subscriber, you can enroll to receive:

- o A complimentary 3-year print subscription to MiBiz (published biweekly)
- o A 90-day trial digital subscription to MiBiz.com (daily business news)

To access this member benefit, complete the submission form using the button below.

[Click here.](#)

Family Business Magazine Discount

In partnership with Family Business Magazine, FBA members are eligible for a discounted subscription rate. Sign up now and have Family Business bring you their unique blend of family business profiles and great management tips, with practical and cost-saving information. You'll receive an ever-growing reference anthology of family business management ideas, issue after issue!

To access this member benefit, complete the submission form using the button below.

[Click here.](#)



Renewal

Your Family Business Alliance membership is set up on an annual schedule linked to your join date. So, if you registered for membership in June, your renewal date will be June 1 of the following year.

Renewing your FBA membership ensures that you maintain access to all of your membership benefits. Besides sending in a check to our office, you have a few different options for the payment of your annual membership dues.

Pay in the MIC

Log into the [Member Information Center](#) and access the billing area from the Account Settings button. From there, you can make payments on any open invoices associated with your membership.

Setting up Automatic Payments

1. Login to the Member Information Center and access the billing area from the Account Settings button.
2. Click on "payment profiles" on the left sidebar and select "add a new payment profile".
3. Check the box "Notify Family Business Alliance that I am interested in setting up automatic payments..."
4. Email FBA@fbagr.org with your payment schedule preference (monthly or annual).



FAMILY BUSINESS ALLIANCE

250 Monroe Ave NW #150

Grand Rapids, MI 49503

(616) 771-0575