

# Put Your Money Where Your House Is!

local independent  
businesses are  
your best value



American Independent Business Alliance

strengthen our  
community  
and our economy

www.AMIBA.net

## Are You Locally Aligned Yet?

In fewer than three months, with the support of the American Independent Business Alliance (AMIBA), you could have a local alliance up and running, educating consumers and fellow merchants on the importance of buying local.

For the past three years, NAIBA, with support from Bookazine, has offered a reduced membership (\$350) in AMIBA, with the full range of support and guidance that AMIBA has to offer. Don't let another season pass you by without rallying the troops in the fight against big-box merchants.

## Tips for Starting an Independent Business Alliance in Your Community

### 1) Get a portfolio / information packet

AMIBA organizes an information packet in a portfolio that makes it easy to introduce the idea to others using examples from IBA around the country. Consider raising the idea with concerned citizens and local officials as well as other independent business owners.

### 2) Organize a local meeting

An energetic community meeting often moves interest into action. You can conduct the meeting yourself, or you can take advantage of AMIBA's expertise and your NAIBA membership, which provides you with a 50% discount on AMIBA's presentations and workshops.

### 3) Don't try to sell the invisible

NAIBA has subsidized almost 80% of the cost of becoming an AMIBA member and gaining a wide range of useful resources. Their starter kit includes templates for Articles of Incorporation, bylaws, a start-up handbook, business plan, database and access to a large and growing number of templates. AMIBA staff with first-hand experience operating IBAs offer ongoing support. Take advantage of this unique NAIBA benefit!

### 4) Organize Your Steering Committee

Many hands make for light work. If each person can take on a few tasks, your IBA will get up and running quickly. Utilize the talents of your initial core group and expand it. Your inaugural board of directors likely will derive its members from this group.

### 5) Organize your Infrastructure

Energy and idealism without these fundamentals can go only so far. You'll need to set up a database, accounting system, bank account, dues scale, oversight committees. AMIBA templates and how-to's offer step-by-step guidance.

### 6) Begin Developing Relationships with Local Media and Government.

Media coverage will help you raise dialogue, recruit members, and build credibility and recognition. You can't start a conversation with local government soon enough -- the IBA voice should be represented in local economic development discussion.

#### Resources:

<http://www.amiba.net> <http://newrules.org/retail/index.php> <http://newrules.org/retail/formula.html>

#### Contacts:

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IndieBound and all its elements compliment the efforts of a local alliance; both programs should be components of your shop local campaign.