

“There is a missing connection, people are disconnected from the things they buy. If you have a garden, you grow something and you know what that is. It’s one of the most powerful connections you can have in your life. That’s part of our spiritual life that’s missing. It’s a deep thing, it’s gone, and it has to return.”

—Robert Utter, owner,
Other Tiger, Westerly, RI

THE
SOUTHEASTERN ALLIANCE

c/o Bank Square Books
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THE
SOUTHEASTERN
ALLIANCE

*A wave of local independent
businesses*



The SouthEastern Alliance (SEA) helps local independent businesses compete successfully and reverse the trend of losing community-based businesses that make our home special.

Proudly affiliated with the American
Independent Business Alliance.



AMIBA.NET

HOW SEA HELPS US SUCCEED

1. Pools our financial power to:

- build a powerful collective brand
- seek and develop group purchasing opportunities
- offer discounted ad rates for members
- create cooperative promotions and advertising

2. Promotes a culture of support for local entrepreneurs

SEA drives an ongoing public education campaign to inform customers fully about the benefits of doing business locally. We help shift business to our members by raising awareness of the overall value they offer and their importance to the character and economic strength of our community.

We deliver our message to consumers through:

- SEA's printed and online directories of member businesses
- news features, editorials, and talk radio
- advertising
- presentations to classes and civic groups
- partnerships and events with local organizations
- posters, bag stuffers, bumper stickers and other educational items to keep the "buy local" message in front of your current and potential customers every day

3. Advances a powerful voice for independent business

Small businesses often lack the resources to make sure their interests are represented in the media and reflected in local government policy. SEA provides an uncompromised voice to represent our members' perspectives, raising awareness of relevant issues and focusing group efforts effectively to advance the interests of independent business owners.

When you join SEA, your short-term benefits are just the beginning. Your membership increases the strength and cohesiveness of our local business community, yielding growing returns over time. We will continually develop new member benefits and joint promotions.

Your Membership Benefits:

The most important benefit you will receive as a member of SEA is our impact on the spending habits of local citizens and businesses—our goal of bringing more business to you. Other benefits include:

- Inclusion in our print and online directories
- Our window decal showing your current and potential customers that you are a SEA member
- Use of the SEA logo in your advertising
- A forum to share ideas and to network with other local businesses
- A link to your home page from our web site

Membership Requirements:

- Private, Employee, Community or Cooperative ownership
- Owned in majority by area resident(s)
- Full decision-making function for the business ties with owner(s)
- Not more than six outlets or bases of operation within CT or RI

Annual Membership Dues

Participating Business \$50

Sponsoring Business \$100

Partner \$250

- Ask about our in-kind memberships
- Memberships also are available for non-profit businesses and individuals. Call for details.
- Membership is good for one year from date of acceptance.

MEMBERSHIP FORM

Business Name: _____

Location: _____

Mailing Address if Different:

Owner(s): _____

Contact Person: _____

Phone: _____ Fax: _____

E-Mail: _____

Website: _____

Membership Type

— Participating \$50

— Sponsoring \$100

— Partner \$250

We will contact you for your full business description, hours, etc.

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