

Workshop Outline:

Strength in Numbers



American Independent Business Alliance

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Independent Business Alliance is a service mark of the American Independent Business Alliance. Affiliation benefits include license to use this name. We have helped assure the integrity of all IBAs with this protection.

*Presented by AMIBA
co-founders and former
BIBA directors Jeff Milchen
and Jennifer Rockne.*

Optional add-ons:

Media skills workshop: writing effective letters and op-eds, talk radio, building media relationships, editorial board meetings. (30-90 min.)

Review of resources for further information on both issues and skills. (15 min.)

The American Independent Business Alliance is a non-profit 501(c)(3) organization. Contributions are tax-deductible. I.D. # 84-1602447

Based on the Independent Business Alliance_{SM} model we successfully pioneered in Boulder, Colorado (BIBA) and incorporating the experiences of subsequent efforts in other communities, this workshop introduces the benefits of building an alliance among community-based businesses, citizens and community organizations in your home town and offers an introduction to how IBAs work. Designed for independent business owners and IBA organizers.

Note: If you already are set on starting an IBA in your community, please contact us for details on a more hands-on workshop for which we recommend allowing three hours for maximum effectiveness (there is no added cost for a longer workshop).

Two hours are recommended for core presentation and Q & A. At least 1 1/2 hours are needed for an effective presentation.

The Independent Business Alliance: Strength in Numbers

1. The origin of the IBA and the ideas behind it -- the benefits of a local, broad-based coalition of independent businesses, citizens and community organizations in addition to trade associations.

2. How an IBA works and funds itself -- examples will be presented in each realm and handout materials provided as desired.

A. Facilitating cooperation: branding, group purchasing, co-op advertising, joint promotions

B. Public education:

- The value independent businesses provide directly -- looking beyond cheapness
- What they don't teach in Econ 101: the multiplier effect and community economics
- Community character and development and the impact of local vs. chain businesses

C. Getting political -- the potential for IBAs to change the tilt of the playing field at the local level, and the long-term potential for systemic change. Specific examples discussed.

3. Elements necessary for an IBA to succeed: organizer(s), key businesses to involve, planning, database, funding, materials and more

4. The pitfalls and obstacles IBAs have encountered and how they can be minimized in future efforts.

5. Future potential: community currency, pooled insurance and credit, local business investment fund

6. The American Independent Business Alliance: what we offer to your local group to get started, how we help you mature, and plans for the years ahead.