INDEPENDENTS*ONLINE*

March 2004

BIBA Marketing & Membership Services: Special Edition

BIBA was created to raise awareness among consumers and local businesses about the importance of locally owned independent businesses to Boulder's economy and unique character. BIBA has launched several marketing initiatives to spread the "Shop LOCAL" message while offering cost savings to its members. Are **you** getting the most out of your BIBA membership? Now is the time to take a fresh look at BIBA's programs and services and offer your feedback and ideas.

BIBA Guide
Pick up the latest issue of the BIBA Guide to Locally Owned Independent Businesses at Buffalo Exchange, 1717 Walnut, from 11am- 7pm. BIBA volunteers will be personally delivering Guides to local businesses all around town throughout the month. Any questions? Contact Kathy Plache at bufgrl@yahoo.com. *Thank you BIBA members **Binghman Arts** and **Silver Star Printing** for your contributions!*

BIBA Community Benefit Card
The BIBA Community Benefit Card is now available for sale at The Boulder Bookstore, Buffalo Exchange and Word is Out Bookstore. Remember, cards are just $5 for employees of member businesses. Help strengthen the value of this loyalty building program - offer a discount at your location. If you would like to purchase cards online or want to participate, email info@boulder-iba.org.

Group Purchasing Programs
Several BIBA members offer special discounts to other members, including:
Advertising: Discount advertising for BIBA members at the Boulder Weekly (Founding member) and The Colorado Daily. Save up to 50% and don't forget to add the BIBA logo to your ad! Contact rfox@boulderweekly.com and amirrington@coloradodaily.com.
Coffee Cup Does your business serve coffee? Save on the price of coffee cups while promoting your local status. Contact Steve at Ecoproducts: (303) 604-6175.

Independents Promotion
Interested in a direct mail campaign? BIBA Members have an opportunity to participate in a promotional mailer, offering discounts or advertisements, at cost. This mailer would target Boulder County residents. If you would like BIBA to pursue this opportunity, please let us know at info@boulder-iba.org.

BIBABallyWHO!

BIBA plans to grow this event to make it an annual "must see." Give us your ideas to help make this Independents showcase a continued success! Email info@boulder-iba.org.

New BIBA Membership Levels and Benefits!

BIBA strives to add value to BIBA members while getting out the "local" message to Boulder County residents. Invest in Boulder's future! Check out the new BIBA Guide for new membership levels and benefits!

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Tell us what you think! Are you getting the information you need? Would you like to contribute? Please email Eileen at eileen@boulder-iba.org.

Networking: Due to budget constraints, BIBA discontinued its monthly socials in 2003. Would you like more opportunities to network and discuss local issues? If so, would you welcome a monthly coffee hour with a BIBA board member? Please give us your thoughts, email info@boulder-iba.org.

BIBA is a non-profit grassroots organization of locally owned independent businesses working to sustain Boulder's unique character and economic vitality through collaboration and advocacy.



BIBA Members

BIBA would like to give a special thanks to our members. Your support and participation allow us to continue our important work year round.

Benefactors

Boulder Bookstore, Founding Member
Boulder Weekly, Founding Member
The Colorado Daily

McGuckin Hardware, Founding Member

Sustaining Members

Boulder Community Hospital
Brock Publishing
Colt Reproduction
Indra's Net
One World Arts
Planetmind Internetworks
Signal Graphics
Silver Star Printing

Sponsors

Boulder Psychotherapists' Guild
Boulder Theater
Buffalo Exchange
Eight Days A Week
KGNU Community Radio
KVCU Radio 1190 AM
Photo Craft Laboratories

Members

Access Technologies, Inc.
Affordable Closets
Amazing Garage Sale
AquaboxDesign.com
Arrow Office Equipment
Atlas Systems
Bags, Inc.
Ballantine Environmental Resources, Inc.
Bill Cronin Goldsmith
Bingham Arts
Boulder Army Store
Boulder Arts & Crafts Cooperative
Boulder Co-op Market
Boulder/Denver Bicycle Couriers
Boulder Internet Guide
Boulder Phone Installers
Boulder Stove and Flooring
Breadworks
Cafe Siena
Caffe Sole
Cen Tex Supply
Colorado Healthquest
Colorado Internet Cooperative Association
Douglas Frank, Acupuncturist
EcoProducts, Inc.
Ecoscape Environmental Design, LLC
El Loro Jewelry & Clog Co.

Full Circle Impact
Gail Hollander Consultant to Organizations
Good Use
Harlequin's Gardens
Haystack Mountain Goat Dairy
Helios Health Integrated Medicine
Hofgard & Company
Hurdle's Jewelry
Independent Motors
Izze Beverage Company
Jacque Michelle
Master Goldsmiths
Midair Design
Mountain Sun
Mr. Pool Inc.
Om Time Yoga
Pekoe Sip House
Ras Kassas Ethiopian Restaurant
Redstone Meadery
Redwood Landscape Company
Renae Kofford, CPA
Rocky Mountain Animal Defense
Rocky Mountain Racquet Specialists
Sidney's Cafe
Simplified Computer Solutions, Inc.
The Red Lion Restaurant
Word Is Out Women's Bookstore