



## Ten Good Reasons to Join AIBA in 2010!

- 1. Your Fellow Members! We are all in this together.** Think *and* buy local. Our membership directory is full of products and services you can use. Remember, people prefer to buy from people they *know* - *like* their fellow AIBA members.
- 2. Promote The Local Economy.** Doing business with a local company generates 50% to 70% more local economic activity than spending the same amount of money with a national.
- 3. You'll Have An Active Voice in the Community & Government.** We promote "Buy Local" at community events as well as in radio, print, and television interviews and on blogs such as Duke City Fix. AIBA has a seat on the mayor's small business council and we participate in both city and state economic development forums. (You may have seen our "Buy Local" window decals, bus signs and billboards around town.)
- 4. Free Networking Events.** Our free networking events are held quarterly at member locations and we encourage you to bring your company information for our member table at all events!
- 5. Free Educational Seminars.** Our monthly seminars in 2010 focus on professionally marketing your business and giving you realistic, actionable advice on topics such as "Doing Business in the Virtual World".
- 6. Our Monthly Lunch 'n Learn Clubs.** Every month you can attend a small luncheon meeting at a member restaurant for quick tips on a wide range of topics. For only \$15.00 (to cover lunch) you'll get both great food and innovative ideas. Attendance is limited to 20 to allow lots of conversation and idea sharing.
- 7. You'll Be Marketed In Our Member Directory.** Last November's directory was an insert in the Albuquerque Journal, and 15,000 additional copies were distributed in shops and restaurants all over the city.
- 8. You'll be Marketed On The Web** with a searchable member directory available to all. The website also features a rotating focus on individual members along with a section for member news items.
- 9. You'll receive The AIBA E-letter** published twice each month – with news on AIBA members and tips you can use, on everything from obtaining capital to improving your web site.
- 10. You'll make a difference.** Join the "Buy Local" movement.

**All for \$99.99 for a one year membership!**