



Corvallis Independent Business Alliance

February 2014 Newsletter

***DON'T FORGET TO LOOK FOR ANNOUNCEMENTS AND SPECIAL OFFERS FOR CIBA MEMBERS
AT THE END OF THE NEWSLETTER!***

New Members

Welcome to new CIBA Business Members:

- ◇ **Jefferson Alley Tailoring and Alterations**
- ◇ **Lady C's Cake Pan, LLC**
- ◇ **The Fix-It Man LLC**

We are excited to have you all join the CIBA family of independent local businesses!

Next Up, the CIBA Sip Down – February 25

The next installment of CIBA's new membership event – the CIBA Sip Down – will be held on **Tuesday, February 25, 6:00-7:00 pm, at 5th Street Growlers**. CIBA Sip Down events are informal evenings of conversation and connecting with CIBA members and other invited local independent business owners. It's a great way to wind down, relax, and get to know other CIBA members. Bring a local independent business friend and join us!

Marketing Panel at March Membership Meeting

Come learn great marketing ideas from CIBA marketing members! A panel of CIBA members will share their skills, services, and products – and talk about specials for fellow CIBA members. All at the March Membership Meeting.

Join us on **Wednesday, March 26** at **Willamette Neighborhood Housing Services, 257 SW Madison Ave #113** (upstairs – there's an elevator to the side of the entry door). The meeting begins at 5:30. The panel will start promptly at 6. Parking is available in the lot on 2nd Street – with quick access to Madison via the alley.

Town Hall 2014 on Monday, March 10

The **Corvallis Sustainability Coalition** is hosting their annual **Sustainability Fair** and **Town Hall** meeting at the OSU Alumni Center in 3 weeks! The Coalition is a partner organization with CIBA on Buy Local First activities – most notably, the Business of the Week program. If you haven't heard what other wonderful activities they are up to around our community, here's your chance!

Start with the fantastic Sustainability Fair – from 5-7 pm you will see an incredible array of local organizations and businesses (including many CIBA members!) all focused on some aspect of community sustainability. There is no need to register to attend the fair.

Following the Fair, from 7-9 pm, participate in the annual Town Hall meeting. Town Hall highlights will include:

- [Keynote speaker Vicki Robin](#), author of *Your Money or Your Life* and *Blessing the Hands That Feed Us: What Eating Closer to Home Can Teach Us About Food, Community, and Our Place on Earth*
- The annual “Community Scrapbook” slide show featuring sustainability accomplishments of Coalition partner organizations and action teams during the past year
- Sharing among community members about what they’re doing to address climate change and to help create a Sustainable Corvallis... and much more!

Seats fill quickly for the Town Hall meeting. **Register [HERE](#) or go to www.sustainablecorvallis.org to save your place.**

New Survey: Independent Businesses Served by Buy Local First Efforts Gained Triple the Sales Growth of Others

The results of this year's Survey of Independent Businesses by the Institute for Local Self-Reliance are in. Among key findings:

Sales Growth — Independent businesses reported revenue growth of 5.3% on average in 2013. The retailers surveyed experienced a 1.4% increase in same-store holiday sales, comparable to many competing chains.

Buy Local / Independent — Over 75% of businesses located in cities with active Independent Business Alliances (like CIBA) / Local First campaigns reported increased customer traffic or other benefits from these initiatives. **They also reported sales growth of 7.0% on average in 2013, compared to 2.3% for businesses in places without such an initiative.**

Challenges — Competition from large internet companies was rated as the biggest challenge facing independent businesses, followed by supplier pricing that favors their big competitors, high costs for health insurance, and escalating commercial rents.

Policy Priorities — Among independent retailers, the top policy priorities are extending the requirement to collect sales tax to large online retailers, eliminating public subsidies and tax breaks for big companies, and regulating swipe fees charged by credit card processors.

Access to Credit— Of those businesses that applied for a bank loan in the last two years, 42% either failed to obtain a loan or received a loan for less than the amount they needed. CIBA is participating with the Corvallis Sustainability Coalition and others in the Coalition’s Economic Vitality Action Team – which is looking at ways to address this issue through Invest Local strategies. Stay tuned for more information on this topic!

Psst! Have you updated your CIBA Business Directory posting?

Now’s the time to take a look at your business’s posting in the CIBA Membership Directory. – www.corvallisiba.org. Why? Because we are targeting the March 10 Sustainability Fair to go “live” with the new CIBA website, which includes a searchable directory!

Need to update something? Want to be listed in more categories? Can't even find your listing? Contact the CIBA office for assistance – 541-752-0047 (T & Th, 1-5 pm or leave message) or email at info@corvallisiba.org.

Thanks for Renewing!

Thank you to **Abundant Solar, Barker-Uerlings Insurance, Big River Breads, Country Vitamins, In-the-Moment Stress Reduction, Second Glance, Sibling Revelry and Take Shape for Life** for renewing your Business Memberships in CIBA. Thanks as well to CIBA Associate Members, **Brian Lee, Louise Marquering, Annette Mills and Keta Tom** for renewing. **Your membership dues help CIBA work to keep Corvallis Local & Independent!**

Looking Ahead with the 2014 CIBA Calendar

February

2/25 CIBA Sip Down 6:00 – 7:00 pm
5th Street Growlers

March

3/10 Sustainability Fair & Town Hall meeting
5:00 – 9:00 pm, CH2M Hill Alumni Center,
OSU Campus

3/26 Membership Meeting: Marketing Panel,
Willamette Neighborhood Housing
Services – 5:30-7:00 pm

April

TBD CIBA Sip Down

May

5/28 Annual Membership Meeting & Board
Election @ The Vue, hosted by Forks &
Corks Catering – 5:30 -7:00 pm

June

TBD CIBA Sip Down

July

7/1 – 7/7 Celebrate Independents Week!

7/2 CIBA Night at the Knights Baseball Game
at Goss Stadium; 7:15 pm, fireworks
follow the game

Stay tuned for Celebrate Independents Week
updates with more activities and events!

Member Announcements & Specials

Upcoming classes from Live Well Studio

Please contact Live Well Studio for more information about any of the classes below at (541) 224-6566 or visit <www.livewellstudio.com>

Yoga Teacher Training Q&A. What happens at training? Can I get a job as a yoga teacher? Can I take just part of it? I don't want to teach, just learn more. Sound familiar? Attend this free Q&A session. Come, be your curious self. Free Informational Q&A Tuesday, Feb 25, Apr 1 and May 13, 7-8pm. Facilitated by Lisa Wells and Angela Greenwood, co-leads of Live Well 200-hour Yoga Teacher Training. Tuesday, Feb. 25th, 7-8pm, Free

The Yoga Sutras. The Yoga Sutras are a life-changing manual for walking the spiritual path. It is a method not for believers, but for scientists of the soul. Dive headfirst into this classic philosophical text to discover or deepen your understanding of what it means to 'practice yoga' not only on the mat, but at work, in relationships, in dreams, and everywhere in between. Each class will contain a textual presentation, experiential meditation/exercise, introduction to key Sanskrit words and group discussion. Come prepared to awaken the mind, expand the heart, and dig into the laboratory of your own life.

Meets weekly beginning Thursday, Feb. 27th, 7-8:30pm, Cost: \$20 drop-in

Rhythm of Shakti. The second in a series of workshops led by Angela Greenwood, using mantra, myth, meditation, and movement as tools to examine how Shakti, divine energy, is moving in your life, and how you can align with Shakti for deeper contentment, greater creative expression, renewed sense of purpose, and transformation.

Saturday, Mar. 1st 2-5pm, Cost: \$45

Yin Yoga. Yin yoga focuses on the connective tissues and helps prepare the body for meditation. It is the ideal complement to more muscular or “yang” forms of yoga. In this class, floor supported postures will be held for a few minutes at a time, emphasizing the connective tissues of the hips, thighs, pelvis and lower spine. Pranayama, meditation, and poetry readings will complement the yin yoga practice. This class is for students with previous yoga experience. Led by Irene Schoppy, certified Kripalu Yoga teacher.

Saturday, Mar. 8th, 2-3:30pm, Cost: \$11-16, included in membership

Garland Nursery promises spring will be coming soon! Check out these activities:

- Title:** **G2T (Garden to Table): Cherries, Blackberries & Raspberries, Peas & Potatoes**
When/Where: Sun. February 23, 2014 - 1:00 p.m. / *Garland Nursery 5470 NE Hwy 20, Corvallis*
What: Spring is just around the corner and it's about that time to plan for cherries, blackberries, raspberries, peas and potatoes. In this month's G2T, we will share how to prep, plant, harvest and bring this wonderful produce to your table.
Registration: No registration required.
Cost: FREE and open to the public.
- Title:** **Little Sprouts: Seed Starting & Garden Planting**
When/Where: Sat. March 8, 2014 – 11:00 a.m. / *Garland Nursery 5470 NE Hwy 20, Corvallis*
What: Children love to create with their hands. Starting and growing their own garden is a great way to show kids that fresh, healthy foods can be fun! Join us for this month's *Little Sprouts* as we get hands-on with seed starting and garden planting.
Registration: Registration required. Call (541) 753-6601 to register.
Cost: \$10 per child.
- Title:** **The Ins and Outs of Insects and Insecticides**
When/Where: Sat. March 15, 2014 - 1:00 p.m. / *Garland Nursery 5470 NE Hwy 20, Corvallis*
What: Insects, are they the heroes or the villains of our garden? Maybe a little of both. Join us as we share the various roles of insects in our garden's ecosystem, the proper use of insecticides, and some less-lethal options for protecting our plants.
Registration: No registration required.
Cost: FREE and open to the public.
- Title:** **G2T (Garden to Table): Pears, Blueberries, Potatoes and Leafy Greens**
When/Where: Sun. March 16, 2014 - 1:00 p.m. / *Garland Nursery 5470 NE Hwy 20, Corvallis*
What: Spring is here and in this month's G2T, we will focus on pears, blueberries, potatoes and those yummy leafy greens. We will share how to prep, plant, harvest and bring this wonderful produce to your table.
Registration: No registration required.
Cost: FREE and open to the public.