



Corvallis Independent Business Alliance

August 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 Associate Member Robin Jones!**

CIBA Board Discontinues Scrip Program

At its August meeting, the CIBA Board of Directors voted to discontinue the CIBA Scrip program. No additional Scrip cards will be sold – although some of the organizations that purchase Scrip to sell it to their supporters as a fundraiser (including Corvallis schools and Heart of the Valley Children's Choir) may still have some Scrip cards left. Participating member businesses are asked to **continue to accept CIBA Scrip during this coming school year**. Continue to redeem the cards you accept at the CIBA office.

The Board made the decision based on the decline in use of the program – and hence an ever-shrinking contribution to school and youth programs. Also playing into the decision was persistent confusion by both the public and CIBA members about which member businesses participated in the program.

The CIBA Scrip Program was a voluntary opportunity for member businesses to have a way to donate to the schools/youth programs in the community without having to set up their own system. Schools purchased scrip cards from CIBA for 90% of face value, and sold to supporters/boosters for full face value – keeping the 10% difference to support their programs. Participating businesses redeemed scrip cards used to purchase goods and services for 90% of face value. In this way, over the last 5 years 17 CIBA members donated \$5366 to area schools, preschools, and other youth activities.

The CIBA Board will be exploring other ways to make contributions to our community.

Localism 101

What is "Localism"? The following article is from the BALLE (Business Alliance for Local Living Economies) website – <https://bealocalist.org/Localism-101>:

Localism is about building communities that are more healthy and sustainable – backed by local economies that are stronger and more resilient. It means we use regional resources to meet our needs – reconnecting eaters with farmers, investors with entrepreneurs, and business owners with the communities and natural places on which they depend. It recognizes that not one of us can do it alone and that we're all better off, when we're all better off.

Localism is about building the New Economy, right where we live. It starts with expanding and diversifying local ownership, import substitution, and business cooperation in a particular place, and results in more wealth and jobs per capita, and in greater personal accountability for the health of the natural and human communities of which we are a part. The goal is real prosperity - for all.

Changing a local economic system starts by changing its most basic industries: agriculture, energy, manufacturing, retail, building and transportation and capital. When these sectors are transformed into localized, sustainable, green- and community-focused industries, the entire economy is transformed.

In addition, Localists recognize the necessity of looking at the systemic relationship between these sectors. With a focus on the whole economy, we don't prioritize or isolate the importance of energy efficiency from investing in local energy production, or 'green' buildings from the health of their occupants, or the viability of local farms from the prosperity of the grocers to whom they sell.

Localists also recognize that while our focus is primarily on our own communities, our vision is global. Each of us is crafting a piece of a larger mosaic – a global network of cooperatively interlinked local economies.

Finally, here is a list of BALLE's Localist values, and if you find yourself nodding - you're a Localist too!

Ownership Matters. With local ownership comes local accountability; when you live in the community where your business decisions are felt, you have the understanding to make better decisions. Having a larger density of locally owned businesses results in higher per capita income, more jobs, and greater resiliency in the local economy. Plus more people living in their true vocation, with meaning and purpose, is good for all of us.

Place Matters. Supply chain decisions based on choosing local resources — vegetables, energy, timber, finance, and other locally made goods and services — engender a natural respect for the environmental and human resources in a place. Also, preserving the diversity of our food and different cultures, is not only smart, but so much more fulfilling!

Opportunity Matters. We're all better off when we're all better off. With inequality, we miss out on good ideas and relationships, unhappiness increases, and eventually systems collapse. Rather than "everyman-for-himself," we understand that real security comes from community. We need to rebuild the middle, engage in fair trade, and decentralize power and business ownership.

Nature Matters. All wealth comes from nature. Without respecting natural boundaries and renewal rates for the animals, plants, soil and water on which we depend, we will not have wealth or health for our own species going forward. Part of the joy of being awake and alive is also to be in awe of the mysterious beauty of the inter-connected natural world.

We Measure What Matters. It's time to start defining our contributions and success by what really matters. Our businesses need to be profitable, but we are motivated by knowledge, creativity, health, happiness, meaningful work, and the ability to provide opportunity to others.

Relationship Matter *Most!* Only through cooperation will we be able to rebuild local food distribution or make renewable local energy affordable. We must re-connect eaters with farmers, investors with entrepreneurs, and business owners with the communities and natural places on which they depend. No one can do it alone. (And why would we want to anyway?)

Thanks for Renewing!

Thank you to **Owen Dell and Assoc., LLC, Robnett's Hardware, Northwest Realty Consultants** and **Schmidt's Garden Center** for renewing your Business Memberships in CIBA. **Your membership dues help CIBA work to keep Corvallis Local & Independent!**

Yet to Come in 2014 with the CIBA Calendar

September

9/24 **Membership Meeting** – 5:30-7:00 pm
Irenes' Boutique, 201 SW 2nd St, Corvallis

November

11/19 **CIBA Annual Holiday Social** –
5:30-7:30 pm at Shonnard's Nursery
11/29 **4th Annual Buy Local First Day!**

Member Announcements & Specials

Garland Nursery Upcoming Class

Title: Little Sprouts: Nature Walk & Pressed Flowers
When/Where: Sat. September 13, 2014 – 11:00 a.m. / *Garland Nursery, 5470 NE Hwy 20, Corvallis*
What: At this month's Little Sprouts we will be taking a nature walk through our beautiful gardens and picking our favorite flowers to create a pressed flower book.
Registration: Registration required. Call (541) 753-6601 to register.
Cost: \$5 per child.

Live Well Studio - contact us with questions at (541) 224-6566 or visit <www.livewellstudio.com>

Happy Hour Yoga

Join the healthiest Happy Hour in town every Friday from 5:30-6:30 pm! Happy Hour Yoga means 2-for-1 pricing, so grab a friend and naturally decompress and energize for the weekend! Yoga postures are harmonized with breath, in flowing sequences and in held poses, in this All Level class. Work your entire body, including your mind, via standing poses, balancing poses, forward and back bends, sun salutations and meditation and breath exercises.

Yoga at Lumos Winery

Coming up soon (August 31, 10:30am-1pm – go to our website to register ASAP!)
Mountain views, open sky and lush vines await you at beautiful Lumos Winery, in addition to an all level yoga class lead by Angela Grace Greenwood, including gentle poses, breathing practices and meditation, *and* a fabulous vegan/gluten-free lunch by Mandala Catering with optional wine tasting *and* music by The Hunks and The Hottie... a perfect getaway right here in the Willamette Valley!
Yoga at 10:30 am. Lunch, music and optional wine tasting at noon.
\$39 for all, if registered before 7/31; \$49 thereafter. \$27 if no lunch or no yoga. Optional wine tasting \$10 paid directly to Lumos. Lunch pre-registration required by 8/15. On location at Lumos winery, 24000 Cardwell Hill Dr, Philomath, OR 97370.