

Please select one or both of the two following:

Check here if you would like to be on our email list and receive information about upcoming events.

Check here if you would like to be listed as a member or supporter on our web site.

Please select one:

Please enroll me as a member. I'm enclosing my annual membership check of \$100 or more (good for twelve months).

Please enroll me as a supporter. I'm enclosing my supporter check of \$25 or more (good for twelve months).

Contributions are not tax deductible as charitable contributions.

Please make your check payable to Capital District Local First. Send the completed form and payment to:

Virginia Ruggiero  
C/O SEFCU  
700 Patroon Creek Blvd  
Albany, NY 12206

Please complete both sides and tear off this panel.

### Questions?

More information is available at:  
[info@capitaldistrictlocalfirst.org](mailto:info@capitaldistrictlocalfirst.org)



Capital District Local First is in the process of becoming an affiliate of BALLE, the Business Alliance for Local Living Economies, an international nonprofit organization with over forty affiliate networks across the U.S. and Canada.

### Our Programs

- Meetings. Open meetings every two months with short lectures, discussion, and opportunities to meet, network, and discuss current business conditions.
- Web Site and Local First Day. Help us to promote the locally owned, independent business community.
- Research. Help us to disseminate research that shows the value of the locally owned, independent sector of the economy.
- Other programs to be developed.

For more information on BALLE, visit:  
[www.livingeconomies.org](http://www.livingeconomies.org)



Keep your capital  
in the Capital District!

SUPPORT LOCAL  
BUSINESS

## WHY YOU SHOULD SUPPORT LOCAL BUSINESSES

Economic studies show that more of a consumer's dollar stays in the community when spent at a locally owned, business. ***One study found that 73% of every dollar spent at a local business stays in the community versus only 43% when spent at a chain store.***

Local businesses offer many other advantages:

1. Studies show that a strong local business sector is associated with higher nonprofit activity, social capital, and voter turnout.
2. Local businesses often provide better service and unique products, including products from other small businesses from around the world.
3. Local businesses do not pull up and leave the community in search of higher profits elsewhere; they are pillars of the community.
4. Locally owned, independent businesses do not have to generate quarterly stock reports and show higher and higher profits. Instead, they are better able to balance their business needs with investments in people, the planet, and the community.
5. Local businesses pay taxes and generate new jobs without seeking unnecessary tax breaks and subsidies from local governments.

## MISSION

Our mission is to promote the common business interest of, and to improve the business conditions of, the locally owned, independent business community of the Capital District of the State of New York, defined as the four-county area of Albany, Schenectady, Rensselaer, and Saratoga Counties.

## WHY YOU SHOULD JOIN

- ✓ Opportunities to meet with other independent business people to discuss business conditions.
- ✓ Develop public awareness of the significant contributions of the locally owned, independent business and nonprofit sector to the economic health and vitality of the region.
- ✓ Voting rights in the organization's board and opportunities to participate in its governance.
- ✓ Participation in a "Local First" day that highlights the importance of the locally owned, independent sector of the economy.
- ✓ Storefront window logo to identify you as an independent business or nonprofit organization.
- ✓ Email notification of bimonthly meetings, conferences, and other events.
- ✓ Other activities that you will help determine.

[www.capitaldistrictlocalfirst.org](http://www.capitaldistrictlocalfirst.org)

## MEMBERSHIP APPLICATION

You must be a business or nonprofit organization that is locally owned, independently operated, and headquartered in the counties of Albany, Rensselaer, Saratoga, or Schenectady. Formula businesses (franchises) and publicly traded companies are not included as members, nor are retail outlets owned by publicly traded corporations. People who work in non-eligible organizations may join as individual supporters.

Personal Name: \_\_\_\_\_

Business Name \_\_\_\_\_

Street: \_\_\_\_\_

Street 2: \_\_\_\_\_

City: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Web: \_\_\_\_\_

Please continue on the other side.