



# Poquoson Business Alliance

The Poquoson Business Alliance (PBA) is a non-profit organization incorporated in Virginia for the purpose of supporting businesses in Poquoson. It is comprised of local business owners who have common goals and face similar challenges. Whether your business is a store front, office based or home based, you can achieve more as part of a comprehensive business team.

Business members of the PBA have access to many shared assets such as individual internet presence, reduced-cost marketing, promotional benefits, networked customer referrals and professional advice. These benefits are rarely available to the stand-alone business. As PBA members, we address common issues with a unified front and present our ideas and needs to the Poquoson city government, with whom we have a strong working relationship.

PBA members meet monthly to share ideas and discuss business prospects and projects. All members have a voice in the organization. The PBA works as a think tank to find and develop new ways to keep Poquoson's consumer dollars in Poquoson and bring in consumer spending from the surrounding areas as well.

As a PBA member, you will be included in the PBA Directory which is mailed to all residents in Poquoson and the surrounding areas. Also, the PBA website is on line ([www.poquosonbusiness.net](http://www.poquosonbusiness.net)) and is constantly being enhanced to list all PBA members and provide each with an individual business web site. This can give your business an edge over non-members competing for business.

A significant benefit for every PBA member is the low cost of joint marketing and advertising available through the PBA. You can learn marketing and business strategies from other successful business owners and improve your own business skills. A further benefit is access to special events and community activities sponsored by the PBA and the City, giving you the opportunity for expanding community awareness and name recognition for your business.

The current members of the PBA encourage you to find out more about our organization, and we would welcome your membership and participation.

If you would like to attend one of our monthly meetings, which are held the first Wednesday of each month at 7:00 pm, please check our website, or call Cathie Abell-Nelson at Iris Art Studio (868-4205) for more information.