

January 2008

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Dear Prospective Member,

Welcome to the Poquoson Business Alliance. We are pleased that you are considering membership in our organization.

The Poquoson Business Alliance (PBA) is a non-profit organization incorporated in Virginia in 2006 for the purpose of supporting Poquoson businesses. The PBA comprises local business owners who have common goals and similar challenges. Whether the business is a store front, office based or home based, each will achieve more as part of a comprehensive business team. All businesses face limited budgets and the desire to attract new customers and clients.

As a member of the PBA, each business has access to many shared assets such as internet presence (a website presence for each company), reduced-cost marketing, promotional benefits, networked customer referrals and professional advice. This is rarely available to the stand-alone business.

The PBA is also raising community awareness and educating consumers about the benefits of using local businesses. We work as a think tank to develop new ways not just to keep Poquoson's consumer dollars in Poquoson but also to attract the consumers in our surrounding communities as well.

I hope you will look over the attached materials and become a member of our team. Membership dues are \$125.00 per year. Our organization meets monthly on the first Wednesday of the month at the Community Center by the High School on Odd Road at 7:00 p.m. Every business is invited to attend these meetings as the guest of the PBA. Come and see if the PBA can help improve your own business success.

Yours truly,

Laurie Meree  
Membership Chair

Jack Moran, President  
Cathie-Abel Nelson, Vice President  
Robert Jacobson, Recording Secretary  
Bea Raikos, Treasurer

## Benefits of PBA Membership

**The Poquoson Business Alliance has a direct relationship with the Poquoson City government.** Both elected and appointed government officials make decisions that have major effects on all local businesses. The PBA represents a thoughtful and consolidated voice from the business community to city government, and communication flows in both directions to improve the climate of doing business in our city.

**As a PBA member, a company's ideas and recommendations are far more likely to be heard, understood and responded to.** There are more than 800 businesses in the City of Poquoson, and it is imperative that each one is aware of the issues facing them and that they are united when confronting them.

**Every PBA member has, as a basic part of membership, their own specific, web searchable pages.** The [www.poquosonbusiness.net](http://www.poquosonbusiness.net) Web portal is an essential link to consumers in today's Internet-linked world. A growing number of consumers search the Web to find the product or service they want and to validate the kind of business they are looking for. The PBA portal will link to the business's existing Web site or establish one for you, at no cost beyond the annual membership dues.

**As a PBA member, each business is also included in the PBA Directory.** The Directory is mailed to all Poquoson residents and to residents in surrounding areas.

**The PBA is the principal business organization in our community and has a growing reputation for integrity, trust and value.** PBA members are authorized to display the PBA logo on their store fronts, vehicles, communications and advertisements, letting the consumer know that each is a business they can trust.

**Each PBA member is to be an active party in the developing and publishing of reduced-cost marketing.** With joint advertising in local media, print, radio and other outlets, PBA members can share the costs with others and broaden their coverage. This can expand your company's branding and visibility and still save significant marketing dollars.

**PBA members have the added advantage of free or reduced rates for networking opportunities and educational seminars.** Our monthly meetings include expert speakers and other successful business owners who present marketing and business strategies to improve members' business skills and develop the tools needed for further company growth.

**PBA membership provides access to community activities and special events sponsored by the PBA.** For example, the PBA maintains a prominent information booth at the Poquoson Seafood Festival. Each year nearly 60,000 individuals attend this festival, and PBA members can present their businesses to the public for free. Special PBA events in the spring and fall bring many interested customers to the city, and every PBA member can participate. These events give each member an opportunity to expand an awareness throughout the community and beyond of the unique products and services it offers.

Visit our Web site, [www.poquosonbusiness.net](http://www.poquosonbusiness.net), and click on Membership.

Or contact Laurie Meree (PBA Membership Committee) for more information.  
[Lmeree@cox.net](mailto:Lmeree@cox.net)