



BALLE

Sonoma County

A Business Alliance for a Local Living Economy

Membership Application

Date: ____/____/____

Business/Organization Name: _____

Contact: _____ Title: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____ Email: _____

Description of your business:

BALLE Sonoma County Questions

1. Is the business privately held (not publicly traded)? _____

2. Do the business owners, totalling greater than 50%, live in Sonoma County? _____

3. Is your business registered in CA and with no corporate headquarters outside the area? _____

4. Can the business make independent decisions regarding the name and look of the business, as well as all business purchasing, practices, and distribution? _____

5. Does the business pay all its own rent, marketing expenses, and other expenses (without assistance from a corporate headquarters)? _____

6. Are there other local businesses you know would be interested in becoming BALLE-SC members?

Thank you for taking the time to answer these questions. If you answered "YES" to all, you are encouraged to become a business member of BALLE-SC. If you answered "NO" to any questions, we encourage your involvement as an individual member of BALLE-SC.

BALLE-SC Founding Member: \$250

BALLE-SC Individual Member: \$75

Total included: _____

Please include a copy of your application & make checks payable to:

Pacific Bridge Institute with "BALLE-SC" in memo.

Mailing Address:

BALLE-SC

708 Gravenstein Hwy No. #26, Sebastopol, CA 95472

For questions, contact Elaine at 707-579-5319



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Member Benefits

As we ramp up as an organization, these are some of the benefits available to you.

Strengthen your business and connect with other local business owners:

- * Discounts on events, forums & workshops.
- * Discounted participation in all initiatives.
- * Networking and educational meetings.
- * Business-to-business marketing.
- * Triple bottom line mentoring.
- * Discounted “Green-o-vation” assistance.
- * Peer Mentoring Sessions.
- * Newsletters.
- * Access to Local and National BALLE Networks.

Marketing and Promotion:

- * FREE Think Local First campaign materials.
- * Free listing in our Member Directory.
- * Free listing in the Local First coupon book.
- * Use of the BALLE-SC name and logo for your business cards, shelf tags, advertisements.
- * BALLE-SC Member Window Decal displayed by members to publicly emphasize the importance of supporting members that make commitments to support our community.
- * An opportunity to showcase your business.

Opportunities to strengthen our community:

- * Educate our community about the importance of supporting locally owned businesses and the stewards of our region.
- * Teach and learn from a community of like-minded local business owners who share your challenges and your vision!
- * Advocate for policies that support independent local businesses and farms, promote economic equity, and protect the environment.

Join these progressive businesses and organizations in becoming founding members of BALLE-SC!

Business Members



Community Organization Partners



Institute for Local Economic Democracy

Sustainable Alternatives to Corporate Globalization

Media Partners



Frequently Asked Questions

What is BALLE?

BALLE is a growing alliance of businesspeople around the US and Canada, who join local BALLE networks dedicated to building local living economies. BALLE comprises 34 such business networks with more than 5,000 business members overall. It is our mission to catalyze, strengthen, and connect these local business networks.

BALLE networks respond to the unique needs of their communities and share ideas throughout the alliance of networks.

In community after community, BALLE networks are proving that a coordinated group of locally owned companies can stand up to some of the harmful effects of globalization and foster the health and vitality of a region.

How Do You Define Local?

It depends. Our local region will be defined by our county boundary. Typically members of a local BALLE network are privately owned, live in Sonoma County, have full autonomy and local decision-making authority with respect to their business practices.

BALLE Examples

In Bellingham, WA, business leaders created a "Local First" campaign to encourage citizens to buy from locally owned businesses whenever possible to keep money circulating within the community.

In Utah the Vest Pocket Business Coalition is the local BALLE network. Vest Pocket started the first statewide Local First campaign. The campaign has signed up almost 500 businesses across the state.

In Vermont, members of the BALLE network employ 8 percent of the state's workforce and lobby for increased support for renewable energy and healthcare.

Through its Social Venture Institute, the Philadelphia network trains new social entrepreneurs in the business skills they need to be successful.

How is this different from the Chamber?

2 ways...First, our efforts will be to network county-wide and second, BALLE-SC will be comprised of "locally-owned" businesses, rather than out-of-state corporations.

How Do I Learn More?

www.livingeconomies.org

Living Economy Principles

A Local Living Economy ensures that economic power resides locally, sustaining healthy community life and natural life as well as long-term economic viability.

A Living Economy is guided by the following principles:

- Living economy **communities** produce and exchange locally as many products needed by their citizens as they reasonably can, while reaching out to other communities to trade in those products they cannot reasonably produce at home. These communities value their unique character and encourage cultural exchange and cooperation.
- Living economy **public policies** support decentralized ownership of businesses and farms, fair wages, taxes, and budget allocations, trade policies benefiting local economies, and stewardship of the natural environment.
- Living economy consumers appreciate the benefits of buying from living economy businesses and, if necessary, are willing to pay a price premium to secure those personal and community benefits.
- Living economy **investors** value businesses that are community stewards and as such accept a "living return" on their financial investments rather than a maximum return, recognizing the value derived from enjoying a healthy and vibrant community and sustainable global economy.
- Living economy **media** provide sources of news independent of corporate control, so that citizens can make informed decisions in the best interests of their communities and natural environment.
- Living economy **businesses** are primarily independent and locally owned, and value the needs and interests of all stakeholders, while building long-term profitability. They strive to:
 - Source products from businesses with similar values, with a preference for local procurement
 - Provide employees a healthy workplace with meaningful living-wage jobs
 - Offer customers personal service and useful safe, quality products
 - Work with suppliers to establish a fair exchange
 - Cooperate with other businesses in ways that balance their self-interest with their obligation to the community and future generations
 - Use their business practices to support an inclusive and healthy community, and to protect our natural environment
 - Yield a "living return" to owners and investors