

A PERSONAL INVITATION

Now is the time to join the Leicester Business Association.

The cost is only \$100 for the year, includes 4 dinner meetings for you and a guest. Also, you receive a \$25 "Leicester Business Bucks" certificate which can be used at any of our members' business location. Following is a quick outline of some of the benefits of being a member.

Participation in the "Leicester Business Bucks" program may prove to benefit your membership. If you receive a coupon from a member or a recipient, just forward it to the LBA P.O. Box 410 Leicester, Ma 01524. When it is received by the treasurer you will be reimbursed for the coupon value. If you opt not to use the coupon, it will be used to provide for our annual scholarship.

Strength-in-numbers. As a viable organization, issues regarding zoning changes, land use changes and changes in the tax structure affects all of us. Members of our organization are directly involved on town boards and committees.

Visibility and Promotion to Town residences, is one of our main focus. This coming year we will promote our membership to all homeowners in Leicester via direct mail. If you want to "sponsor" one of the two mailings, let me know.

Synergy at work. Our four (4) membership meetings, held in September, November, March and June, are for the purpose to educate and promote ourselves about each other. If you have a special event, product or service to offer, this is the forum to inform the membership.

Sharing our assets. As a member, if you need to send out a bulk mailing, just use our bulk mailing permit. Feel free to use our business or homeowners mailing list. There's a small fee for printing the mailing labels.

So, download the application and mail it in today. The sooner you're a member, the sooner you will see the benefits.

Best,

Martin Pratte
Past President
Leicester Business Association