



# Think Local Umpqua

## 2009 'Local Pages' Listing Form



Listing in the Think Local Umpqua 'Local Pages' is free to all qualifying local independent businesses (see reverse for qualifying guidelines). With distribution sites at popular visitor locations and retail outlets, the Local Pages guide offers your business visibility in the region's first guide for local independent businesses.

Think Local Umpqua members receive special indication in guide, bold listings, and are featured on the map to member businesses.

- Think Local Umpqua Member.     2<sup>nd</sup> listing (\$30).
- Certified Organic                       Salmon Safe Recognition                       Blue Sky/Green Tags  
Renewable Energy Participant

### Business Category (check one):

- Farm** (Check the category below that represents your primary field. Second category \$30).
  - Farm Stand       Farm Direct Sales       U-Pick       CSA Program
  - Farmers Market (list all that apply): \_\_\_\_\_

#### What does your farm sell? (Check all that apply):

- Fruit       Vegetable Starts/Flowers       Eggs       Dairy/Cheese
- Vegetables       Specialty Products       Meat (Specify): \_\_\_\_\_
- Other (specify): \_\_\_\_\_

- Restaurants/Caterers** (Check the types of products below that you buy locally and write farm(s) you buy from.)

- Grocery and Specialty Markets** (Check the local products below you sell and write in farms you buy from.)

- Fruit       Vegetables       Baked Goods       Eggs       Dairy/Cheese
- Flowers       Specialty Products       Meat (specify) \_\_\_\_\_

Farms: \_\_\_\_\_

- Local Food Manufacturers** (specify) \_\_\_\_\_

- Wineries, Breweries, and Tasting Rooms**

- Food or Farming Special Events**

### Listing Copy (to appear in guide)

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

Business Classification (Example, Dentist, Quilt Shop, etc.): \_\_\_\_\_

Address: \_\_\_\_\_

Phone / Email / Web site: \_\_\_\_\_

Listing copy (75 word limit): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## What is a Locally Owned Independent Business?

- Private ownership (e.g. not publically traded or part of a national franchise).
- Owned in majority by area resident(s) (within Douglas County).
- Full decision-making function for the business lies with its owner(s) (e.g. purchasing, advertising, personnel, pricing).
- No more than 8 outlets; base of operation within Oregon.

## The Local Pages

In spring of 2009 Think Local Umpqua will be publishing the region's first guide to local food and independent business. Anticipated circulation of this glossy, 'glove box sized' directory is 5,000 in the first run with a possible re-print. Guides will be distributed at local independent businesses, hotels, and visitor centers.

- Listing is free to any local business that qualifies as 'local independent'
- Members of Think Local Umpqua receive (along with additional member benefits):
  - Bolded listing
  - Discounted advertising opportunities
  - Placement on the map to member businesses

## Think Local UMPQUA Member Benefits

The most important benefit you will receive as a member of Think Local Umpqua is our impact on the spending habits of Douglas County's consumers and businesses—we'll help bring you more business. Other benefits include:

- Special Presentation in our Umpqua Local Pages guide to local independent businesses and local food.
- Our window decal to show potential customers that you're a Think Local UMPQUA member
- Use of the Think Local UMPQUA logo in your advertising.
- Free marketing materials for your business (Example: gift tags, rack cards, posters, etc.).
- Participation on special events such as National Independents week in July.
- Free participation in media, businesses, and other educational trainings.
- A forum to share ideas and network with other local independent businesses across the county.
- Opportunity to serve on the Think Local Umpqua board of directors.
- A link to your home page from our web site.
- Discounted and affordable collaborative advertising and marketing opportunities.

**Contact:** Lily Brislen, Umpqua CDC, 541-673-4909, [lbrislen@umpquacdc.org](mailto:lbrislen@umpquacdc.org)

**Make Checks Payable to:** Umpqua CDC

**Return Completed forms to:** Think Local Umpqua, 605 SE Kane St., Roseburg, 97470

**Or fax to:** 541-673-5023