



IBA + IBA DETROIT CDC

MEMBERSHIP INVITATION

ENVISION | IGNITE | LEAD | EXECUTE





CONSIDER IBA MEMBERSHIP

I'm pleased to introduce you to the **Independent Business Association ("IBA")**. We are established Detroit-area business professionals who have come together as **IBA** to strengthen our individual offerings, our influence in the marketplace and to better serve our collective customer base.

The **Independent Business Association ("IBA")**, began gathering as a group of retail visionaries in November 2005. We officially incorporated the organization as the, **Independent Retailers' Association ("IRA")** March 2006. Together, we began the growth and progress of the organization and our plans to be a vital force in building Detroit's economic strength.





CONSIDER **IBA MEMBERSHIP** continued

In our original mission statement we shared that **IRA** retailers were dedicated to, “people of color who are vastly underserved.”

Along our journey the energy of our mission attracted a much broader base of business owners than we ever imagined. . .

This unexpected response made us revisit our original intention and our name. We discussed it and even argued a bit. Finally, we voted and agreed to include those non-retail businesses who shared and wanted in on our vision. We agreed to open our concept and the organization to ALL independently owned and operated business.

In 2009, our collective membership officially embraced the idea to invite and include beyond retail. We then began to rebrand ourselves as Detroit’s, **Independent Business Association, “IBA.”**



CONSIDER **IBA MEMBERSHIP**

continued

While our name and focus on retail has changed, our core mission has not. From **IRA** to **IBA**, our goal is to act as a collaborative group better equipped to promote and pursue collective interests of independent businesses and their customers.

United in our purpose, **IBA** achieves more than we as individual, “independent” business owners are able to alone.

I consider membership a privilege. I speak for the entire **IBA** membership in encouraging you to join us.

Alysyn Curd,
Co-founder
Independent Business Association (IBA)





Q: What does IBA do?



A.

As a group, the **Independent Business Association, “IBA,”** believes in and fosters collaboration, cooperation, and creative expression in business.

IBA members come together on a regular basis to:

- Build business relationships.
- Network with the community.
- Create financial opportunities.
- Develop joint ventures, projects, and promotions benefiting members and customers.
- Elevate individual member businesses.
- Generate collective business growth.
- Overcome marketplace obstacles and competition.
- Uncover, develop and share, marketplace opportunities.
- Solve business problems and strengthen business weaknesses.
- Enhance member image and presentation.
- Learn and teach, through sharing of experience, information, and ideas.



Q: WHO does IBA look for?

ACCESS
GRANTED

A.

- **IBA** looks for entrepreneurs -independent business owners- with a visionary outlook and a self-motivated, collaborative mindset. Our members are specifically expected to recognize the potential, the promise, and the power to benefit from collective cooperation.
- **IBA** seeks business-minded thought leaders who care about the big picture beyond themselves; who want to continuously improve their own businesses; the experience of their customers, and ultimately elevate our community and city.



IBA'S POWER STATUS (as of 2020)

In 2019 the organization filed for and obtained its **501(c)3** status with the state of Michigan, under the name **IBA Detroit CDC**, officially making it a non-profit organization dedicated to community development. It also applied for and obtained its non-profit **501(c)6** status.





WHAT DOES THIS MEAN FOR YOU?

What do these dual designations mean for you as a member?

Simply stated, they allow you to participate in, and benefit from your access to and involvement in multi-faceted projects and opportunities, while connecting with other leaders and influencers, with whom you might not have otherwise had access. Involvement may include with federal funding initiatives, foundation grants, corporate partnerships, and a myriad of other programs and opportunities.

Each of these situations typically requires expertise and execution on a high level, that **IBA** is able to either produce or otherwise provide through the talents and services of its business membership.



IBA MISSION

“We are experienced professionals united and dedicated to setting trends and standards in the business arena. We deliver exceptional customer service to break down barriers and build bridges to maximize community and worldwide business opportunities. Our target is people of color who are vastly underserved. We exist to create wealth through profitability, building political influence, and community outreach.”

**Rufus Bartell,
Founder, President
Independent Business Association (IBA)**



IBA Detroit CDC MISSION

IBA Detroit CDC is a volunteer membership **501(c)3** organization. Members are business owners (some own multiple businesses) who are passionate about and live in Detroit. The mission is simple: to participate in the city's redevelopment, promoting and supporting projects that meet the needs of the residents in the neighborhoods where Detroiters live and work, ensuring that city residents are first in planning and project participation to create local economic velocity leading to neighborhood sustainability. Our areas of focus are economic development; community development; workforce development; health and wellness, and arts and cultural programming.



REQUIRED

Like anything else in life you get out of an opportunity only what you're willing to give. Here's what the organization asks of its membership:

- **YOU HAVE A COMPANY REGISTERED WITH THE STATE of MICHIGAN**

You own and/or operate a documented business or organization, filing as applicable, and eligible for opportunities.

NOTE:

It is not MANDATORY that you have a business registered with the state of Michigan or elsewhere, but it is preferred that either you do have aspirations to start and own a business; you have an existing practice serving business, and/or to some degree have a passion for, and mindset dedicated to business.





- **MONTHLY DUES PAYMENT OF \$30**
While it may seem the organization is well-funded, that was not always the case. Not only do our dues demonstrate each member's understanding and personal commitment to our collective mission to our community through business; our dues ensure the organization remains operational, even during times of challenge or crisis.

REQUIRED continued

- **PARTICIPATORY ATTENDANCE**
Attendance at a minimum of two out of four monthly meetings. Unlike many organizations, **IBA** meets each week (Wednesday 9:00 a.m. EST) and has found that to be the “turbo fuel” driving the engine forward. For **IBA**, this practice has proven that meeting quarterly or even monthly, does not serve to progress things forward as well as meeting each week.
- **COVID-19 HEALTH POLICY**
IBA membership requires that members be vaccinated against COVID-19 in order to participate in person during meetings and other physical gatherings with **IBA** membership. Non-vaccinated members are not allowed to participate in person, yet may attend and participate virtually, as available and applicable.

REQUIRED

continued

- **SERVING ON ONE OF OUR 12 + COMMITTEES**
 - ~ Administrative
 - ~ Digital Divide
 - ~ Finance
 - ~ Fitness, Health, and Wellness
 - ~ Fund Development
 - ~ Marketing, Advertising, Branding, PR
 - ~ Michigan Film Relations
 - ~ Multimedia
 - ~ Political and Educational
 - ~ Civic Engagement/ Professional Events
 - ~ Recruiting/Membership
 - ~ Research
 - ~ Social Media





REQUIRED continued

- **ADHERENCE TO IBA POLICIES and PROTOCOLS**

Observance of and adherence to (yet not limited to) the following:

1. **Communicating that you will be absent any time you are unable to attend a meeting.** (Your absence will then be excused, through the process of simply letting us know. A succession of unexcused absences results in termination of membership.)

Also, to let us know if you're going to be more than 30 minutes late to the meeting, or the (virtual) call.

2. **Providing your portion of your committee's report at each week's meeting.**



REQUIRED continued

3. Getting a GroupMe account and using it for all IBA communication.

For the sake of efficiency, communicating through **IBA's GroupMe** is mandatory (as opposed to email, text, telling other members, etc.). Communication that is not posted through **IBA's GroupMe** channel is considered not to have been submitted.

OVERALL BENEFIT

As a member who understands how to benefit, that puts you and your business in 'front and center' position to either lead, collaborate, or provide services and expertise, ultimately resulting in continuous introduction to new customers, referrals, and opportunities.



OVERALL BENEFIT

continued



Over time, here's what you're also gaining:

- Participation in a uniquely qualified, weekly business mastermind.
- Personal growth.
- Stretching beyond your current experiences; moving beyond your comfort zone.
- Learning first-hand how local political mechanisms impact your business.
- Enhancing leadership skills and discipline that comes with being held accountable each week.
- New relationships expanding your personal, business, and brand, reach and influence.
- **Joint membership in the Charles H. Wright Museum Of African American History.**
- **Joint membership in the Detroit Regional Chamber of Commerce.**
- **Joint membership in Detroit Branch NAACP.**
- Individual business membership in the **Small Business Association of Michigan (SBAM).**

YOUR INVESTMENT



Here's what you're getting:

- **Two IBA PINS = \$20**
- **Joint membership in the Charles H. Wright Museum Of African American History. = \$30**
- **Joint membership in the Detroit Regional Chamber of Commerce. = \$80**
- **Joint membership in Detroit Branch NAACP. = \$25**
- Individual business membership in the **Small Business Association of Michigan (SBAM). = \$10**
- IBA first-month dues: \$30

SIGN ON TOTAL = \$195

- Monthly dues = \$30



READY TO JOIN IBA? IT'S EASY.

SIMPLY COMPLETE YOUR ONLINE APPLICATION

[CLICK HERE TO JOIN](#)





YOUR NEXT STEPS



1.

Attend your first (or next) **IBA** meeting.



2.

Select the committee for which you see yourself serving.

(This can of course change if you discover a better fit elsewhere.)



3.

Use **IBA** along with your entrepreneurial imagination to create your own opportunities: let your talent, experience, and expertise flourish, and your business reap the rewards of your efforts inside **IBA**.



Independent Business Association

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CONTACT:

Crystal L. Robertson, Membership Committee Chair

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Thank You!

Additional information available upon request.