



local matters

Think local first!

WLNH CHILDREN'S AUCTION



Jan, Fran and Warren get some airtime

Laconia — The inaugural Lakes Region-based Christmas Children's Auction took place in 1982 and raised just over \$2,000.

Fast forward to the 2010, and 28th annual, edition and the coffers of local children, adult and family service organizations are to be filled to

the tune of \$284,000.

Bright and early on Tuesday morning, December 7, BIBA members **Jan Boudreau** (*LaBelle's Shoe Repair*), **Fran Maineri** (*Paychecks of New Hampshire*), **Warren Clement** (*Laconia Main Street*), **Kevin Sperl** (*LakesRegionSpirit.com*) and **Char-**

lie Bullerwell (*All My Life Jewelers*) manned the phone banks as part of BIBA's organizational sponsorship of "Presentation Station."

All overbids during the sponsorship period were gifted a "Friends of BIBA" card.

A BOOK WORTH BROWSING

Small Giants: Companies That Choose to Be Great Instead of Big; by Bo Burlingham, copyright 2005

I thoroughly enjoyed reading *Small Giants* by Bo Burlingham.

I wish to emulate my business like some of those mentioned in this book. Even small businesses can have a large impact. They can be great places to work, pay living wages, create great products, and offer outstanding service, all while becoming active in the community.



Bo describes many businesses that have chosen this route rather than growing much larger and going public. These attributes can be found in businesses with as few as one, and as many as hundreds of employees. If you're an entrepreneur, read this book and choose to be great!

"Small is the new big" – be proud to be an independent. Please find this at an independent book-seller; you'll be making a difference!

-Randy Bullerwell

**HAPPY NEW YEAR
AND
CONTINUED SUCCESS IN 2011**

EVENTS

January

MEET & GREET

January 25, 6 to 8 pm

Wild Women's Studio
70 Church Street
Laconia

February

Cabin Fever Festival

February 18, 5 to 8 pm

Better Together is planning a new mid-winter, outdoor, dine-and-walk event in downtown Laconia.
kjperl@LakesRegionSpirit.com

MEET & GREET

February 22, 6 to 8 pm

Burrito Me
9 Veterans Square
Laconia

2010 IN REVIEW

The beginning of a new year always brings expected retrospectives on the just completed prior year. Your Board of Directors is proud of a **number of accomplishments** in the past year and is pleased to bring you our thoughts on 2010.

The launch of **The Friends of BIBA Card** experienced a wonderful response from biba members and customers alike. Over



MEET THE BOARD

RANDY & SUE BULLERWELL

Randy and Sue Bullerwell have been in the jewelry business literally all their lives. They are passionate about owning and operating their business and it's a rare occasion to see one without the other.



They met while working at Page's Treasure Shop in downtown Laconia in the late 70's (Wow! That doesn't seem possible; they're much too young for that!)

In their spare time, they love to hook up the Fifth Wheel and travel throughout New England. They enjoy cooking in their yard, especially around the Koi pond. They love being together with their two sons and their wives and are enjoying their first grandson.

Randy and Sue are founding members of the Belknap Independent Business Alliance.

50 businesses now offer discounts, or free items, to over 200 card holders. If your business would like to get on board with this program, contact *friendsofbiba@bibanh.org*.

Our advertising campaign keeps our message in the media on a consistent basis due, primarily, to the efforts of *Sunflower Natural Foods' Ana Gourlay*. The board thanks Ana for her dedication to the task.

The **BIBA Business Expo** was an excellent business-to-business event—despite the horrendous weather and loss of electricity in the building. All those in attendance appreciated the opportunity to meet their fellow biba members.

Meet 'N Greets are a great way to showcase member businesses and we encourage members looking to host such an

event to contact Randy at 528.8541.

Laury Hammel, founder of *The Business Alliance for Local Living Economies*, was a special guest of biba, helping us reinforce the message of buying local. There has been encouraging news about local movements nationwide and biba plans to build on that momentum in the coming year.

In 2011, the BIBA Board of Directors encourages members to show support by renewing their membership. This empowers us to continue moving forward with events and keep our message in front of the local consumer.

Lastly, get involved! We're all volunteers and we need your help.

Your BIBA Board of Directors