

Boulder Creek Business Association
PO Box 611
Boulder Creek, CA 95006
www.bcba.net
postmaster@bcba.net



Eric Hammer, President
Chris Currier, Vice President
Carolyn Sanborn, Treasurer
Tonya Silvestri, Secretary
Board Members
Bob Locatelli
Lydia Phillips
Karen Mayer
Tamara O'Kelly
Wayne Williams

Dear Community,

As a new member of the Business Association this year, I've had an opportunity to see the inner workings of this organization & the time, effort & energy that occurs behind the scenes to deliver the annual events & holiday traditions that this community has come to anticipate as a way of life & looks forward to throughout the year. When people ask, "What does the business association do for me?", I have a new & personal response to that question. If you've ever enjoyed a:

- * 4th of July Parade
- * Halloween Trick or Treating
- * Christmas Tree Lighting & Santa's arrival

You've been involved in & illuminated by a BCBA event! Or perhaps you've attended a BCBA Installation dinner & Auction at Scopazzi's which generates revenue to host the above events through your generous support, or golfed in the Red Hot Red Hat Golf Tournament co-hosted by the BC Fire Dept.? Then you've been included in a BCBA event!

So what else do you get when you become a BCBA member?

- reduced advertisement rates on the "Community Sign" (\$75 members, \$100 non-members)
- your business listing on the BCBA website (which will soon be recreated & updated with a direct link to your website)
- camaraderie with your peers in joining a network of local business owners & neighbors
- membership newsletters & meeting updates by email so you're in touch with 'your community'
- your voice concerning the direction of the Association's evolution to enhance our town & invoke positive changes to enhance the vitality of our community & your businesses

This year there have been many changes with a resurgence of new energy & ideas from downtown merchants & BCBA members. We hosted a "Town Beautification" day with over 30 volunteers, planting new shrubs, cleaning sidewalks & pulling weeds. We initiated the CANpaign fund to "Light up OUR Town", collecting donations from residents in cans strategically placed in local businesses in an effort to purchase new lights to frame the outlines of downtown businesses to remain lit year round & provide a warm, inviting ambience to OUR town. Town banners are re-hung in their place of honor to welcome visitors & uplift local spirits with bright color & seasonal greetings. And what about this year's Holiday Event & Christmas tree lighting? It's only getting better!

Why wouldn't you become a BCBA member & be a part of y/our community endeavors?

We invite you to join us via our 2012 Annual Membership Drive. Membership Dues are just \$45 a year per business/individual, or \$75 for a picture added to your listing. Please join us at the next General Meeting on Jan. 18th for nominations to the Board. If you are interested in becoming a board member, please let us know. We welcome your participation and thank you for your continued involvement & support.

And don't forget to mark your calendars for this year's Installation Dinner @ Scopazzi's on February 25th, 2012! We hope to see you there!

Sincerely Yours,
Karen Mayer, owner Massage of Boulder Creek

Boulder Creek Business Association
2012 Membership Application

For Website Listing

Business Name/Address: _____
Phone: _____ Website: _____

For BCBA correspondence

Contact Name: _____ Email: _____

I'd like to volunteer to help with:

4th of July Parade _____ Halloween _____ Holiday Tree Lighting _____
New Fundraising Ideas? _____

Membership Dues
\$45.00 per year
\$75 per year to add picture to business website listing

Mail to:
BCBA
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