



Become an **IDEA** member today  
and inspire your business potential.  
Individuals **D**eveloping **E**ntrepreneurial **A**lliances

2007 – 2008  
[www.northberkshireidea.com](http://www.northberkshireidea.com)

## **BUILDING COMMUNITY. BUILDING ECONOMY.**

Please allow me to introduce IDEA - a new and exciting North Adams-based business program available for north county business owners and entrepreneurs. If you are a retailer, manufacturer, contractor, artist, inventor, hobbyist or home based business owner of any kind - - IDEA may benefit you.

**IDEA** (Individuals **D**eveloping **E**ntrepreneurial **A**lliances) is a membership organization designed to encourage business alliances, nurture the growth and development of a new or existing business, while providing networking and educational opportunities for entrepreneurs. An IDEA membership offers opportunities to network with other business owners in the community to exchange experience-based information, develop strategic business relationships, expand knowledge, and inspire business potential.

**OUR SCHEDULE:** IDEA meets once per month, September through June. Meetings will be held on the 2<sup>nd</sup> Wednesday of each month, 5:30 pm – 7:30 pm at the Cup and Saucer on Main Street North Adams.

**MEMBERSHIP:** Membership cost for individuals is \$55 per year, and \$5 per attended program. Membership is open to anyone interested in the local business community. Corporate memberships are also available, \$200 for up to five participants. Program cost to non-member visitors will be \$10 per program (a portion of this to be applied towards membership if they join).

**BENEFITS: BUSINESS CONNECTIONS:** Heighten your company's visibility and develop mutually beneficial business relationships; **PROFESSIONAL DEVELOPMENT:** Attend a variety of quality small business forums led by field experts; **INTERNET EXPOSURE:** List your business in our on-line Business Directory and establish a reciprocal link; **TELL THE WORLD WHAT YOU DO!:** Submit a brief description of your business to be included, and available on the world-wide web, *FREE* on the IDEA web site; **SMALL BUSINESS CONSULTING:** Receive a 20% discount for consulting services provided by Steve Fogel, Program Director of Berkshire Enterprises.

**VOLUNTEERS COMMITTED TO LOCAL BUSINESS COMMUNITY: IDEA Steering Committee** members are local business professionals who are committed to growing the north Berkshire business community and economy. Each brings their own talent to the table and has enthusiastically agreed to help guide this program for the 2007-2008 year. *They are:* IDEA Founder Jill Drummond, United We Design™ (North Adams), Tom Webb, Berkshire Home Works LLC, (Williamstown), John Haskins, Becks Printing (North Adams), Janeen Flagg, Miss Toni's Dance Corner (Adams), and Gary Spencer, TOG Manufacturing (North Adams).

**HOW WE GOT STARTED:** IDEA emulates the Berkshire Entrepreneurs Network (BEN), a Pittsfield-based membership organization that has done very well. BEN started approximately 10 years ago by Berkshire Enterprises entrepreneurial training program graduates. As a current BEN member, I continue to be inspired by monthly BEN programs; as a business owner in North Adams, I am committed to bringing that experience home to share and, hopefully, inspire you. After a steering committee was established, space was secured, a website and an annual program schedule was developed introducing upcoming programs and speakers. IDEA was officially launched on Wednesday 8/22/07 as part of the annual Mayor's Downtown Celebration in North Adams.

**CONTACT:** For more information on programming and membership – or to join, please visit us on the web: [www.northberkshireidea.com](http://www.northberkshireidea.com), email us: [jill@unitedwedesign.net](mailto:jill@unitedwedesign.net), or call Jill Drummond at (413) 281- 6343.

Enthusiastically, Jill Drummond, United, We Design™  
[www.unitedwedesign.net](http://www.unitedwedesign.net)