
VERMONT ALLIANCE OF INDEPENDENT COUNTRY STORES
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Dear Alliance Invitee,

In 2008 the **Vermont Alliance of Independent Country Stores** celebrates its *Seventh Anniversary* as a robust group of 50 stores with 25 associates and friends. We are among Vermont's great assets.

Our reputation for quality is known throughout Vermont and across its borders. The Alliance promotes our stores, contributes to our communities, and underscores our historical significance.

Now it's time to join the Alliance—and here's why.

Your membership costs just 93 cents a week, but brings you supplier discounts and increased trade worth far more—hundreds of times more. And in these days of expensive gas, your store is ready as the source for fresh, local products.

The Alliance sponsors the annual Country Store Month, has a private brand only available at Alliance stores, and hosts the popular VAICS.org website with its interactive map, directions, contact information, photos, and stories. We were recognized with a Governor's proclamation, and a handsome banner with our logo flies in front of many member stores. Original paintings of our country stores have appeared in the Governor's Gallery and in Welcome Centers, and grace the Vermont Tourism Department poster series.

The Alliance and member stores have received unprecedented publicity, from the Vermont press through MSNBC, CNN, *New York Times*, *Boston Globe*, NBC News, and many more. Informative membership gatherings are hosted by fellow storekeepers, and this summer the Alliance again had a popular booth at the Vermont History Expo. Our website tour map brings thousands of visitors to Alliance members' doorsteps. And in September, The History Press will publish *Country Stores of Vermont: A History and Guide*, to be sold across the country in bookstores, online and in travel centers.

Make *yourself* visible by joining the Alliance. Along with your membership, send us photographs, stories, drawings, video, clippings and other material of interest to include on our website. Encourage country stores in neighboring towns and your suppliers to join, too!

Activate your membership *today* in the **Vermont Alliance of Independent Country Stores**—an alliance that matters to each one of us.

Thank you,

Charles Wilson, Chair
Taftsville Country Store