

9-09-03

Dear Fellow BICA Members,

As we have previously discussed in our meetings, if we truly want to make a difference in our Township Government come November 2004 we need to raise funds for the organization to spend. These funds will be spent in several different ways.

We will ultimately hire a public relations firm to poll the community on community issues and to enhance the visibility and credibility of our organization. So far we have done a pretty darn good job of articulating our position on issues by being armed with the facts, the truth, and being ladies and gentlemen when we have spoken. As a result, we are gaining cooperation of the Township Board and I believe respect within the community. The problem is that we were forced to come together because of actions taken by our Township Board, which severely impeded the growth and business development in Bedford Twp., including existing businesses. Had we not come together as a group to deal with these errors, the resulting injury to our businesses, and therefore our community, would have been considerable, included loss of jobs, tax revenues, etc. We should have had leadership all along that looked out for *everyone's* best interest, and leadership that considered us as business people *citizens* too. The information that the PR firm will compile will help us with understanding what is on the minds of most people in the community, and better help us to plan campaign strategy for the next election.

Money will also be spent on supporting candidates that best fulfill the stated purpose and goals of BICA. We can effectively help a good person get elected by supplying them with financial support for signs, campaign literature, advertisements, etc., and also an extra pair of hands when needed. Without political involvement when needed, BICA will exist and be perceived as just another lunchtime social club.

Once again, as we have discussed before, we believe we need \$25,000.00 to make this happen. With over 100 members, an average of \$250.00 per member would do it. We know that for some businesses \$250.00 would be a stretch, and for some \$1000.00 isn't really a problem. What is really most important is that *everyone* be a part of this and contribute something. We will ask you to pay 60% of your total pledge directly to BICA, for the purpose of the PR Firm and expenses derived from their effort. Please keep the remaining 40% of your pledge available to support candidates personally. The money that you send to BICA can be paid from your business account, just as if they were dues. Your support for a candidate should come from a personal checking account, as the law requires.

Enclosed with this letter is a simple pledge form. You fill in the blanks with the amount and how you would like to schedule your contribution that you are comfortable with. As a business organization we don't want anyone to be uncomfortable with, or create any self-induced hardship over your pledge. Every dollar helps us reach our goal, and we are grateful for whatever contribution you decide to make. It is important that we ask for pledges now so we know what we will have to work with as we proceed.

Thanks for your support, thanks for becoming a member, and thank you for your commitment to the Bedford Business Community!

Chuck Faller