

Retail Liaison

This position is an optional CAB position. The retail liaison is responsible to:

- Act as the primary link between the chapter and area retailers, insuring an evenhanded approach to all retailers.
- Consistently deliver the message to chapter members that good retailer relations is a two-way street – a chapter needs the retailers to have local access to fabric, notions, machines, patterns, etc., and retailers need chapter members to shop in their stores.
- Negotiate and secure discounts from local retailers for chapter members. Use the Retailer Discount Agreement on page A-6 for the agreement with each retailer. (Only the chapter president or retail liaison may negotiate discounts with area retailers.)
- Communicate with the area retailers regularly to keep them current on chapter's activities and to promote general good will between the retailer and the chapter.
- Secure paid newsletter advertising from local sewing related retailers. If a chapter has no retail liaison, the newsletter editor or chapter president may do this. See page A-3 for the Newsletter Advertising Agreement.
- Maintain a current mailing list of area retailers, including contact names and phone numbers, both for inclusion in the chapter newsletter and for keeping in contact with retailers.
- May write a column for the chapter newsletter outlining happenings at supporting retailers' stores and/or spotlighting each retailer in turn.
- May help to request door prizes and favors for chapter events and will initiate publicity and thanks for the donations.

Associated Topics and Information

- “CAB Responsibilities,” on page 8-2.
- “Retailer Relationships,” on page 9-37.
- “Newsletter Advertising Contracts,” on page 9-28.
- Newsletter Advertising Agreement, on page A-3.
- Retailer Discount Agreement, on page A-6 and is downloadable from the Leadership Area of the ASG Web site at www.asg.org.