

## *Community Standards*

**The rules of competition dictate that there can only be one winner. Competing in a market economy requires cutting costs and lowering prices.**

**The North American Free Trade Agreement (NAFTA) enabled a few companies to exploit cheap labor and relaxed environmental and safety standards overseas so the companies could compete with businesses that did not have the resources to do the same.**

**These global corporations were able to saturate our local communities with their brands. With enough resources, these companies are capable of operating so deep in the red (losing money by pricing their products too low) that local merchants are disappearing.**

The initial goal of this organization is to give professionals in “transition” the opportunity to get their feet wet again by putting their experience and training to good use helping newly formed independent local businesses compete with the very same large corporations that chewed them up and spit them out.

This is an entirely voluntary organization that seeks to organize those who are disenfranchised from their corporate masters; rally the experienced and well-trained job seekers to war against predatory conglomerates, and make trouble until we get their attention and they decide it would be far better to hire us at exorbitant salaries than to face an ever increasing onslaught of community activists.

Illinois Intrastate Commerce Coalition

I.I.C.C.

[www.iicc-iesi.org](http://www.iicc-iesi.org)

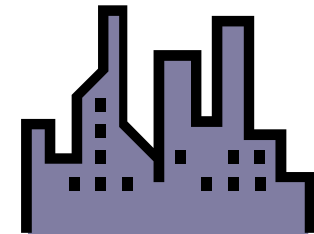
I.E.S.I.

Illinois Economic Survival Institute

## SURVIVAL GUIDE

# FOR THE LOCAL ECONOMY

*Our aim is to keep money circulating in the local economy instead of disappearing over the horizon never to be seen again.*



## Corporate Culture

The way we treat each other as human beings is at stake. The community as a provider of goods and services is becoming part of a corporate culture that considers wages and health benefits to be a loss instead of an investment in quality assurance. Greed is overruling simple decency.

National and Global businesses don't know who you are and have probably never set foot in your community, let alone your state. They have a specific

set of instructions to which store managers must strictly comply.

Recently, a Taco Bell franchise was shut down by the corporate

headquarters because of a dispute over procedure. Several convenience store workers, some who had been there for more than a decade, were all fired and replaced by new hires who had been secretly interviewed, because the original workers were too well compensated. Most nationally famous companies that involve services such as technical support, insurance claims, and even medical diagnoses have out-sourced these services to India and beyond.



**Chapter One Bookstore at Fair Hills Mall closed in 2005**

## WHAT CAN WE DO?

We can stop tossing our money into the jet-stream that carries our money far away, never to be seen again. Instead, we can spend it on local merchants, manufacturers, and farmers.

## WHO IS REALLY LOCAL?

It is getting harder every day to tell who is really local and who is not. An allegedly local group that owns several radio stations is actually a front for a major global corporation that has localized its name. There is a restaurant that specializes in barbecue that has hidden well the fact that it is a national franchise. There is also a construction company whose local manager is instructed to claim that he is the owner.

We have a fierce battle ahead, to fight for the freedom of independently owned and operated businesses. Together we can claim larger blocks of advertising space and educate the public about where their money is really going. But, we must get started.

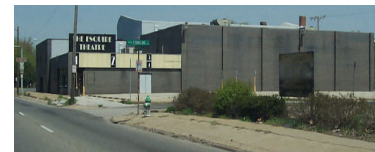
Long before now you've probably said to yourself "*I'm not going to have time for this and I don't have the budget to support such an effort.*" The more local forces we can gather,



**Pill Box Pharmacy on Lawrence closed in the 1980's and still stands empty today.**

the more powerful we can be as a community.

The wake left behind by suburban sprawl can be seen on economic charts as an impact crater. Prosperity appears as a single wave ripple that moves out and away from community centers. The problem is that the wave is bigger than we can see it. The wave is moving out to both coasts, and in many cases, beyond. Some years ago,



**Esquire Theater on MacArthur closed in 2005**

people began to use credit cards for every day purchases instead of

special purchases. Eventually, credit cards became a necessity of survival. Nobody, especially the news media is asking why everything from food to clothing cannot be bought without a credit card. We have allowed competition in the marketplace to go unrestrained for too long.

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