

-Concept Brief-

The following organization was created in MGT 360 Applications in Entrepreneurship in Spring of 2019. We believe that this organization can be of significant value to all stakeholders.



**Adirondack Conscious Business Alliance, Inc.
Paul Smith's College**



Honoring and supporting small businesses which enrich their communities by demonstrating sustainable solutions for a better, prosperous, and healthier future.



Adirondack Conscious Business Alliance, Inc. Paul Smith's College

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About Us

- Local small businesses are the lifeblood of the Adirondack economy and experience. We aim to support and honor local businesses which are uniquely important to the way of life in the rural mountain villages in the Adirondacks.
- We are a Paul Smith's College student-founded alliance of member businesses that embody the resilient Adirondack spirit with integrity and purpose.
- We have developed a stringent set of criteria around **conscious business** practices for membership and certification that set the right small businesses apart in the ACBA Big Five conscious business criteria :



Sustainability
Community Support
Cultural Impact
Innovation
Worker Standards



Member Benefits

- **Recognition** through **Membership, Certification, Awards** and **Symposium**. Basic membership level Green is awarded based upon successful application. A certification level of Bronze, Silver, or Gold will be awarded following a formal evaluation on the ACBA Big Five conscious business criteria.



- **Enhanced marketing exposure** through well-supported professional web presence and social media, as evidenced by the hundreds of thousands of views, likes and shares afforded to Paul Smith's College community through these platforms.



Conscious Business Criteria

The Big Five

Sustainability: *Measuring Responsibility:* Local Product Sourcing, Clean Standards, Energy Use.

Community Impact: *Measuring Consistency:* Activities, Events, Deals for Locals, Sponsorships, Engagement.

Cultural Impact: *Measuring Authenticity:* in true Adirondack Experience.

Innovation: *Measuring Revitalization:* Business Improvements, Investment, Trends, New Ideas.

Worker Standards: *Measuring Compassion:* Safety, Compensation, Activities, Benefits, Diversity.



Paul Smith's College Campus



Meet the Team

Jessica Heroux,
Project Manager



Marcus Marti,
Project Manager



The ***Adirondack Conscious Business Alliance, Inc.***, is an organization comprised of locally-owned small businesses, which are the lifeblood of the resilient rural mountain economy of the Adirondacks.

Members of the ACBA care deeply about the impact and responsibility that they have to the community and the ***ripple effect*** of the conscious business decisions they make.



Adirondack Conscious Business Alliance, Inc.
Paul Smith's College
7777 NY-30
Paul Smith's, NY 12970

Membership and Certification

How to apply for membership

Interested local small business owners can submit an in-depth application form online for review, along with an application fee.

The importance of certification

Your business matters. Our stringent **Big Five** criteria set the parameters for certification. Formal certification is conducted by students. The **certification form** is found on the ACBA website: www.adkacba.org

Certification levels: Member-**Green**, **Bronze**, Silver, **Gold**



The background is a solid light blue color. Three water droplets are depicted, each creating a series of concentric ripples that spread outwards. The droplets are positioned in a triangular pattern: one at the top center, one at the bottom left, and one at the bottom right. The ripples are drawn with dark blue lines, giving a sense of movement and depth.

Your Business Matters

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