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For 25 years, OTA has provided its members with opportunities to stay ahead of industry issues, to make crucial business connections, and to be heard as part of a unified voice for organic.

In the spirit of marking OTA's 25th Anniversary, here are five ideas across five categories for simple ways to *Get the OTA Advantage in 2010*.

Increase your visibility...

1. Get fresh ideas to leverage social media from OTA's Marketing Forum members
2. Show your commitment to organic trade with the OTA Member Logo
3. Enhance your PR by sharing company news in OTA's *The Organic Report* news magazine.
4. Expand your outreach with an OTA Member Mailing List
5. Target prospective customers by optimizing your *Organic Pages Online*™ listing

... and network with peers.

6. Engage with your Board and Staff at OTA's Annual Meeting
7. Build your network by becoming an OTA Facebook "Fan"
8. Follow OTA on Twitter for up-to-the-minute organic information
9. Close the information gaps by subscribing other employees to OTA's *News Flash*
10. Avoid interruption of your benefits by adding OTA to your "white list"

Reduce your costs ...

11. Save money on computer products with OTA's newest partner— HP
12. Minimize the hassles of finding new employees by posting on *Green Dream Jobs*
13. Invest in socially responsible retirement solutions through OTA's partner Social(k)
14. Learn to lessen your impact and boost your bottom line on OTA's Sustainability Forum
15. Take advantage of preferred pricing with FedEx through OTA's shipping program

... and grow your business.

16. Educate consumers by utilizing the **Organic. It's Worth It.** Partnership Kit
17. Impress clients with the latest market intelligence from OTA's industry research
18. Save time following online dialog about organic with OTA's *BlogWatch Report*
19. Generate new sales in OTA's Member to Member Marketplace
20. Stabilize your risks with OTA's Liability Insurance partner HUB International

Influence decisions ...

21. Get access to official Washington at OTA's new D.C. office
22. Develop solutions and enhance your skills as part of an OTA Task Force
23. Respond to regulatory challenges and opportunities with OTA's *NOSB Report*
24. Access policy expertise on the U.S. Government Affairs and Canadian Forums
25. Advocate for organic during OTA's Policy Conference and Hill Visit Days

... and be part of cultivating a strong organic community for the next 25 years!

Questions? Call Tessa @ 413.376.1228 or e-mail tyoung@ota.com

