

RETAIL LIAISON

The responsibilities of the Retail Liaison may include:

- Act as the primary link between the chapter and area retailers.
- Encourage members to patronize and show appreciation to local and national retailers.
- Negotiate and secure discounts from local retailers for chapter members. Use the Retailer Discount Agreement (on the ASG website) 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 (refer to the ASG website for the Newsletter Advertising Agreement).
- Make a list of area retailers, including contact names and phone numbers, for inclusion in the chapter newsletter and for keeping contact with retailers.
- Request door prizes and favors for chapter events and encourage members to thank the retailer for the donations.