



# Vermont State Employees' Association

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155 State Street, Montpelier, VT 05602 Phone: (802) 223-5247  
Fax: (802) 223-4035 Email: vsea@vsea.org Website: www.vsea.org

Dear Business Person,

VSEA is an employee association that has been representing state employees and other public-sector workers since 1944. Our Advantage Program promotes businesses willing to offer a discount to VSEA members and their immediate family. Over the past several years, VSEA has advertised participating businesses in our Advantage Program Discount Directory via:

- **Special event mailings and handouts of our printed Discount Directory;**
- **Publication of the Discount Directory in our weekly newsletter with 6,500 subscribers;**
- **Prominent post on our social media pages, such as Facebook, Twitter, Google+ and LinkedIn;**
- **Periodic notices in our update newsletters; and**
- **VSEA's website (www.vsea.org), where the Discount Directory posts links to your e-mail address and/or website. A simple click and VSEA members are linked directly to your business.**

Your business will be showcased to our membership, which currently numbers near 7,500 public employees across Vermont. While a majority of the members are active, VSEA also has a large retiree base as well, and they too utilize the union's Advantage Discount Program. We would also advertise your business to state employees who are not yet VSEA members (as an additional benefit to joining VSEA). These thousands of people live and work in Vermont and represent potential business for you.

As the vendor, you decide what kind of a group rate or exclusive discount or offer you'll extend to VSEA members—and we promote the deal for you. The customer identifies himself or herself as a VSEA member, staff, or their immediate family, when they initiate the business transaction with you (VSEA issues a green membership card, should you care to ask for verification). There are no unknown charges/costs to you, just your discount tendered to our members who do business with you.

Our members expect that offers within the VSEA Advantage Program represent an offer (discount) exclusive to VSEA or a group rate based on the size of our organization. In other words, members-only, as some employees of the State of Vermont are not VSEA members. However, more State employees are members in VSEA than not. Remember, VSEA aggressively promotes businesses participating in our VSEA Advantage Program, whereas the State of Vermont does not.

**We would like to include your business in our next marketing push. Please take a moment to indicate your participation in the VSEA Advantage Program by phone, fax, or e-mail (dgibson@vsea.org).**

*Please Print*

**CONTACT PERSON (NAME):** \_\_\_\_\_

**Name of Business:** \_\_\_\_\_

**Type of Product/Service:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_ **Type of Offer:** \_\_\_\_\_ **Group Rate** \_\_\_\_\_ **Exclusive Offer**

**Phone:** \_\_\_\_\_ **City, State, Zip:** \_\_\_\_\_

**Website:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Offer to VSEA members (e.g. "15% discount on regularly priced items; good throughout the year"):**

\_\_\_\_\_  
**Additional Info (other store locations etc.):**

\_\_\_\_\_  
*So we may promote your business in our Advantage Program as soon as possible. Contact me if you have any questions regarding this program. Thank you!*

**Doug Gibson, Communications Director, e-mail: dgibson@vsea.org, phone: 802-223-5247 Fax: 802 223-4035**