

OLD WEST AUSTIN NEIGHBORHOOD ASSOCIATION

“Representing residents from Town Lake to Enfield, and Lamar to MoPac.”

Dear Business Owner:

Did you know that a gold mine of potential customers live within one mile of your business? Would you like to know how to reach them through your local neighborhood association?

The Old West Austin Neighborhood Association (OWANA) represents more than 4,000 residents in an area stretching from Lamar to MoPac, and Town Lake to Enfield. As you know, the area is made up of a diverse group of people. However, they all share one common characteristic--a fervent desire to maintain the unique character of our neighborhood by supporting local businesses.

Your business is a vital part of our neighborhood and we want to see it grow and prosper. Thus, we are now proactively asking businesses to join OWANA. In exchange for your membership, you will receive free advertising in “The OWANA Owl”, our 12-page member newsletter.

Members and non-members scour every quarterly issue of The OWANA Owl because they can't find out what's happening in Old West Austin any better way--not through the Chronicle, the Statesman or on the internet. The Owl is a newsletter written for and by residents of our neighborhood.

More than 40 businesses already reap the rewards of their OWANA membership including Book People, Rounders, Wink, Jeffrey's, Dynamic Reprographics and others. We want you to join them, and benefit in the same way they have.

OWANA now offers four Business Membership levels that entitle your business information to appear in the newsletter for as little as \$50 a year. Several membership levels are available, all of which include links on the www.owana.org website.

Our next newsletter comes out soon and 750 copies will be distributed. Joining will secure your ad in one of the next issues, and in future issues.

If you have any questions, email me stewart@physics.utexas.edu or call 694-2320.

Regards,

Saralyn Stewart
OWANA Newsletter Volunteer

P.S. Becoming an OWANA Business Member can benefit your business. But we hope you'll join because you care about the same thing we do: preserving the vitality and character of the neighborhood we share. 100% of your membership dollars are dedicated to that simple mission.