

## BENEFITS OF JOINING The Ballona LETS

### Personal Benefits

- Obtain goods and services without cash.
- Learn new skills to market to others.
- Get to know your neighbors, and learn what is available in your neighborhood.

### Business Benefits

- Improve your cash flow.
- Create loyal customers.
- Generate referrals.
- Trade services during off-peak and slow periods.
- Obtain business-related services and supplies without cash.
- Discover new local business opportunities.

### Community Benefits

- Ballona bullion stays in the community rather than travelling to a corporate office in another city or country.
- Trading supports local producers and improves the local economy.
- Trading creates its own community. Know your neighbors and like-minded people and trade with people you know and trust.
- Help build local *resilience* – our ability to flex and adapt – despite the condition of the U.S. economy.

Ballona Local Economic Trading System (LETS)  
6700 West 83<sup>rd</sup>, Westchester (LA 90045)  
[www. EnviroChangeMakers.org/BallonaLETS.htm](http://www.EnviroChangeMakers.org/BallonaLETS.htm)

*Goods and services can be traded  
without the need for cash*



# A Community Trading Network

centered around the  
Westchester,  
and del Rey areas  
of the Los Angeles basin

The Ballona  
Local  
Economic  
Trading  
System

Members trade goods and services  
through the exchange of  
points called "Ballona bullion"

## HOW DOES IT WORK?

### WHO CAN JOIN?

Everyone has skills to offer.

If you or your business can provide a product or service to other people, you can earn Ballona bullion to obtain other products and services!

The Ballona LETS provides you with an opportunity to help others with whatever skills you have. You could earn Ballona bullion with:

- **Skills or goods you offer professionally**  
e.g. you have a business, you own a store, you are a bookkeeper, or a registered massage therapist
- **Activities you do as a hobby**  
e.g. you enjoy gardening, you sew, you tinker with computers, you like repairing things
- **Skills you used in the past**  
e.g. you were a chef or an auto mechanic in the past



When you join the Ballona LETS, you open a Ballona bullion account to track transactions.

Members have access to our online Directory which lists goods and services being offered.

You can contact members directly and negotiate trades using Ballona bullion.

You can supply your goods and services to other Ballona LETS members using Ballona bullion.

The Ballona LETS is an answer to nurturing a little more of what you love to do in exchange for what you don't know how to do, don't want to do, or don't have time to do. And it's created through the power of sharing the community wealth of talents.

Give some time  
to a neighbor.  
And down the  
line a different  
neighbor will  
help you.

Q: Is this an "alternative currency"?

A: Alternative currencies have been in the news. The Ballona LETS is a form of alternative finances, however it isn't a "currency" per se because there is no paper money. For people who have to have a paper document, we offer a document that looks like a check as a means of transferring your Ballona bullion.

Q: Is this a "Time Bank"?

A: The Ballona LETS is a bit similar to a Time Bank, in that members are trading credits. But it's even better than a Time Bank because the value of your trade isn't strictly limited to the number of hours you put in. A LETS system allows the two people who are making the transaction to set the valuation.

Q: How much is one unit of Ballona bullion worth? An hour?

A dollar?

A: That's the beauty of a LETS system: you get to decide. Simplistically you could say that, one unit of Ballona bullion is worth the equivalent of "one hour of your time." If you are trading a bag of homegrown tangerines it will be up to you and your trading partner to decide how much bullion to exchange.

However ... and this is the big "however" ... if the U.S. economic values go crazy with inflation or deflation, the Ballona bullion system will maintain a nice, stable, independent internal valuation. Within our local trading community, we will still be able to afford to trade with neighbors for the things we need to live.

To learn more, watch this YouTube video  
[http://www.youtube.com/watch?v=M\\_SeffUDeG8](http://www.youtube.com/watch?v=M_SeffUDeG8)

### WHY ARE WE DOING THIS?

Let's face it: the economy isn't getting any better. Some neighbors have already lost their jobs. Others are having a tough time with cash flow. And nearly everyone is worried. Plus there are people within our community, like senior citizens, who plain and simply need your help. There is plenty that WE CAN DO.

We can work together as a community. We can help each other and get to know each other in the process. We can reclaim some of that old-fashioned *neighborhood* and *community* feeling, right here in the big city.

*Imagine ... a local economic system based on mutual respect and reciprocity*

Ballona bullion will be very helpful as a means of creating and sustaining community self-reliance.

Part of the process is learning which goods and services our community provides for itself and which it imports from elsewhere. This can help local businesses identify areas for potential development.

Ballona bullion is designed to help us take charge of our community's economy. Ballona bullion cannot enrich people who then take our jobs away to exploit cheap labor elsewhere. It must be re-spent back into our community. It does not earn bank interest so it is designed to discourage hoarding.

Ballona bullion can help our senior citizens get things they might otherwise be hesitant to ask for, such as companionship or letter writing or computer help. You can also help our local charities and faith communities --even when cash is tight-- by donating your bullion to them to help them meet their needs.