



Press Release (Distribute: December 17)

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SeaTac Coffee Shop Receives National Small Business Award
Mike's Community Cup takes 2014 Indie Award with Creative Marketing

VIRGINIA BEACH, Va. – The national small business movement [Independent We Stand](#) announced Mike's Community Cup as the recipient of the 2014 Independent We Stand Small Business of the Year Award. In the state home to the mass-merchant, Starbucks, independently-owned shop, Mike's Community Cup, not only gives customers their daily dose of caffeine but continues overcoming challenges, like a decline in traffic and revenue, to make an impact by helping people in the SeaTac, Wash. community.

"The excitement and community support across the country was unmatched during this year's nomination and voting phases," said Bill Brunelle, co-founder of Independent We Stand. "Mike's Community Cup operates with a main goal of serving those in the community from giving local highschoolers a place to do homework to donating their tips to fund toys for the local hospital."

Mike's Community Cup took a large hit in sales due to construction on the main road outside of the shop. Instead of closing their doors, they used low-cost platforms like Instagram and Facebook to promote their business in part due to lack of funds for a website. They have a positive outlook for 2015.

"I am thrilled to receive the title of Independent Small Business of the Year as it will help us continue to make an impact on our SeaTac family," said Mike Condon, owner of the seven-year-old coffee shop. "The money and website prize will help get us back on our feet so we can give even more back to the community."

Mike's Community Cup will receive prizes with a combined value of more than \$10,000, including:

- \$5,000 grand prize
- \$1,000 [STIHL](#) equipment certificate. STIHL products are sold exclusively through local dealers, and support more than 8,000 STIHL dealers in communities nationwide.
- "Small Business Web Starter Package" from independent web design firm [Launch Interactive](#) that includes custom website layout design and programming with a location page with Google map integration and web traffic reporting
- Three day/two night stay at an independent resort hotel in Virginia Beach, Va., that includes a tour of the STIHL Inc. headquarters and dinner with the Independent We Stand team
- Plaque to display at winner's business
- Public relations and social media recognition

The ten submissions that received the highest number of public votes were deemed finalist submissions. The winner of "The Indie" was chosen by a panel of contest judges.

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The top semi-finalists, in alphabetical order, are:

- [A. Dodson's](#), a retail gift shop in Suffolk, Norfolk and Virginia Beach, Va.
- [Afterwords Books](#), a bookstore in Edwardsville, Ill.
- [Artsy Fartsy Art Gallery](#), an art gallery in Carson City, Nev.
- [Califon Book Shop](#), a bookstore in Califon, N.J.
- [Copperhead Lodge](#), a mountain cabin resort and lodge in Blairsville, Ga.
- [D'Arcy's](#) grocery store in Westfield, Ill..
- [Grolier Poetry Book Shop](#), a poetry book shop in Cambridge, Mass.
- [Lead In The Window](#), a stained glass art studio in Las Vegas, Nev.
- [Prairie View Farm Market](#), a garden center and farm market in Hampshire, Ill.

The quarterfinalists who were not selected for the Grand Prize will each receive an Independent We Stand Premium Membership.

To learn more visit: www.IndieBizAward.com or <http://independentwestand.org/>.

About Independent We Stand

Independent We Stand is a movement of independent business owners across the country to inform their communities about the importance of "Buying Local" and how these efforts bolster their local economy. This movement supports all local and national causes committed to boosting local economic development projects. The Independent We Stand movement is co-sponsored by STIHL Inc. and Fiat Chrysler Automobiles. www.IndependentWeStand.org

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