



## Real Diaper Industry Association Joins National Indie Business Coalition

[Real Diaper Industry Association](#) (RDIA) has joined the [Advocates for Independent Business](#) (AIB), a coalition of trade associations and other organizations that represent locally owned, independent businesses.

AIB provides a structure for its member organizations to exchange information about successful programs that deliver value for their members, generate new ideas to support independent businesses, and work together to advocate for shared public policy goals. "Building a national coalition gives independent businesses a stronger voice on critical public policy issues," said Stacy Mitchell, program director at the Institute for Local Self-Reliance which is coordinating the AIB's work. "It will also provide a great way for these organizations to share ideas and develop new strategies and programs to help their members thrive."

Recognizing the significant opportunity of having an ongoing vehicle for sharing ideas and collaborating to support independent businesses, the founding members of AIB began meeting in 2013 to create the coalition.

"RDIA is excited to join AIB. A majority of our members are small, independent businesses," said Janelle Cridland, Executive Director of RDIA. "We seek to level the playing field for our members and we know that requires collaboration. RDIA understands the need to come together and find common ground in order to be able to compete in today's tough marketplace. We are also committed to identifying and eliminating unfair competition and have been working hard to provide tools and resources to help our member business and consumers understand the issues. We recently launched a website, [cleandiapers.org](#) that serves as an information hub addressing unfair competition in the cloth diaper industry."

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