

Contents

Preface: Starting Anew		vii
Introduction: Cereal Milk for the Gods		xv
Part One	The Economics of Local	1
Chapter 1	Motherhood, Apple Pie, and Political Theatre How We Are Failing Our Small Businesses	3
Chapter 2	Blue Skies, Pipe Dreams, and the Lure of Easy Money Our Financial Legacy and its Unintended Consequences	19
Chapter 3	Buy Local, Eat Local . . . Invest Local Reconnecting Investors and Businesses	31
Chapter 4	The Local Imperative Leveling the Playing Field	47
Part Two	Experiments in Citizen Finance	63
Chapter 5	The Last Real Banker? Relationship Banking Is Not Dead – Yet	65
Chapter 6	The Biggest-Impact Financial Sector You’ve Never Heard Of Community Development Loan Funds Reach Out to Individual Investors	79

Chapter 7	A Model to LIONize How One Pacific Northwest Town Engineered a Quiet Revival	95
Chapter 8	Community Capital It Takes a Village, or a Police Force, or Perhaps Some Farmers	105
Chapter 9	Pennies from Many When Social Networking Met Finance	125
Chapter 10	Slow Money Finance for Foodsheds	147
Chapter 11	From Brown Rice to Biofuels Co-ops on the Cutting Edge	159
Chapter 12	The Do-It-Yourself Public Offering The Allure of Public Venture Capital	181
Chapter 13	Back to the Future The Rebirth of the Local Stock Exchange	199
	Conclusion	221
	Notes	227
	Acknowledgments	243
	Index	245