

The Constitution of the
**E-Commerce eXchange
& Buyers Alliance**

E X B A

A Covenant of Mutual Benefit and Fair Trade

ADOPTED BY THE FOUNDING CIRCLE
Washington, D.C. · _____

PREAMBLE

We, the independent sellers of the American marketplace — builders of small enterprises who buy, ship, and sell on our own account — recognize a simple truth: alone, each of us pays retail to run a business; together, we command the scale of the giants we compete against.

We did not build our companies to surrender them. We built them to be free. Yet freedom in commerce is not the absence of others — it is the strength we lend one another. The factory quotes a better price to the buyer of ten thousand than to the buyer of ten. The carrier, the software vendor, the freight line, and the insurer each reward scale. For too long, that scale belonged only to those already large enough to demand it.

The E-Commerce eXchange & Buyers Alliance exists to place that scale in the hands of the independent seller. We pool our demand without surrendering our independence. We negotiate as one without competing as anything less. We share what we save, and we keep what we earn.

This Constitution is not a contract of obligation but a covenant of conduct — the principles every member carries, the promises we make to one another, and the lines we will never cross. Let it be known to every member, and let it endure beyond any officer, term, or season.

THE ARTICLES

Article I — Mutual Benefit Above All

“We rise together or not at all.”

The Alliance exists for the benefit of its members as a whole. No member shall be enriched at another member’s expense, and no decision shall serve a few at the cost of the many. Every dollar saved and every door opened belongs first to the membership and to the mission we share.

Article II — Buying Power, Not Price-Fixing

“We cooperate in the buying room and compete in the open market.”

EXBA combines what its members buy — never what they charge. We negotiate together for better terms on goods, software, shipping, freight, and services. We do not, and will never, coordinate the prices members set for their own customers, divide markets or customers among ourselves, or agree to refuse dealing with any competitor or supplier. Our strength is lawful collective purchasing; our independence in the marketplace is absolute.

Article III — Fair Dealing With Those We Buy From

“A deal struck is a deal kept.”

We negotiate hard and we honor our word. We deal honestly with the vendors and partners who serve the Alliance, pay what we owe on the terms we agreed, and build relationships that reward both sides. We seek partners who profit by serving us well — not those we squeeze until they fail. The best price is the one both parties can live with for years.

Article IV — Independence Preserved

“The Alliance buys for you; it does not own you.”

Membership never costs a member their autonomy. EXBA does not tell a member what to sell, where to sell it, or for how much. Each member competes freely, brands freely, and grows freely. We are stronger as a buying bloc precisely because we remain rivals in the open market.

Article V — Transparency and the Return of Surplus

“What we save belongs to those who saved it.”

EXBA is a non-profit alliance, and its books are open to its members. No surplus is taken as private gain; whatever the Alliance earns beyond its costs is returned to

the membership through better terms, lower fees, or reinvestment in the mission. There are no hidden margins and no silent owners.

Article VI — Contribution Before Claim

“Give to the table before you take from it.”

The Alliance is built by those who serve it. Members are asked to contribute — to champion a buying vertical, to share hard-won knowledge, to vouch for quality, to do the work that collective strength requires. The benefits of EXBA flow to a community of contributors, not a crowd of spectators.

Article VII — Integrity in Commerce

“We win by being better buyers, not by cutting corners.”

Members conduct their trade lawfully and honestly — in customs and tariffs, in tax, in labeling, and in every dealing. The Alliance will never be a shelter for fraud, counterfeiting, or deception. Our advantage is scale and discipline, earned in full daylight and defensible to anyone who asks.

Article VIII — The Independent American Seller

“Built for the seller who buys at retail and competes at scale.”

EXBA serves the independent seller — the small and mid-sized enterprise that faces institutional buyers and overseas operators without their advantages. That seller is our reason for being. Whatever the Alliance grows into, it must never forget whom it was built to serve.

Article IX — An Open Hand to the Worthy

“Selective at the door, so we can be generous inside.”

The Alliance vets those it admits, because trust is the currency of collective buying. Yet to those who share our standards and our spirit, the door is open. We grow not by lowering our standards, but by finding more who meet them.

Article X — The Permanence of Principle

“Officers change; principles do not.”

Governance may evolve, leaders will come and go, and the structure of the Alliance may be amended as wisdom requires. But these principles — mutual benefit, fair dealing, lawful cooperation, preserved independence, and faithful service to the independent seller — are the foundation. No officer, majority, or convenience may set them aside.

THE MEMBER'S AFFIRMATION

Spoken or signed by each member upon joining — and held as a personal pledge thereafter:

I join the E-Commerce eXchange & Buyers Alliance as an equal among independents.

I will deal fairly with my fellow members and with those we buy from.

I will compete freely in the market and cooperate honestly in the buying room.

I will give to this Alliance before I ask of it.

And I will hold these principles as my own — for as long as I am one of us.

RATIFICATION

Adopted as the founding covenant of the E-Commerce eXchange & Buyers Alliance by its Founding Circle, to guide every member, officer, and decision of the Alliance, and to remain in force until amended by the membership in accordance with its bylaws.

Chair, Founding Circle

On behalf of the Founding Members