

# THE TRADE STREET — JOURNAL —



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## Tradebank of Louisville *The Making of a Thoroughbred*

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# Trade Working

*“Trade Working”* is defined as working to make trade happen. The phrase was coined by Dave Reinhardt of Frame It Fast, one of the first Tradebank clients in Louisville, and is the perfect description of Roger Williams and the Tradebank of Louisville region he operates. Williams is determined to grow and maintain a Tradebank region comprised of clients who understand why and how to trade and who offer products and services that are in demand. Williams is working diligently to provide an unparalleled positive bartering experience for all.

Williams understands the profitability of trading and the opportunities Tradebank offers first hand. Prior to owning his own region, Williams was a client and operated an accounting business outside Knoxville. In 2006 when he had the opportunity to purchase a Tradebank region in Louisville KY, Williams made the decision to move to

Louisville based on his financial experience as well as from the perspective of an independent business owner. As a Tradebank client he had utilized Tradebank’s network of businesses and saw its value for his business as well as his personal lifestyle; Williams’ wife had deep family roots in the area (her maiden name is Riggs, as in Riggs Fishing Lakes, in Jeffersontown). Combine those factors with Williams’ experience in sales and marketing and you will understand why Williams has such a strong commitment to “trade working” and Tradebank.

In addition to his financial, sales, and business acumen, Williams understands the art of the deal and how to help his clients maximize their trading opportunities both in Louisville and throughout Tradebank. Last summer, Williams organized Summer In The City, a three day all inclusive trading event in Louisville that included The Tradebank Cup race at Churchill Downs. Summer In The City drew Tradebank clients and their guests from the U.S. and Canada. Most recently, Williams expanded his trading opportunities by purchasing the Tradebank franchise for Bowling Green, KY and plans to build their client base with the same “trade working” philosophy he has developed in Louisville. “I feel very fortunate to have a staff that I think of as sisters consisting of Lavonda Henry who takes care of brokering and so much more, and Charlene Lawrence who brings in new clients to truly complement the exchange.”, adds Williams. “We recently moved into a beautiful office space across the river and a stone’s throw from downtown Louisville. Dave Reinhardt, is our new trade landlord.”

In recognition of Williams’ hard work and dedication to Tradebank, Todd Gerry, president of Tradebank International Franchising Corporation awarded Williams the “Rookie of the Year” last year. “We value all Roger’s hard work and commitment to growing the client base in Louisville.” remarks Gerry.

Williams, responds, “We have continued the steady growth and worked hard to strengthen our bonds with our clients and especially their bonds with one another. To this end we host frequent networking events that consist of Open Houses for new client businesses, Trade Universities, and client appreciation dinners.” Williams summarizes, “We are very excited about the future of Tradebank in this area. We plan to continue to be a leader among our extended Tradebank family and within the business community of Metro Louisville.”



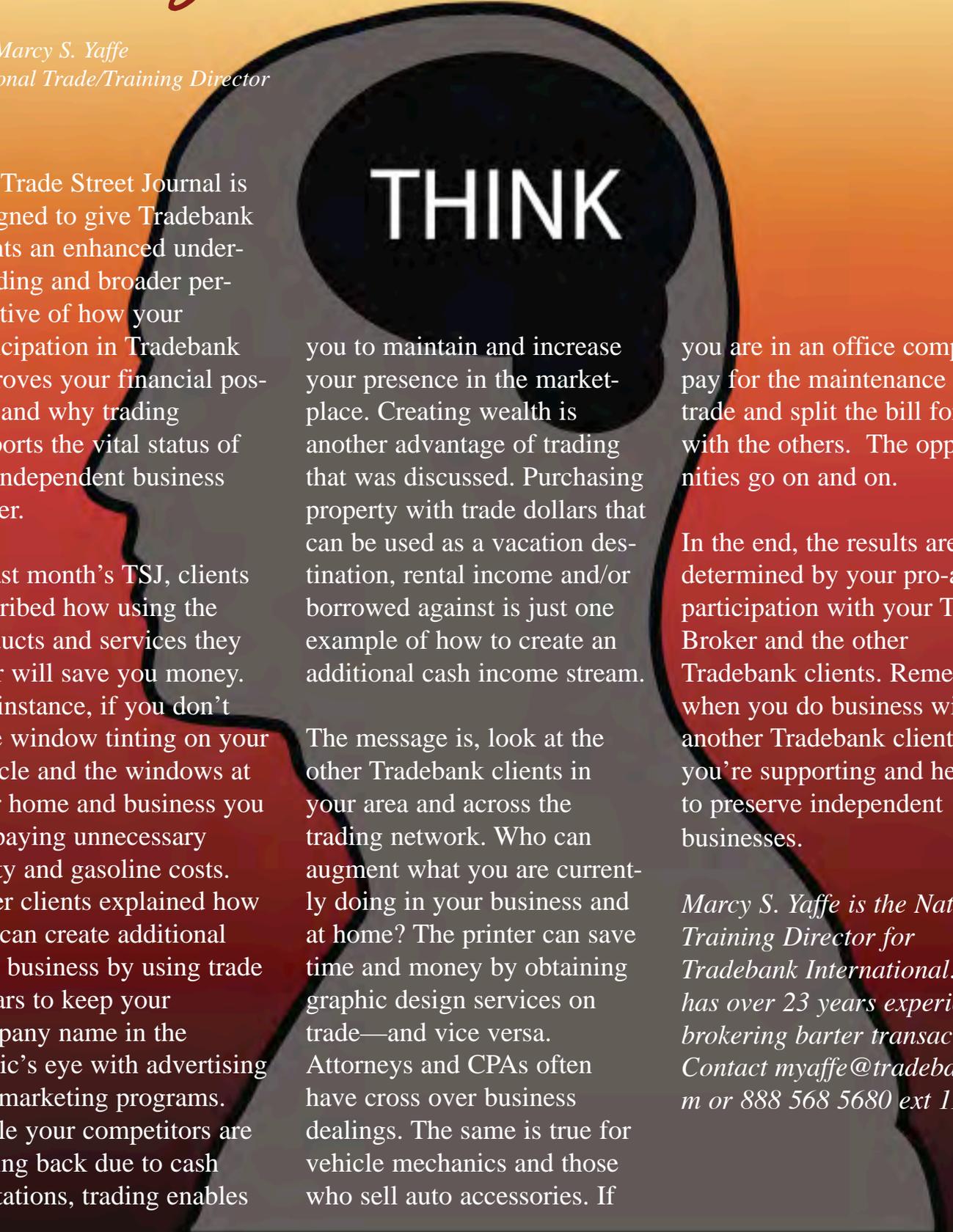
Roger Williams, Franchise Owner

# Speaking From Experience

By: Marcy S. Yaffe  
National Trade/Training Director

The Trade Street Journal is designed to give Tradebank clients an enhanced understanding and broader perspective of how your participation in Tradebank improves your financial posture and why trading supports the vital status of the independent business owner.

In last month's TSJ, clients described how using the products and services they offer will save you money. For instance, if you don't have window tinting on your vehicle and the windows at your home and business you are paying unnecessary utility and gasoline costs. Other clients explained how you can create additional cash business by using trade dollars to keep your company name in the public's eye with advertising and marketing programs. While your competitors are scaling back due to cash limitations, trading enables



THINK

you to maintain and increase your presence in the marketplace. Creating wealth is another advantage of trading that was discussed. Purchasing property with trade dollars that can be used as a vacation destination, rental income and/or borrowed against is just one example of how to create an additional cash income stream.

The message is, look at the other Tradebank clients in your area and across the trading network. Who can augment what you are currently doing in your business and at home? The printer can save time and money by obtaining graphic design services on trade—and vice versa. Attorneys and CPAs often have cross over business dealings. The same is true for vehicle mechanics and those who sell auto accessories. If

you are in an office complex, pay for the maintenance with trade and split the bill for cash with the others. The opportunities go on and on.

In the end, the results are determined by your pro-active participation with your Trade Broker and the other Tradebank clients. Remember, when you do business with another Tradebank client you're supporting and helping to preserve independent businesses.

*Marcy S. Yaffe is the National Training Director for Tradebank International. She has over 23 years experience brokering barter transactions. Contact [myaffe@tradebank.com](mailto:myaffe@tradebank.com) or 888 568 5680 ext 118.*

# Minuteman Press - A Rewarding Career

What does one do when they decide their family is being raised without them? This was the question Dennis Spainhour, owner of Minuteman Press located in Louisville, KY, faced over twenty years ago. He had been working as a sales representative for steel companies and was gone from home all week long. When Spainhour decided that being home with his family was his

highest priority he purchased an existing Minuteman Press franchise. He had no retail or printing experience and was forced to rely on his existing employees to learn the business.

According to Entrepreneur Magazine (January 2008) Minuteman Press International was rated the #1 Printing Franchise in the industry. When it comes to printing and business communication services, Minuteman offers a wide variety of products and services including copies, printing, offset printing and 1, 2 and 3 color printing, using the latest in printing and document management techniques.

While Spainhour's primary market consists of businesses located in the Louisville area, he offers to trade his services to Tradebank clients in other regions.

Spainhour became a Tradebank client in August of 2003. His primary reason for doing so was to earn additional business that would allow him to vacation in grand style. He seems to have accomplished that goal, stating, "I've been able to experience two grand vacations through Tradebank."

Spainhour enjoys his business and finds each order a new challenge.

To discuss your printing needs contact Dennis Spainhour or Eric Hedges, Manager and Graphic Designer, at 502.893.0733.



# Ink Solution

In April 2007, Doug Grinnell was frustrated with the costs of supplies for the five printers in his home. In his quest for a less expensive way to “feed these monsters” he obtained a wholesale account. He gradually moved into producing his own ink cartridges and then decided to open a business to meet the needs of other business owners experiencing similar needs. Grinnell says, “Having been a manager in the restaurant business for 20 plus years, I knew that if I could save other people money for something that they have to buy anyway, I would have a successful business.” When talking to Grinnell one can tell that he loves what he does. He says, “I like being the HERO to companies that are mandated to cut costs, when there are no other places to cut. One bank I deal with saved over \$40,000 in the first year they worked with me. That’s cool!”

Asked what he would most like Trade Street Journal readers to know about his business, Grinnell replies, “According to the ITC Council, 1.8 billion cartridges get thrown into the world’s landfills every year. In the U.S. alone, nearly eight cartridges are thrown away every second. The average toner cartridge weighs approximately 3.5 lbs which means the total weight of discarded cartridges equates to 67,612 Ford Explorers every year! Each plastic toner takes 3.5 quarts of petroleum to produce. Think of the freedom from the OPEC coun-



tries! In 2000, remanufactured cartridges saved more than 3 million gallons of oil. What I do not only saves my customers money, it contributes to saving the earth.” He goes on to say, “This is no fly by night operation. This is a legitimate way for you to cut costs in a time where everybody can use the extra money for putting gas in the car! We stand by our stuff and have been accepted by the BBB. We do not drill and fill, we remanufacture. We pull it all apart and replace the parts that will wear out. These cartridges will outperform or match the OEMs.”

Quick to realize the benefits of trade, Grinnell joined Tradebank in order to broaden his market beyond the physical limitations of a brick and mortar retail establishment. He now has clients he

would not have had otherwise, in Georgia, South Carolina, and Indiana. He has used the funds he earned from this extra business to wrap his delivery vehicle. He says he would not have had the cash to do it at the time so the trade dollars he earned made it possible for him to purchase the wrap, thus providing him advertising that is generating more cash business as well as trade. He says, “I’m really pleased I was able to put the wrap on my vehicle. Not only is it providing much needed advertising, but I get constant comments about the great job that they did.”

Tradebank clients can take advantage of Grinnell’s services by calling him at 270.360.0464.

# Louisville

## **Absolute Colors LLC Crestwood**

Trading: Residential &  
Commercial Painting Services  
[www.absolutecolors.com](http://www.absolutecolors.com)

## **Alluring Hardwood Floors Mount Washington**

Trading: Installation, repair  
and refinishing of hardwood  
floors

## **Chip's Auto Service Louisville**

Trading: Auto Repair - Jeep  
Specialist. Service most mod-  
els domestic & foreign

## **Commercial Floor Tech, Inc., Louisville**

Trades: Commercial Flooring  
and Installation

## **Dynamic Chiropractic Louisville**

Trades: Chiropractic, Massage  
& Physical Therapy services.

## **Foster Janitorial Louisville**

Trades: Commercial Janitorial  
& Residential Cleaning

## **Aussie Pet Mobile Prospect**

Trading: Mobile Pet  
Grooming

## **Avanti Skin Center of Louisville**

Trading: Laser Hair Removal  
and Skin Rejuvenation  
[www.avanticenters.com](http://www.avanticenters.com)

## **Cottman Transmission, Louisville**

Trades: Transmission Service  
[www.cottman.com](http://www.cottman.com)

## **Dupont Pediatric Dentistry, Louisville**

Pediatric Dentistry  
[www.realpages.com/toothferry](http://www.realpages.com/toothferry)

## **Frame It Fast Jeffersonville**

Trading: Custom Framing  
[www.frameitfast.com](http://www.frameitfast.com)

## **Interior Solutions LLC, Louisville**

Trading: Residential &  
Commercial Interior Design  
and Space Planning



# 's Leaders

**Joey Sandals Music  
Pewee Valley**  
Trades: Live Music & Piano  
Lessons

**Mathis, Riggs & Prather,  
PSC, Louisville**  
Trades: Legal Services

**R & R Limousine  
Louisville**  
Trades: Limousine Service  
[www.rrlimousine.com](http://www.rrlimousine.com)

**Woodhaven Country Club,  
Louisville**  
Trades: Country Club. Full  
golf and social memberships

**OPCT, Inc, Shelbyville**  
Trades: Advertising "Upper  
Cumberland NOW"

**Patti CakesCafe', Louisville**  
Trades:  
Restaurant/Catering/Dessert  
[www.eleganceinkentucky.com](http://www.eleganceinkentucky.com)

**Residence Inn By Marriott  
Louisville**  
Trades: Lodging  
T: 502-589-8998  
[www.marriott.com/sdfgj](http://www.marriott.com/sdfgj)

*These are just a few of the businesses you'll find proudly accepting Tradebank in the Louisville area. For information on trading with these and other clients in Louisville contact Lavonda Henry at 502.762.8047 or [lavonda@kytradebank.com](mailto:lavonda@kytradebank.com).*

# Florida Property Liquidation

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### **GOLF COURSE HOMESITE**

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Non-Fairway-Everyday Low Price: \$159,900      Closeout Price: \$139,900      With Barter Down Payment \$119,900

### **MULTI-FAMILY HOMESITE**

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# HAWKEYE

## Security and Electronics

When Hawkeye Security and Custom Electronics opened its doors six years ago, its primary area of expertise was home security. But then Matt Drexler realized that by expanding the company's services, Hawkeye would be providing builders, consumers, and even business owners a place where they can "one-stop shop" for all of their electronics needs.

Matt Drexler, who along with his wife Sarah, owns the company says, "Despite the slow down of the economy and the building market, Hawkeye Security and Custom Electronics has positioned itself to succeed by diversifying its product offerings."

Every residential and commercial system installed by Hawkeye is professionally designed and installed to blend into the workplace or the consumer's home.

Hawkeye Security and Custom Electronics provides the following services for both residential and commercial customers:

- Intercom
- Security Systems
- Alarm Monitoring
- Card Access



Hawkeye Security and Custom Electronics services a 60-mile radius surrounding metro Louisville. Contact them for a free quote or more information at 812.284.3200.

# Alpha and Omega Clothing Outlet

Barbara Steadmon doesn't look like she could be the mother of eight children much less a grandmother of 27 grandchildren. But she is! And their love for Urban wear is what prompted her to open Alpha and Omega Clothing in March of 2007. She wanted to provide a way for her children and grandchildren to afford the clothing they loved.

Alpha and Omega Clothing Outlet, the beginning and the end for quality discount clothing, serves all sizes whether big and tall, plus size, or petite. They carry a full lineup of urban wear and hip hop clothing, from designers such as Baby Phat, Phat Farm, Ecko Red, Sean John, Enyce, Akademiks, Coogi, Girbaud, Ecko, Ed Hardy, and Miskeen. Steadmon looks for the best wholesale prices available and passes those savings along to her customers.

Customers who enter the store are greeted by a serene atmosphere. Billing the store as a "family owned Christian store" seeking the best price, so that they may give a better price, Steadmon says, "We play Christian music for our customers, many of whom have told me that it makes for a pleasant shopping experience. I really enjoy all the wonderful customers I encounter each day."

Steadmon, along with Cordie L. Steadmon, spouse and partner, and Cory L. Steadmon, son and partner, made the decision to

become Tradebank clients in October of 2007. She says, "Tradebank came at a time when I was on my own and needed much guidance. At that

helped me over many hurdles I could not have overcome alone." In addition, by working with her broker, Lavonda Henry, Steadmon recently located a



time my broker was able to show me how to make Tradebank work for me and it did. The first thing I acquired was a security system from Hawkeye Security. That was truly a blessing as I could not afford the system without Tradebank. I also had my car repaired, enjoyed lunch, had banners and signs created, as well as purchased meat for our company barbecue, all thanks to Tradebank.

I think Tradebank is great for any business and it has truly

wholesale company that will provide some of her products at wholesale prices through Tradebank.

Alpha and Omega will ship orders out-of-region but asks that prospective customers bear in mind they doesn't carry every product in every line; however, they will strive to make sure that every customer has a positive experience.

Steadmon can be reached at 502.267.4402 or by email at [letsfollowhim@bellsouth.net](mailto:letsfollowhim@bellsouth.net).

# Buckeye Meat Company

**Tired of paying high prices at the grocery store? Looking for a better quality of product?**

Then Rodger McDaniel, Owner of Buckeye Meat Company, has a message for you. **You don't have to pay an arm and a leg to eat well.**

McDaniel opened Buckeye Meat Company 14 years ago, but has worked in the industry for the past 20 years. He left the life and health insurance field to start his business because he wanted the freedom to interact with people from all walks of life and to make products available that were

high in quality, but still affordable.

McDaniel joined Tradebank in October of 2006 and is a prime example of a successful trader. McDaniel uses his trade not only for business purchases like work

shirts and jackets, printing and office supplies, but has also traded for hotels stays, prescriptions drugs, pet supplies and vet services, clothing, cosmetics and health food, as well as vacations to the Dominican Republic, California, Myrtle Beach, Savannah, and Fripp Island, SC.

McDaniel says, "I see the downturn in our economy as a plus for businesses that use Tradebank given that their business costs will still continue. I still have vehicle maintenance costs, computer supplies and web

hosting expenses that can be paid in trade." He goes on to say, "We get eye exams, glasses and dental work done on trade."

Buckeye Meat Company invites out-of-town business as well. Customers can preview all his products, including beef, pork, chicken and seafood at [www.buckeyemeat.net](http://www.buckeyemeat.net) then place orders by calling Rodger McDainel at 440.343.6328.



# Tradebank Welcomes New Clients



## UNITED STATES

### **Atlanta Southeast, GA**

Village Kitchen

### **Atlanta Southwest, GA**

Extreme Poker Tour

### **Atlanta-Cobb**

T William Veach Attorney at Law

### **Atlanta-Gwinnett**

B.C. Builders  
IMAGINEAIR  
Pioneer Publishing Inc

### **Birmingham, AL**

Cindy's Design Solutions  
Reliable Advertising Group

### **Charlotte, NC**

A Cut Above Lawncare  
Bloke Magazine  
Breakthrough Performance Workshop  
Deborah A. Halbeisen  
Don Swartz  
Massage At The Cabin  
Mia Fatool  
Miracle Work Inc.  
Our Town  
The Charlotte Home Book  
Women With Know How

### **Chattanooga, TN**

Bear Creek Kennel

### **Knoxville, TN**

Bar Denim Blues, LLC  
Curves West  
McLain's Painting Service

### **Louisville, KY**

Al Watan Restaurant

### **Memphis, TN**

Goforth Animal Hospital

### **Nashville, TN**

Eric Murphy  
Rumours Inc.

### **New Braunfels, TX**

Hill Country RV Resort & Vacation Rentals  
Hill Publications  
Taste of New Braunfels Publication

### **NW Arkansas**

Hands-On Chiropractic, Inc  
Makin Waves  
My Promotions

### **Omaha, NE**

All Clear Windows and Services  
Jim Nelson Media Services Inc.  
Pro Martial Arts

### **Tri-Cities, TN**

Churchill Plumbing Information Communications Corporation  
WHCB 91.5 FM





CANADA

**Tuscaloosa, AL**

Taco Gean

**Wichita, KS**

Red Bean's Bayou Grill  
Royal Screen Printing  
Southwest Paper Company,  
Inc.  
The Bill Guy Technology  
Solutions, Inc.  
Top Quality Cleaning  
Solutions

**Brant-Haldimand-Norfolk**

Howcrest Farms Snow  
Removal & Contracting  
Sammy's On The Edge  
Unlimited Memories

**Halton**

Wardco Window & Door  
Ye Olde Squires Burlington

**Hamilton**

Cesar Van Lines & Storage  
Gerry's Roofing  
Grand View Roofing  
Island Inkjet  
Mind Body Connection

**Midwestern Ontario**

2 Twill It  
Atlantis Signs & Graphics  
Corinne McCordick R.M.T.  
Excellent & White Magic  
Cleaning Services  
The Cutting Edge Hairstyling  
& Spa  
Trad's Furniture

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My Bouquet  
Rolling Meadows Golf Club  
Thorold Lumber

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**Sudbury**

RCI Systems



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