

THE TRADE STREET — JOURNAL —



United States • VOL. 8 • AUGUST 2008

Tradebank of Louisville *The Making of a Thoroughbred*

Page	
2.....	Advertisement - Mountain Resorts
3.....	Index
4.....	Trade Working
5.....	Speaking From Experience
6.....	Minuteman Press
7.....	Ink Solution
8.....	Louisville's Leaders
10.....	Advertisement - Mountain Resorts
11.....	Hawkeye Security
12.....	Alpha and Omega Clothing
13.....	Buckeye Meat Company
14.....	New Clients
16.....	Advertisement - Mountain Outfitters

Special Introductory Offer --- Up to 20% Down Payment on Barter in some of North Georgia's Finest Communities

The Preserve at Mountaintown Creek
Kingwood Golf Club and Resort
Talking Rock Creek at Carters Lake
Bent Tree
Highlands Village - Commercial

Amenities Include: Gated Communities, Championship Golf, Private Lake, Indoor/
Outdoor Tennis, Swimming Pools, Boating, Fishing, Equestrian, Gourmet Dining, Trout Lodge
and a European Health Spa

Come Visit the Beautiful North Georgia Mountains as Our Guest



Free 3 Day 2 Night Mountain Get- away

Mountain View Homesites	From \$49,900
Lakeview Homesites	From \$72,000
Waterfront Homesites	From \$99,900
Golf Course Homesites	From \$127,900
Commercial Lots	From \$149,900
Broker inquiries welcome - We are actively seeking broker relationships	

Excellent Financing Available
IRA Approved - Ask us about the Real Estate IRA
www.themountainresortproperties.com

THE TRADE STREET JOURNAL



Alpha and Omega Clothing, Page 12



Minuteman Press, Page 6



Buckeye Meat Company, Page 11

AGreatPhoto.com

The Trade Street Journal™
Published by Tradebank International, Inc.

Managing Editor BRENDA L. JAMESON
Trade Editor MARCY S. YAFFE

Writer BRENDA L. JAMESON

Graphic Design BRENDA L. JAMESON

Location Photography MELISSA ALLEN, A GREAT PHOTO

Printer FIDELITY OFFSET, INC.

Mailing MAIL SOURCE & DATA

© 2008 Tradebank International, Inc.

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 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

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
& Residentail Cleaning

Aussie Pet Mobile Prospect

Trading: Mobile Pet
Grooming

Avanti Skin Center of Louisville

Trading: Laser Hair Removal
and Skin Rejuvenation
www.avanticenters.com

Cottman Transmission, Louisville

Trades: Transmission Service
www.cottman.com

Dupont Pediatric Dentistry, Louisville

Pediatric Dentistry
www.realpages.com/toothferry

Frame It Fast Jeffersonville

Trading: Custom Framing
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

**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

**Residence Inn By Marriott
Louisville**
Trades: Lodging
T: 502-589-8998
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.

Florida Property Liquidation

Barter For An Appreciating Asset!

Act Now, These won't last long!

\$25,000 - \$100,000 SAVINGS GUARANTEED

FLORIDA PANHANDLE HOMESITES FOR SALE

Waterfront Golf Course Multi-Family Commercial
(Santa Rosa Sound)



DOCKABLE WATERFRONT HOMESITE

Everyday Low Price: \$599,900

Closeout Price: \$499,900

With Barter Down Payment \$449,900

GOLF COURSE HOMESITE

Fairway - Everyday Low Price: \$199,900

Closeout Price: \$179,900

With Barter Down Payment \$149,900

Non-Fairway-Everyday Low Price: \$159,900

Closeout Price: \$139,900

With Barter Down Payment \$119,900

MULTI-FAMILY HOMESITE

Everyday Low Price: \$124,900

Closeout Price: \$99,900

With Barter Down Payment \$74,900

Commercial / Business Condominium Lot

Everyday low price \$149,900

Closeout Price \$124,900

With Barter Down Payment \$99,900

Excellent Financing – Owner Financing Possible

IRA Approved - Ask us about the Real Estate IRA

We are actively seeking Real Estate Broker relationships

WWW.Navarrebargains.com

888-759-7278

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 don'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.

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 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

Niagara

MG Stucco Inc.
My Bouquet
Rolling Meadows Golf Club
Thorold Lumber

Ottawa

Pars Sharp Painting

Peel

6043836 Canada Inc.
Aquaform
Custom Legal Services
Dr. S. Bhullar
In and Out Carwash
P&P Precision Painting
Satellite and Computer
Setups
Sterling Dental Group

Sudbury

RCI Systems



Turn your barter dollars into an appreciating asset.

See Inside for Details

**Free 3 Day 2 Night
Mountain Getaway**

**Come see the
leaves turn this fall**



IRA APPROVED

**Ask us about the
real estate IRA**



Home sites

Homes

Commercial

www.themountainresortproperties.com

Call Mike Huebner 440-821-8404

Tradebank
International, Inc.
1000 Laval Boulevard
Lawrenceville, GA 30043



Presorted std.
US Postage Paid
Atlanta, GA
Permit No. 7926