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The Xchange

A Publication of BizXchange®



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Anxiety Is A Fact Of Life — How You Use It Makes The Difference!

AND MORE.

 **BizXchange®**
Improving Business with Trade

Dear Valued
BizX Member



Barter Makes Business More Efficient

You may have noticed that the popularity of barter is growing and has been gaining a lot of media attention locally, regionally and internationally. We welcome the positive press and attention, but, as I mentioned previously, barter and BizX are not only good for businesses in our current economy, but rather a strategic tool that should be used during both booms *and* busts.

Barter is an efficiency tool, allowing businesses to offset expenses with what they already have rather than paying with cash. Why would you only want to be efficient during hard times? The fact is that a down economy forces businesses to be more resourceful and to innovate. Barter helps you to be more efficient, regardless of the state of the economy.

How you spend your BizX dollars might vary depending on your objectives and the current state of the economy; however, using excess capacity and downtime to offset expenses should never change.

The fact is over 65% of Fortune 500 companies use barter to be more efficient and many businesses, such as General Electric and Time Warner, have their own in-house barter divisions. This is not a recent phenomenon, rather an ongoing business practice.

BizX is a strategic tool for you to make your business more efficient. If you are reading this then you are probably one of the savvy and strategic businesses that already think this way. So the questions become, are you utilizing BizX to its greatest potential? Are you using BizX to pay for items which help you grow your business and have an immediate impact to your bottom line such as media, advertising, training and capital expenditures? Are you fully tapping the ability to make new and incremental sales? There is always room for improvement!

Thank you for allowing BizXchange to be a part of your success and in doing so helping us fulfill our purpose to "Serve, Improve and Grow Business." We appreciate your referrals and introductions, which grow the exchange and make it more valuable for everyone. As always, I look forward to your feedback on how we can serve you better.

Sincerely,

Bob Bagga
President & CEO

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Raving Fans

"We are so excited to be able to use our BizX money towards our company party and our staff is ecstatic! Otherwise we probably wouldn't have had a party."

- Jen Sonnek, CCS Printing

Get More Value from Your BizX Dollars

As a member of BizXchange you already understand the tremendous benefits of barter: increased sales, expanded market share and improved cash flow. You know that BizX is a smart way to pay for the products and services your business needs to grow.

Something that might not be as obvious is that, unlike traditional payment methods, the value of your BizX dollar is directly related to the products and services you can buy with it. Therefore, the more members there are in the BizXchange network, the more value you get out of the BizX dollars you earn.

A larger BizX trading community means greater purchasing power of your BizX dollar as well as a larger potential customer base. And each new business that joins BizXchange will refer more contacts, leading to exponential growth of the network.

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Get More Value from Your BizX Dollars

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You possess the power to build this community and increase its value to your business by referring your friends and business associates to BizX. As our way of saying “thanks” we will credit your account with \$100 BizX for each of your referrals that become a BizX member.

Please add this into a blue box right below the paragraph:

Submit Referrals Today!

You can send BizX your referrals of quality businesses by:

- Emailing them to referrals@bizx.com
- Calling them in to your BizX Account Manager
- Logging into the BizX Member Website and clicking the “Tell a Friend About BizX” button.

For each referral you send us that becomes a member we will credit your account with \$100 BizX.

Trade in the News

Vodafone Signs Barter Agreement with Thai Telecom Operator

Vodafone has announced entering into a barter-type marketing agreement with Thai telecom operator DTAC. By using DTAC’s network, Vodafone will be able to give better voice and data roaming to its customers visiting Thailand.

In return, DTAC gains access to Vodafone products, devices and services that are otherwise unavailable in Thailand. DTAC customers will also have improved roaming services when they are abroad.

- *Barter News*

Champagne Exchanged For Advertising

Vienna’s Albertina Museum, home to landmark Impressionist works by Monet and Renoir, is embracing barter as the financial crisis continues by asking companies to fund champagne and cocktails at receptions in exchange for advertising. It’s a way to cope with shrunken endowments, thriftier benefactors and cuts in state funding.

- *Barter News*





Building your People Pipeline

How to Quickly and Effectively Find, Interview and Hire Your Next Standout!

By Marcie Glenn

The average business will interview 5 – 10 candidates before finding a hire, add in job posting and resume review and you looking at four-weeks plus. Is your business prepared to dedicate the time and attention for a smooth and successful experience? Here are a few tips to help you formalize an effective recruiting process.

Forecast your hiring needs

The best way to reduce the scramble is to reduce the surprise. Develop an annual forecast of your hiring needs by position, broken down by quarter. This will give you a three-to-six month lead-time to find the best resources and top talent. Take into consideration turnover, business growth and the economy.

At a minimum, businesses report at least 10% annual attrition. One of the highest-quality sources of hires are employees who have left your firm and then return, this is called the boomerang effect. Do you have ways of communicating with past employees in place?

Especially with today's vastly overpopulated candidate pool a re-hire may be a much more efficient hire as you can avoid job boards, shuffling through résumés and conducting 5-10 interviews. Your past employees will also be a strong referral source. Don't underestimate the value of keeping them abreast of current openings.

Find the best resource to advertise

Do you know which job postings produce the best results FOR YOU? There are a number of places you can post your position. Take the opportunity to find a custom fit based on your target audience.

Be sure to take advantage of any free postings as well. Your own website is usually a great place to start! Make sure there is a "submit résumé" email that is easy for candidates to find. This will also be beneficial in a constant resume flow for the next time you need to hire.

Did You Know?

Nearly 80% of turnover is due to hiring mistakes. Bad hiring decisions are not uncommon and can be very costly. According to a study by Harvard University, a professional position that pays \$48,000 that results in a turnover can cost a company more than \$100,000. Spend quality time IN the interview process, not getting TO the interview process.

Resources for Your Next Hire

Free Salary Surveys

www.salary.com

www.monster.com

www.hotjobs.com

www.careerbuilder.com

Answer the following in your job ad:

- Why would someone want to work for you?
- Why are you different?
- Is it easy to apply?
- Are you compelling them to act?

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BizX Tip

Using BizX to give additional employee benefits is a cost-efficient way to create an attractive working environment for new hires and to retain current employees.

Some of the incentives available through BizX include:

- Dental
- Vision
- Dry Cleaning
- Hosted lunches
- Friday gatherings
- Gym memberships
- Education and training
- Performance incentives
- BizX Sub-Accounts

Contact your BizX Account Executive to discuss ways to keep your employees happy.

Building your People Pipeline

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Social networking sites like Linked-In and Twitter are also great ways to attract passive candidates, while promoting your brand.

Are there any industry resources you could use? If you are hiring an accountant, look into area accounting associations to see if they have job postings.

Be sure to compare pricing and coverage area of any paid advertising to ensure you only pay for the coverage area you need.

What are you willing to pay?

Before you start searching for your candidate, do a little competitive salary research. Most internet job boards have a salary survey function. The key is to understand the fair market value for the position.

Remember that money isn't the only thing candidates are looking for. When negotiating, what else can you use for leverage? Some employers use extra vacation time, flexible hours, trade perks through BizXchange or some may waive the waiting period for benefits. If a candidate has benefits through another source, offer to put the cost of benefits back into the salary.

Depending on the company size, the average cost-per-interview, not a hire, with a candidate is between \$750 and \$2000. Often times you can avoid these high transaction costs by using a service that isn't paid on placement. Can you afford to spend your time shuffling through résumé and playing phone tag with candidates instead of growing your business?

Do you need help?

Sometimes utilizing a third party to help you with the entire process can be a cost-effective option, and often available on trade. Find out if there is a better value out there, someone with industry knowledge and connections to help you build a candidate pipeline.

It is no secret the economy is struggling and money is tight. Rather than spending valuable time and money on job boards and interviews it can be much more cost-efficient to put the burden on a third party. This allows you to allocate your time to growing and focusing on your business rather than the difficulties of searching for new hires. Either way, developing a formal process will help you find your next stand out!

Marcie Glenn is the VP, Operations for Another Source, Inc., the Puget Sound's only Employment Referral Service (ERS).

“Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.”

- Henry R. Luce,
Publisher of
Time magazine

Anxiety Is A Fact Of Life — How You Use It Makes The Difference!

We associate anxiety with fear, stress and instability. We are afraid we can't understand or manage our anxiety, so we avoid, deny or medicate it. And we refuse to see our anxiety as a major source of energy in our lives and our organization, according to an article in *UU World* magazine. Author Robert Rosen asks, “Do you have just enough anxiety?”

He believes the problem lies with our faulty thinking. Change and uncertainty make us anxious. We see anxiety as negative, as a sign of weakness, so we do whatever we can to avoid it.

Therefore, we have to avoid change and uncertainty. This thinking comes from centuries of viewing change as dangerous. It comes from medical models that frame anxiety as a mental health problem. And it comes from years of outmoded thinking that ignores the human side of business and life.

But anxiety has a place in leadership and life.

It's time to embrace change and uncertainty as facts of life. We need to let go of our desire for stability, take an honest look at what we can and can't control and accept what we discover.

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Bottom Line



BizX Tip

Save yourself time each month, avoid late fees and save the cost of a stamp by enrolling in Autopay for your BizX charges.

You can have your monthly fees automatically withdrawn from your bank account or charged to your credit card on the 15th of each month. Autopay is simple, convenient and safe.

Once enrolled in Autopay you will still receive your monthly statement at the beginning of each month, so you will know exactly how much you will be charged well ahead of time.

Anxiety Is A Fact of Life

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We can use our healthy anxiety as a positive force for growth. It is exactly what we need to deal with the ups and downs of life. It can prompt us to make healthy changes, to take advantage of unforeseen opportunities and to confront difficult issues. We just need the right amount of it.

Just enough anxiety is the key to living and leading in our complex world, it is the level of anxiety that drives us forward without causing us to resist, give up or try to control what happens. It unleashes our productive energy, makes us want to do better and produces the optimal state of stimulation that enables us to become the people we truly are and want to be.

It's time to rethink our understanding of change and uncertainty and our ability to manage it in our lives. It's time to reframe our perspective on anxiety.

To keep our minds open we must deepen our self-awareness, make learning a lifelong priority and practice non-attachment, the art of letting go of preconceived notions we have about who we are. We need to admit our mistakes, ask difficult questions of ourselves, have the courage to change patterns that don't work and avoid rehashing the past or rehearsing the future.

When we become attached to the ways things are, we sabotage our efforts to live with uncertainty. Our attachment to stability causes us to magnify or suppress our anxiety when circumstances start to change, as they always will. Only when we allow ourselves to feel our insecurity, discomfort, confusion and pain can we moderate our level of anxiety. And only then can we make the most of change.

PHOTO BY NANCY TREDER PHOTOGRAPHY



Lee Travis, Owner of OBOT Electric and Wipliance

OBOT Electric & Wipliance

BizX Member since November, 2006

Lee Travis is the owner of OBOT Electric and Wipliance, two different companies providing electrical and low voltage solutions for residential and commercial locations. Both companies work on new construction and existing projects.

OBOT Electric is a contractor that can provide everything from basic electrical work to more advanced power management and lighting. They provide high-voltage wiring for panels, switches, lighting and more.

The wireless experts at Wipliance will work with you to integrate a system with products to meet your needs. As an electronic systems contractor (ESC), they specialize in easy-to-use audio/video, home theaters with surround sound, lighting controls, intercoms, security systems and more.

Clients of Wipliance have enjoyed the ease of a system that makes their home or business a more comfortable place. And with OBOT, they also enjoy knowing that it was wired right the first time. These two businesses, working together, can give you the perfect result.

OBOT Electric, Wipliance & BizXchange

Lee Travis had previously been the CEO of a company that was a member of BizXchange, so he had a good understanding of how well bartering with BizX worked. "When he left and started his own company he immediately joined BizXchange,

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Member Profile

Member Snapshot

NAME

OBOT Electric & Wipliance

INDUSTRY

Electrical & Audio-Visual

LOCATION

Bellevue, WA

CONTACT

Lee Travis

MEMBER SINCE

November, 2006

MAIN SPENDING AREAS

Advertising & Marketing,
Employee Incentives

MORE INFORMATION

www.wipliance.com

Member Profile



One of the jobs brought to OBOT Electric by BizXchange was the electrical work for Paddy Coyne's Irish Pub's new location in Bellevue. OBOT was able to do everything from the high voltage panels in the kitchen to the lighting in the dining area. And Paddy Coyne's was more than happy to pay for this costly work with new restaurant patrons instead of using cash.

OBOT Electric & Wipliance

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knowing that it would be important to his own company's development," says Zach Foster, Travis' BizX Account Executive.

As Travis was developing Wipliance, BizXchange was able to help him get additional clients and save on expenses that most other start-ups would not be able to afford. "With a down economy it's important to invest in media and advertising. And when you invest in these things with trade, it makes it that much more affordable," Travis claims. And two years later, BizXchange was so much a part of his business routine that he signed on his new business OBOT Electric.

"With BizX, you can spend it as fast as you get it."

One aspect of BizXchange that Travis enjoys is the fact that his Account Executive is actively getting him new business on a regular basis. "Business that gets sent to me from BizX is in addition to business I already have," Travis says. "And I'm willing to accept it, because, with BizX, you can spend it as fast as you get it."

Another expense that Travis is happy to use BizX for is to keep his hardworking employees happy. "We were able to make employee events nicer," he says. And although he invests the majority of his BizX into his businesses, he does admit that he is occasionally able to "spoil" himself with items he wouldn't buy if it weren't on BizX, including "home improvements and a really nice hot tub."

Travis has been happy trading within the BizXchange network because of the quality of members. He looks forward to working with companies that provide him with what he says are "more spending opportunities with businesses that provide better service."

What Percentage of Your Annual Sales Goes to Advertising?

If yours is the typical company, you probably do not budget enough money for advertising. Many franchisers require that 3% to 6% of sales go to advertising—more than most small businesses spend, according to Padgett Business Services.

“They never spend enough,” claims Don Price, marketing expert at the Denver Small Business Development Center. Even retailers often budget less than 2%. Contrast this with Proctor & Gamble, the world’s largest consumer goods manufacturer, which spends approximately 25¢ of every dollar earned on advertising.

As a member of BizXchange you can afford to do considerably more in this all important department, because a variety of advertising mediums is readily available.

BizX in the News

National Exposure for Barter

BizXchange was recently featured on a story broadcast nationally by Fox News channel. The story compared the merits of established, professional bartering exchanges, such as BizX, with new online barter systems which have popped up recently due to the down economy.

Find the story, along with other BizX news at www.bizx.com.



BizX Tip

Get the most value out of your BizX dollars by investing them in the following areas of your business:

Advertising & Marketing – From brand development and social marketing to radio advertising and sponsorships. Spend your BizX to gain new cash customers.

Office Expenses – Equipment maintenance and repair, answering services, coffee, cleaning and much more. Turn ongoing costs to BizX and increase your cash flow.

Human Resources – Find qualified employees, run your payroll, keep them happy with incentives and build your team cohesiveness. For most companies employees are the largest expense. Reduce those expenses with BizX.

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LETTERS TO THE EDITOR

If you have questions or suggestions regarding *The Xchange* and its contents, please send your comments to news@bizx.com. We will be happy to answer your questions in future newsletters.

Budget Your BizX Dollars & Save More Cash

Have you put together a barter budget outlining all the expenses you will cover for the rest of the year with BizX? Going through this simple process will help you to identify additional areas where you can use BizX to offset your cash costs, thereby improving your bottom line.

Many expenses can be paid for with BizX, including:

- Accounting & Legal
- Advertising & Marketing
- Automotive Services
- Cleaning Services
- Coffee & Espresso
- Computers & Technology
- Contractors & Construction
- Entertainment, Sports & Recreation
- Event Planning & Party Rentals
- Printing
- Restaurants, Bars & Nightclubs
- Telephones & Communications and much more!

Contact your BizX Account Executive today for help completing a BizX Spending Plan.



StayConnected

New Members are joining the exchange every day. Remember to go online for the most up-to-date member directory, new listings, hot items and much more! Log onto www.bizx.com and start browsing today!