

# SanTan Sun News

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July 4 - 17, 2009 [www.SanTanSun.com](http://www.SanTanSun.com) Relentlessly local coverage of Southern Chandler and our neighboring communities



ALL THINGS BBQ: If it's too hot to barbecue, now is a great time to barbecue. To keep these grills going, Brookler's Propane on Arizona Avenue in Chandler is celebrating their 10th anniversary by continuing to dispense propane and wood. Now Brookler's has a great selection of grills and accessories, too, including saucers, marinades, hand tools, utensils and spare grill parts. Brookler's Propane is located at 19030 E. McDowell Ave. south of the SanTan Loop 202 Freeway and Germann. Call 480-782-6848 or visit [www.brookerspropane.com](http://www.brookerspropane.com) for details.

## Crime spike suspect: economy

by Jen Bondeson

With the help of saturation patrols, criminal investigations and arrests, the recent storm of SanTan Sun area burglaries and thefts is beginning to calm.

Sgt. Joe Favazzo of the Chandler Police Department says stronger law enforcement and increased safety awareness efforts are helping apprehensive residents to speak out as well as deterring criminals.

The police department took action last month, after recording a 7.8 percent increase in burglaries January through April of this year compared to January through April of last year.



REDUCING CRIME: Gated communities may help deter criminals, but police say caution should still be taken to keep doors and garages locked.

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## Bartering back in business

by Jen Bondeson

As the value of the dollar continues to fluctuate, another kind of dollar is picking up pace locally – the barter dollar. The age-old tradition of barter is quickly making a comeback in the area, providing a safe haven for small businesses searching for a way to spend less cash and gain exposure.

But trading and bartering are no longer just a niche for farmers and ranchers. With sophisticated new tracking methods and almost every type of business on board, Arizona Trade Exchange President Rob Miller says,

with barter "the sky's the limit."

In the last year, two barter exchange groups serving the SanTan Sun area, Arizona Trade Exchange and Value Card Alliance, have witnessed an incredible increase in demand as their registered numbers and employees grew exponentially.

Arizona Trade Exchange has seen 20 percent growth in business from last year to now. Every month, an average of 20 new companies register for the exchange, and in the last 90 days the

See **Bartering** Page 12

## Leading by example, city goes green



GREEN WISE: From building construction to internal sustainability policies, the City of Chandler is encouraging employees to go as "green" as possible.

by Natalie Morris

The City of Chandler is becoming an environmental leader, showing local businesses and residents by example that environmental awareness isn't just a hot trend, but a wise method for conserving natural and financial resources.

"Becoming a more sustainable city is critical as the City's resources have become more limited," says Jennifer

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## Resident chooses theatre over hospital



LEFT: In a performance of "Tale of Two Cities" last spring, D. Scott Withers played the role of "Sidney Carton," here with Joseph Kromer as "Charles Darnay." RIGHT: As "Wilbur" in Childsplay's 2007 production of "Charlotte's Web."

by Sharon Schnakenburg

D. Scott Withers' life would have been safe, practical and even predictable – until some fatherly advice spun his career path into a 180-degree turn. Now the Childsplay actor and director lives his passion while exploring sides of the human mind that often remain unappreciated.

"It's funny, all the way through the middle of my senior year of high school, I was going to be a doctor," recalls Withers, a Brenna Park resident. He had even secured a pre-med position at Nebraska's Creighton

University. But it was about that time that he and his father had a heart-to-heart.

"My dad just said to me, 'You really want to be an actor, don't you?'"

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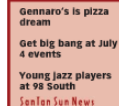
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SanTan Family Fun Center spread



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## Community

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company hired three employees in order to keep up. While the businesses in the Arizona Trade Exchange made \$4.97 million in trade dollar transactions in 2008, this year transactions are estimated to total between \$6 and \$7 million.

Miller says he knows now that the barter business is "recession proof."  
"It is a really, really good way for business owners to gain exposure and get business they would never have gotten, while conserving their cash," Miller says.

Value Card Alliance has also seen a substantial increase in business. Since January, 348 new members registered in the Phoenix metropolitan area, adding to 642 existing members. The alliance recently added seven employees to their existing three-person staff.

#### Economy down, barter up

Miller associates most of the growth of barter companies to the economic downturn. He believes barter is now a more viable solution for buying necessities and repairs.

Fred Gosielewski, a member of the trade exchange and owner of Fast Fix in Chandler Fashion Center, says he knows his business has benefited by being a member of the exchange during a recession.

"We are hurting just like every other small business," Gosielewski says. "Being associated with the trade group has people and members of the trade group coming into the store. They know they can use their trade dollars to get items fixed and they aren't taking supper off the table to get these repairs done."

Another business taking advantage of bartering benefits is Native New Yorker, located at Chandler Heights and Alma School roads.

Owner Greg Weltsch says on average, each day brings in 20 to 30 new barter dollars from customers,



LIKES BARTER: Fred Gosielewski of Fast Fix in Chandler says barter works great especially during a down economy. Standing on his right are Christina Bower & Brian Schubert.



BETTER THAN BUCKS: Southern Chandler's Native New Yorker owner Greg Weltsch says he barter every day.

allowing Native New Yorker to exchange them for services such as plumbing and air-conditioning repairs.

Other local members of the exchange include Ocotillo Golf Resort, Laser Creations, All Brands Copiers and Five Elements Skin and Massage.

Barter with a group like the Arizona Trade Exchange is much different than private barter. The exchange works as a third party to each exchange, recording each transaction and sending trade dollar balance sheets to each business monthly. Trade dollars are essentially equivalent to U.S. dollars and can be used anywhere within the Arizona exchange or the exchange's business partners nationwide.

Because all exchanges are required to be made at full retail price, Gosielewski says he is able to make a substantial profit off of all business he receives from the trade.

"Normally, I would have to discount non-selling items at up to 40 percent off and not make any money out of it and still turn around and pay for all of the things I need to run my business," Gosielewski says. "In this situation I can sell my products at full retail and utilize my credits to pay for other costs."

Fast Fix specializes in jewelry repair and restoration and custom jewelry creation, and was Arizona Trade Exchange's largest trader last year. Most of their trade business was generated by Miller, who bought several items from Fast Fix for the exchange's holiday bazaar in November.

Gosielewski says Arizona Trade Exchange differs from other exchanges because Miller makes sure each business is reaching its full potential and is benefiting from being a member.

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## Green from Page 20

Going environmentally green has brought more green to the company's bank accounts, as well. Bonded Logic's annual revenue is undisclosed because it is privately held, but company documents claim that it has shown double digit growth every year since its inception.

"Thinking about the environment is just a lifestyle for us, and it's important," shares Kean. "We practice what we preach. It's just the right thing to do, not only for the company or for the community, but for the planet."

### Going green at home

Simple resources for environmental savvy at home are plentiful for SanTan Sun area residents. The City of Chandler launched Green Initiatives on www.chandleraz.gov in April. This information resource for residents is available by visiting the website and clicking on "Green Initiatives" in the Quick Links

menu on the left. "Residents can also offer a green tip of their own which we are happy to receive and review," says Morrison.

Mariette Holland, owner of Green Kidz R Us, says the best place to start doing something for the environment is at home.

"Begin by looking under your sink, in your bathroom cabinet, in your washing machine," suggests Holland. "You will find automatic dishwashing liquids and laundry detergents that are pollutants. Annually, over two million tons of harmful phosphates from these products end up in our soil and waterways."

Holland claims eco-friendly products can often save consumers money while they are saving the planet.

"Better, healthier household products are no more expensive than what people are using now," she says. "Saving money is often a mere matter of

switching stores. For example, many green companies manufacture concentrated products. We add our own water and refill the same plastic bottles over and over. For some cleaning products I'm still using the same bottles I did five years ago."

Learn more about the City of Chandler's Green Initiatives at www.chandleraz.gov. Find more details about Bonded Logic and UltraTouch Natural Cotton Fiber Insulation at www.bondedlogic.com or by calling 480-912-9114.

Contact Mariette Holland about Green Kidz R Us at marieteholland@aol.com.

Natale Morris is a freelance writer who lives in Cooper Commons with her husband, two sons and their dog, Bella. Contact her at NataleB@SanTanSun.com.

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### Seeking new members

"They really care about us and want to know what we need to exchange with, and then they go out to try to get those people and make a match," Gosielewski says.

He adds that Fast Fix utilizes many businesses listed in the exchange directory. Recently, he had banners, signs and business cards made; painted and replaced the floors and glass inside his store; and

wrapped his car – all using trade dollars and paying only tax in cash.

Miller says Arizona Trade Exchange watches carefully the specific categories of business needed in the exchange and then puts caps on the number of businesses allowed in, in order to keep trade dollars flowing equally. He says that is one thing that sets them apart from other organized barterers.

Arizona Trade Exchange was founded in 1999.

Around 400 of the 550 members of the exchange are located in the East Valley, where it originated. To find out more about Arizona Trade Exchange call 480-633-9363 or access www.arizonatradeexchange.com.

Jen Bondeson is an Arizona native and a writer of all trades. Reach her at JenB@SanTanSun.com.

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- Order of Protection
- Urethral Injuries

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