

ARIZONA REPUBLIC

BUSINESS

MONDAY, JUNE 8, 2009 \$5

Trade exchange aids business

BARTERING

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As a new credit to pay for paper towels, toilet paper, invoice forms and her own after-school dance program.

"The biggest benefit is not cash on my pocket," she said. "You get later in exchange for someone else's labor."

As an investor of 10,000 shares of stock, she and her husband own and use the services of the Corner Office in Tempe, has used trade credit for lettering on trucks and employee uniforms.

"It works very well for us," said Engle, who estimates he uses \$60,000 to \$100,000 in trade a year. He is outfitting the new office of

What it costs

In the Arizona Trade Exchange, members pay a 12 percent commission on all purchases. The joining fee is \$495. Members pay \$9.50 a month in trade. They can use a line of credit, and interest is charged in trade. When applicable, sales tax must be paid in cash.

Information: www.arizonatradeexchange.com or 480-633-9363

the exchange, which just moved into space more than twice the size of its previous site.

Rob Miller, president and majority owner of the Arizona Trade Exchange, started the network in 1999. He had owned a large sports bar in Tempe and joined a trade exchange.

"Things I had been paying cash for on a daily basis, all of a sudden I was trading chicken wings and cheeseburgers for," he recalled.

Miller started his own exchange. He has a staff of nine and is hiring more. The 550-member exchange is growing, getting a boost from the poor economy.

"People don't have as much expendable income," he said. "One of my trade members said, 'When the economy was good, I felt I could af-

ford to trade. Now that the economy's bad, I feel I have to trade.'"

Miller just signed up Troon North, an upscale golf course.

"There are no taxes on barter," he said. "It's easy to say no to a \$300 round of golf, but on trade, people will still pay that money because they're not writing a check or credit card."

Miller has members in Surprise, Queen Creek and in between. Trades for his members range from \$10,000 a year up to hundreds of thousands a year.

The exchange had trade volume last year of just under \$5 million, and this year Miller expects to hit \$7 million.

"The interest now is huge in comparison to six or eight months ago," he said.

Among the members are CPAs, hair stylists, painters, electricians, plumbers and general contractors.

"There are not so many things that we don't have," Miller said.

The exchange even did trades for its own rent.

Miller's new landlord has a lot of vacant property, so Miller made a deal to get the first of the building for one year, but trade. The landlord can use the credits, for example, for dry-wall repair, painting or carpet cleaning, advertising or sending flowers to a new tenant.

Light rail contributes to Phoenix area's revival

UPTOWN

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Revival in uptown

More than a dozen businesses have opened along the light rail in central Phoenix in recent months. Some are using the uptown area as a springboard to new ventures.

• A Andy's Fine Italian Dining, 5302 N. Central Ave., andysfine.com

• A Round House Property, 4700 N. Central Ave., No. 38, roundhouse.com

• A Carl's Place Music & Super Club, 40 E. Camelback Road, carlsplace.com

• A Dash-Bee Coffee, 491 East Camelback Road, dash-bee.com

• A Haka Modern Living, 4700 N. Central Ave., hakamodern.com

• A Haka's Modern Tailor, 4700 N. Central Ave., hakasmodern.com

• A Lolo Coffee, 4700 N. Central Ave., lolocoffee.com

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CALENDAR

Today

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Rajeev Motwani, 47; was early a

startup gets a foothold but comes no further as Google, whose co-founder Sergey Brin mentioned him Saturday.

"Today whenever you use a piece of technology, there is a good chance a link to Rajeev Motwani is behind it," Brin wrote in his blog.

Born March 26, 1962, in New Delhi, Motwani grew up in New Delhi, earned a computer-science degree from the Indian Institute of Technology in Berkeley in 1988. As a student at the University of California at Berkeley, he also served as the director of graduate studies for the Computer Science Department, and founded the Mingus Data at Berkeley group.

His work had a major impact on the field of algorithms, and he has knowledge of his field.

When his family opened Motwani's first office, Raj Miller and his wife Susan Engle, owner of A2Z Trophy in Gilbert, is a member. "An accountant in the trade group, for example, can purchase engraved trophies for his son's soccer team with trade dollars," she says. "If I go to a restaurant (and use credit), I'm not spending \$100 on a meal. The spending bill is in commission to the exchange plan team and 12%."