

## **PRESS RELEASE**

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### **Barter Bonuses: Cash-Strapped Employers Get Creative with Holiday Incentives This Season**

*Business Owners Use Barter to Reward Employees When Cash is Not Abundant*

**Mesa, Ariz. (November 30, 2009)** – Holiday bonuses are not a thing of the past for employees in Arizona, as record numbers of small business are using barter to reward staff for a job well done.

Studies show that holiday bonuses are one of the first perks to disappear when a business is struggling. In 2008, businesses nationwide reported not granting end-of-year cash bonuses when they were given in years past. This year, business owners are taking a creative approach as the economy recovers and bosses want to thank their workers. Many are tapping into their company's barter dollars – whether that be from one-on-one trading or from a membership in an organized trade network – to increase employee morale.

Members within Arizona Trade Exchange, Phoenix's leading trade organization, are expected to gift employees with trade dollars in record numbers this year in the company's 10-year history. Arizona Trade Exchange's 580 members accumulate barter dollars by trading their services; ranging anywhere from dentistry and orthodontic work to dance lessons, spa treatments and vacations. In turn, they can spend those accumulated dollars on any of the 580 businesses within the exchange, whether that be for professional use like remodeling an office, personal use like taking a vacation or the most creative use – passing along trade dollars to employees so they can spend it however they like.

"Our members are able to pass along their trade dollars to their employees, who see this just as valuable as cash," said Rob Miller, president of Arizona Trade Exchange. "Barter bonuses are a great solution for business owners who want to keep their employees happy, but don't have the means to give cash bonuses."

Last year, Arizona Trade Exchange members gifted tens of thousands of barter dollars to their respective employees, who spent the money on restaurants, carpet cleaning, car repair and braces for their children, to name a few. Members have also used trade dollars to throw company holiday parties, hire caterers to bring in lunch or purchase gift certificates for employees on trade.

Celebrating 10 years in the Valley, Arizona Trade Exchange is recognized for upholding the highest levels of integrity and quality in customer service and member selection. In addition to offering members a high trade value, Arizona Trade Exchange takes pride in maintaining a network of members with ideal geographic locations to make trading effortless. Throughout the year, Arizona Trade Exchange members can use earned trade dollars for any of the services offered by the over 580 members, including accounting services, fresh landscaping, printing costs, air conditioning and heating improvements, plumbing, pest control, IT needs, salon treatments, jewelry and dining out.

For more information about Arizona Trade Exchange, visit [www.arizonatradeexchange.com](http://www.arizonatradeexchange.com).

#### **About Arizona Trade Exchange**

Founded in 1999, Arizona Trade Exchange is the leading business-to-business trade exchange serving metro-Phoenix. With over 580 members and offices in the East and West Valley, Arizona Trade Exchange features a diverse portfolio of members ranging from home repair services and restaurants to attorneys and travel opportunities. Recognized for exceptional customer service and upholding the highest quality standards for member services and products, Arizona Trade Exchange offers business owners a unique tool to build their business. For more information, visit [www.arizonatradeexchange.com](http://www.arizonatradeexchange.com) or call (480) 633-9363.

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