

SPONSOR IN THE SPOTLIGHT: WEST MICHIGAN BARTER COMPANY

West Michigan Barter Company, Inc. of Grand Haven is the local franchisee for ITEX (International Trade Exchange), the country's largest barter organization. Established in 1981, ITEX has 20,000+ members who use its virtual currency, called "trade dollars," to buy and sell goods and services without using cash. And for five years they've been a **GOLD sponsor** of the community campaign.

"It's great being involved as a sponsor," says **David Turner**, president. "We urge local ITEX members to donate trade dollars or use them to purchase a sponsorship because United Way is an effective way to invest in the community and a great way to meet prospective customers." Businesses can take a tax deduction for donating trade dollars just like they do for cash, Turner adds.

"One of our best uses of the ITEX dollars that businesses donate is for campaign marketing," says **Hillary Hovinga** of United Way. "We save budget dollars by using ITEX dollars to advertise on electronic billboards around the county."



*West Michigan Barter Company President David Turner
and Trade Director Julie Pontarelli*

For more information about barter and ITEX Trade Exchange, contact David Turner: [616-844-1567](tel:616-844-1567); david.turner@itex.net. Website: www.WestMichiganBarter.com.

