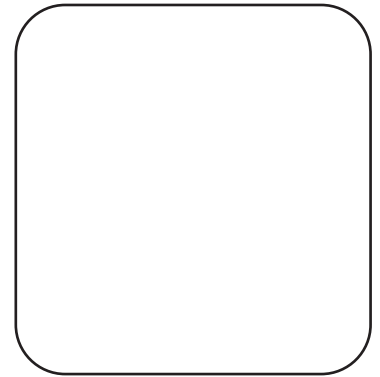


# Editor's Notes

## Barter Industry's Ebb And Flow Continues...



B O B M E Y E R

Our two major stories in this issue are indicative of life itself—a continuum that sees an ever-present coming and going—and the evolving change that occurs.

On the “going” side we hear from one of the barter industry’s stalwarts—Susan Groenwald. For the last 23 years, her passionate involvement along with others has moved the industry forward in a positive manner.

On page 16, Susan Groenwald provides us with her thoughts and perceptions in a fascinating article, “A Look Back (At The Barter Industry).” You won’t want to miss this penetrating piece, or her succinct concluding advice. —

Just two years into the business she stepped forward and lined up the beautiful Lake Geneva Playboy Resort, and served as host for the 4th Annual IRTA Congress in 1983.

The next year she unsuccessfully ran for the Board of Directors. Undeterred, she attended every Board meeting. Her talents and zeal for the growth and development of the industry were subsequently realized by her peers, as

she was elected to the Board at the next convention.

Three years later she was elected IRTA’s president and headed the organization at the historic 1989 convention in the Pocono Mountains—where corporate barter companies first attended IRTA.

Groenwald continued her trail-blazing efforts when her company, Barter Corp, became the first barter firm to sell to the venture capitalists, announced at the 1999 IRTA Congress held in Vancouver.

This past January, Groenwald embarked on a new career. And, sadly, the industry is losing one of its leaders. But before leaving Groenwald has stepped forward a final time.

On page 16, she provides us with her thoughts and perceptions in a fascinating article, “A Look Back (At The Barter Industry).” You won’t want to miss this penetrating piece, or her succinct concluding advice.

In contrast, our cover story is an interview with David Cooper, sales trainer extraordinaire with the heart of a guerilla street fighter.

Cooper, a sales super-star back in his early 20s, has, for the past three decades, been providing salespeople in many industries with valuable insights and productive sales techniques.

Outsiders often make worthwhile contributions, as they peer over the

status-quo, looking at an industry with a different perspective. In our interview he suggests an alternative measure that could transform the industry.

Outsiders often make valuable contributions, as they peer over the status-quo, looking at an industry with a different perspective. On page 26, you’ll read about David Cooper and his take on the industry. —

While Groenwald points out in her article the many industry changes that have occurred over the decades, Cooper suggests that there’s been very little change in the way new prospects are introduced to barter.

On page 26, you’ll read about Cooper and his take on the industry. If his advice and techniques are embraced, and successfully implemented, thousands of new clients may well be coming in to the barter marketplace.

This would of course be invaluable, as a critical mass of clients is needed for the industry to reach the potential so many of us have envisioned.

BN

Updated information, every week...read the  
**TUESDAY REPORT!** [www.barternews.com](http://www.barternews.com)