

# EUROPEAN ATTENDANCE MOST IMPRESSIVE AT IRTA BARTER CONGRESS

IRTA was decimated by the terrorist attack of September 11. Close to a hundred attendees decided not to attend the re-scheduled Barter Congress November 7 to 11.

The lowest attendance ever in the history of the 22-year-old International Reciprocal Trade Association was a low point to an otherwise very productive conference.

Noteworthy, however, was the attendance by barter companies from around the world. It's a payoff which has continued ever since IRTA made the decision to become an international organization.

Conspicuously absent in Denver were the Americans. The apathy in America was noteworthy and distressing because they've been the foundation of the industry...beginning some forty years ago.

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## Commercial Barter Has Double Digit Growth For Record Third Year

*Industry Trade Sector Poised To Grow By More Than 20% in 2002*

The International Reciprocal Trade Association (IRTA) announced that the total value of products and services traded by businesses through barter companies is anticipated to reach \$7.87 billion during 2001.

This is an increase from approximately \$6.92 billion in 2000, and the third consecutive year the industry has seen over 12% growth.

The increase marks the barter industry's growing appeal among

business owners and professional firms looking to generate higher volumes of business, conserve cash for essential expenditures, or exchange unproductive assets and excess inventory for valuable products or services.

"Faced with the new economic realities of worldwide excess capacity coupled with the economic downturn, barter is building momentum as a dynamic and powerful competitive tool that

companies can use to gain new customers, save cash, and improve profits," declared Krista Vardabash, executive director of IRTA.

According to IRTA, the aggregate growth in barter activity is expected to swell 20% or more in 2002 as companies increasingly incorporate barter solutions to reach new outlets, ensure against unsold stocks, and finance larger advertising campaigns.

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Also, as IRTA North America is the host of these conventions the sparse attendance was unfortunate.

However, every year a new dimension surfaces. This year most notable were several sizable deals in the works. One trade exchange left with over \$700,000 in potential business.

Such transactions, evolving from carefully cultivated relationships built up over the years, promises to offer a profitable harvest, and could well be the magnet for drawing larger attendance in years ahead.

## Educational Sessions

The IRTA members who donated their time and materials for presentations on selected topics included the following:

David Wallach, "Barter Media in the Post-Boom Economic Era."

Terry Brandfass and Perry Constantinides, "Think Creatively—Think Big."

Jacqui Macy and Gary Lasater, "How to Best Utilize Universal Credits in the Barter Industry."

Robin Maini, "Upgrading Your Sales and Brokering Approach."

Susan Groenwald, "Marketing and Creating Awareness for Your Company."

Paul St. Martin and Art Wagner, "Corporate Barter Trading Between Corporate Barter Companies and Retail Trade Exchanges."

## Awards Banquet

▲ The **Barter Ambassador Award** is given to those members who have made an extra effort to introduce new members to IRTA. This year had three in attendance, they were **Reiner Husemann**, **Debbie Arcabascio**, and **Terry Brandfass**.

▲ A new recognition award was introduced by IRTA this year for **Best Attendance by one Company**. The award went to **Ihlas Barter** from Istanbul, Turkey, with three representatives.

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# Global Board Of Directors

Global



*L-R: Michael Mercier, Steve Goldbloom, Pascal Alexandre, Krista Vardabash, Susan Groenwald, Rick Fuest, Scott Whitmer, Michael Caron, and Alan Elkin. Missing are David Johnstone, Alan Hackel, Bill Rorke.*

The **Outstanding Achievement Award** is presented to an individual who has created a leading edge program, or a technique that has been successfully implemented, that revolutionizes the barter industry in areas such as management techniques, education, client services, or marketing and sales.

This year's recipient made her contribution directly through IRTA. Several years ago she promulgated the notion that IRTA should conduct a worldwide advertising campaign to promote the barter industry, raising awareness among the business community.

She made her presentation to the board armed with pledges of \$200,000 trade dollars to be used for the advertising program. Subsequently, she called on more companies to not so gently encourage them to contribute funds to the effort.

It was through her sheer determination and passion that other members became involved, finally launching a beta test advertising



*L-R: Stephen Webster presents Outstanding Achievement Award to Terry Brandfass.*

campaign that had its kick-off November 2001.

It is expected that this effort spearheaded by her creativity, accomplishments, enthusiasm and passion is just the beginning of this program.

The Outstanding Achievement Award this year went to **Terry Brandfass**.

# Hackel Named To *IRTA's* Hall Of Fame!

The IRTA Hall of Fame is the highest honor the association bestows on an individual. This year's inductee is **Allan Hackel**, founder and CEO of the Allan Hackel Organization.

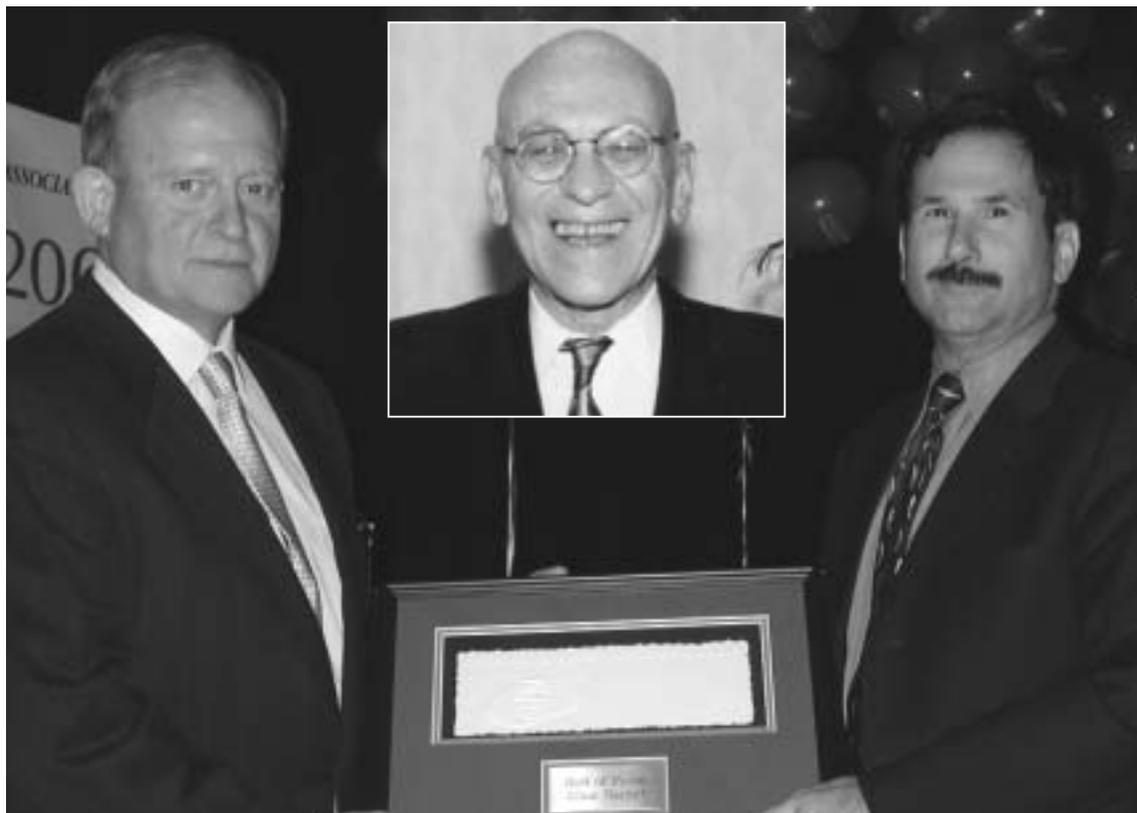
Allan has made significant contributions to barter throughout his 46 years in the industry. As a pioneer in the 1950s, he is considered a "founding father" of the corporate barter industry.

He is credited with the invention of the accounts receivable concept, and has shown his understanding of the synergies between corporate barter companies and retail trade exchanges.

Proof that Allan is a survivor is his longevity in the business as well as the respect and trust he has earned from his employees, peers, and clients.

This respect was demonstrated when the bankruptcy courts researched and recommended that clients who'd lost credits through the failure of another corporate barter company utilize their credits with the Hackel Organization.

Paul St. Martin, president of the Hackel Organization, accepted the award for Allen who did not attend this year's Barter Congress due to the September 11 death of his beloved wife Paige.



*L-R: Stephen Webster presents Hall Of Fame award to Paul St. Martin, president of The Hackel Organization.*

### ***Past inductees of the Barter Hall of Fame are the following:***

**Werner Zimmerman** and **Paul Enz**, founders of WIR, the first barter company in the world...founded in 1934.

**Bob Meyer**, publisher of *BarterNews* magazine.

**Mac McConnell**, founder of BXI.

**Paul Suplizio**, founder and 18-year Executive Director of IRTA.

**Louis W. "Bill" Austin**, barter industry pioneer and past president of IRTA.

**Susan Groenwald**, founder of industry leader BarterCorp and 12-year IRTA board member.

**Alan Elkin**, leader in corporate barter sector, co-founder of the Corporate Barter Council, and CEO of Active International.

**Stephen Webster**, founder of Rochester Trade Exchange and establisher of the industry's Trade Broker Certification Program.

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The **Distinguished Service Award** is awarded to people who have gone above and beyond the call of duty in the service to IRTA. This year's recipients were:



**David Wallach.** He has served on both the Global Board for six years, and the North American board for the last three years. He has been chairman of the Ethics Committee, chairman of the Government Affairs Committee, and recently chaired the Marketing Committee.

David has given his time and talent as a speaker at almost all the conventions, most frequently sharing his knowledge about media and the barter industry, or his passion of ethical business practices.

**Sally Selbman.** As an active member of IRTA, she has presented and participated in many seminars pertaining to trade ethics, trade accounting, and trade brokering. She has worked tirelessly as a convention volunteer, and has assisted in the Certified Trade Broker program.

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## North American Board Of Directors

North American



*L-R: Joe Crump, Krista Vardabash (IRTA Executive Director), Val Valentini, Lois Dale, Paul St. Martin, Terry Brandfass, Steve Webster, Mary Ellen Rosinski, and Perry Constantinides. Missing is Alicia Enciso.*

**Michael Caron.** He is recognized for his service as chairperson of the Ethics Committee for the past two years, service on the IRTA Global Board of Directors for the past six years, and his work as chairperson of the Awards Committee.

In addition to his hours of service Michael provided a high degree of conscientiousness to the board as he pushed them to take the high road on ethical issues facing the industry.



**Walther Smets.** In 1996 he founded RES in Belgium. That same year he applied for membership in IRTA and was one of the founders of IRTA Europe.

Today, RES is one of the most successful trade exchanges in the world with approximately 3,500 members. He has promoted barter in his own country to a high level of awareness.

In addition, Walther has served as treasurer on the IRTA Europe board, and has been instrumental in organizing and growing it into a successful chapter.

*Walther Smets,  
founder of RES.*

## European Board Of Directors

European



*L-R: Baldvin Hansson, Bill Schachter, Pascal Alexandre, Reiner Husemann, Sirri Simsek, Walther Smets, and Alan Cartledge. Missing is Eric T'Scharner.*