



**nestegg**  
BOOKKEEPING  
**egggnest**  
INSURANCE SERVICES

"We'll Guard your NestEggg with Pride and Insure it Too"

At the NestEggg Group we believe "Bookkeeping should be easy & Insurance made simple."

NestEggg Bookkeeping services include payroll, tax preparation, financial planning and new business development. We are local and reliable and offer flexible pricing.

Egggnest Insurance Services is ideal for businesses and individuals who want quality coverage and personal service at an affordable rate. We provide insurance coverage for health, life, home, auto, commercial auto and business owners.

Our mission is to provide peace of mind and protection for your NestEggg.

**1-888-987-NESTEGGG**

get the eggg rolling

258 N Palm Canyon Drive (bookkeeping)  
318 N Palm Canyon Drive (insurance)  
Palm Springs, CA 92262  
(760) 322-4622 www.nestegg.com  
Lic#0G97493

**INPUT WELCOME**

The Public Record welcomes letters to the editor and guest editorials. All submissions should include your name, occupation or business affiliation, address and phone number. We reserve the right to edit letters and guest editorial columns for length, grammar and to ensure that copy remains within the bounds of good taste. Send all correspondence to bob@coachella-valley.com.

**THE PUBLIC RECORD** (ISSN 0744-205X), is published weekly for \$59.95 per year by **The Public Record**, 303 N Indian Canyon Dr, Palm Springs, CA 92262, (760) 771-1155, Fax (760) 771-1188. Periodical postage paid at Palm Springs, CA 92262. **Postmaster:** Send address changes to **The Public Record**, 78-370 Hwy 111, Ste 250, La Quinta, CA 92253.

**The Public Record** is an approved newspaper of general circulation for those required by law to cause publication of legal notices. **The Public Record** was adjudicated by the Superior Court of the State of California for the County of Riverside, Case No. 49271, Filed March 31, 1987. **The Public Record** is a newspaper of general circulation ascertained and established in the City of Palm Springs in the County of Riverside, State of California, Case No. RIC 358286, Filed June 8, 2001. The information contained in **The Public Record** is taken from public records. **The Public Record** assumes no responsibility for errors or omissions. The original public records are open to public inspection and should be consulted before any action is taken on information contained herein. The material published in **The Public Record** is compiled at a substantial expense for the exclusive use of subscribers. **The Public Record** is available through UMI in one or more of the following formats: microform, electronic or paper. The material cannot be republished, resold, recorded, or used in any manner, in whole or part, without the consent of the publisher. Any infringement will be subject to legal redress. Opinions expressed in guest editorials are those of the author and do not represent those of **The Public Record**, its owners, or its employees.

Copyright © 2010 by **The Public Record**.

*Contributing Writers*  
**Pamela Bieri**  
**Jim Casey**  
**Kathy Gottberg**  
**Eric Harmon**  
**Brandt Kuhn**  
**Kimberly Nichols**  
**Dr. Stephanie Slahor**

*Publisher and Managing Editor*  
**Robert Marra**

*Associate Editor*  
**Alex Altman**

*Layout / Production*  
**Cynthia Gunn**

# To barter or not to barter: ITEX of the Desert Empire changing businesses' perspective of the trade game in the valley

By **KIMBERLY NICHOLS**

Last year when Integrated Wealth Management's owner Jim Casey decided to throw a holiday party for his valued customers, it was at the tail end of a year spent wining and dining and handing over sizable financial contributions to many organizations. So he called up his ITEX of the Desert Empire account representative Amanda Smith and told her he needed to find a caterer who would provide the food for his fete. Smith was able to provide him with a catering chef, who was also a member of ITEX, who would donate a large percent of the food cost because he knew that later that year he would be seeking out construction work for his new expanded kitchen/office digs and that ITEX could provide that at little to no cost from another member.

Smith says Casey, who also happens to be her landlord, was originally curious about the company but wasn't sure how his wealth management company could participate being unable to barter anything from his end due to banking regulations.

"But when he decided to buy his own building for his Palm Springs office, which was an old Mexican restaurant, the contractor quoted between \$10,000-\$15,000 to demo and remove all the interior including restaurant equipment, tables, chairs, dishes, and décor," describes Amanda. "I told Jim to give me two weeks and we could liquidate most of this on ITEX. We did and we sold almost everything including the front door, moldings and even the giant paper machete bull's head. We got him \$27k in ITEX that we in turn used to get his custom made desks from another member. This represented a huge cash savings."

The barter business is a tricky game, and sometimes tinged with skeptical regards towards what members actually receive versus what they have to donate. Questions arise such as: what if there isn't anything I want? What if the businesses that provide me free things end up treating me as less than their other customers?

But Amanda Smith has spent a lot of creative ingenuity in the desert to build a barter business that is not only bashes these concerns, but that has successfully linked the business community in the desert between service providers and non-profits, and has spurred non-barter relationships between sellers and potential clients. Her current clients include hotels, restaurants, caterers, day spas, bakeries, advertising agencies, carpet cleaners, marketing and public relations firms, attorneys, non-profit



organizations, dog groomers, photographers, graphic designers, doctors, florists, special event companies and more.

"For me, it has really been about making an effort to be part of the community," explains Smith about the success of her barter business in a valley where others have tried and failed. "A former colleague that had far more barter experience than I do could not make it when they tried to open an office here. They tend to want to come in and hit it hard and fast. I have been doing this since 1997. I run into my members at the grocery store and events and I can look them in the eye. The success of my business depends on the success of theirs. I am here to help that."

Some examples of how these bartering businesses work together include the recent time when ten-year long ITEX member Pastry Swan Bakery's El Paseo location burned down.

"A loyal member," says Amanda of the bakery. "We've managed to get them a new website, phone system and POS system all on trade which is helping their renovation budget big time."

Another member, Desert AIDS Project, uses ITEX to help with costs associated with what would otherwise be budget items the non-profit wouldn't normally be able to justify, like catering for small fundraisers.

"We regularly use ITEX barter dollars for what are normally budgeted cash expenses for such items as liquor, desserts, flowers, catering, valet and office furniture," says Fundraising and Special Events Fundraiser J.P. Allen. "It has saved us over \$15,000 in cash expenses the past 12 months alone."

In recent economic climates, Smith has seen more valley businesses turn to the barter system and for good reason. In recession times, people rely on the kindness of strangers for favors and "scratch my back" economies pervade the normal system. But businesses involved in ITEX are beginning to see the merits of long term membership regardless of the economy in a valley known for its small town mentality where bartering can be kin to good public relations strategies as well.

**TFR**