



Trade Wins - Niagara Charity Auction

Gala auction raises T\$15,000 for Wise Guys Charity Fund

Wares range from diamond jewelry to bicycle built for two

Spirits were high and trade dollars flowing at a gala auction that raised more than T\$15,000 for the Wise Guys Charity Fund.

The Tradebank Niagara event, hosted by John-Michael's Banquet and Conference Centre in Thorold, included a silent auction, live auction and vendor area. Wise Guys, which raises money for worthy causes and organizations throughout Niagara, received more than T\$15,000, a portion of live auction proceeds.

"The Wise Guys are thrilled to receive a donation of this kind," said Randy Bleich, a Wise Guys Director. "Fifteen thousand trade dollars will assist our charity in helping people in our community."

The Wise Guys are thankful for three years of donations from Tradebank and look forward to a continued relationship, he added.

Kathryn Wild, a senior trade broker for Canada's leader in cashless commerce, said the auction night was "a great success."

Total revenue was almost T\$250,000, up from last year. Top selling items included a 2002 Kawasaki motorcycle that sold for T\$17,000 and a 1998 Dodge Caravan that went for T\$15,500.

Attendance, at almost 300 people, was also up from last year.

This was Tradebank Niagara's sixth annual charity auction. The event is held at a different location each year in order to introduce auction guests to a series of banquet and conference venues. John-Michael's, a Tradebank client, provided use of its elegant, chandeliered hall, as well as linens, food and spirits, in exchange for trade dollars and the public exposure.

The auction merchandise, available for trade dollars only, ranged from the motorcycle and van to diamond jewelry, a bicycle built for two, and leather furniture. Vendor merchandise, also with price tags in trade dollars, ranged from paintings to kitchenware, from cosmetics to oatmeal raisin cookies.

A wide variety of Tradebank clients provided the merchandise in exchange for trade credits, or trade dollars, which they could spend at the auction or at any other time.

"It's a great networking opportunity," said Wild during the upbeat yet relaxed event, as people were mingling, scouting for potential purchases and bidding on merchandise. "People always want to do business with people they know."



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Serge Daoust, of Cars Plus on Hartzel Road in St. Catharines, was among auction guests. He has been with Tradebank about four years and has used trade dollars to purchase promotional items such as key rings, licence plate holders, jackets and T-shirts. “I think it’s a great opportunity for business owners to use Trade dollars for products they normally would write a cheque for,” he said.

As stated on the Tradebank website (www.tradebank.com), Tradebank clients have the flexibility to use their trade credits to purchase what they want or need from thousands of businesses within the worldwide Tradebank network. One trade credit, or trade dollar, is equal to one cash dollar in the country where it is earned.

Tradebank Niagara president John Porter and vice president Ian Charnock delegated their corporate brokering team of Wild, Gary Charnock and Deanna Wolske to organize the auction.

Auctioneer was Rick Rittenhouse of Rittenhouse Auctions in Jordan Station. to do business with people they know.”