



## **An Employer based campaign to keep Dollars circulating in our economy**

### **Spending review:**

- 1. Look for expenses that were made outside of the community last year.**
- 2. Future purchases: Where can you shift your spending, so that it keeps your dollars circulating in our economy?**
  - Accounting, bookkeeping and financial consulting
  - Advertising expenses
    - Several years ago, the marketing director of the Palmdale Waste Management asked Creative Concepts to quote on promotional items. She found out that she could get the same products for a lower price, get better service, and keep our dollars circulating in our community. Win, Win, Win!
  - Automobile purchases or maintenance
  - Business gifts
  - Consulting
  - Computer, printer, supplies and software
  - Internet Services:
    - The president of a local school contacted AV Web Designs to redesign his company site. Upon launch of the new website his number of inquiries skyrocketed 600%. He is closing between 4 and 5 of those leads each day.
  - Insurance expense:
    - A local credit union was using a San Diego based broker for their health insurance. Robert Wolf Insurance Services (in Lancaster) took over as broker. He added benefits and saved them \$20,000.00 per month!
    - Dr. Suzanne Frye was using an industry association program for her work comp and liability policy. Tony McAnn at WCPA (a Quartz Hill insurance broker) and saved her \$4,000 per year on her work comp and \$2,000 per year on her business property insurance.
  - Maintenance
  - Merchant account or credit card processing
    - George's Cleaners saved thousands of dollars a year, got free new equipment for three locations plus a wireless terminal for the delivery van simply by



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switching their credit card processing to a local company: JMS Merchant Services.

- Manufacturing and distribution
- Office furniture and equipment
- Office supplies
  - Eastside School District saves thousands of dollars by utilizing Interstate Batteries to replace the failed batteries in their computer backup power supplies
- Printing and duplication
- Sub-contracting and outsourcing

We'd like to share your story of how you saved money by spending locally or how you saved another local employer money: Email [success@avpledge.com](mailto:success@avpledge.com)