

Cooperative Benefits. In 2010 with the poor economy, many local businesses struggling and failing, and we joined hands to help them have some success.



- Using our large advertising base we entered into cooperative advertising and programs, helping to boost their business. We used advertising, special incentives and special events such as a Cut-a-Thon at a local beauty salon. The initial event provided fundraising for us, and positive advertisement for them. The long-term benefit for the merchant is a new customer. We were able to partner with local merchants as well as those in other areas were states through online or mail-order programs. I don't know if we saved any businesses but I do know that we certainly helped quite a few.

