



Partners in Surplus Asset Management™

We manage your online auctions from start to finish.

August
2012

Greetings from InterSchola,

Volume
10

Letter
From the
President

We begin this newsletter with a HUGE thank you to our staff and to our clients for helping InterSchola gain recognition last month as one of [Bloomberg Businessweek's 2012 Top 5 Most Promising Social Entrepreneurial Ventures](#). Earlier this year, *Bloomberg's* small business reporters solicited company names from readers. The reporters then narrowed this list down to [25 for-profit social enterprises](#), and then asked readers to vote for their favorite. In the one month of voting, more than 7,500 readers cast votes and voted InterSchola #2 on the list with 12.6% of the votes.

Among Bloomberg's criteria for making the list were: social impact, scope, and the company's ability to sustain itself. InterSchola was selected on the basis of our multipart mission to: maximize the financial gain to schools and local public agencies from the sale of no longer needed assets and to divert surplus from premature and wasteful disposal to more productive uses in the community through the creation of a vibrant public online marketplace for surplus goods in which other local agencies, small businesses and the community at large can readily participate.

The *Bloomberg Businessweek* recognition of InterSchola's social mission provides important visibility. More importantly, we hope that more school districts and local public agencies start to see that there is an easy and successful way for them to save and earn money from their idle surplus goods.

We could not be more proud of any award. Thank you to our staff, our clients and our buyers for your support! See voter's comments below:

Support our efforts to improve education.

-Scott C: InterSchola gets my vote for the most helpful people and many great experiences with them...consistently perfect!

-Manuel Barraza: INTERSCHOLA - GREAT SOCIAL EXPERERIENCE (MEXICO)

- Fidelis Bluemunoh: "Raising funds for educational institutions through the sale of their surplus and unwanted used properties I consider a great social service. My vote goes to Interschola"

-W. W.: It's been great working with this company to expand my business! And Its helped my son's school!!!

-Pat_313: While most school districts are losing funding at an alarming rate, InterSchola acts as a beacon of light, showing these entities how to reduce storage costs and generate new revenues from the sale of obsolete or unused equipment and vehicles. The schools may then use these new funds to save a music or arts program, reduce class size, purchase vital school supplies, retain school busing and/or retain a school athletic program. Kudos to InterSchola!!

-Lois_Max: The InterSchola team is committed to helping the nation's public school systems by bringing best Asset Management practices from the private sector to the public sector. In the process, InterSchola makes surplus good available to small businesses for a fraction of the cost of buying new and helps keep used equipment out of landfill.

-Tneese: I have a feeling of great satisfaction working with InterSchola. InterSchola's work provides value in communities just like yours by helping small businesses and non-profits to grow. Equipment that is no longer needed by school districts and public agencies finds new life and the greatest thing is that it doesn't end up in our landfills.

And finally,

-Beth Inpyn: InterSchola is the solution every public agency needs! To quote a current client "We were spending \$200K a year getting rid of stuff we didn't need. Now we sell it through InterSchola. Anytime that we can save money & make money by selling surplus, it's a good thing! Right now the proceeds are going towards SAVING district programs."

Enjoy our summer newsletter!

Best,

Melissa Rich

InterSchola President and Founder

[Why should you recycle usable assets?](#)

We've all heard the old adage: out with the old and in with the

[Create Your Own Interschola
Web Page:](#)

new. While this practice may be beneficial for people's personal lives, it doesn't generally have positive results for the environment. Every time we throw a piece of trash (or old mower, mixer, tool and table) into the dumpster, we add to the growing heaps of waste materials filling our landfills across the US.

Did you know:

- We create enough trash to fill 63,000 trucks per day.
- Landfill statistics show that in 1979, approximately 18,500 landfills were available to receive trash all across the United States. By 2006, there were only 1,754 left. This continued decrease in available landfill space is relative to the amount of trash that has been increasing in great proportions.
- There is a direct adverse correlation between landfills and the environment. One thing that creates the environmental hazard is leachate contaminated groundwater. The EPA defines it as the water that trickles through the waste materials in landfills collecting the hazardous and toxic contaminants in the process.

So how can you help?

- You can reduce consumption of materials to minimize your contribution to the landfills in your area.
- You can look for creative ways to reuse items before throwing them out.
- You can look for products that utilize recycled content.
- And when it's finally time to discard items, CALL INTERSCHOLA!

Finding Success With eBay

Why are auctions on eBay more successful than any other platform?

InterSchola has always prided itself on offering clients the largest bidder marketplace. We have been a premier eBay partner for over 8 years and continue to believe in the power this site brings to the table. Online sales presents with many possibilities, but the experts at InternetSalesInstitute.com recommend serious sellers (like InterSchola) launch their ventures within the eBay marketplace. This sales venue, they say, provides all the ingredients for success.

The Internet Sales Institute defines these 3 key reasons:

The built in tools - Thanks to the amazing network of sites eBay has created through the years, no other single auction site can offer the level and depth of service that eBay does. "The partnership with sister site PayPal means anyone can accept online payments. Plus, the storefront design is

InterSchola now offers clients the opportunity to advertise surplus assets for sale through your own website. Your local community members can bid on and purchase your surplus assets via a link from your website to InterSchola, making the marketing and sales process a breeze. It's easy!

Get Started Today - Add a link from your website to an InterSchola webpage exclusively dedicated to your organization's surplus.

Contact

BINPYN@Interschola.com to receive a customized link and information on how to add this to your website.

Reasons to Create Your Own InterSchola Webpage:

1. Spread the word in your local community about available surplus featured on your website and promote the sale of your surplus.
2. Increase awareness and marketing of your surplus
3. More viewers = more bids = higher sales price for your surplus!

Hurry! Activate your Interschola webpage by October 1st to take advantage of InterSchola's \$25 rebate* and ensure your surplus is sold by summer end!

Need assistance from InterSchola's technical staff? Please contact auction-info@interschola.com or call us at 1-888-653-7360.

FALL PROMOTION - Receive a one-time \$25 credit if you:

1. Establish a link on your website to InterSchola's website by October 1st.
2. Inform InterSchola: Beth Inpyn- binpyn@interschola.com.
3. Begin a new surplus sales auction in August or

spectacular for users and the high sales numbers just can't be topped."

Its proven traffic - eBay enjoys a lot of traffic each and every day. With more than 90 million users and thousands changing hands every second, "eBay is already a destination on the Web. There's just no reason for a bidder to look in multiple locations"

Its reputation - "eBay has a fantastic reputation with buyers and sellers alike. eBay has created a community feel and it's one buyers can really take advantage of."

So the next time you're approached by a local auction company or smaller online auction site - remember that nothing compares to eBay!

InterSchola has the winning formula:

We recently ran a very successful vehicle and bus fleet auction in Naples Florida. As many districts have had to face the reality of budget cuts - transportation programs are often on the cutting board. In two weeks, InterSchola was able to find new homes for 19 vehicles - a sale of over \$130,000!!!

InterSchola has been one of our top vendors for the past year and a half. Their practice has always been to place the districts needs and concerns at the forefront. InterSchola has worked cooperatively with our staff to achieve timely, regular, and successful surplus auctions. They are the most full-service auction company in the market today. Prior to using InterSchola's services, we held bi-annual surplus sales and the expenditures involved for the money that was made, was cost prohibitive for us. InterSchola has not only eliminated the costs associated with the arranging and manning of our own sales, they've managed to move many items, that in the past we could not.

InterSchola Webinars!!!!!!:

Based on client feedback and demand - InterSchola will be hosting a monthly surplus management webinar. The interactive webinar will be held the last Tuesday of every month at 10am Pacific Time. The webinars will cover a variety of topics sure to be of help to CBO's, Facilities Directors, Food Service Managers, Board Members and Purchasing Staff. Each month we will highlight new surplus and sustainability issues facing public agencies.

Our first webinar had close to 20 attendees and was a huge success. This is an excellent opportunity for open discussion about surplus best practices with your peers and InterSchola's experts. So mark your calendars, invite your colleagues and please feel free to send us questions or topic suggestions in advance of the next webinar.

Check out our website for login information. "See" you on

September

Tell Us Your Story: How did InterSchola help your agency? Have your surplus story shared in our newsletter and you'll receive a free surplus assessment.

Email Beth at binpyn@interschola.com



Tuesday August 28th at 10am (Pacific Time)! Email binpyn@interschola.com for webinar login information.

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Visit our website:

www.interschola.com

For information about partnering with InterSchola or to learn more about our services, contact:

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info@interschola.com](mailto:auction-info@interschola.com)
1-888-653-7360 ext