

OMEGA Increases Purchasing Power For Consumers

By Patricia Smith-Deering
Phoenix Managing Editor

The difference between the rich and the poor is not just money. It's knowing what to do with the money you do have, however little, and how to make it work for you. Given the current state of the economy and people's pocketbooks as a result, creative methods of saving and making money are essential. Offering just such a solution is OMEGA - the Omega Merchants Exchange Group of America, Inc.

What OMEGA offers is the opportunity to use the aggregate purchasing power of a committed group of individuals to obtain substantial savings in goods and services. Members of OMEGA can access participating manufacturers, whole-salers and importers as only one of the benefits of the OMEGA Consumer Savings Package.

But, saving money on purchases is only one step on the road to financial security. Knowing when and how to manage money is the

key, and OMEGA is the link to the information needed to achieve personal financial goals. Consumer savvy in such areas as shopping, budgeting, taxes, real estate, travel, and much more means the difference between net income and net outgo, which equates to increased savings.

The Georgia-based group is headed by Toni S. Ivey, president. OMEGA is owned and operated by a management and investment team of training, marketing, business and advertising specialists. In operation since early 1987, OMEGA now has North Carolina group members in Greensboro and High Point.

Aside from the opportunity for discount purchases through OMEGA's network of merchants, members can make money by bringing in other members to the group. Simply by sharing the opportunity to make and save money with others, members can receive monthly commission checks based on the monthly membership dues of those enrolled through their efforts. In effect, each member builds his or her own organization of OMEGA participants.



Jim Sturdivant, Omega Area Director (left) and Sharon Brown, Omega Manager-High Point (far right), explain power purchasing to Jimmie Kellyman at a recent small business fair held at the M.C. Benton Convention Center.

While there is not a group established in Winston-Salem, getting one started is not difficult. OMEGA representatives who can provide assistance and additional information are: Beverly Newkirk, Greensboro Independent Marketing Representative (919) 274-8155 and Sharon L. Brown, High Point Independent Marketing Representative (919) 886-1304.

One of the colorful brochures describing OMEGA and its invaluable services gives the secret of successful living regardless of your

budget size. "Wealthy people know that the secret to quality living is knowledge. Now you can have valuable information about money management, real estate, tax savings, income opportunities, as well as how to save on nearly everything you buy!" Knowledge is power, so share it!



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