

# OEA UPDATER

Volume IV, Issue VI

April 25, 2008

**Next Meeting:**  
**April 30, 2008**

**Speaker:**  
*Nancy Zieg / NZ Interior Design*

**Chair:**  
*Roberta Nopson / Re/Max Equity Group*

**Greeter:**  
*Jeff Smith Bob Thomas Auto Body Carstar*

**Tickets:**  
*Ken Daswani / Daswani-Tailors.com*

**Sheriff:**  
*Karin Jacobs / Key Bank National Association*

**Business Reports:**  
*Patrick Bolan / Hold Time Music and Marketing*

**Pledge:**  
*Griff Hampson / Cartridge Network*

**Today's speaker:** Jim Southwick / Southwick Specialty Advertising

**Today's chair:** Virginia Bruce / Team Web

Virginia is happy with her business—which benefits any person or company who employs her: many web masters stay in business for a short time. Virginia's company was established in 1994 and she isn't closing her virtual doors any time soon! She reminded us that she does free website consultations for OEA members. She's also an excellent writer (brochures, flyers, consulting) and spends much of her time doing site tune ups and maximizing search engines to get the most traffic.

And now about Jim: Jim grew up in a small town outside of Pittsburgh. His parents grew grapes and cherries on their farm. Jim's twin brother took over the fruit farm and just recently retired from it. Jim went to Westminster College, a Presbyterian school in that region. After his stint in the Army, Jim moved to the San Francisco Bay Area where he worked in insurance and freight forwarding. He moved to Gresham where he worked in real estate until 1982, when he went broke during the dry housing spell. He decided to try promotions, which his wife, Marilyn had done for years. In 1983, Southwick Specialty was little more than a twinkle in Jim and Marilyn's eyes. Today it is one of the leading specialty advertising agencies on the West Coast, which is a testament to the dedication and drive of Jim and Marilyn. They have hired and extensively trained eight experienced salespeople with offices in Portland, Bend and Salem. Their office on NE Sandy Boulevard is also adjacent to a huge showroom which houses thousands of products (they sell over 500,000 products from 4,000 suppliers). Southwick Specialty grows their business one mutually-beneficial transaction at a time, which turns into long-term client relationships. When their clients succeed, Southwick Specialty succeeds. Nothing expresses that goal better than their motto: "Our bright ideas make you look brilliant!"

## Upcoming Speakers:

May 7th—Charlton/Engel Marketing / Rob Charlton introduced by Mike McMillan

May 14th—N&C Service/Phil Erickson

May 21st—Reynolds High School Business Program

May 28th—Royal Rosarians

## Next Visitation \*\* DATE CHANGE \*\*

**Date:** Thursday, May 22nd

**Businesses:** Virginia Bruce / Web Design

Greg Chase / Printing

Ted Miller III / Training/Business Growth

**Location:** 11798 NW Chipmunk Lane, 97229

### PRIZES/TICKETS:

**Integra Telecom/Landline and City Flowers** both donated tickets, which went to **Sandy Hendricks and Cindy Kasch**.

**Door Prizes:** **Jim** brought in two top-notch travel bags which went to **Anita Morrison and Walt Duddington**. **Virginia** brought in two jars of yummy plum butter and jame which went home with **Hal Hallmark and Jim Chiodo**.

**Raffle:** Stan Catherman drew a white chip and added \$5 to his wallet.

### TESTIMONIALS:

**Sandy Hendricks** thanked **Westside Secretarial** for helping to make their Annual Conference the success that it was.

**Sandy also** thanked **Southwick Specialty Advertising** for the creative bags.

**Lastly, Sandy** thanked **Archon Electric** for the awesome customer service she received—she encouraged everyone to, “Just call David—he’s the BEST!”

**Mary Ann Gray** thanked **Mr. Rooter** for the plumbing problems he fixed at her mother-in-law’s house.

### SPECIAL ANNOUNCEMENTS:

#### **Application for membership received from:**

Name: Stan Catherman

Company Name: Omega Staff

Category: Staffing—Office/Professional

This is the second announcement of two. If you have any input regarding this proposed membership, please contact the OEA office (admin@oregonexecutives.com 503.286.9959) or OEA president (Hal Hallmark, hal@ilikestuff.com 503.775.2056) prior to April 4th, 2008.

**Bob Wolcott** encouraged those interested to attend the annual, “Kruse Way Economic Forum”. It’s next Wednesday, April 28th at 730A-930A. The theme: “Protecting Your Company In The Digital Age”. See the attached flyer for more information.

**Bob Miller** announced that new long-term care policies are going up. Now’s the time to review—call Bob for his help and expertise.

**Walt Duddington** encouraged everyone to take a look at the bills you pay and how you pay them. Get current—he recently discovered he’s saving \$400 each month after he reviewed his!

### COMMITTEE REPORTS:

The **Special Events** committee is continuing to work on the Annual Auction. Sacha’s team will be calling each member in the next few weeks to procure creative and cool donations. Be generous! The date has been reset for Saturday, July 19th. Save the date... For your convenience, you can bring the donations to the weekly luncheons, or give Cathy a call and she’ll come by to pick them up 415.378.2298. They will all be stored at the Ambridge Event Center until the auction. (**Many thanks to Sara and Sam** for getting in their generous donations this week! We now have approximately \$2,000 worth of services, getaways and products!)

Ted from the **Membership** committee said his group will meet after the next OEA luncheon at 1PM. They will be starting in on the list of names of folks we can invite to a luncheon, next month’s crawl or the auction.