

OEA UPDATER

Volume V, Issue I

May 11, 2008

Next Meeting:
May 14, 2008

Speaker:

Kelly Kemper / Sign-A-Rama

Chair:

Wolter vanDoorninck / Elliott, Powell, Baden & Baker

Greeter:

Christy Aiken / N&C Services

Tickets:

Jaime Estrada / Clean Factor

Sheriff:

Sara Youngbar / City Flowers & Interiors

Business Reports:

Greg Chase / Resource Graphics

Pledge:

Christine Deegan / Travel Matters

Today's speaker: Rob Charlton—Charlton/Engel Marketing

Today's chair: Mike McMillen-Affordable Tire & Brake Co.

Mike has been the owner of Affordable Tire & Brake Company for twelve years. They provide full service auto repair, basic fuel maintenance and full tire service. Mike reminded us that during these times of skyrocketing fuel prices, we need to do a few things to make that gas last as long as possible: check tire pressure, rotate tires, get regular oil and filter changes.

Mike introduced Rob... Rob was born in Providence, Rhode Island but moved to Oregon early on. He went to Portland State where he earned his degree in Graphic Design. He and his wife have two children, Scott and Kristin, and five grandchildren. Rob loves to golf, scuba dive and hike.

Rob educated us on How and Why To Market In A Down Economy. Basically, "Just Do It." Marketing in a down economy is like a car on a road-trip: the uphill part is the opportunity to pass the competition. Time and research has shown that companies that marketed their products in the past century's recessions captured more market share. It kept sales up during and after the recession. Keep your marketing costs in proportion to your sales (if your sales are down 40%, cut your ad costs by 40%). The 'positive' side of a recession is that ad costs are reduced due to fewer advertisers advertising. Companies who advertised in a recession were more likely to hold their lower rates after the recession. Bottom line: continue to market your product and services during these down economic times... it will pay for itself in the long run!

Upcoming Speakers:

May 21st—Reynolds High School Business Program (Kelly Kemper chairs)

May 28th—Royal Rosarians
(Ray Hanson chairs)

June 4th—Greg Chase / Resource Graphics
(Lili Pang chairs)

Next Visitation

Date: Thursday, May 22nd

Businesses: Greg Chase / Printing
Ted Miller III / Training/Business Growth

Location: 11798 NW Chipmunk Lane, 97229

PRIZES/TICKETS:

Jaime donated a ticket which went to **Cindy Kasch**.

Door Prizes: **Mike** brought in a gift certificate for the 'full works' auto checkup (oil and filter change, tire rotation and vehicle inspection), which went to **Rob Charlton**. **Rob** brought in two yummy bottles of wine which went home with **Chris Casteel and Christy Aiken**.

Raffle: The pot is getting bigger—it's up to \$68.50

TESTIMONIALS:

Steve Ferree thanked **Mike McMillan** for giving him a ride to lunch, as well as helping out with his wife's car.

Mary Ann Gray also thanked **Mike** for a third party lead.

Ray Hanson thanked **Mary Ann Gray** for completely arranging his employee meeting and providing everything to make it a smooth success.

SPECIAL ANNOUNCEMENTS:

Sam Kress let us know that his company, Associated Business Systems, just merged with Ricoh Business Systems. The merger is good for him as they are holding on to ABS's top management team. There will be a lot of overtime put in on Sam's part in the next few months so we won't see him as frequently.

Ray Hanson announced that he has discounted passes for the upcoming Rose Festival. Contact Ray before or after the luncheons to buy a few of these great deals.

COMMITTEE REPORTS:

Sacha from the **Special Events** committee reminded us that the date of the Auction is now Saturday, July 19th. So far, we only have donations from **Sara, Sam, Jim Southwick, Chris Casteel and Greg Leineweber**. Be creative and be generous! 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.

Greg Chase reminded us that the May visitation is on Thursday, May 22nd after work. It's at Ted Miller's home and plenty of food and libations will be provided. Bring a friend! Bring two! Learn about Ted and Greg's businesses and introduce your friends to what a great group of professionals we are. We have many categories open—let's get them filled and grow our businesses!