

April 28,
2009

OEA UPDATER

Next Meeting- May 6th

Speaker

Dick Osborne, World Cup Coffee

Chair

Bill McDonald, Senvoy

Greeter

Griffin Hampson, Cartridge Network

Tickets

Jeff Smith, Bob Thomas Auto Body Carstar

Sheriff

Wolter Van Doorninck,
Elliot, Powell, Baden & Baker

Business Reports

Sandy Hendricks, Ovation Design Build

Pledge

Chris Doeneka, ITS Global Relocation Services

Rob Charlton Charlton Engle Advertising

The most important thing in Rob's life is his wife Judy. They have been married 47 years and have two children, Scott and Kristin. Their son Scott is 39 and their daughter Kristin who is in Real Estate and was also in the Rose Court in the early 1970's. Rob is an honored past president of OEA and originally joined in 2000.

Rob says that the first rule of advertising is – "It's about them not you". One of the largest changes in advertising has been the internet. The major tools of marketing on the internet include, e-mail, social networking sites such as twitter, flicker, YouTube, and blogging. E-mail marketing should be limited to a known customer base or use a "double opt-in" which requires the recipient to allow your company to send them e-mail marketing. A good e-mail marketing campaign will let you segment by many factors including age, gender, family size, product usage, geography etc.

Paper Click is a way to buy your position at the top of an internet search. You don't pay for this service unless people "click" on your site.

Linked In is a business social networking site that has more than 35 million registered users. Rob highly recommends this site!

For more helpful information contact Rob directly at 503-234-0811 or rcharlton@charltonmarketing.com.

News you can Use!

OEA membership means business! So far this year members have generated more than **\$175,500** in business for each other!

Please welcome our newest member, Tom Reap with AM Check! Be sure to shake his hand this week!

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Announcements

Debra Utberg reminded the Special Events Committee that they will be meeting next week prior to the regular meeting

Rick Grimshaw announced that he will be speaking in two weeks.

Debra Utberg announced that she has pictures of the newest member of her family.

Rob Charlton announced that his company just won gold and platinum awards for advertising.

Ray Hanson announced that he has a great value on Rose Pins!

Kelly Kemper invited everyone to the May 14th 2nd Thursday event. It is a Cinco De Mayo Theme.

Bob Miller announced that he also has a new member in his family.

Angela announced that she is no longer with Office Interior Concepts. She is now taking a break at home and may be getting back in to merchant processing.

Sandy Hendricks thanked N & C for their great cleaning service

Testimonials

Sara Youngbar thanked Karin Jacobs for helping resolve an issue with her stolen debit card.

Christine Deegan thanked Ray Hanson and Bob Wolcott for the Kruse Way Economic Forum.

Hal Hallmark thanked Laura Collman for sending over a great temporary worker.

Greg Chase thanked Jeff Smith for fixing his car.

Bob Miller thanked Ray and Bob for the valuable information at the Kruse Way Forum

Kelly Kemper thanked Karin Jacobs for the new account and GPS!

Sacha Basho thanked Sara Youngbar at City Flowers for the beautiful flowers delivered to the staff at her office on Administrative Professionals day!

VISITORS

Dr. Bob MacIlveen, DMD was a guest of Dick Osborne. Dr. Bob is a local dentist and has been in practice for over 30 years. He can be reached at 503-234-0000

Dave Klosterman with Brinks Security has officially submitted his application. Please contact the membership committee with any questions about Brink's application. Dave can be reached at 503-730-0115 or dave.klosterman@brinks.com.