

MEETING DATE: Tuesday 4/15/08  
LOCATION: Ronald McDonald House  
TIME: 4:30 - 6:30pm

MEMBERS PRESENT:

Jean Slagel, Sue Zepeda, Jill Janis, Barbra Russell, Erika Dattner, Adriel Bush, MaryLynn St.Garmaine, Sue Munson (new member)

GUESTS:

Ashlee Dutson (who introduced herself: in property management, art)

INTRODUCTIONS:

Welcome to new member Janet Munson

READING OF MINUTES:

Minutes accepted.

GADGET MINUTE:

Jean told of little squeezable container with slit opening, from Home Depot or Lowes.  
Sue told of product called Tote Trak, demonstrated at the NAPO Conference.

MEMBERS' SUCCESSES:

Adriel's article in At Home

MaryLynne talked about Bravo event

Sue - Had an article published in the new 520 Magazine

SPEAKER:

Jane Poynter (She showed slide show...)

Some of her points:

We can make a difference - even the little guy can effect huge changes  
(story of Best Buy employees...)

Get rid of all toxic cleaning products, use more natural products

Antibacterial soap is very bad, is breeding super-bacteria who are resistant

Beware of "green-washing" - companies saying their products are green when they aren't really, or are only marginally better than conventional products

ROUND TABLE DISCUSSION: Marketing - What Works, What Doesn't Work

MaryLynne - Get yourself out there. Make connections! Focus your energy on who you want to attract (your ideal client)

Gift certificates - A good way to promote yourself.

Car Signs - Jean has had some response, interest, & jobs from them. Sue has had no response

Leads groups -

Jean - great source, but took a while to work for her

Sue - BNI brings about 20% of her business

Yellow Pages -

Sue had no response

NAPO CONFERENCE REPORTS:

MaryLynn - got a lot from conference

Sue - Attended workshop on How to Create a Dynamic Website

These are not as expensive as you might think, can get a good one for less than \$500

If you don't already have a website - don't bother; start a blog instead

MEETING ADJOURNED at 6:30

NEXT MEETING - Tuesday May 20, 2008, 4:30 - 6:30, Ronald McDonald House

Respectfully submitted,

Jill Janis