

Think Auburn First Newsletter

October 2010

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Member Appreciation Meeting

Please join us and take this Opportunity to learn more about Think First, showcase your business and network with members.

Appetizers and a special Baskin Robbins treat will be served. Bring your business materials to display and share with the group.

Location: Sutter Auburn Faith Hospital - Conf. Room A
11815 Education St, Auburn CA 95603

AND our new website will be demonstrated "on the big screen."

For more information, or to reserve space for your marketing materials, please call; 530-888-4559
Hope to see you there! Bring a Friend.
Please RSVP to 530-888-4559

November's Board Meeting will be at Aunt Flo's, 675 High Street, Auburn, at 6:00 PM

TAF Mission Statement:

"To craft and implement an effective marketing and communications program

Dear Arij,

Response to a prospective new member's inquiry (excerpts):

October's meeting will be more of a Mix and Mingle with an opportunity to showcase your business. We will debut our new interactive website at the October Get Together. As a member of Think Auburn First you will get a radio interview with our local radio station and TAF partner KAH1. Your business listed on our website with a link to your website if that applies. We get awesome deals on advertising in our Auburn Journal as a group. Throughout the year we list all of our members in TAF ads at no additional cost to the member. We have a strong presence in the Family 4th parade as well as Festival of Lights. As a grass roots organization of small business owners and civic leaders, we are moving into our 3rd year and gaining momentum.

Once you have joined, we can deliver our marketing materials to you.

November will be a regular business meeting to be held at Aunt Flo's Chocolates 675 High St. Auburn. If you are interested in presenting your business at this meeting I ask that you send me an email request to get 10 min. on the agenda.

We look forward to meeting you,
Linda J. Donnelly
Secretary, Think Auburn First
530-906-0606



Fire Prevention Exhibit at the Auburn/Placer Home Show

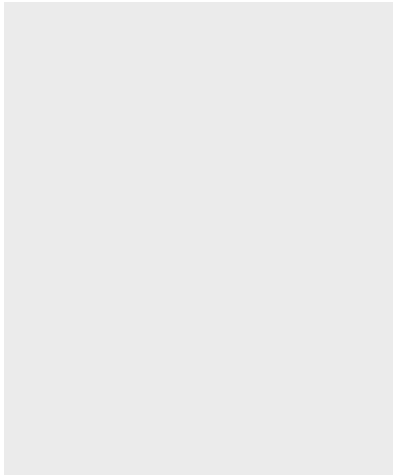
SACRAMENTO REGIONAL FIRE PREVENTION OFFICERS ASSOCIATION

Bob Richardson, President
Bryan Clark, Vice President/Treasurer
Patrick Chew, Secretary

Dear Member

Fire Prevention week is the longest running public health and safety observance on record. In 1920 President Woodrow Wilson issued the first National Fire Prevention Day. When President Calvin Coolidge proclaimed the first Fire Prevention week October 4-10, 1925, he noted that

called "Think Auburn First."
This program would help
create an economically
vibrant, healthy and
environmentally sustainable
community by encouraging
residents and local business
owners to purchase high
quality goods and services
provided by Auburn-owned
businesses."



in the previous year 15,000 lives had been lost to fire in
The United States and called the loss "startling".

Every year since 1925 every president has signed a
proclamation pronouncing the Sunday through Saturday
period
in which October 9th falls a national observance. Fire week
is the longest running week long safety education campaign
for which Presidents have issued this proclamation.

Fire Prevention week will be upon us before we know it.
Lets make this year one of the most successful ever by
joining us October 1 thru 3, 2010 at the Gold Country
Fairgrounds 1273 High Street in Auburn, California to fill
the 8,000 square foot area that has been graciously
donated to us by the Auburn Home Show.

Sincerely,

Lt. Scott Read Penryn/Prevention Officer Newcastle Fire
Protection District
Robert Roth - Fire Prevention Officer Penryn Fire
Protection District
Lisa Beaver - Fire Marshal - Sacramento Municipal Utilities
Districts
Fire Prevention Weekend Coordinators

MEETING MINUTES

Think Auburn First

9/1/10

Panchos Restaurant

Call to Order: 6:05 pm

Members Present: Kevin Hanley, Liz Briggs, Linda Donnelly, Stewart Schurr, John Matos,
Mindy Danovaro, Carolyn Metzker, Cathy Asbury, Arij Mousa

Guests: Tony Ferrari, Judy McCoy, Marty Ruthman

Minutes last meeting: submitted, read by all, approved by all

Committee Reports;

Membership: 64 members were invoiced in June. These members joined TAF between
January - June 2009. 37 members have renewed to date.

July- December 2009 members will be invoiced beginning Sept. 7th, 2010

We have 23 new members this year.

Marketing: Time to plan our Fall and Holiday Marketing Campaigns. You can send your
camera ready artwork for your business logo to Linda@thinkauburnfirst.com Sometimes
advertising allows for one tag line per logo. Please send tag line with logo.

Old Business:

Kevin Hanley is hard at work on the bi-laws for the TAF board and committee.

Mindy Danovaro announced that Sutter Auburn Faith received \$2200.00 from Aub. Car Dealers for TAF week promotion

Cathy Asbury presented an idea for mobile marketing of TAF in front of member businesses. Currently City of Auburn ordinances do not allow for this type of signage on the streets.

Arij Mousa has been hard at work with the finishing touches for our new interactive website which we will debut at our Member Get Together in October.

Mindy Danovaro and Carolyn Metzker presented an idea for October meeting to be held at Sutter Auburn Faith. This will be a social with finger food and light beverages. Tables will be available at no charge for TAF members to display their business. A potluck suggestion was also made providing each board member cook for 25. A special treat of Ice Cream Cupcakes to be donated by Marty Ruthman of Baskin Robbins in Auburn.

New Business:

Kevin Hanley discussed our TAF challenge. How do we get the word out encouraging and involving our residents in the TAF Holiday Shopping campaign.

Liz Briggs suggested Think Auburn First support Symphony in the Park with a paid program advertisement. A motion was made and a unanimous decision to support Symphony in the Park. This will cost TAF \$250.00

Membership: E Blast announcements will be going out beginning Sept.7th for our Member Get Together in October. Membership Renewals. Advertising Opportunities.

Closing:

Think Auburn First is a grass roots organization of Small Business Owners and we will continue to market our businesses as well as recruit new members

You Can Make A Difference

Help us to grow!

You Can Make a Difference

Invite Friends to Join TAF

Use the **Forward email** link at the bottom to forward this and future newsletters to Business Owners and Friends. If you know of anyone who wants to become a member, they can print the [member profile](#) or access it from Think Auburn First

Business Profiles / Join Think Auburn First! on the Contact page of the Website and send it to:

Think Auburn First

601 Lincoln Way

Auburn, CA 95603

with their \$50 membership fee payable to Think Auburn First.

They will be included in all upcoming promotions and events.

Linda Donnelly, Newsletter and Website Committee



Stewart Schurr, Editor
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