



The Ramrod

Chartered in 1918

News of the Elyria Ohio Rotary Club

Visit the: Elyria Rotary web site: elyriarotary.org



August 25, 2020

Sara Tillie

Elyria Active Transportation Plan

Tuesday August 18, 2020

By Kathleen Runser

President Dan called the meeting to order and led us in reciting the Pledge of Allegiance.

Today's invocation was given by **Janet Long**:
"Thank you God for this day which is so beautiful, so filled with sunshine and hope. We thank you that we are surrounded by friends and that we are called to a purpose beyond ourselves. Help us to reflect your goodness to the world and your grace towards all people. As we work together in Rotary, Amen."

Also helping today was **Mindy Nielsen** on Zoom tech duty. No song yet, but "coming soon" via **Nathan Russell**.

President Dan welcomed newest/returning member **Don Schiffbauer** from Nord Center.

Announcements

- There is a possible volunteer opportunity with the Second Harvest Food Bank-stay tuned for details.
- Thank you to everyone who helped out with Elyrians Helping Elyrians.

- Continue to ask people to join Rotary. During this time of COVID, our goals for membership are small but vital.
- The Rotary Foundation will be making an announcement soon regarding the Foundation drive for 2020.
- There is a 5th Tuesday in September so look for information about the Social Event for that day.
- The programming committee is still looking for possible programs in September. **Sam Battle** mentioned a possible program.
- **Jackie Boehnlein** announced LCCAA received a CSBG Cares grant of \$715,000.00 to be used for COVID. The grant money will be used countywide for Eviction Prevention in conjunction with the Urban League, Food Pantry Partners, winter coats for kids in conjunction with LMHA and for water bills with HEAP.

Happy Dollars

Dan Haight announced it is his birthday month and will once again be an empty nester at the end of the month.

Today's Speaker – Erica Larson (Pixel Power)
“Digital Marketing: Building a Brand”

Erica runs her internet-based company out of her house in Avon Lake. Her company helps other companies with brand awareness through website design, social media content, graphic design, and video. She enjoys working with companies and organizations who positively impact world sustainability issues. She studied Environmental Studies at Cleveland State University and worked in the Biology Department and interned for the Earth Day Coalition while there. She then went to grad school for Environmental Studies at Antioch College in New England.

Upon returning the Northeast Ohio, she worked at Brewer-Garrett in Middleburg Heights where she worked on marketing sustainability issues. While there she began Pixel Power on the side and has now been in business for 5 years. Erica talked about the need to understand marketing and the differences in specific terms that are used interchangeably but are different.

- Marketing—actual actions you use to deliver the message of your brand.
- Brand—who you are and what you do through visuals, words, tones (logo is not a brand but a part of your brand)
- Sales—evaluation, purchases, what keeps them coming back

There are also 4 types of Implementation for online marketing:

- Stories—attract people of like mind
- Video—great way to tell stories, interview employees and clients, feature products and services
- Social Proof—client testimonials, reviews, thank you's
- Ask for Business—lay out what you offer, how it helps, what it costs, how do you get it

Don Schiffbauer asked what types of common issues need attention on websites:

- Mobile adjustments—adjust to fit the size of any device
- Website not secure
- Listing things you don't have anymore or employees who no longer work there

Jackie Boehnlein asked about using the website to drive membership and Erica said to have a strong social media presence across multiple platforms and most especially LinkedIn.

Laura Sherman asked about alternatives to LinkedIn and Erica still recommended it and also suggested Youtube and Vimeo.

Sam Battle asked if she revisited sites after she was done working on them and she absolutely does. **Dan Haight** asked what platform she recommends and she uses and recommends Wordpress.

Mindy Nielsen asked if she had any experience working with virtual auctions and she does not. **Gary McIntyre** asked if she used any traditional marketing formats and she does a little but only creating print materials. She does not use radio but can help create content. **Laura Sherman** asked for tips with meeting with clients via Zoom and Erica said to try for one on one meetings as well as old fashioned phone calls.

Today's book donated to Elyria Public Library in honor of our speaker is “The Mess We Made.”

Weekly Elyria Zoom Meeting Link:

Join Zoom Meeting

<https://us02web.zoom.us/j/86461082213?pwd=aVhiV1FBQ1o3cnlwVHZ3dXptODRndz09>

Meeting ID: 864 6108 2213

Password: Rotary