

Retirement Connection GUIDE

Networking News

January, February, March 2009

Contact Info:

PO Box 820067
Portland, OR 97282

Amy Schmidt
503-345-8595

Shirley Smith
360-859-1202

Lyman Schmidt
503-345-8712

In this Issue:

- Upcoming Meetings 1
- Release Party 1
- Our Advertisers 2
- What others are saying... 2
- What make this guide different? 2
- Got Books? 2
- Networking Website NWSeniorNetwork.net 3
- Nuggets of Knowledge 3
- Save the dates 4
- Yea!! Referrals 4

Upcoming Meetings

Additional networking opportunities and professional events may be found on the website www.NWSeniorNetwork.net

PORTLAND GROUPS

Metropolitan Senior Network (MSN)

Feb. 4– 8am, Positive Marketing Effects of Music
Valley View Church, 11501 SE Sunnyside, Clackamas 97015

Mar. 4– 8am, Communication/ Presentation Skills
Valley View Church, 11501 SE Sunnyside, Clackamas 97015

Clackamas County Senior Networking (CCSN)

Feb. 19– 3pm, Hosted by Addus
at Clackamas Old Spaghetti Factory,
12725 SE 93rd Clackamas OR

Mar. 19– 3pm, at River Valley Landing,
19200 SW 65th Ave. Tualatin 97062

East County Marketing Exchange

Feb. 17- 3pm East County Planning Meeting
Gresham ElderPlace, 17727 E. Burnside, Gresham

Mar. 17- 3pm Themed Events
Wynwood Mt Hood, 25200 SE Stark, Gresham

(also see back page for other events)

VANCOUVER GROUPS

Senior Provider Information Network (SPIN)

Feb. 24 – 3pm, Prosthetics & Orthotics
Pacific Specialty & Rehab, 1015 N Garrison, Vancouver

Apr. 28 – 3pm, Topic TBD
Van V ista, 410 W 13th St, Vancouver 98660

Networking Breakfast (always same location)

Fishers Landing, 17171 SE 22nd Dr, Vancouver 98683

Jan. 22– 9am, Fall Risks

Feb. 19– 9am, Diabetic Supplies

Mar. 19– 9am, Senior Finances & Real Estate

SALEM GROUPS

Senior Lifestyles Network

Feb. 11– 9am Hosted By Heron Pointe
at Heron Pointe, 504 Gwinn St E, Monmouth 97361

Mar. 11– 9am Hosted By Signature Hospice
at Evergreen Windsor, 820 Cottage St NE Salem 97301

Senior Networking

Jan. 21- 9:30am Senior Housing Panel
Easter Seals, 1313 Mill St SE, Salem 97301

Mar. 18- 9:30am Diabetes Update
Meadow Creek 3988 12th St Cut Off SE Salem 97302



Join our Mailing List

Want to Receive this Quarterly Newsletter or Monthly Marketing Updates by email ?

Go to www.NWSeniorNetwork.NET
and select "Join our mailing list"

You may also submit events, job opportunities, and other professional resources. Go take a look.

Our Advertisers:

A Season in Time
A Place for Mom
Adeo In Home Care
Adventist Health
All In One Mobility
Alzheimer Association
American Medical Response
Avamere Senior Living
Becky Wehrli, CLTC
Brookdale Senior Living
Care Center East
Cascade Park
Caregiver Connection
CareOregon Advantage
Cherrywood Village
Columbia Medical Alarm
Comfort Keepers
Courtyard Senior Living
Dignity Memorial
Earthtones Music Therapy
Elders In Action
FamilyCare Health Plans
Farmington Centers
Fairlawn Village
Genworth Financial
Homewood Heights
Humana MarketPoint
In Your Home
Laurel Park
Laurelhurst Village
Living Right Senior Placement
Maggie Terrell, BOA
Mature Living Choices
Metropolitan Senior Network
NW Senior Resources
Orchards Village
Oregon TDAP
Pacific Specialty
Prestige Care
Providence ElderPlace
ResCare Homecare
Right at Home
Sapphire Money Management
SecureHorizons by United
Signature Hospice
Summerplace
Suzanne Webster
Synergy HomeCare
Take Care Move Assistance
Tanner Spring
Terwilliger Plaza
The Senior List
The Senior Resource Network
The Pixton Law Firm
To Your Home
Town Center Village
Turner Retirement Homes

What others are saying...

"Kudos and Congratulations! I have found the Retirement Connection Guide for Greater Portland to be the most comprehensive, easy-to-navigate resource for senior services for the Portland area. As a professional whose passion is serving the needs of seniors, I appreciate your work." - *Linda, Oregon Baptist Homes*

"Our staff is finding the guides more helpful with every day. Just when we start looking for a specific resource, we find you already have it. It is very complete and it makes my job easier. Keep the guides coming because our patients love them too." - *Felicia, Kaiser Permanente*

"Thank you so much for the opportunity to be in the guide, it is such a valuable resource for the seniors we serve and we are happy to give it to our seniors, as well as our volunteers. We started receiving calls the first week the guide was out." - *Colleen, Washington County RSVP*

What makes this guide different?



Focused geographic area- distribution in your back yard. Consumers shop locally and look for local resources. We focus on your specific market (*Greater Salem Guide* or *Greater Portland/Vancouver Guide*)

Comprehensive- the guide/website covers hundreds of topics of information to be a one stop resource for boomers, seniors, caregivers and professionals.

Digest size- easy for readers to manage and use, have on hand, and a great desk or phone reference for professionals.

Design- thoughtful details, include: digest size, color selections and low glare paper for older eyes.

Shelf Life- the guides are not a "throw away" piece. Seniors and caregivers keep a copy an average of 18-19 months, and pass the guide along to others to use. Most readers share the guide with 2.17 other readers.

Got Books? Why give out Retirement Connection Guides...

- To further assist the families that you currently serve. You become their trusted expert and become the point of contact when care decisions or services need to be added.
- To assist those that you are unable to serve, due to cost or need of additional services. You are more likely to receive referrals from those you assisted.
- To offer your referrals a valuable resource, not just another brochure. Use the Guide as a marketing tool- highlight your listing, add your label to the front cover, tab articles of interest. Referral sources are more likely to keep and share a comprehensive guide, rather than a stack of brochures.
- To use as giveaways. The cost of marketing items is expensive and the guide offers a great solution for expos, health fairs, etc... Place a label on the cover "compliments of" and use as a marketing tool or giveaway that will stay with your customer much longer than any pen or post-it note.

If you like this newsletter– you'll love the website...

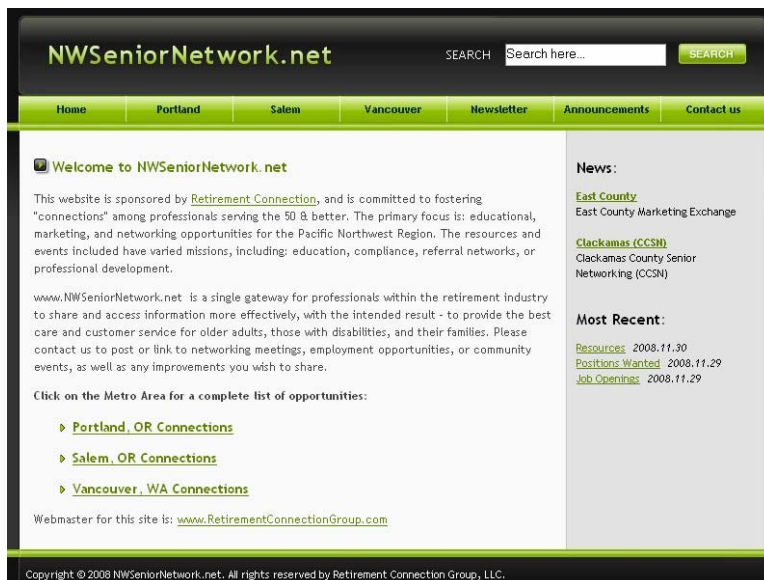
The staff at Retirement Connection, has launched a website dedicated to Professional Networking in order to help create "connections" among professionals serving the 50 & better. The primary focus of this website is: educational, marketing, and networking opportunities for the Pacific Northwest.

NWSeniorNetwork.net

is a single gateway for professionals within the retirement industry to share and access information more effectively, with the intended result – to provide the best care and customer service for older adults, those with disabilities, and their families. Please contact us to post or link to networking meetings, employment opportunities, or professional events.

Click on the Metro Area for a list of opportunities:

- **Portland, OR Connections**
- **Salem, OR Connections**
- **Vancouver, WA Connections**



Nuggets of Knowledge

provided by Susan Depew, On Target Marketing Coach

Get Focused!

Focus is a habit that serves us well in our business and in our personal lives. In these trying times, it is important for us to get and stay focused.

Here are 9 tips to help us develop and reinforce this habit of focus:

1. Find your life's passion and allow it to become the guiding force behind the priorities in your life.
2. Save five minutes at the end of each day for planning. You'll begin tomorrow with a clear action plan.
3. Live your life in the moment. There may never be another moment - this time is what you have. Savor it.
4. Make a "to-do" list each day and work from it. You'll be amazed at how quickly the items are completed.
5. Tackle your most dreaded task first. Getting it out of the way will make for a much smoother day.
6. Create an environment with no distraction. Turn off everything that has a screen or a ringer and see what you can accomplish in five minutes.
7. Develop laser-like focus by answering this question and taking action: "What is the one thing that I can do to better my world?" Then do it!
8. List the distraction in your life (e.g. stained carpet, a broken hinge, a draining relationship, etc.). Eliminate these and you will be free to focus.
9. Pick a personal theme for the year and post it in a conspicuous spot. Next year, pick a new theme!

"Find your life's passion and allow it to become the guiding force behind the priorities in your life."

Retirement Connection

.COM

PO Box 820067
Portland, OR 97282

Phone: 800-296-6408
mktg@RetirementConnection.com
www.RetirementConnection.com

In Other News...

Save the Dates:

January 31st - 10:00am-1:00pm
NAPO "Get Organized" Vendor Fair
Location: Multnomah Athletic Club,
1849 SW Salmon St. Portland, OR

February 6th - 6:30am-5:00pm
Winterfest 2009
Presented by National Association of
Insurance & Financial Advisors
Location: Holiday Inn Conference Cntr,
25425 SW 95th Ave. Wilsonville, OR
Visit www.naifanet.com/nwor for

February 20th 7:30-9:30am
OR Gerontological Assoc. Breakfast
Seminar on "Community-Based Care"
Sponsored by Providence ElderPlace
at Marylhurst University, Willow Room
www.oregongero.org for more info.

March 9th - 10th
OHCA Spring Expo
at Eugene Hilton & Conference Center
Audience: All Long Term Care & Com-
munity Based Care Facilities
www.ohca.com/SpringExpo2009

March 20th 7:30-9:30am
Oregon Gerontological Assn Breakfast
Seminar "Financing Retirement in Tough
Economic Times" Marylhurst University,
Willow Room www.oregongero.org for
more information and registration.

March 1st
Deadline for ad space
Retirement Connection Guide of Salem

Early April, 2009
Retirement Connection Guide of Salem
First Edition hits the streets with Release
Party to follow.

April 19th - 11 am-4 pm
Connections 50+ Expo
Vancouver Hilton Hotel & Convention Ctr
301 W 6th Street, Vancouver, WA
Connections 50+ Expo is the only
consumer expo of its kind in the
Vancouver/Portland Area, for more info-
www.Connections50plus.com. This event
is presented by: The Retired and Senior
Volunteer Program, Senior Messenger
newspaper, and Retirement Connection.

Yea!!! Referrals...

*Please share your referrals with us, so we
may all bask in your success!*

Take Care Move Assistance received a refer-
ral and a move assistance job when Cody
Coleman of Windfield Village found Bill
Smith and Take Care in the guide.

Dave Dickinson, In Your Home received a
referral from the guide when a social worker
at Meridian Park gave a patient the guide.

Cathy Weeg, Wynwood Mt. Hood, had yet
another move-in resulting from the guide
(even better than a referral).

Laura Miller, Sapphire Daily Money Manage-
ment has received referrals from other
professionals, finding her in the guide.

*Additional events, announcements, or
professionals job openings may be
posted - www.NWSeniorNetwork.net*

Senior Events posted on
www.RetirementConnection.com