

Minutes of the ArtSmart Meeting
April 15, 2009

In Kate Daly's absence, the meeting was called to order by Karin Holton at 12pm in Conference Room A of the Association Center. In attendance: Andrea Barrios, Mary Boedigheimer, Gretchen Carnaby, Lois Cole, Ron Cowan, Esther Ediger, Dorothy Garrett, Rich Harcourt, Karin Holton, Glenda Jones, Stephanie Lenox, Rebecca Maitland, Noreen Murdock, Sue Nichols, Ron Peters, Donna Reid, Jennifer Senner, Nancy Stockdale, Hale Thornburgh, Jim Weisgram, Brigid Zani, and Leslie Coleman Zeigen.

Agenda:

1. Introductions
2. Social Networking by Tim Fahndrich
3. Round Table

Following introductions of those in attendance, Karin introduced Tim Fahrnich of "The Third River". Mr. F explained how he chose that name for his company. He shared that the numbers of traffic on the internet by site are Google, (number 1) Yahoo (2), Face Book (3), YouTube (4), My Space (5), Twitter (24), Linkedin (33). Face Book has a population age of 24-35 that doubles every 6 months. The population between 35-54 grew 276% last year.

Twitter has 25.9% in the 35-44 age group and 14.7% are young stable career people.

Mr. F titled his presentation "Have you heard the buzz?" Following that theme, he stated that your organization or business has to: "Bee seen, Bee heard, Bee connected", and you must build your brand. Every business and organization needs on-line social networking such as Linkedin. It's not who you know, but who THEY know.

He gave four steps to get started:

1. Sign up for Linkedin, Facebook for individuals, Twitter for personal or organization, YouTube, and Face 2 Face (if you are a member of the Chamber of Commerce.)
2. Connect with others and invite them to join your network.
3. Participate, comment, join interest groups, engage and build relationships.
4. Create your own interactive blog (Blogger, etc.) website. You need to change or add to it regularly to have people coming back frequently.

What does it cost for all of these? NOTHING

Linkedin is a professional business site, but is becoming more social.

Search Engine Optimization and Real World Success: Dell has had over 1 million on Twitter alone. Is Social Networking relevant for business? YES, it doesn't happen overnight, but you can build a large network. You can build relationships through the mundane details of life.

Four steps to maximize your time:

1. Establish a routine that works for you
2. Leverage tools: Ping.fm, Tweetdeck.com, Facebook Twitter App, Linkedin Outlook Toolbar, Twit Pic
3. Be focused: summarize.com; Tweetbeep.com alerts; Google alerts; #hashtags
4. Be authentic~~~~~be yourself Tweetdeck.com There is 1 rule: NEVER post anything you wouldn't want your spouse, kids, boss, or colleagues to see.

Organizations and businesses need to use the internet networking to leverage technology and to build relationships. Mr. F does not recommend "My Space" for business use.

Following Mr. Fahndrich's presentation the members shared what's happening with their organizations. There are many performances and exhibits. Check out the ArtSmart website to view them.

Meeting adjourned at 1pm.

Respectfully submitted,
Dorothy Garrett
Secretary