

**Welcome to the Age of Conversation**



**...Ready or not.**

Drew McLellan

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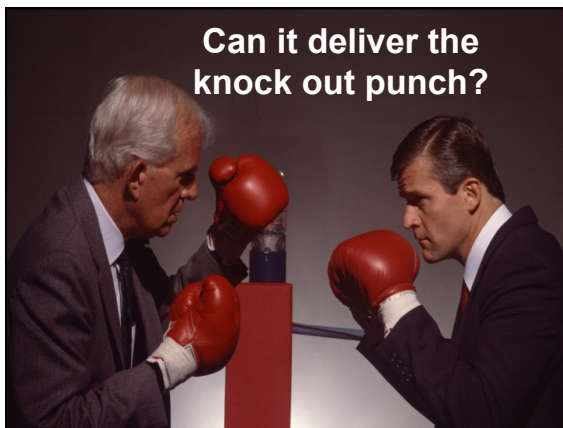
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**Can it deliver the knock out punch?**



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**What we're going to cover**

- What is social media?
- What matters & what's just noise?
- The risks
- What we absolutely have to do
- What's possible

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Social Media has transformed people from content readers into content publishers.

It is the **shift** from a broadcast mechanism to a **many-to-many model**, rooted in conversations between authors, people, and peers.

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In layman's terms...it is blogs, vlogs, podcasts, forums, internet chat rooms, instant messaging, virtual realities, text messaging, social network sites, sharing sites, etc

It is the Age of Conversation.

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**Why does it seem so much louder?**

- More people shouting
- More people actively listening
- Instantly shareable




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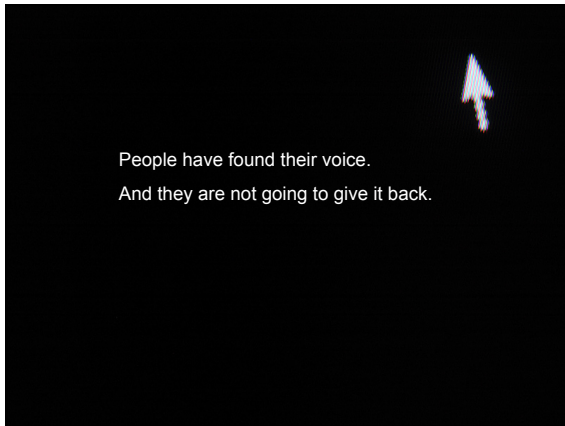
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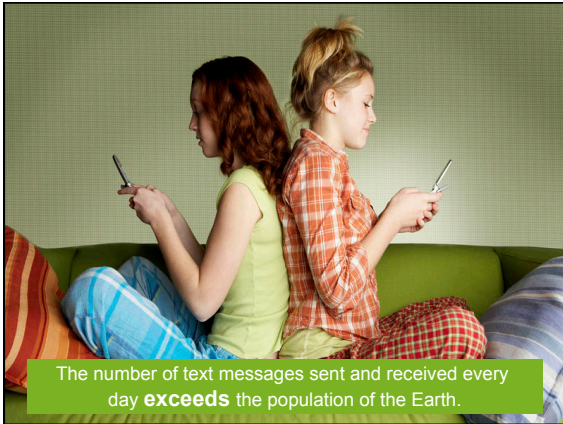
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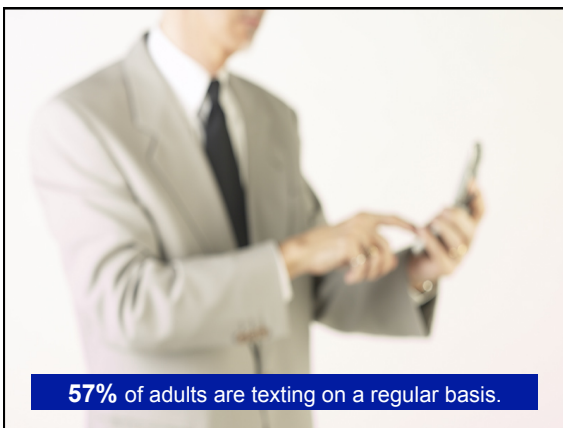
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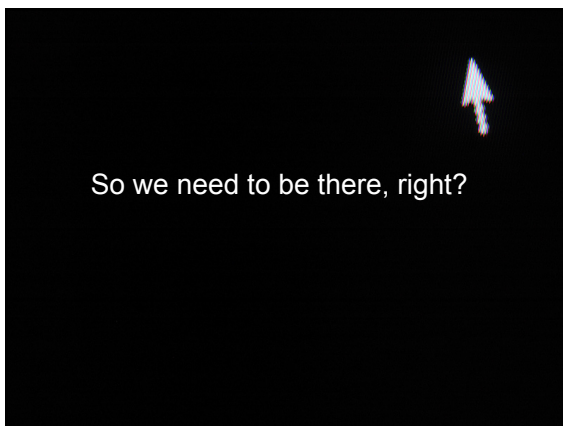
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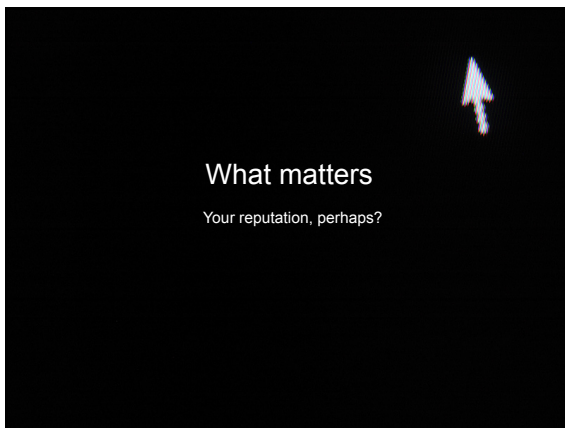
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hee-hawmarketing\*

there is no box.



ABOUT



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Adverts - Marketing and Advertising News With Attitude

Adverts: adman of action

« A Tune In Saturdays Preview Special | Main | Dallas Marketing Zoo: Ep. 2 »

December 31, 2008

HURRICANE KOHLS!

UPDATE: To see the Kohl's response to this post, go [here](#).


UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.


I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!


[Read more](#)



25  
A Top marketing blog  
served fresh weekly



POWER 150  
TOP 150 MARKETING BLOGS



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QA

QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



- 5 Commonly Missed Courtesies | Main | Tag - You're It!! -

### The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of posts about my experience with [The Geek Squad](#) at Best Buy. [Robert Stephens](#) and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.

A few days after my repaired laptop had been promptly returned from [Geek City](#), I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad tshirts and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

ABOUT TOM

Tom Vander Well

Book Tom to Speak

Email Me

[cwenger group](#)

SUBSCRIBE TO FEED

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And if you thought the customers were bad...

The trouble that you haven't even worried about...yet

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**keyinfluencer** True confession but I'm in one of those towns where I scratch my head and say "I would die if I had to live here!" about 19 hours ago from twitter

"Dan is [expletive] devastated about Dawkins signing with Denver. .Dam Eagles R Retarded!!"





Carr, the district spokeswoman, also said a high school special education teacher was suspended after writing on her site, "I hate my students."

Carr said four other employees have received lesser punishments for photos or comments.

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What kinds of issues will we be facing?



1. Can an employer restrict/limit what you say and do?
2. Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
3. Can a company require that you "friend" them?
4. Can we keep our personal and professional lives separate any more?
5. If you have an individual blog – does it reflect on your employer and can they influence content?

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One day soon...  
social media policy

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What you must do...



Listen & manage your reputation

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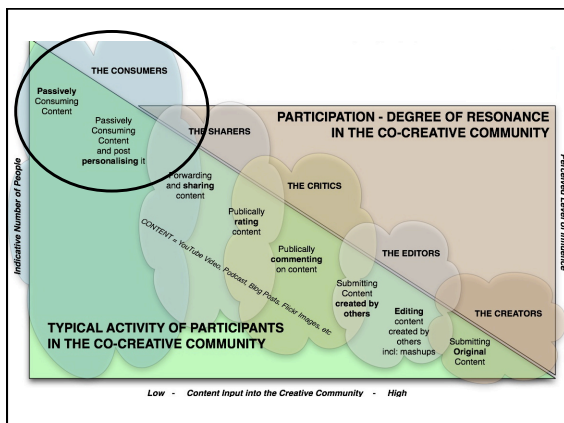
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Google Alerts (BETA) [FAQ](#) | [Sign In](#)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

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<http://www.google.com/alerts>

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Google Blogs Alert for: "drew mclellan"

[Servant of Chaos: Our Lives in Public](#)  
By Gavin Heaton  
Take for instance, the recent examples where people have lost their jobs, been disciplined or otherwise penalised for their actions on social networking sites. As [Drew McLellan](#) points out in [Who Really Owns Your Social Media Persona?](#) ...  
[Servant of Chaos](#) - <http://www.servantofchaos.com/>

[Beth's Blog: How Nonprofits Can Use Social Media: Social Media in ...](#)  
By Beth  
[Drew McLellan](#) puts it, "If you drop the f-bomb on Twitter, does your boss have a right to wince?" He goes on to ask these questions: Do you think employee manuals of the future will have "social media guidelines"? ...  
[Beth's Blog: How Nonprofits Can...](#) - [http://beth.typepad.com/beths\\_blog/](http://beth.typepad.com/beths_blog/)

[Drew McLellan - 97 Bottles](#)  
By Drew McLellan  
[97 Bottles](#) is a totally free service that lets you review, recommend and learn about beer with your friends.  
[97bottles.com: Newest timeline items](#) - <http://97bottles.com/>

[IowaBiz: Dance with the one that brought you](#)  
By Drew McLellan  
by [Drew McLellan](#) in Marketing & Branding April 15, 2009. 36840161 Sure, we all want new clients/customers. After all, that's why we are in business, right? Somehow in the hustle and bustle of marketing, a very important group often gets ...  
[IowaBiz](#) - <http://www.iowabiz.com/>

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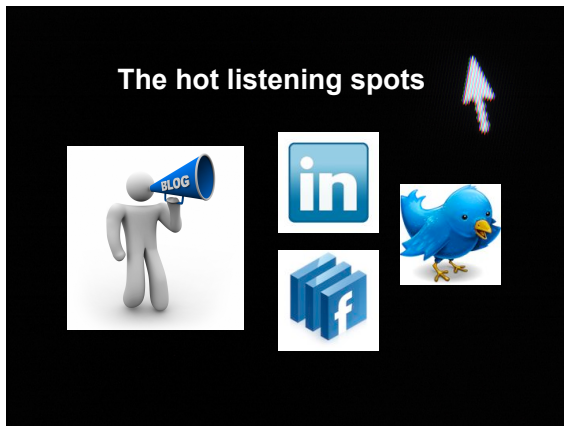
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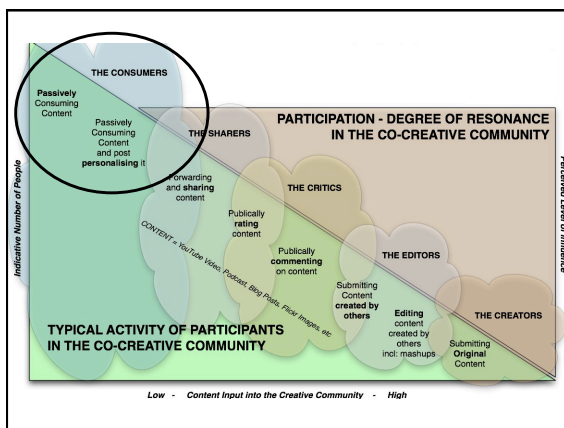
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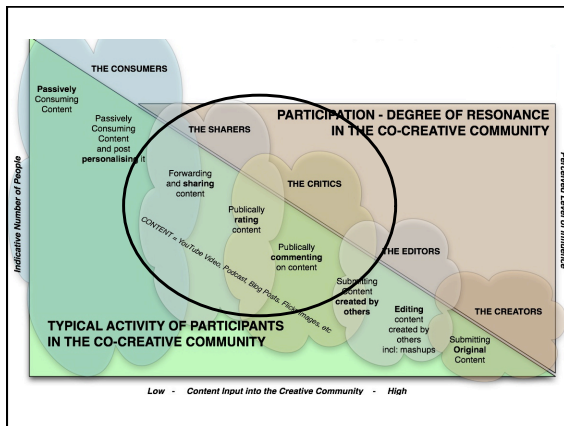
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...Or react

**Data Center Knowledge** How reliable is your cloud provider? Th can tell you.  
February 4 at 5:21pm · Report

**Cloud Monitoring Services: A Resource Guide** • Data Center Knowledge  
www.datacenterknowledge.com  
The cloud computing market has spawned an ecosystem of third-party tools that monitor the performance of your hosted apps, or keep a watch over public clouds. Here's our guide to cloud monitoring companies, with a brief description of what each service offers.  
February 4 at 10:55am · Share

3 people like this.

Tom Sparks's Cloud and Reliable should really never be used together :)  
February 4 at 11:41am · Report

Abhijeet Borgankar Accept the same .....gud point buddy  
February 5 at 9:43am · Report

**Data Center Knowledge** Servers use a lot of power to keep the Internet running, and they throw off a lot of heat. Now those racks of servers can not only host web sites, but also provide warmth for nearby facilities.  
February 3 at 2:58pm · Share

4 people like this.

**Use LinkedIn to see what people are asking**

LinkedIn Home Profile Contacts Groups Jobs Inbox (2) More... Answers: 1 "No suppression" Advanced

Mind if we refer a bunch of new customers to you? Click here

**Inbox** (2 unread)

Shane Reiser Invitation Feb 20 take action

Suzanne Hull Suzanne Hull invites you to join Natural... Feb 19 take action

Action Items: Group Invitations (3), See all messages

**Network Updates** See more updates

Share ideas, articles, quotes, and more.

**STATUS UPDATES**

Kathleen Sullivan Need good solid #SEO info? Go to my site and click on the link in the sidebar. You won't find better than this. http://rhessavivox.com 8 minutes ago · Reply privately · Add comment

Brian Reich Tough, but smart move - U.S. Inexp change follows blowout loss to Canada - http://bit.ly/duKtVY 12 minutes ago from Twitter · Reply privately · Add comment

David Zinger Week 7 of one year focus on daily engagement. http://bit.ly/jd4L0r1 24 minutes ago from Twitter · Reply privately · Add comment

Show more...

**People You May Know**

Kathy Hage Licensed Massage Therapist at Kathy Hage Massage Invite | X

Jenna Hagan Recruiting Consultant at Palmer Group - Recruiting and Finance Invite | X

Nick Burchard Head of VNC UK and Products / Partnerships DSGA at VNCUK Home Center Invite | X

See more

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Who's viewed my profile?

**Q Datacenter - If you had the choice, would it be on prem, hosted, colo or a hybrid?**  
... On prem is nice because it is right there, but it is costly to do all the Gen Set, UPS and fire suppression work as well as support all of the hardware. ...  
8 answers | Asked by David Danko | September 17, 2008 in Computer Networking

**Q If constructing a new data center is raised floor the right or wrong approach?**  
... etc. **Fire suppression** was also ... If your sub-floor isn't clear, it can impact the effectiveness of your **fire suppression** just ... also house smoke detectors for your **fire suppression** equipment. You can also ...  
6 answers | Asked by John Rivard | August 10, 2008 in Computers and Software

**Q What would be a good list of document requirements required from a consultant, to build a data center or server farm?**  
... **Fire Suppression** Systems ... **Room Sealing (Gas Fire Suppression - Includes testing and certification)** ...  
1 answer | Asked by Joseph Walszak | 10 months ago in Planning

**Q decommission a data center**  
... You may want to contact the **Fire Suppression** Systems Association at www.fssa.net and connect with a member installer company ... Halon 1301 **fire suppression** systems in accordance with NFPA requirements. ...  
2 answers | Asked by Tariq Hassan | November 11, 2008 in Facilities Management

**Q Your principle, tips on views on warehouse design**  
... 3) Never let engineers put downward facing **fire suppression** pipes next to empty pallet ... the end and the crews put in the **fire suppression** (printers a little too close) ...  
12 answers | Asked by Serge Rivard (srlvsnxov@hotmail.com) | September 27, 2007 in Supply Chain Management

**Q What is the best router for a small IT business with about 5 people? Also, what is the best way to backup a Windows 2000 Server hosting a small database?**  
Reiner A. R. reiner. reiner@reiner. The installation user don't know a backup data.



### Use LinkedIn to find out what customers are talking about

**EMC Ionix - simplifying IT management** [Join this group](#)

Discussion Group around EMC Ionix solutions for managing IT infrastructures and Services (Physical and Virtualized Data Centers, IT/Service Management, Cloud, OSS). Best practices, sharing ideas, useful tips, news, events, resources. EMC reserves the right to approve or decline membership.  
Owner: Valentin Danner | 808 members | [Share](#)

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**Mission Critical Data Center Professionals** [Join this group](#)

This is a professional group that discusses issues in today's Data Centers and how companies can stay ahead of the curve to remain competitive in today's ever changing economy.  
Owner: Peter Kasella | 180 members | [Share](#)

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**Overtake the Future 4.14.09** [Join this group](#)

On April 14, EMC unveiled a breakthrough new approach to high-end data storage with a new architecture purpose-built to support virtual data centers. EMC also announced the first storage system based on this architecture, the EMC Symmetrix V-Max.  
Owner: Becky Mendenhall | 104 members | [Share](#)

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**Green Data Center Initiative** [Join this group](#)

Energy usage and hence costs by facilities and IT assets in a data center is increasing with time. This is a group to discuss ideas to optimize energy consumption in a data center. This will result into substantial cost savings for an enterprise running mid to large sized data centers.  
Yesterday's Activity: Discussions (1)  
Owner: Sharad Joshi | 100 members | [Share](#)

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**Data Center Advisors** [Join this group](#)

Data Center Advisors is a group for Users, Operators and Managers of Data Centers as well as Vendors of Data Center services/products to network and gain/give knowledge and advice on any Data Center related topic: whether it be site selection, product knowledge, design questions etc.  
Owner: Arjan Tucker (LION) [arjan@tdpconference.co.uk](#) | 484 members | [Share](#)

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**Data Center University** [Join this group](#)

Data Center University™ (DCU) offers industry-leading education for IT professionals, facilities managers, engineers, designers, consultants, and anyone involved in the critical decisions and infrastructure planning of data centers worldwide.  
Yesterday's Activity: Discussions (1)  
Owner: Muhammad Yousaf | 457 members | [Share](#)

www.search.twitter.com

twitter "fire suppression" Search [Advanced](#)

Realtime results for "fire suppression" 0.35 seconds [Feed for this query](#) [Tweet these results](#)

[Newer](#) • [Page 2](#) • [Older](#)

**dogdollarstore:** Doggie Dollar Store temporarily off line due to an accidental fire suppression system discharge at our ISP's server facility... Back soon!  
1 day ago from web · [Reply](#) · [View Tweet](#)

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**anthonysonerset:** @citricusid it wasnt actually a fire this time... looks like fire suppression triggered in a routine test  
1 day ago from TweetDeck · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

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**ChophouseRest:** New fire suppression system Fire Marshall approved, up and running. Finally!  
2 days ago from web · [Reply](#) · [View Tweet](#)

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**ChophouseRest:** Back tomorrow about 7 am, big day. Fire Marshall is inspecting our new fire suppression system and I get to set it off. Can't wait.  
2 days ago from web · [Reply](#) · [View Tweet](#)

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**MMcKong:** Just compared 60s peacekeeping and such in Africa to US park system forest fire suppression  
3 days ago from OpenBeak · [Reply](#) · [View Tweet](#)

Show tweets written in: (Any Language)

**Trending topics:**  
 #grandmaethy  
 #nowplaying  
 #wegotogetherlike  
 Canada  
 School Gyrls  
 #WeNeedSomeoneArg  
 #theFunnyHow  
 Justin Bieber  
 #HonorSocietyTour  
 Retweet This If You

**Nifty queries:**  
 cool filter links  
 "is down"  
 movie :)

35 minutes ago from Twitterrific · [Reply](#) · [View Tweet](#)

**joeldare:** My web host, WestHost, had their fire suppression system go off during testing. It destroyed many systems in the data center. Ouch!  
36 minutes ago from Twitterrific · [Reply](#) · [View Tweet](#)

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**Futureratt:** RT @theitskeptic: "during fire system inspection the fire suppression system was inadvertently triggered and discharged into the data center environment."  
about 2 hours ago from web · [Reply](#) · [View Tweet](#)

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**sensicaldesign:** A major disaster (fire suppression triggered) at our web host caused site to go down yesterday. Back up, but email is still catching up.  
about 3 hours ago from TwitterGadget · [Reply](#) · [View Tweet](#)

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**robertpaxton:** The Circle site is back up now - - the webhost had an unintended activation of their fire suppression system in the data center. o.O  
about 3 hours ago from Chromed Bird · [Reply](#) · [View Tweet](#)

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**looprook:** from my isp: during .. fire system inspection of our data center the fire suppression system was .. triggered and discharged into the DC. :(  
about 4 hours ago from web · [Reply](#) · [View Tweet](#)

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**datachick:** RT @theitskeptic: "during fire system inspection the fire suppression system was inadvertently triggered and discharged into the data center environment."  
about 5 hours ago from web · [Reply](#) · [View Tweet](#)

Show tweets written in: (Any Language)

**Trending topics:**  
 #grandmaethy  
 #nowplaying  
 #wegotogetherlike  
 Canada  
 School Gyrls  
 #WeNeedSomeoneArg  
 #theFunnyHow  
 Justin Bieber  
 #HonorSocietyTour  
 Retweet This If You

**Nifty queries:**  
 cool filter links  
 "is down"  
 movie :)  
 "happy hour" near SF  
 #hallo  
 "listening to"  
 love OR hate  
 flight :)




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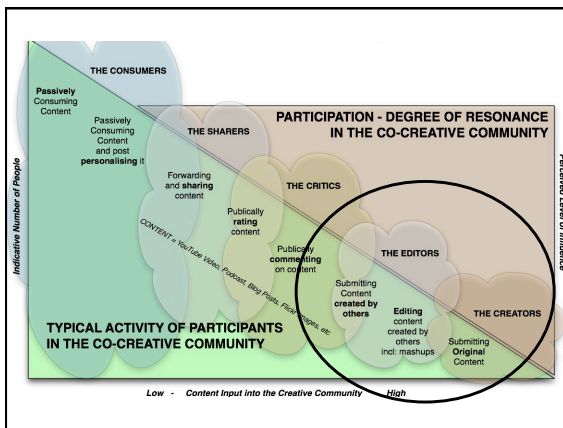
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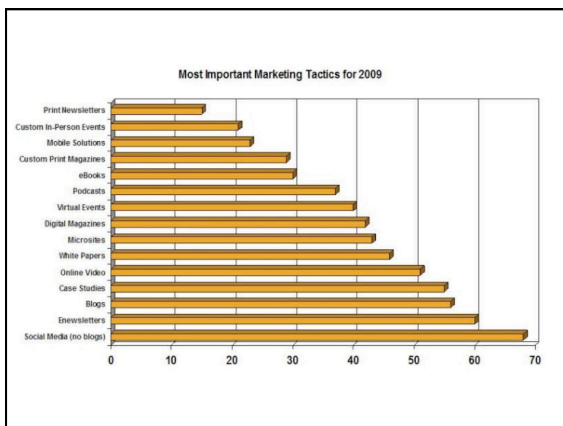
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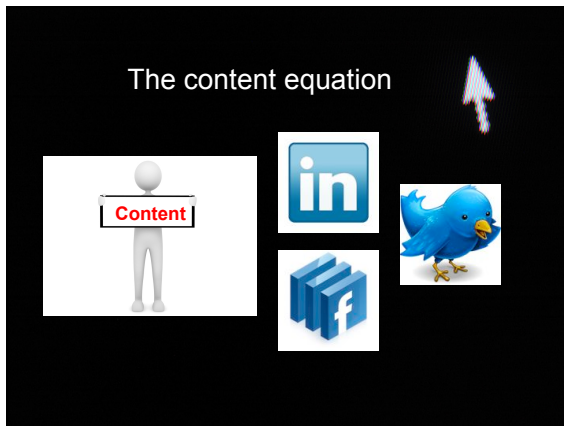
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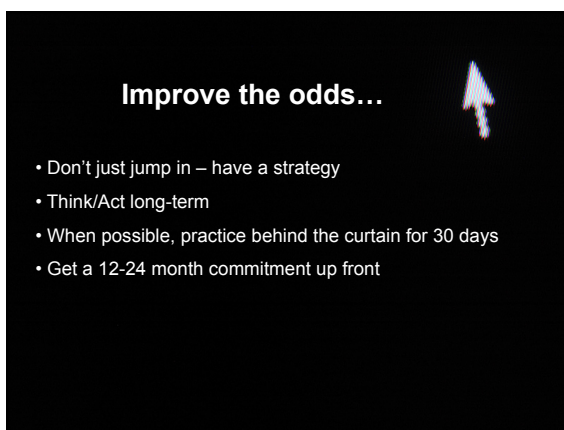
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HMA Fire Ultra High Pressure Fire Suppression Just Fans

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WUI 2010 - Wildland Urban Interface  
March 24th and 25th, 2010 in Reno, NV

Wildland Urban Interface (WUI) is the premier conference for wildland fire service personnel and leadership. WUI brings together some of the most influential people in the wildland firefighting community to exchange ideas, learn ...  
See More

**HMA Fire Apparatus - Events**  
hmafira.com  
March 24th and 25th, 2010 in Reno, NV Wildland Urban Interface (WUI) is the premier conference for wildland fire service personnel and leadership. WUI brings together some of the most influential people ...  
November 9, 2009 at 11:27am Share  
Ben Cronwald likes this.

HMA Fire Ultra High Pressure Fire Suppression View an animated demonstration of Ultra High Pressure and see how this system requires two-thirds less water and foam supply than a traditional fire fighting vehicle. Look for "How Smaller Drops Make A Big Impact" at <http://hmafira.com/index.html>

Add to My Page's Favorites  
Suggest to Friends

An HMA UHP fire suppression system was able to extinguish 340 gallons of JP-8 fuel spread over 3,000 square feet in fewer than 32 seconds using only 13 gallons of suppressant.

Fans  
6 of 71 fans See All  
Faye Scottman  
Caleb Holtz  
Jeremy Lorton  
Wayne C. Ben  
Greg

Created about 4 months ago

Or recruit...  
Or create community...  
Or share...

Links  
3 of 5 links See All  
HMA Fire Apparatus - Events  
11:27am Nov 9  
HMA Fire Apparatus - Producer of Industry-Leading Ultra High Pressure, High-Mobility Fire Apparatus  
8:54am Oct 27  
Highly Mobile Minis: HMA Fire Apparatus debuts 4 prototypes - Firefighter Nation  
8:42am Oct 22

Create a Page for My Business  
Report Page  
Share

Kevin Hosaker likes this.

HMA Fire Ultra High Pressure Fire Suppression Write-up about HMA Fire Apparatus on FireFighterNation.com <http://www.firefighternation.com/journal/blogs/highly-mobile-minis-hma-fire>

Highly Mobile Minis: HMA Fire Apparatus debuts 4 prototypes - Firefighter Nation  
[www.firefighternation.com](http://www.firefighternation.com)  
Highly Mobile Minis: HMA Fire Apparatus debuts 4 prototypes Story & Photos by Bob Vaccaro A new fire apparatus manufacturer has emerged with four new products for the fire service industry. HMA.  
October 22, 2009 at 8:42am Share

HMA Fire Ultra High Pressure Fire Suppression HMA Fire is also looking to hire a Mechanical Designer. See the job details and apply online ... learn more at <http://www.hmafira.com>

HMA Fire Apparatus - Producer of Industry-Leading Ultra High Pressure, High-Mobility Fire Apparatus  
[www.hmafira.com](http://www.hmafira.com)  
ORBITEC HMA Fire is a producer of industry leading Ultra High Pressure (UHP), high-mobility fire apparatus. What is UHP suppression technology? The Ultra High Pressure suppression system requires two-thirds ...  
October 20, 2009 at 1:03pm Share

HMA Fire Ultra High Pressure Fire Suppression HMA Fire is currently looking for a Fire Apparatus Operations Manager. You can see all the job details and apply online ... learn more at [hmafira.com](http://www.hmafira.com)  
October 20, 2009 at 7:42am

HMA Fire Ultra High Pressure Fire Suppression HMA Fire will be attending the MSFCA Annual Conference in Duluth, MN, October 15th through the 17th. <http://www.msfc.org/ConferenceTraining/AnnualConference.html>

MSFCA Annual Conference  
[www.msfc.org](http://www.msfc.org)  
Click Here to View 2009 Exhibitors Information & Application Click Here to View 2009 Conference Delegates Information and Registration Click Here to View 2009 Conference Educational Program

Account Type: Business

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**Inbox (2 unread)**

Shane Reiser Invitation Feb 20 take action +  
Suzanne Huff Suzanne Huff invites you to join Natural... Feb 19 take action +  
Action Items: Group Invitations (3), See all messages +

**Network Updates** See more updates +  
Share ideas, articles, quotes, and more. Share

**STATUS UPDATES**

Lee Randall Sh Cross is awesome. Great way to rinse your olympic mouth out from the public ice dancing taste 8 minutes ago from Twitter · Reply privately · Add comment

Jonathan Bellise Character Design · Twitter · Good @yantherault <http://foto.us/yn3ta> 11 minutes ago from Twitter · Reply privately · Add comment

Todd Razor More Forty Under 40 video shoots in the pipeline this week. 13 minutes ago · Reply privately · Add comment

**People You May Know**

Dallas J. Moore (35) Director of Business Development and Social Media at Social Revolution Invite | X

Thi-An Bui (32) People + Technology Consultant Invite | X

Ron Milne (20) Business Manager at Business Publications Invite | X

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Managing Creatives Seminar on managing creatives and creativity April 12, 2010

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**February 10, 2010**

**Company That Does Riverside Fire Protection Discusses Outdated Suppression Systems**

Filed under: Articles | Tags: Riverside fire protection systems, Riverside fire sprinkler system, Riverside fire suppression system — Massoud Farazandeh @ 8:46 am

PLACENTIA AND LOS ANGELES, CALIFORNIA — When people think of fire protection, their local fire department typically comes to mind.

But true fire protection begins not with the fire department, but with a quality fire suppression system that meets local, state and federal fire codes. Keeping abreast of those codes- or hiring a [Riverside fire protection](#) equipment company that does- is important to avoid relying on an outdated system in the unfortunate event of a fire.

There are two ways in which a restaurant or commercial kitchen fire suppression system can become outdated, said Massoud Farazandeh, who serves as general manager of Nationwide Fire Protection Corp., a Los Angeles and [Riverside fire protection](#) systems company. Although headquartered in Colorado, NFP opened a fabrication plant in Placentia in August 2009 to answer the call for [Riverside sprinkler fire system](#) and other services it offers throughout California.

<http://www.nationwidefireprotection.com/blog/>

Los Angeles Fire Protection Company Gives Important Hint to Restaurant Inspector

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**The risks of social media**  
by Laura Utter in Insurance October 20, 2009

Do you have a Facebook page or are you on Twitter?

TV shows, movie stars and businesses are taking advantage of new ways to promote themselves. Social media are on the rise - and I am probably the only person I know that does not have a Facebook page.

While these are great mechanisms to communicate with your friends and family - and also a new way to market your business - they are not without added risk.

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Several Vanguard Professionals attended the Ansul demonstration that showed the effectiveness of a large sized dry chemical fire suppression system. This demo is similar to systems installed by Vanguard at Oil, Gas, and Chemical facilities nationwide. Vanguard-fire.com  
FIRE TECHNOLOGY CENTER  
Marinette, Wisconsin

January 06, 2009  
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This is a demo of two Fire Suppression methods on a

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Monday's presentation on social media:  
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Free reports, fact sheets, etc.  
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Social media books I recommend:

**I Recommend**

 The New Community Rules: Marketing in the Groundswell by Seth Godin \$16.49	 Marketing in the Groundswell by Charlene Li, Josh A. Seibert \$12.24
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Trust Agents: Using the Web to Build Influence by David Foray

  
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**ABOUT DREW**



**Email Me**  
McLellan Marketing Group  
1430 Locust Street, Suite 200  
Des Moines, Iowa 50309  
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515-251-8400  
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