

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.

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.

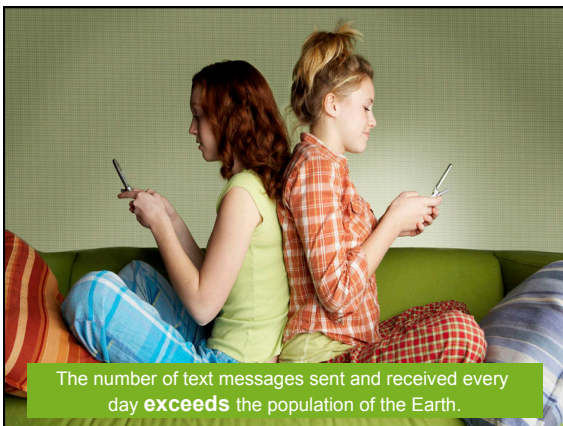
Why does it seem so much louder?

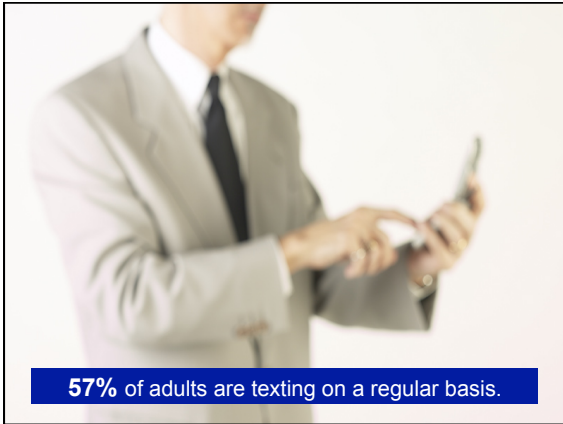
- More people shouting
- More people actively listening
- Instantly shareable









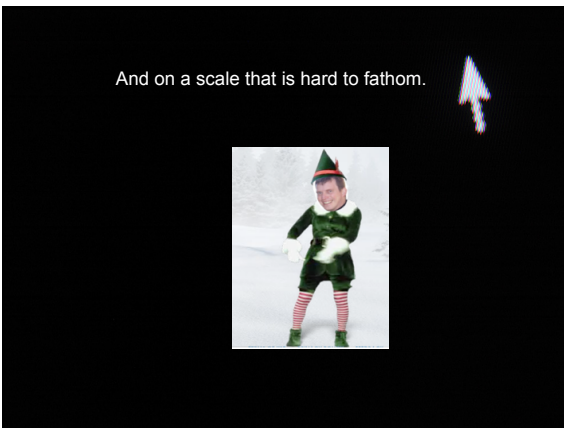


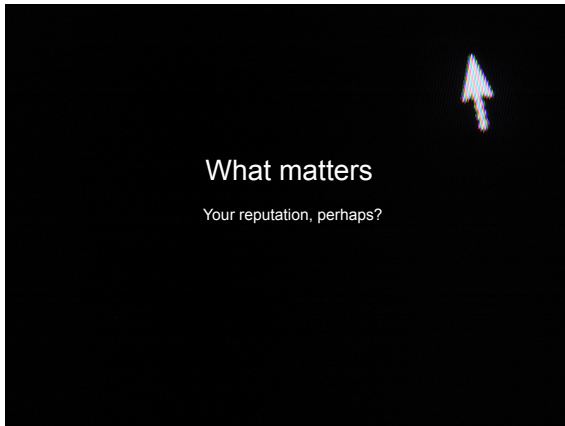
















hee-hawmarketing
there is no box.

ABOUT



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

December 31, 2008

HURRICANE KOHL'S!

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!

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A Top 25 marketing blog served fresh weekly




POWER 150 TOP MARKETING BLOGS




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- Creating Passionate Users
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- Critical Fluff
- Drew's The Marketing Minute
- El Giffney

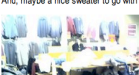
hmm, I hope they have my size!




I really like the jeans display. Now that's great salesmanship!



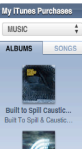
And, maybe a nice sweater to go with those jeans?





RECENT POSTS

- F FX (except USGP)
- Tune In Saturdays: Vampire Weekend
- Blockbuster Video? Nope.
- The Continuous Digital Divide
- The Future of Marketing
- Nonsensical Mathematics
- Tune In Saturdays: Hey Hey My My
- Dear Google #2.





↑

And if you thought the customers
were bad...

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


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.

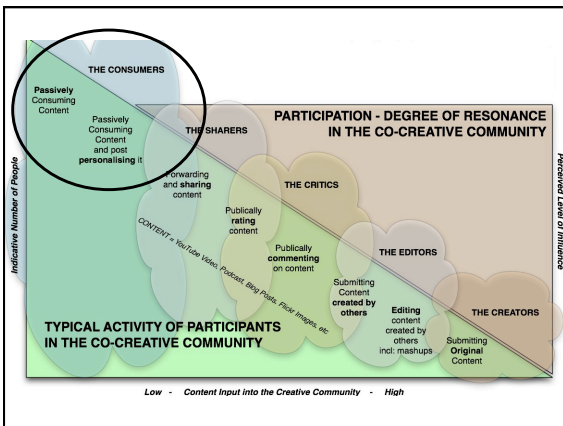
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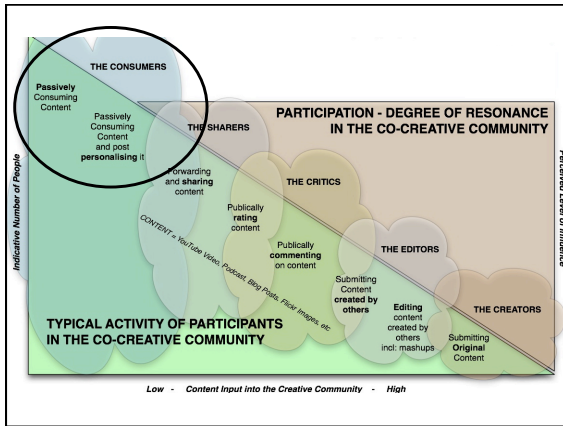
What kinds of issues will we be facing?

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?

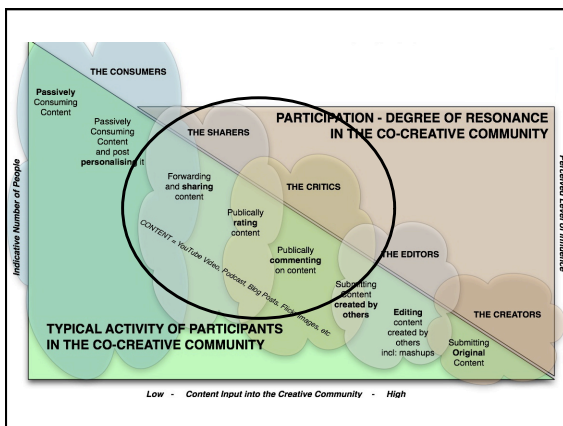














facebook

Data Center Knowledge Use fan page to listen

Wall Info Photos Video RSS/Blog Discussions >>

Data Center Knowledge + Fans **Data Center Knowledge** Just Fans

Data Center Knowledge We take a look inside an innovative data center built by EDS/HP that uses the building's entire lower level as a cooling plenum - effectively creating a 15-foot raised floor.

Inside HP's "Green" North Sea Data Center - Data Center Knowledge
www.datacenterknowledge.com
This seven-foot wide-low-velocity fan is the entry point for the key ingredient on HP's innovative new data center in Wyndyrd, England: cool fresh air from

Fri at 9:32am - Share
3 people like this.

Data Center Knowledge Interesting case study from Facebook's engineering team.

Making Facebook 2x Faster
Everyone knows the internet is better when it's fast. At Facebook, we strive to make our site as responsive as possible; we've run experiments that prove users view more pages and get more value out of the site when it runs faster...
By: Facebook Engineering

Fri at 4:00am - Share
Shahen Shah likes this.

Data Center Knowledge While Google has slowed its data center building boom, Yahoo continues to expand its infrastructure with this Nebraska project and another in the works in upstate New York.

Yahoo Opens New Nebraska Data Center - Data Center Knowledge

Data Center Knowledge How reliable is your cloud provider? They can tell you.

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 Cloud and Reliable should really never be used together :)
February 4 at 11:41am - Report

Abhijeet Borgaonkar Accept the samegud point buddy
February 5 at 9:41am - 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.

Data Centers Heat Offices, Greenhouses, Pools - Data Center Knowledge
www.datacenterknowledge.com
A growing number of data centers are redirecting the heat from their hot aisles to nearby homes, offices, greenhouses and even pools. The latest example comes from Telecity, which is using waste heat from servers in its new Paris data center to heat an on-site aquarium.

February 3 at 2:58pm - Share
4 people like this.

Use LinkedIn to see what people are asking

Home Profile Contacts Groups Jobs Inbox (2) More... Answers = 'fire suppression' Search Advanced

Inbox (2 unread)

Shane Reiser Invitation Feb 20 take action

Suzanne Hull Suzanne Hull invites you to join Natural... Feb 18 take action

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

Network Updates See more updates

Share class, articles, quotes, and more... Share

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://khsullivan.com>
9 minutes ago · Reply privately · Add comment

Brian Reich Tough, but smart move - U.S. lineup change follows blowout loss to Canada <http://bit.ly/9k4L0r1>
12 minutes ago from Twitter · Reply privately · Add comment

David Zinger Week 7 of one year focus on daily engagement. <http://bit.ly/9k4L0r1>
24 minutes ago from Twitter · Reply privately · Add comment

Who's viewed my profile?

People You May Know

Kathy Haaga (3) Licensed Massage Therapist at Kathy Haaga Massage Invite | X

Jenna Hogan (2) Recruiting Consultant at Palmer Group - Accounting and Finance Invite | X

Nick Burcharth (2) Head of VNC UK and Products / Relationship MGR at VNC@Nerve Center Invite | X

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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...
8 answers | Asked by John Rowland | 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?
... 5. Fire Suppression Systems ... 7. Room Sealing (Gas Fire Suppression - includes testing and certifications) ...
8 answers | Asked by Joseph Wozniak | 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... Hason 1301 fire suppression systems in accordance with SPFA requirements...
2 answers | Asked by Taryn Haszard | 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 sprinklers a little too close...
12 answers | Asked by Serge Rivet (srivesnow@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?
...
1 answer | Asked by K. mason (cmason@rediffmail.com) | 10 months ago in Servers and Storage



Use LinkedIn to find out what customers are talking about

EMC where information lives! 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: Malcolm Danner | 803 members | Share

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 Kazalla | 800 members | Share

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 VMAX.
Owner: Becky Mendenhall | 594 members | Share

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: Bharat Joshi | 590 members | Share

Data Center Advisors Join this group

This is a group for Users, Operators and Managers of Data Centers as well as Vendors of Data Center services/products to network and gainwise knowledge and advice on any Data Center related topic whether it be site selection, product knowledge, design questions etc.
Owner: Asper Tucker (atucker@tdpinfrastructure.co.uk) | 455 members | Share

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



Improve the odds...

- Don't just jump in – have a strategy
- Think/Act long-term
- When possible, practice behind the curtain for 30 days
- Get a 12-24 month commitment up front



Remember the cocktail party rule



The screenshot shows a Facebook page for "HMA Fire Ultra High Pressure Fire Suppression". The page includes a profile picture with the HMA FIRE logo, a cover photo, and several posts. One post mentions "Wildland Urban Interface (WUI) 2010 - Wildland Urban Interface" and another mentions "HMA Fire Apparatus - Events".

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

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

Highly Mobile Minis: HMA Fire Apparatus debuts 4 prototypes - Firefighter Nation 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.hmafire.com>

HMA Fire Apparatus - Producer of Industry-Leading Ultra High Pressure, High-Mobility Fire Apparatus www.hmafire.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 hmafire.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.msfcac.org/ConferenceTraining/AnnualConference.html>

MSFCA Annual Conference www.msfcac.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 Hull Suzanne Hull invites you to join Natural... Feb 19 take action +

Action Items: Group Invitations (3). See all messages +

Network Updates

Share ideas, articles, quotes, and more... Share

STATUS UPDATES

Len Kendall Sk Cross is awesome. Great way to rinse your olympic mouth out from the public ice skating lake. 8 minutes ago from Twitter - Reply privately - Add comment

Jonathan Bellas Character Design + Twitter = Good @yantherault <http://ico.us/yv3ta> 11 minutes ago from Twitter - Reply privately - Add comment

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

People You May Know

Dallas J Moore Director of Business Development and Senior Writer at Social Republic Invite | X

Thu-An Bui People + Technology Consultant Invite | X

Ron Mino Business Manager at Business Publications Invite | X

Ads by LinkedIn Members

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Managing Creatives Seminar on managing creatives and creativity, April 12, 9:00

Virtual Conference Market Virtual Conference & Trade Show Market Forecast 2010 - 2015



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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 - Read More (16) (1-16)

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...
Inspector

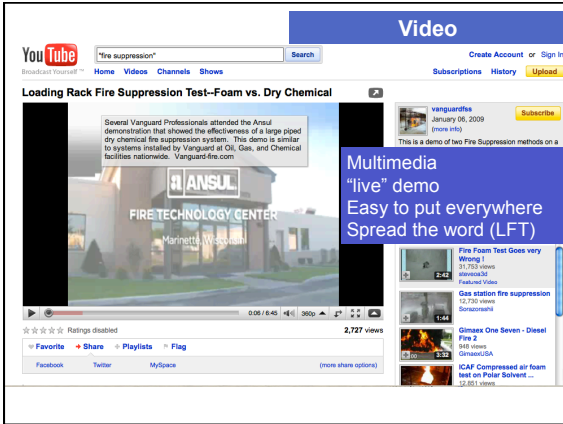
Categories: Articles, News

Search:

Archives: February 2010, January 2010, December 2009, October 2009, September 2009, August 2009, July 2009, June 2009, May 2009

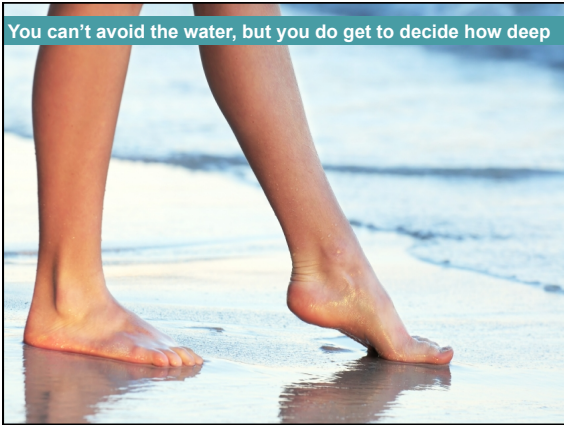
Meta:











www.drewsmarketingminute.com/entrefest.html 

Drew's *marketing* minute Where strategy and passion collide 

DREW IS TOP DOG AT McLELLAN MARKETING GROUP

Fire
Monday's presentation on social media:
[Download presentation here](#)

General Resources:
Free reports, fact sheets, etc.
Marketing Lessons from Walt

Social media books I recommend:

I Recommend

 The New Community Rules: Markets Rainer Weinberg (F...) \$16.49	 Marketing in the Groundswell Charlene Li, Josh B... \$12.24
--	--


Smart Agents: Using the Web to Build Influence


The New Rules of Marketing and PR: How to Use

ABOUT DREW



Email Me
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Oak Manor, Jones 21099
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Check out Drew's books
[Drew's Amazon Author page](#)

DON'T MISS THIS!





